Report for:

City of
Saskatoon
Infrastructure Services Department

2013 Household Travel Survey

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Submitted by:

Ipsos Reid
200 – 1285 West Pender Street
Vancouver BC V6E 4B1
www.ipsos.ca

Contact:

Dave Pierzchala   Shirley Lui
SVP, Managing Director   Manager, RIS
Ipsos Reid West   Ipsos Reid
dave.pierzchala@ipsos.com   shirley.lui@ipsos.com
Tel: 778.373.5006   Tel: 778.373.5069

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OVERVIEW

Background and Introduction

The City of Saskatoon commissioned Ipsos Reid to conduct the 2013 Household Travel Survey. The purpose of the survey was to:

- u Collect statistically reliable data for the purpose of current and future regional transportation and land use planning;

- u Provide a statistically reliable baseline for a comparative assessment of changes in travel patterns in the Saskatoon CMA, including the area of Martinsville and Warman; and,

- u Understand the effect of infrastructure investments, land-use trends and demographic characteristics on travel patterns.

The survey sample area included the entire Saskatoon CMA, including the area of Martinsville and Warman. Please see Exhibit 1 for a detailed list of the sub-regions included in this sample area.

Exhibit 1: Map of Study Area
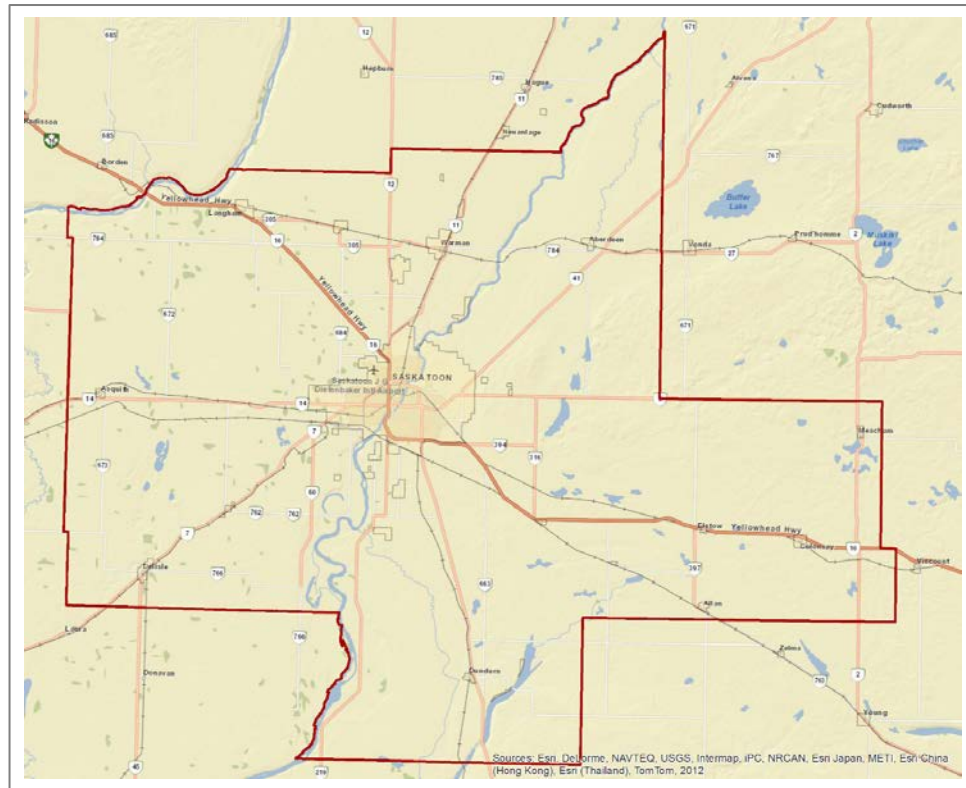
The 2013 City of Saskatoon Household Travel Survey consisted of four major phases:

1. Study Design
2. Recruiting & Data Collection
3. Data Processing and Verification
4. Final Reporting & Documentation

To be successful, a survey of this size requires careful design and testing prior to its launch, which spanned several months. Key recruitment and data collection dates for this survey were:

Task	Dates
Study design and preparation	May to Jul 2013
Pilot testing	Aug 2013
Trip diary dates (Main Household Diary Survey)	Sep 5 to Oct 31, 2013
Onboard survey data collection	Sep 23 to Oct 10, 2013
Trip diary dates (U of S Diary Survey)	Sep 24 to Oct 31, 2013

There were three major components for this study:

1. **Main Household Diary Survey** – Travel survey of a representative sample of households in the entire Saskatoon CMA (including the areas of Martensville and Warmen).

2. **University of Saskatchewan (U of S) Diary Survey** – Travel survey of a random sample of U of S students.

3. **Onboard Survey** – Onboard survey with bus riders on the four DART routes (R50/60, R70/80) and R2.

MAIN HOUSEHOLD DIARY SURVEY

Study Design

The Main Household Diary Survey was designed to collect information on travel behaviours with a group of randomly selected households in the sample area during weekdays (Monday to Thursday) over a 24-hour period. Exhibit 2 depicts the general approach followed for this survey. Survey design and preparation took place in May to July 2013. All processes, documents and systems were pre-tested internally and then tested with actual respondents in a pilot study, which took place in mid-August 2013.

Exhibit 2: Flow Chart of Main Household Diary Survey Data Collection Process

The data collection process consisted of two main phases: a **recruitment phase** and a **diary phase**.

A key objective of the **recruitment phase** was to ensure that the study has a representative sample of households by reaching out to those with *and* without listed landline phone numbers (including those who rely solely on cellular phones). The method of recruiting respondents was a mailed pre-notification letter, which allowed us to reach out to those households without listed landlines. All randomly pre-selected households received this letter, which requested their participation, outlined the purpose and importance of the survey, listed the incentives available for completing the survey, and provided a direct link to the online survey. Please see Appendix A for a copy of the pre-notification letter.

Households <u>without</u> listed landlines were able to register for the online survey by following the link provided in the letter. These households were assigned a trip diary date between Monday and Thursday and then asked to enter their basic demographic information. Households without listed landlines also had the option to contact Ipsos Reid directly and request for a paper survey package.

Households with listed landlines were also asked to register online for the survey by following the survey link provided in the letter. If the household had not registered within about a week of receiving the pre-notification letter, they received a recruitment call asking them to participate in the survey. Once they agreed, the interviewer would assign them with a diary date between Monday and Thursday and collect their basic demographic information over the phone. At this point, any households without internet access, or those who indicated that they would prefer not to complete an online survey, would have the option of receiving a paper version of the survey instead.

The **diary phase** involved the actual completion of the survey (online or on paper) by all members aged 5 years and older of the recruited households. The first portion of the survey (undertaken in the recruitment phase) collected basic personal and household information (e.g. employment status, whether or not they have a driver's license). In the second portion of the survey, all household members were asked to record their travel behaviour for the assigned travel diary date, including their start and end locations and times, trip purpose and mode of transportation for each of their one-way trip.

Households that had registered for the online survey were sent a reminder email the night before their assigned diary date. The email included a direct link to their survey and a printable "trip log" form that they could use for keeping track of their trips throughout the day.

Survey Participation

Achieving a high participation rate was essential in order to successfully meet recruitment targets and to obtain a representative sample of residents' travel behaviour. Hence, the survey was designed to ensure that all pre-selected households were encouraged to participate and were able to do so easily. The measures taken in this regard included:

u **Branding and promoting the study.** This gave greater validity to the survey and encouraged residents to participate.

u **Sending a pre-notification letter to all pre-selected households.** The objective of the letter was to introduce the survey and highlight its purpose and importance for the recipient households and their communities. The letter also introduced the sponsors, outlined the requirements of the survey and listed the incentives offered for completion.

u **Offering incentives.** Entry in a draw for several large and small prizes was offered to all participants who successfully completed the survey. Specifically, each household that completed the survey was entered in a draw to win one of the following:

- 1 grand cash prize of $1,000
- 12 regional cash prizes of $100 each
- 7 iPad minis
- 75 x $25 coffee gift cards

u **Assuring confidentiality and anonymity.** Households were assured that their information would only be used for the purpose of measuring regional travel behaviour. They were provided with a unique, password-protected survey link to ensure that their information was secure.

- u **Offering the option to complete the survey on paper.** Households who indicated that they did not have internet access or preferred not to complete an online survey were mailed a paper survey package instead.
- u **Contacting households with listed landlines, via telephone,** to solicit their participation in the survey.
- u **Sending acknowledgement and reminder emails** to households who registered for the online survey.
- u **Directing households who wished to verify the validity of the survey to the City's website,** which posted information about the survey.
- u **Setting up an FAQ website** to answer frequently asked questions.
- u **Setting up a dedicated helpdesk and toll-free helpline** to assist households with survey related-questions.

Survey Sample and Sampling Plan

As mentioned, the survey sample includes the entire Saskatoon CMA (including the towns of Martensville and Warman) as well as the town of Aberdeen and surrounding areas. A target sample of 3,500 households (or 3% of the estimated number of households) was set based on the data needs of the city.

To ensure a representative response throughout the study area, the area was segmented into 99 sample sub-areas based on the city's neighbourhoods and Census geography outside of the city. Over 25 city neighbourhoods including industrial and commercial areas with few or no residential households and samples were not expected from these sub-areas. The sample sub-areas were aggregated into expansion areas for weighting and expansion of survey results. City of Saskatoon neighbourhoods were grouped into eight expansion areas while the rest of the region was split into two expansion areas.

Please see Exhibit 3 for a detailed description of the sampling plan by sub-region. Please see Exhibit 4 for a map of the Expansion Areas.

Exhibit 3: Sample Targets by Sub-Area/Neighbourhood

Area	Nghd ID	Sample Sub-Area/Neighbourhood	Expansion Area	Target
Saskatoon	001	Holiday Park	EA06	23
Saskatoon	002	Montgomery Place	EA08	33
Saskatoon	003	Fairhaven	EA08	59
Saskatoon	004	Parkridge	EA08	48
Saskatoon	005	Pacific Heights	EA08	40
Saskatoon	006	Confederation Park	EA08	71
Saskatoon	007	Dundonald	EA08	56
Saskatoon	008	Westview	EA08	37

Area	Nghd ID	Sample Sub-Area/Neighbourhood	Expansion Area	Target
Saskatoon	009	Massey Place	EA08	39
Saskatoon	010	Hampton Village	EA08	80
Saskatoon	011	Meadowgreen	EA06	52
Saskatoon	012	King George	EA06	25
Saskatoon	013	Pleasant Hill	EA06	67
Saskatoon	014	Riversdale	EA06	30
Saskatoon	015	Mount Royal	EA07	59
Saskatoon	016	Westmount	EA07	31
Saskatoon	017	Caswell Hill	EA07	50
Saskatoon	018	Hudson Bay Park	EA07	28
Saskatoon	019	Mayfair	EA07	34
Saskatoon	020	Blairmore Suburban Centre	EA08	20
Saskatoon	025	Central Business District	EA06	71
Saskatoon	026	Nutana	EA05	107
Saskatoon	027	Buena Vista	EA05	49
Saskatoon	028	Exhibition	EA05	40
Saskatoon	029	Avalon	EA04	42
Saskatoon	030	Queen Elizabeth	EA05	32
Saskatoon	031	The Willows	EA04	9
Saskatoon	032	Haultain	EA05	41
Saskatoon	033	Varsity View	EA05	58
Saskatoon	035	Grosvenor Park	EA05	23
Saskatoon	036	Holliston	EA04	46
Saskatoon	037	Stonebridge	EA04	102
Saskatoon	038	Adelaide/Churchill	EA04	41
Saskatoon	039	Nutana Park	EA04	31
Saskatoon	040	Eastview	EA04	44
Saskatoon	041	Nutana Suburban Centre	EA04	69
Saskatoon	042	Brevoort Park	EA04	44
Saskatoon	043	Greystone Heights	EA05	34
Saskatoon	044	Lakeview	EA03	88
Saskatoon	045	Wildwood	EA03	118
Saskatoon	046	College Park	EA03	63

