



APPENDIX B - Survey Instrument

CUSTOMER SATISFACTION RESEARCH BUS, SEABUS, SKYTRAIN

2004 (Updated October 13, 2004 for November 2004)

READ ALL QUESTIONS VERBATIM – NO EXCEPTIONS

PURPOSE: Evaluate service provided by Bus, SeaBus, SkyTrain, and identify specific ways to improve service.

POPULATION TO BE SURVEYED: 16 + in GVRD who have used Bus, SeaBus, SkyTrain in past 30 days

TARGET AVERAGE SURVEY LENGTH: 15 MINUTES

INTRODUCTION

Hello, this is _____ calling from Synovate, a professional research company in Vancouver. We're conducting a survey to evaluate public transit service in the Lower Mainland.

A1. May I ask how many people 16 or older live in your household have taken public transit that is the bus, SeaBus or SkyTrain, in the last thirty days?

_____ RECORD NUMBER

IF NO ONE 16+ HAS USED TRANSIT, THANK AND TERMINATE

IF ONLY ONE PERSON 16+ HAS USED TRANSIT, ASK TO SPEAK TO THAT PERSON, THEN GO TO SCREENER A.

IF TWO OR MORE PERSONS HAVE USED TRANSIT IN Q.A1, SAY: I would like to speak to the Transit rider 16 or older who will have the next birthday. 1. Yes 2. No

IF NOT AVAILABLE, ARRANGE CALLBACK.

IF NECESSARY: WE ASK FOR THE PERSON WITH THE LAST BIRTHDAY AS A MEANS OF RANDOMIZING THE RESPONDENTS IN OUR SAMPLE.

IF NECESSARY: The survey could take anywhere from 10 to 15 minutes depending on your answers.

IF NECESSARY: TransLink is conducting this research so that it can evaluate and improve transit service in the GVRD.

IF NECESSARY: The sponsor of the survey is TransLink, the agency responsible for major roads and bridges and transit in the GVRD.

RE-INTRODUCE IF NECESSARY

WHEN TARGET RESPONDENT ON THE LINE: May I have a few minutes now to ask you some questions about the quality of public transportation in the GVRD?

SCREENING QUESTIONS

A. Do you or anyone in your household work for a marketing research firm, or for TransLink or the public transit system such as the Bus, SeaBus, West Coast Express or SkyTrain?

- | | |
|----------------|----------------------|
| 1. YES | THANK AND TERMINATE |
| 2. NO | |
| 97. DON'T KNOW | THANK AND TERMINATE: |
| 98. REFUSED | THANK AND TERMINATE |

B. May I confirm that you have taken public transit, that is the Bus, SeaBus or SkyTrain, in the last thirty days?

1. YES
2. NO | THANK AND TERMINATE
97. DON'T KNOW | THANK AND TERMINATE
98. REFUSED | THANK AND TERMINATE

C. Have you participated in any surveys related to public transit within the last twelve months?

1. YES | THANK AND TERMINATE
2. NO |
97. DON'T KNOW |
98. REFUSED |

PERSUADERS

- This survey takes about 10 to 15 minutes depending on your answers
- Please be assured we are not selling or soliciting anything.
- All responses are strictly confidential and we never release respondents' names or phone numbers
- Your phone number was selected at random from published phone listings
- For survey validation: call Victor Gaspar, TransLink Marketing Research at 453-4669

BEGIN SURVEY

IDENTIFY REGION

Q1. In which community do you live? DO NOT READ LIST. IF DELTA ASK - would that be North Delta or South Delta?

1. BURNABY
2. COQUITLAM
3. BELCARRA/ANMORE
4. LANGLEY
5. LION'S BAY
6. MAPLE RIDGE/PITT MEADOWS
7. NEW WESTMINSTER
8. NORTH DELTA
9. NORTH VANCOUVER
10. PORT COQUITLAM
11. PORT MOODY
12. RICHMOND
13. SOUTH DELTA/TSAWWASSEN/LADNER
14. SURREY/CLOVERDALE
15. VANCOUVER
17. WEST VANCOUVER
18. WHITE ROCK
19. DEEP COVE
21. HORSESHOE BAY
22. BOWEN ISLAND
23. ABBOTSFORD | THANK & TERMINATE
24. MISSION | THANK & TERMINATE
95. OTHER (SPECIFY)
97. DON'T KNOW
98. REFUSED

[USE SAMPLE VARIABLE TO CALCULATE REGION IF Q1 DK/REFUSED]
ASSESS FREQUENCY OF USE, MODE, TIME, AND TRIP PURPOSE

- 2.1. How many one-way trips have you made on transit, that is bus, SeaBus and SkyTrain, in the last seven days? A one-way trip is any trip to a single destination not counting any transfers along the way. For example, a trip to work and home again would count as two one-way trips.

RECORD TOTAL NUMBER OF ONE-WAY TRIPS IN PAST 7 DAYS. IF ZERO TRIPS IN PAST 7 DAYS GO TO 2.2.

