



HSR CORRIDOR STUDY
TRAVEL INTERCEPT SURVEYS
FINAL REPORT

October, 1994

Prepared for:
The Steering Committee For The
Quebec/Ontario High Speed Rail Study

Transurb/IBI Group/Monenco Consortium
Project Manager

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FOREWORD

1.

1.1 INTRODUCTION

Purpose

This project was undertaken as a component of the Quebec/Ontario High Speed Rail Study, a joint project of the Quebec, Ontario and Federal Governments. The acquisition of reliable data on current travel patterns is a critical component of the Study. This data will form the basis for the development of a detailed understanding of the travel market in the Quebec-Windsor Corridor without High Speed Rail (HSR) and a means of understanding the changes in each sub-market which may result from the introduction of HSR.

The purpose of the Travel Intercept Surveys was to obtain **revealed preference data** on each of four modes of travel in the Corridor -- auto, air, rail and bus. Revealed preference data consists of current passenger flow information including O/D's, trip purpose, fares paid, access modes and passenger characteristics.

The Companies

As **prime contractor** on the Travel Intercept Surveys, **Consumer Contact Limited** assumed full responsibility for executing the project.

In addition, **Insignia Marketing Research**, provided support in questionnaire development, pre-test evaluation and sample design and undertook the **expansion** and **analysis** of the survey data.

Deliverables

The complete findings of the Travel Intercept Surveys are delivered in four components:

1. Final Report - summary of key findings and detailed description of methodology.
2. Computer Summary Tabulations - Summer, Fall, Winter Combined--Annual Expansion.
3. Code Book - February 26/93 -- data file descriptions, zone definitions, code lists and blank questionnaires.
4. Set of 20 Diskettes containing final expanded data for each completed travel survey interview.

	<u>Number of Diskettes</u>			
	<u>TOTAL</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>
Air	4	1	2	1
Rail	4	1	2	1
Bus	4	1	2	1
Auto	<u>8</u>	<u>2</u>	<u>3</u>	<u>3</u>
	20	5	9	6

CONSUMER CONTACT LIMITED
November, 1993

1.2 EXECUTIVE SUMMARY

Methodology

- o A total of 61,468 interviews were conducted with travellers in the Quebec-Windsor Corridor between August 1992 and January 1993.
- o The survey was conducted in 3 separate waves:
 - August/92 - to represent the summer season
 - October/November/92 - to represent both the spring and fall seasons
 - January/93 - to represent the winter season
- o Four different modes of travel were surveyed:
 - Automobile** - Passenger vehicles were sampled (by **license plate** recording) at 10 locations along the Corridor. Questionnaires were **mailed** to 83,170 motorists, of which 26,227 (31.5%) were returned in useable form.
 - Air** - Just over 10,000 interviews were completed with passengers in **departure lounges** prior to flight departures. A similar number of **handouts** (with mailback questionnaire) were given to late arriving passengers, of which 26% were completed and returned, for a useable sample of 12,393 interviews.
 - Rail** - A total of 13,696 useable interviews with rail passengers were conducted **on board trains**.
 - Bus** - Some 9,152 useable interviews with bus passengers were conducted **on board intercity buses**.
- o Highway volume of traffic data was supplied by the Ontario and Quebec ministries of transport to enable expansion of the automobile survey to an estimate of total automobile travel within the Corridor (trips of 50km+) during the calendar year 1992.
- o Passenger load data was supplied by the carriers to enable expansion of the public mode surveys to an estimate of total public mode travel within the Corridor during the calendar year 1992.
- o Complete raw data files have been supplied to the ministries and to the forecasting consultants working on the High Speed Rail project. Only a general overview of Corridor travel patterns is provided in this report, along with a detailed record of survey methodology.

Overview Of General Travel Patterns

- o Auto travel accounts for 91% of the 108 million person trips taken within the Quebec/Windsor corridor 50km or more in distance. At the present time, rail carries only 2.7% of all travellers.
- o The rail passenger is typically travelling for non-business reasons (73%). This is similar to the profile of bus and auto travellers. The air travel segment, in contrast, is largely skewed toward business travellers (73%).
- o In appealing to non-business travellers, then, the auto market, by virtue of its size, must represent the prime target market.
- o However, even with business travellers, the auto market represents 8 out of 10 business travellers. Air is still only a minority (13%), even though most travelling by air are on business.
- o About half (52%) of individuals travelling within the corridor are on an overnight trip. The average number of days away is 1.9 days.
- o In the case of the current rail passenger, 80% are travelling overnight, with an average number of days of 4.2.
- o Some 95% of travellers within the corridor are destined to Southern or Central Ontario/Quebec. Only 5% are bound to other provinces, countries or northern regions.
- o The average party size is typically quite small - 1.9 individuals. It is somewhat higher for auto travellers (2.0) and lower on public modes (within the 1.2 to 1.4 person range).
- o The average cost per trip is \$22 (per person, one-way). Air travel (at \$233) is considerably more expensive than each of the other three modes.

STATISTICAL SUMMARY					
	<u>Total</u>	<u>Auto</u>	<u>Air</u>	<u>Rail</u>	<u>Bus</u>
Person trips (50km+) (in millions)	108.6	99.0	4.1	2.9	2.6
Share of Trips By Mode	100.0%	91.2%	3.8%	2.7%	2.4%
<u>Purpose of Trip</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
o Business	21%	19%	73%	27%	17%
o Non-business	79%	82%	27%	73%	83%
<u>Duration</u>					
o Overnight	52%	50%	76%	80%	74%
o Average Nights	1.9	1.7	5.0	4.2	3.9
<u>Destination</u>					
o Within corridor area	95%	95%	84%	95%	97%
o Other provinces, countries, northern regions	5%	5%	16%	5%	3%
<u>Party Size</u>					
o Average	1.9	2.0	1.3	1.4	1.2
o Per person cost per trip (one-way)	\$22	\$12	\$233	\$50	\$36

4.

2.1 Seasonal Representation

Survey Period	Expanded to Represent	Months
August, 1992	Summer, 1992 (June 16-Sept.15)	3.0
Oct./Nov., 1992	Spring, 1992 (Mar.16-June 15) and Fall, 1992 (Spet.16-Nov.30)	5.5
January, 1993	Winter, 1992 (Dec.01-Mar.15)	3.5
		12.0

In total, over 60,000 interviews were conducted with Corridor travellers during the entire period.

NUMBER OF COMPLETED AND USEABLE INTERVIEWS						
	SUMMER		FALL		WINTER	
	Target	Actual	Target	Actual	Target	Actual
Air	3,500	1,951	6,300	6,889	3,500	3,553
Rail	3,200	3,963	6,400	6,327	3,200	3,406
Bus	2,200	2,213	4,400	4,445	2,200	2,494
Auto*	6,800	8,210	15,100	14,776	3,600	3,241
TOTAL	15,700	16,337	32,200	32,437	12,500	12,694
<p style="text-align: center;">Grand Total -- Target 60,400 Actual 61,468</p>						
<p>* Automobile trips of less than 50 km were excluded from the report and data files resulting in "in-tab" auto samples of 7,805 (Summer) and 13,292 (Fall).</p>						

2.3 Special Surveys

In addition to the above described surveys, two special surveys were conducted as follows. Each of these surveys has been reported separately to the Project Manager in memo form.

2.3.1 Buttonville Airport

This airport was closed for maintenance during the Fall interviewing period. A separate survey of 10 outbound flights was conducted Nov. 15 to 19, 1992 to develop an independent profile of the Buttonville user. A total of 81 interviews were completed.

2.3.2 Service Centre Auto Interviews

During the Fall wave, the licence plate crews were unable to continue recording plates after 1700 due to darkness. At each of the five locations on Highway 401, the recording crew moved to the nearest service centre exit ramp and continued recording vehicles exiting to the service centre from 1700 to 1859. These vehicles were not used in the main auto survey. However, a separate mailing was made (resulting in 202 useable returns) to determine the extent to which the characteristics of service centre users differ from that of through traffic.

2.4 Public Modes

For each public mode, the sampling universe consisted of all scheduled departures between Corridor cities.

A sample of departures was selected to cover all city pairs for each mode. Disproportionate sampling was employed to ensure adequate samples in smaller routes. (Appendix B)

For all public modes, the basic sampling unit was the **household party**. If more than one person from the same household was travelling together, only one person was asked to complete the questionnaire.

The questionnaire for each mode was designed to be self-administered. Copies of all questionnaire versions used in the Fall wave will be found in the Code Book (under separate cover). (Appendix A)

Air travellers were interviewed in airport departure lounges prior to boarding. Late arrivals were given a mailback kit containing questionnaires (both English and French) and a return envelope, to complete on board and mail at the next stop. After each sampled flight departure, the total passenger boarding count was obtained from the ground crew. (Appendix C.1)

Rail travellers were interviewed on board the train. The interviewer covered both coach and first class passengers and made sure to include at least a few of the passengers boarding at each stop enroute. Passenger counts were obtained from the conductor, including the number on board at initial departure and the number boarding at each stop enroute, separately for coach and first class. (Appendix C.2)

Bus travellers were interviewed on board and included passengers boarding at stops enroute. The interviewer recorded the total number of passengers boarding at each stop. On multi coach departures, the carrier was contacted to determine the total number of passengers carried on that departure. (Appendix C.3)

2.5 Automobile

Passenger vehicles were sampled at 10 locations along the Corridor. Each location was surveyed in both directions on a Sunday ("weekend") and on one weekday (Tuesday, Wednesday or Thursday) for each wave.

All 10 locations were surveyed in the Summer and Fall. For the Winter, a smaller survey covered only 6 locations.

Road crews managed by MTO and MTQ recorded license plate numbers and conducted highway counts (of eligible vs. non-eligible vehicles) during the scheduled survey periods. The survey day was set to be at 0700 to 1859. During the fall and winter waves, reduced daylight hours necessitated a shorter survey day. At each location, automobile vehicle counts were maintained 24 hours a day for a seven-day period.

Each ministry obtained the name and address of the registered owners of the observed vehicles. As well, MTO obtained this data from the states of Michigan and New York.

The auto survey universe is limited to vehicles registered in Quebec, Ontario, Michigan and New York only.

All names and addresses were supplied to Consumer Contact along with a code identifying hour of observation, location, direction and day of week. This code was included on the questionnaire which was mailed out to each vehicle owner. (Appendix D)

3. DATA CLEANING

3.1 Origin/Destination Logic

Extensive tabulations were run on all public mode data files to ensure consistency between:

- true origin and destination (Q. 9/14)
- boarding and alighting terminals (Q.11/12), and
- travel leg/direction on vehicle surveyed.

Automobile files were examined to ensure that stated O/D was consistent with the direction and location of observation.

All inconsistent questionnaires were examined individually and corrected whenever a logical answer could be clearly inferred from context. Whenever a logical solution was not available, the questionnaire was deleted from the data file.

3.2 Checks For Outlying Values

All questions involving dollar amounts were tabulated by length of O/D. Distributions were checked on the elapsed time questions (10a/13a).

Questionnaires with values outside the normal distribution were examined individually.

Responses were not changed except in cases where it was clearly apparent that the respondent had made an error or had misinterpreted the question. These cases were corrected whenever a logical answer could be clearly inferred from context. Otherwise, the value was deleted and replaced with a non-response code.

Example: some bus commuters gave a total monthly bus pass cost at Q.2a. This was divided by 20 to obtain a daily round trip cost.

Example: some travellers incorrectly stated egress time (Q.13a) as the time from leaving boarding terminal (Q.11) to arriving at final destination (Q.14). These times were deleted and replaced with non response.

3.3 Missing or Multiple Response

Any questionnaire without a clearly defined origin and destination was deleted from the data file.

Other missing answers were coded as "not stated", except for trip purpose, and questions where a valid response was necessary for expansion.

Non-response on trip purpose was generally less than 1%. These were assigned code 8 ("other").

Values were ascribed for the following questions needed for expansion. (Appendix I)

Public Modes

Q.2b - type of fare (Rail only)

Q.3c - number of household members

Auto

Q.7b - number in vehicle

Procedures were established to select a single response when multiple responses given. (Appendix I)

3.4 Ascribing Zones for Toronto, Montreal and Quebec City Metro Areas

Significant numbers of respondents starting or ending trip in one of the 3 major metro areas did not provide a response detailed enough to determine correct zone. (Eg: "Toronto" with no postal code, address or landmark.)

An ascription procedure was developed using the response to "type of place" to attach a zone code to every origin and destination in these three cities. (Appendix I)

For other cities and towns, the central or downtown zone was assigned to non-specific "city name" responses.

4. EXPANSION METHODOLOGY

4.1 Public Modes

For each wave, the following staged procedure was used to expand the survey data to the full season.

4.1.1 Expansion to number of passengers represented by each questionnaire.

Since only one interview was completed per household party (see 2.4), each questionnaire was first weighted by the number of household passengers travelling together (Q.3c).

4.1.2 Expansion to total passengers on surveyed departure.

Number of household passengers weighted up to total number of passengers on departure (i.e. flight, bus, train) separately for:

- each boarding point enroute (bus and rail only)
- First class/coach (rail only)
- in lounge/mailback (air only)

4.1.3 Duplication of interviews to fill empty cells

Before expanding to the survey week (4.14) it was necessary to fill in empty cells in the weighting matrix. Empty cells occurred rarely in the Summer and Winter waves, but more frequently in the Fall wave when weighting was done by hour on weekdays and in two-hour segments on weekends. To fill each empty cell, interviews were duplicated from the closest comparable cell. (Appendix E)

4.1.4 Expansion to survey week.

Separately for:

- travel leg/direction
- weekend/weekday (summer/winter)
- hour of departure within weekend/weekday (Fall only)

Note(1) The necessary passenger load data for each of the three survey weeks was obtained from the carriers and Pearson airport to cover all public mode routes **except** for:

- Air routes where neither origin nor destination was Pearson,
- all Voyageur bus routes.

In these cases, expansion to the full survey week was accomplished by factoring up from the number of surveyed departures in each expansion cell, to the total number of scheduled departures in that cell.

Note(2) Fall data can be analyzed by hour of departure (0600 to 0659 etc.), for weekdays and by two-hour segments (0600 to 0759 etc.) for weekends. Summer and Winter data files are not large enough to permit analysis by hour.

Note(3) Do not attempt to analyze any data by day of week. Analyzable by weekend /weekday only.

4.1.5 Expansion to season.

Each carrier (with a few exceptions detailed in Appendix F) supplied monthly passenger loads for an entire year for each route. This data was collapsed into the three "expansion" seasons (summer, spring/fall and winter), and a seasonal expansion factor created for each route.

4.1.6 Multiple exposure reduction factor

This final adjustment corrects for instances where a particular traveller had more than one chance of being included in the survey.

Since each travel leg was surveyed independently, a traveller taking a trip that covers more than one of the travel legs has a greater chance of being included in the survey.

The number of travel legs covered (duplication factor) was determined for each public mode interview. The expansion weight for that interview was then divided by this duplication factor to create a final expansion weight to produce data on total system travellers.

4.2 Automobile - Summer and Fall

The following procedures were used to adjust each of the Summer and Fall Automobile surveys.

4.2.1 Adjustment for non-response

Different response rates were obtained from each province/state. As well response from business addresses (i.e. autos registered to a company or organization) was less than from residential (private individual) owners.

Completed returns were factored up to original mailouts using an 8 cell matrix (province/state by business/residential).

4.2.2 Adjustment for duplicate observations on same day

A number of vehicles were observed twice at the same location on the same day (i.e. going and returning on a shorter trip). Because it was felt that a respondent receiving two forms would be less likely to return both forms, one observation was randomly selected for mailout. The completed return was then doubled to account for the two observations.

This procedure was not done on the Summer wave. (While duplicates had been removed, the need for coding them for subsequent expansion adjustment was not anticipated.) Procedure 4.22 was introduced as an improvement for the Fall wave.

4.2.3 Duplication of interviews to fill empty cells

Due to short term weather difficulties particular one or two hour segments of observation were missed on certain days. These were filled by duplicating interviews from the nearest comparable cell.

As well, during the Fall wave, observations at most locations were unable to continue beyond 1659 due to darkness. Interviews from 1600 to 1659 were duplicated to fill the 1700 to 1859 period. (A comparison of these two time periods in the Summer wave showed no significant difference by purpose of trip.) (Appendix E)

4.2.4 Adjustment for province/state within location/direction/day

Using original vehicle counts by province/state obtained by road crews, the entire file was adjusted on a 160 cell matrix - province/state(4) by location(10) by direction(2) by weekend/weekday(2).

4.2.5 Expansion to one week of traffic (0700 to 1659)

Using the automated traffic counts and manual counts on proportion of eligible vehicles, total eligible traffic for the survey week was established on an hourly basis for each location/direction, separately for the weekend (1200 Friday to 1159 Monday) and weekdays (1200 Monday to 1159 Friday).

The entire data file was expanded to the full survey week (12 hour days) using a 480 cell matrix (12 hours by location(10) by direction(2) by we/wd(2)).

4.2.6 Expansion to season

Total traffic in each season was estimated for each location by using recognized procedures provided by the Quebec and Ontario ministries.

For Ontario locations, an Average Daily Traffic (ADT) estimate was determined using both the Summer and Fall Survey data by location. This was then translated into an Average Annual Daily Traffic (AADT) estimate, using provided factors, through to seasonal factors (SADT, WADT, and SAWDT) to create seasonal projections. The appropriate daily estimate for each season was multiplied by the total number of days in the season.

For Quebec locations, similar adjustment factors to reflect variations were applied, as provided by the Quebec government.

See Appendix G for a detailed description.

4.2.7 Multiple exposure reduction factor

This adjustment corrects for instances where a particular vehicle can pass by more than one observation location during the reported trip.

The number of observation locations passed is determined for each vehicle and the expansion weight (at 4.26) is divided by this number.

4.2.8 Expansion to 24 hour estimates

Using the seasonal estimates discussed in 4.26 an expansion factor was created for each location by weekend/weekday (20 cell matrix) to estimate eligible vehicles on a full 24 hour basis.

4.2.9 Expansion to total auto travellers

Up to this point, all expansion has been done on a vehicle basis. This final stage multiplies the expansion weight at 4.28 by the number of people in the vehicle to obtain an estimate of total travellers.

4.3 Automobile - Winter

- 4.3.1 Because of anticipated weather problems and the shorter period of daylight, it was not considered feasible to conduct a full scale automobile survey in January.

A decision was taken to re-use the Fall auto data base. In fact, the entire Fall data file was duplicated and then re-weighted using Winter traffic counts to simulate Winter automobile travel.

4.3.2 Special Winter "mini wave"

However, in doing this, there was concern that some basic characteristics (such as business/non-business) might differ from Fall to Winter.

To check for this a smaller automobile survey was designed for January with the objective of completing a minimum number of interviews (600) at each of 6 representative locations.

- 4.3.3 The results of this mini wave were compared on an unweighted basis, with comparable unweighted interviews (same locations/times of day) taken from the Fall data, to determine the extent and nature of differences between Winter and Fall auto travellers.

- 4.3.4 Differences were found by age/sex of driver, trip purpose and length of trip. (Appendix H)

Winter drivers were more likely to be younger and male (small differences but consistent across all locations).

There were differences in the proportion of business/non-business travellers in the Winter. However, the direction and extent of difference varied by location and we/wd.

There was a general trend to shorter trips in the Winter, but again, this was not consistent across all locations.

4.3.5 Special adjustments to simulated Winter Data File

The Fall auto data file was duplicated and all adjustments up to 4.23 retained. At this point, the following special adjustments were made to the simulated file in 3 stages.

- 4.3.6 Overall adjustment by age within sex made to entire data file.

- 4.3.7 Trip purpose (business vs. non-business) adjusted separately for each location by weekend vs. weekday.

Note: Only locations 2, 4, 5, 7, 8 and 0 were surveyed in the Winter. Factors calculated for location 2 were also applied to 1 and 3. Location 5 factors applied to 6. Location 0 factors applied to 9.

- 4.3.8 Trip length adjusted separately for each location by weekend/weekday.

- 4.3.9 At this point, weighting procedures 4.24 to 4.29 were applied to the simulated Winter data file using Winter traffic counts and estimates.

KEY SURVEY RESULTS

5. CORRIDOR TRAFFIC OVERVIEW

5.1 Overall Modal Split

During 1992, an estimated 108 million person trips of 50 km or more in distance were taken within the Quebec/Windsor corridor. (Note: the Auto survey included only vehicles registered in Ontario, Quebec, Michigan and New York State)

Among these trips, by far the dominant mode is the automobile, accounting for as many as 91%. Note, from the table below that each of the public modes account for a significant volume of traffic -- 2.5 million trips by bus, 2.9 million by rail and 4.1 million trips by air.

	ONE-WAY PERSON TRIPS - 1992	
	#	%
Total	108,557,000	100
Auto	98,993,000	91
Air	4,086,000	4
Rail	2,915,000	3
Bus	2,563,000	2

5.2 Modal Split by Distance Travelled

The following two tables illustrate the modal split by distance travelled and specific superzone origin and destination pairs.

Most air and rail trips are over 300 km. However, the auto still remains the most popular mode.

	ONE-WAY PERSON TRIPS BETWEEN MAJOR CENTRES+			
	50 - 100 km %	100 - 200 km %	200 - 300 km %	300 km+ %
Auto	98	92	88	59
Air	*	*	1	26
Rail	*	4	4	11
Bus	2	3	7	4

+ Excludes "All Other", Same Origin/Destination

* Less than 0.5%

Passengers by Mode 1992 (000)

<u>City Pair (Superzone B)*</u>	<u>Total</u>	<u>Auto</u>	<u>Air</u>	<u>Rail</u>	<u>Bus</u>
Quebec-Montreal	6801	6194	48	140	419
Quebec-Ottawa	322	260	32	10	20
Quebec-Toronto	209	104	74	26	5
Quebec-London	5	2	2	1	0
Quebec-Windsor	2	0	1	1	0
 Montreal-Ottawa	 4509	 3839	 36	 215	 419
Montreal-Kingston	278	208	0	35	35
Montreal-Toronto	2979	1190	1201	470	118
Montreal-London	115	81	19	13	2
Montreal-Windsor	29	14	6	9	0
 Ottawa-Kingston	 933	 836	 -	 32	 65
Ottawa-Toronto	2715	1715	676	201	123
Ottawa-London	152	102	35	10	5
Ottawa-Windsor	69	55	5	7	2
 Kingston-Toronto	 2282	 1958	 10	 207	 107
Kingston-London	95	85	1	7	2
Kingston-Windsor	18	12	0	5	1
 Toronto-Kitchener/Waterloo	 11674	 11400	 2	 34	 238
Toronto-London	4541	4151	23	211	156
Toronto-Windsor	1289	1091	64	100	34
 London-Windsor	 1568	 1514	 -	 34	 20
 Same origin and destination	 5171	 5106	 11	 10	 44
 All other	 62805	 59078	 1842	 1138	 747
TOTAL	108557	98993	4086	2915	2563
Modal Shares	100.0%	91.1%	3.8%	2.7%	2.4%

* See Appendix J for Superzone Definitions.

5.3 Modal Split by Season*

The three month summer season accounts for 31% of Corridor person trips. The three and one half month winter season, 24%. The five and one half month shoulder seasons, in contrast, account for 46% of one-way person trips.

Total traffic flow is essentially quite consistent throughout the calendar year for public modes. However, auto travel varies significantly by season -- much higher per month in summer than spring/fall. Lowest in winter.

SHARE OF TRIPS BY SEASON					
Projected Person Trips (000)	<u>Total</u> (108,557) %	<u>Auto</u> (98,993) %	<u>Air</u> (4,086) %	<u>Rail</u> (2,915) %	<u>Bus</u> (2,563) %
Summer	31	31	25	27	26
Spring/Fall	46	46	48	44	44
Winter	24	23	27	29	30
* Summer	-	June 16 - September 15, 1992			
Spring/Fall	-	March 16 - June 15 and September 16 to November 30, 1992			
Winter	-	December 1 to March 15, 1992			

ONE-WAY PERSON TRIPS PER MONTH - 1992					
Projected Person Trips (000)	<u>Total</u> (108,557)	<u>Auto</u> (98,993)	<u>Air</u> (4,086)	<u>Rail</u> (2,915)	<u>Bus</u> (2,563)
Summer	11,218	10,229	341	262	222
Spring/Fall	9,079	8,279	357	233	205
Winter	7,444	6,505	315	242	220
* Summer	-	June 16 - September 15, 1992			
Spring/Fall	-	March 16 - June 15 and September 16 to November 30, 1992			
Winter	-	December 1 to March 15, 1992			

5.4 Distance Travelled by Automobile

The next table shows the proportion of observed vehicles travelling under 50 km and 50 km+ for each highway location used during the survey.

The proportion of vehicles travelling under 50 km was excluded from the auto survey.

		PERCENT OF OBSERVED VEHICLES TRAVELLING	
		Under 50 km %	50 km + %
<u>Highway Location</u>			
1.	401/Chatham	*	99
2.	401/Woodstock	16	84
3.	401/Guelph	15	85
4.	53/2 Brantford	42	58
5.	401/Napanee	5	95
6.	401/Prescott	15	85
7.	7/Perth	18	82
8.	40/Rigaud	7	93
9.	40/Louiseville	5	95
0.	20/St. Eugene	7	93

6.0 TRIP CHARACTERISTICS

6.1 Purpose of Trip

Only one in five (21%) person trips of 50 km or more within the Corridor are taken for business purposes.

However, while this ratio holds fairly constant for auto, rail and bus, the picture for air trips is quite different. As many as 73% of air trips are for business purposes, only 27% for non-business reasons.

That does not mean, however, that most business travellers prefer air carriers. In fact, as many as 81% of business trips are taken by car, only 13% by air. Of the 81% auto business trips, the majority of these trips tend to be short hauls (i.e. Toronto to Kitchener-Waterloo, Quebec to Montreal, etc.) Air business trips are concentrated on the longer routes (i.e. Montreal to Toronto, Ottawa to Toronto).

Existing rail and bus travel, as noted, is dominated by non-business travellers -- particularly those visiting friends and relatives and on a vacation or recreation trip.

Projected Person Trips (000)	ONE-WAY PERSON TRIPS - 1992				
	<u>Total</u> (108,557) %	<u>Auto</u> (98,993) %	<u>Air</u> (4,086) %	<u>Rail</u> (2,915) %	<u>Bus</u> (2,563) %
NET BUSINESS	21	19	(73)	27	17
NET: NON-BUSINESS	(79)	(82)	27	(73)	(83)
- Commuting to/from work	4	5	1	2	5
- Going to/from university/ college	4	3	2	8	12
- Vacation/recreation	21	22	11	23	15
- Shopping/personal business	10	10	2	7	8
- Visiting friends/relatives	40	41	10	32	42
- Other	1	1	1	1	1

<u>Mode of Travel</u>	<u>PERCENT AMONG ONE-WAY PERSON TRIPS TAKEN FOR:</u>	
	<u>Business</u> %	<u>Non-Business</u> %
Auto	(81)	(94)
Air	13	1
Rail	3	2
Bus	2	2

Business air travel tends to be higher (80% to 90% of air trips) for city pairs within the Corridor. The proportion of business travel is lower when one end of the air trip is outside the Corridor.

Rail travel for business tends to be higher (30% to 49%) for mid-range trips such as Quebec/Montreal, Montreal/Ottawa, Toronto/London etc., and much lower for out of Corridor rail travel.

Bus business travellers are more prevalent on Quebec/Montreal/Ottawa and Toronto/Windsor routes (20% to 40%)

The proportion of business travel for selected city pairs by mode will be found in Section 8.3.

6.2 Weekend Versus Weekday

Weekends defined as the three day period between noon Friday and noon Monday, account for just over half (56%) of person trips within the Corridor.

However, this is primarily the result of car travellers. With air travel, only 39% are weekend trips, rail 44% and bus 48%.

ONE-WAY PERSON TRIPS - 1992					
	<u>Total</u>	<u>Auto</u>	<u>Air</u>	<u>Rail</u>	<u>Bus</u>
Projected Person Trips (000)	(108,557)	(98,993)	(4,086)	(2,915)	(2,563)
	%	%	%	%	%
Weekday (noon Monday - 11:59 Friday)	44	42	62	56	52
Weekend (noon Friday - 11:59 Monday)	(56)	58	(39)	(44)	(48)

6.3 Trip Duration

The average trip duration is 1.9 nights away. However, this varies significantly by mode.

For example, as many as half of auto travellers (47%) are on day trips resulting in an average of only 1.7 nights away. Those travelling on public carriers, in contrast, are typically away for between four and five nights. Only one in five is on a day trip.

However, even though car trips tend to be much shorter, because of their sheer volume, they still account for the majority of long stay trips. For instance, car is the chosen mode for as many as 78% of trips of eight or more nights away from home.

ONE-WAY PERSON TRIPS - 1992					
	<u>Total</u>	<u>Auto</u>	<u>Air</u>	<u>Rail</u>	<u>Bus</u>
Projected Person Trips (000)	(108,557)	(98,993)	(4,086)	(2,915)	(2,563)
	%	%	%	%	%
None	(45)	(47)	20	16	20
One	16	16	18	18	18
Two	17	17	16	21	21
Three	7	6	10	14	12
Four	3	3	8	8	7
Five to seven	5	5	10	10	9
Eight to twelve	2	2	6	4	3
Thirteen to nineteen	1	1	4	2	2
Twenty to twenty-nine	*	*	2	1	1
Thirty or more	*	*	2	2	2
Not stated	3	3	4	4	6
Average (Nights)	(1.9)	1.7	5.0	4.2	3.9

NUMBER OF NIGHTS AWAY				
	<u>0</u>	<u>1-2</u>	<u>3-7</u>	<u>8+</u>
	%	%	%	%
Auto	96	90	83	(78)
Air	2	4	7	12
Rail	1	3	6	6
Bus	1	3	4	4

6.4 Origin Superzones

Predictably the most common one-way trip points of origin are Greater Toronto (17%) and Greater Montreal (15%).

However, they increase in importance among those travelling by public transportation, as the following table illustrates.

Auto trips are far more dispersed in points of origin, clearly relating to the modes' flexibility.

Projected Person Trips (000)	ONE-WAY PERSON TRIPS - 1992				
	Total (108,557) %	Auto (98,993) %	Air (4,086) %	Rail (2,915) %	Bus (2,563) %
Western Canada	*	*	7	*	*
Greater Windsor	2	2	2	3	2
Western Ontario	4	4	1	3	1
Greater London	6	6	2	6	6
Greater Kitchener - Waterloo	8	9	1	1	6
West Central Ontario	8	9	1	5	2
Hamilton - Wentworth	2	2	1	1	1
Greater Toronto	(17)	17	(28)	(32)	(17)
Central Ontario	4	5	1	2	2
Greater Kingston	4	4	*	5	6
Eastern Ontario/Western Ontario	6	7	2	3	4
Greater Ottawa/Hull	5	5	16	10	15
Greater Montreal	(15)	14	(23)	(19)	(23)
Eastern Quebec	8	9	2	1	2
Greater Quebec City	4	4	4	3	10
Eastern Canada	1	1	3	2	1
Northern Ontario/Quebec	1	1	2	*	1
United States	3	3	4	3	1
Rest of the world	*	-	2	*	*

* Less than 0.5 percent

6.5 Destination Areas

Destination superzones reflect a similar pattern to the origin superzones -- Toronto and Montreal dominating, particularly with public carriers.