Area	Nghd ID	Sample Sub-Area/Neighbourhood	Expansion Area	Target
Saskatoon	047	College Park East	EA03	54
Saskatoon	048	Sutherland	EA02	77
Saskatoon	049	Forest	EA02	66
Saskatoon	050	City Park	EA07	89
Saskatoon	051	North Park	EA07	30
Saskatoon	052	Richmond Heights	EA07	13
Saskatoon	053	River Heights	EA01	53
Saskatoon	054	Lawson Heights Suburban Centre	EA01	31
Saskatoon	055	Lawson Heights	EA01	60
Saskatoon	056	Silverwood Heights	EA01	110
Saskatoon	057	Confederation Suburban Centre	EA08	12
Saskatoon	058	Lakeridge	EA03	36
Saskatoon	059	Arbor Creek	EA02	50
Saskatoon	060	Erindale	EA02	43
Saskatoon	061	Silverspring	EA02	49
Saskatoon	062	Willowgrove	EA02	82
Saskatoon	063	Rosewood	EA03	21
Saskatoon	064	Briarwood	EA03	53
Saskatoon	067	University Heights Suburban Centre	EA02	32
Saskatoon	068	Lakewood Suburban Centre	EA03	31
Saskatoon	069	Evergreen	EA02	32
Saskatoon	105	Kelsey - Woodlawn	EA07	12
Saskatoon	716	U of S Lands South MA	EA05	22
Saskatoon CMA	1001	Martensville	EA11	79
Saskatoon CMA	1002	Warman	EA11	72
Saskatoon CMA	1003	Corman RM - North	EA11	74
Saskatoon CMA	1004	Corman RM - South	EA12	52
Saskatoon CMA	1005	Vanscoy RM	EA12	54
Saskatoon CMA	1006	Dundurn RM	EA12	26
Saskatoon CMA	1007	Blucher RM	EA12	36
Saskatoon CMA	1008	Colonsay RM	EA12	9
Outside CMA	1009	Aberdeen RM	EA12	17
Total				*3,517*

Exhibit 4: Map of Expansion Areas

Sample Expansion Areas
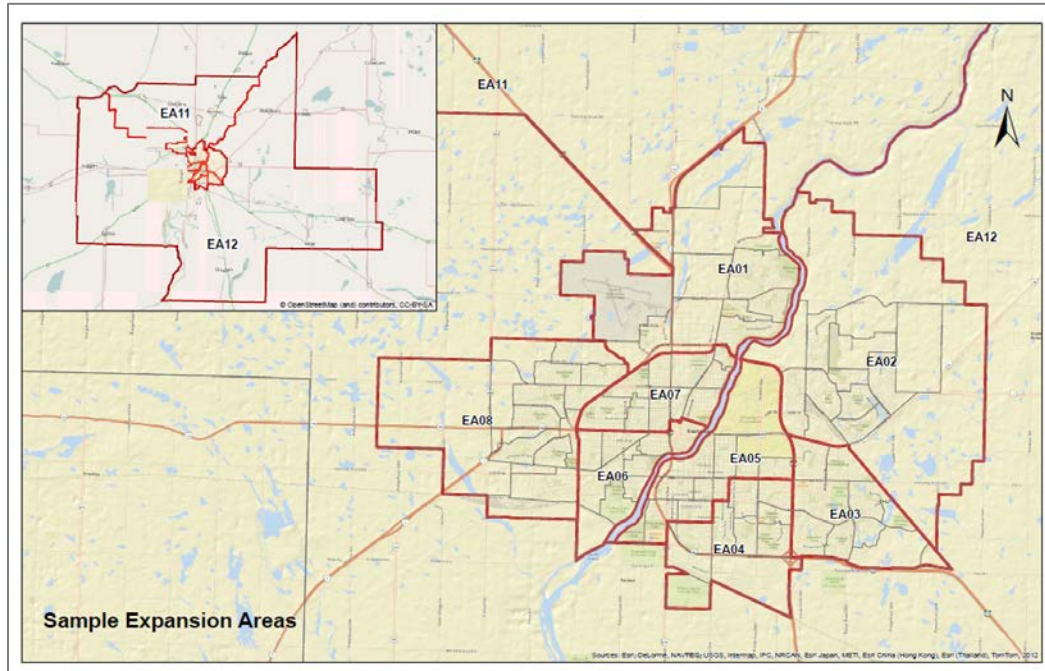
Within the survey sample area, it was estimated that up to 20% of households would not have a listed home telephone number, either because their number is unlisted or because they rely solely on cellular phones. To address this reality and take into consideration the slightly higher non-response rate expected from unlisted households, the sample comprised of 25% <u>unlisted</u> households and 75% <u>listed</u> households.

To generate a random and representative sample of households, Ipsos Reid used two sources:

1. ASDE Canada Survey Sampler (CSS) generated residential listings for households **with listed phone numbers**. CSS provided up-to-date electronic listings of Saskatoon households, including names, addresses, postal codes and telephone numbers.

2. Cornerstone Group of Companies provided residential listings of households **without listed home phone numbers**.

Study Instruments

Pre-Notification Letter

The pre-notification letter outlined the purpose, importance and requirements of the survey, the sponsors, and provided a direct link to the online survey. From past study experience, this method was particularly effective in increasing residents' willingness to participate and unlisted households. Please see Appendix A for a copy of the pre-notification letter.

To allow for timely recruitment calls and to ensure that the neighbourhood quotas were met and not exceeded, the pre-notification letters were mailed on a staggered flight schedule. Households with listed phone numbers that did not register online using the link in the pre-notification letter were contacted by telephone approximately one week after each flight was mailed. Four attempts, on different days and different times, were made to each household. If a household could not be reached after four attempts, the telephone recruiter would leave a voicemail message to remind them to register for the survey online, and the phone number would not be dialed again anymore. Please see Exhibit 5 for the flight schedule and the corresponding telephone recruiting periods.

Exhibit 5: Flight & Recruitment Schedule

Flight	Pre-notification Letters Sent On	# of Letters Sent	Telephone Recruitment Period
Flight 1	Thu, Sep 5	12,282	Sep 21 to Oct 1
Flight 2	Wed, Sep 25	12,231	Oct 2 to Oct 16*
Flight 3	Wed, Oct 9	4,541	Oct 17 to Oct 23
Total	*n/a*	*29,054*	*n/a*

* Telephone recruitment did not take place on October 14 (Thanksgiving Day).

Telephone Recruitment

Telephone recruiting was conducted from Ipsos' Winnipeg office. The telephone recruitment took place between September 21 and October 23, 2013, inclusive, with the exception of October 14 (Thanksgiving Day). Telephone recruitment took place on weekdays between 4pm and 8pm (CST) and on weekends between 10am and 6pm (CST).

The telephone recruitment was made to encourage survey participation, and it took about 5 to 6 minutes to administer. The telephone recruiter asked to speak with the person in the household most familiar with the daily travel habits of all household members. If the designated person agreed to participate, the household was assigned with a specific trip diary date, typically 3 to 7 days later. The recruiter then collected basic household information over the phone and the information was subsequently uploaded onto the fully-secured online survey site. Respondents would be able to verify, edit or add to their household information online as necessary.

The telephone recruitment survey was tested with actual household respondents during the pilot study. At that time, improvements were made to the script, where appropriate, mostly to clarify wording. Please see Appendix B for a copy of the telephone recruitment questionnaire.

For quality control, the following criteria were followed during the telephone recruitment process:

- u Prior to the telephone recruiting, all telephone recruiters were given a complete briefing during which the objectives of the research were discussed, the survey was reviewed and a read-through of the script was conducted.

- u In addition to being monitored by the telephone supervisors throughout every shift, telephone recruiters were monitored by the Ipsos project manager at the beginning of each flight of recruitment.

- u Up to four call attempts were made before a telephone number was removed from the sample. On the fourth attempt, the telephone recruiter would leave a voice message to remind the household to register for the survey online.

- u Extensive range and consistency checks (i.e. compared with earlier entries) and immediate error messages for missing, incorrect inconsistent data were programmed into the CATI system.

- u Telephone recruitment was constantly monitored to ensure that participation rates were regionally representative and that the sample was evenly distributed across the four weekdays.

Email Reminders

Three to five automated email reminders were sent to each household who agreed to participate in the online survey. These included:

- u **Acknowledgement email** – sent immediately after registration, whether online or over the phone.

- u **Confirmation email** – sent only to households who had already registered online *and* were recruited over the phone. Households were reminded of their original assigned trip diary date.

- u **Reminder email** – sent by 5pm (CST) the day before the assigned diary day.

- u **Thank you and follow-up email** – sent at 8pm (CST) the night of the assigned diary day.

- u **Second chance email** – sent only to households that had not yet completed the online survey 24 hours after their assigned trip diary day. Households were given the option to keep their original trip diary date if they had tracked their household's travel on that day, but had not yet entered the information into the online system form, or to choose a new trip diary date if they had not tracked their household's travel on their original trip diary date.

To manage email bounce-backs, households whose acknowledgement emails were undeliverable were contacted by telephone to confirm their correct email addresses. They were then re-entered into the system to be emailed again.

Respondent Inquiries

Respondent inquiries were handled by Ipsos staff. Respondents were provided with our toll-free helpline and helpdesk email address, which were staffed Monday to Friday from 9am (CST) to 6pm (CST), from August 16 to November 7, 2013. The nature of the calls and emails received can be categorized into five main groups:

- u   Respondents who required technical assistance.
- u   Respondents with questions or requesting clarification.
- u   Respondents requesting paper surveys.
- u   Respondents with suggestions and/or complains.
- u   Other inquiries.

Online and Paper Trip Survey

The survey was administered either online or on paper (submitted by mail). The online survey directed respondents through the survey with sidebar instructions and explanations, examples and drop-down menus. If a respondent skipped a question or provided an answer that appeared to be inconsistent or inaccurate, they were prompted to review and correct their answers. For example, for each one-way trip, the arrival time was checked against the departure time to ensure that they were chronological.

The online survey was programmed to create an easy, efficient and supportive process for respondents while ensuring high quality, consistent, and accurate data. Specifically:

- u   Using GIS data for City of Saskatoon, the program included common landmarks, streets and intersections in real time. This enabled respondents to quickly and accurately enter trip information, thus minimizing the entry of incorrect information.
- u   Using word-recognition software to allow for typing shortcuts, to prevent typos and to standardize abbreviations for landmarks and street names.
- u   Automatically geocoding locations upon entry of information. Geocoding is the process of assigning the X-Y coordinates for every start and end point of a trip. This was done in real-time by integrating geocoding tools and databases.

Respondents were provided with several ways to record their location information, specifically:

- u   By choosing from a customized list of personal locations such as their home, work and school addresses. The information was collected in the first part of the survey and were then referenced in the trip diary portion of the survey when a household was filling in their travel information.
- u   By entering a common landmark (assisted by word-recognition software).
- u   By entering two cross-streets (assisted by word-recognition software linked to each region's street and intersection data).
- u   By entering the exact address (assisted by word-recognition software).

The online survey included a large number of logic checks to ensure consistency between answers to different questions. In cases where an inconsistency was detected, the respondent was prompted to review their answer. The respondent could then modify their answer or not make any changes by clicking "continue" a second time. This option was included to minimize respondent frustration while still encouraging the entry of correct information. If illogical information was entered, it would be flagged during data cleaning. Exhibit 6 outlines the logic checks that were programmed into the online survey.