IF DON'T KNOW OR REFUSED, ASK: "May I have your best guess".

IF STILL DON'T KNOW/REF AFTER THIS PROMPT GO TO 2.2.

IF RESPONDENT GIVES ODD NUMBER OF TRIPS OR 15+ TRIPS, OR INTERVIEWER SENSES THAT RESPONDENT HAS GIVEN INVALID RESPONSE, PROBE WITH:

TRIP CALCULATION PROBES:

- *Just to remind you, a trip to a single destination, like work or school, counts as one one-way trip. A trip back home from the destination would count as another one-way trip.*
- *For example, a trip to work and back home with one stop to shop along the way would be 3 one-way trips (3 destinations). A trip to and from work using 3 modes (e.g. Bus, SeaBus and SkyTrain) would be 2 one-way trips.]*

- 2.2. How many one-way transit trips have you made in the last thirty days? By this I mean any trip from start through to destination, not counting any transfers on the way. IF NECESSARY: A trip to and from work would count as two one-way trips.

IF RESPONDENT GIVES ODD NUMBER OF TRIPS, OR INTERVIEWER SENSES THAT RESPONDENT HAS GIVEN INVALID RESPONSE, USE TRIP CALCULATION PROBES:

RECORD TOTAL NUMBER OF TRIPS IN PAST 30 DAYS

IF DON'T KNOW OR REFUSED, ASK: "May I have your best guess".

IF STILL DON'T KNOW/REF AFTER THIS PROMPT THANK AND TERMINATE.

3. Of the [INSERT FROM Q.2] one-way trips you made in the last [seven/thirty] days, how many did you make using the [INSERT FROM LIST]? READ LIST. KEEP COUNT: ALL PARTS MUST ADD TO TOTAL.

IF DON'T KNOW OR REFUSED, ASK: "May I have your best guess".

IF STILL DON'T KNOW/REF AFTER THIS PROMPT THANK AND TERMINATE.

1. Bus only
2. SkyTrain only
3. SeaBus only
4. Bus and SkyTrain
5. Bus and SeaBus
6. SkyTrain and SeaBus
7. Bus, SeaBus and SkyTrain

4. Of the (INSERT FROM Q2) one-way trips you made in the last [seven/thirty] days, how many did you make (INSERT FROM LIST)? READ LIST. KEEP COUNT: ALL PARTS MUST ADD TO TOTAL.

IF DON'T KNOW OR REFUSED, ASK: "May I have your best guess".

IF STILL DON'T KNOW/REF AFTER THIS PROMPT THANK AND TERMINATE.

1. Monday to Friday between 5am and 9:30am
2. Monday to Friday between 9:30am and 3pm
3. Monday to Friday between 3pm and 6:30pm
4. Monday to Friday after 6:30pm
5. On a Saturday or Sunday or a statutory holiday

5. Of the [INSERT FROM Q.2] one-way trips you made in the last [seven/thirty] days, how many did you make to travel [INSERT FROM LIST]? READ LIST. KEEP COUNT: ALL PARTS MUST ADD TO TOTAL.

IF DON'T KNOW OR REFUSED, ASK: "May I have your best guess".

IF STILL DON'T KNOW/REF AFTER THIS PROMPT THANK AND TERMINATE.

1. To or from work
2. To or from school
3. To or from shopping
4. For personal business such as the doctor or bank
5. For entertainment or social reasons
6. For any other purpose

SATISFACTION WITH SYSTEM OVERALL

6. Based on your own experience in the past [seven/thirty] days, on a scale of one to ten, where "10" means "excellent" and "one" means "very poor", how would you rate the overall service provided by the transit system in the Greater Vancouver Region?

ENTER RATING

97. DON'T KNOW

98. REFUSED

- 6.1.1 Still thinking about the service provided by the transit system in the Greater Vancouver Region, how would you rate it in terms of providing Value for Money? [REPEAT SCALE INTERPRETATION INSTRUCTION IF NECESSARY: Use a 10-point scale where 10 means excellent and 1 means very poor"] [PLACE SCALE INTERPRETATION INSTRUCTION ON EACH SCREEN WHERE PERFORMANCE RATINGS ARE GIVEN]

ENTER RATING

97. DON'T KNOW

98. REFUSED

FOR ALL QUESTIONS EXCEPT Q25A, RECORD MULTIPLE RESPONSES, BUT DO NOT PROBE FOR ADDITIONAL RESPONSES

SATISFACTION WITH SEABUS SERVICE; IDENTIFY WAYS TO IMPROVE SERVICE

Q.8- Q.9 FOR SEABUS RIDERS ONLY (Q.3=3, 5, 6, OR 7)

IF ONLY ONE TRAVEL TIME IN Q.4, ASK ABOUT LAST TRIP.
OTHERWISE, ROTATE ASKING ABOUT LAST/2ND TO LAST TRIP.

I'm now going to ask you about your [last/2nd to last] one-way trip on SeaBus. Just to clarify, if you used SeaBus to travel to work and back home again, your [last/ 2nd to last] one-way trip would be your trip [back home/to work].