Projected Person Trips (000)	ONE-WAY PERSON TRIPS - 1992				
	Total (108,557) %	Auto (98,993) %	Air (4,086) %	Rail (2,915) %	Bus (2,563) %
Western Canada	*	*	7	*	*
Greater Windsor	2	2	1	3	2
Western Ontario	3	3	1	2	2
Greater London	6	6	2	7	5
Greater Kitchener - Waterloo	8	9	1	2	6
West Central Ontario	8	9	1	4	3
Hamilton - Wentworth	1	2	1	1	1
Greater Toronto	(18)	(18)	(28)	(30)	(19)
Central Ontario	4	4	1	3	2
Greater Kingston	4	4	1	6	5
Eastern Ontario/Western Quebec	5	6	2	4	4
Greater Ottawa - Hull	6	6	16	9	15
Greater Montreal	(16)	(16)	(22)	(18)	(23)
Eastern Quebec	7	8	2	1	3
Greater Quebec City	4	4	3	4	9
Eastern Canada	1	1	4	2	1
Northern Ontario/Quebec	1	1	2	*	1
United States	3	3	4	4	1
Rest of the world	*	-	3	*	1

* Less than 0.5 percent

6.6 Type of Place Trip Began

Most trips begin at private homes (68%). This is not surprising given the high ratio of non-business trips.

However, with air travel, places of business and hotels account for a more significant share of start points -- reflecting the far higher proportion of business travellers.

Projected Person Trips (000)	ONE-WAY PERSON TRIPS - 1992				
	<u>Total</u> (108,557) %	<u>Auto</u> (98,993) %	<u>Air</u> (4,086) %	<u>Rail</u> (2,915) %	<u>Bus</u> (2,563) %
Private home	68	70	52	62	64
Place of business	14	13	26	15	13
Hotel	7	6	16	13	6
School/college/university	4	2	2	5	9
Recreational site	2	5	1	2	3
Shopping area	2	2	1	2	3
Other	1	1	1	1	2
Not stated	2	3	1	1	1

6.7 Type of Place Trip Ended

A similar pattern is apparent with the places that one-way person trips ended -- private homes dominated, hotels and places of business more popular among air travellers.

Projected Person Trips (000)	ONE-WAY PERSON TRIPS - 1992				
	<u>Total</u> (108,557) %	<u>Auto</u> (98,993) %	<u>Air</u> (4,086) %	<u>Rail</u> (2,915) %	<u>Bus</u> (2,563) %
Private home	60	60	51	63	71
Hotel	15	7	24	18	7
Place of business	9	14	19	8	9
School/college/university	7	3	1	5	6
Recreational site	3	9	1	3	3
Shopping area	3	3	*	1	2
Other	1	1	*	*	1
Not stated	3	3	3	2	2

* Less than 0.5 percent

6.8 Access Time to Embarkation Point

The typical traveller by public mode takes approximately thirty minutes to reach the embarkation point.

This varies slightly by mode -- 28 minutes for bus, 28 minutes for rail and, slightly higher, 35 minutes for those travelling by air.

<u>ONE-WAY PERSON TRIPS - 1992</u>			
	<u>Air</u>	<u>Rail</u>	<u>Bus</u>
Projected Person Trips (000)	(4,086)	(2,915)	(2,563)
	%	%	%
Less than 15 minutes	9	30	28
15 to 29 minutes	38	36	35
30 to 59 minutes	36	22	22
1 to 2 hours	10	9	9
2 to 3 hours	2	1	1
3 hours or more	1	1	1
Not stated	3	3	4
Average No. of Minutes	34.5	27.8	28.2

6.9 Egress Time from Departure Point

The egress time is somewhat longer -- 40 minutes for bus travellers, 38 minutes for rail travellers and 49 minutes if journeying by air.

<u>ONE-WAY PERSON TRIPS - 1992</u>			
	<u>Air</u>	<u>Rail</u>	<u>Bus</u>
Projected Person Trips (000)	(4,086)	(2,915)	(2,563)
	%	%	%
Less than 15 minutes	5	21	17
15 to 29 minutes	26	30	29
30 to 59 minutes	40	22	25
1 to 2 hours	16	11	11
2 to 3 hours	3	2	3
3 hours or more	3	3	2
Not stated	7	11	13
Average No. of Minutes	49.3	38.2	40.3

Note: The difference in access time and egress time could be that when reporting access time, only the time it takes to get to the station is reported and does not include check-in and waiting time to get on board. Egress time is higher because it is probably reported from the time of arrival and includes waiting for luggage, customs clearance and time to get out of the station. Another reason for the difference is that when surveyed, the access time had already occurred and was therefore easy to recall while the egress time had not, and therefore the respondents were estimating the time.

6.10 Access Public Modes

Between three and four out of ten travellers are dropped off at the terminal by friends.

With air and rail travellers, taxis/limousines are the second most popular means of reaching the terminal. For bus travellers, connecting on a local bus or subway is the second most common approach.

Projected Person Trips (000)	ONE-WAY PERSON TRIPS - 1992		
	Air (4,086) %	Rail (2,915) %	Bus (2,563) %
Dropped off by friend/relative	30	39	41
Rental car	10	1	1
Car parked near airport/ terminal/station	25	14	5
Taxi/limousine	29	22	16
Local bus/subway	2	15	26
Airplane	-	*	1
Intercity bus	1	1	-
Intercity train	*	-	1
Commuter train	*	2	1
Walked only	*	9	12
Airport/hotel shuttle	3	*	*
Miscellaneous	1	*	1
Not stated	2	1	1
* Less than 0.5 percent			
NOTE: Columns add to more than 100%, due to multiple answers.			

6.11 Egress Modes

The pattern on egress modes is very similar to the access modes -- dominated by friends/relatives, taxis and limos for air and rail, local transit for intercity travellers.

Projected Person Trips (000)	ONE WAY PERSON TRIPS - 1992		
	Air (4,086) %	Rail (2,915) %	Bus (2,563) %
Picked by friend/relative	(27)	(36)	(38)
Rental car	13	1	1
Car parked near airport/terminal station	20	12	4
Taxi/limousine	(32)	(26)	17
Local/bus/subway	2	14	(26)
Airplane	-	1	1
Intercity bus	1	2	-
Intercity train	*	-	1
Committee train	*	2	1
Walked only	1	9	13
Miscellaneous	*	*	*
Not stated	4	2	3

NOTE: Columns add to more than 100%, due to multiple answers.

6.12 Parking Costs

Among those who park at the access point, parking cost is varied by mode. With air travellers, the average cost is \$18, rail travellers \$7 and bus travellers \$5.

PERCENT AMONG THOSE WHO PARKED AT EMBARKATION POINT

	<u>Air</u> (1,025)	<u>Rail</u> (412)	<u>Bus</u> (127)
Projected Person Trips (000)	%	%	%
No cost	4	33	19
\$1 to \$3	1	4	7
\$4 to \$6	3	7	19
\$7 to \$9	16	7	6
\$10 to \$14	22	9	9
\$15 to \$19	14	5	2
\$20 to \$29	13	7	2
\$30 or more	14	2	*
Not stated	15	25	36

* Less than 0.5 percent

Average Access Cost	\$16.90	\$6.80	\$5.50
Average Egress Cost	\$19.10	\$6.70	\$5.40
Average Access or Egress Cost	\$18.00	\$6.70	\$5.40

AVERAGE PARKING COST (ACCESS OR EGRESS) AT SELECTED LOCATIONS

\$

Air

Quebec	15.30
Dorval	15.20
Uplands	18.20
Pearson	20.30
London	15.10

Rail

Quebec	7.50
Montreal	9.50
Ottawa	2.40
Toronto - Union	9.10
London	8.20

Bus

Quebec	3.00
Ste. Foy	2.00
Montreal	8.10
Ottawa	7.40
Toronto - Downtown	7.70
Toronto - Suburbs	5.60
Kitchener	3.70
London	5.50

6.13 Taxi/Limo Costs

Among those using taxis and limousines to reach the terminal, costs are somewhat higher than for those electing to park. Air taxi/limo costs are \$25 on average, rail \$10 and bus \$9. Again, there is no significant difference between reported access and egress costs.

PERCENT AMONG THOSE ACCESSING BY TAXI/LIMOUSINES

	<u>Air</u> (1,201) %	<u>Rail</u> (631) %	<u>Bus</u> (421) %
Projected Person Trips (000)			
No cost	1	1	1
\$1 to \$9	6	59	68
\$10 to \$14	9	21	16
\$15 to \$19	10	6	5
\$20 to \$24	23	3	2
\$25 to \$29	15	1	1
\$30 to \$34	12	1	1
\$35 to \$39	9	1	*
\$40 or more	12	1	1
Not stated	4	6	5

* Less than 0.5 percent

Average Access Cost	\$25.40	\$9.30	\$8.30
Average Egress Cost	\$25.30	\$10.20	\$8.90
Average Access or Egress Cost	\$25.30	\$9.80	\$8.60

AVERAGE TAXI/LIMO COST (ACCESS OR EGRESS) AT SELECTED LOCATIONS

<u>Air</u>	\$
Quebec	20.50
Dorval	24.60
Uplands	22.50
Kingston	12.00
Pearson	31.40
Island	10.60
London	19.50

<u>Rail</u>	
Quebec	7.00
Ste. Foy	9.20
Montreal	9.00
Ottawa	12.00
Kingston	8.00
Guildwood	16.50
Toronto	10.40
London	8.40

<u>Bus</u>	
Quebec	7.30
Ste. Foy	8.70
Montreal	8.50
Ottawa	9.80
Kingston	7.10
Toronto - Downtown	10.00
Toronto - Suburbs	10.40
Kitchener	8.30
London	7.80

6.14 Perceived Total One-Way Travel Costs

Considering all within Corridor travel, the total cost of the one-way journey for air travellers is most expensive at \$233 per person. For rail travellers it drops to \$50 and bus travellers \$36.

Clearly travelling by automobile is least expensive -- averaging \$12 in out-of-pocket expenses per person. Since on average there are 2 person per vehicle, total vehicle cost is about twice the per person auto cost.

	<u>Auto*</u> (98,993) %	<u>Air</u> (4,086) %	<u>Rail</u> (2,915) %	<u>Bus</u> (2,563) %
Projected Person Trips (000)				
Under \$10	57	3	6	6
\$10 to \$29	31	6	24	50
\$30 to \$49	4	3	25	26
\$50 to \$99	2	6	30	10
\$100 to \$199	*	25	7	2
\$200 to \$499	*	42	1	1
\$500 to \$1000	-	6	*	*
Over \$1000	-	1	*	*
Not stated	6	8	7	5

*Less than 0.5 percent.

Mean Cost Per Person	\$ 12	\$ 233	\$ 50	\$ 36
Mean Cost Per Vehicle	\$ 24			

NOTE: Auto cost based on total out of pocket cost including fuel, parking and rental car costs. Public mode costs are based on one-way ticket plus per person parking and taxi/limo costs,

Air trips are more likely to be longer and auto trips shorter in length. This contributes slightly to the cost spread between the modes.

The table below compares mean costs by mode by selected O/D pairs. The cost differences between modes remain consistent on an O/D basis. The only exceptions are Toronto/Kitchener and London/Windsor where the bus costs are perceived higher relative to rail.

<u>O/D Pairs (Superzone B)</u>	<u>MEAN COST PER PERSON FOR:</u>			
	<u>Auto</u> \$	<u>Air</u> \$	<u>Rail</u> \$	<u>Bus</u> \$
TOTAL SYSTEM TRAVEL	1 2	2 3 3	5 0	3 6
Quebec/Montreal	13	197	47	32
Quebec/Ottawa	19	233	59	46
Quebec/Toronto	30	242	71	65
Montreal/Ottawa	11	138	38	27
Montreal/Kingston	12	n/a	41	36
Montreal/Toronto	22	170	70	52
Montreal/London	24	206	54	n/a
Ottawa/Kingston	10	n/a	30	26
Ottawa/Toronto	18	189	65	45
Ottawa/London	22	205	73	n/a
Ottawa/Windsor	22	234	75	n/a
Kingston/Toronto	13	150	44	32
Kingston/London	15	n/a	57	n/a
Toronto/Kitchener	6	n/a	19	29
Toronto/London	10	107	32	26
Toronto/Windsor	16	171	50	42
London/Windsor	11	n/a	29	30
n/a - sample too small (less than 40)				

7. TRAVELLER PROFILE

7.1 Party Size and Composition

The majority of air, rail and bus travellers are often travelling alone. Auto travellers, while 42% are travelling alone, 58% are travelling with 2 to 6 people in their party.

Projected Parties (000)	PERCENT AMONG TRAVELLING PARTIES- 1992				
	<u>Total</u> (56,896) %	<u>Auto</u> (49,450) %	<u>Air</u> (3,144) %	<u>Rail</u> (2,136) %	<u>Bus</u> (2,166) %
1 person	46	42	80	75	86
2 people	33	35	16	19	11
3 people	9	10	3	3	2
4 people	8	9	1	2	1
5 to 6 people	3	4	*	1	*
7 to 9 people	*	*	*	*	*
10 or more people	*	*	*	*	*
Average	1.9	2.0	1.3	1.4	1.2

7.2 Demographic Profile

The sex, age, language and household income of those completing the surveys are illustrated in the next table. This is not a representative cross-section of travellers, but just the profile of those respondents who completed the questionnaires. Therefore the results should be treated as a directional indicator of the types of people travelling and not an accurate profile of all individuals.

Note that auto and air modes are dominated by males, rail and bus with a far higher proportion of females.

Projected Person Trips (000)	ONE-WAY PERSON TRIPS				
	<u>Total</u> (108,557) %	<u>Auto</u> (98,993) %	<u>Air</u> (4,086) %	<u>Rail</u> (2,915) %	<u>Bus</u> (2,563) %
<u>Sex</u>					
Male	65	66	65	42	44
Female	28	27	29	50	51
Not stated	7	7	6	9	5
<u>Age</u>					
Under 20	1	1	2	7	11
20 to 34	27	27	25	37	47
35 to 49	39	39	48	30	22
50 to 64	22	23	20	16	11
65 or over	8	9	3	9	7
Not stated	2	2	1	2	1
<u>Language</u>					
English	72	71	83	87	67
French	28	29	18	13	33
<u>Type of Industry</u>					
NOT EMPLOYED	27	26	13	40	50
EMPLOYED	73	74	87	61	50
Agriculture/mining	3	3	2	1	-
Construction/manufacturing	14	14	14	5	4
Transportation/communications	7	7	15	7	4
Wholesale/retail	10	11	9	7	5
Arts/entertainment	*	*	1	2	1
Health	3	3	3	3	2
Government	4	4	5	4	4
Education	4	4	3	4	3
Other service	25	26	23	18	17
Not stated	4	3	12	10	10

Demographic Profile (Continued)

	ONE-WAY PERSON TRIPS				
	<u>Total</u>	<u>Auto</u>	<u>Air</u>	<u>Rail</u>	<u>Bus</u>
Projected Person Trips (000)	(108,557)	(98,993)	(4,086)	(2,915)	(2,563)
	%	%	%	%	%

Household Income

Less than \$20,000	9	9	4	18	33
\$20,000 to \$39,999	25	25	9	19	24
\$40,000 to \$59,999	26	26	18	19	15
\$60,000 to \$79,999	15	15	19	14	8
\$80,000 or over	17	16	45	20	9
Not stated	9	9	5	10	10

	INCOME	
	<u><\$40K</u>	<u>\$40K+</u>
	%	%
Auto	92	91
Air	1	5
Rail	3	2
Bus	4	1

Note: Questionnaires were completed by one member of the household party. Typically, this is the driver for auto and possibly the head of the party for public modes.

7.3 Air Travel Connecting Passengers

Below are two tables that illustrates the extent to which air travel on short haul routes typically connect through traffic -- often out of the Corridor.

In the case of London Airport, originating travellers on the London/Pearson route, only 1 in 7 are destined to Toronto. More often the destination is other Corridor points (42%) or outside the Corridor (44%).

The same applies to Quebec City origin air travellers. Only 18% are destined to Montreal. The others typically pass through.

PERCENT AMONG PASSENGERS ON LONDON/ PEARSON ROUTE -- ORIGIN LONDON AIRPORT				
<u>Destination</u>	%			
Greater Toronto	14			
Greater Ottawa/Hull	21	42	Other Corridor	
Greater Montreal	9			
Other Ontario/Quebec	12			
Eastern Canada	9	44	Outside Corridor	
Western Canada	23			
United States	7			
Rest of world	5			

PERCENT AMONG PASSENGERS ON QUEBEC CITY/ DORVAL ROUTE -- ORIGIN QUEBEC CITY AIRPORT				
<u>Destination</u>	%			
Greater Montreal	18			
Greater Toronto	26	51	Other Corridor	
Greater Ottawa/Hull	12			
Other Ontario/Quebec	13			
Eastern Canada	4	31	Outside Corridor	
Western Canada	11			
United States	10			
Rest of world	6			

This same trend holds true for Kingston/Toronto and (to a lesser extent) for Ottawa/Toronto, Ottawa/Montreal and Windsor/Toronto.

If High Speed Rail is to attract a significant number of these air passengers (particularly those destined outside the Corridor) convenient stops at Pearson and Dorval will be essential.

8. VALIDATION OF SURVEY RESULTS

8.1 Validation Overview

This section attempts to assess the viability of the HSR Corridor survey in three ways.

1. Comparison with Air O/D volumes published by the Aviation Statistics Centre (ASC).
2. Comparison with the Via '89 survey conducted in 1988 on all four modes.
3. Input from participating carriers on how the survey data compares to their own internal data and knowledge.

8.2 Comparison With ASC Data

- 8.2.1 The following table compares HSR survey data with O/D volumes published by the Aviation Statistics Centre (ASC) for 1992.

With few exceptions the HSR survey estimates tend to be significantly higher than the ASC survey estimates.

In both cases, the data is an estimate of **true airport O/D** volume. That is, it includes all air trips that start and end at airports in the stated cities and does not include trips connecting to other cities.

The "adjusted" column excludes Air Alliance and Nationair to provide a more direct comparison to ASC (which does not include these two airlines). However, the adjusted estimates are **very rough**. Airline was not a controlled variable in the original sample selection and the survey is not designed to produce reliable data for individual airlines.

	One-Way Trips (000)			
	HSR Survey		ASC 1992	Net
	Total	Adjusted		
Airport O/D Pairs				
Quebec-Montreal	62	14*	27	-13
Quebec-Ottawa	34	4*	4	-
Quebec-Toronto	94	87*	81	+6
Montreal-Ottawa	38	18*	11	+7
Montreal-Toronto	1410	1330**	1041	+289
Ottawa-Toronto	783	783	654	+129
Montreal-London	17	17	19	-2
Ottawa-London	42	42	28	+14
Toronto-London	26	26	26	-
Montreal-Windsor	7	7	11	-4
Ottawa-Windsor	7	7	16	-9
Toronto-Windsor	84	84	63	+21
Toronto-Sarnia	24	24	17	+7
Kingston-Toronto	10	10	9	+1
* Excludes Air Alliance				
** Excludes Nationair				

8.2.2 Methodological Differences

ASC estimates are based on a 1/10 sample of flight coupons taken and reported by the major carriers. True airport O/D is determined from the start point and the furthest point on the itinerary, regardless of intermediate stops. ASC excludes non revenue passengers. As well, Air Alliance and Nationair did not participate in the 1992 ASC survey.

In simplistic terms, the HSR survey starts with total passengers carried on each travel leg (data obtained from airlines and Pearson airport). The survey of passengers is used to determine the proportion of passengers on the travel leg, that are true O/D passengers. This proportion is applied to the total passengers carried to estimate true O/D volume.

8.2.3 Reasons Why ASC Data May Be Understated

1. Non-revenue passengers (including dead head flight crew and free points travel) are not included in ASC but are included in the HSR survey. (Data collected at Pearson airport indicates 6% to 7% of scheduled passengers are non-revenue).
2. Stopovers are not recognized by ASC. An Ottawa to Toronto to Calgary trip will be coded as Ottawa/Calgary by ASC. If the person actually left the airport in Toronto to conduct some sort of activity before proceeding to Calgary, the HSR survey would code him as Ottawa/Toronto.
3. The 1/10 sample is taken independently by each airline and forwarded to ASC. ASC apparently has little control over the accuracy or thoroughness of procedures used by each airline to select the actual samples.
4. ASC staff are certain that one of the major carriers has been significantly under-reporting its volume to ASC. The reason for and extent of under-reporting is currently under investigation.

8.2.4 Reasons Why HSR Survey Estimates May Be Overstated

1. Survey Timing - timing of the 3 one-week waves was deliberately chosen to avoid unusual travel periods. Thus long weekends and peak holiday travel times (when the proportion of **longer** trips would be higher) was excluded from the survey. This would result in a slight overstatement in the proportion of single leg domestic trips.
2. Misinterpretation Of O/D Questions - Although considerable care was taken to prevent this, it is still possible that some respondents could have confused flight leg with O&D. One can hypothesize that spoiled questionnaires (deleted from data base) may have been more likely to involve complex connecting trips. As well, a person travelling Montreal to Chicago may incorrectly report this trip as Montreal to Toronto, ignoring the connection to Chicago. Editors watched carefully for this. However, the errors would not always be recognizable.

8.2.5 Conclusions

There is some reason to believe that the HSR Survey may be slightly over-reporting single leg trips within the Corridor (and, conversely, under-reporting connecting trips outside the Corridor).

However, the magnitude of such over-reporting is substantially less than suggested by the overall ASC comparison.

Unfortunately, there is no hard data or rationale available on which to base any adjustment to the current HSR expansion.

8.3 Comparison With Via '89

The Via '89 survey (actually conducted in 1988) is the most recent comparable survey attempting to estimate travel by the four modes within the Corridor.

This section compares Via '89 to HSR '92 on key measures (total trips and percent of trips that are business) for each of the four modes.

The Via '89 data (supplied by T.E.M.S.) has been re-tabulated using the new "B" superzones so as to be directly comparable to the 1992 survey.

8.3.1 Differences Between Surveys

There are a number of major differences between these surveys that must be considered when comparing the results.

1. Time Span - the two surveys are 4 years apart and some differences in total travellers and modal split are likely to have occurred.
2. Timing of Survey - the Via '89 survey was conducted at one point in time (late spring or summer, 1988, depending on mode). Trip characteristics measured at this point were projected to the entire year.

The 1992 HSR survey was conducted at three separate points in time and expanded independently for each season.

3. Sample Size

The number of interviews utilized in 1992 was substantially greater than in 1988.

	<u>Number Of Interviews Used in Analysis</u>	
	<u>1988</u>	<u>1992</u>
Air	4,317	12,393
Rail	6,721	13,696
Bus	862	9,152
Automobile	<u>9,285</u>	<u>21,097</u>
	21,185	56,338

4. Co-operation Of Air And Bus Carriers

In 1988 the "competing" air and bus carriers were totally un-cooperative with Via Rail survey efforts. Interviews with air passengers were conducted (via handout/mailback) outside the secure area. Interviewers on bus routes had to stand on the road or sidewalk (off bus station property).

No passenger load data was released by air and bus carriers.

In 1992, all carriers (except for CAI in the summer) cooperated fully with the survey. Air interviews were conducted in departure lounges with handouts being given to late arrivals only. All bus interviews were conducted on board.

All carriers provided monthly passenger load data for the entire 1992 year (and daily detailed data for the survey weeks). This permitted much more precise expansion.

5. Involvement Of Ministries Of Transport

In 1988, each of the ministries provided only limited assistance to the survey. MTO supplied names/addresses for the sampled plate numbers. MTQ authorized road blocks at survey sites to permit handouts of survey forms.

1988 expansion relied solely on published AADT data.

In 1992 both ministries were full participants in the automobile survey. Plate recording was done by the ministries and names/addresses given to Consumer Contact. In addition to providing published AADT data both ministries maintained special counts for the survey weeks at each location, and provided additional data to permit seasonal expansion.

8.3.2 Air Trips - Via '89 vs. HSR '92

Via '89 estimates for air trips were based primarily on airport O/D data published by ASC for 1987. At that time feeder carriers were not included in the ASC survey. Estimates for the smaller routes were derived from scheduled capacity and estimated loading factors.

The following table compares total air trip estimates for the two surveys for 13 key super zone O/D's. For all but 3 O/D's the estimates are reasonably similar.

For 3 O/D's the 1988 estimates were exceptionally high compared to 1992 - Quebec/Montreal, Kingston/Toronto and Toronto/London. This may have been a function of the less accurate data available in 1988 for these feeder routes.

The percent of business travellers is very similar between the two surveys. This is even more remarkable considering the interviewing difficulties encountered in 1988. (In most airports interviewers were not permitted into departure areas and the survey was dependent almost entirely on handout/mailbacks). The Via '89 air survey was conducted from July 7 to August 10, 1988.

<u>AIR</u>	<u>One Way Trips (000)</u>			<u>Percent Business</u>		
	<u>1988</u>	<u>1992</u>	<u>Ratio 92/88</u>	<u>1988</u>	<u>1992</u>	<u>Ratio 92/88</u>
Super Zone (B) O/D's						
Quebec-Montreal	137	48	0.4	74	87	1.2
Quebec-Ottawa	48	32	0.7	84	86	1.0
Quebec-Toronto	91	74	0.8	56	83	1.5
Montreal-Ottawa	39	36	0.9	86	82	1.0
Montreal-Toronto	1096	1201	1.1	83	84	1.0
Montreal-Hamilton	19	22	1.2	91	91	1.0
Montreal-London	16	19	1.2	75	79	1.1
Ottawa-Toronto	675	676	1.0	79	88	1.1
Ottawa-Hamilton	22	12	0.6	78	91	1.2
Ottawa-London	27	35	1.3	52	79	1.5
Kingston-Toronto	18	10	0.5	89	63	0.7
Toronto-London	75	23	0.3	66	68	1.0
Toronto-Windsor	77	64	0.8	89	80	0.9
TOTAL 13 O/D's	2340	2252	1.0	80	85	1.1

8.3.3 Rail Trips - Via '89 vs. HSR '92

Not surprisingly, estimates for total rail trips are quite similar between the two surveys. In both surveys Via Rail supplied extensive hard data on which to base expansion. (In fact, expansion methodologies were different for each survey. The 1988 expansion used ticket sales between station pairs. The 1992 expansion used total passengers carried on each trip leg.)

However, the proportion of business travellers exhibits much more variation in 1988 than in 1992.

This may be due, at least in part, to the fact that the 1988 survey did not obtain separate passenger load data for first class vs. coach. In 1992 Via Rail supplied separate data permitting independent expansion of first class and coach.

The Via '89 rail survey was conducted between June 17 and July 12, 1988, with passengers in major railway stations prior to departure. The 1992 survey was conducted on board.

RAIL	One Way Trips (000)			Percent Business		
	1988	1992	Ratio 92/88	1988	1992	Ratio 92/88
Super Zone (B) O/D's						
Quebec-Montreal	131	140	1.1	42	35	0.8
Quebec-Ottawa	10	10	1.0	14	13	1.0
Quebec-Toronto	21	26	1.4	12	33	2.7
Montreal-Ottawa	195	215	1.1	30	49	1.6
Montreal-Kingston	40	35	0.9	13	39	3.1
Montreal-Toronto	418	470	1.1	17	26	1.6
Montreal-Hamilton	9	10	1.2	22	42	2.0
Montreal-London	10	13	1.3	10	3	0.3
Ottawa-Kingston	17	32	1.9	24	43	1.8
Ottawa-Toronto	123	201	1.6	21	38	1.8
Ottawa-Hamilton	4	8	2.1	7	33	5.0
Ottawa-London	6	10	1.7	10	15	1.4
Kingston-Toronto	146	207	1.4	18	36	2.0
Kingston-Hamilton	6	2	0.4	3	15	5.0
Kingston-London	5	7	1.2	9	16	1.8
Toronto-London	268	211	0.8	31	33	1.1
Toronto-Windsor	137	100	0.7	11	29	2.6
London-Windsor	34	34	1.0	16	25	1.6
TOTAL 18 O/D's	1580	1731	1.1	22	34	1.5

8.3.4 Bus Trips - Via '89 vs. HSR '92

The estimates for total bus trips produced by Via '89 show significant variations compared to HSR '92.

The bus component of the Via '89 survey encountered serious fieldwork difficulties and virtually no industry data for expansion.

During the survey (conducted July 22 to August 5, 1988) interviewers were not allowed onto bus terminal property and had to hand out mailback questionnaires on the sidewalks and roads outside bus terminal entrances. Field work was started right after a major bus strike in June and July.

Passenger load data was not available to Via '89. Total trips were determined from published schedules using a 70% loading factor.

In contrast, all bus lines cooperated fully in 1992. All interviews were conducted on board. Every bus line provided detailed passenger load data for the entire year.

<u>BUS</u>	<u>One Way Trips (000)</u>			<u>Percent Business</u>		
	<u>1988</u>	<u>1992</u>	<u>Ratio 92/88</u>	<u>1988</u>	<u>1992</u>	<u>Ratio 92/88</u>
Super Zone (B) O/D's						
Quebec-Montreal	725	419	0.6	13	38	3.1
Quebec-Ottawa	38	20	0.5	0	19	
Quebec-Toronto	2	5	2.5	0	8	
Montreal-Ottawa	574	419	0.7	6	22	3.8
Montreal-Kingston	0	35			8	
Montreal-Toronto	124	118	1.0	0	11	
Ottawa-Kingston	53	65	1.2	9	11	1.2
Ottawa-Toronto	274	123	0.5	3	15	5.4
Ottawa-London	7	5	0.7	0	4	
Kingston-Toronto	76	107	1.4	0	7	
Toronto-London	178	156	0.9	2	8	4.4
Toronto-Windsor	154	34	0.2	0	20	
London-Windsor	12	20	1.6	0	2	
TOTAL 12 O/D's	2217	1526	0.7	6	21	3.4

8.3.5 Automobile Trips - Via '89 vs. HSR '92

For about half the 21 O/D's illustrated below, total trip estimates from the two surveys are quite similar. However, for many O/D's the Via '89 estimates were **substantially lower** than 1992 volumes.

On the more heavily travelled routes (1 million or more trips) the two surveys produce similar total trip estimates (except for Quebec/Montreal and Toronto/London). Most of the smaller routes showed significantly lower numbers in 1988.

Three O/D's (Quebec/Montreal, Montreal/Hamilton, Ottawa/Hamilton) showed exceptionally high business proportions in 1988. The 1992 survey reduces these proportions to levels more in line with other O/D's.

Both surveys used Average Annual Daily Traffic (AADT) supplied by the ministries of transport for the final stage of expansion.

Vehicle observations for the Via '89 survey were conducted between May 18 and June 9, 1988.