Exhibit 6: Logic Checks

Logic Checks
Respondents were directed to the registration page if they had not yet selected a trip diary date.
Respondents were prompted to review their information if the first trip origin was not "home".
Respondents were prompted to review their information if their last trip destination was not "home".
Respondents were prompted to review their information if their last trip purpose was not "to go home".
The time of arrival for a trip could not be earlier than the time of departure.
The time of departure for a trip could not be earlier than the time of arrival for the previous trip.
Verification of the duration of a trip when entered as more than two hours long.
Origin and destination for a trip could not be the same location.
Respondents were prompted to review their information if they were going to another household member's workplace and the trip purpose was "to work".
Respondents were prompted to review their information if they were going to another household member's school and the trip purpose was "to school".
Household members without a valid driver's license could not state that they drove themselves for any trip.
Household members under 16 years of age were not asked if they had a valid driver's license.
If respondents entered that they travelled as a passenger in a car, they were required to enter that there were at least two people in the car (i.e. driver and passenger(s)).
Respondents were prompted to review their information if an address was not geocodable.
Respondents were reminded of the survey sample area boundaries if the origin and destination locations entered were both outside of the survey sample area.
Respondents were prompted to review their information if they entered "walked the whole way" plus any other mode of transportation for the same trip (e.g. if a respondent took the bus and transferred part-way, the appropriate mode would be "Bus", not Bus-Walked-Bus).
Respondents were prompted to review their information if a trip purpose was "to go home" but the destination was not "home".

The online survey was structured as follows:

    u **Introduction screens** – participants were asked to enter their unique survey ID and entry code and were then presented with screens that included an introductory letter from the city, privacy statement, survey instructions and support information, including Ipsos' toll-free helpline and helpdesk address and a link to a FAQ website. Links to printable trip log forms and an example of a completed trip log form were also provided.

    u **Registration screens** – participants were able to self-register online and pick one of three suggested trip diary dates.

    u **Household information screens** – household information gathered during telephone recruitment was displayed (if applicable), and respondents were able to verify and make corrections to this information as necessary.

    u **Personal information screens** – personal information was collected for each household member aged 5 years and older.

    u **Trip data screens** – trip information was collected for every one-way trip made by each household member aged 5 years and older on the specified trip diary date.

The following exhibits show the embedded logic checks, pull-down menus and prompts included in the online survey platform. Please refer to Appendix B for a copy of the online survey.

Exhibit 7: Online Survey Screenshots

The mail-back survey package included the following components (copies can be found in Appendix B):

- An introductory letter from the city;
- General survey instructions, including FAQ;
- An example of a completed trip survey form; and,
- Personal information and trip diary forms for each household member aged 5 years and older.

Response Rates

Exhibit 8 depicts the overall response and completion rates for each of the different stages for this survey.

Exhibit 8: Reponse Rate
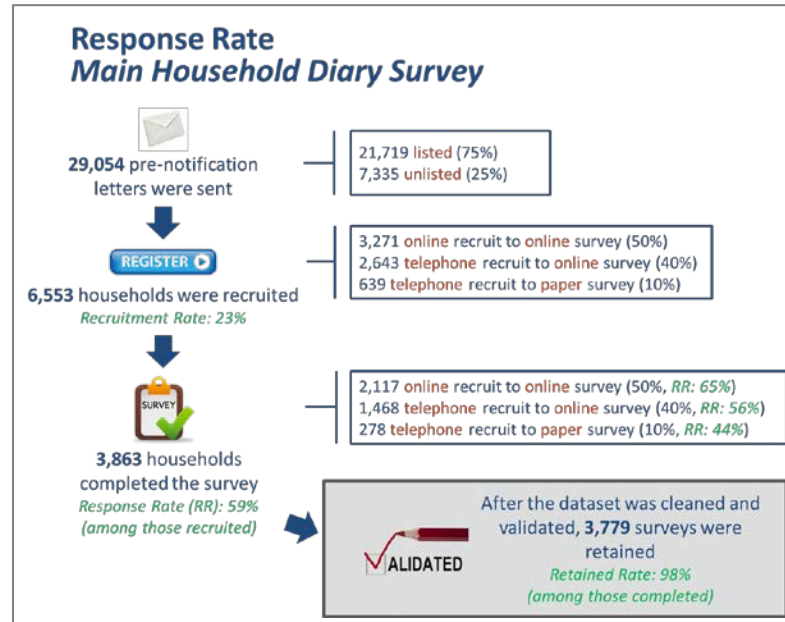
To review, 29,054 households were sent a pre-notification letter. Of those, 3,271 self-registered online (2,254 household with listed landline and 1,017 without a listed landline). A total of 20,591 households with listed landlines received a telephone recruitment call.

In total, 6,553 households were recruited for the survey: 3,271 (50%) by self-registering online, 3,006 (46%) by telephone and 276 (4%) via our helpline. Exhibit 9 details the outcomes of various recruiting methods. Overall 3,863 (60%) households that registered completed the survey.

Exhibit 9: Recruiting Method Outcomes

Recruiting Method	# Recruited/ Self-Registered*	# Completed the Diary	Completion Rate (%)
Online	3,271	2,117	65%
Telephone	3,006	1,515	50%
Helpline	276	231	84%
Total	*6,553*	*3,863*	*60%*

Exhibits 10 to 11 detail survey rates by key variables. Please note that all counts for completed surveys and completion rates shown are prior to data cleaning. Final survey counts can be found in Exhibit 13.

Exhibit 10 details survey registration and completion by sample type. The recruitment rate (% recruited based on pre-notification letters sent) is shown in the top half of this table. Households with listed landlines had a higher recruitment rate than households without listed landlines, with 5,515 (25%) and 1,038 (14%) registered for the survey respectively. However, completion rate is similar between the two sample types, with 3,205 (58%) listed households and 658 (62%) unlisted households completed the survey.

Exhibit 10: Recruited Households by Sample Type & Returned Surveys by Sample Type

Sample	Pre-Notification Letters Sent	Recruited/Self-Registered	Recruitment Rate
Listed	21,719	5,515	25%
Unlisted	7,335	1,038	14%
Total	*29,054*	*6,553*	*23%*
Sample	**Recruited/Self-Registered**	**Completed**	**Completion Rate**
Listed	5,515	3,205	58%
Unlisted	1,038	658	62%
Total	*6,553*	*3,863*	*59%*

Exhibit 11 details the number of completed surveys based on completion method (online or paper). Online was clearly the preferred method of participation and resulted in a higher completion rate (61% vs. 44% among those completing on paper).

Exhibit 11: Returned Surveys by Methodology

Method	Recruited/Self-Registered	Completed	Completion Rate
Online	5,914	3,585	61%
Paper	639	278	44%
Total	*6,553*	*3,863*	*59%*

Data Processing and Verification Process

As completed surveys were received, they were checked to ensure that the information was accurate and that the regional survey totals were reflective of the actual population distributions. Exhibit 12 depicts the general data processing and verification process followed during the Data Processing and Verification phase of the study.

Exhibit 12: General Process for Data Processing and Verification

Surveys submitted. → Paper surveys were date stamped and manually reviewed for completeness and logic. Then the information was entered. → Follow-up calls were made as necessary. → Preliminary data analysis was conducted throughout the data collection period.

Stage 2 Cleaning: Batch cleaning was completed and data was then weighted and expanded. ← Manual geocoding was completed as necessary. ← Stage 1 Cleaning: Data was checked and cleaned for inconsistences or inaccuracies.

Survey Returns and Data Entry

As mentioned previously, recruited households were provided with two options by which to participate in this study – completing the survey online or completing the survey on paper and mailing it back to Ipsos for processing.

Households that chose to complete the online survey entered their data into a custom-developed online interface. Households that chose to complete the paper questionnaire mailed their completed surveys back to Ipsos for data verification and processing. As paper surveys were received, they were date stamped and manually reviewed for completeness and logic. Households that submitted a paper survey with illogical, unclear or missing information were called back immediately by Ipsos project staff for clarification.

The information from the paper surveys was entered into the central database by Ipsos project staff using the same online interface that was used by respondents who completed the survey online. This ensured that the application of logic checks was consistent across all surveys regardless of the completion method.

All surveys received on or before November 7, 2013 (the official cut-off date for survey returns), were processed and included in the final dataset.

Data Cleaning

All data received was examined for inconsistencies or inaccuracies and any such issues were reviewed, and if necessary, corrected. **Prior to cleaning, 3,863 surveys had been received.**

Ipsos divided the data cleaning into two stages: Stage 1 involved data checks and changes that had to be handled on a household-by-household basis (e.g. time adjustments – AM vs. PM, verifying trip purpose against location type, verifying trip modes against trip distance) and Stage 2 involved logic checks that could be handled in "batch mode" (e.g. changing underage driver to passengers, verifying working trips against occupation status) rather than on an individual household basis. Stage 1 cleaning was completed using Ipsos' custom built data verification platform and Stage 2 cleaning was completed using the data tabulation program DASH. For a complete list of all logic criteria, please refer to Appendix C.

Final Status of Diary Survey Returns

As a result of the cleaning, 84, or 2.2%, of households were tagged and removed from the original dataset, leaving a final count of 3,779 households (a 58% eligible return rate).

A detailed account of trip diary surveys excluded and returned is shown in Exhibit 13.

Exhibit 13: Trip Diary Returned and Excluded

	#	%
Total Diary Surveys Returned	3,863	n/a
Total Diary Surveys Excluded	84	2.2%
Total Retained Diary Surveys	3,779	97.8%
Total Retained Person Diary Surveys	8,605	n/a
Total Retained Trip Diary Surveys	28,387	n/a

The households in the final sample set are distributed throughout the residential portions of the study area as illustrated in Exhibit 14.

Exhibit 14: Distribution of Households in the Study Area

Sample Households in the City	Sample Households in the Study Area
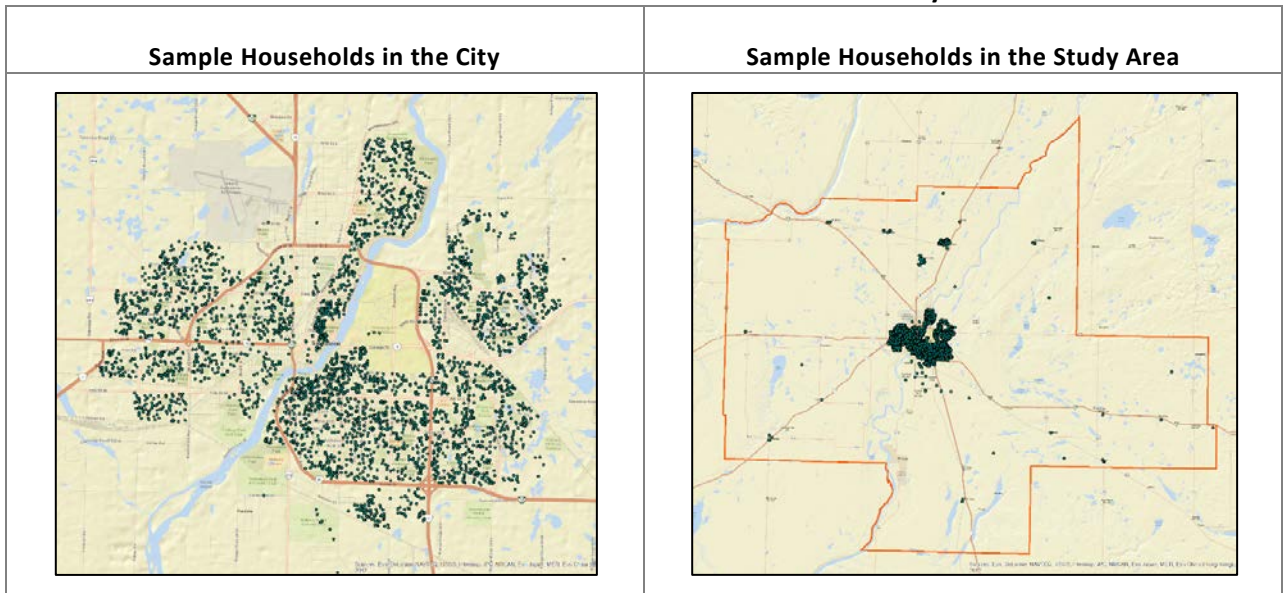
Exhibit 15 details the sample targets and survey participation by the 10 expansion areas. The last three columns of the table show the actual number of completed surveys in each expansion area, the corresponding completion rate, and success rate of meeting each completion target (expressed as a ± percentage from the target).