IF ONLY TRAVELED DURING ONE TIME PERIOD IN Q4, GO TO 8.2

8.1. Did you make your [last/2nd to last] one way trip on SeaBus... [READ LIST]

1. Monday to Friday between 5am and 9:30am
2. Monday to Friday between 9:30am and 3pm
3. Monday to Friday between 3pm and 6:30pm
4. Monday to Friday after 6:30pm
5. Saturday, Sunday or Holiday.
97. DON'T KNOW
98. REFUSED

8.2 Thinking about the (last/2nd last) trip you made by SeaBus, on a scale of one to ten, where "ten" means "excellent" and "one" means "very poor", how would you rate the SeaBus in terms of overall service?

ENTER RATING

97. DON'T KNOW
98. REFUSED

9. Did you speak to SeaBus staff on your last/second last trip on SeaBus? IF YES, ASK 9.1 AND IF APPLICABLE, 9.1A: On a scale of one to ten, where "ten" means "excellent" and "one" means "very poor", how would you rate the SeaBus in terms of...? READ LIST. ROTATE Q.9.1-Q.9.12 (How would you rate...) PUT ABOVE ALL ATTRIBUTES THAT LACK A PREAMBLE

9.1. Having courteous, competent and helpful SeaBus staff?

9.1A IF RATING IS 5 OR LESS ASK: What specifically should the SeaBus staff do differently? (4 REPLIES)

RECORD VERBATIM

9.2 Feeling safe from crime at the SeaBus station?

9.2A IF RATING IS 5 OR LESS ASK: What improvements at the station would make you feel safer from crime? (4 REPLIES)

RECORD VERBATIM

9.3 Still thinking about the [last/2nd to last] trip you made on SeaBus, how would you rate it in terms of frequency of service?

9.3A [IF RATING IS 5 OR LESS ASK: How frequently would you like it to run [INSERT PERIOD FROM 8.1]?

EVERY _____ MINUTES

9.4. Still thinking about the [last/2nd to last] trip you made on SeaBus, how would you rate it in terms of Not being overcrowded?

9.8 Trip duration from the time you boarded to the time you got off SeaBus?

9.9 Still thinking about the [last/2nd to last] trip you made on SeaBus, how would you rate it in terms of providing on time, reliable service?

9.10 Clean and graffiti free SeaBus vessel and station?

9.10A. IF RATING IS 5 OR LESS ASK: Was it the vessel, the station or both that were not clean? IF SAY STATION OR BOTH PROBE: Which station or stations were not clean? (3 REPLIES)

- 1. VESSEL
- 2. STATION - LONSDALE QUAY
- 3. STATION - WATERFRONT
- 97. DON'T KNOW
- 98. REFUSED

9.10B. What changes should be made to improve cleanliness? PROBE FOR SPECIFICS. (4 REPLIES)

RECORD VERBATIM

10. Staff available when needed?

9.11A. IF RATING IS 5 OR LESS ASK: During your [last/2nd to last] SeaBus trip did you need to speak to SeaBus staff, but they weren't available?

- 1. YES
- 2. NO
- 97. DON'T KNOW
- 98. REFUSED

9.11B: [IF YES TO 9.11A] Where would you like to see more SeaBus staff?

RECORD VERBATIM

END ROTATION

9.14. In the past, before you started taking the SeaBus for this trip, what main mode of transportation did you use to reach this destination? [IF CAR: CLARIFY IF SOV OR NOT] [RECORD ONE RESPONSE ONLY] (4 REPLIES)

- 1. CARPOOL/VANPOOL (DRIVER PLUS AT LEAST ONE PASSENGER)
- 2. WALK
- 3. BICYCLE
- 4. TAKE A TAXI
- 5. TRAVEL ALONE IN A VEHICLE (SOV) → CLARIFY SOV OR CAR/VANPOOL
- 6. TOOK ANOTHER BUS
- 7. ALWAYS TOOK SEABUS FOR THIS TRIP; DID NOT MAKE THIS TRIP BEFORE SEABUS
- 8. LIVED ELSEWHERE
- 95. OTHER (SPECIFY)
- 97. DON'T KNOW
- 98. REFUSED

9.15. Approximately how long have you been taking the SeaBus for this trip?

_____ YEARS _____ MONTHS

99. NOT A REGULAR RIDER (DATA FILE: CODE 3)

- 97. DON'T KNOW
- 98. REFUSED

SATISFACTION WITH SKYTRAIN; IDENTIFY WAYS TO IMPROVE SERVICE

Q.10- Q.13 FOR SKYTRAIN RIDERS ONLY (Q.3=2, 4, 6 OR 7)

IF ONLY ONE TRAVEL TIME IN Q.4, ASK ABOUT LAST TRIP. OTHERWISE ROTATE ASKING ABOUT LAST/2ND to last LAST TRIP.

I'm now going to ask you about your [last/2nd to last] one-way trip on SkyTrain. Just to clarify, if you used SkyTrain to travel to work and back home again, your [last/ 2nd to last] one-way trip would be your trip [back home/to work].

