

PART E
SPECIFICATIONS

PART E - SPECIFICATIONS

GENERAL

E1. GENERAL

E1.1 These Specifications shall apply to the Work.

E2. SERVICES

E2.1 The Contractor shall conduct a Market Research Survey and provide results in accordance with the requirements hereinafter specified.

(a) The market research survey shall be either:

- (i) 600 respondents; or
- (ii) 800 respondents.

E2.2 The Contractor shall survey a random sample of Winnipeg residents, by telephone, following proper survey methodology.

E2.3 The survey instrument shall be in accordance with the attached questionnaire.

E2.4 The Contractor shall review and field test the questionnaire prior to conducting the Survey.

E2.5 The Contractor shall code, keypunch and verify the survey responses.

E2.6 The ratio of males to females shall be equal to 1.

E2.7 Respondents shall be Winnipeg Transit users, age 15 years and older. For the purposes of this Survey, a transit user is defined to be a person who has used Winnipeg Transit at least once in the last two years. In a survey conducted in January 1999, approximately 60% of respondents, age 15 years and over, were classified as transit users.

E3. DATA & REPORTS

E3.1 The Contractor shall provide Winnipeg Transit with a computer file containing the data in Microsoft Excel 2000 format.

E3.2 The Contractor shall provide Winnipeg Transit with tables showing the survey responses cross-tabulated by gender, age, gender & age, and transit usage.

E3.3 The Contractor shall provide Winnipeg Transit with a summary of comments received to open-ended questions (Questions 8, 11 and 22).

E4. WORK SCHEDULE

E4.1 The Survey shall be performed during the period September 25, 2004 to October 3, 2004.

E4.2 The Contractor shall complete the Work and deliver the results to Winnipeg Transit by Wednesday, October 6, 2004.

E5. QUESTIONNAIRE



**Customer Information
Survey
Fall 2004**

	ID Number
-	Telephone
	Interviewer

Hello, my name is _____ and I'm calling from _____
on behalf of Winnipeg Transit.

Today we are talking with Winnipeg Transit users about their use of the transit system and transit information.

A SCREENER	
Q1 First of all, is any member of your household, including yourself, employed by Winnipeg Transit?	1 Yes → THANK & TERMINATE 2 No → CONTINUE
Q2 To make sure we talk to a variety of people, I need to talk to a person in your home, 15 years of age or older, whose birthday falls soonest after today. Would that be you?	1 Yes → CONTINUE 2 No → ASK TO SPEAK TO THAT PERSON. REPEAT INTRODUCTION. IF NOT AT HOME, ARRANGE CALLBACK.
Q3 When was the last time you used Winnipeg Transit?	(CONVERT ANSWER INTO MONTHS.) <input type="checkbox"/> Months ago (MARK IF 1 TO 24 MONTHS AGO) 96 Within the last month → CONTINUE 97 More than 24 months ago 98 Never 99 DK / Refused / Not stated → THANK & TERMINATE
Q4 On average, how many times do you use Winnipeg Transit each week? Keep in mind that a one-way trip is considered as one time, and a round trip is considered as two times.	0 Less than once a week <input type="checkbox"/> 1 to 9 times a week (MARK FREQUENCY IN BOX) 10 10 or more times a week 99 DK / Refused / Not stated → THANK & TERMINATE

B POCKET TIMETABLES

<p>Q5 On average, how many times a week do you use pocket timetables, or transit schedules, as they are sometimes called?</p>	<p>0 I do not use pocket timetables → SKIP TO Q9</p> <p>1 Less than once a week</p> <p>2 1 – 2 times per week</p> <p>3 3 – 4 times per week</p> <p>4 5 – 10 times per week</p> <p>5 More than 10 times per week</p> <p>9 DK / Refused / Not stated</p> <p style="text-align: right;">CONTINUE</p>																												
<p>Q6 Where do you obtain your pocket timetables?</p>	<p>(MULTIPLE RESPONSES ACCEPTED)</p> <p><input type="radio"/> Delivered to my home</p> <p><input type="radio"/> Library</p> <p><input type="radio"/> Portage & Main concourse / Winnipeg Square</p> <p><input type="radio"/> cityplace / Eaton Place</p> <p><input type="radio"/> Shopping center (other than cityplace or Wpg Square)</p> <p><input type="radio"/> 421 Osborne / Fort Rouge Transit office</p> <p><input type="radio"/> 65 Garry Street / Transit Treasury</p> <p><input type="radio"/> Other</p> <p><input type="radio"/> DK / Refused / Not stated</p>																												
<p>Q7 Winnipeg Transit is considering distributing timetables to additional outlets as a replacement for home delivery. Please rate each of the following stores for their convenience for you, with 1 being “Not at all convenient”, and 5 being “Very convenient”.</p>	<table border="1"> <thead> <tr> <th></th> <th colspan="2">Not at all convenient</th> <th colspan="3">Very convenient</th> <th>DK/Ref/NS</th> </tr> </thead> <tbody> <tr> <td>Safeway.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>9</td> </tr> <tr> <td>7-Eleven.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>9</td> </tr> <tr> <td>Mac's.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>9</td> </tr> </tbody> </table>		Not at all convenient		Very convenient			DK/Ref/NS	Safeway.....	1	2	3	4	5	9	7-Eleven.....	1	2	3	4	5	9	Mac's.....	1	2	3	4	5	9
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<p>Q8 Are there any other locations that you would like to be able to pick up transit timetables?</p> <p>(ACCEPT MAXIMUM OF TWO (2) SUGGESTIONS)</p>	<p></p> <p></p>																												