Exhibit 15: Targets and Returned Surveys by Expansion Area

Expansion Area	Households Census 2011	Target	Sample	Under/Below Target	Success Rate
EA01	8,180	256	324	68	27%
EA02	11,815	431	562	131	30%
EA03	14,220	464	560	96	21%
EA04	11,890	428	502	74	17%
EA05	12,440	406	496	90	22%
EA06	7,770	269	187	-82	-30%
EA07	10,900	349	408	59	17%
EA08	13,615	495	556	61	12%
EA11	7,455	225	114	-111	-49%
EA12	6,430	194	70	-124	-64%
Totals	*104,715*	*3,517*	*3,779*	*262*	*7.4%*

The sample exceeded the overall target by 7.4% and was higher than target in 7 of the 10 expansion areas. Expansion area E06 was the only area in the City where responses were below target. There were difficulties in achieving the target in the areas outside of the city, perhaps because some households may have felt that regular travel to the city was a prerequisite for participation in the survey. A detailed breakdown of the returns form the areas outside of the City is provided in Exhibit 15A.

Exhibit 15A: Targets and Returned Surveys by Expansion Area

Expansion Area	Households Census 2011	Target	Sample	Under/Below Target	Success Rate
Martensville	2611	79	26	-53	-67%
Warman	2395	72	59	-13	-18%
Corman RM - North	2441	74	29	-45	-61%
Corman RM - South	1737	52	15	-37	-71%
Vanscoy RM	1783	54	19	-35	-65%
Dundurn RM	850	26	2	-24	-92%
Blucher RM	1177	36	15	-21	-58%
Colonsay RM	307	9	8	-1	-11%
Aberdeen RM	577	17	11	-6	-35%
Totals	*13,885*	*419*	*184*	*-235*	*-56%*

Geocoding

As the online surveys were received, they were reviewed on an ongoing basis for geocoding efficiency. The geocoding process involved the assignment of latitude and longitude to the addresses, landmarks and intersections provided in the trip diary survey. Most of the geocoding was done automatically by the online interface using the road, intersection and landmark files, but additional geocoding was required for locations that weren't recognized or for which partial information was missing or vague. A total of 21,750 locations (home, work, school, trip destination) were defined in the survey, and only 317 locations were not geocoded. City staff were able to interpret and geocode 51 of these locations. Many of the remaining locations were not possible to geocode (e.g. school is an online institution). Exhibit 16 presents the final geocoding statistics.

Exhibit 16: Summary of Number/Percent of Geocoded Locations Within the Cleaned Database

	Home Locations	Work Locations	School Locations	Other Trip Destinations
Total Locations Recorded	3,779	4,789	1,816	11,365
Total Geocoded Locations	3,779 100%	4,722 98.6%	1,811 99.7%	11,171 98.3%
Not geocoded	0 0.0%	67 1.4%	5 0.3%	194 1.7%

For the 3,779 households that submitted complete and eligible surveys, 99% of all the origin and destination points provided were successfully geocoded.

Data Weighting and Expansion

The trip diary survey represents 3.6% of the study area's households (3,779 out of 104,715 households). To ensure the survey dataset was an accurate reflection of residents' travel behaviour, it was necessary to ensure that the sample of households and residents that responded to the survey (referred to herein as sample) were reflective of the actual population on key criteria. The standard practice with research studies is to apply mathematical **weights** to bring the dataset in line with actual population and demographic figures.

The data from this study will be used for transportation planning and forecasting purposes. This meant that along with analyzing the *percentage* of households, person or trips, there was also a need to analyze and work with the *absolute number or counts* (e.g. how many people are travelling from one region to another at a certain time of day, by a specific mode and for what purpose). The need for these numbers or counts required that we not only **weight** the dataset to accurately reflect the region's households/persons/trips, but that we also need to **expand** the total population figures.

For weighting, expansion and analysis purposes, the final web/data-entry dataset was divided into four tables in a relational database as follows:

1. **Households:** Contains general household information for every household participating in the trip diary survey. Information includes all household attributes, such as home location, number of household members and income.

2. **Persons:** Contains information for every household member aged 5+. Information on gender, age, school and/or employment status and location are contained in this dataset level.

3. **Trips:** Contains information on trips made by each member of the household aged 5+. Each trip is recorded as a unique record that contains information such as the origin and destination, departure and arrival time, trip duration and mode of travel.

4. **Locations:** Contains spatial information on home, work, and school locations, and trip destinations.

(Note that home addresses and contact information were not included in the relational database sent to the city to preserve respondent confidentiality and anonymity.)

Separate expansion factors were developed for both household and person records. Census data were used to calculate the number of households by household size and the number of persons by gender and age range for each of the expansion areas. An iterative process was then used to calculate weighted expansion factors such that the sum of the expanded sample matched the Census values. The age ranges used for weighting were set to capture differences in travel patterns by age and included: grade-school children (5-17), college/university age group (18-24), young adults (25-44), older adults (45-64), young seniors (65-79), and older seniors (80 and over).

Survey Findings

The review of survey findings includes two sections. The first section focusses on the sample household and person characteristics while the second section deals with the travel characteristics and patterns reflected in the weighted sample.

Sample vs. Study Area Characteristics

This section of the report reviews how the unweighted sample compares with the study area across a number of variables. It is desirable for the sample to be representative in order to limit the variability in weighting factors. It is also important to understand the response bias shown in the survey and assess the possible reasons for such bias. Both household and person variables are reviewed.

Household Geographic Distribution

As indicated earlier, the sample was below target in three expansion areas (namely EA06, EA11 and EA12), but above target elsewhere. As a result, the sample distribution was skewed towards some of the other areas, in particular EA02 and EA08. The weighted sample matches the actual geographic distribution.
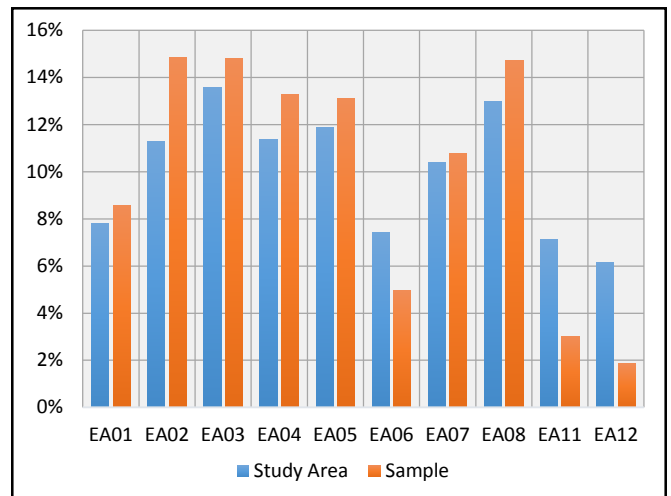
Household Size

As expected for this type of survey, single person households were under-represented and two person households were over-represented in the sample relative to the study area distribution. Two person households are more likely to respond since only one of the two residents must be willing to accept the invitation to participate. Response burden increases with household size resulting in lower participation rates. The weighted sample matches the actual household size distribution.
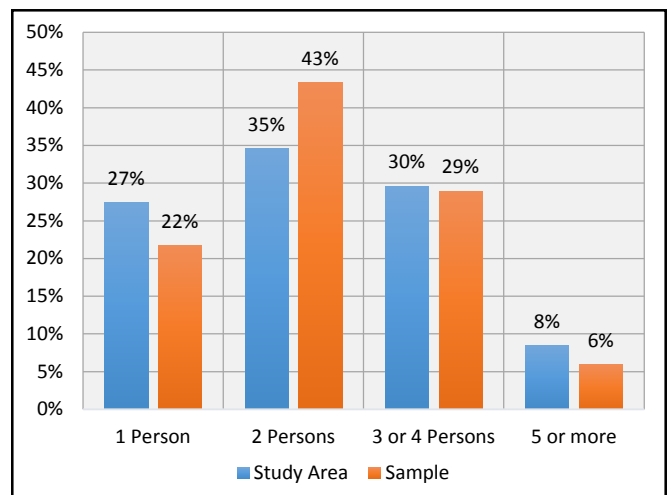
The next two charts compare study area household characteristics against the **expanded** sample (104,715 households and 241,250 persons). The study area distributions are based on data from the 2011 Census and National Household Survey (NHS).

Household Dwelling Type

Survey respondents were asked to identify their dwelling type. As illustrated in the chart on the right, the expanded sample has a higher proportion of households in single detached dwellings relative to the Census distribution for the study area. This pattern may be related to difficulties in soliciting participation by low income households in the survey.
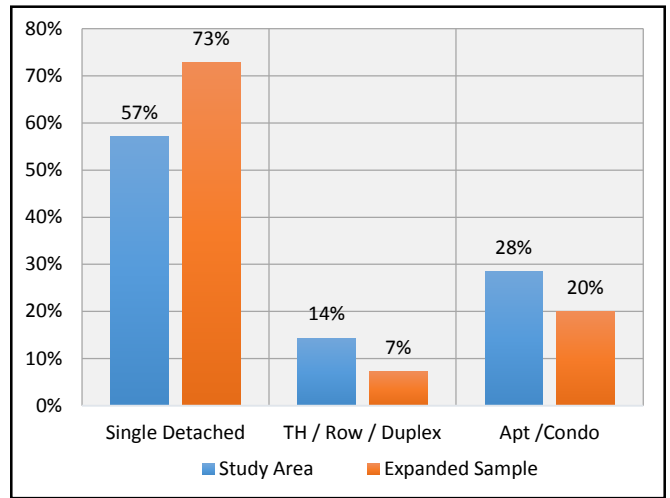
Household Income

The distribution of the expanded sample by household income range differs from the distribution for the Saskatoon CMA from the NHS in that there are fewer households with annual incomes less than $50,000. This pattern is consistent with trip diaries in other municipalities. This potential bias should be considered in the analysis and modelling of travel patterns.
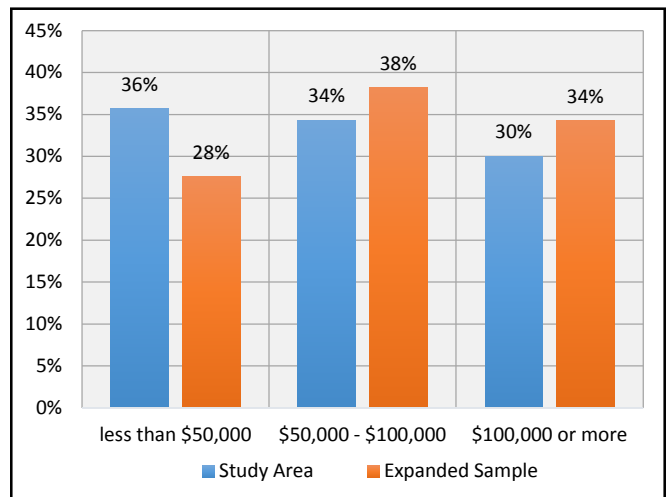
Person Gender

The sample distribution by gender was very close to the study area distribution as shown on the right. Since the expansion factors for the persons data used gender and age range control totals, the difference does not occur in the expanded data.
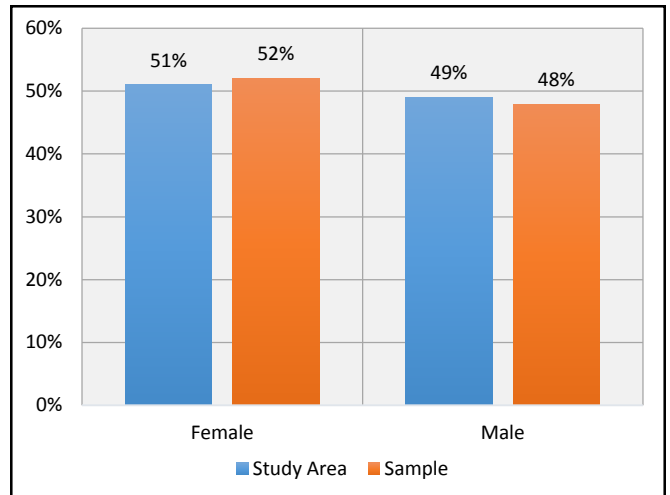
Age Distribution

Age ranges were set to capture the differences in travel patterns between: grade-school children (5-17), college/university age group (18-24), young adults (25-44), older adults (45-64), young seniors (65-79), and older seniors (80 and over).