IF ONLY TRAVELED DURING ONE TIME PERIOD IN Q4, GO TO 11.1

10. Did you make your [last/2nd last] one way trip on SkyTrain... [READ LIST]

1. Monday to Friday between 5am and 9:30am
2. Monday to Friday between 9:30am and 3pm
3. Monday to Friday between 3pm and 6:30pm
4. Monday to Friday after 6:30pm
5. Saturday, Sunday or Holiday.
97. DON'T KNOW
98. REFUSED

11.1 At which SkyTrain station did you first board the SkyTrain during your last/2nd last trip? RECORD ONE FROM LIST BELOW.

11.2 Which SkyTrain station was your final stop during your last/2nd last trip? RECORD ONE FROM LIST BELOW

EXPO LINE

1. WATERFRONT
2. BURRARD
3. GRANVILLE
4. STADIUM
5. MAIN STREET/SCIENCE WORLD
6. BROADWAY
7. NANAIMO
8. 29TH AVENUE
9. JOYCE – COLLINGWOOD
10. PATTERSON
11. METROTOWN
12. ROYAL OAK
13. EDMONDS
14. 22ND STREET
15. NEW WESTMINSTER
16. COLUMBIA
17. SCOTT ROAD
18. GATEWAY
19. SURREY CENTRAL
20. KING GEORGE

MILLENNIUM LINE

21. COMMERCIAL DRIVE
22. RENFREW
23. RUPERT
24. GILMORE
25. BRENTWOOD TOWN CENTRE
26. HOLDOM
27. SPERLING-BURNABY LAKE
28. PRODUCTION WAY-UNIVERSITY
29. LOUGHEED TOWN CENTRE
30. BRAID
31. SAPPERTON
95. OTHER (SPECIFY EXACT LOCATION)
97. DON'T KNOW
98. REFUSED

12. Thinking about the last/2nd last trip you made by SkyTrain, on a scale of one to ten, where “ten” means “excellent” and “one” means “very poor”, how would you rate the SkyTrain in terms of service overall?

ENTER RATING

97. DON'T KNOW

98. REFUSED

13. Did you speak to SkyTrain staff on your last/second last trip on SkyTrain?

IF YES, ASK 13.1 AND IF APPLICABLE, 13.1A AND 13.1B: On a scale of one to ten, where “ten” means “excellent” and “one” means “very poor”, how would you rate the SkyTrain in terms of? READ LIST.
ROTATE Q13.1 - Q13.13

13.1 Having courteous, competent and helpful SkyTrain staff?

13.1A IF RATING IS 5 OR LESS ASK: What specifically should the SkyTrain staff do differently? (9 REPLIES)

13.1B IF RATING IS 5 OR LESS ASK: Can you recall the station, date, time, direction, and any details about the situation and staff member?

RECORD VERBATIM

13.2 How would you rate your last/second last trip in terms of Feeling safe from crime onboard SkyTrain?

13.2A IF RATING IS 5 OR LESS ASK: Can you give me as much detail as possible about what it was that made you feel unsafe onboard SkyTrain? (4 REPLIES)

RECORD VERBATIM

1. NO/DID NOT FEEL UNSAFE.

97. DON'T KNOW

98. REFUSED

13.3 Feeling safe from crime inside the SkyTrain Station?

13.3A IF RATING IS 5 OR LESS ASK: At which station or stations did you not feel safe? (4 REPLIES)

SELECT ALL STATIONS THAT APPLY

ALL STATIONS

13.3B. Can you give me as much detail as possible about what it was that made you feel unsafe at the station? (4 REPLIES)

RECORD VERBATIM

1. NO/DID NOT FEEL UNSAFE

97. DON'T KNOW

98. REFUSED

13.4 Still thinking about the last/2nd last trip you made by SkyTrain how would you rate it in terms of Not being overcrowded?

13.8 Still thinking about the last/2nd last trip you made by SkyTrain how would you rate it in terms of providing on-time reliable service?

13.9 Clean and graffiti free SkyTrain cars and stations?

13.9A IF RATING IS 5 OR LESS ASK: Was it the SkyTrain car, the station or both that were not clean? IF SAY STATION OR BOTH PROBE: Which station or stations were not clean? (4 REPLIES)

1. IF STATION (S) SELECT ALL STATIONS THAT APPLY

2. ALL STATIONS

3. SKYTRAIN CAR

95. OTHER

97. DON'T KNOW

98. REFUSED

13.9B. And what changes should be made to improve cleanliness? (4 REPLIES)
RECORD VERBATIM

13.10 Still thinking about your last/2nd last trip on SkyTrain, how would you rate it for Staff available when needed?

13.10A IF RATING IS 5 OR LESS IN 13.10, ASK: During your [last/2nd to last] trip did you need to speak to SkyTrain staff but they weren't available?