<u>AUTOMOBILE</u>	<u>One Way Trips (000)</u>			<u>Percent Business</u>		
	<u>1988</u>	<u>1992</u>	<u>Ratio 92/88</u>	<u>1988</u>	<u>1992</u>	<u>Ratio 92/88</u>
Super Zone (B) O/D's						
Quebec-Montreal	4,573	6,194	1.4	67	23	0.4
Quebec-Ottawa	137	260	1.9	29	13	0.5
Quebec-Toronto	52	104	2.0	0	28	
Montreal-Ottawa	3,573	3,839	1.1	32	19	0.6
Montreal-Kingston	208	208	1.0	30	8	0.3
Montreal-Toronto	1,188	1,190	1.0	20	22	1.1
Montreal-Hamilton	23	65	2.8	53	15	0.3
Montreal-London	29	81	2.8	9	8	0.9
Ottawa-Kingston	281	836	3.0	24	19	0.8
Ottawa-Toronto	2,046	1,715	0.8	21	23	1.1
Ottawa-Hamilton	86	95	1.1	48	13	0.3
Ottawa-London	85	102	1.2	18	18	1.0
Kingston-Toronto	2,043	1,958	1.0	19	19	1.0
Kingston-Hamilton	139	88	0.6	8	4	0.6
Kingston-London	53	85	1.6	0	18	
Toronto-Hamilton	273	159	0.6	26	21	0.8
Toronto-London	2,389	4,151	1.7	25	26	1.1
Toronto-Windsor	895	1,091	1.2	21	20	1.0
Hamilton-London	281	479	1.7	21	38	1.8
Hamilton-Windsor	113	114	1.0	15	16	1.1
London-Windsor	1,225	1,514	1.2	18	27	1.5
TOTAL 21 O/D's	19,692	24,326	1.2	34	22	0.7

8.3.6 Overall Conclusions

With each mode, the 1992 data appears to exhibit more consistent patterns than for 1988.

The two surveys are most similar for rail (not surprising since Via Rail cooperated fully on both surveys.)

The biggest differences are in the bus data. (The 1988 bus survey suffered most, from both a small number of interviews and carrier non-cooperation.)

Given the substantially improved interviewing methodologies and availability of industry data in 1992, it must be concluded that the 1992 data is more accurate and comprehensive overall.

8.4 Input From Carriers On Public Mode Survey Data

In order to solicit input from the carriers on the validity of survey results, a summary table was prepared and sent to each carrier. Each table was based only on that carrier's passengers and showed trip purpose, type of fare, number of nights away from home, total party size and household income for passengers travelling on key routes.

Carriers were asked to review this data in comparison to their own internal surveys and/or their judgements of whether the data is consistent with their experience or impressions.

Only a few of the carriers responded.

8.4.1 Air

A reply was received from Air Canada only.

Air Canada's estimates of business travellers proportions do not differ significantly from HSR estimates.

As well, the proportions claiming to be full fare vs. discount fare are consistent with the airline's own data.

8.4.2 Rail

Via Rail's internal data was generally not comparable to the HSR data, being collected and analyzed for different purposes.

Household income data collected by Via Rail for total system travellers was very close to that measured on Corridor routes by the HSR survey.

Via Rail's estimates for the proportion of business travellers appears to be slightly higher than those measured by the HSR survey on some of the routes compared.

8.4.3 Bus

Replies were received from Voyageur and Orleans only.

Both indicated that the HSR survey severely **understates** the proportion travelling on **discount or special fares**. They feel this is a matter of passenger perception. Many people are unaware they are travelling on discount fares. (Eg. 10-day discount fares are given automatically when applicable and the ticket buyer is not necessarily told it is a discount fare. As well, many students and seniors may think of the student/senior rate as **their** regular fare.)

This affects the regular/discount question only, and should not affect the estimate of total fare actually paid.

Orleans reported that their estimates of business travellers are slightly higher than reported by the survey.

Voyageur felt the trip purpose proportions were in line with their perceptions. However, they noted that the survey did not cover holiday periods which are very heavy on Voyageur routes, and would push up the overall number of student commuters.

QUESTIONNAIRE STRUCTURE AND CONTENT - ALL MODES

A complete set of all questionnaires (English and French) used in the Fall wave are included in this section.

Questionnaires used in the Winter wave are identical to the Fall questionnaires in all respects except for details as to dates/amounts of lucky draw prizes and address format for the Quebec auto survey.

Summer questionnaires differed in a number of question format areas.

A.1 Public Modes Questionnaires

Questionnaire content and format was virtually identical for each of the three public modes.

The Summer Air questionnaire is shown on pages A-4/5 following, with the Fall Air questionnaire on pages A6/7.

Two material changes in question format were introduced in the Fall.

A.1.1 Questions 9c and 14c (Summer) were deleted and replaced with Q4c for the Fall and Winter waves. Summer data for Q9c/Q14c has been modified to the Q4c format in the data files. (If a summer respondent specified a preferred arrival and/or departure time, the answer at Q4c was coded as "yes".)

A.1.2 The order of Q9a & b and Q14a & b was reversed from Summer to Fall. By asking "type of place" first, it was hoped this would focus the respondent on more detailed origin and destination descriptions and reduce the number of general responses such as "Toronto".

(In fact, this change did not make any difference to the proportion of general responses which remained at 12% to 14% through all 3 waves.)

The Air questionnaires are used here as examples. The same changes were, in fact, introduced for all three public modes.

A.2 Automobile Survey Questionnaires

Copies of the Fall Ontario version and Fall Quebec version are shown on pages A18/19 and A20/21/22. Michigan and New York motorists were mailed the Ontario version.

A.2.1 The only change to questionnaire content from Summer to Fall was at Q.6. Item 7 (needed to make other stops along the way) was not included in the Summer survey. However any write in responses were appropriately coded for consistency with later waves.

A.2.2 Q.12 (Can we contact you again?) was not included in the Summer Wave. It was introduced for both Ontario and Quebec in the Fall, and retained for Ontario only (not Quebec) in the Winter. Over 75% of respondents answered "yes" to Q.12.

A.2.3 For all 3 waves, Ontario (and Michigan/New York) motorists were mailed a questionnaire with name/address, location/hour codes and trip description laser printed on the questionnaire. As well, if the registered owner was non-residential, a "please forward to usual driver of" message was included, as shown on the page A18 example.

This was mailed in an MTO window envelope with an MTO return envelope enclosed. The survey was presented entirely as a "government survey" from MTO with no mention of Consumer Contact on the survey materials.

A.2.4 The Quebec Summer auto survey was mailed out by SAAQ (the Quebec vehicle licensing authority). No respondent identifying information was printed on the questionnaire.

Forty separate versions of the questionnaire were printed (10 locations by 2 directions by 2 days of week) and supplied to SAAQ for mailing. (See pages A20/21 for an example of this style.)

A separate name/address label was affixed to a SAAQ envelope containing the questionnaire (version matching code on label), introductory letter from SAAQ and a return envelope to Contact aux Consommateurs in Montreal.

The survey was presented as a Consumer Contact (Contact aux Consommateurs) survey conducted for MTQ with the cooperation of SAAQ.

A.2.5 For the Quebec Fall survey, arrangements were made for release of the Quebec name/address files to Consumer Contact. The "Ontario" procedure (laser printing on questionnaires) was used for mailout to all Francophone* Quebec respondents. (See page A22). Because it was required that French be given at least equal prominence to English on all mailouts to Anglophone* respondents, it was not feasible to laser print on both sides of the same page with reliability. The Summer methodology (40 pre-printed versions) was retained for the Anglophone mail-out.

The Fall and Winter questionnaires were mailed out in Contact aux Consommateurs envelopes and included a separate introductory letter from MTQ.

* As per preferred language on vehicle registration records.

A.2.6 In the Quebec Winter auto survey, both anglophone and francophone mail-outs were done using the 40 pre-printed versions (as per page 20/21 style).

A.3 Respondent Incentives Used

A.3.1 Automobile Survey - Ontario/Michigan/New York.

Each respondent completing the survey was promised and mailed a free Ontario Road Map along with a Guide to Intercity Transportation.

A.3.2 Lucky Draw Prizes

All other modes, including Quebec auto, used a series of lucky draw cash prizes to encourage response.

Summer - one cash prize of \$200 awarded each week for 4 weeks.

Fall - one cash prize of \$200 awarded each week for 3 weeks with a grand prize of \$1,000 awarded on the fourth week.

- two additional cash prizes of \$1,000 each awarded in early February for respondents receiving the late Quebec auto mailing.

Winter - one cash prize awarded each week for 3 weeks with a grand prize of \$1,000 awarded on the fourth week.

A.4 QuestionnairesSummer - Public ModesPages

Air - English

A-4/5

Fall - Public Modes

Air - English

A-6/7

- French

A-8/9

Rail - English

A-10/11

- French

A-12/13

Bus - English

A-14/15

- French

A-16/17

Fall - Auto

Ontario *(Michigan/New York)

A-18/19

Quebec - Anglophone*

A-20/21

Quebec - Francophone**

A-22

* printed English/French back to back

** printed French only

INTERCITY AIR TRAVEL SURVEY



Consumer Contact
2450 Victoria Park Ave
Willowdale, Ontario
M2J 4A2

A-4

Dear Traveller:

In order to better understand the need of travellers in Ontario and Quebec, this survey is being conducted by Consumer Contact Limited with the co-operation of the Travel Industry.

Please take a few minutes to answer the questions below and return this form to our representative in the departure lounge (or mail it back to us in the postage paid return envelope provided).

Your answers are important! The results of this survey will help to ensure **better transportation facilities** for people across Ontario and Quebec.

Cash prizes of \$200 will be awarded each week from August 24 to September 14 by Consumer Contact Limited. *Details overleaf.*

The information you provide will be kept **strictly confidential** and used solely for research analysis purposes. Your assistance in completing this survey for us is greatly appreciated.

Ce formulaire est aussi disponible en français. Veuillez contacter la personne qui a distribué ces formulaires.

ABOUT TODAY'S JOURNEY	
1 What is/was the main purpose of the trip you are taking away from home? <i>Check one box.</i> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <input type="checkbox"/> 1 Business - trip paid for by your employer <input type="checkbox"/> 2 Business - trip not paid for by employer <input type="checkbox"/> 3 Commuting to/from work <input type="checkbox"/> 4 Going to/from University/College </div> <div style="width: 48%;"> <input type="checkbox"/> 5 Vacation/Recreation <input type="checkbox"/> 6 Shopping/Personal Business <input type="checkbox"/> 7 Visiting Friends/Relatives <input type="checkbox"/> 8 Other <i>please specify</i> _____ </div> </div>	
2 (a) What was the price of your ticket for this trip? \$ _____ .00 <input type="checkbox"/> 1 One Way Number of travellers _____ <input type="checkbox"/> 2 Round Trip included in ticket price? _____ (b) What type of fare scheme are you using on this trip? <input type="checkbox"/> 1 First/Business Class <input type="checkbox"/> 2 Full Fare Economy <input type="checkbox"/> 3 Discounted Fare	(c) What is your flight number? _____ <div style="display: flex; justify-content: space-around; font-size: small;"> (airline) (flight number) </div> (d) What day of the week are you travelling on? <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <input type="checkbox"/> 1 Monday <input type="checkbox"/> 2 Tuesday <input type="checkbox"/> 3 Wednesday <input type="checkbox"/> 4 Thursday </div> <div style="width: 48%;"> <input type="checkbox"/> 5 Friday <input type="checkbox"/> 6 Saturday <input type="checkbox"/> 7 Sunday </div> </div>
3 (a) How many nights will you be away from home on this trip? _____ NIGHTS (b) In total, how many people are travelling together with you on this trip, including yourself? _____ TOTAL PARTY SIZE (c) Of the people travelling together with you, how many are members of your household including yourself? _____ HOUSEHOLD MEMBERS IN PARTY	
4 (a) If you could not have used an airplane today to make this trip, which other mode would you have chosen? <input type="checkbox"/> 1 Automobile <input type="checkbox"/> 2 Train <input type="checkbox"/> 3 Bus <input type="checkbox"/> 4 I would not have made trip (b) Was a car available to you to make this trip today? <input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No	
GENERAL INFORMATION to help us classify your answers	
5 (a) What is your employment status? <div style="display: flex; align-items: center;"> <div style="width: 40%;"> <input type="checkbox"/> 1 Employed full-time <input type="checkbox"/> 2 Employed part-time <input type="checkbox"/> 3 Homemaker <input type="checkbox"/> 4 Student <input type="checkbox"/> 5 Retired <input type="checkbox"/> 6 Unemployed </div> <div style="width: 10%; text-align: center; font-size: 2em;">}</div> <div style="width: 50%;"> <div style="border-top: 1px solid black; margin-top: 10px; position: relative;"> → </div> <div style="border-left: 1px solid black; height: 40px; margin-left: 10px; position: relative;"> } </div> </div> </div> SKIP TO "6", BELOW	(b) <i>If employed</i> , what type of industry do you work in? <input type="checkbox"/> 1 Agriculture/Mining <input type="checkbox"/> 2 Construction/Manufacturing <input type="checkbox"/> 3 Transportation/Communications <input type="checkbox"/> 4 Wholesale/Retail <input type="checkbox"/> 5 Other Service <input type="checkbox"/> 6 Other <i>specify</i> _____
6 (a) Please indicate your sex and your age group. <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <input type="checkbox"/> 1 Male <input type="checkbox"/> 2 Female </div> <div style="width: 30%;"> <input type="checkbox"/> 3 Under 20 years <input type="checkbox"/> 4 20 to 34 years <input type="checkbox"/> 5 35 to 49 years </div> <div style="width: 30%;"> <input type="checkbox"/> 6 50 to 64 years <input type="checkbox"/> 7 65 years or over </div> </div> (b) Which category represents the total year's gross income of your household before taxes? <div style="display: flex; justify-content: space-between;"> <div style="width: 40%;"> <input type="checkbox"/> 1 Less than \$20,000 <input type="checkbox"/> 2 \$20,000 to \$39,999 <input type="checkbox"/> 3 \$40,000 to \$59,999 </div> <div style="width: 60%;"> <input type="checkbox"/> 4 \$60,000 to \$79,999 <input type="checkbox"/> 5 \$80,000 or over </div> </div>	
7 Right now, are you going to or returning from your main destination? <input type="checkbox"/> 1 Going to <input type="checkbox"/> 2 Returning from	
8 IMPORTANT! Please turn over the page and answer all remaining questions about this one-way part of your journey – not the whole trip. <div style="text-align: right; margin-top: 10px;"> </div>	



9 Start of ONE WAY trip

- (a) Where did you **begin** this one-way part of your journey?
Give **exact** location of office, shopping area, home, etc. that you were at before travelling to the airport.

Please state address or nearest street intersection, prominent landmark, place of interest, building, institution, etc.

TRIP BEGAN AT:

Address _____
(or nearest street intersection, place of interest, building, etc.)

City/Town _____

Prov./State _____

Postal Code _____

- (b) Which best describes the place where you began this one-way trip? Check one box.

☐ 1 Private Home ☐ 3 School/College/University
☐ 2 Hotel
☐ 4 Place of Business ☐ 5 Shopping area
☐ 6 Recreational Site ☐ 7 Other, specify _____

- (c) What would have been your preferred departure time for this trip?

☐ Same as actual departure time

PREFERRED DEPARTURE TIME _____ am ☐
_____ pm ☐

(If different from actual)



10 Travel to Airport

- (a) How long did it take to get to the airport?

_____ (Hr) _____ (Min)

- (b) How did you get to the airport?

Check one or more

- ☐ 1 Dropped off by friend/relative
☐ 2 Rental car
☐ 3 Car parked near airport. What is approximate parking cost?

\$ _____ .00

- ☐ 4 Taxi/Limousine. What is approximate cost?

\$ _____ .00

- ☐ 5 Local/bus/subway
☐ 6 Intercity bus
☐ 7 Intercity train
☐ 8 Commuter train
☐ 9 Walked only
☐ 10 Other please specify _____



11 Boarding Airport

At which airport did you **begin** this one-way part of your journey?

- ☐ 1 Quebec City
☐ 2 Montreal - Dorval
☐ 3 Ottawa
☐ 4 Gatineau
☐ 5 Kingston
☐ 6 Oshawa
☐ 7 Toronto - Pearson
☐ 8 Toronto Island
☐ 9 Buttonville
☐ 10 London
☐ 11 Windsor
☐ 12 Sarnia
☐ 13 Other please specify _____



12 Final Airport Stop

At which airport will you **end** this one-way trip?

- ☐ 1 Quebec City
☐ 2 Montreal - Dorval
☐ 3 Ottawa
☐ 4 Gatineau
☐ 5 Kingston
☐ 6 Oshawa
☐ 7 Toronto - Pearson
☐ 8 Toronto Island
☐ 9 Buttonville
☐ 10 London
☐ 11 Windsor
☐ 12 Sarnia
☐ 13 Other please specify _____



13 Travel from Airport

- (a) How long will it take to get from the airport to your final destination?

_____ (Hr) _____ (Min)

- (b) How will you get there?

Check one or more

- ☐ 1 Picked up by friend/relative
☐ 2 Rental car
☐ 3 Car parked near airport. What is approximate parking cost?

\$ _____ .00

- ☐ 4 Taxi/Limousine. What is approximate cost?

\$ _____ .00

- ☐ 5 Local/bus/subway
☐ 6 Intercity bus
☐ 7 Intercity train
☐ 8 Commuter train
☐ 9 Walked only
☐ 10 Other please specify _____



14 End of ONE WAY trip

- (a) Where will you **end** this one-way part of your journey?

This place must be **different** from where you began your one-way journey in "9". Give **exact** location of your destination.

Please state address or nearest street intersection, prominent landmark, place of interest, building, institution, etc.

Trip WILL END AT:

Address _____
(or nearest street intersection, place of interest, building, etc.)

City/Town _____

Prov./State _____

Postal Code _____

- (b) Which best describes the place where you will end this one-way trip? Check one box.

☐ 1 Private Home ☐ 3 School/College/University
☐ 2 Hotel
☐ 4 Place of Business ☐ 5 Shopping area
☐ 6 Recreational Site ☐ 7 Other, specify _____

- (c) What would be your preferred arrival time for this trip?

☐ Same as actual expected arrival time

PREFERRED ARRIVAL TIME _____ am ☐
_____ pm ☐

(If different from actual)

CONTEST INFORMATION

HOW TO ENTER

To enter, simply complete this form and return it to our representative or mail it back in the envelope provided. To be eligible, all questions must be answered and your form must be completed 4 days before the draw date.

THE DRAW

A random selection will be made at 2450 Victoria Park, Willowdale, Ontario on August 24th at 2:00 pm and each Monday thereafter until September 14th, 1992, from all eligible entries received as of each draw date. In order to win, selected eligible contestants must first answer a skill testing question. The odds of being selected will depend on the number of eligible entries received at each draw date. This contest is conducted by Consumer Contact Limited, 2450 Victoria Park Ave., Willowdale, Ont. M2J 4A2.

PRIZES

A total of four cash prizes of \$200.00 each will be awarded. One prize will be awarded each Monday starting Aug. 24, 1992 and ending Sept. 14, 1992. A cheque will be mailed to the winner after each draw.

ELIGIBILITY

To enter and be eligible to win, a person must be 18 years of age or older. Employees and agents of Consumer Contact and their families are not eligible to win. Any litigation respecting the conduct and awarding of a prize in this contest may be submitted to the Regie des loteries et courses du Quebec.

15

Thank you for taking the time to complete this form.

One last thing, please PRINT your name and phone number below so we can include you in the lucky draw contest. Four cash prizes of \$200 will be awarded.

Name _____

Area Code _____ Telephone _____

IMPORTANT! If you prefer to not enter the contest there is no need to write in your name and number. Either way, please return this completed form to our representative or mail it back in the postage paid return envelope provided. **THANK YOU!**

INTERCITY AIR TRAVEL SURVEY



Consumer Contact
2450 Victoria Park Ave
Willowdale, Ontario
M2J 4A2

A-6

Dear Traveller:

In order to better understand the need of travellers in Ontario and Quebec, this survey is being conducted by Consumer Contact Limited with the co-operation of the Travel Industry.

Please take a few minutes to answer the questions below and return this form to our representative in the departure lounge (or mail it back to us in the postage paid return envelope provided).

Win up to \$1,000! Cash prizes of \$200 will be awarded each week from November 2 to November 16. A grand prize of \$1,000 will be awarded on November 23, 1992. *Details overleaf.*

The information you provide will be kept **strictly confidential** and used solely for research analysis purposes. Your assistance in completing this survey for us is greatly appreciated.

Ce formulaire est aussi disponible en français. Veuillez contacter la personne qui a distribué ces formulaires.

ABOUT TODAY'S JOURNEY	
1 What is/was the main purpose of the trip you are taking away from home? <i>Check one box.</i>	<input type="checkbox"/> 1 Business - trip paid for by your employer <input type="checkbox"/> 2 Business - trip not paid for by employer <input type="checkbox"/> 3 Commuting to/from work <input type="checkbox"/> 4 Going to/from University/College <input type="checkbox"/> 5 Vacation/Recreation <input type="checkbox"/> 6 Shopping/Personal Business <input type="checkbox"/> 7 Visiting Friends/Relatives <input type="checkbox"/> 8 Other please specify _____
2 (a) What was the price of your ticket for this trip? \$ _____ .00 <input type="checkbox"/> 1 One Way <input type="checkbox"/> 2 Round Trip	(c) What is your flight number? _____ (airline) _____ (flight number) _____ (b) What type of fare scheme are you using on this trip? <input type="checkbox"/> 1 First/Business Class <input type="checkbox"/> 2 Full Fare Economy <input type="checkbox"/> 3 Discounted Fare (d) What day of the week are you travelling on? <input type="checkbox"/> 1 Monday <input type="checkbox"/> 2 Tuesday <input type="checkbox"/> 3 Wednesday <input type="checkbox"/> 4 Thursday <input type="checkbox"/> 5 Friday <input type="checkbox"/> 6 Saturday <input type="checkbox"/> 7 Sunday
3 (a) How many nights will you be away from home on this trip? _____ NIGHTS (b) In total, how many people are travelling together with you on this trip, including yourself? _____ TOTAL PARTY SIZE (c) Of the people travelling together with you, how many are members of your household including yourself? _____ HOUSEHOLD MEMBERS IN PARTY	
4 (a) If you could not have used an airplane today to make this trip, which other mode would you have chosen? <input type="checkbox"/> 1 Automobile <input type="checkbox"/> 2 Train <input type="checkbox"/> 3 Bus <input type="checkbox"/> 4 I would not have made trip (b) Was a car available to you to make this trip today? <input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No (c) Did you have any time constraints for this journey? <input type="checkbox"/> 1 Yes → (IF YES) What departure time for this flight would have suited you best? _____ : _____ am/pm <input type="checkbox"/> 2 No What arrival time for this flight would have suited you best? _____ : _____ am/pm	
GENERAL INFORMATION to help us classify your answers	
5 (a) What is your employment status? <input type="checkbox"/> 1 Employed full-time <input type="checkbox"/> 2 Employed part-time <input type="checkbox"/> 3 Homemaker <input type="checkbox"/> 4 Student <input type="checkbox"/> 5 Retired <input type="checkbox"/> 6 Unemployed	(b) If employed, what type of industry do you work in? <input type="checkbox"/> 1 Agriculture/Mining <input type="checkbox"/> 2 Construction/Manufacturing <input type="checkbox"/> 3 Transportation/Communications <input type="checkbox"/> 4 Wholesale/Retail <input type="checkbox"/> 5 Other Service <input type="checkbox"/> 6 Other specify _____ <div style="text-align: center; margin-top: 10px;"> } SKIP TO "6", BELOW </div>
6 (a) Please indicate your sex and your age group. <input type="checkbox"/> 1 Male <input type="checkbox"/> 2 Female <input type="checkbox"/> 3 Under 20 years <input type="checkbox"/> 4 20 to 34 years <input type="checkbox"/> 5 35 to 49 years <input type="checkbox"/> 6 50 to 64 years <input type="checkbox"/> 7 65 years or over (b) Which category represents the total year's gross income of your household before taxes? <input type="checkbox"/> 1 Less than \$20,000 <input type="checkbox"/> 2 \$20,000 to \$39,999 <input type="checkbox"/> 3 \$40,000 to \$59,999 <input type="checkbox"/> 4 \$60,000 to \$79,999 <input type="checkbox"/> 5 \$80,000 or over	
7 Right now, are you going to or returning from your main destination? <input type="checkbox"/> 1 Going to <input type="checkbox"/> 2 Returning from	
8 IMPORTANT! Please turn over the page and answer all remaining questions about this one-way part of your journey - not the whole trip.	



9 Start of ONE WAY trip

- (a) Which best describes the place you were at **just before** coming to the airport to start your trip today? *Check one box.*

☐ 1 Private Home ☐ 5 School/College/University
☐ 2 Hotel
☐ 3 Place of Business ☐ 6 Shopping area
☐ 4 Recreational Site ☐ 7 Other, *specify* _____

- (b) What is the exact address or location of this place?

Give exact location of office, shopping area, home, etc. that you were at before travelling to the airport.

Please state address or nearest street intersection, prominent landmark, place of interest, building, institution, etc.

TRIP BEGAN AT:

Address _____
 City/Town _____
 Prov./State _____
 Postal Code _____



10 Travel to Airport

- (a) How long did it take to get to the airport?
 _____ (Hr) _____ (Min)

- (b) How did you get to the airport?
Check one or more

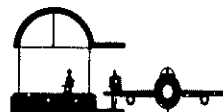
☐ 1 Dropped off by friend/relative
☐ 2 Rental car
☐ 3 Car parked near airport. *What is approximate parking cost?*
 \$ _____ .00
☐ 4 Taxi/Limousine. *What is approximate cost?*
 \$ _____ .00
☐ 5 Local/bus/subway
☐ 7 Intercity bus
☐ 8 Intercity train
☐ 9 Commuter train
☐ 10 Walked only
☐ 11 Other please specify _____



11 Boarding Airport

- At which airport did you **begin** this one-way part of your journey?

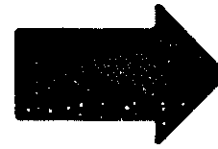
☐ 1 Quebec City
☐ 2 Montreal - Dorval
☐ 14 Mirabel
☐ 3 Ottawa
☐ 4 Gatineau
☐ 5 Kingston
☐ 6 Oshawa
☐ 7 Toronto - Pearson
☐ 8 Toronto Island
☐ 9 Buttonville
☐ 15 Hamilton
☐ 10 London
☐ 11 Windsor
☐ 12 Sarnia
☐ 13 Other please specify _____



12 Final Airport Stop

- At which airport will you **end** this one-way trip?

☐ 1 Quebec City
☐ 2 Montreal - Dorval
☐ 14 Mirabel
☐ 3 Ottawa
☐ 4 Gatineau
☐ 5 Kingston
☐ 6 Oshawa
☐ 7 Toronto - Pearson
☐ 8 Toronto Island
☐ 9 Buttonville
☐ 15 Hamilton
☐ 10 London
☐ 11 Windsor
☐ 12 Sarnia
☐ 13 Other please specify _____



13 Travel from Airport

- (a) How long will it take to get from the airport to your final destination?
 _____ (Hr) _____ (Min)

- (b) How will you get there?
Check one or more

☐ 1 Picked up by friend/relative
☐ 2 Rental car
☐ 3 Car parked near airport. *What is approximate parking cost?*
 \$ _____ .00
☐ 4 Taxi/Limousine. *What is approximate cost?*
 \$ _____ .00
☐ 5 Local/bus/subway
☐ 7 Intercity bus
☐ 8 Intercity train
☐ 9 Commuter train
☐ 10 Walked only
☐ 11 Other please specify _____



14 End of ONE WAY trip

- (a) Which best describes the place you will go to **first after leaving the airport** at the end of your trip today? *Check one box.*

☐ 1 Private Home ☐ 5 School/College/University
☐ 2 Hotel
☐ 3 Place of Business ☐ 6 Shopping area
☐ 4 Recreational Site ☐ 7 Other, *specify* _____

- (b) What is the exact address or location of this place?

This place must be different from where you began your one-way journey in "9". Give exact location of your destination.

Please state address or nearest street intersection, prominent landmark, place of interest, building, institution, etc.

TRIP WILL END AT:

Address _____
 City/Town _____
 Prov./State _____
 Postal Code _____

CONTEST INFORMATION

HOW TO ENTER

To enter, simply complete this form and return it to our representative. To be eligible, all questions must be answered and your form must be completed 4 days before the draw date.

THE DRAW

A random selection will be made at 2450 Victoria Park, Willowdale, Ontario on November 2nd at 2:00 pm and each Monday thereafter until November 23rd, 1992, from all eligible entries received as of each draw date. In order to win, selected eligible contestants must first answer a skill testing question. The odds of being selected will depend on the number of eligible entries received at each draw date. This contest is conducted by Consumer Contact Limited, 2450 Victoria Park Ave., Willowdale, Ont. M2J 4A2.

PRIZES

A total of three cash prizes of \$200.00 each and one grand prize of \$1,000.00 will be awarded. One \$200.00 prize will be awarded each Monday from Nov. 2 to Nov. 16 and the grand prize of \$1,000.00 will be awarded on Nov. 23, 1992. A cheque will be mailed to the winner after each draw.

ELIGIBILITY

To enter and be eligible to win, a person must be 18 years of age or older. Employees and agents of Consumer Contact and their families are not eligible to win. Any litigation respecting the conduct and awarding of a prize in this contest may be submitted to the Regie des loeries et courses du Quebec.

15

Thank you for taking the time to complete this form. One last thing, please PRINT your name and phone number below so we can include you in the lucky draw contest. Three cash prizes of \$200 and one grand prize of \$1,000 will be awarded.

Name _____

Area Code _____ Telephone _____

IMPORTANT! If you prefer to not enter the contest there is no need to write in your name and number. Either way, please return this completed form to our representative or mail it back in the postage paid return envelope provided. **THANK YOU!**

SONDAGE SUR LES VOYAGES INTERURBAINS PAR AVION



Contact aux Consommateurs
2450 Victoria Park Ave
Willowdale, Ontario
M2J 4A2

A-8

Afin de mieux comprendre les besoins des voyageurs au Québec et en Ontario, ce sondage est effectué par la compagnie Contact aux Consommateurs, avec la collaboration de l'industrie du tourisme.

Veuillez prendre un moment pour répondre aux questions ci-dessous et remettre le formulaire à notre représentant(e) dans la salle d'attente (ou retournez-le par la poste dans l'enveloppe affranchie ci-incluse).

Vos réponses sont importantes! Les résultats de ce sondage aideront à améliorer les moyens de transport des voyageurs au Québec et en Ontario.

Gagnez jusqu'à 1,000 \$! Des prix de 200 \$ en argent comptant seront attribués chaque semaine, du 2 novembre au 16 novembre 1992. Un **grand prix de 1,000 \$** sera attribué le 23 novembre 1992. Voir les détails au verso.

Nous assurons le caractère confidentiel des renseignements que vous donnerez; ils ne seront utilisés qu'à des fins d'analyse et de recherche. Nous vous sommes très reconnaissants de l'aide que vous nous apportez en répondant à ce sondage.