Persons in the 45 to 79 age ranges were more likely to participate in the survey versus all other age groups. This pattern is not unusual in surveys of this nature. The expanded dataset corrects for this bias.
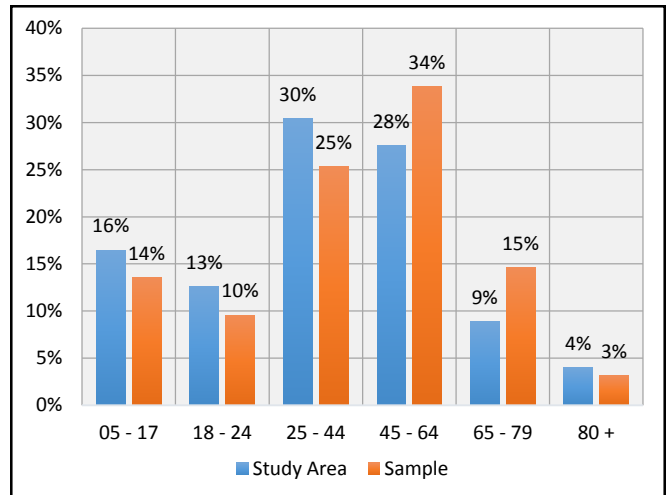
Labour Force Participation

The expanded sample has somewhat lower labour force participation rates relative to Census data; however, the sample reflects conditions in the fall of 2013 while the Census data is for the spring of 2011. This may account for some of the differences. Both distributions are for persons who are 15 years of age or older.
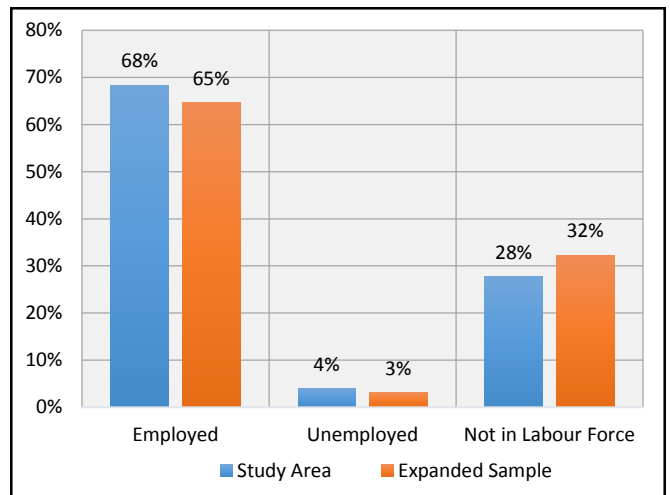
Student Status

Survey respondents who were students were asked to indicate whether they attended school on a full-time or part-time basis and also the type of school attended. Since the expanded sample uses age range control totals, the number of grade school and high school students should be close to actual enrollment.
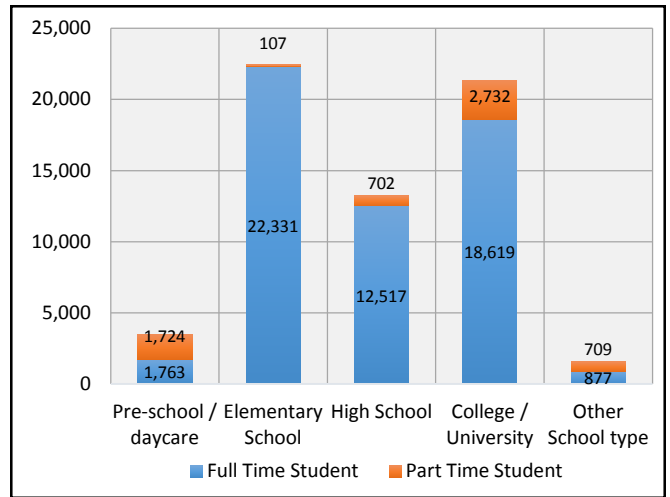
University of Saskatchewan

Given the predominant position of the University of Saskatchewan among post-secondary intuitions in the city, it was possible to compare the expanded sample to actual enrollment in the fall of 2013. As indicated in the chart on the right, the expanded sample closely matches actual enrollment with a slight bias towards part-time students.
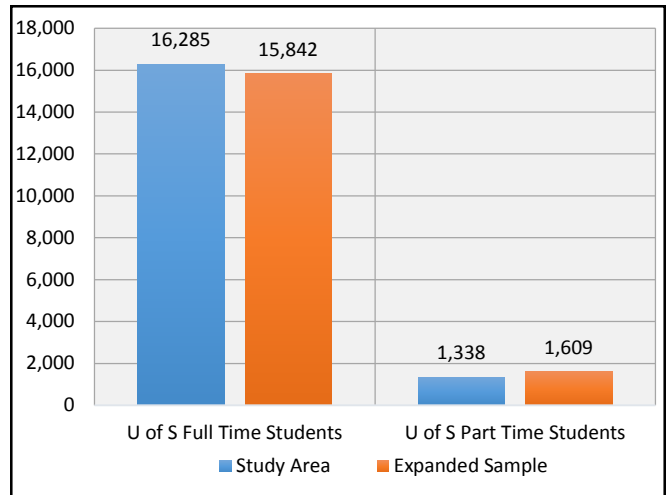
Travel Characteristics of the Expanded Sample

This section of the report presents selected travel characteristics of the expanded sample including person trip rates, trip purposes, and travel mode. These characteristics are calculated at the person level (based on area of residence where appropriate). The characteristics apply to persons 5 years or older unless noted differently. Given that the expanded sample generally matches well to the overall study area on a number of demographic characteristic, the travel characteristics are representative of patterns for a typical fall weekday from 2013. It should be noted that the survey was expanded using 2011 Census data. This may affect comparisons with 2013 traffic count data, particularly in areas with high growth since 2011. The expanded sample indicates that the residents of the study area (5 years and older) made about 775,500 trips (by all modes combined) on a typical fall weekday in 2013 with an average trip rate of 3.21 trips per person or 7.4 trips per household. The breakdowns of these trips across different variables are discussed following.

Household Trip Rates by Household Size

The average trip rate by household across the entire sample was 7.4 trips per day. The key determinant of household trip rate is household size as illustrated in the chart on the right. Households with 3 or 4 persons accounted for over 40% of the weekday trips (percentages given in the charts are relative to the total weekday trips unless noted otherwise). Single person households accounted for about 13% of the trips.
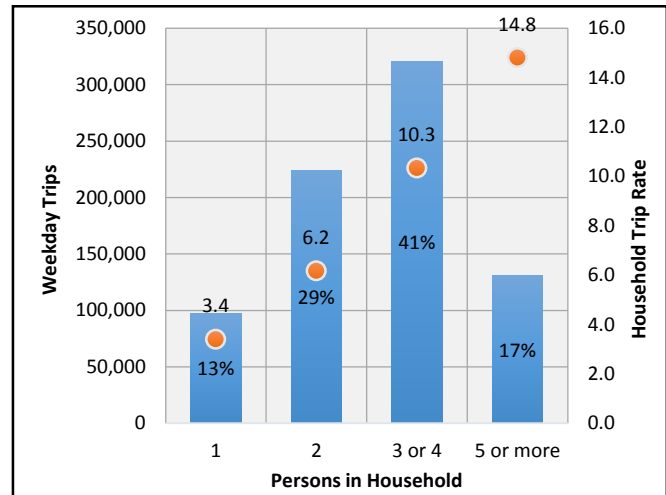
Person Trip Rates by Household Size

Persons in one person households had the highest average trip rate per person (3.4) but only accounted for 12% of the total trips (the slight differences between household versus person trips stems from the calculation of separate expansion factors for persons and households). Persons in 2 person households had the lowest trip rate (3.1). *The narrow range of person trip rates (versus an average of 3.21) suggests that household size is not a critical variable for estimating trips.*
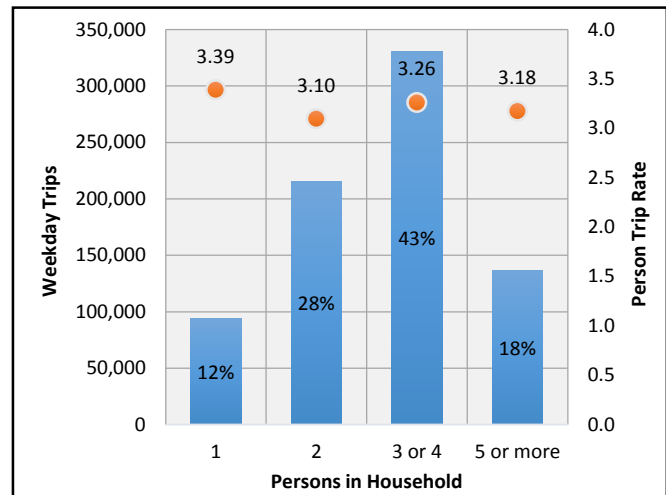
Person Trip Rates by Dwelling Type

Persons living in single detached homes had the highest average trip rate (3.25 trips per day or 1% higher than the overall average) and accounted for 82% of the total trips. Individuals living in townhomes / rowhouses / duplexes had the lowest trip rate (3.01 or 6% lower than the overall average). *The narrow range of trip rates suggests that dwelling type is not a critical variable for estimating trips.*
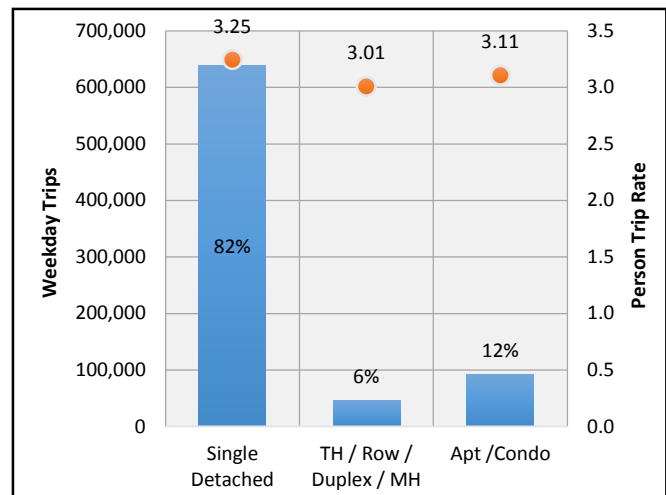
Person Trip Rates by Household Income

Persons living in households with annual incomes under $50,000 had the lowest average trip rate (2.97 trips per day or 7.5% lower than the overall average). Trip rates for the other two income ranges were not significantly different. The low trip rate (3.00) for the households where income data was not available (NA) suggests that most of these households had lower household incomes. *The range of trip rates suggests that income may be an important variable for estimating trips.*
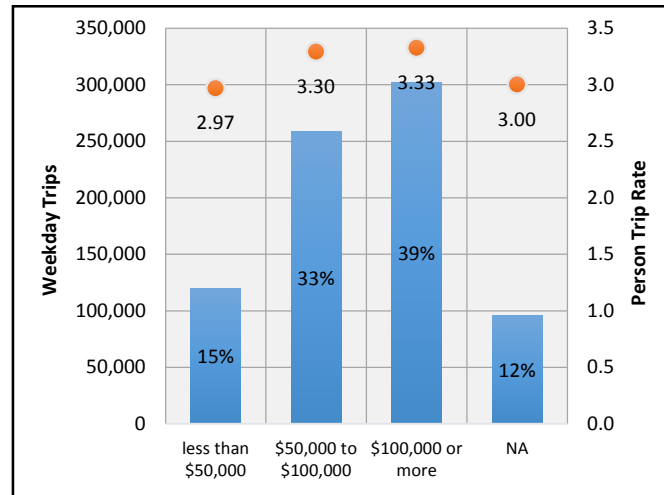
Person Trip Rates by Sub-Area