- 1. YES
- 2. NO
- 97. DON'T KNOW
- 98. REFUSED

13.10B IF YES IN 13.10A LESS THAN 5 ASK: Where would you like to see more staff? (4 REPLIES)
RECORD VERBATIM

13.11 Delays are announced and explained?

13.12 Still thinking about the last/2nd last trip you made by SkyTrain how would you rate it in terms of frequency of service?

13.12a IF RATING IS 5 OR LESS ASK: How frequently would you like it to run [INSERT PERIOD FROM Q10]?

EVERY _____ MINUTES

- 97. DON'T KNOW
- 98. REFUSED

NEW QUESTION STARTING NOV 2004:

13.13a Still thinking about the last/2nd last trip you made by SkyTrain how would you rate the adequacy of lighting at (ROTATE BOARDING/DISEMBARKING STATION MENTIONED IN 11.1/11.2) station?

END ROTATE

13.14. In the past, before you started taking the SkyTrain for this trip, what main mode of transportation did you use to reach this destination. [IF CAR: CLARIFY IF SOV OR NOT] [RECORD ONE RESPONSE ONLY]? [IF CAR: CLARIFY IF SOV OR NOT] [RECORD ONE RESPONSE ONLY] (4 REPLIES)

- 1. CARPOOL/VANPOOL
- 2. WALK
- 3. BICYCLE/
- 4. TAKE A TAXI
- 5. TRAVEL ALONE IN A VEHICLE (SOV)
- 6. TOOK ANOTHER BUS
- 7. ALWAYS TOOK SKYTRAIN FOR THIS TRIP; DID NOT MAKE THIS TRIP BEFORE SKYTRAIN
- 8. LIVED ELSEWHERE
- 95. OTHER (SPECIFY)
- 97. DON'T KNOW
- 98. REFUSED

13.15. Approximately how long have you been taking the SkyTrain for this trip?
_____ YEARS _____ MONTHS

- 99. NOT A REGULAR RIDER (DATA FILE: CODE 3)
- 97. DON'T KNOW
- 98. REFUSED

ASSESS SATISFACTION WITH BUS ROUTES: IDENTIFY WAYS TO IMPROVE SERVICE

IF BOTH SEABUS AND SKYTRAIN SECTION ALREADY ASKED, ASK BUS SECTION FOR ONLY ONE BUS ROUTE.

IF ONLY ONE OR OTHER OF SKYTRAIN OR SEABUS ASKED, GO TO Q14 AND ASK ABOUT TWO BUS ROUTE ONLY. IF NEITHER SKYTRAIN NOR SEABUS RATED, ASK ABOUT 3 BUS ROUTES

Q.14-Q.22 FOR BUS RIDERS ONLY (Q.3=1, 4, 5 OR 7)
IF ONLY ONE TRAVEL TIME IN Q. 4, ASK ABOUT LAST TRIP,
OTHERWISE, ROTATE ASKING ABOUT LAST/2ND LAST TRIP.

I'm now going to ask you about your [last/2nd to last] one-way trip on the Bus. Just to clarify, if you used the Bus to travel to work and back home again, your [last/ 2nd to last] one-way trip would be your trip [back home/to work].

IF ONLY TRAVELED DURING ONE TIME PERIOD IN Q4, GO TO 15

14. Did you make your [last/2nd to last] one way trip on the Bus... [READ LIST]

1. Monday to Friday between 5am and 9:30am
2. Monday to Friday between 9:30am and 3pm
3. Monday to Friday between 3pm and 6:30pm
4. Monday to Friday after 6:30pm
5. Saturday, Sunday or Holiday.
97. DON'T KNOW
98. REFUSED

15. How many different buses did you take on this trip?

RECORD NUMBER OF BUSES

16. What was/were the route number(s) of the bus(es) you took on this trip?

ACCEPT UP TO 3 ROUTE NUMBERS. IF RESPONDENT UNABLE TO GIVE ROUTE NUMBER, PROBE FOR ROUTE NAME. IN INSTANCES WHERE THE SAME ROUTE NAME IS ASSOCIATED WITH DIFFERENT ROUTE NUMBERS, THE INTERVIEWER SHOULD GIVE THESE ROUTE NUMBERS TO THE RESPONDENT TO DETERMINE IN THE RESPONDENT CAN IDENTIFY THE ROUTE NUMBER. IF THE RESPONDENT CANNOT, THE INTERVIEWER WILL USE ONE OF THE CODES BELOW THAT REPRESENT THE DEPARTURE POINT FOR THE BUS THAT THEY DID TAKE.

- 921 North Vancouver
- 922 Bby/New West
- 923 Sry/Lang/WR
- 924 Coq/Pt. Coq.
- 925 Rmd/S Del.
- 926 Vancouver
- 927 West Vancouver
- 991. Downtown/West End (N6)
- 992. Downtown/UBC (N17)
- 993. Downtown/Westminister/Sry (N19)
- 994. Downtown/SFU (N35)

RECORD ROUTE NUMBERS

REPEAT BUS QUESTION SERIES FOR UP TO THREE ROUTES

IF NUMBER OF EVALUATIONS IS LESS THAN NUMBER OF ROUTE NUMBERS CHOOSE RANDOMLY AMONG ROUTE NUMBERS.