This form is also available in English. Please contact the person distributing these forms.

VOTRE VOYAGE									
1	<p>Quelle est la principale raison de ce voyage? Cochez une seule case.</p> <table style="width: 100%;"> <tr> <td><input type="checkbox"/> 1 Affaires - voyage payé par l'employeur</td> <td><input type="checkbox"/> 5 Vacances/loisirs</td> </tr> <tr> <td><input type="checkbox"/> 2 Affaires - voyage non payé par l'employeur</td> <td><input type="checkbox"/> 6 Magasinage/affaires personnelles</td> </tr> <tr> <td><input type="checkbox"/> 3 Aller/revenir du travail</td> <td><input type="checkbox"/> 7 Visiter des amis ou parents</td> </tr> <tr> <td><input type="checkbox"/> 4 Aller/revenir du collège/université</td> <td><input type="checkbox"/> 8 Autre (préciser) _____</td> </tr> </table>	<input type="checkbox"/> 1 Affaires - voyage payé par l'employeur	<input type="checkbox"/> 5 Vacances/loisirs	<input type="checkbox"/> 2 Affaires - voyage non payé par l'employeur	<input type="checkbox"/> 6 Magasinage/affaires personnelles	<input type="checkbox"/> 3 Aller/revenir du travail	<input type="checkbox"/> 7 Visiter des amis ou parents	<input type="checkbox"/> 4 Aller/revenir du collège/université	<input type="checkbox"/> 8 Autre (préciser) _____
<input type="checkbox"/> 1 Affaires - voyage payé par l'employeur	<input type="checkbox"/> 5 Vacances/loisirs								
<input type="checkbox"/> 2 Affaires - voyage non payé par l'employeur	<input type="checkbox"/> 6 Magasinage/affaires personnelles								
<input type="checkbox"/> 3 Aller/revenir du travail	<input type="checkbox"/> 7 Visiter des amis ou parents								
<input type="checkbox"/> 4 Aller/revenir du collège/université	<input type="checkbox"/> 8 Autre (préciser) _____								
2	<p>(a) Quelle est le prix de votre billet pour ce voyage? _____ .00 \$ (c) Quel est votre numéro de vol? _____</p> <p><input type="checkbox"/> 1 Aller simple Combien de voyageurs sont inscrits sur ce billet? _____</p> <p><input type="checkbox"/> 2 Aller-retour _____ (ligne aérienne) _____ (numéro de vol)</p> <p>(b) À quelle classe de tarif correspond le prix de ce billet?</p> <p><input type="checkbox"/> 1 Première / classe affaires (d) Quel jour de la semaine voyagez-vous?</p> <p><input type="checkbox"/> 2 Classe économique / plein prix <input type="checkbox"/> 1 Lundi <input type="checkbox"/> 5 Vendredi</p> <p><input type="checkbox"/> 3 Tarif réduit <input type="checkbox"/> 2 Mardi <input type="checkbox"/> 6 Samedi</p> <p><input type="checkbox"/> 4 Jeudi <input type="checkbox"/> 3 Mercredi <input type="checkbox"/> 7 Dimanche</p>								
3	<p>(a) Combien de nuits serez-vous absent(e) de chez vous lors de ce voyage? _____ NUITS</p> <p>(b) Combien y a-t-il de personnes dans votre groupe, y compris vous-même? _____ PERSONNES</p> <p>(c) Parmi ces personnes, combien font partie de votre foyer, y compris vous-même? _____ MEMBRES DE MON FOYER</p>								
4	<p>(a) Si vous n'aviez pu prendre l'avion pour ce voyage, quel autre moyen de transport auriez-vous choisi?</p> <p><input type="checkbox"/> 1 Automobile <input type="checkbox"/> 2 Train</p> <p><input type="checkbox"/> 3 Autobus <input type="checkbox"/> 4 Je n'aurais pas fait ce voyage</p> <p>(b) Pouviez-vous disposer d'une automobile pour faire ce voyage?</p> <p><input type="checkbox"/> 1 Oui <input type="checkbox"/> 2 Non</p> <p>(c) Aviez-vous une contrainte de temps pour ce voyage?</p> <p><input type="checkbox"/> 1 Oui ➔ (SI OUI) { Quelle aurait été l'heure de départ de ce vol qui vous aurait le mieux convenu? _____ : _____ am <input type="checkbox"/> _____ : _____ pm <input type="checkbox"/></p> <p><input type="checkbox"/> 2 Non { Quelle aurait été l'heure d'arrivée de ce vol qui vous aurait le mieux convenu? _____ : _____ am <input type="checkbox"/> _____ : _____ pm <input type="checkbox"/></p>								
RENSEIGNEMENT GÉNÉRAUX Pour nous aider à classer vos réponses									
5	<p>(a) Quelle est votre situation d'emploi?</p> <p><input type="checkbox"/> 1 Employé(e) à plein temps</p> <p><input type="checkbox"/> 2 Employé(e) à temps partiel</p> <p><input type="checkbox"/> 3 Personne au foyer</p> <p><input type="checkbox"/> 4 Étudiant(e)</p> <p><input type="checkbox"/> 5 Retraité(e)</p> <p><input type="checkbox"/> 6 Sans emploi</p> <p style="margin-left: 150px;">Passez à la question "6" ci-dessous</p> <p>(b) Si employé(e), dans quel secteur d'industrie travaillez-vous?</p> <p><input type="checkbox"/> 1 Agriculture / industrie minière</p> <p><input type="checkbox"/> 2 Construction / fabrication</p> <p><input type="checkbox"/> 3 Transports / communications</p> <p><input type="checkbox"/> 4 Commerce de gros / de détail</p> <p><input type="checkbox"/> 5 Autres services</p> <p><input type="checkbox"/> 6 Autres (préciser) _____</p>								
6	<p>(a) Veuillez indiquer votre sexe et votre âge.</p> <p><input type="checkbox"/> 1 Homme <input type="checkbox"/> 1 Moins de 20 ans <input type="checkbox"/> 4 50 à 64 ans</p> <p><input type="checkbox"/> 2 Femme <input type="checkbox"/> 2 20 à 34 ans <input type="checkbox"/> 5 65 ans et plus</p> <p><input type="checkbox"/> 3 35 à 49 ans</p> <p>(b) Dans quelle catégorie se situe votre revenu familial annuel, avant impôts?</p> <p><input type="checkbox"/> 1 Moins de 20 000 \$ <input type="checkbox"/> 4 60 000 \$ à 79 999 \$</p> <p><input type="checkbox"/> 2 20 000 \$ à 39 999 \$ <input type="checkbox"/> 5 80 000 \$ ou plus</p> <p><input type="checkbox"/> 3 40 000 \$ à 59 999 \$</p>								
7	<p>Faites-vous le présent trajet pour aller à ou revenir de votre destination principale?</p> <p><input type="checkbox"/> 1 Aller</p> <p><input type="checkbox"/> 2 Retour</p>								
8	<p>IMPORTANT! Veuillez tourner la page et répondre aux questions suivantes sur cette partie de votre trajet – et non sur le voyage au complet.</p> <div style="text-align: right;">➔</div>								



9 Départ du trajet

- (a) Lequel décrit le mieux l'endroit où vous étiez **juste avant** de venir à l'aéroport pour commencer ce voyage aujourd'hui? *Cochez une case.*

- ☐ 1 Maison privée ☐ 5 École, collège, université
☐ 2 Hôtel ☐ 6 Lieu de magasinage
☐ 3 Place d'affaires ☐ 7 Autre (spécifier)
☐ 4 Lieu de loisirs

- (b) Quel est l'adresse exacte de cet endroit?
Indiquez l'endroit exact du bureau, résidence, centre commercial, etc. d'où vous étiez avant de vous rendre à l'aéroport.

Donnez l'adresse, l'intersection, le point de repère connu, l'édifice le plus près.

LE TRAJET A COMMENCÉ À :

Adresse _____
 Ville / village _____
 Prov. / État _____
 Code postal _____



10 Pour aller à l'aéroport

- (a) Combien de temps vous a-t-il fallu pour vous rendre à l'aéroport?

_____ (Hr) _____ (Min)

- (b) Comment vous êtes-vous rendu(e) à l'aéroport? *Cochez les cases qui s'appliquent.*

- ☐ 1 Conduit par un ami / parent
☐ 2 Véhicule de location
☐ 3 Véhicule stationné près de l'aéroport. *Quel est le prix approximatif du stationnement?*

_____ .00 \$

- ☐ 4 Taxi / limousine. *Quel est le prix approximatif?*

_____ .00 \$

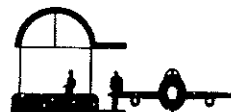
- ☐ 5 Autobus local / métro
☐ 7 Autobus interurbain
☐ 6 Train interurbain
☐ 9 Train de banlieue
☐ 10 À pied
☐ 11 Autre (préciser)



11 Aéroport d'embarquement

À quel aéroport avez-vous commencé le présent trajet?

- ☐ 1 Québec
☐ 2 Montréal - Dorval
☐ 14 Mirabel
☐ 3 Ottawa
☐ 4 Gatineau
☐ 5 Kingston
☐ 6 Oshawa
☐ 7 Toronto - Pearson
☐ 8 Toronto Island
☐ 9 Buttonville
☐ 15 Hamilton
☐ 10 London
☐ 11 Windsor
☐ 12 Sarnia
☐ 13 Autre (veuillez préciser)



12 Aéroport de destination

À quel aéroport finirez-vous le présent trajet?

- ☐ 1 Québec
☐ 2 Montréal - Dorval
☐ 14 Mirabel
☐ 3 Ottawa
☐ 4 Gatineau
☐ 5 Kingston
☐ 6 Oshawa
☐ 7 Toronto - Pearson
☐ 8 Toronto Island
☐ 9 Buttonville
☐ 15 Hamilton
☐ 10 London
☐ 11 Windsor
☐ 12 Sarnia
☐ 13 Autre (veuillez préciser)



13 Pour partir de l'aéroport

- (a) Combien de temps vous faudra-t-il pour aller de l'aéroport à votre destination finale?

_____ (Hr) _____ (Min)

- (b) Comment ferez-vous ce trajet? *Cochez les cases qui s'appliquent.*

- ☐ 1 Conduit par un ami / parent
☐ 2 Véhicule de location
☐ 3 Véhicule stationné près de l'aéroport. *Quel est le prix approximatif du stationnement?*

_____ .00 \$

- ☐ 4 Taxi / limousine. *Quel est le prix approximatif?*

_____ .00 \$

- ☐ 5 Autobus local / métro
☐ 7 Autobus interurbain
☐ 6 Train interurbain
☐ 9 Train de banlieue
☐ 10 À pied
☐ 11 Autre (préciser)



14 Destination

- (a) Lequel décrit le mieux l'endroit où vous irez **juste après** avoir quitté l'aéroport pour terminer ce voyage aujourd'hui? *Cochez une case seulement.*

- ☐ 1 Maison privée ☐ 5 École, collège, université
☐ 2 Hôtel ☐ 6 Lieu de magasinage
☐ 3 Place d'affaires ☐ 7 Autre (spécifier)
☐ 4 Lieu de loisirs

- (b) Quel est l'adresse exacte de cet endroit?
Cet endroit doit être différent du point de départ indiqué à la question 9. Indiquez l'endroit exact de cette destination. Donnez l'adresse, l'intersection, le point de repère connu, l'édifice le plus près.

LE TRAJET SE TERMINERA À :

Adresse _____
 Ville / village _____
 Prov. / État _____
 Code postal _____

RENSEIGNEMENT SUR LE CONOURS

COMMENT PARTICIPER

Pour participer, veuillez remplir ce formulaire et le remettre à notre représentant(e). Pour être éligible, vous devez répondre à toutes les questions.

LE TIRAGE

Un tirage sera fait au 2450 Victoria Park, Willowdale (Ontario), le 2 novembre 1992, à 14 h. et chaque lundi suivant jusqu'au 23 novembre 1992, parmi toutes les participations admissibles reçues à la date du tirage. Pour gagner, les concurrents admissibles choisis devront d'abord répondre à une question d'habileté. Les chances d'être choisis dépendent du nombre de participations admissibles reçues. Ce concours est organisé par Consumer Contact Limited, 2450 Victoria Park Ave., Willowdale (Ontario) M2J 4A2.

PRIX

Un total de trois prix de 200 \$ en argent comptant seront attribués, à raison d'un prix à chaque lundi, du 2 novembre au 16 novembre. De plus un grand prix de 1,000 \$ sera attribué le 23 novembre 1992. Les prix seront expédiés aux gagnants sous forme de chèque après chaque tirage.

ADMISSIBILITÉ

Ce concours est réservé aux personnes de 18 ans et plus. Les employés et représentants de Consumer Contact Limited et Contact aux Consommateurs ainsi que leur famille ne sont pas éligibles au tirage. Tout litige concernant la conduite et l'attribution des prix de ce concours peut être soumis à la Régie des loteries et courses du Québec.

- 15 Merci d'avoir pris le temps de remplir ce questionnaire. Pour terminer, veuillez inscrire votre nom et votre numéro de téléphone ci-dessous en LETTRES MOULÉES, afin de pouvoir participer au tirage de trois prix de 200 \$ et un grand prix de 1,000 \$ en argent comptant.

Nom _____

Indicatif régional _____ Téléphone _____

IMPORTANT! Si vous préférez ne pas participer au concours, il n'est pas nécessaire d'inscrire votre nom et votre numéro de téléphone. Quoi qu'il en soit, veuillez remettre ce formulaire rempli à notre représentant(e) ou retourner-le dans l'enveloppe affranchie ci-incluse. **MERCI DE VOTRE COLLABORATION!**

INTERCITY RAIL TRAVEL SURVEY



A-10

Dear Traveller:

In order to better understand the need of travellers in Ontario and Quebec, this survey is being conducted by Consumer Contact Limited with the co-operation of the Travel Industry.

Please take a few minutes to answer the questions below and return this form to our representative on board.

Your answers are important! The results of this survey will help to ensure **better transportation facilities** for people across Ontario and Quebec.

Win up to \$1,000! Cash prizes of \$200 will be awarded each week from October 26 to November 9. A **grand prize of \$1,000** will be awarded on November 16, 1992. *Details overleaf.*

The information you provide will be kept **strictly confidential** and used solely for research analysis purposes. Your assistance in completing this survey for us is greatly appreciated.

Ce formulaire est aussi disponible en français. Veuillez contacter la personne qui a distribué ces formulaires.

ABOUT TODAY'S JOURNEY	
1	What is/was the main purpose of the trip you are taking away from home? <i>Check one box.</i> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <input type="checkbox"/> 1 Business - trip paid for by your employer <input type="checkbox"/> 2 Business - trip not paid for by employer <input type="checkbox"/> 3 Commuting to/from work <input type="checkbox"/> 4 Going to/from University/College </div> <div style="width: 48%;"> <input type="checkbox"/> 5 Vacation/Recreation <input type="checkbox"/> 6 Shopping/Personal Business <input type="checkbox"/> 7 Visiting Friends/Relatives <input type="checkbox"/> 8 Other please specify _____ </div> </div>
2	(a) What was the price of your ticket for this trip? \$ _____ .00 <input type="checkbox"/> 1 One Way Number of travellers _____ <input type="checkbox"/> 2 Round Trip included in ticket price? _____ (b) What type of fare scheme are you using on this trip? <input type="checkbox"/> 1 First Class (VIA 1) <input type="checkbox"/> 3 Discount Fare <input type="checkbox"/> 2 Regular Fare <input type="checkbox"/> 4 Canrail Pass <input type="checkbox"/> 5 Other discount
3	(a) How many nights will you be away from home on this trip? _____ NIGHTS (b) In total, how many people are travelling together with you on this trip, including yourself? _____ TOTAL PARTY SIZE (c) Of the people travelling together with you, how many are members of your household including yourself? _____ HOUSEHOLD MEMBERS IN PARTY
4	(a) If you could not have used the train today to make this trip, which other mode would you have chosen? <input type="checkbox"/> 1 Automobile <input type="checkbox"/> 4 Bus <input type="checkbox"/> 2 Air <input type="checkbox"/> 5 I would not have made trip (b) Was a car available to you to make this trip today? <input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No (c) Did you have any time constraints for this journey? <div style="display: flex; align-items: center;"> <input type="checkbox"/> 1 Yes → (IF YES) <div style="margin-left: 10px;"> What departure time for this train would have suited you best? _____ : _____ am _____ pm What arrival time for this train would have suited you best? _____ : _____ am _____ pm </div> </div> <input type="checkbox"/> 2 No
GENERAL INFORMATION to help us classify your answers	
5	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> (a) What is your employment status? <input type="checkbox"/> 1 Employed full-time <input type="checkbox"/> 2 Employed part-time <input type="checkbox"/> 3 Homemaker <input type="checkbox"/> 4 Student <input type="checkbox"/> 5 Retired <input type="checkbox"/> 6 Unemployed </div> <div style="width: 48%;"> (b) If employed, what type of industry do you work in? <input type="checkbox"/> 1 Agriculture/Mining <input type="checkbox"/> 2 Construction/Manufacturing <input type="checkbox"/> 3 Transportation/Communications <input type="checkbox"/> 4 Wholesale/Retail <input type="checkbox"/> 5 Other Service <input type="checkbox"/> 6 Other specify _____ </div> </div> <div style="margin-top: 10px; text-align: center;"> <input type="checkbox"/> 1 → } → SKIP TO "6", BELOW </div>
6	(a) Please indicate your sex and your age group. <div style="display: flex; justify-content: space-between;"> <div style="width: 33%;"> <input type="checkbox"/> 1 Male <input type="checkbox"/> 2 Female </div> <div style="width: 33%;"> <input type="checkbox"/> 1 Under 20 years <input type="checkbox"/> 2 20 to 34 years <input type="checkbox"/> 3 35 to 49 years </div> <div style="width: 33%;"> <input type="checkbox"/> 4 50 to 64 years <input type="checkbox"/> 5 65 years or over </div> </div> (b) Which category represents the total year's gross income of your household before taxes? <div style="display: flex; justify-content: space-between;"> <div style="width: 33%;"> <input type="checkbox"/> 1 Less than \$20,000 <input type="checkbox"/> 2 \$20,000 to \$39,999 <input type="checkbox"/> 3 \$40,000 to \$59,999 </div> <div style="width: 33%;"> <input type="checkbox"/> 4 \$60,000 to \$79,999 <input type="checkbox"/> 5 \$80,000 or over </div> </div>
7	Right now, are you going to or returning from your main destination? <input type="checkbox"/> 1 Going to <input type="checkbox"/> 2 Returning from
8	IMPORTANT! Please turn over the page and answer all remaining questions about this one-way part of your journey – not the whole trip.



9 Start of ONE WAY trip

- (a) Which best describes the place you were at **just before** coming to the train station to start your trip today? *Check one box.*

☐ 1 Private Home ☐ 5 School/College/University
☐ 2 Hotel ☐ 6 Place of Business ☐ 7 Shopping area
☐ 4 Recreational Site ☐ 8 Other, *specify* _____

- (b) What is the exact address or location of this place?

Give exact location of office, shopping area, home, etc. that you were at before travelling to the station.

Please state address or nearest street intersection, prominent landmark, place of interest, building, institution, etc.

TRIP BEGAN AT:

Address _____

City/Town _____

Prov./State _____

Postal Code _____



10 Travel to Station

- (a) How long did it take to get to the station?

____ (Hr) ____ (Min)

- (b) How did you get to the station? *Check one or more*

☐ 1 Dropped off by friend/relative
☐ 2 Rental car
☐ 3 Car parked near station. *What is approximate parking cost?*

\$ _____ .00

- ☐ 4 Taxi/Limousine. *What is approximate cost?*

\$ _____ .00

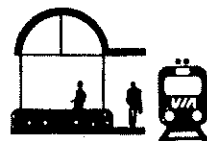
☐ 5 Local/bus/subway
☐ 6 Airplane
☐ 7 Intercity bus
☐ 8 Commuter train
☐ 9 Walked only
☐ 11 Other *please specify* _____



11 Boarding Station

At which station did you **begin** this one-way part of your journey?

☐ 1 Quebec City
☐ 2 Ste. Foy
☐ 3 Lévis
☐ 4 St-Lambert
☐ 5 Montreal
☐ 6 Dorval
☐ 7 Ottawa
☐ 8 Cornwall
☐ 9 Brockville
☐ 10 Kingston
☐ 11 Belleville
☐ 12 Guildwood
☐ 13 Toronto Union
☐ 14 Hamilton/Burlington
☐ 15 Brantford
☐ 16 Kitchener
☐ 17 London
☐ 18 Windsor
☐ 19 Sarnia
☐ 20 Other *please specify* _____



12 Final Station Stop

At which station will you **end** this one-way trip?

☐ 1 Quebec City
☐ 2 Ste. Foy
☐ 3 Lévis
☐ 4 St-Lambert
☐ 5 Montreal
☐ 6 Dorval
☐ 7 Ottawa
☐ 8 Cornwall
☐ 9 Brockville
☐ 10 Kingston
☐ 11 Belleville
☐ 12 Guildwood
☐ 13 Toronto Union
☐ 14 Hamilton/Burlington
☐ 15 Brantford
☐ 16 Kitchener
☐ 17 London
☐ 18 Windsor
☐ 19 Sarnia
☐ 20 Other *please specify* _____



13 Travel from Station

- (a) How long will it take to get from the station to your final destination?

____ (Hr) ____ (Min)

- (b) How will you get there? *Check one or more*

☐ 1 Picked up by friend/relative
☐ 2 Rental car
☐ 3 Car parked near station. *What is approximate parking cost?*

\$ _____ .00

- ☐ 4 Taxi/Limousine. *What is approximate cost?*

\$ _____ .00

☐ 5 Local/bus/subway
☐ 6 Airplane
☐ 7 Intercity bus
☐ 8 Commuter train
☐ 9 Walked only
☐ 11 Other *please specify* _____



14 End of ONE WAY trip

- (a) Which best describes the place you will go to **first** after leaving the train station at the end of your trip today? *Check one box.*

☐ 1 Private Home ☐ 5 School/College/University
☐ 2 Hotel ☐ 6 Place of Business ☐ 7 Shopping area
☐ 4 Recreational Site ☐ 8 Other, *specify* _____

- (b) What is the exact address or location of this place?

This place must be different from where you began your one-way journey in "9". Give exact location of your destination.

Please state address or nearest street intersection, prominent landmark, place of interest, building, institution, etc.

Trip WILL END AT:

Address _____

City/Town _____

Prov./State _____

Postal Code _____

CONTEST INFORMATION

HOW TO ENTER

To enter, simply complete this form and return it to our representative. To be eligible, all questions must be answered and your form must be completed 4 days before the draw date.

THE DRAW

A random selection will be made at 2450 Victoria Park, Willowdale, Ontario on October 26th at 2:00 pm and each Monday thereafter until November 16th, 1992, from all eligible entries received as of each draw date. In order to win, selected eligible contestants must first answer a skill testing question. The odds of being selected will depend on the number of eligible entries received at each draw date. This contest is conducted by Consumer Contact Limited, 2450 Victoria Park Ave., Willowdale, Ont. M2J 4A2.

PRIZES

A total of three cash prizes of \$200.00 each and one grand prize of \$1,000.00 will be awarded. One \$200.00 prize will be awarded each Monday from Oct 26 to Nov. 9 and the grand prize of \$1,000.00 will be awarded on Nov. 16, 1992. A cheque will be mailed to the winner after each draw.

ELIGIBILITY

To enter and be eligible to win, a person must be 18 years of age or older. Employees and agents of Consumer Contact and their families are not eligible to win. Any litigation respecting the conduct and awarding of a prize in this contest may be submitted to the Régie des loteries et courses du Québec.

15

Thank you for taking the time to complete this form. One last thing, please PRINT your name and phone number below so we can include you in the lucky draw contest. Three cash prizes of \$200 and one grand prize of \$1,000 will be awarded.

Name _____

Area Code _____ Telephone _____

IMPORTANT! If you prefer to not enter the contest there is no need to write in your name and number. Either way, please return this completed form to our representative. **THANK YOU!**

SONDAGE SUR LES VOYAGES INTERURBAINS PAR TRAIN



A-12

Afin de mieux comprendre les besoins des voyageurs au Québec et en Ontario, ce sondage est effectué par la compagnie Contact aux Consommateurs, avec la collaboration de l'industrie du tourisme.

Veuillez prendre un moment pour répondre aux questions ci-dessous et remettre le formulaire à notre représentant(e) à bord. Vos réponses sont importantes! Les résultats de ce sondage aideront à améliorer les moyens de transport des voyageurs au Québec et en Ontario.

Gagnez jusqu'à 1,000 \$! Des prix de 200 \$ en argent comptant seront attribués chaque semaine, du 26 octobre au 9 novembre 1992. Un **grand prix de 1,000 \$** sera attribué le 16 novembre 1992. Voir les détails au verso.

Nous assurons le caractère confidentiel des renseignements que vous donnerez; ils ne seront utilisés qu'à des fins d'analyse et de recherche. Nous vous sommes très reconnaissants de l'aide que vous nous apportez en répondant à ce sondage.

This form is also available in English. Please contact the person distributing these forms.

VOTRE VOYAGE	
1	<p>Quelle est la principale raison de ce voyage? <i>Cochez une seule case.</i></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <input type="checkbox"/> 1 Affaires - voyage payé par l'employeur <input type="checkbox"/> 2 Affaires - voyage non payé par l'employeur <input type="checkbox"/> 3 Aller/revenir du travail <input type="checkbox"/> 4 Aller/revenir du collège/université </div> <div style="width: 48%;"> <input type="checkbox"/> 5 Vacances/loisirs <input type="checkbox"/> 6 Magasinage/affaires personnelles <input type="checkbox"/> 7 Visiter des amis ou parents <input type="checkbox"/> 8 Autre (préciser) _____ </div> </div>
2	<p>(a) Quelle est le prix de votre billet pour ce voyage? _____ .00 \$ <input type="checkbox"/> 1 Aller simple Combien de voyageurs sont <input type="checkbox"/> 2 Aller-retour inscrits sur ce billet? _____</p> <p>(b) À quelle classe de tarif correspond le prix de ce billet? <input type="checkbox"/> 1 Première classe (VIA 1) <input type="checkbox"/> 3 Tarif réduit <input type="checkbox"/> 2 Tarif régulier <input type="checkbox"/> 4 Canrailpass <input type="checkbox"/> 5 Autre rabais _____</p>
3	<p>(a) Combien de nuits serez-vous absent(e) de chez vous lors de ce voyage? _____ NUITS</p> <p>(b) Combien y a-t-il de personnes dans votre groupe, y compris vous-même? _____ PERSONNES</p> <p>(c) Parmi ces personnes, combien font partie de votre foyer, y compris vous-même? _____ MEMBRES DE MON FOYER</p>
4	<p>(a) Si vous n'aviez pu prendre le train pour ce voyage, quel autre moyen de transport auriez-vous choisi? <input type="checkbox"/> 1 Automobile <input type="checkbox"/> 3 Avion <input type="checkbox"/> 4 Autobus <input type="checkbox"/> 5 Je n'aurais pas fait ce voyage</p> <p>(b) Pouviez-vous disposer d'une automobile pour faire ce voyage? <input type="checkbox"/> 1 Oui <input type="checkbox"/> 2 Non</p> <p>(c) Aviez-vous une contrainte de temps pour ce voyage? <input type="checkbox"/> 1 Oui → (SI OUI) { Quelle aurait été l'heure de départ de ce train qui vous aurait le mieux convenu? _____ : _____ am / pm <input type="checkbox"/> 2 Non { Quelle aurait été l'heure d'arrivée de ce train qui vous aurait le mieux convenu? _____ : _____ am / pm</p>
RENSEIGNEMENT GÉNÉRAUX <i>Pour nous aider à classer vos réponses</i>	
5	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>(a) Quelle est votre situation d'emploi?</p> <div style="display: flex; align-items: center;"> <div style="width: 40%;"> <input type="checkbox"/> 1 Employé(e) à plein temps <input type="checkbox"/> 2 Employé(e) à temps partiel <input type="checkbox"/> 3 Personne au foyer <input type="checkbox"/> 4 Étudiant(e) <input type="checkbox"/> 5 Retraité(e) <input type="checkbox"/> 6 Sans emploi </div> <div style="width: 10%; text-align: center; font-size: 2em;">}</div> <div style="width: 45%;"> <p>Passez à la question "6" ci-dessous</p> </div> </div> </div> <div style="width: 48%;"> <p>(b) Si employé(e), dans quel secteur d'industrie travaillez-vous?</p> <div style="display: flex; flex-direction: column;"> <input type="checkbox"/> 1 Agriculture / industrie minière <input type="checkbox"/> 2 Construction / fabrication <input type="checkbox"/> 3 Transports / communications <input type="checkbox"/> 4 Commerce de gros / de détail <input type="checkbox"/> 5 Autres services <input type="checkbox"/> 6 Autres (préciser) _____ </div> </div> </div>
6	<p>(a) Veuillez indiquer votre sexe et votre âge.</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 33%;"> <input type="checkbox"/> 1 Homme <input type="checkbox"/> 2 Femme </div> <div style="width: 33%;"> <input type="checkbox"/> 1 Moins de 20 ans <input type="checkbox"/> 2 20 à 34 ans <input type="checkbox"/> 3 35 à 49 ans </div> <div style="width: 33%;"> <input type="checkbox"/> 1 50 à 64 ans <input type="checkbox"/> 2 65 ans et plus </div> </div> <p>(b) Dans quelle catégorie se situe votre revenu familial annuel, avant impôts?</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <input type="checkbox"/> 1 Moins de 20 000 \$ <input type="checkbox"/> 2 20 000 \$ à 39 999 \$ <input type="checkbox"/> 3 40 000 \$ à 59 999 \$ </div> <div style="width: 48%;"> <input type="checkbox"/> 4 60 000 \$ à 79 999 \$ <input type="checkbox"/> 5 80 000 \$ ou plus </div> </div>
7	<p>Faites-vous le présent trajet pour aller à ou revenir de votre destination principale?</p> <div style="display: flex; align-items: center;"> <input type="checkbox"/> 1 Aller <input type="checkbox"/> 2 Retour </div>
8	<p>IMPORTANT! Veuillez tourner la page et répondre aux questions suivantes sur cette partie de votre trajet – et non sur le voyage au complet.</p> <div style="text-align: right; margin-top: 10px;"> </div>



9 Départ du trajet

- (a) Lequel décrit le mieux l'endroit où vous étiez **juste avant** de venir à la gare pour commencer ce voyage aujourd'hui? *Cochez une case.*

- ☐ 1 Maison privée ☐ 5 École, collège, université
☐ 2 Hôtel ☐ 6 Lieu de magasinage
☐ 3 Place d'affaires ☐ 7 Autre (spécifier) _____
☐ 4 Lieu de loisirs

- (b) Quel est l'adresse exacte de cet endroit?

Indiquez l'endroit exact du bureau, résidence, centre commercial, etc. d'où vous étiez avant de vous rendre à la gare.