Persons living in households within Circle Drive (including Stonebridge) had the highest average trip rate (3.34 trips per day or 4% higher than the overall average). The average trip rate for persons living in the rest of the city was 3.25. The lowest trip rate (2.79 or 13% lower than the overall average) was for persons living outside of the city. *Further analysis is required to understand the potential reasons for this lower trip rate.*
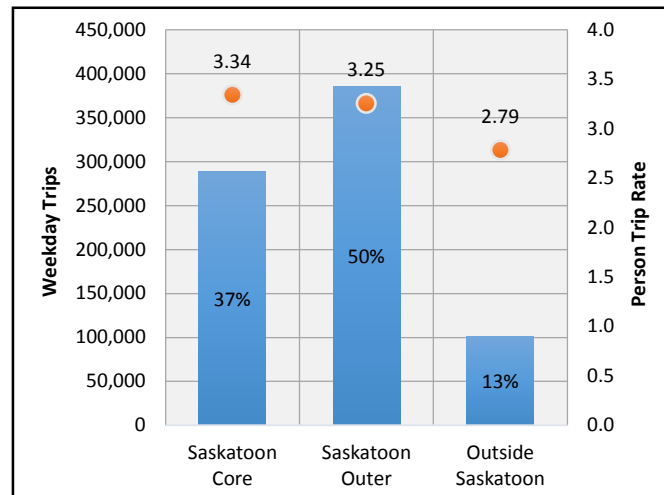
Person Trip Rates by Age Range

Persons in the 25 to 64 year age range had the highest average trip rates (3.45 trips among those aged 25 to 44 and 3.40 among those aged 45 to 64) and they accounted for over 60% of the trips made in the study area. Not surprisingly, persons in the over 80 age range had the lowest trip rate (2.39). Seniors (aged 65+) accounted for 11% of the trips made in the study area; *this percentage is likely to increase in the short to medium-term with the aging of the baby boom generation.*
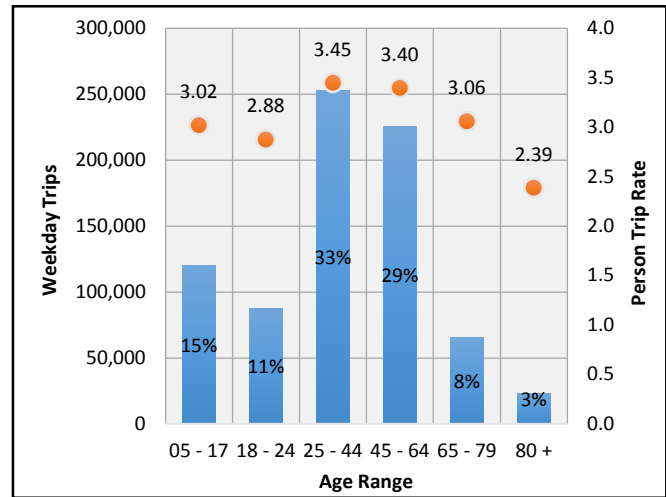
Female Trip Rates by Age Range

Although the general pattern of trip rate versus age is the same for females and males, there are some notable differences. *The highest trip rate by age and gender is for females in the 25 to 44 age range (3.74 or 17% higher than average).* The higher trip rate may be a result of responsibilities for taking children to school, after school activities and other household responsibilities. *Females over 80 have the lowest average trip rate (2.16 or 33% lower than the average).*
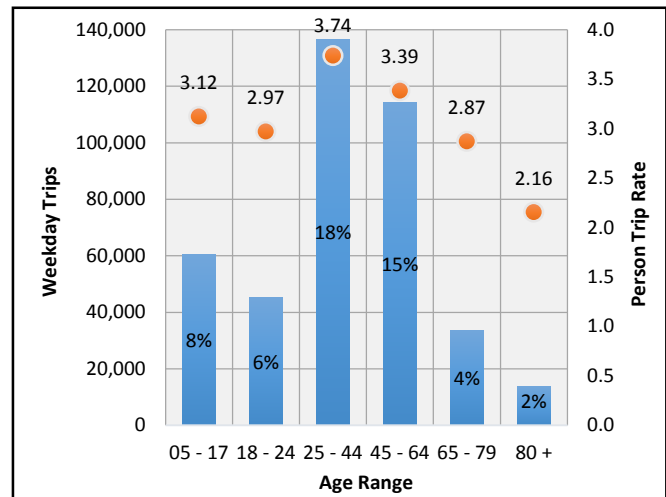
Male Trip Rates by Age Range

The average trip rates of males are less variable ranging from a low of 2.78 for the 18 to 24 age range to 3.41 for those in the 45 to 64 age range. Although trip rates for senior males are lower, the drop is less than that for females. Nevertheless, since life expectancy is lower for males, senior males make fewer trips overall than senior females (41,700 vs. 47,400 weekday trips).
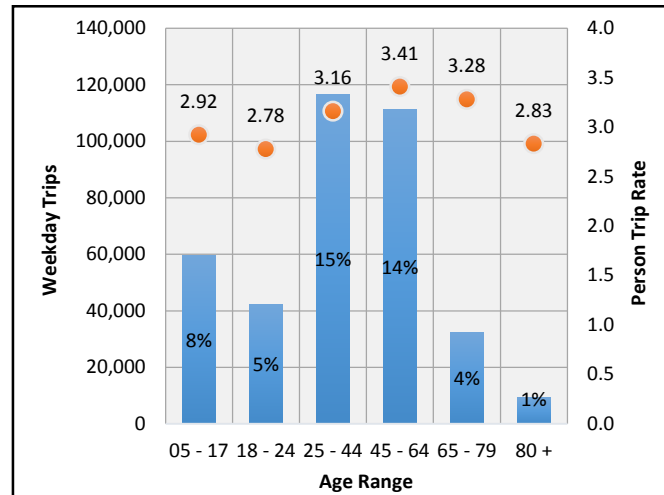
Person Trip Rates by Labour Force Status

About half of the trips made in the study area were by persons who were employed full time or self-employed. Part-time workers had the highest trip rate, perhaps because they had time to undertake other activities during the day. Unemployed persons had the lowest trip rate (2.45), even lower than retired persons. It is interesting to note that students and retired persons had similar trip rates.
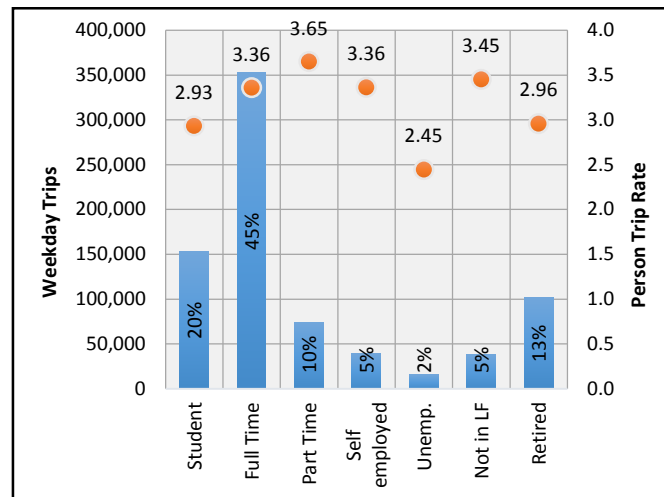
Trip Purpose

Based on reported trip purposes, the estimate of weekday trips were assigned to five trip purposes, four for travel to and from home and a fifth for non-home-based trips. Only about 22% of weekday trips made by residents were between home and work. Trips between home and school and escort trips (to pick someone up or drop them off) accounted for a further 21%. Most trips were made for other reasons (e.g. shopping, personal business) or were not home-based.
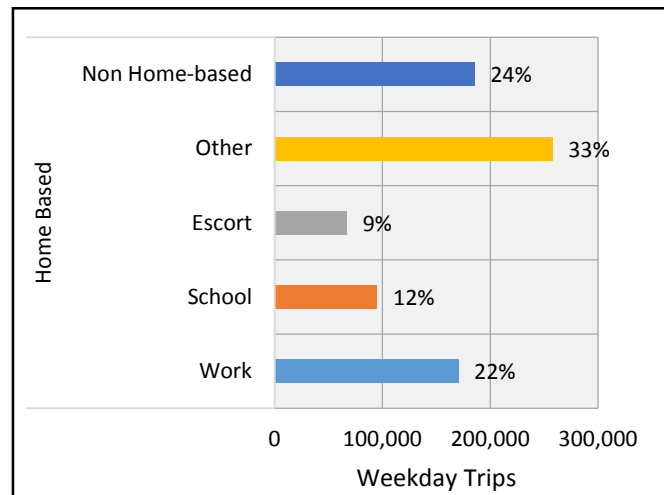
Breakdown of Home-Based Other Trips

Trips from home for other purposes can be further broken down into a number of categories as illustrated in the chart on the right. Most other trips were for social or recreational purposes (37%). Shopping and personal business (e.g. medical or banking) were equally prevalent each accounting for about a quarter of the trips. Dining trips account for less than 10% of other home-based trips.

Dining — 9%
Personal Business — 25%
Social / Recreational — 37%
Shopping — 23%
Work Related — 6%

Weekday Trips
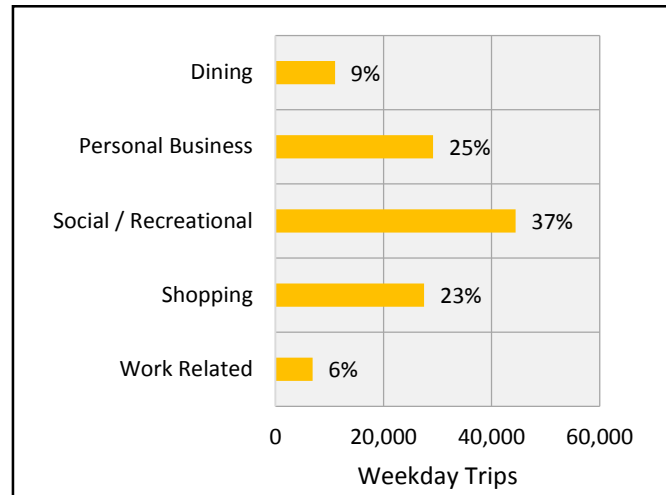
Breakdown of Non Home-Based Trips

Trips that neither started nor ended at home can also be broken into more detailed categories. Shopping and work related trips (which includes returning to work after lunch out) were equally prevalent each accounting for about a quarter of the trips. The remaining trips were distributed among the other purposes.

Escort — 14%
Dining — 8%
Personal Business — 15%
Social / Recreational — 13%
Shopping — 24%
Work Related — 25%

Weekday Trips
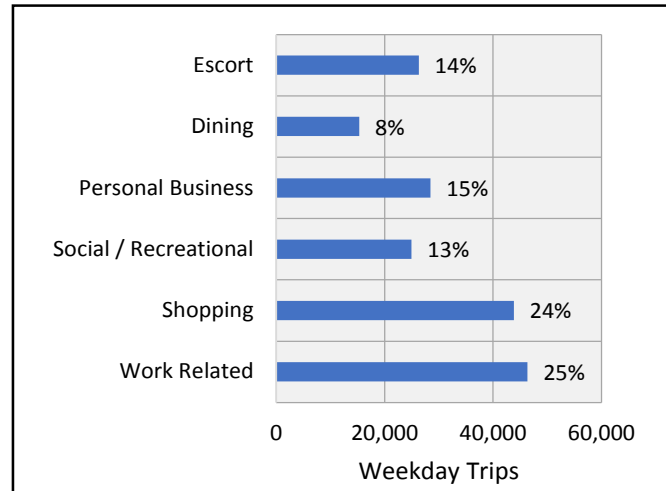
Trip Purpose by Age Range

As expected, trip purposes differ by age group. Just over half of the trips made by children (5 to 17 years) were between home and school. On the other hand, only 30% of trips made by persons aged 25 to 64 were between home and work. Those work trips as well as escort trips were made predominately by the 25 to 64 age group. Trips for other purposes were made by all age groups.

