

40044-040  
Questionnaire

Hello, I'm \_\_\_\_\_ from Leger Marketing Research and we are conducting a survey on behalf of the Edmonton Transit System to gather the public's opinions about different types of buses ETS uses. All information you provide is protected under the provincial Freedom of Information and Protection of Privacy Act.

The survey is completely voluntary and should only take 5 to 10 minutes to complete. May I have a few minutes of your time?

**SCREENING QUESTIONS**

A) What is your age? Are you...

- 0 Less than 15 years [THANK & TERMINATE]
- 1 15 to 19 years
- 2 20 to 24 years
- 3 25 to 34 years
- 4 35 to 44 years
- 5 45 to 54 years
- 6 55 to 64 years
- 7 65 years or more
- 8 Don't know [THANK & TERMINATE]

[IF UNSURE IF RESPONDENT AT LEAST 15 YEARS – THANK & TERMINATE]

B) Are you an Edmonton Transit employee?

- 1 YES [THANK & TERMINATE]
- 2 NO
- 9 No response [THANK & TERMINATE]

**IMPORTANCE OF FACTORS IN PURCHASE DECISION**

Let me give you some background information. ETS currently purchases modern diesel low floor buses as its standard transit vehicle. It also operates a fleet of electric trolleybuses, and is evaluating modern diesel-electric hybrid buses and a new electric trolleybus leased from Vancouver.

- 1. ETS is currently replacing its old and obsolete vehicles in the transit fleet, and ETS must consider a number of factors when deciding which type of bus to purchase. ETS UNDERSTANDS THAT PASSENGER COMFORT IS AN IMPORTANT ASPECT OF THEIR PURCHASE DECISION AND IS CURRENTLY CONDUCTING A SEPARATE SURVEY ON THAT TOPIC. FOR THIS SURVEY, PLEASE ASSUME THAT PASSENGER COMFORT FOR EACH TYPE OF VEHICLE IS EQUAL. Of the following four factors, which are the three most important to you, starting with the first most important? Which is second most important? Third?

[PROGRAMMER: ROTATE ORDER]

[INTERVIEWER: HAND SHOWCARD WITH SAME ORDER AS PROGRAMMED LIST; READ LIST; ENTER 1,2,3 IN SPACE PROVIDED **1 = MOST IMPORTANT, 3 = LEAST IMPORTANT**]

- Operating noise levels
- Emissions
- Vehicle dependability
- Cost to taxpayers

8 Don't know

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2. On a scale of 1 to 7 where 1 is means strongly disagree, 4 is agree and 7 means strongly agree, to what extent do you agree with the following statements about ETS buses?

a. I would continue to use this transit route regardless of the type of bus used on it.

Strongly disagree			Agree			Strongly agree	Don't know
1	2	3	4	5	6	7	8

b. I believe it is important for the City of Edmonton to adopt new proven technologies whenever possible.

[OMIT 2.c]

**RANKING DIFFERENT TECHNOLOGIES**

3. The different types of buses that ETS is considering are [RANDOMIZE and READ: new trolley buses; new diesel-electric hybrid buses; or new modern diesel buses]. Based on your experience, please rank each of the following types of buses for:

a. The bus that runs most quietly to the one that runs least quietly.

[PROGRAMMER: RANDOMIZE]

[INTERVIEWER: READ LIST; ENTER 1,2,3 IN SPACE PROVIDED **1 = MOST PREFERRED, 3 = LEAST PREFERRED**]

[NOTE TO DATA ANALYST: RECODE c. to d. to reverse scale]

<input type="checkbox"/>	Trolley bus
<input type="checkbox"/>	Hybrid bus
<input type="checkbox"/>	Modern diesel bus

8 Don't know

b. The most dependable bus to the least dependable bus.

c. The bus with the least emissions to the one with the most emissions.

d. Of the three types of buses identified, which bus would you prefer to ride on?