C TRANSIT WEB SITE	
Q9 Are you aware that Winnipeg Transit has a web site on the Internet?	1 Yes → CONTINUE 2 No 9 DK / Refused / Not stated  SKIP TO Q17
Q10 On average, how many times a week do you access Winnipeg Transit's web site?	0 I do not access Transit's web site → CONTINUE. DO NOT ASK Q12 TO Q17 1 Less than once a week 2 1 – 2 times per week 3 3 – 4 times per week 4 5 – 10 times per week 5 More than 10 times per week 9 DK / Refused / Not stated  SKIP TO Q12
Q11 Why is that?	
As a result of using the Winnipeg Transit web site, have you reduced your use of any of the following sources of Transit information? (ROTATE Q12 to Q16)	
Q12 Telebus	1 Yes 2 No 9 DK / Refused / Not stated
Q13 Transit Telephone Information line	1 Yes 2 No 9 DK / Refused / Not stated
Q14 On-street schedule information and maps	1 Yes 2 No 9 DK / Refused / Not stated
Q15 Pocket timetables (<i>transit schedules</i>)	1 Yes 2 No 9 DK / Refused / Not stated
Q16 Transit Guide in the MTS Yellow Pages	1 Yes 2 No 9 DK / Refused / Not stated

D TRANSIT GUIDE

<p>Q17 Are you aware of the Transit Guide in the MTS Yellow Pages?</p>	<p>1 Yes → CONTINUE</p> <p>2 No</p> <p>9 DK / Refused / Not stated ▶ SKIP TO Q20</p>
<p>Q18 On average, how many times a week do you use the Transit Guide in the MTS Yellow Pages?</p>	<p>0 I do not use the Transit Guide → SKIP TO Q20</p> <p>1 Less than once a week</p> <p>2 1 – 2 times per week</p> <p>3 3 – 4 times per week</p> <p>4 5 – 10 times per week</p> <p>5 More than 10 times per week</p> <p>9 DK / Refused / Not stated ▶ CONTINUE</p>
<p>Q19 What do you use the Transit Guide primarily for? (DO NOT PROMPT)</p>	<p>1 To obtain Telebus numbers</p> <p>2 General Transit information</p> <p>3 Street map</p> <p>4 Other</p> <p>9 DK / Refused / Not stated</p>
<p>Q20 This year, a company called Telus distributed a combined White Pages and Yellow Pages telephone directory in Winnipeg. Have you used this directory?</p>	<p>1 Yes → CONTINUE</p> <p>2 No</p> <p>9 DK / Refused / Not stated ▶ SKIP TO Q23</p>
<p>Q21 Comparing your use of the two separate MTS White and Yellow Pages Directories to the single combined Telus Directory, would you say you use: (READ LIST)</p>	<p>1 the MTS Directories almost 100% of the time</p> <p>2 the MTS Directories about 75% of the time</p> <p>3 the MTS and Telus Directories about equally</p> <p>4 the Telus Directory about 75% of the time</p> <p>5 the Telus Directory almost 100% of the time</p> <p>9 DK / Refused / Not stated</p>
<p>Q22 Why is that?</p>	

E DEMOGRAPHICS

Now I have just a few questions for classification purposes.

Q23 Which of the following categories does your age fall into? (READ LIST)	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 and older 9 DK / Refused / Not stated			
Q24 What are the <u>first three</u> characters of your Postal Code?	(PLEASE ENSURE IT IS LETTER - NUMBER - LETTER) <table border="1" data-bbox="889 562 1166 617"><tr><td data-bbox="889 562 979 617"></td><td data-bbox="979 562 1076 617"></td><td data-bbox="1076 562 1166 617"></td></tr></table> <p data-bbox="906 617 1149 638"><i>Letter Number Letter</i></p> (DK / REFUSED / NOT STATED → ENTER 999)			
Q25 Gender: (DO NOT ASK)	1 Male 2 Female			

**The survey is now finished.
Thank you very much for your time.**