05 - 17 — 15%
18 - 24 — 11%
25 - 44 — 33%
45 - 64 — 29%
65 - 79 — 8%
80 + — 3%

■ Work ■ School ■ Escort ■ Other ■ Non Home-based — % of Trips
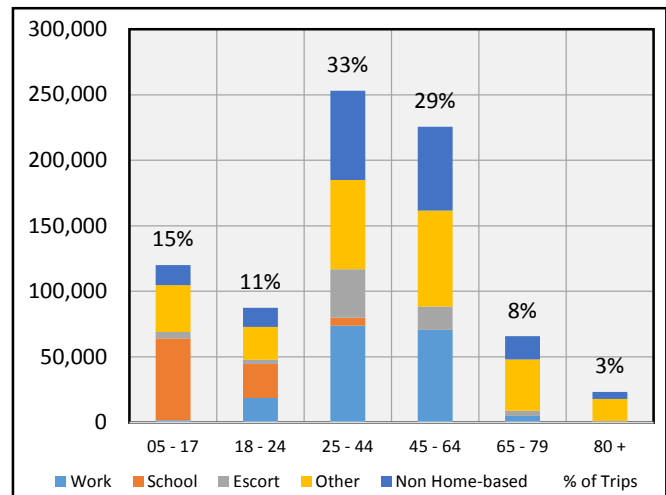
Trip Purpose by Time Period

Trip purposes also vary by time of day. Most home-based work, school, and escort trips occurred during the AM and PM peak periods whereas trips for other reasons primarily occurred during the mid-day or evening periods. During the PM peak period, trip purposes are widely distributed. A similar number of trips were made during each of the mid-day and early evening periods. Since only 1% of the trips occurred before 6 AM, they are not shown.
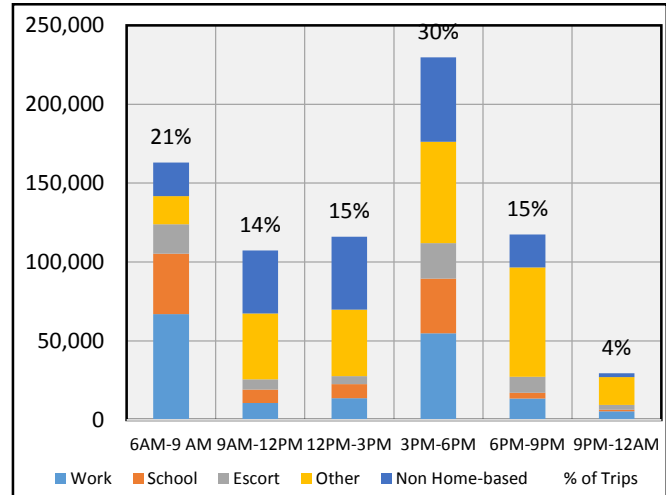
Trip Mode

The different modes of travel used by survey respondents were grouped into six categories. The auto driver mode was used most often (65% or just over 500,000 per day), followed by auto passengers (17%) and walking (8%). Transit and bike modes were both around 4%. The weekday estimate of 31,500 transit trips is consistent with an estimated annual ridership of about 10 million. The other mode (2%) includes trips made by school bus.
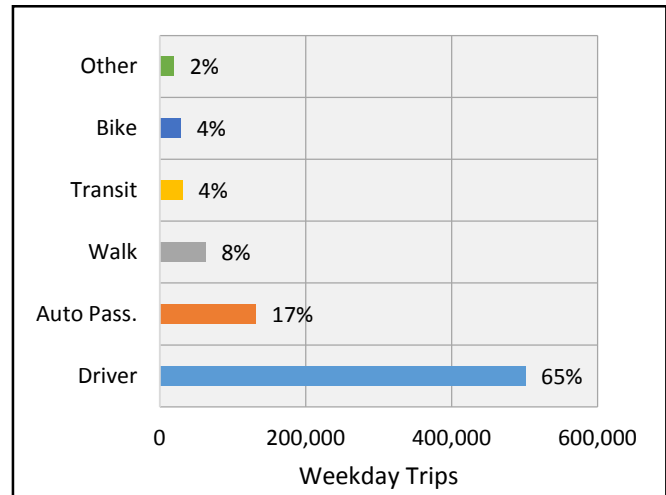
Commute Trip Mode

The different modes of travel used by survey respondents to commute to work were compared with the results of the 2011 National Household Survey (NHS). Some differences are to be expected since the trip diary estimates are for trips to work on a specific day, whereas the NHS data represents the usual mode used to travel to work whether or not a trip to work was made on the day the survey was completed. Nevertheless, the distributions are similar.
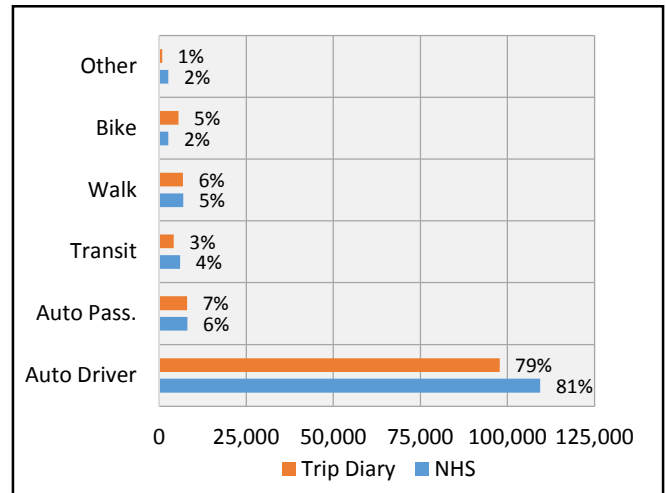
Trip Mode by Age Range

The choice of travel mode varied by age range. Most trips made by children (under 17) were as auto passengers (over 50%) or by walking (18%), with only 3% by transit. Transit use was highest among young adults aged 18 to 24 (16%), reflecting the impact of the U-Pass program. Persons in the 25 to 64 age range were most likely to drive (about 80%) and least likely to use transit (2%). Transit use increased among older seniors (aged 65+) to 6%.
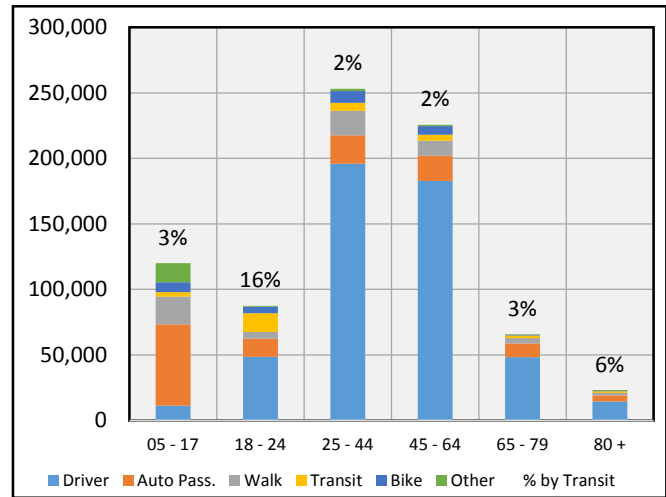
Trip Mode by Time Period

Travel mode distribution does not vary widely during daytime hours (6AM to 6PM). The percent of trips made as auto passengers increases substantially during evening hours from a daytime average of 15% to 26%. Transit use drops to about 1%-2% during the evening hours.
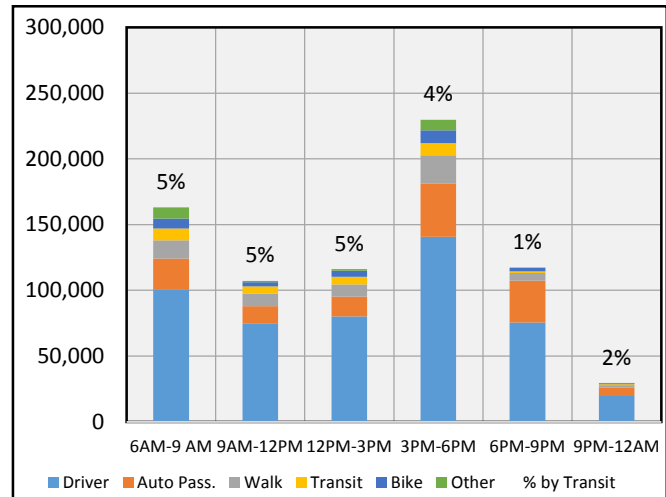
Trip Distance by Mode

The chart on the right presents the distribution of trips made within the City of Saskatoon by estimated length for the different modes of travel. Trip length is based on traffic zone to traffic zone distances from the City's transportation planning model.

Not surprisingly, walk and bike trips tend to be shorter than those by other modes with 95% of walk trips and 70% of bike trips under 4 km.

Auto Driver and Transit trips are longest, with about 50% longer than 5 km.
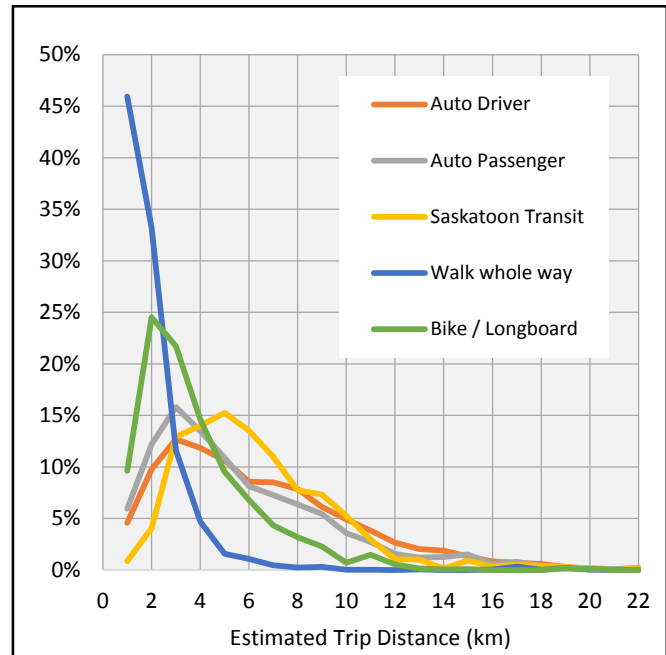
Mean and median distances are given below.

	Auto Driver	Auto Passenger	Saskatoon Transit	Walk	Bike / Longboard	All Modes
Mean Distance (km)	5.9	5.2	5.8	1.5	3.4	5.3
Median Distance (km)	5.1	4.2	5.2	1.1	2.7	4.4
Most Common Range (km)	2 to 3 km	2 to 3 km	4 to 5 km	Under 1 km	1 to 2 km	2 to 3 km

Trip Duration by Mode

The chart on the right presents the distribution of trips made within the City of Saskatoon by estimated duration in minutes. Trip duration is based on travel times reported in the survey which tend to rounded to the nearest 5 minutes.

Somewhat surprisingly, all modes except transit have similar travel time distributions. Transit travel times are likely higher due to the added time required to wait for the bus and to access and egress time to / from the bus stop. Transfers add additional time to the trip as well.
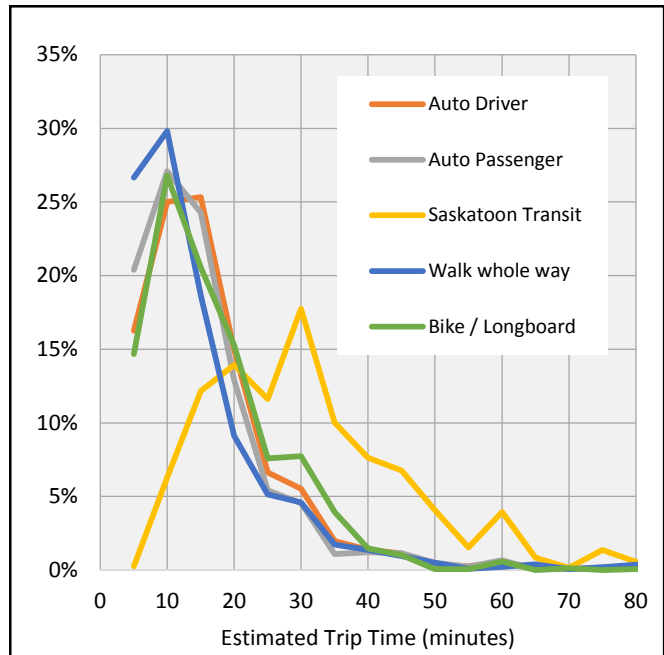
Given the approximate nature of the travel times, means were not estimated. Median times and the most common ranges are given below.