INSERT ROUTE NUMBER: _____ (#-_____ "numbers" on all of the inserts for route numbers)

17/19/21. Thinking about the trip you made on the (route number) bus, on a scale of one to ten, where "ten" means "excellent" and "one" means "very poor", how would you rate it for service overall?

ENTER RATING

- 97. DON'T KNOW
- 98. REFUSED

18/20/22. Still thinking about the (route number) bus you took, on a scale of one to ten, where "ten" means "excellent" and "one" means "very poor", how would you rate it in terms of....? READ LIST. ROTATE Q18.1 – Q18.15

18.1/20.1/22.1 Having a courteous, competent and helpful bus operator?

18.1A /20.1A/22.1A IF RATING IS 5 OR LESS ASK: What specifically should the bus operator do differently?

RECORD VERBATIM (4 REPLIES)

IF BUS OPERATOR RECEIVES A RATING OF 10 FOR COURTEOUS, COMPETENT, HELPFUL, CAPTURE INFORMATION TO DETERMINE BUS DRIVER: Can you recall the date you took this trip [IF YES: RECORD DATE: IF NO: Can you recall what day it was? IF YES: RECORD DAY.

And can you recall the direction you were traveling in?

Can you recall the approximate cross streets where you got on the bus for that trip?

And can you recall the time of day you took this trip?

18.2/20.2/22.2 Feeling safe from crime onboard the bus?

18.2A/20.2A/22.2A IF RATING IS 5 OR LESS ASK: What improvements would make you feel safer from crime on the bus? (4 REPLIES)

RECORD VERBATIM

18.3/20.3/22.3 Still thinking about the last/second last trip you took on the [INSERT ROUTE], how would you rate it for Feeling safe from crime at the bus stop or transit exchange where you boarded?

18.3A/20.3A/22.3A IF RATING IS 5 OR LESS ASK: What improvements would make you feel safer from crime at the bus stop or exchange? (5 REPLIES)

RECORD VERBATIM

18.4/20.4/22.4 Still thinking about the last/2nd last trip you made on the [INSERT ROUTE NUMBER] how would you rate it in terms of Not being overcrowded?

18.9/20.9/22.9 Still thinking about the last/2nd last trip you made on the [INSERT ROUTE NUMBER] how would you rate it in terms of providing On-time reliable service?

18.10/20.10/22.10 Clean and graffiti free bus

18.10A/20.10A/22.10A IF 5 OR LESS, ASK: What changes should be made to improve bus cleanliness?

RECORD VERBATIM

18.11 /20.11/22.11 How would you rate the [INSERT ROUTE NUMBER] bus for having a direct route?

18.14/20.14/22.14. Trip duration from the time you boarded to the time you got off the bus?

18.15/20.15/22.15 Still thinking about the last/2nd last trip you made on the [INSERT ROUTE NUMBER] how would you rate it in terms of frequency of service?

18.15A/20.15A/22.15A IF RATING IS 5 OR LESS ASK How frequently would you like it to run [INSERT PERIOD FROM Q14]?

EVERY _____ MINUTES

END ROTATION

18.16/20.16/22.16 Did the bus operator on the (INSERT ROUTE NUMBER) call out the stops at major street intersections?

YES

NO

DON'T KNOW

REFUSED

ASK Q18.17 ONLY AFTER LAST ROUTE IS EVALUATED

18.17. In the past, before you started taking the [INSERT ROUTE NUMBER] for this trip, what main mode of transportation did you use to reach this destination? [IF CAR: CLARIFY IF SOV OR NOT] [RECORD ONE RESPONSE ONLY] (8 REPLIES)

1. CARPOOL/VANPOOL
2. WALK
3. BICYCLE/
4. TAKE A TAXI
5. TRAVEL ALONE IN A VEHICLE (SOV)
6. TOOK ANOTHER BUS
7. ALWAYS TOOK THIS TRIP BY BUS; DID NOT MAKE THIS TRIP BEFORE BUS (EXCLUSIVE)
8. LIVED ELSEWHERE
95. OTHER (SPECIFY)
97. DON'T KNOW
98. REFUSED

ASK Q18.18 ONLY FOR THE LAST BUS ROUTE EVALUATED IN THE BUS RATINGS SECTION.

18.18. Approximately how long have you been taking the [INSERT ROUTE NUMBER] for this trip?
_____ YEARS _____ MONTHS

99. NOT A REGULAR RIDER (DATA FILE: CODE 3)

97. DON'T KNOW

98. REFUSED

23AA. Again, thinking of the trip you take most often on transit, do you take more than one bus or transit mode?

1. YES
2. NO
97. DON'T KNOW
98. REFUSED

Q23AB [ASK IF Q23AA=YES]. Using the 10-point scale, how would you rate the transit system in terms of having good connections between buses or transit modes with a reasonable wait time?