Donnez l'adresse, l'intersection, le point de repère connu, l'édifice le plus près.

LE TRAJET A COMMENCÉ À :

Adresse _____
 Ville / village _____
 Prov. / État _____
 Code postal _____



10 Pour aller à la gare

- (a) Combien de temps vous a-t-il fallu pour vous rendre à la gare?

_____ (Hr) _____ (Min)

- (b) Comment vous êtes-vous rendu(e) à la gare? *Cochez les cases qui s'appliquent.*

- ☐ 1 Conduit par un ami / parent
☐ 2 Véhicule de location
☐ 3 Véhicule stationné près de la gare. *Quel est le prix approximatif du stationnement?*

_____ .00 \$

- ☐ 4 Taxi / limousine. *Quel est le prix approximatif?*

_____ .00 \$

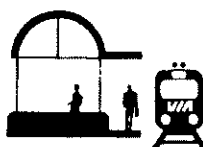
- ☐ 5 Autobus local / métro
☐ 6 Avion
☐ 7 Autobus interurbain
☐ 8 Train de banlieue
☐ 9 À pied
☐ 10 Autre (préciser) _____



11 Gare d'embarquement

- À quelle gare avez-vous commencé le présent trajet?

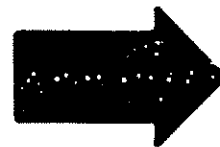
- ☐ 1 Québec
☐ 2 Ste-Foy
☐ 3 Lévis
☐ 4 St-Lambert
☐ 5 Montréal
☐ 6 Dorval
☐ 7 Ottawa
☐ 8 Cornwall
☐ 9 Brockville
☐ 10 Kingston
☐ 11 Belleville
☐ 12 Guildwood
☐ 13 Toronto Union
☐ 14 Hamilton/Burlington
☐ 15 Brantford
☐ 16 Kitchener
☐ 17 London
☐ 18 Windsor
☐ 19 Sarnia
☐ 20 Autre (préciser) _____



12 Gare de destination

- À quelle gare finirez-vous le présent trajet?

- ☐ 1 Québec
☐ 2 Ste-Foy
☐ 3 Lévis
☐ 4 St-Lambert
☐ 5 Montréal
☐ 6 Dorval
☐ 7 Ottawa
☐ 8 Cornwall
☐ 9 Brockville
☐ 10 Kingston
☐ 11 Belleville
☐ 12 Guildwood
☐ 13 Toronto Union
☐ 14 Hamilton/Burlington
☐ 15 Brantford
☐ 16 Kitchener
☐ 17 London
☐ 18 Windsor
☐ 19 Sarnia
☐ 20 Autre (préciser) _____



13 Pour partir de la gare

- (a) Combien de temps vous faudra-t-il pour aller de la gare à votre destination finale?

_____ (Hr) _____ (Min)

- (b) Comment ferez-vous ce trajet? *Cochez les cases qui s'appliquent.*
- ☐ 1 Conduit par un ami / parent
☐ 2 Véhicule de location
☐ 3 Véhicule stationné près de la gare. *Quel est le prix approximatif du stationnement?*

_____ .00 \$

- ☐ 4 Taxi / limousine. *Quel est le prix approximatif?*

_____ .00 \$

- ☐ 5 Autobus local / métro
☐ 6 Avion
☐ 7 Autobus interurbain
☐ 8 Train de banlieue
☐ 9 À pied
☐ 10 Autre (préciser) _____



14 Destination

- (a) Lequel décrit le mieux l'endroit où vous irez **juste après** avoir quitté la gare pour terminer ce voyage aujourd'hui? *Cochez une case seulement.*

- ☐ 1 Maison privée ☐ 5 École, collège, université
☐ 2 Hôtel ☐ 6 Lieu de magasinage
☐ 3 Place d'affaires ☐ 7 Lieu de loisirs
☐ 4 Autre (spécifier) _____

- (b) Quel est l'adresse exacte de cet endroit?

Cet endroit doit être différent du point de départ indiqué à la question 9. Indiquez l'endroit exact de cette destination. Donnez l'adresse, l'intersection, le point de repère connu, l'édifice le plus près.

LE TRAJET SE TERMINERA À :

Adresse _____
 Ville / village _____
 Prov. / État _____
 Code postal _____

RENSEIGNEMENT SUR LE CONOURS

COMMENT PARTICIPER

Pour participer, veuillez remplir ce formulaire et le remettre à notre représentant(e). Pour être éligible, vous devez répondre à toutes les questions.

LE TIRAGE

Un tirage sera fait au 2450 Victoria Park, Willowdale (Ontario), le 26 octobre 1992, à 14 h. et chaque lundi suivant jusqu'au 16 novembre 1992, parmi toutes les participations admissibles reçues à la date du tirage. Pour gagner, les concurrents admissibles choisis devront d'abord répondre à une question d'habileté. Les chances d'être choisis dépendent du nombre de participations admissibles reçues. Ce concours est organisé par Consumer Contact Limited, 2450 Victoria Park Ave., Willowdale (Ontario) M2J 4A2.

PRIX

Un total de trois prix de 200 \$ en argent comptant seront attribués, à raison d'un prix à chaque lundi, du 26 octobre au 9 novembre. De plus un grand prix de 1,000 \$ sera attribué le 16 novembre 1992. Les prix seront expédiés aux gagnants sous forme de chèque après chaque tirage.

ADMISSIBILITÉ

Ce concours est réservé aux personnes de 18 ans et plus. Les employés et représentants de Consumer Contact Limited et Contact aux Consommateurs ainsi que leur famille ne sont pas éligibles au tirage. Tout litige concernant la conduite et l'attribution des prix de ce concours peut être soumis à la Régie des loteries et courses du Québec.

15

Merci d'avoir pris le temps de remplir ce questionnaire. Pour terminer, veuillez inscrire votre nom et votre numéro de téléphone ci-dessous en LETTRES MOULÉES, afin de pouvoir participer au tirage de trois prix de 200 \$ et un grand prix de 1,000 \$ en argent comptant.

Nom _____

Indicatif régional _____ Téléphone _____

IMPORTANT! Si vous préférez ne pas participer au concours, il n'est pas nécessaire d'inscrire votre nom et votre numéro de téléphone. Quoi qu'il en soit, veuillez remettre ce formulaire rempli à notre représentant(e). **MERCI DE VOTRE COLLABORATION!**



INTERCITY BUS TRAVEL SURVEY

Dear Traveller:

In order to better understand the need of travellers in Ontario and Quebec, this survey is being conducted by Consumer Contact Limited with the co-operation of the Travel Industry.

Please take a few minutes to answer the questions below and return this form to our representative on board.

Your answers are important! The results of this survey will help to ensure **better transportation facilities** for people across Ontario and Quebec.

Win up to \$1,000! Cash prizes of \$200 will be awarded each week from October 26 to November 9. A grand prize of \$1,000 will be awarded on November 16, 1992. *Details overleaf.*

The information you provide will be kept **strictly confidential** and used solely for research analysis purposes. Your assistance in completing this survey for us is greatly appreciated.

Ce formulaire est aussi disponible en français. Veuillez contacter la personne qui a distribué ces formulaires.

ABOUT TODAY'S JOURNEY	
1	What is/was the main purpose of the trip you are taking away from home? <i>Check one box.</i> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 48%;"> <input type="checkbox"/> 1 Business - trip paid for by your employer <input type="checkbox"/> 2 Business - trip not paid for by employer <input type="checkbox"/> 3 Commuting to/from work <input type="checkbox"/> 4 Going to/from University/College </div> <div style="width: 48%;"> <input type="checkbox"/> 5 Vacation/Recreation <input type="checkbox"/> 6 Shopping/Personal Business <input type="checkbox"/> 7 Visiting Friends/Relatives <input type="checkbox"/> 8 Other <i>please specify</i> _____ </div> </div>
2	(a) What was the price of your ticket for this trip? \$ _____ .00 <input type="checkbox"/> 1 One Way Number of travellers _____ <input type="checkbox"/> 2 Round Trip included in ticket price? _____ (b) What type of fare scheme are you using on this trip? <input type="checkbox"/> 1 Regular Fare <input type="checkbox"/> 2 Discounted Fare
3	(a) How many nights will you be away from home on this trip? _____ NIGHTS (b) In total, how many people are travelling together with you on this trip, including yourself? _____ TOTAL PARTY SIZE (c) Of the people travelling together with you, how many are members of your household including yourself? _____ HOUSEHOLD MEMBERS IN PARTY
4	(a) If you could not have used the bus today to make this trip, which other mode would you have chosen? <input type="checkbox"/> 1 Automobile <input type="checkbox"/> 2 Train <input type="checkbox"/> 3 Air <input type="checkbox"/> 4 I would not have made trip (b) Was a car available to you to make this trip today? <input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No (c) Did you have any time constraints for this journey? <div style="display: flex; align-items: center;"> <input type="checkbox"/> 1 Yes → (IF YES) { <div style="margin-left: 10px;"> What departure time for this bus would have suited you best? _____ : _____ am/pm What arrival time for this bus would have suited you best? _____ : _____ am/pm </div> </div> <input type="checkbox"/> 2 No
GENERAL INFORMATION to help us classify your answers	
5	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> (a) What is your employment status? <input type="checkbox"/> 1 Employed full-time <input type="checkbox"/> 2 Employed part-time <input type="checkbox"/> 3 Homemaker <input type="checkbox"/> 4 Student <input type="checkbox"/> 5 Retired <input type="checkbox"/> 6 Unemployed </div> <div style="width: 48%;"> (b) <i>If employed</i>, what type of industry do you work in? <input type="checkbox"/> 1 Agriculture/Mining <input type="checkbox"/> 2 Construction/Manufacturing <input type="checkbox"/> 3 Transportation/Communications <input type="checkbox"/> 4 Wholesale/Retail <input type="checkbox"/> 5 Other Service <input type="checkbox"/> 6 Other <i>specify</i> _____ </div> </div> <div style="text-align: center; margin-top: 10px;"> <input type="checkbox"/> 1 → <input type="checkbox"/> 2 → <input type="checkbox"/> 3 → <input type="checkbox"/> 4 → <input type="checkbox"/> 5 → <input type="checkbox"/> 6 SKIP TO "6", BELOW </div>
6	(a) Please indicate your sex and your age group. <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 33%;"> <input type="checkbox"/> 1 Male <input type="checkbox"/> 2 Female </div> <div style="width: 33%;"> <input type="checkbox"/> 3 Under 20 years <input type="checkbox"/> 4 20 to 34 years <input type="checkbox"/> 5 35 to 49 years </div> <div style="width: 33%;"> <input type="checkbox"/> 6 50 to 64 years <input type="checkbox"/> 7 65 years or over </div> </div> (b) Which category represents the total year's gross income of your household before taxes? <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 48%;"> <input type="checkbox"/> 1 Less than \$20,000 <input type="checkbox"/> 2 \$20,000 to \$39,999 <input type="checkbox"/> 3 \$40,000 to \$59,999 </div> <div style="width: 48%;"> <input type="checkbox"/> 4 \$60,000 to \$79,999 <input type="checkbox"/> 5 \$80,000 or over </div> </div>
7	Right now, are you going to or returning from your main destination? <input type="checkbox"/> 1 Going to <input type="checkbox"/> 2 Returning from
8	IMPORTANT! Please turn over the page and answer all remaining questions about this one-way part of your journey – not the whole trip. <div style="text-align: right; margin-top: 10px;"> </div>



9 Start of ONE WAY trip

- (a) Which best describes the place you were at just before coming to the bus terminal to start your trip today? *Check one box.*

- ☐1 Private Home ☐5 School/College/University
☐2 Hotel
☐3 Place of Business ☐6 Shopping area
☐4 Recreational Site ☐7 Other, *specify* _____

- (b) What is the exact address or location of this place?

Give exact location of office, shopping area, home, etc. that you were at before travelling to the bus terminal.

Please state address or nearest street intersection, prominent landmark, place of interest, building, institution, etc.

TRIP BEGAN AT:

Address _____
 City/Town _____
 Prov./State _____
 Postal Code _____



10 Travel to Bus Terminal

- (a) How long did it take to get to the terminal?

_____ (Hr) _____ (Min)

- (b) How did you get to the terminal? *Check one or more*

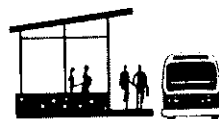
- ☐1 Dropped off by friend/relative
☐2 Rental car
☐3 Car parked near terminal. *What is approximate parking cost?*

\$ _____ .00

- ☐4 Taxi/Limousine. *What is approximate cost?*

\$ _____ .00

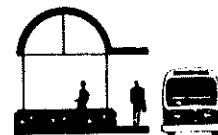
- ☐5 Local/bus/subway
☐6 Airplane
☐7 Intercity train
☐8 Commuter train
☐9 Walked only
☐10 Other *please specify* _____



11 Boarding Terminal

At which terminal did you begin this one-way part of your journey?

- ☐1 Quebec City
☐2 Ste-Foy
☐3 Montreal
☐4 West Island
☐5 Mirabel
☐6 Ottawa
☐7 Kingston
☐8 Belleville/Trenton
☐9 Toronto - Downtown
☐10 Toronto - Suburban
☐11 Kitchener
☐12 London
☐13 Windsor
☐14 Sarnia
☐15 Other *please specify* _____



12 Final Terminal Stop

At which terminal will you end this one-way trip?

- ☐1 Quebec City
☐2 Ste-Foy
☐3 Montreal
☐4 West Island
☐5 Mirabel
☐6 Ottawa
☐7 Kingston
☐8 Belleville/Trenton
☐9 Toronto - Downtown
☐10 Toronto - Suburban
☐11 Kitchener
☐12 London
☐13 Windsor
☐14 Sarnia
☐15 Other *please specify* _____



13 Travel from Terminal

- (a) How long will it take to get from the terminal to your final destination?

_____ (Hr) _____ (Min)

- (b) How will you get there? *Check one or more*

- ☐1 Picked up by friend/relative
☐2 Rental car
☐3 Car parked near terminal. *What is approximate parking cost?*

\$ _____ .00

- ☐4 Taxi/Limousine. *What is approximate cost?*

\$ _____ .00

- ☐5 Local/bus/subway
☐6 Airplane
☐7 Intercity train
☐8 Commuter train
☐9 Walked only
☐10 Other *please specify* _____



14 End of ONE WAY trip

- (a) Which best describes the place you will go to first after leaving the bus terminal at the end of your trip today? *Check one box.*

- ☐1 Private Home ☐5 School/College/University
☐2 Hotel
☐3 Place of Business ☐6 Shopping area
☐4 Recreational Site ☐7 Other, *specify* _____

- (b) What is the exact address or location of this place?

This place must be different from where you began your one-way journey in "9". Give exact location of your destination.

Please state address or nearest street intersection, prominent landmark, place of interest, building, institution, etc.

TRIP WILL END AT:

Address _____
 City/Town _____
 Prov./State _____
 Postal Code _____

CONTEST INFORMATION

HOW TO ENTER

To enter, simply complete this form and return it to our representative. To be eligible, all questions must be answered and your form must be completed 4 days before the draw date.

THE DRAW

A random selection will be made at 2450 Victoria Park, Willowdale, Ontario on October 26th at 2:00 pm and each Monday thereafter until November 16th, 1992, from all eligible entries received as of each draw date. In order to win, selected eligible contestants must first answer a skill testing question. The odds of being selected will depend on the number of eligible entries received at each draw date. This contest is conducted by Consumer Contact Limited, 2450 Victoria Park Ave., Willowdale, Ont. M2J 4A2.

PRIZES

A total of three cash prizes of \$200.00 each and one grand prize of \$1,000.00 will be awarded. One \$200.00 prize will be awarded each Monday from Oct 26 to Nov. 9 and the grand prize of \$1,000.00 will be awarded on Nov. 16, 1992. A cheque will be mailed to the winner after each draw.

ELIGIBILITY

To enter and be eligible to win, a person must be 18 years of age or older. Employees and agents of Consumer Contact and their families are not eligible to win. Any litigation respecting the conduct and awarding of a prize in this contest may be submitted to the Regie des loteries et courses du Quebec.

15

Thank you for taking the time to complete this form.

One last thing, please PRINT your name and phone number below so we can include you in the lucky draw contest. Three cash prizes of \$200 and one grand prize of \$1,000 will be awarded.

Name _____

Area Code _____ Telephone _____

IMPORTANT! If you prefer to not enter the contest there is no need to write in your name and number. Either way, please return this completed form to our representative. **THANK YOU!**

SONDAGE SUR LES VOYAGES INTERURBAINS PAR AUTOBUS



A-16

Afin de mieux comprendre les besoins des voyageurs au Québec et en Ontario, ce sondage est effectué par la compagnie Contact aux Consommateurs, avec la collaboration de l'industrie du tourisme.

Veuillez prendre un moment pour répondre aux questions ci-dessous et remettre le formulaire à notre représentant(e) à bord. Vos réponses sont importantes! Les résultats de ce sondage aideront à améliorer les moyens de transport des voyageurs au Québec et en Ontario.

Gagnez jusqu'à 1,000 \$! Des prix de 200 \$ en argent comptant seront attribués chaque semaine, du 26 octobre au 9 novembre 1992. Un grand prix de 1,000 \$ sera attribué le 16 novembre 1992. Voir les détails au verso.

Nous assurons le caractère confidentiel des renseignements que vous donnerez; ils ne seront utilisés qu'à des fins d'analyse et de recherche. Nous vous sommes très reconnaissants de l'aide que vous nous apportez en répondant à ce sondage.

This form is also available in English. Please contact the person distributing these forms.

VOTRE VOYAGE	
1	<p>Quelle est la principale raison de ce voyage? Cochez une seule case.</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><input type="checkbox"/> 1 Affaires - voyage payé par l'employeur</p> <p><input type="checkbox"/> 2 Affaires - voyage non payé par l'employeur</p> <p><input type="checkbox"/> 3 Aller/revenir du travail</p> <p><input type="checkbox"/> 4 Aller/revenir du collège/université</p> </div> <div style="width: 48%;"> <p><input type="checkbox"/> 5 Vacances/loisirs</p> <p><input type="checkbox"/> 6 Magasinage/affaires personnelles</p> <p><input type="checkbox"/> 7 Visiter des amis ou parents</p> <p><input type="checkbox"/> 8 Autre (préciser) _____</p> </div> </div>
2	<p>(a) Quelle est le prix de votre billet pour ce voyage? _____ .00 \$</p> <p><input type="checkbox"/> 1 Aller simple Combien de voyageurs sont inscrits sur ce billet? _____</p> <p><input type="checkbox"/> 2 Aller-retour</p> <p>(b) À quelle classe de tarif correspond le prix de ce billet?</p> <p><input type="checkbox"/> 1 Tarif régulier</p> <p><input type="checkbox"/> 2 Tarif réduit</p>
3	<p>(a) Combien de nuits serez-vous absent(e) de chez vous lors de ce voyage? _____ NUITS</p> <p>(b) Combien y a-t-il de personnes dans votre groupe, y compris vous-même? _____ PERSONNES</p> <p>(c) Parmi ces personnes, combien font partie de votre foyer, y compris vous-même? _____ MEMBRES DE MON FOYER</p>
4	<p>(a) Si vous n'aviez pu prendre l'autobus pour ce voyage, quel autre moyen de transport auriez-vous choisi?</p> <p><input type="checkbox"/> 1 Automobile <input type="checkbox"/> 2 Train</p> <p><input type="checkbox"/> 3 Avion <input type="checkbox"/> 4 Je n'aurais pas fait ce voyage</p> <p>(b) Pouviez-vous disposer d'une automobile pour faire ce voyage?</p> <p><input type="checkbox"/> 1 Oui <input type="checkbox"/> 2 Non</p> <p>(c) Aviez-vous une contrainte de temps pour ce voyage?</p> <p><input type="checkbox"/> 1 Oui (SI OUI) { Quelle aurait été l'heure de départ de cette autobus qui vous aurait le mieux convenu? _____ : _____ am <input type="checkbox"/> pm <input type="checkbox"/></p> <p><input type="checkbox"/> 2 Non { Quelle aurait été l'heure d'arrivée de cette autobus qui vous aurait le mieux convenu? _____ : _____ am <input type="checkbox"/> pm <input type="checkbox"/></p>
RENSEIGNEMENT GÉNÉRAL Pour nous aider à classer vos réponses	
5	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>(a) Quelle est votre situation d'emploi?</p> <p><input type="checkbox"/> 1 Employé(e) à plein temps</p> <p><input type="checkbox"/> 2 Employé(e) à temps partiel</p> <p><input type="checkbox"/> 3 Personne au foyer</p> <p><input type="checkbox"/> 4 Étudiant(e)</p> <p><input type="checkbox"/> 5 Retraité(e)</p> <p><input type="checkbox"/> 6 Sans emploi</p> </div> <div style="width: 48%;"> <p>(b) Si employé(e), dans quel secteur d'industrie travaillez-vous?</p> <p><input type="checkbox"/> 1 Agriculture / industrie minière</p> <p><input type="checkbox"/> 2 Construction / fabrication</p> <p><input type="checkbox"/> 3 Transports / communications</p> <p><input type="checkbox"/> 4 Commerce de gros / de détail</p> <p><input type="checkbox"/> 5 Autres services</p> <p><input type="checkbox"/> 6 Autres (préciser) _____</p> </div> </div> <p style="text-align: center; margin-top: 10px;">Passez à la question "6" ci-dessous</p>
6	<p>(a) Veuillez indiquer votre sexe et votre âge.</p> <p><input type="checkbox"/> 1 Homme <input type="checkbox"/> 2 Moins de 20 ans <input type="checkbox"/> 3 50 à 64 ans</p> <p><input type="checkbox"/> 2 Femme <input type="checkbox"/> 4 20 à 34 ans <input type="checkbox"/> 5 65 ans et plus</p> <p><input type="checkbox"/> 3 35 à 49 ans</p> <p>(b) Dans quelle catégorie se situe votre revenu familial annuel, avant impôts?</p> <p><input type="checkbox"/> 1 Moins de 20 000 \$ <input type="checkbox"/> 4 60 000 \$ à 79 999 \$</p> <p><input type="checkbox"/> 2 20 000 \$ à 39 999 \$ <input type="checkbox"/> 5 80 000 \$ ou plus</p> <p><input type="checkbox"/> 3 40 000 \$ à 59 999 \$</p>
7	<p>Faites-vous le présent trajet pour aller à ou revenir de votre destination principale?</p> <p><input type="checkbox"/> 1 Aller</p> <p><input type="checkbox"/> 2 Retour</p>
8	<p>IMPORTANT! Veuillez tourner la page et répondre aux questions suivantes sur cette partie de votre trajet – et non sur le voyage au complet.</p> <div style="text-align: right; margin-top: 10px;"> </div>



9 Départ du trajet

- (a) Lequel décrit le mieux l'endroit où vous étiez **juste avant** de venir au terminus pour commencer ce voyage aujourd'hui? *Cochez une case.*

- ☐ 1. Maison privée ☐ 5. École, collège, université
☐ 2. Hôtel ☐ 6. Lieu de magasinage
☐ 3. Place d'affaires ☐ 7. Autre (spécifier) _____
☐ 4. Lieu de loisirs

- (b) Quel est l'adresse exacte de cet endroit? *Indiquez l'endroit exact du bureau, résidence, centre commercial, etc. d'où vous étiez avant de vous rendre au terminus.*

Donnez l'adresse, l'intersection, le point de repère connu, l'édifice le plus près.

LE TRAJET A COMMENCÉ À :

Adresse _____
 Ville / village _____
 Prov. / État _____
 Code postal _____



10 Pour aller au terminus d'autobus

- (a) Combien de temps vous a-t-il fallu pour vous rendre au terminus?

_____ (Hr) _____ (Min)

- (b) Comment vous êtes-vous rendu(e) au terminus? *Cochez les cases qui s'appliquent.*

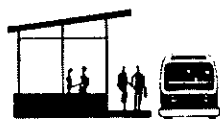
- ☐ 1. Conduit par un ami / parent
☐ 2. Véhicule de location
☐ 3. Véhicule stationné près du terminus. *Quel est le prix approximatif du stationnement?*

_____ .00 \$

- ☐ 4. Taxi / limousine. *Quel est le prix approximatif?*

_____ .00 \$

- ☐ 5. Autobus local / métro
☐ 6. Avion
☐ 7. Train interurbain
☐ 8. Train de banlieue
☐ 9. À pied
☐ 10. Autre (préciser) _____



11 Terminus d'embarquement

- À quel terminus avez-vous commencé le présent trajet?

- ☐ 1. Québec
☐ 2. Ste-Foy
☐ 3. Montréal
☐ 4. Ouest de l'île
☐ 5. Mirabel
☐ 6. Ottawa
☐ 7. Kingston
☐ 8. Belleville/Trenton
☐ 9. Toronto - centre-ville
☐ 10. Toronto - banlieue
☐ 11. Kitchener
☐ 12. Windsor
☐ 13. Sarnia
☐ 14. Autre (veuillez préciser) _____



12 Terminus de destination

- À quel terminus finirez-vous le présent trajet?

- ☐ 1. Québec
☐ 2. Ste-Foy
☐ 3. Montréal
☐ 4. Ouest de l'île
☐ 5. Mirabel
☐ 6. Ottawa
☐ 7. Kingston
☐ 8. Belleville/Trenton
☐ 9. Toronto - centre-ville
☐ 10. Toronto - banlieue
☐ 11. Kitchener
☐ 12. Windsor
☐ 13. Sarnia
☐ 14. Autre (veuillez préciser) _____



13 Pour partir du terminus

- (a) Combien de temps vous faudra-t-il pour aller du terminus à votre destination finale?

_____ (Hr) _____ (Min)

- (b) Comment ferez-vous ce trajet? *Cochez les cases qui s'appliquent.*

- ☐ 1. Conduit par un ami / parent
☐ 2. Véhicule de location
☐ 3. Véhicule stationné près du terminus. *Quel est le prix approximatif du stationnement?*

_____ .00 \$

- ☐ 4. Taxi / limousine. *Quel est le prix approximatif?*

_____ .00 \$

- ☐ 5. Autobus local / métro
☐ 6. Avion
☐ 7. Train interurbain
☐ 8. Train de banlieue
☐ 9. À pied
☐ 10. Autre (préciser) _____



14 Destination

- (a) Lequel décrit le mieux l'endroit où vous irez **juste après** avoir quitté le terminus pour terminer ce voyage aujourd'hui? *Cochez une case seulement.*

- ☐ 1. Maison privée ☐ 5. École, collège, université
☐ 2. Hôtel ☐ 6. Lieu de magasinage
☐ 3. Place d'affaires ☐ 7. Autre (spécifier) _____
☐ 4. Lieu de loisirs

- (b) Quel est l'adresse exacte de cet endroit? *Cet endroit doit être différent du point de départ indiqué à la question 9. Indiquez l'endroit exact de cette destination. Donnez l'adresse, l'intersection, le point de repère connu, l'édifice le plus près.*

LE TRAJET SE TERMINERA À :

Adresse _____
 Ville / village _____
 Prov. / État _____
 Code postal _____

RENSEIGNEMENT SUR LE CONCOURS

COMMENT PARTICIPER

Pour participer, veuillez remplir ce formulaire et le remettre à notre représentant(e). Pour être éligible, vous devez répondre à toutes les questions.

LE TIRAGE

Un tirage sera fait au 2450 Victoria Park, Willowdale (Ontario), le 26 octobre 1992, à 14 h. et chaque lundi suivant jusqu'au 16 novembre 1992, parmi toutes les participations admissibles reçues à la date du tirage. Pour gagner, les concurrents admissibles choisis devront d'abord répondre à une question d'habileté. Les chances d'être choisis dépendent du nombre de participations admissibles reçues. Ce concours est organisé par Consumer Contact Limited, 2450 Victoria Park Ave., Willowdale (Ontario) M2J 4A2.

PRIX

Un total de trois prix de 200 \$ en argent comptant seront attribués, à raison d'un prix à chaque lundi, du 26 octobre au 9 novembre. De plus un grand prix de 1,000 \$ sera attribué le 16 novembre 1992. Les prix seront expédiés aux gagnants sous forme de chèque après chaque tirage.

ADMISSIBILITÉ

Ce concours est réservé aux personnes de 18 ans et plus. Les employés et représentants de Consumer Contact Limited et Contact aux Consommateurs ainsi que leur famille ne sont pas éligibles au tirage. Tout litige concernant la conduite et l'attribution des prix de ce concours peut être soumis à la Régie des loteries et des courses du Québec.

15

Merci d'avoir pris le temps de remplir ce questionnaire.

Pour terminer, veuillez inscrire votre nom et votre numéro de téléphone ci-dessous en LETTRES MOULÉES, afin de pouvoir participer au tirage de trois prix de 200 \$ et un grand prix de 1,000 \$ en argent comptant.

Nom _____

Indicatif régional _____ Téléphone _____

IMPORTANT! Si vous préférez ne pas participer au concours, il n'est pas nécessaire d'inscrire votre nom et votre numéro de téléphone. Quoi qu'il en soit, veuillez remettre ce formulaire rempli à notre représentant(e). **MERCI DE VOTRE COLLABORATION!**

INTERCITY TRAVEL SURVEY



Ministry
of
Transportation
Ontario

Passenger Transportation Policy Branch
2nd Floor, West Tower
1201 Wilson Avenue
North York, Ontario M3M 1J8

Dear Sir or Madam

The governments of Ontario and Quebec are conducting a survey of vehicle travel at various points on the highway system. We request your co-operation in providing information which will help in the planning of needed improvements to transportation facilities for people across the two provinces.

Your answers will be combined with those of thousands of other participants to create a statistical "picture" of the way our highway system is currently being used.

The information you provide will be kept strictly confidential and used only by the Ministry and its agents for statistical analysis purposes. All personal identifying information will be destroyed once the data is coded in computer form. If you have any questions or concerns about this survey, please contact Wally Slater, Assistant Policy Advisor at 1-(416) 235-4931 (please call collect if outside Toronto).

As a token of our appreciation we will mail a free map of Ontario and a guide to Intercity Transportation Services to each person who completes this form.

Please return this form as soon as possible. Postage paid return envelope enclosed.

Thank you for your cooperation and assistance.