**TROLLEYBUS SATISFACTION**

4. Now, thinking only of trolleybuses, using the one to seven scale where 1 means not at all satisfied, 4 means satisfied and 7 means completely satisfied, please rate your satisfaction with trolleybuses in terms of:
- a. Operating noise levels
    - 1 Not at all satisfied
    - 2
    - 3
    - 4 Satisfied
    - 5
    - 6
    - 7 Completely satisfied
  
    - 8 Don't know
  - b. Vehicle and overhead wire system dependability
  - c. Emission levels
  - d. Outside appearance of the bus and overhead wire system

**MODERN DIESEL SATISFACTION**

5. Now, thinking only of modern diesel buses, using the one to seven scale where 1 means not at all satisfied, 4 means satisfied and 7 means completely satisfied, please rate your satisfaction with modern diesel buses in terms of:
- a. Operating noise levels
    - 1 Not at all satisfied
    - 2
    - 3
    - 4 Satisfied
    - 5
    - 6
    - 7 Completely satisfied
  
    - 8 Don't know
    - 9 No opinion
  - b. Vehicle dependability
  - c. Emission levels
  - d. Outside appearance of the bus

**HYBRID SATISFACTION**

6. Now, thinking only of diesel-electric hybrid buses, using the one to seven scale where 1 means not at all satisfied, 4 means satisfied and 7 means completely satisfied, please rate your satisfaction with hybrid buses in terms of:
- a. Operating noise levels
    - 1 Not at all satisfied
    - 2
    - 3
    - 4 Satisfied
    - 5
    - 6
    - 7 Completely satisfied
  
    - 8 Don't know
  - b. Vehicle dependability
  - c. Emission levels
  - d. Outside appearance of the bus

**PREFERENCE FOR NEW ETS BUS**

7. As I mentioned earlier, ETS is currently replacing its old and obsolete vehicles in the transit fleet, and is considering purchasing [RANDOMIZE and READ: new trolley buses; new diesel-electric hybrid buses; or modern diesel buses]. Please assume passenger comfort is the same for each type of bus, and that the initial cost of each type of bus – not including maintenance and operating costs - is as follows [HAND SHOWCARD]:

TROLLEY BUS = \$900,000 plus the cost of the overhead wire system  
HYBRID BUS = \$600,000  
MODERN DIESEL BUS = \$400,000

Please rank each bus in order from your most preferred to your least preferred type of bus:

[PROGRAMMER: ROTATE ORDER]

[INTERVIEWER: HAND SHOWCARD WITH SAME ORDER AS PROGRAMMED LIST; READ LIST; ENTER 1,2,3 IN SPACE PROVIDED **1 = MOST PREFERRED, 3 = LEAST PREFERRED**]

<input type="text"/>	Trolley bus
<input type="text"/>	Hybrid bus
<input type="text"/>	Modern diesel bus

8 Don't know

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**DEMOGRAPHICS**

8. Have you **ever** ridden on  
A trolley  
A modern diesel  
A diesel-electric hybrid

9. What type of bus or buses did you ride today? Was it a....  
Trolleybus  
Hybrid bus  
Modern diesel bus  
Other type of bus

8 Don't know

10. For which trips do you usually use Edmonton Transit? Is it for...

Going to/from work	YES-1	NO-2
Going to/from school – secondary	YES-1	NO-2
Going to/from school – post-secondary	YES-1	NO-2
Personal business (shopping, appointments, errands, etc.)	YES-1	NO-2
Social functions, meet friends	YES-1	NO-2
Other [DO NOT SPECIFY]		
Don't know	8	

11. In the last month (4 week period), how often have you used ETS (bus/LRT trips together)?  
Would you say...

- 1 At least 2 times per day (40+)  
2 At least once per day (25 - 39 times a month)  
3 Several times a week (9 - 24 times a month)  
4 Once a week or less (<9 times a month)

8 Don't know

**INTERVIEWER RECORD**

12. GENDER

Male 1  
Female 2

13. LOCATION OF INTERVIEW

Westmount  
Commerce Place  
Other

TODAY'S DATE

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INTERVIEWER ID

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