RECORD RATING

Q23AC. [IF RATING IN 23AB IS 5 OR LESS] Between which transit modes or buses would you like a better connection? SINGLE MENTION

1. BETWEEN [ENTER BUS NUMBER] AND [ENTER BUS NUMBER]
2. BETWEEN [ENTER BUS NUMBER] AND SKYTRAIN
3. BETWEEN [ENTER BUS NUMBER] AND SEABUS
4. BETWEEN SKYTRAIN AND SEABUS
96. NONE
95. OTHER (SPECIFY)
97. DON'T KNOW
98. REFUSED

23AD. And at what time of day would you like the connection to be improved? (5 REPLIES)
MULTIPLE RESPONSE QUESTION

1. Monday to Friday between 5am and 9:30am
2. Monday to Friday between 9:30am and 3pm
3. Monday to Friday between 3pm and 6:30pm
4. Monday to Friday after 6:30pm
5. Saturday, Sunday or Holiday.
97. DON'T KNOW
98. REFUSED

23A. And still thinking of the transit system in Greater Vancouver, how would you rate it for providing adequate transit information at stops and stations?

RECORD RATING

97. DON'T KNOW
98. REFUSED

NOTE: FOR THOSE WHO INDICATE 5 OR LESS GO TO MODE APPROPRIATE QUESTION OR QUESTIONS IN (Q23A.2,Q23A.3, or Q23A.4)

Q23A.2 : ASK IF INDICATED USING BUS IN Q3] Do you need additional information at Bus stops? IF YES: What additional information do you need at Bus stops? (4 REPLIES)

95. YES – NEED ADDITIONAL INFORMATION – RECORD VERBATIM
96. NO
97. DON'T KNOW
98. REFUSED

Q23A.3: ASK IF INDICATED USING SKYTRAIN IN Q3] Do you need additional information at SkyTrain stations? IF YES: What additional information do you need at SkyTrain stations? (4 REPLIES)

95. YES – NEED ADDITIONAL INFORMATION – RECORD VERBATIM
96. NO
97. DON'T KNOW
98. REFUSED

Q23a.4: ASK IF INDICATED USING SEABUS IN Q3] Do you need additional information at SeaBus stations? IF YES: What additional information do you need at SeaBus stations? (4 REPLIES)

95. YES – NEED ADDITIONAL INFORMATION – RECORD VERBATIM
96. NO
97. DON'T KNOW
98. REFUSED

23B. And how would you rate the transit system for providing adequate information onboard transit vehicles, starting with...[Bus...SkyTrain...Seabus]?

23B.2a. IF USED BUS IN Q3: Bus

RECORD RATING

97. DON'T KNOW
98. REFUSED

Q23B2b: IF RATED BUS 5 OR LESS FOR PROVIDING ADEQUATE INFORMATION: What additional information do you need onboard the Bus? (4 REPLIES)

RECORD VERBATIM
REFUSED

23B.3a IF USED SKYTRAIN IN Q3: SkyTrain?

RECORD RATING
97. DON'T KNOW
98. REFUSED

Q23B.3b: IF RATED SKYTRAIN 5 OR LESS FOR PROVIDING ADEQUATE INFORMATION: What additional information do you need onboard the SkyTrain? (4 REPLIES)

RECORD VERBATIM
97. DON'T KNOW
98. REFUSED

23B.4a. IF USED SEABUS IN Q3: SeaBus?

RECORD RATING
97. DON'T KNOW
98. REFUSED

Q23B.4b: IF RATED SEABUS 5 OR LESS FOR PROVIDING ADEQUATE INFORMATION: What additional information do you need onboard the SeaBus? (4 REPLIES)

RECORD VERBATIM
97. DON'T KNOW
98. REFUSED

23C. Again thinking of the regional transit system in Greater Vancouver, how would you rate it for having service that runs during convenient hours? [REPEAT SCALE IF NECESSARY]

RECORD RATING
97. DON'T KNOW
98. REFUSED

23D. And how would you rate the transit system for having enough bus shelters at bus stops throughout the region? [REPEAT SCALE IF NECESSARY]

Q23E. Have you used TransLink's telephone information line in the past 3 months?

1. YES
2. NO
97. DON'T KNOW
98. REFUSED

23E.1. IF YES TO Q23e. And on a scale from one to ten, where "ten" means "excellent" and "one" means "very poor", how would you rate it for ease of contacting a telephone information clerk?

RECORD RATING
97. DON'T KNOW
98. REFUSED

23F Have you used TransLink's website in the past 3 months?

- 1. YES
- 2. NO
- 97. DON'T KNOW
- 98. REFUSED

23F.1. IF YES TO 23F And on that same 10-point scale, how would you rate it for ease of using the website?

RECORD RATING

- 97. DON'T KNOW
- 98. REFUSED

23FF. Would you say that overall, the transit system of Greater Vancouver meets your needs, exceeds your needs, or does not meet your needs?