Yours truly,

Gary S. Posen, Deputy Minister

CAN SAFE SALES INC
100 SOUTH ST
NEW DUNDEE, ONTARIO
N0B 2E0

Please forward this form to the usual driver
of vehicle licence number 368ASV

ABOUT YOUR JOURNEY <small>Note: This form should be completed by or on behalf of the driver.</small>	
<p>1 TYPE OF JOURNEY If you were travelling in a vehicle on the type of journey described below, please answer the following questions about your trip. If you did not personally take this trip, please give this form to another person in your household who may have taken this trip.</p> <p>Eastbound on Hwy. 401 near Belleville on Thursday, November 5.</p> <p>SUR L'AUTOROUTE 401 EST, PRES DE BELLEVILLE, LE JEUDI 5 NOVEMBRE.</p> <p style="text-align: right;">51D</p>	<p>2 (a) At the point described in section 1, were you going to or returning from your main destination? <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Going to <input type="checkbox"/> 2 Returning from</p> <p>(b) What is your estimate of the travel cost for this one-way trip for your entire travel group?</p> <p>Fuel \$ _____.00 Parking \$ _____.00 Rental Car \$ _____.00</p>
<p>3 (a) Where did you begin this one-way part of your journey? TRIP BEGAN AT:</p> <p>Address _____ <small>(or nearest street intersection, place of interest, building etc.)</small></p> <p>City/Town _____</p> <p>Prov./State _____ Postal Code _____</p> <p>(b) Which best describes the place where you began this one-way trip? <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Private home <input type="checkbox"/> 5 School/College/ University <input type="checkbox"/> 2 Hotel <input type="checkbox"/> 6 Shopping area <input type="checkbox"/> 3 Place of business <input type="checkbox"/> 7 Other, <i>specify</i> _____ <input type="checkbox"/> 4 Recreational site</p>	<p>4 (a) And where did you end this one-way part of your journey? <i>Must be different from where you began journey in "3".</i> TRIP ENDED AT:</p> <p>Address _____ <small>(or nearest street intersection, place of interest, building etc.)</small></p> <p>City/Town _____</p> <p>Prov./State _____ Postal Code _____</p> <p>(b) Which best describes the place where you ended this one-way trip? <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Private home <input type="checkbox"/> 5 School/College/ University <input type="checkbox"/> 2 Hotel <input type="checkbox"/> 6 Shopping area <input type="checkbox"/> 3 Place of business <input type="checkbox"/> 7 Other, <i>specify</i> _____ <input type="checkbox"/> 4 Recreational site</p>
<p>5 What was the main purpose of your trip? <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Business - trip paid for by employer <input type="checkbox"/> 5 Vacation/Recreation <input type="checkbox"/> 2 Business - trip not paid for by employer <input type="checkbox"/> 6 Shopping/Personal Business <input type="checkbox"/> 3 Commuting to/from work <input type="checkbox"/> 7 Visiting Friends/Relatives <input type="checkbox"/> 4 Going to/from University/College <input type="checkbox"/> 8 Other, <i>please specify</i> _____</p>	<p>6 Why did you take an automobile/vehicle for this trip? <i>Check all that apply.</i></p> <p><input type="checkbox"/> 1 Faster means of travel <input type="checkbox"/> 5 Needed to carry baggage/equipment/materials, etc. <input type="checkbox"/> 2 Least expensive <input type="checkbox"/> 6 Needed to make other stops along the way <input type="checkbox"/> 3 Most convenient <input type="checkbox"/> 7 Needed a car/ vehicle at my destination <input type="checkbox"/> 4 Needed a car/ vehicle at my destination <input type="checkbox"/> 8 Other, <i>please specify</i> _____</p>
<p>7 (a) How many nights were you away from home on this trip?</p> <p>Number of nights _____</p> <p>(b) How many people were travelling in your vehicle (including yourself)?</p> <p>Total number in vehicle _____</p>	<p>8 Which best describes the type of vehicle used for this trip? <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Private car/vehicle (owned or leased) <input type="checkbox"/> 2 Company car/vehicle (owned or leased) <input type="checkbox"/> 3 Rental car</p>
GENERAL INFORMATION <small>To help us classify your answers</small>	
<p>9 (a) What is your employment status. <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Employed full-time <input type="checkbox"/> 3 Homemaker <input type="checkbox"/> 2 Employed part-time <input type="checkbox"/> 4 Student <input type="checkbox"/> 5 Retired <input type="checkbox"/> 6 Unemployed</p> <p style="text-align: right;">Go To "10"</p> <p>(b) If employed: What type of industry do you work in?</p> <p><input type="checkbox"/> 1 Agriculture/Mining <input type="checkbox"/> 4 Wholesale/Retail <input type="checkbox"/> 2 Construction/Manufacturing <input type="checkbox"/> 5 Other Service <input type="checkbox"/> 3 Transportation/Communications <input type="checkbox"/> 6 Other, <i>Specify</i> _____</p>	<p>10 (a) Please indicate your sex and your age group.</p> <p><input type="checkbox"/> 1 Male <input type="checkbox"/> 1 Under 20 years <input type="checkbox"/> 4 50 to 64 years <input type="checkbox"/> 2 Female <input type="checkbox"/> 2 20 to 34 years <input type="checkbox"/> 5 65 years or over <input type="checkbox"/> 3 35 to 49 years</p> <p>(b) Which category represents the total year's gross income of your household before taxes?</p> <p><input type="checkbox"/> 1 Less than \$20,000 <input type="checkbox"/> 4 \$60,000 to \$79,999 <input type="checkbox"/> 2 \$20,000 to \$39,999 <input type="checkbox"/> 5 \$80,000 or over <input type="checkbox"/> 3 \$40,000 to \$59,999</p>
<p>11 Thank you for taking the time to complete this form. If you wish us to mail a free map and Intercity Guide to you, please check the box below. If your name and address is different from that shown above, please correct it in the box above.</p> <p>YES, please send me a free map of Ontario and Intercity Guide <input type="checkbox"/></p>	<p>12 CAN WE CONTACT YOU AGAIN? As part of our research into Intercity Travel, we may have some additional questions to ask of motorists such as yourself. If you are willing to help us further, please check the box below and write in your phone number.</p> <p>YES, you can contact me again regarding questions on Intercity Travel <input type="checkbox"/></p> <p>Phone () _____</p>

SONDAGE SUR LES VOYAGES INTERURBAINS



Ministère
des
Transports

Direction des politiques
de transport des voyageurs
2e étage, Tour ouest
1201, Avenue Wilson
North York (Ontario)
M3M 1J8

Madame, Monsieur,

Les gouvernements de l'Ontario et du Québec mènent un sondage sur le transport des voyageurs à divers points du réseau routier.

Nous vous demandons de collaborer en fournissant des renseignements qui nous aideront à planifier l'amélioration des infrastructures de transport des passagers entre les deux provinces.

Vos réponses et celles de milliers d'autres participants au sondage seront combinées pour dresser un portrait statistique de l'utilisation de notre système autoroutier.

Les renseignements que vous fournirez seront strictement confidentiels et utilisés uniquement par le ministère et ses agents à des fins d'analyse statistique. Toute information personnelle permettant d'identifier les répondants sera détruite après le codage informatique. Si vous avez des questions ou des préoccupations au sujet de ce sondage, veuillez contacter Wally Slater, (conseiller adjoint aux politiques), au 1-(416) 235-4931 (à frais virés si vous appelez de l'extérieur de Toronto).

En guise de remerciement, nous ferons parvenir gratuitement une carte de l'Ontario et un Guide des services de transports interurbains à tous ceux qui compléteront ce questionnaire.

Veuillez retourner ce questionnaire dès que possible dans l'enveloppe affranchie ci-jointe.

Merci de votre collaboration.

Veuillez agréer mes salutations les plus cordiales.

Le sous-ministre,

Gary S. Posen

AU SUJET DE VOTRE VOYAGE <i>Cette formule doit être remplie par ou pour le conducteur</i>	
<p>1 GENRE DE VOYAGE</p> <p>Veuillez prendre connaissance de la Section 1 sur l'autre côté de ce formulaire. Si vous avez effectué un voyage semblable à celui qui y est décrit, veuillez répondre aux questions suivantes.</p> <p>Si vous n'avez pas effectué vous-même ce trajet, veuillez remettre ce questionnaire à une personne de votre foyer qui pourrait avoir fait un tel voyage.</p>	<p>2 (a) À l'endroit indiqué dans la case 1, étiez-vous dans la partie aller ou retour de votre voyage? <i>Cochez une seule case.</i></p> <p><input type="checkbox"/> 1 Aller <input type="checkbox"/> 2 Retour</p> <p>(b) À combien estimez-vous les coûts de cette partie du voyage, pour tous les passagers du véhicule?</p> <p>Carburant : _____ 00 \$ Stationnement : _____ 00 \$</p> <p>Location de voiture : _____ 00 \$</p>
<p>3 (a) Où avez-vous commencé cette partie de votre voyage?</p> <p>LE TRAJET A COMMENCÉ À :</p> <p>Adresse : _____ <i>Ou l'intersection, le point de repère connu, l'édifice ou l'institution le plus près.</i></p> <p>Ville / village : _____</p> <p>Province / état : _____ Code postal : _____</p> <p>(b) Quel était le point de départ de cette partie du voyage? <i>Cochez la case qui correspond le mieux.</i></p> <p><input type="checkbox"/> 1 Résidence privée <input type="checkbox"/> 5 École, collège, université</p> <p><input type="checkbox"/> 2 Hôtel <input type="checkbox"/> 6 Lieu de magasinage</p> <p><input type="checkbox"/> 3 Place d'affaires <input type="checkbox"/> 7 Autre (préciser) _____</p> <p><input type="checkbox"/> 4 Lieu de loisirs</p>	<p>4 (a) Où s'est terminée cette partie de votre voyage? <i>Cet endroit doit être différent du point de départ indiqué à la case 3(a).</i></p> <p>LE TRAJET S'EST TERMINÉ À :</p> <p>Adresse : _____ <i>Ou l'intersection, le point de repère connu, l'édifice ou l'institution le plus près.</i></p> <p>Ville / village : _____</p> <p>Province / état : _____ Code postal : _____</p> <p>(b) Quel était le point d'arrivée de cette partie du voyage? <i>Cochez la case qui correspond le mieux.</i></p> <p><input type="checkbox"/> 1 Résidence privée <input type="checkbox"/> 5 École, collège, université</p> <p><input type="checkbox"/> 2 Hôtel <input type="checkbox"/> 6 Lieu de magasinage</p> <p><input type="checkbox"/> 3 Place d'affaires <input type="checkbox"/> 7 Autre (préciser) _____</p> <p><input type="checkbox"/> 4 Lieu de loisirs</p>
<p>5 Quel était le but principal de votre voyage? <i>Cochez une seule case.</i></p> <p><input type="checkbox"/> 1 Voyage d'affaires payé par l'employeur <input type="checkbox"/> 5 Vacances / loisirs</p> <p><input type="checkbox"/> 2 Voyage d'affaires non payé par l'employeur <input type="checkbox"/> 6 Magasinage / affaires personnelles</p> <p><input type="checkbox"/> 3 Aller / retour du travail <input type="checkbox"/> 7 Visite à des amis ou parents</p> <p><input type="checkbox"/> 4 Aller / retour de l'université / du collège <input type="checkbox"/> 8 Autre (préciser) _____</p>	<p>6 Pourquoi avez-vous fait ce voyage à bord d'un véhicule automobile? <i>Cochez toutes les cases qui s'appliquent.</i></p> <p><input type="checkbox"/> 1 Moyen de transport le plus rapide <input type="checkbox"/> 5 Besoin de transporter bagages/équipement/matériel</p> <p><input type="checkbox"/> 2 Moins dispendieux <input type="checkbox"/> 7 Besoin de faire des arrêts en cours de route</p> <p><input type="checkbox"/> 3 Plus pratique <input type="checkbox"/> 8 Autre (préciser) _____</p> <p><input type="checkbox"/> 4 Besoin d'un véhicule à l'arrivée</p>
<p>7 (a) Combien de nuits vous êtes-vous absenté de chez vous lors de ce voyage?</p> <p>Nombre de nuits : _____</p> <p>(b) Combien y avait-il de passagers dans votre véhicule (y compris vous-même)?</p> <p>Nombre de passagers : _____</p>	<p>8 À quelle catégorie de véhicules appartient celui utilisé pour ce trajet? <i>Cochez une seule case.</i></p> <p><input type="checkbox"/> 1 Véhicule privé <input type="checkbox"/> 2 Véhicule d'entreprise <input type="checkbox"/> 3 Véhicule de location à court terme</p> <p><input type="checkbox"/> 4 Propriétaire ou location à long terme</p>
<p>RENSEIGNEMENTS GÉNÉRAUX <i>Pour nous aider à classer vos réponses</i></p>	
<p>9 (a) Quelle est votre situation? <i>Cochez une seule case.</i></p> <p><input type="checkbox"/> 1 Employé(e) à plein temps <input type="checkbox"/> 3 Personne au foyer</p> <p><input type="checkbox"/> 2 Employé(e) à temps partiel <input type="checkbox"/> 4 Étudiant</p> <p><input type="checkbox"/> 5 Sans emploi <input type="checkbox"/> 6 Retraité</p> <p>→ Passez à "10"</p> <p>(b) Si employé(e), dans quel secteur travaillez-vous?</p> <p><input type="checkbox"/> 1 Agriculture / industrie minière <input type="checkbox"/> 4 Commerce de gros / de détail</p> <p><input type="checkbox"/> 2 Construction / fabrication <input type="checkbox"/> 5 Autres services</p> <p><input type="checkbox"/> 3 Transports / communications <input type="checkbox"/> 6 Autres (préciser) _____</p>	<p>10 (a) Veuillez indiquer votre sexe et votre âge.</p> <p><input type="checkbox"/> 1 Homme <input type="checkbox"/> 1 Moins de 20 ans <input type="checkbox"/> 4 50 à 64 ans</p> <p><input type="checkbox"/> 2 Femme <input type="checkbox"/> 2 20 à 34 ans <input type="checkbox"/> 5 65 ans et plus</p> <p><input type="checkbox"/> 3 35 à 49 ans</p> <p>(b) Dans quelle catégorie se situe votre revenu familial annuel, avant impôts?</p> <p><input type="checkbox"/> 1 Moins de 20 000 \$ <input type="checkbox"/> 4 60 000 \$ à 79 999 \$</p> <p><input type="checkbox"/> 2 20 000 \$ à 39 999 \$ <input type="checkbox"/> 5 80 000 \$ ou plus</p> <p><input type="checkbox"/> 3 40 000 \$ à 59 999 \$</p>
<p>11 Merci d'avoir pris le temps de remplir ce questionnaire. Si vous désirez qu'une carte et un guide des services de transports interurbains vous soient envoyés, veuillez cocher la case ci-dessous.</p> <p>OUI, veuillez me faire parvenir une carte de l'Ontario ainsi qu'un guide des services de transports interurbains... <input type="checkbox"/></p>	<p>12 POUVONS-NOUS COMMUNIQUER AVEC VOUS DE NOUVEAU? Dans le cadre de notre recherche sur les voyages interurbains, nous pourrions avoir quelques autres questions à poser aux automobilistes comme vous. Si vous consentez à nous aider encore, veuillez cocher la case ci-dessous et écrire votre numéro de téléphone.</p> <p>OUI, vous pouvez communiquer avec moi pour me poser d'autres questions sur les voyages interurbains... <input type="checkbox"/></p> <p>Numéro de téléphone () _____</p>

INTERCITY TRAVEL SURVEY



Consumer Contact
4369, rue Saint-Denis
Montréal (Québec) H2J 2L2

A-20

In order to better understand the needs of travellers in Quebec and in Ontario, Consumer Contact is conducting this survey with the co-operation of the Ministry of Transport of Quebec.

Please take a moment to reply to the questions below and to return this questionnaire by mail in the enclosed prepaid envelope.

Your answers are important! The results of this survey will help in the planning of improvements to transportation facilities for travellers in Quebec and in Ontario.

Win up to \$1,000! Consumer Contact will draw one \$200 prize each week from October 26th to November 9th 1992. A grand prize of \$1,000 will be awarded on November 16th, 1992. The sooner you send in your completed questionnaire, the greater chance you have of winning. See entry form enclosed.

The information provided by you will be kept strictly confidential and will only be used for statistical analysis purposes. Thank you for your cooperation and assistance.

ABOUT YOUR JOURNEY <small>Note: This form should be completed by or on behalf of the driver.</small>	
<p>1 TYPE OF JOURNEY If you were recently travelling towards Quebec City on Route 20 near Sainte-Hyacinthe on a Wednesday please answer about that most recent trip. If you did not personally make this trip, please give this questionnaire to a person in your household who would have made such a trip.</p> <p style="text-align: right;">01 _____</p>	<p>2 (a) At the point described in section 1, were you going to or returning from your main destination? <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Going to <input type="checkbox"/> 2 Returning from</p> <p>(b) What is your estimate of the travel cost for this one-way trip for your entire travel group?</p> <p>Fuel \$ _____ Parking \$ _____ Rental Car \$ _____</p>
<p>3 (a) Where did you begin this one-way part of your journey? TRIP BEGAN AT: Address _____ <small>(or nearest street intersection, place of interest, building etc.)</small> City/Town _____ Prov./State _____ Postal Code _____</p> <p>(b) Which best describes the place where you began this one-way trip? <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Private home <input type="checkbox"/> 5 School/College/ University <input type="checkbox"/> 2 Hotel <input type="checkbox"/> 6 Shopping area <input type="checkbox"/> 3 Place of business <input type="checkbox"/> 7 Other, <i>specify</i> _____ <input type="checkbox"/> 4 Recreational site</p>	<p>4 (a) And where did you end this one-way part of your journey? <i>Must be different from where you began journey in "3".</i> TRIP ENDED AT: Address _____ <small>(or nearest street intersection, place of interest, building etc.)</small> City/Town _____ Prov./State _____ Postal Code _____</p> <p>(b) Which best describes the place where you ended this one-way trip? <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Private home <input type="checkbox"/> 5 School/College/ University <input type="checkbox"/> 2 Hotel <input type="checkbox"/> 6 Shopping area <input type="checkbox"/> 3 Place of business <input type="checkbox"/> 7 Other, <i>specify</i> _____ <input type="checkbox"/> 4 Recreational site</p>
<p>5 What was the main purpose of your trip? <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Business - trip paid for by employer <input type="checkbox"/> 5 Vacation/Recreation <input type="checkbox"/> 2 Business - trip not paid for by employer <input type="checkbox"/> 6 Shopping/Personal Business <input type="checkbox"/> 3 Commuting to/from work <input type="checkbox"/> 7 Visiting Friends/Relatives <input type="checkbox"/> 4 Going to/from University/College <input type="checkbox"/> 8 Other, <i>please specify</i> _____</p>	<p>6 Why did you take an automobile/vehicle for this trip? <i>Check all that apply.</i></p> <p><input type="checkbox"/> 1 Faster means of travel <input type="checkbox"/> 5 Needed to carry baggage/equipment/materials, etc. <input type="checkbox"/> 2 Least expensive <input type="checkbox"/> 7 Needed to make other stops along the way <input type="checkbox"/> 3 Most convenient <input type="checkbox"/> 8 Other, <i>please specify</i> _____ <input type="checkbox"/> 4 Needed a car/vehicle at my destination</p>
<p>7 (a) How many nights were you away from home on this trip? Number of nights _____</p> <p>(b) How many people were travelling in your vehicle (including yourself)? Total number in vehicle _____</p>	<p>8 Which best describes the type of vehicle used for this trip? <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Private car/vehicle (owned or leased) <input type="checkbox"/> 2 Company car/vehicle (owned or leased) <input type="checkbox"/> 3 Rental car</p>
GENERAL INFORMATION <small>To help us classify your answers</small>	
<p>9 (a) What is your employment status. <i>Check one box.</i></p> <p><input type="checkbox"/> 1 Employed full-time <input type="checkbox"/> 3 Homemaker <input type="checkbox"/> 2 Employed part-time <input type="checkbox"/> 4 Student <input type="checkbox"/> 5 Retired <input type="checkbox"/> 6 Unemployed → Go To "10"</p> <p>(b) If employed: What type of industry do you work in?</p> <p><input type="checkbox"/> 1 Agriculture/Mining <input type="checkbox"/> 4 Wholesale/Retail <input type="checkbox"/> 2 Construction/Manufacturing <input type="checkbox"/> 5 Other Service <input type="checkbox"/> 3 Transportation/Communications <input type="checkbox"/> 6 Other, <i>Specify</i> _____</p>	<p>10 (a) Please indicate your sex and your age group.</p> <p><input type="checkbox"/> 1 Male <input type="checkbox"/> 1 Under 20 years <input type="checkbox"/> 4 50 to 64 years <input type="checkbox"/> 2 Female <input type="checkbox"/> 2 20 to 34 years <input type="checkbox"/> 5 65 years or over <input type="checkbox"/> 3 35 to 49 years</p> <p>(b) Which category represents the total year's gross income of your household before taxes?</p> <p><input type="checkbox"/> 1 Less than \$20,000 <input type="checkbox"/> 4 \$60,000 to \$79,999 <input type="checkbox"/> 2 \$20,000 to \$39,999 <input type="checkbox"/> 5 \$80,000 or over <input type="checkbox"/> 3 \$40,000 to \$59,999</p>
<p>11 Thank you for taking the time to complete this form. Please return it to us as soon as possible. If you wish to participate in the draw please fill in the enclosed coupon and return it with your completed questionnaire.</p>	<p>12 CAN WE CONTACT YOU AGAIN? As part of our research into Intercity Travel, we may have some additional questions to ask of motorists such as yourself. If you are willing to help us further, please check the box below and write in your name and phone number. YES, you can contact me again regarding questions on Intercity Travel . . . <input type="checkbox"/></p> <p>Name _____</p> <p>Phone () _____</p>

SONDAGE SUR LES VOYAGES INTERURBAINS



Contact aux Consommateurs
4369, rue Saint-Denis
Montréal (Québec) H2J 2L2

Afin de mieux comprendre les besoins des voyageurs au Québec et en Ontario, ce sondage est effectué par la compagnie Contact aux Consommateurs, avec la collaboration du ministère des Transports du Québec.

Veuillez prendre un moment pour répondre aux questions ci-dessous et nous renvoyer ce formulaire par la poste. Ci-joint une enveloppe affranchie.

Vos réponses sont importantes! Les résultats de ce sondage aideront à améliorer les moyens de transport des voyageurs au Québec et en Ontario.

Gagnez jusqu'à 1,000 \$! Des prix de 200 \$ en argent comptant seront attribués chaque semaine, du 26 octobre au 9 novembre 1992. Un grand prix de 1,000 \$ sera attribué le 16 novembre 1992. Le plus tôt vous nous renvoyez ce questionnaire complété, le plus de chances vous aurez de gagner. Voir les détails ci-dessous.

Nous assurons le caractère confidentiel des renseignements que vous donnerez; ils ne seront utilisés qu'à des fins d'analyse et de recherche. Nous vous sommes très reconnaissants de l'aide que vous nous apportez en répondant à ce sondage.

AU SUJET DE VOTRE VOYAGE <i>Cette formule doit être remplie par ou pour le conducteur</i>	
<p>1 GENRE DE VOYAGE Si vous avez récemment voyagé sur l'autoroute 20 en direction de Québec près de Sainte-Hyacinthe, un mercredi, veuillez répondre aux questions suivantes concernant votre plus récent voyage de ce genre. Si vous n'avez pas effectué vous-même ce trajet, veuillez remettre ce questionnaire à une personne de votre foyer qui a fait un tel voyage.</p> <p style="text-align: right;">01 _____</p>	<p>2 (a) A l'endroit indiqué dans la case 1, étiez-vous dans la partie aller ou retour de votre voyage? <i>Cochez une seule case.</i> <input type="checkbox"/> 1 Aller <input type="checkbox"/> 2 Retour (b) A combien estimez-vous les coûts de cette partie du voyage, pour tous les passagers du véhicule? Carburant : _____ .00 \$ Stationnement : _____ .00 \$ Location de voiture : _____ .00 \$</p>
<p>3 (a) Où avez-vous commencé cette partie de votre voyage? LE TRAJET A COMMENCÉ À : Adresse : _____ <i>Ou l'intersection, le point de repère connu, l'édifice ou l'institution le plus près.</i> Ville / village : _____ Province / état : _____ Code postal : _____ (b) Quel était le point de départ de cette partie du voyage? <i>Cochez la case qui correspond le mieux.</i> <input type="checkbox"/> 1 Résidence privée <input type="checkbox"/> 5 École, collège, université <input type="checkbox"/> 2 Hôtel <input type="checkbox"/> 6 Lieu de magasinage <input type="checkbox"/> 3 Place d'affaires <input type="checkbox"/> 7 Autre (préciser) _____ <input type="checkbox"/> 4 Lieu de loisirs</p>	<p>4 (a) Où s'est terminée cette partie de votre voyage? <i>Cet endroit doit être différent du point de départ indiqué à la case 3(a).</i> LE TRAJET S'EST TERMINÉ À : Adresse : _____ <i>Ou l'intersection, le point de repère connu, l'édifice ou l'institution le plus près.</i> Ville / village : _____ Province / état : _____ Code postal : _____ (b) Quel était le point d'arrivée de cette partie du voyage? <i>Cochez la case qui correspond le mieux.</i> <input type="checkbox"/> 1 Résidence privée <input type="checkbox"/> 5 École, collège, université <input type="checkbox"/> 2 Hôtel <input type="checkbox"/> 6 Lieu de magasinage <input type="checkbox"/> 3 Place d'affaires <input type="checkbox"/> 7 Autre (préciser) _____ <input type="checkbox"/> 4 Lieu de loisirs</p>
<p>5 Quel était le but principal de votre voyage? <i>Cochez une seule case.</i> <input type="checkbox"/> 1 Voyage d'affaires payé par l'employeur <input type="checkbox"/> 5 Vacances / loisirs <input type="checkbox"/> 2 Voyage d'affaires non payé par l'employeur <input type="checkbox"/> 6 Magasinage / affaires personnelles <input type="checkbox"/> 3 Aller / revenir du travail <input type="checkbox"/> 7 Visite à des amis ou parents <input type="checkbox"/> 4 Aller / revenir de l'université / du collège <input type="checkbox"/> 8 Autre (préciser) _____</p>	<p>6 Pourquoi avez-vous fait ce voyage à bord d'un véhicule automobile? <i>Cochez toutes les cases qui s'appliquent.</i> <input type="checkbox"/> 1 Moyen de transport le plus rapide <input type="checkbox"/> 5 Besoin de transporter bagages/équipement/matériel <input type="checkbox"/> 2 Moins cher <input type="checkbox"/> 6 Besoin de faire des arrêts en cours de route <input type="checkbox"/> 3 Plus commode <input type="checkbox"/> 7 Autre (préciser) _____ <input type="checkbox"/> 4 Besoin d'un véhicule à l'arrivée</p>
<p>7 (a) Combien de nuits vous êtes-vous absenté de chez vous lors de ce voyage? Nombre de nuits : _____ (b) Combien y avait-il de passagers dans votre véhicule (y compris vous-même)? Nombre de passagers : _____</p>	<p>8 A quelle catégorie de véhicules appartient celui utilisé pour ce trajet? <i>Cochez une seule case.</i> <input type="checkbox"/> 1 Véhicule privé <input type="checkbox"/> 2 Véhicule d'entreprise <input type="checkbox"/> 3 Véhicule de location à court terme <input type="checkbox"/> 4 Véhicule de location à long terme</p>
RENSEIGNEMENTS GÉNÉRAUX <i>Pour nous aider à classer vos réponses</i>	
<p>9 (a) Quelle est votre situation d'emploi? <i>Cochez une seule case.</i> <input type="checkbox"/> 1 Employé(e) à plein temps <input type="checkbox"/> 3 Personne au foyer <input type="checkbox"/> 2 Employé(e) à temps partiel <input type="checkbox"/> 4 Étudiant <input type="checkbox"/> 5 Retraité <input type="checkbox"/> 6 Sans emploi (b) Si employé(e), dans quel secteur d'industrie travaillez-vous? <input type="checkbox"/> 1 Agriculture / industrie minière <input type="checkbox"/> 4 Commerce de gros / de détail <input type="checkbox"/> 2 Construction / fabrication <input type="checkbox"/> 5 Autres services <input type="checkbox"/> 3 Transports / communications <input type="checkbox"/> 6 Autres (préciser) _____</p>	<p>10 (a) Veuillez indiquer votre sexe et votre âge. <input type="checkbox"/> 1 Homme <input type="checkbox"/> 1 Moins de 20 ans <input type="checkbox"/> 4 50 à 64 ans <input type="checkbox"/> 2 Femme <input type="checkbox"/> 2 20 à 34 ans <input type="checkbox"/> 5 65 ans et plus <input type="checkbox"/> 3 35 à 49 ans (b) Dans quelle catégorie se situe votre revenu familial annuel, avant impôts? <input type="checkbox"/> 1 Moins de 20 000 \$ <input type="checkbox"/> 4 60 000 \$ à 79 999 \$ <input type="checkbox"/> 2 20 000 \$ à 39 999 \$ <input type="checkbox"/> 5 80 000 \$ ou plus <input type="checkbox"/> 3 40 000 \$ à 59 999 \$</p>
<p>11 Merci pour avoir complété ce questionnaire. Veuillez nous le retourner dès que possible. Pour participer au concours, vous devez inscrire votre nom et numéro de téléphone sur le coupon de participation et nous le retourner avec votre questionnaire dûment complété.</p>	<p>12 POUVONS-NOUS COMMUNIQUER AVEC VOUS DE NOUVEAU? Dans le cadre de notre recherche sur les voyages interurbains, nous pourrions avoir quelques autres questions à poser aux automobilistes comme vous. Si vous consentez à nous aider encore, veuillez cochez la case ci-dessous et écrire votre nom et numéro de téléphone. OUI, vous pouvez communiquer avec moi pour me poser d'autres questions sur les voyages interurbains... <input type="checkbox"/> Nom : _____ Numéro de téléphone () : _____</p>

SONDAGE SUR LES VOYAGES INTERURBAINS



Contact aux Consommateurs
4369, rue Saint-Denis
Montréal (Québec) H2J 2L2

Afin de mieux comprendre les besoins des voyageurs au Québec et en Ontario, ce sondage est effectué par la compagnie Contact aux Consommateurs, avec la collaboration du ministère des Transports du Québec. Veuillez prendre un moment pour répondre aux questions ci-dessous et nous renvoyer ce formulaire par la poste. Ci-joint une enveloppe affranchie.

Vos réponses sont importantes! Les résultats de ce sondage aideront à améliorer les moyens de transport des voyageurs au Québec et en Ontario.

Gagnez jusqu'à 1,000 \$! Des prix de 200 \$ en argent comptant seront attribués chaque semaine, du 21 décembre au 29 décembre 1992.

Un grand prix de 1,000 \$ sera attribué le 4 janvier 1993.

Le plus tôt vous nous renvoyez ce questionnaire complété, le plus de chances vous aurez de gagner. Voir les détails ci-dessous.

Nous assurons le caractère confidentiel des renseignements que vous donnerez; ils ne seront utilisés qu'à des fins d'analyse et de recherche. Nous vous sommes très reconnaissants de l'aide que vous nous apportez en répondant à ce sondage.