- 1. MEETS YOUR NEEDS
- 2. EXCEEDS YOUR NEEDS
- 3. DOES NOT MEET YOUR NEEDS
- 97. DON'T KNOW
- 98. REFUSED

TRANSIT DEMOGRAPHICS

23H. Which method of payment did you use MOST often in the last (seven/thirty) days when you took transit?
READ LIST.

- 1. Cash Fare
- 2. Monthly Pass
- 3. Employer Pass which you purchase at work
- 4. FareSaver Ticket Books
- 5. Day Pass
- 6. Concession Tickets (Seniors & Children)
- 7. Other [NOT AN OTHER SPECIFY]
- 8. U-Pass
- 97. DON'T KNOW
- 98. REFUSED

24. How many zones do you most often travel through when you take public transit?

- 1. ONE
- 2. TWO
- 3. THREE
- 97. DON'T KNOW
- 98. REFUSED

25A. What are the reasons you most recently decided to take transit rather than taking some other mode of transportation? [PROBE FOR UP TO THREE RESPONSES]

RECORD VERBATIM

Q25B. Do you regularly have access to a car, van or truck as a driver or passenger for the trips you make using public transit?

[IF RESPONDENT OFFERS MOTORCYCLE, OK TO CODE YES]

- 1. YES
- 2. NO
- 97. DON'T KNOW
- 98. REFUSED

26. Compared to six months ago, would you say you are now riding transit more regularly, less regularly, or about the same?

- 1. MORE REGULARLY THAN 6 MONTHS AGO
- 2. LESS REGULARLY THAN 6 MONTHS AGO
- 3. ABOUT THE SAME GO TO Q.28
- 97. DON'T KNOW | GO TO Q28
- 98. REFUSED | GO TO Q28

27. What would you say is your main reason for riding transit (more/less) regularly?
PROBE FOR SPECIFIC REASON. (4 REPLIES)

RECORD VERBATIM

Next, I would like to ask you a few questions for classification purposes only.

28. Approximately how long have you been riding transit on a regular basis?

- _____ YEARS _____ MONTHS
- 99. NOT A REGULAR RIDER (DATA FILE: CODE 3)
 - 97. DON'T KNOW
 - 98. REFUSED

30a. How likely are you to continue to take transit as often as you do now in the foreseeable future? Will you:

- 5. Definitely continue as often as you do now,
- 4. Probably continue as often as you do now
- 3. Might or might not continue as often,
- 2. Probably not continue as often, or
- 1. Definitely not continue as often?

- 95. OTHER/DEPENDS
- 97. DON'T KNOW
- 98. REFUSED

31. How likely would you be to recommend the transit service of Greater Vancouver to a friend? Would you:

- 5. Definitely recommend the service,
- 4. Probably recommend,
- 3. Might or might not recommend,
- 2. Probably not recommend, or
- 1. Definitely not recommend?

- 97. DON'T KNOW
- 98. REFUSED

DEMOGRAPHICS

Finally just a few questions to make sure we have represented all different groups of people in our study.

33. Into which of the following age categories do you fall? READ LIST.

1. 16 - 24
2. 25 - 34
3. 35 - 44
4. 45 - 54
5. 55 - 64
6. 65 and over
99. DK/NS

34. What is your present employment status? READ IF NECESSARY. ONE MENTIONS ONLY.

1. Employed full time (30 or more hours per week)
2. Employed part time (less than 30 hours per week)
3. Student
4. Not employed
5. Homemaker
6. Retired
99. Don't Know/Not Stated

35. What is the highest level of education you have completed? READ LIST.

1. Some high school or less
2. Graduated high school
3. Vocational/college/technical
4. Some university
5. Graduated university
99. Don't Know/Not Stated

Q36. [ASK ONLY IF Q34=1 OR 2] What is your occupation? **PROBE WITH LIST AS REQUIRED**

10. Professional
11. Business Executive/owner/manager
12. Skilled/ technical/ white collar
13. Salesperson
14. Service occupation
15. Clerical worker
16. Skilled Blue Collar/ trades
17. Unskilled worker
18. Student
19. Retired
95. OTHER (SPECIFY) _____
97. DON'T KNOW

Q36C. How many motor vehicles including cars, trucks, vans and motorcycles are currently insured for use by members of your household? Please include personal and business vehicles

SPECIFY NUMBER OF VEHICLES:

37. Which of the following best describes your total household income before taxes for 2003?

1. Under \$15,000
2. \$15,000 to under \$25,000
3. \$25,000 to under \$35,000
4. \$35,000 to under \$45,000
5. \$45,000 to under \$55,000
6. \$55,000 to under \$65,000
7. \$65,000 to under \$75,000
8. \$75,000 to under \$85,000
9. \$85,000 or over
99. Don't Know/Not Stated

RECORD GENDER:

1. Male
2. Female

38. What is your Postal Code? _____
IF DON'T KNOW FULL SIX DIGITS ASK FOR FIRST THREE DIGITS

And could you tell me your first name in the event that we need to verify this survey or call you back in the future?

RECORD NAME & CONFIRM PHONE NUMBER:

Name: _____

Confirm tel: _____

No, declined

Thank you very much for your time and co-operation.