SA **PLOMBIERIE U.L. INC.**
150, RUE BONNEVILLE
LONGUEUIL (CHAMBLY) (QUÉBEC)
J4M 1K3

VEUILLEZ FAIRE PARVENIR CECI AU CONDUCTEUR RÉGULIER DU VÉHICULE AYANT CETTE PLAQUE D'IMMATRICULATION FG4444

AU SUJET DE VOTRE VOYAGE <small>Cette formule doit être remplie par ou pour le conducteur</small>	
<p>1 GENRE DE VOYAGE Si vous avez effectué un voyage, semblable à celui qui y est décrit, et ce dans un véhicule, veuillez répondre aux questions suivantes. Si vous n'avez pas effectué vous-même ce trajet, veuillez remettre ce questionnaire à une personne qui pourrait avoir fait un tel voyage.</p> <p>SUR L'AUTOROUTE 20 EN DIRECTION DE MONTREAL PRES DE SAINTE-HYACINTHE, UN MERCREDI.</p> <p style="text-align: right;">02A</p>	<p>2 (a) A l'endroit indiqué dans la case 1, étiez-vous dans la partie aller ou retour de votre voyage? <i>Cochez une seule case.</i></p> <p><input type="checkbox"/> 1 Aller <input type="checkbox"/> 2 Retour</p> <p>(b) A combien estimez-vous les coûts de cette partie du voyage, pour tous les passagers du véhicule?</p> <p>Carburant : _____ 00 \$ Stationnement : _____ 00 \$</p> <p>Location de voiture : _____ 00 \$</p>
<p>3 (a) Où avez-vous commencé cette partie de votre voyage? LE TRAJET A COMMENCÉ À :</p> <p>Adresse : _____</p> <p style="text-align: center;"><i>Ou l'intersection, le point de repère connu, l'édifice ou l'institution le plus près.</i></p> <p>Ville / village : _____</p> <p>Province / état : _____ Code postal : _____</p> <p>(b) Quel était le point de départ de cette partie du voyage? <i>Cochez la case qui correspond le mieux.</i></p> <p><input type="checkbox"/> 1 Résidence privée <input type="checkbox"/> 5 École, collège, université</p> <p><input type="checkbox"/> 2 Hôtel <input type="checkbox"/> 6 Lieu de magasinage</p> <p><input type="checkbox"/> 3 Place d'affaires <input type="checkbox"/> 7 Autre (préciser) _____</p> <p><input type="checkbox"/> 4 Lieu de loisirs _____</p>	<p>4 (a) Où s'est terminée cette partie de votre voyage? <i>Cet endroit doit être différent du point de départ indiqué à la case 3(a).</i> LE TRAJET S'EST TERMINÉ À :</p> <p>Adresse : _____</p> <p style="text-align: center;"><i>Ou l'intersection, le point de repère connu, l'édifice ou l'institution le plus près.</i></p> <p>Ville / village : _____</p> <p>Province / état : _____ Code postal : _____</p> <p>(b) Quel était le point d'arrivée de cette partie du voyage? <i>Cochez la case qui correspond le mieux.</i></p> <p><input type="checkbox"/> 1 Résidence privée <input type="checkbox"/> 5 École, collège, université</p> <p><input type="checkbox"/> 2 Hôtel <input type="checkbox"/> 6 Lieu de magasinage</p> <p><input type="checkbox"/> 3 Place d'affaires <input type="checkbox"/> 7 Autre (préciser) _____</p> <p><input type="checkbox"/> 4 Lieu de loisirs _____</p>
<p>5 Quel était le but principal de votre voyage? <i>Cochez une seule case.</i></p> <p><input type="checkbox"/> 1 Voyage d'affaires payé par l'employeur <input type="checkbox"/> 5 Vacances / loisirs</p> <p><input type="checkbox"/> 2 Voyage d'affaires non payé par l'employeur <input type="checkbox"/> 6 Magasinage / affaires personnelles</p> <p><input type="checkbox"/> 3 Aller / revenir du travail <input type="checkbox"/> 7 Visite à des amis ou parents</p> <p><input type="checkbox"/> 4 Aller / revenir de l'université / du collège <input type="checkbox"/> 8 Autre (préciser) _____</p>	<p>6 Pourquoi avez-vous fait ce voyage à bord d'un véhicule automobile? <i>Cochez toutes les cases qui s'appliquent.</i></p> <p><input type="checkbox"/> 1 Moyen de transport le plus rapide <input type="checkbox"/> 5 Besoin de transporter bagages/équipement/matériel</p> <p><input type="checkbox"/> 2 Moins cher <input type="checkbox"/> 7 Besoin de faire des arrêts en cours de route</p> <p><input type="checkbox"/> 3 Plus commode <input type="checkbox"/> 8 Autre (préciser) _____</p> <p><input type="checkbox"/> 4 Besoin d'un véhicule à l'arrivée</p>
<p>7 (a) Combien de nuits vous êtes-vous absenté de chez vous lors de ce voyage?</p> <p>Nombre de nuits : _____</p> <p>(b) Combien y avait-il de passagers dans votre véhicule (y compris vous-même)?</p> <p>Nombre de passagers : _____</p>	<p>8 A quelle catégorie de véhicules appartient celui utilisé pour ce trajet? <i>Cochez une seule case.</i></p> <p><input type="checkbox"/> 1 Véhicule privé <input type="checkbox"/> 2 Véhicule d'entreprise <input type="checkbox"/> 3 Véhicule de location à court terme</p> <p><input type="checkbox"/> 4 Propriétaire ou location à long terme</p>
RENSEIGNEMENTS GÉNÉRAUX <small>Pour nous aider à classer vos réponses</small>	
<p>9 (a) Quelle est votre situation d'emploi? <i>Cochez une seule case.</i></p> <p><input type="checkbox"/> 1 Employé(e) à plein temps <input type="checkbox"/> 3 Personne au foyer</p> <p><input type="checkbox"/> 2 Employé(e) à temps partiel <input type="checkbox"/> 4 Étudiant</p> <p><input type="checkbox"/> 5 Sans emploi <input type="checkbox"/> 6 Retraité</p> <p style="text-align: right;">→ Passez à "10"</p> <p>(b) Si employé(e), dans quel secteur d'industrie travaillez-vous?</p> <p><input type="checkbox"/> 1 Agriculture / industrie minière <input type="checkbox"/> 4 Commerce de gros / de détail</p> <p><input type="checkbox"/> 2 Construction / fabrication <input type="checkbox"/> 5 Autres services</p> <p><input type="checkbox"/> 3 Transports / communications <input type="checkbox"/> 6 Autres (préciser) _____</p>	<p>10 (a) Veuillez indiquer votre sexe et votre âge.</p> <p><input type="checkbox"/> 1 Homme <input type="checkbox"/> 1 Moins de 20 ans <input type="checkbox"/> 3 50 à 64 ans</p> <p><input type="checkbox"/> 2 Femme <input type="checkbox"/> 2 20 à 34 ans <input type="checkbox"/> 5 65 ans et plus</p> <p><input type="checkbox"/> 3 35 à 49 ans</p> <p>(b) Dans quelle catégorie se situe votre revenu familial annuel, avant impôts?</p> <p><input type="checkbox"/> 1 Moins de 20 000 \$ <input type="checkbox"/> 4 60 000 \$ à 79 999 \$</p> <p><input type="checkbox"/> 2 20 000 \$ à 39 999 \$ <input type="checkbox"/> 5 80 000 \$ ou plus</p> <p><input type="checkbox"/> 3 40 000 \$ à 59 999 \$</p>
<p>11 Merci pour avoir complété ce questionnaire. Veuillez nous le retourner dès que possible.</p> <p>Pour participer au concours, vous devez inscrire votre nom et numéro de téléphone sur le coupon de participation et nous le retourner avec votre questionnaire dûment complété.</p>	<p>12 POUVONS-NOUS COMMUNIQUER AVEC VOUS DE NOUVEAU? Dans le cadre de notre recherche sur les voyages interurbains, nous pourrions avoir quelques autres questions à poser aux automobilistes comme vous. Si vous consentez à nous aider encore, veuillez cocher la case ci-dessous et écrire votre numéro de téléphone.</p> <p><input type="checkbox"/> OUI, vous pouvez communiquer avec moi pour me poser d'autres questions sur les voyages interurbains . . .</p> <p>Numéro de téléphone () _____</p>

APPENDIX B

PUBLIC MODES SAMPLE SELECTION

B.1 Overall Approach

For each public mode, a computerized schedule file was created containing all scheduled departures between Corridor city pairs. These schedule files were updated for each wave. Each file contained:

- origin and destination terminals and cities
- departure and arrival times
- day of week
- seat capacity (air only)
- flight/bus/train number
- carrier

The Project Manager determined for each wave, the desired number of completed interviews for each mode by city pair.

Using an estimate of the number of completed interviews that would be obtained per departure, Consumer Contact determined the number of departures to be surveyed on each mode/city pair. A stratified random sample of departures was selected for each city pair.

A single interviewer was assigned to survey each departure with the objective of completing as many interviews as possible on that departure.

B.2 Air Sample Selection

B.2.1 Number of Sampled Departures Required

To determine the required number of sampled departures for each city pair, the number of flights on each city pair was analyzed by plane size and an estimate made of the number of completed interviews per departure that would be achieved in each plane size category.

Unfortunately, the estimates used for the Summer sample proved to be overly optimistic, resulting in a significant shortfall in the total number of Summer Air interviews completed (1951 vs. a target of 3500). These estimates were revised for the Fall and Winter waves as shown below.

	Estimated Number Of Completions Per Departure	
	<u>Summer</u>	<u>Fall/Winter</u>
<15 seats	6	2.3
15-19	10	4
20-49	18	8
50-99	24	14
100 or more	35	23

As well, to improve productivity for the Fall and Winter waves, larger aircraft (50+) were sampled at twice the rate of smaller aircraft (<50). This is also justified on a statistical basis since the proportion of passengers interviewed on large planes (27%) was about half that of smaller planes (51%). (Large and small plane departures were dealt with separately in the expansion procedure to correct for the oversampling of large planes.)

B.2.2 Selection of Departures

Within each city pair, all flights were sorted as follows:

- departing terminal
- arriving city
- size of aircraft (<50 vs. 50+)
- weekday vs. weekend
- departure time
- day of week

The required number of flights for each city pair was randomly selected using a random start and the appropriate interval. (This was done separately for large and small aircraft within city pair for Fall and Winter).

Weekend and Weekday flights were selected proportionate to their occurrence in the schedule.

Selected flights were then sorted by departing terminal, day and departure time and examined for interviewer schedule conflicts.

Weekday conflicts were resolved by substituting to the same (or closest) flight on another weekday. Weekend conflicts were resolved by substituting the closest similar flight on the same day.

Less than 10% of selected air departures required substitution.

B.2.3 Number Of Departures Selected For Each Wave

<u>City Pair</u>	<u>Number Of Flights</u>		
	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>
Quebec-Montreal	8	64	40
Quebec-Ottawa	12	30	18
Ottawa-Montreal	7	42	36
Toronto-Quebec	4	20	12
Toronto-Montreal	42	98	50
Ottawa-Toronto	36	102	38
Toronto-Kingston	15	38	28
London-Toronto	19	56	36
London-Ottawa	6	20	10
Windsor-Toronto	9	42	30
Sarnia-London/Toronto	11	31	24
Total Flights Surveyed	169	543*	322

* Does not include 10 Buttonville flights surveyed and reported separately.

B.2.4 Canadian Airline Flights - Summer Wave

C.A.I. did not provide the project with permission to interview in its' departure lounges during the Summer wave. (This permission was later provided for the Fall and Winter waves.)

Of the 169 flights selected for the Summer wave, 65 were C.A.I. flights (15 Toronto-Kingston and 50 other city pairs).

Since C.A.I. is the only airline serving the Toronto-Kingston route, these 15 flights were surveyed without permission from C.A.I. by stationing an interviewer just outside the entrance/exit doors to Kingston airport. During outbound flights persons entering the building were asked if they were taking the flight to Toronto. If yes, they were given a handout/mailback kit. Inbound flights were surveyed in a similar manner as people left the building.

This methodology was not considered viable for other routes. Instead, additional Air Canada (48) and Pem-Air (2) flights were substituted for the 50 C.A.I. flights. For each flight, the closest match was found in terms of O/D, plane size, departure time and day.

A key question, then, is whether Air Canada passengers are sufficiently similar to C.A.I. passengers to serve as proxies in the summer survey.

The table on the next page compares the passenger/trip characteristics of the two major airlines. (Due to confidentiality agreements, these airline are identified as "A" and "B" only.)

Both airlines are virtually identical on trip purpose and party size (though airline B carries more student commuters on the Toronto/London route).

Compared to A, airline B tends to carry fewer first class passengers and more discount passengers. Household income is very similar (except for Toronto/London where perhaps the greater student population contributes to a lower income profile on airline B).

Overall, the slight differences noted will not materially affect conclusions drawn from the total annual survey results.

COMPARISON OF TWO MAJOR AIRLINES	SELECTED AIRPORT O/D's							
	TOTAL SYSTEM		Quebec/ Montreal		Montreal/ Toronto		Toronto/ London	
	A	B	A	B	A	B	A	B
<u>Trip Purpose</u>								
% Business	74	75	74	75	76	75	55	52
Commuters	3	3	6	5	3	3	3	9
Others	23	22	20	20	21	22	42	39
Mean Party Size	1.3	1.3	1.4	1.2	1.3	1.3	1.4	1.3
<u>Type Of Fare*</u>								
First Class	9	6	7	2	9	7	9	3
Full Fare	60	60	68	69	58	54	50	62
Discount	31	34	25	29	33	40	41	35
<u>Household Income*</u>								
<\$40K	14	13	15	18	15	13	18	33
\$40-59K	18	19	24	20	17	19	25	17
\$60-79K	20	21	19	24	19	19	18	25
\$80K+	48	47	42	38	49	49	39	25

* Re-percentaged excluding not stated

B.3 Rail Sample Selection

B.3.1 Number of Sampled Departures Required

It was estimated that 50 to 60 interviews would be completed on each surveyed train. (In fact, the average number of completions per train worked out to 64 in summer and 57 in both fall and winter.) This factor was used to determine the number of sampled departures required on each travel leg to achieve the interview targets established by the Project Manager.

B.3.2 Travel Legs Definitions

In order to obtain greater efficiency of interviewer time, larger routes were split into two smaller travel legs for sample selection and surveying.

The following Via Rail routes were surveyed in their entirety:

Quebec-Montreal
Montreal-Ottawa
Montreal-Toronto (non-stop express)
Toronto-London

The larger routes were divided into shorter travel legs as follows.

All Montreal-Toronto trains with a stop in Kingston were separated into Montreal-Kingston and Kingston-Toronto travel legs. Each leg was treated as a separate departure in the computerized schedule file and sampled independently.

Similarly, all Ottawa-Toronto trains were divided into Ottawa-Kingston and Kingston-Toronto travel legs.

Toronto-Windsor trains were divided into Toronto-London and London-Windsor travel legs. Toronto-Sarnia trains were divided into Toronto-London and London-Sarnia travel legs.

Finally, from the Atlantic service, the trip portion between Levis and Montreal was treated as a separate travel leg. These departures were included with the Quebec-Montreal departures and sampled in proportion to their occurrence.

B.3.3 Selection of Departures

All scheduled departures were sorted by:

- departure city
- arrival city
- weekday vs. weekend
- time of departure
- day of week.

Within each city pair, the required number of departures was selected separately for each of weekday and weekend using a random start and the appropriate interval. Because of the relatively small number of departures needed for some travel legs, separate weekday/weekend sampling was used to ensure that minimum samples would be obtained for each part of the week.

In order to maintain a reasonable degree of efficiency, the selected departures had to be organized into round trips. This necessitated some amount of substitution.

Whenever a substitution was needed to achieve a more efficient round trip, priority was given (in order) to weekday vs. weekend and then time of departure. Some 47% of selected train departures required substitution. (13% involved a change in day of week only, while 34% required a change in departure time.)

B. 3.4 Number Of Train Departures Selected For Each Wave

B-5

CITY PAIR	Number of Trains Surveyed			
		Summer	Fall	Winter
Quebec - Montreal Route	WD	4	10	4
	WE	4	8	4
Montreal - Ottawa Route	WD	5	8	4
	WE	3	6	2
Montreal - Toronto Route				
Montreal - Toronto (Exp)	WD	2	2	2
	WE	2	2	2
Montreal - Kingston	WD	2	4	2
	WE	2	6	2
Kingston - Toronto (M)	WD	4	6	3
	WE	4	6	3
Ottawa - Toronto Route				
Ottawa - Kingston	WD	2	4	2
	WE	2	4	2
Kingston - Toronto (O)	WD	4	4	3
	WE	4	4	3
Toronto - London Route	WD	1	2	2
	WE	1	2	2
Toronto - Windsor Route				
Toronto - London (W)	WD	4	8	3
	WE	4	10	3
London - Windsor	WD	1	4	2
	WE	1	2	2
Toronto - Sarnia Route				
Toronto - London (S)	WD	2	4	2
	WE	2	2	2
London - Sarnia	WD	1	2	2
	WE	1	2	2
Total Departures Surveyed		62	112	60

B.4 Bus Sample Selection

B.4.1 Number of Sampled Departures Required

It was estimated that 18 to 22 interviews would be completed on each surveyed bus. (In fact, the average number of completions per bus worked out to 19 in both summer and fall and 15 in winter.

B.4.2 Travel Leg Definitions

In order to obtain greater efficiency of interviewer time, certain routes between Montreal and Toronto, and Ottawa and Toronto were split into smaller travel legs for sample selection and surveying.

All Montreal-Toronto buses (except non-stop express buses) were divided into Montreal-Kingston and Kingston-Toronto travel legs.

Those Ottawa-Toronto buses with a stopover in Kingston were divided into Ottawa-Kingston and Kingston-Toronto travel legs. Non-stop expresses and buses routed through Peterborough were surveyed over the entire length of the trip.

All other scheduled routes were surveyed in their entirety.

B.4.3 Selection of Departures

All scheduled departures were sorted by

- departure city
- arrival city
- weekday vs. weekend
- express vs. local
- time of departure
- day of week

Within each city pair, the required number of departures was selected using a random start and the appropriate interval. Weekday/weekend, and express/local buses were sampled in proportion to their occurrence on the schedule.

In order to maintain a reasonable degree of efficiency, the selected departures had to be organized into round trips. This necessitated some amount of substitution.

Whenever a substitution was needed to achieve a more efficient round trip, priority was given (in order) to weekday/weekend, express/local and the departure time. Some 29% of selected bus departures required substitution. (6% involved changes to day of week only, while 23% required a change in departure time.)

During the Winter bus survey in January, the number of completed interviews fell substantially short of target due to lower passenger loadings on most of the routes. This shortfall was analyzed on a route by route basis, and an additional 44 bus departures were surveyed in early February to make up this shortfall.

B. 4.4 Number Of Bus Departures Selected For Each Wave

B-7

	Number of Buses Surveyed				
			Winter		
CITY PAIR	Summer	Fall	Jan.	Feb.	Total
Quebec - Montreal	26	42	22	4	26
Montreal* - Ottawa	22	56	26	8	34
Montreal - Toronto (Exp)	6	10	4	-	4
Montreal - Kingston	4	18	8	4	12
Ottawa - Toronto	8	16	8	2	10
Ottawa - Kingston	6	14	8	2	10
Kingston - Toronto	8	20	12	6	18
Toronto - Kitchener	10	12	8	2	10
Toronto - London	10	12	8	6	14
Toronto - Windsor	10	16	8	4	12
Kitchener - London	4	6	4	4	8
London - Sarnia	2	8	4	2	6
Total Departures Surveyed	116	230	120	44	164
* includes Mirabel - Ottawa buses in proportion to occurrence on schedule.					

APPENDIX C

C-1

PUBLIC MODES - INTERVIEWS COMPLETED

C.1 Air Sample

Just over 10,000 interviews were completed with passengers in departure lounges prior to flight departure. A similar number of handouts (10,860) were given to late arriving passengers of which about 1 in 4 were completed and returned. (Mailback returns were expanded separately from in lounge completions.)

Interviewing was conducted on the following dates.

Summer	- August 22-28
Fall	- November 3-9
Winter	- January 11-18

	Summer	Fall	Winter	Total
Interviews completed in departure lounges	1,642	5,498	2,915	10,055
Handouts given	1,497	5,922	3,441	10,860
Mailbacks received	390	1,624	851	2,865
% return	26%	27%	25%	26%
Total completions obtained	2,032	7,122	3,766	12,920
Incomplete/Unuseable	81	233	213	527
Total clean interviews in data file	1,951	6,889	3,553	12,393

The number of useable interviews completed for each city pair was as follows.

City Pair	Air Interviews Completed			
	Summer	Fall	Winter	Total
Quebec - Montreal	84	445	237	766
Quebec - Ottawa	58	147	94	299
Montreal - Ottawa	59	283	248	590
Quebec - Toronto	67	355	187	609
Montreal - Toronto	823	2,103	1,138	4,064
Ottawa - Toronto	452	2,122	838	3,412
Kingston - Toronto	23	259	181	463
Toronto - London	184	470	273	927
Ottawa - London	34	232	61	327
Toronto - Windsor	74	281	216	571
Toronto - Sarnia	93	184	76	353
London - Sarnia	-	8	4	12
TOTAL	1,951	6,889	3,553	12,393

C.1.1 Impact Of Smaller Summer Air Sample On Accuracy Of Data

Because of the shortfall of completed interviews in the summer air survey (1951 completed vs. a target of 3500), special caution must be used when analyzing air passenger statistics for the summer season only.

The following table compares the statistical accuracy of individual city pairs on the summer survey, with that of the winter survey (where the target of 3500 completions was achieved).

There is only a slight reduction in accuracy for the three biggest routes (Montreal/Toronto, Ottawa/Toronto and Toronto/London).

Except for Kingston/Toronto, all other city pairs are sufficient in size to provide a general picture of passenger/trip characteristics during the summer season (maximum statistical variance ranging from $\pm 10.4\%$ to $\pm 13.6\%$)

Kingston/Toronto passengers should not be analyzed separately for the summer season. Moreover, total annual passenger/trip characteristics for Kingston/Toronto should be interpreted with caution. Because the summer survey comprises 25% of the total annual data, the effective maximum variance for annual Kingston/Toronto data will still be in the area of $\pm 10\%$.

<u>City Pair - Air Survey</u>	<u>Summer</u>		<u>Winter</u>	
	<u>Completed Interviews</u>	<u>Variance*</u>	<u>Completed Interviews</u>	<u>Variance*</u>
Montreal-Toronto	823	$\pm 3.5\%$	1138	$\pm 3.0\%$
Ottawa-Toronto	452	$\pm 4.7\%$	838	$\pm 3.5\%$
Toronto-London	184	$\pm 7.4\%$	273	$\pm 6.0\%$
Toronto-Sarnia	93	$\pm 10.4\%$	76	$\pm 11.5\%$
Quebec-Montreal	84	$\pm 10.9\%$	237	$\pm 6.5\%$
Quebec-Toronto	67	$\pm 12.2\%$	187	$\pm 7.3\%$
Toronto-Windsor	74	$\pm 11.6\%$	216	$\pm 6.8\%$
Quebec-Ottawa	58	$\pm 13.1\%$	94	$\pm 10.3\%$
Montreal-Ottawa	59	$\pm 13.0\%$	248	$\pm 6.4\%$
Ottawa-London	**34	$\pm 17.1\%$	61	$\pm 12.8\%$
Kingston-Toronto	23	$\pm 20.8\%$	181	$\pm 7.4\%$

* Statistical variance on a measured statistic of 50% at the 95% level of confidence.

** Only about two thirds of Ottawa/London passengers were surveyed on the direct flight. When connecting passengers (through Toronto) are included, a base of 54 Ottawa/London passengers (@ $\pm 13.6\%$) is available in the summer air survey.

C.2 Rail Surveys

Over 13,000 interviews were completed with rail passengers on board Corridor trains.

Interviewing was conducted on the following dates.

Summer - August 18-14, September 2-5*
 Fall - October 19-15, November 9-12**
 Winter - January 7-14

* Due to a derailment interviewing on trains between Montreal, Ottawa and Toronto was postponed to early September.

** Four departures missed during the original schedule were re-scheduled for November.

	Summer	Fall	Winter	Total
Total completed on board	4,160	6,534	3,463	14,157
Unuseable forms	197	207	57	461
Completions in data file	3,963	6,327	3,406	13,696

The number of useable interviews completed for each city pair was as follows.

City Pair	Rail Interviews Completed			
	Summer	Fall	Winter	Total
Quebec - Montreal	424	606	361	1,391
Montreal - Ottawa	401	571	331	1,303
Montreal - Toronto (Exp)	289	295	207	791
Montreal - Kingston	255	762	265	1,282
Ottawa - Kingston	275	503	257	1,035
Kingston - Toronto	1,175	1,451	851	3,477
Toronto - London	933	1,704	822	3,459
London - Windsor	80	299	223	602
London - Sarnia	131	136	89	356
TOTAL	3,963	6,327	3,406	13,696

C.3 Bus Surveys

Over 9,000 interviews were completed with passengers on board buses on Corridor routes.

Interviewing was conducted on the following dates.

Summer - August 22-28
 Fall* - October 18-November1, November 9-12
 Winter** - January 11-23, February 1-7

* Four departures missed during the original schedule were re-scheduled for November.

** Due to a shortfall of interviews in January, 44 additional departures were surveyed in February.

	Summer	Fall	Winter	Total
Total completed on board	2,389	4,486	2,526	9,401
Unuseable forms	176	41	32	249
Completions in data file	2,213	4,445	2,494	9,152

The number of useable interviews completed for each city pair was as follows.

City Pair	Bus Interviews Completed			
	Summer	Fall	Winter	Total
Quebec - Montreal	562	943	537	2,042
Montreal - Ottawa	365	1,039	458	1,862
Montreal - Kingston	92	293	124	509
Ottawa - Kingston	100	250	134	484
Montreal - Toronto	86	190	86	362
Ottawa - Toronto	215	256	148	619
Kingston - Toronto	135	367	284	786
Toronto - Kitchener	201	258	178	637
Toronto - London	181	255	200	636
Toronto - Windsor	225	463	248	936
Kitchener - London	44	89	66	199
London - Sarnia	7	42	31	80
TOTAL	2,213	4,445	2,494	9,152

APPENDIX D

D-1

AUTOMOBILE - INTERVIEWS COMPLETED

D.1 Overall Return Rates

Through the 3 waves the return rate declines from nearly 37% in the Summer to only 27% in Winter.

The lower return rate of 30% experienced in the Fall may be largely a function of the approaching Christmas period. Respondent cooperation generally declines in the last few weeks before Christmas. As well, it is easier for the survey form to get "lost" amid the greater volume of advertising and seasonal mail reaching each household.

Because of reporting deadlines, it was necessary to cut off receipt of Winter auto returns on February 12th (only 2.5 to 4 weeks from mailing). Unused returns received after this date are not included in the return rate calculation.

The following table illustrates the completion rates achieved and field dates for each of the three Automobile surveys.

	Summer	Fall	Winter	Total
Total Mailed Out	22,412	48,674***	12,084	
Returns received	9,206	16,219	3,455	28,880
Incomplete, unuseable	996	1,443	214	2,653
Net clean interviews in data file	8,210	14,776	3,241	26,227
Net completion rate	36.6%	30.4%	26.8%	31.5%
Trips less than 50km	405	1,484	511	2,400
Net returns analyzed	7,805	13,292	2,730	23,827
Plate Recording	Aug. 9-23	Oct. 4-Nov.8	Jan. 10-17	
Mailouts	Aug.11-25*	Oct. 9-Nov.15**	Jan. 14-25	
Returns received	Aug.14-Nov.30	Oct.12-Jan.14**	Jan.20-Feb.12	
<p>* Michigan and New York plates were mailed out Sept. 11 and Oct. 7 respectively.</p> <p>** Michigan and New York plates were mailed out Dec. 9 and Dec. 16 respectively. 8577 Quebec forms were re-mailed Jan. 18 with returns received Jan. 22 to Feb. 10.</p> <p>*** Does not include 749 service centre observations mailed out Nov. 20 (Ont/Que) and Dec. 9/16 (Mich/NY), yielding 202 useable returns (27%) reported separately (see 2.3.2).</p>				

D.2 Return Rates By Region and Residential/Business Vehicle Owners

Return rates were highest in Ontario and lowest in Quebec. The return rate for Quebec actually increased slightly in the Fall, despite the Christmas period. This may have been a function of the increased prize value used in Quebec in the Fall.

Michigan and (particularly) New York response suffered from delays in getting the names and addresses from the State authorities.

All mailouts (except for Quebec in Summer) were precoded as residential or business based on a visual inspection of the mailing address. As expected, return rates from business addresses tended to be lower. Residential and business sectors were expanded separately within province/state to correct for this differing response rate.

Mailouts/Returns: % Returned			
	Summer	Fall	Winter
QUEBEC	4,062/ 784: 19%	18139/ 3881: 21%	4988/ 953: 19%
- Residential	n/a*	16274/ 3664: 23%	4478/ 939: 21%
- Business	n/a	1865/ 217: 12%	510/ 14: 3%
ONTARIO	17270/7067: 41%	29461/10583: 36%	7096/2288: 32%
- Residential	14861/6573: 44%	25232/ 9139: 36%	6087/2059: 34%
- Business	2409/ 494: 21%	4229/ 1444: 34%	1009/ 229: 23%
MICHIGAN	798/ 298: 37%	815/ 242: 30%	n/a
- Residential	675/ 261: 39%	587/ 210: 36%	
- Business	123/ 37: 30%	228/ 32: 14%	
NEW YORK	282/ 61: 22%	259/ 70: 27%	n/a
- Residential	253/ 59: 23%	233/ 63: 27%	
- Business	29/ 2: 7%	26/ 7: 27%	
TOTAL	22412/8210: 37%	48674/14776: 30%	12084/3241: 27%

* The Summer survey was mailed out by SAAQ who were unable to pre-code residential/business before mailout.

D.3 Return Rates By Location

The table below illustrates the return rate achieved from each plate recording location.

Mailouts/Returns: % Returned			
LOCATION	Summer	Fall	Winter
1. 401 Chatham	3409/1309: 38%	5143/1901: 37%	n/a
2. 401 Woodstock	2814/1216: 43%	5096/1988: 39%	1638/621: 38%
3. 401 Guelph	2811/1137: 40%	5396/1901: 35%	n/a
4. 53/2 Brantford	1410/ 538: 38%	2222/ 737: 33%	1715/590: 34%
5. 401 Napanee	2380/ 995: 42%	4635/1574: 34%	1954/663: 34%
6. 401 Prescott	3301/1225: 37%	5737/1818: 32%	n/a
7. 7 Perth	2251/ 896: 40%	2922/1095: 37%	1236/331: 27%
8. 40 Rigaud	1800/ 433: 24%	5959/1158: 19%	3046/532: 17%
9. 40 Louiseville	1122/ 228: 20%	5723/1297: 23%	n/a
0. 20 St. Eugene	1114/ 233: 21%	5841/1307: 22%	2501/504: 20%
TOTAL	22412/8210: 37%	48674/14776: 30%	12084/3241: 27%

D.4 Late Mailing of Quebec Forms - Fall Survey

Due to delays in completing plate observations and processing of names and addresses in Quebec, a large number of Quebec forms (8577) were not mailed out until the middle of November. Through an oversight, it was not recognized that the final lucky draw date printed on the form (Nov. 16th) meant that these respondents would receive their forms after the lucky draw date had passed. This had a significant impact on the return rate (only 9.7% for these original 8577 mailouts).

A second mailing to these 8577 addresses was made on January 18th, featuring new lucky draw dates in early February. Returns received from the second mailing were computer sorted against the returns of the first mailing to identify and eliminate duplication (i.e. the same respondent sending in a second form). The second mailing succeeded in bringing the overall unduplicated return rate for this segment to just over 20%.

DUPLICATION OF INTERVIEWS FOR EXPANSION PURPOSES

E.1 Public Modes

In the expansion process, certain cells or subgroups were defined for which no actual interviews were completed.

Whenever this occurs it is necessary to "borrow" the characteristics from a group of interviews in the **nearest comparable cell** to fill the empty cell and permit expansion to total trips for that particular category.

The need for duplication of interviews occurred rarely in the Summer and Winter waves, and involved small routes with very few departures actually surveyed (such as London-Sarnia). If, for example, no Eastbound interviews were completed on this route on a weekend, the weekday eastbound interviews are duplicated, and the weekday identifier changed to weekend to fill this empty cell.

For the Fall wave only, it was decided to expand all **weekday** public modes by **hour of departure** and all **weekend** public modes by **2-hour segments**.

Since the number of departures sampled for each mode was not large enough to cover every hour of departure, considerably more duplication was necessary to ensure 1-hour and 2-hour segments were filled.

If, for a particular route/direction, we have interviews for the 1500-1559 segment but none for the 1600-1659 segment, the 1500-1559 interviews would be duplicated and "+ 100" added to each time field. This, then, provides a set of interviews in the required segment which can be expanded to known passenger loads for that hour as supplied by the Carriers.

In the Air and Rail modes, duplication of Fall interviews was in the 20% range.

Bus, however, required a much larger amount of duplication (60%). This is a result of the greater number of bus departures through each day (virtually every hour on many routes) coupled with fewer bus departures actually being sampled (230) compared with Air (543).

	Actual Interviews	% of Actual Duplicated	Duplicated Interviews	Total Records
AIR	12,393	12%	1,429	13,822
- Summer	1,951	3%	65	2,016
- Fall	6,889	19%	1,324	2,213
- Winter	3,553	1%	40	3,593
RAIL	13,696	12%	1,691	15,387
- Summer	3,963	3%	113	4,076
- Fall	6,327	23%	1,456	7,783
- Winter	3,406	4%	122	3,528
BUS	9,152	29%	2,683	11,835
- Summer	2,213	*	7	2,220
- Fall	4,445	60%	2,667	7,112
- Winter	2,494	*	9	2,503
NOTE: * = Less than 0.5%.				

E.2 Automobile

During the Summer wave, accurate plate observations were possible over an entire 12-hour period (from 0700 to 1859 each day). On rare occasions adverse weather would force a 1 or 2-hour stop in plate recording during the day. In such cases, interviews were duplicated from the closest time slot to permit expansion on an hour-by-hour basis during the 12-hour period.

In the Fall, plate recording generally had to stop at 1659 due to darkness (i.e. shorter daylight hours). Interviews from 1600 to 1659 were duplicated to fill the 1700-1759 and 1800-1859 cells.

	Actual Interviews	% of Actual Duplicated	Duplicated Interviews	Total Records
AUTO (50km+)	21,097	12%	2,609	23,706
- Summer	7,805	3%	227	8,032
- Fall	13,292	18%	2,382	15,674
NOTE: All 15,674 records in the Fall Automobile data file were duplicated and used to create a simulated Winter data file.				

APPENDIX F

F-1

DATA OBTAINED FROM CARRIERS FOR SEASONAL EXPANSION

F.1 Air Passenger Load Data

F.1.1 Sources of Data

Passenger load data for Corridor air travel was obtained from three sources.

- Pearson Airport (Planning Division) provided data on all non-stop flights into and out of LBPIA from other Corridor cities for all airlines except Air Ontario (one of two airlines serving Pearson to London, Windsor and Sarnia). This included total monthly passenger loads for 13 months (Oct/91 to Nov/92)* and passenger loads by day by hour for one sample week in each of January, August and October, 1992.
- Air Canada provided total monthly passengers carried on each non-stop Corridor route (both directions combined) except for the Ottawa-London (non-stop) route. (Data included Air Alliance and Air Ontario routes.)
- Canadian Airlines provided total monthly passengers carried on each non-stop Corridor route (both directions combined) except for the Montreal-Ottawa route. (Data included Inter-Canadien and Canadian Partners routes.)
- None of Pem-Air, Skycraft nor Nationair provided any passenger load data.

* Dec/92 was estimated by applying the 92/91 ratio for Oct/Nov to Dec/91.

F.1.2 Adjusting For Weekend/Weekday Passenger Volume - Summer And Winter

For the Summer and Winter seasons it was necessary to adjust the preliminary one week expansion by weekend/weekday. This was easily done for Pearson routes using the day/hour data supplied by LPBIA.

For all Pearson routes, the % weekend traffic was compared against the % weekend scheduled flights.

In the Summer, the two figures were found to be very close on a route by route basis. Using the average of all Pearson routes, 37.1% of passenger trips were weekend, compared to 37.9% of scheduled flights flying on weekends. For all other routes (including Air Ontario routes) the weekend percentage of passenger trips was assumed to be the same as the weekend percentage of scheduled flights.

In the Winter, on Pearson routes, the weekend percentage of trips (average 38.4%) was found to be about 2 percentage points higher than the weekend percentage of scheduled flights (36.5%). Two percentage points were added to the weekend percentage of scheduled flights for each route to obtain an estimate of weekend % of trips.

Eg. On the Quebec-Montreal route, 37% of scheduled flights are on the weekend. It was assumed that 39% of passenger trips would be on the weekend.

F.1.3 Adjusting For Hour Within Weekend/Weekday - Fall

On all Pearson routes the data supplied by LBPIA was used to expand to the survey week on a one-hour segment basis within weekday and on a two-hour segment basis within weekend.

For all other routes, total weekday and weekend passenger loads by one/two hour segments were estimated using the number of scheduled flights in each cell "times" the mean passenger load (as obtained from the ground crew) for all flights surveyed within that cell. If no flights were actually surveyed in a particular cell, the mean passenger load from the closest comparable cell was used.

This procedure served to provide an estimate for the Fall survey week of passenger load by weekday hour and weekend 2-hour segment for each non-Pearson (and Air Ontario) route.

F.1.4 Developing Seasonal Passenger Loads

Since it was available separately for each direction, the LBPIA data was used to determine total seasonal passenger loads on all routes in and out of Pearson.

Since the Pearson data included all scheduled Nationair passengers, separate data from that airline was not needed.

The two remaining smaller carriers, Pem Air and Skycraft, did not provide any aggregate passenger data. The estimate for each survey week (created using the number of scheduled flights "times" the mean passenger load on surveyed flights) was factored up to each season using the number of weeks in the season. The same method was used to determine seasonal loads for Ottawa-London (Air Canada) and Ottawa-Montreal (CAI).

F.2 Rail Passenger Load Data

F.2.1 Data Source

ViaRail provided the following passenger load data.

- For a sample week in each of January, August and October total passenger load for each "train" (i.e. departure time) for each day of week.
- For each month of 1992, total passengers carried (both directions combined) on each Corridor route.
- ViaRail was unable to provide separate data on the Levis-Montreal portion of the Atlantic service (not considered by ViaRail to be part of the Corridor, but included in the survey).

F.2.2 Summer And Winter Expansion To Survey Week

The sample week data was used to determine the correct proportion of weekend and weekday passengers on each route.

F.2.3 Fall Expansion To Survey Week

The sample week data was used to expand on a train by train basis (i.e. hour by hour) separately within weekday and weekend.

F.2.4 Seasonal Passenger Loads

These were determined directly from the monthly data supplied by Via Rail.

F.2.5 Levis-Montreal Route Segment

Total passengers carried on this segment were estimated using the mean passenger load on surveyed trains (obtained from the conductors) "times" the number of scheduled departures per week. This was then factored up to each season by number of weeks.

F.2.6 Disruption In ViaRail Service - Spring/Summer 1992

Due to Equipment problems in the late Spring and early Summer of 1992, ViaRail passenger loads for these months were lower than normal. ViaRail provided both actual loads and "corrected" load figures (using historical data to estimate what the loads would have been without the service disruption).

In consultation with the forecasters, it was decided to use Via's "corrected" data and to adjust the corresponding seasonal loads for air and bus separately for each city pair. (If rail ridership was lower than normal, it is presumed that at least some of these passengers switched to other modes, resulting in an "overstatement" of load for those modes.)

Response to the survey question on alternative modes (Q4a on Rail questionnaire) was used to determine how much of the "lost" rail traffic on each route would have "switched" to each of air and bus.

Overall, when asked which mode they would use if they could not take the train, 18% of rail passengers claimed that would use air and 29% claimed they would use bus.

These figures (calculated separately for each route) were used to determine how many air and bus passengers (on each route) would have used rail if there had not been the equipment problem. Seasonal estimates for air and bus were reduced accordingly.

F.3 Bus Passenger Load Data

F.3.1 Data Sources

- For a sample week in each of January, August and October, total passengers carried by hour of departure was obtained for each city pair. This data was supplied by Orleans, Gray Coach, Greyhound and Cha-Co, but **not** supplied by Voyageur.
- For each month of 1992, total passengers carried was obtained for each city pair. This data was supplied by Orleans, Voyageur, Greyhound and Cha-Co, but **not** available from Gray Coach.

F.3.2 Summer And Winter Expansion To Survey Week

The sample week data was used to determine the correct proportion of weekend and weekday passengers for each city pair except for Voyageur routes. The mean passenger load on surveyed buses "times" number of scheduled departures was used to estimate Voyageur loads for the survey week.

F.3.3. Fall Expansion To Survey Week

The same procedures were used as described in F.3.2, except it was done separately for each one-hour segment (weekdays) and two-hour segment (weekends).

F.3.4 Seasonal Passenger Loads

These were determined directly from the monthly data supplied by each Carrier.

Gray Coach seasonal loads were estimated by taking the survey week loads "times" the number of weeks in each season.

APPENDIX G

DATA OBTAINED FROM MINISTRIES FOR EXPANSION OF AUTOMOBILE SURVEY

G.1 Ontario

The following steps were taken to develop seasonal projections for Ontario highway locations:

- G.1.1 For each highway location, the 7-day projection of qualifying vehicles (both directions) was calculated for the August survey.
- G.1.2 By dividing the week's total by 7, an Average Daily Traffic figure was created for August.
- G.1.3. Using the Ministry table of ADT Adjustment Factors for use in 1992, the August ADT was factored down to create an Average Annual Daily Traffic (AADT). (Factors ranged from 0.80 to 0.90.)
- G.1.4 Identical procedures were followed with the November survey to create another set of AADT projections. (Factors ranged from 1.01 to 1.06).
- G.1.5 The two AADT estimates were then averaged to create a "best estimate" AADT.
- G.1.6 The AADT estimates were then multiplied by the Summer Average Daily Traffic (SADT) SAWDT and WADT factors to create daily traffic estimates for each season. (Adjustments were applied to align the Ministry's seasonal factors with the specific time frame of the survey's seasons. For example, the SADT factor is for July 1 to August 31. The Survey summer season ran from June 15 to September 15.
- G.1.7 The resultant seasonal daily figures were then multiplied by number of days in each season.
- G.1.8 The Survey data was then projected to these vehicle estimates.

G.2 Quebec

The same principles were followed with Quebec, simply using different adjustment factors.

- G.2.1 For each highway location, the 7-day projection of qualifying vehicles (both directions) was calculated for the August survey.
- G.2.2 By dividing the week's total by 7, an ADT traffic figure was created for August.
- G.2.3 Using the August adjustment factors provided by the Ministry, the ADT's were weighted to obtain an AADT estimate.
- G.2.4 The AADT estimates were then weighted by a Seasonal Adjustment factor (created by averaging the appropriate monthly adjustment factors provided) to obtain an average seasonal daily traffic estimate.
- G.2.5 The ASDT was then multiplied by the number of days within the season to create a projected seasonal vehicle estimate.
- G.2.6 Identical procedures were followed with the November survey data to create a Spring/Fall projection and winter results to a winter projection.

In all cases, seasonal projections have been based on Ministry adjustment factors and recommended Ministry procedures.

APPENDIX H

H-1

WINTER AUTOMOBILE SURVEY - COMPARISON WITH FALL DATA

In order to simulate Winter auto travel, sequential adjustments were made to the Fall data by age/sex, trip purpose and trip length.

H.1 Age and Sex of Driver

Winter drivers are more likely to be **male** and to be **younger**. While slight, these differences are very consistent across all locations surveyed.

	Fall	Winter
Male	66	68
Female	27	25
Not Stated	7	7
	100%	100%
Under 35	26	29
35 to 49	35	36
50 to 64	26	24
65 or over	12	8
Not Stated	1	3
	100%	100%

NOTES:

- (1) Fall - Unweighted data includes 0800 to 1559, 6 winter locations, and Ontario/Quebec only to match Winter Sample.
- (2) Winter - Unweighted except for adjustment by province within location to match distribution of comparable Fall data by location and province.
- (3) Trips <50 km not included in this table.

H.2 Trip Purpose

Overall, it was anticipated there would be a trend to proportionately fewer non-business trips in the Winter. While this is true to a very slight extent overall, there are significantly different trends by weekend/weekday and by location.

At the first 3 Ontario locations **fewer** non-business trips were observed on the **weekdays**.

However, at Perth and the two Quebec locations, the opposite was the case, with a slightly greater proportion of non-business trips on Winter weekdays.

For each location, trip purpose was weighted separately by weekend/weekday within location.

		Percentage of Non-Business Trips	
LOCATION		Adjusted Fall*	Winter
Total 6 Locations	WE	89	91
	WD	54	52
2 Woodstock	WE	88	90
	WD	46	42
4 Brantford	WE	92	90
	WD	57	48
5 Napanee	WE	88	92
	WD	62	55
7 Perth	WE	89	91
	WD	63	65
8 Rigaud	WE	91	90
	WD	56	59
0 St. Eugene	WE	90	91
	WD	48	51
NOTE: Data files as described above in H.1 except Fall data also adjusted by age/sex.			

H.3 Length of Trip

As expected, there was a distinct trend toward fewer long auto trips in the Winter.

Percent of Auto Trips				
	Weekend		Weekday	
Length of Trip	Adjusted Fall	Winter	Adjusted Fall	Winter
	100%	100%	100%	100%
< 50 km	8	9	15	18
50 - 99 km	13	14	15	19
100 - 199 km	29	29	24	24
200 - 399 km	18	22	18	17
400 km +	26	22	21	17
Outside Corridor	6	4	7	5
Mean (km)	244	227	213	188
NOTES: (1) Data files as described above in H.1/H.2 except Fall also adjusted by trip purpose.				
(2) Trips <50 km included in this tabulation.				

Because of wide variations in trip length from location to location, trip length was adjusted separately for each location within weekend/weekday.

The following table uses mean trip length to illustrate the variations. (Actual weights were calculated for each of 9 trip length categories within location and we/wd.)

Mean Trip Length (km)				
	Weekend		Weekday	
	Adjusted Fall	Winter	Adjusted Fall	Winter
Total 6 Locations	244	227	213	188
2 Woodstock	182	174	163	152
4 Brantford	91	100	66	60
5 Napanee	304	269	261	247
7 Perth	274	257	240	175
8 Rigaud	224	199	225	201
0 St. Eugene	296	291	296	263
NOTE: Data files as described for previous table.				

H.4 Validation of Simulated Winter Data File

Following completion of the sequential adjustments used to create the Simulated Winter data file, an analysis was conducted to determine whether these adjustments would, in fact, improve O/D estimates.

The first two columns in the next table compare Actual Winter survey results with Original Fall results in terms of the size of key super zone O/D pairs as a percentage of total trips.

The differences for seven O/D pairs are statistically significant before adjusting the Fall data file.

After adjustments, the new Simulated Winter data produces an O/D profile that is much closer to the Actual Winter data file. Only one difference (Ottawa-London) remains statistically significant.

Percent of Automobile Travellers					
Super Zone O/D Pairs	Actual Winter	Original Fall	% Diff	Simulated Winter	% Diff
	100%	100%		100%	
Quebec - Montreal	4.5	4.6	+0.1	4.7	+0.2
Quebec - Ottawa	0.2	0.5	+0.3*	0.3	+0.1
Quebec - Toronto	0.2	0.1	- 0.1	0.1	- 0.1
Montreal - Ottawa	6.4	6.0	- 0.4	6.4	0
Montreal - Toronto	1.6	2.2	+0.6*	1.7	+0.1
Ottawa - Kingston	1.1	1.6	+0.5*	1.5	+0.4
Ottawa - Toronto	5.3	6.6	+1.3*	5.5	+0.2
Kingston - Toronto	5.2	3.2	- 2.0*	4.4	- 0.8
Ottawa - London	0.2	0.7	+0.5*	0.5	+0.3*
Ottawa - Windsor	0.1	0.1	0	0.1	0
Kingston - London	0.2	0.2	0	0.1	- 0.1
Kingston - Windsor	0.1	0.1	0	0.1	0
Toronto - London	7.4	7.4	0	7.9	+0.5
Toronto - Windsor	2.1	2.0	-0.1*	2.2	+0.1
Same O & D	4.0	3.0	- 1.0	3.6	- 0.4
All Other	61.4	61.7	+0.3	60.9	- 0.5
NOTES: (1) "Actual Winter" and "Original Fall" data files as described above in H.1. (2) "Simulated Winter" data file is "original fall" weighted by age/sex, trip purpose and trip length. (3) Bold* differences are significant at the 90% level of confidence.					

APPENDIX I

I-1

EDITING AND ASCRIPTION PROCEDURES

I.1 Missing Information

For most questions on the survey questionnaire, no attempt was made to ascribe answers in case of non-response.

The few exceptions were as follows:

- I.1.1 (Q1) Trip Purpose - if no response (generally around 1%) code "8" was assigned (other, non-business).
- I.1.2 (Q2b) Type Of Fare (Rail Only) - a first class or "other fare" answer was required for expansion. Non-response was in the area of 10%. For each route, one way cost per person was tabulated separately for first class and "other" passengers and used as a look up guide. When Q2b was blank, it was coded as either first class or coach depending on whether the answer to Q2a (price paid) was closer to the mean first class or mean "other" fare. If Q2a was also blank, Q2b was coded as coach (dominant answer).
- I.1.3 (Q3c) Number Of Household Passengers - In many cases, respondents recording "1" for total party size (Q3b) left Q3c blank. Q3c (number of household passengers) was also coded as "1" in these cases. The remaining levels of non-response to Q3c (where Q3b was blank or 2+) ranged from 6% to 16% depending on mode. Since Q3c data was essential for expansion, the following ascription process was developed based on an analysis of party size data by trip purpose.

Bus and Rail - for 2 or 3 passengers travelling together, in about half the cases, Q3c was equal to Q3b. In the other half, Q3c would be "1" while Q3b would be "2" or "3". In other words, in about half the cases 2 or 3 household members are travelling together while in the other half, a single household member was travelling with other people not of his household.

With 4 or more in Q3b, if it was a business trip, the answer to Q3c was usually "1".

The following ascription rules were established for bus and rail.

<u>If Q3b=</u>	<u>Insert to Q3c</u>
blank	1 (dominant answer)
1	1
2	alternate 1, 2, 1, 2
3	alternate 1, 3, 1, 3
4+ business	1
4+ (non-business)	alternate 1, 4, 1, 4

The relationship for Air was somewhat different. On business trips the answer to Q3c was usually "1" regardless of total party size. For non-business trips Q3c was usually equal to Q3b.

<u>If</u>	<u>Insert to Q3c</u>
Q3b=blank	1 (dominant answer)
Business trip	1
Non-business	Q3b answer

- I.1.4 (Q7 Auto) Number Of People In Vehicle. Non response was very small (about 3%) on this question. Non responses were given a value of "1" (dominant answer).

I.2 Multiple Answers When Single Answer Required

Multiple response was a minor problem, generally less than 2% for any one question.

Whenever two or more answers were checked for a question requiring a single answer, one of the answers given was randomly picked, except for two questions where a priority order was used to select from the answers given.

Q1/5 Trip Purpose - select first mentioned of
code 4/3/2/1/5/6/7

Q5a/9a Employment - select first mentioned of
code 1/2/3/4/5

I.3 Ascribing Zones for Toronto, Montreal and Quebec City

Generally, respondents provided actual postal codes for just under half of all origin and destinations. In most cases where the postal code was not provided, it was possible to determine the postal code from the description given.

I.3.1 Level of Non-Specific Response

The following table indicates the proportion of responses which were too general to permit postal code identification.

Air travellers are least likely to be able to give a detailed description of their O & D.

Auto travellers are most likely to know exactly where they have been, or are going.

Percent of O&D Responses In Each Cell That Were Not Detailed Enough For Postal Code Identification			
	Greater Metro Areas		
	Toronto	Montreal	Quebec City
AIR	18%	16%	27%
RAIL	10%	11%	14%
BUS	14%	17%	12%
AUTO	4%	6%	9%

In most cases the non-specific response given was simply the name of the city ("Toronto", "Montreal" or "Quebec City"). At the first stage of coding, these responses were assigned to one zone in each of the cities. (The central city zone for each of Toronto and Montreal, and zone 122 for Quebec City.)

In a few cases, respondents did name another suburban city (e.g. "Markham" or "Mississauga"). In these cases it was possible to assign the correct zone, but still not possible to identify postal code.

I.3.2 Identifying Variables To Use In Ascription

In ascribing these non-specific responses to various zones across the city the key issue is whether the ascribed zones should be predominantly "central", or should spread out to include a greater proportion of suburban locations.

Using the responses for which a detailed zone was identified, the zone distribution for each city (central core vs. suburban) was analyzed for each mode against the following variables:

- Type of Place
- Age
- Income
- Purpose

Only "type of place" showed a relationship with zone distribution. This is illustrated in the table following.

For all public modes, "home" origins and destinations were less likely to be central core, and more likely to be suburban.

For Auto, "home", "business", "shopping" and "other" destinations were all less likely to be central core.

Percent Of Postal Coded O&D Responses In Each Cell That Are "Central City"			
	Greater Metro Areas		
	Toronto	Montreal	Quebec
AIR - "Home"	39%	11%	12%
- Other Place	56%	49%	53%
RAIL - "Home"	46%	19%	21%
- Other Place	83%	70%	67%
BUS - "Home"	50%	24%	23%
- Other Place	79%	55%	51%
AUTO - Home, Business, Shopping, Other	21%	12%	22%
- Hotel, Recr. School/Coll./Univ.	43%	42%	44%

It was decided to develop a **separate ascription procedure** for each city, for each mode by type of place as illustrated by the 24 cells in the table above.

The actual ascription formulae were constructed using the Summer and Fall surveys combined. These same formulae were applied to the Winter survey.

I.3.3 Ascription Procedures

The following 3 tables illustrate how the ascription was done in each of the 3 cities, using a different mode and type of place for each example.

In fact 24 such procedures were developed.

The first example shows **Air** travellers with a "home" in **Toronto** as origin or destination.

Column "A" is the % distribution across Greater Toronto zones for all responses with postal codes. It is presumed to be the "ideal" or most correct distribution for "home" O & D's in greater Toronto.

Column "B" is the actual distribution of all 357 responses **without** postal code. As can be seen, most but not all said "Toronto". A few said "Mississauga", "Etobicoke" etc.

Column "C" is the ideal distribution to be used for ascription (Column "A" % of 357).

Column "D" shows the required re-assignment of responses to achieve the ideal distribution shown in Column "C". Only the 294 zone 40 responses are re-assigned.

For example, the 29 "Mississauga" responses are left as zone 36. An additional 22 responses (randomly selected from the 294 zone 40 responses) are also assigned to zone 36 to produce a total of 51 zone 36 responses.

AIR TRAVELLERS				
Origin or Destination is Greater Toronto and Home (Summer/Fall)				
Detailed Zones	A. Have Postal Code	B. No Postal Code	C. Ideal Distribution	D. Re- Assignment
TOTAL	100%	357	357	294
40 Toronto*	39	294	137	137
36 Mississauga	14	29	51	22
37 Brampton	6	8	22	14
39 Etobicoke	9	7	32	25
41 York	2	-	6	6
42 East York	1	-	5	5
43 North York	10	3	36	33
44 Scarborough	5	9	19	10
45 Vaughan	2	-	6	6
46 Markham	5	-	20	20
47 Richmond Hill	2	3	6	3
48 Aurora	1	-	4	4
49 Newmarket	1	1	4	3
51 Pickering	2	1	6	5
52 Ajax	1	2	3	1
NOTE: * Central City				

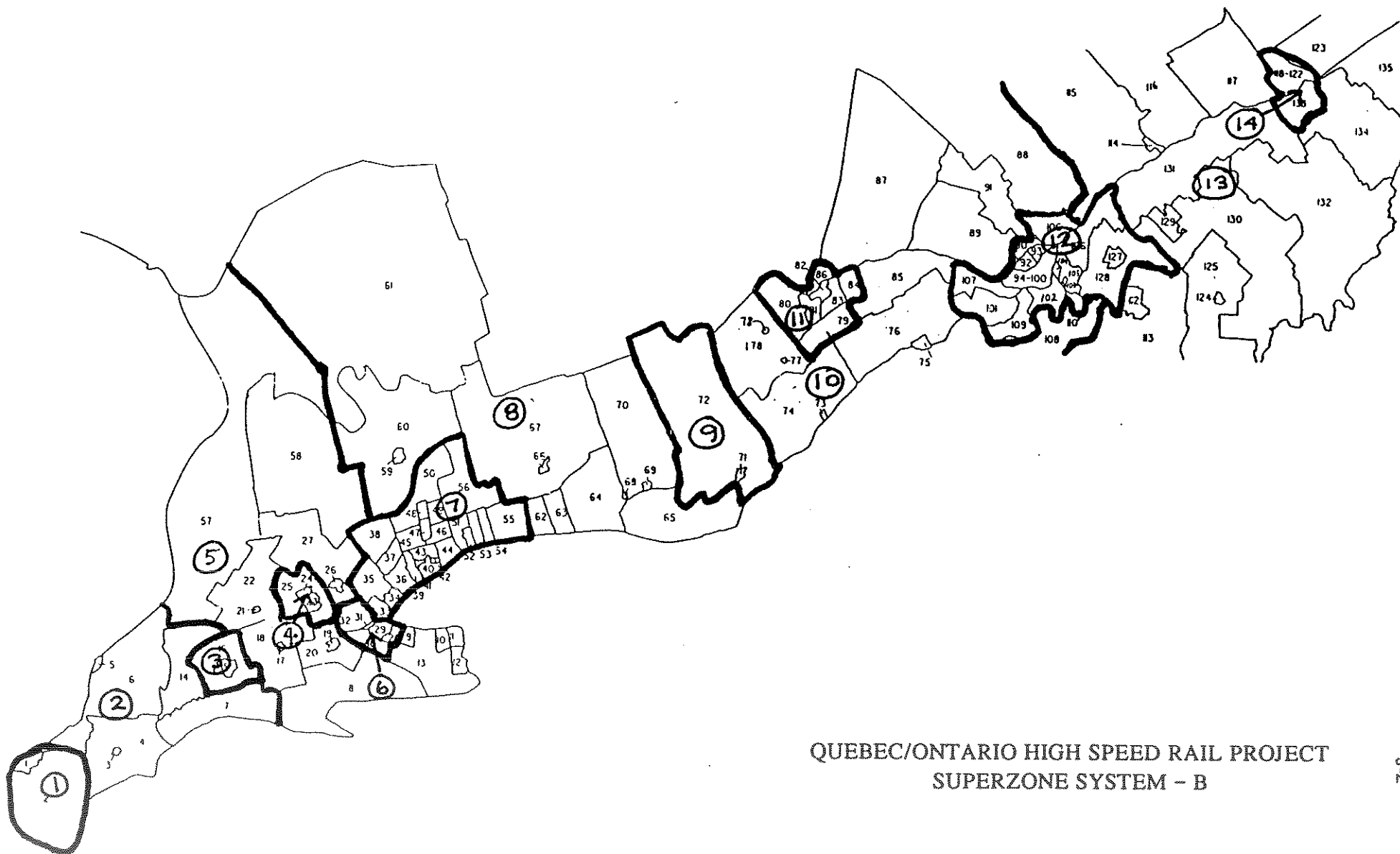
The next two tables illustrate zone ascription in each of Montreal and Quebec City.

AUTO TRAVELLERS				
Origin or Destination is Greater Montreal and Hotel, Recreation, School/C/U (Summer/Fall)				
Detailed Zones	A. Have Postal Code	B. No Postal Code	C. Ideal Distribution	D. Re-Assignment
TOTAL	100%	40	40	36
97 Montreal-D*	42	36	16	16
92 Laval Ouest	2	-	1	1
93 Laval Est	4	1	2	1
94 Montreal-A	17	-	7	7
95 Montreal-B	7	-	3	3
96 Montreal-C	1	-	-	-
98 Montreal-E	4	-	2	2
99 Montreal-F1	5	-	2	2
100 Montreal-F2	9	-	3	3
102 Laprairie	2	-	1	1
103 St. Hubert	1	-	1	-
104 Longueuil	3	3	1	-
105 Chambly	3	-	1	-
NOTE: * Central City.				

RAIL TRAVELLERS				
Origin or Destination is Greater Quebec City and Not Home (Summer/Fall)				
Detailed Zones	A. Have Postal Code	B. No Postal Code	C. Ideal Distribution	D. Re-Assignment
TOTAL	100%	111	111	108
119 Quebec City*	67	-	74	73
118 Ste. Foy	18	-	20	20
120 Charlesbourg	2	-	3	3
121 Beauport	1	-	1	1
122 Quebec C.D.**	10	108	11	11
133 Levis	2	3	2	-
NOTE: * Central city. ** 122 was used as general "Quebec City" code for non-specific responses.				

**QUEBEC/ONTARIO HIGH SPEED RAIL PROJECT
SUPERZONE SYSTEM - B**

Superzone No.	Superzone Name	VIA Zone
1	Greater Windsor	1, 2
2	Western Ontario	3-7, 14
3	Greater London	15, 16
4	Greater Kitchener-Waterloo	23, 24, 25
5	West Central Ontario	8-13, 17-22, 26, 27, 57, 58
6	Hamilton-Wentworth	28-32
7	Greater Toronto	33-56
8	Central Ontario	59-70
9	Greater Kingston	71, 72
10	Eastern Ontario/Western Quebec	73-78, 86, 87-89, 91, 108, 178
11	Greater Ottawa-Hull	79-84, 86
12	Greater Montreal	90, 92-107, 109-111, 126-128
13	Eastern Quebec	112-117, 123-125, 129-132, 134-136
14	Greater Quebec City	118-122, 133
15	Eastern Canada	201-204
16	Northern Ontario/Quebec	205-207
17	Western Canada	208
18	United States	209-218
19	Rest of the World	219-221



QUEBEC/ONTARIO HIGH SPEED RAIL PROJECT
SUPERZONE SYSTEM - B