	Auto Driver	Auto Passenger	Saskatoon Transit	Walk	Bike / Longboard	All Modes
Median Time (minutes)	12	11	28	9	12	12
Most Common Range (minutes)	10 to 15	5 to 10	25 to 30	5 to 10	5 to 10	5 to 10

Trip Distance by Purpose

The chart on the right presents the distribution of trips made within the City of Saskatoon by estimated length for the different purposes of travel. Trip length is based on traffic zone to traffic zone distances from the City's transportation planning model.

Not surprisingly, work trips tend to be the longest and grade school trips the shortest. Post-secondary trips have a pattern that is similar to work trips while all other trips have a similar distribution.

About 55% of work trips and 45% of post-secondary trips are over 6 km in length. On the other hand over 50% of escort, other, and non home-based trips are under 4 km in length.
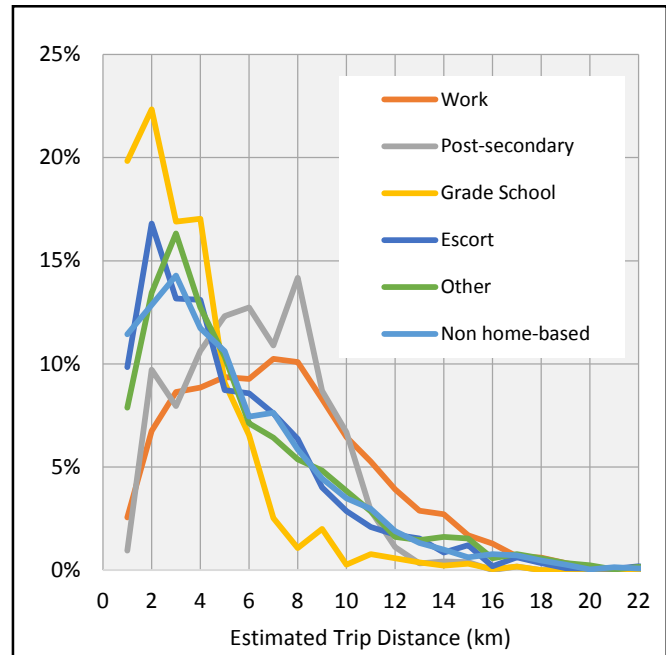
Mean and median distances are given below.

	Home Based Trips					Non Home-Based
	Work	Post Secondary	Grade School	Escort	Other	
Mean Distance (km)	6.8	5.7	2.9	4.7	5.1	4.9
Median Distance (km)	6.5	5.7	2.5	3.8	4.0	4.0

Trip Duration by Purpose

The chart on the right presents the distribution of trips made within the City of Saskatoon by estimated duration in minutes for different trip purposes. Trip duration is based on travel times reported in the survey which tend to rounded to the nearest 5 minutes.

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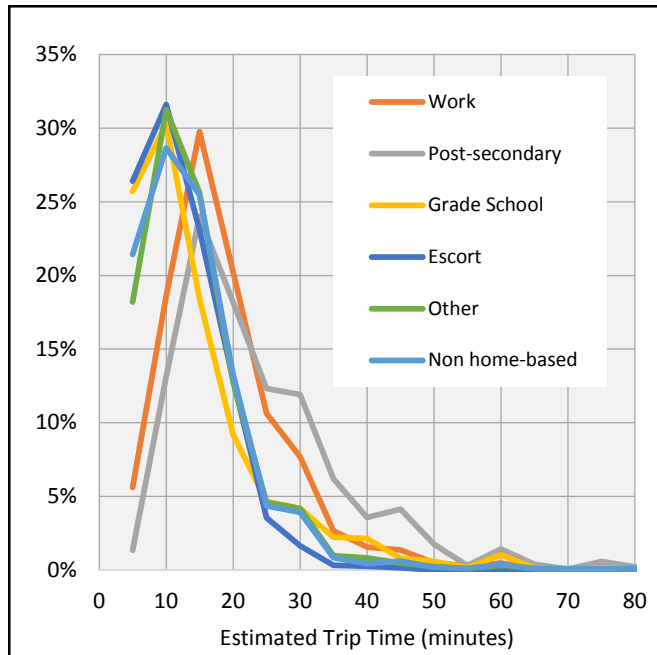
Given the approximate nature of the travel times, means were not estimated. Median times and the most common ranges are given below.

	Home Based Trips					Non Home-Based
	Work	Post Secondary	Grade School	Escort	Other	
Median Time (minutes)	14	17	9	8	10	10
Most Common Range (minutes)	10 to 15	10 to 15	5 to 10	5 to 10	5 to 10	5 to 10

Map of Work Trip Destinations

The map on the right illustrates the locations of trips to work made by survey respondents. The work trip destinations are clustered in the downtown area, distributed throughout the main campus of the University of Saskatchewan, concentrated on Broadway Avenue and 8th Street E, and dispersed throughout the industrial and commercial areas near the airport.
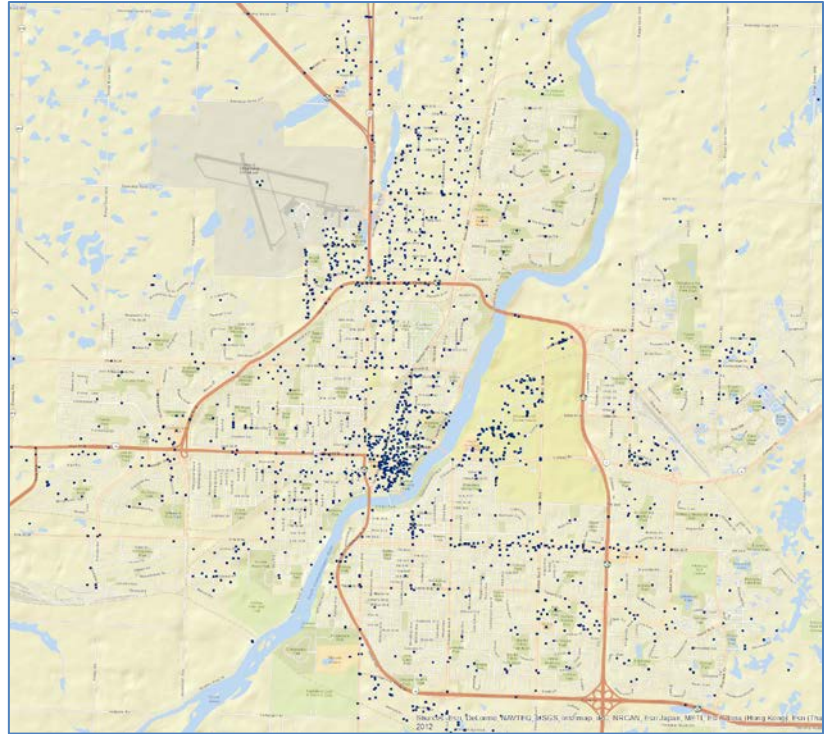
Map of Grade School and Escort Trip Destinations

The map on the right illustrates the locations of trips to grade schools and trips to pick-up or drop off passengers made by survey respondents. The trip destinations are dispersed throughout the City, consistent with the nature of these trips.
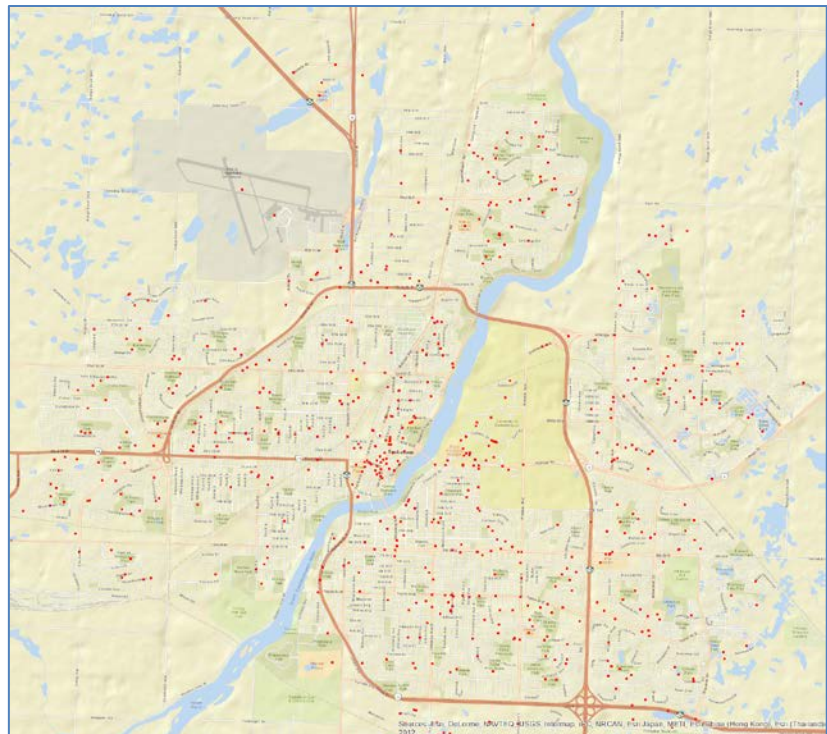
Map of Home-based Other Trip Destinations

The map on the right illustrates the locations of home-based trips made for other purposes by survey respondents. The trip destinations are clustered in the downtown area, concentrated on Broadway Avenue and 8th Street E, clustered around commercial centres such as Confederation Mall, distributed throughout the main campus of the University of Saskatchewan, and dispersed throughout the City.
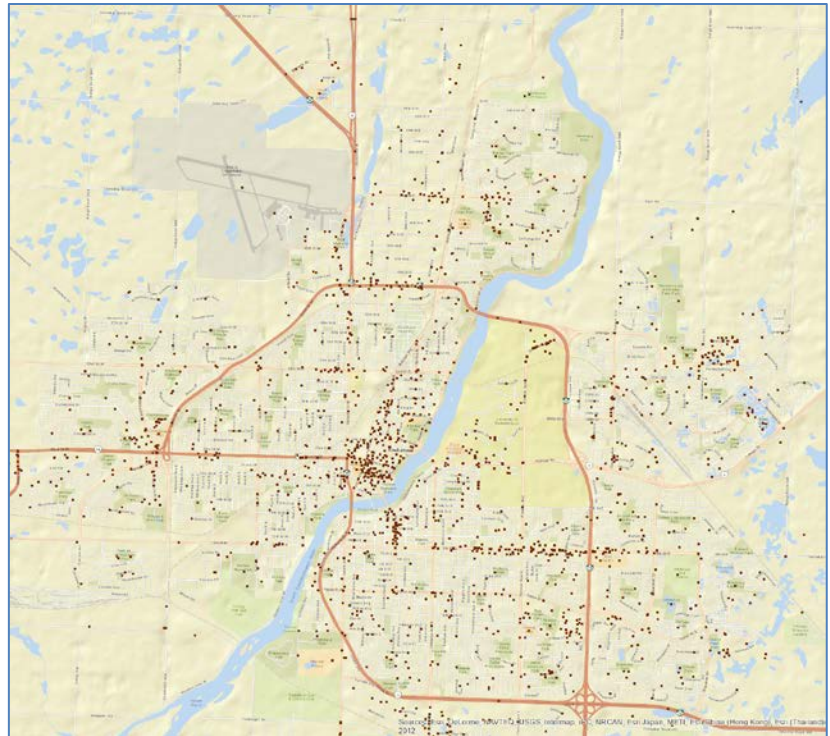
Map of Non Home-based Trip Destinations

The map on the right illustrates the locations of non home-based trips made by survey respondents. The trip destinations follow the same pattern as the home-based trips for other purposes.
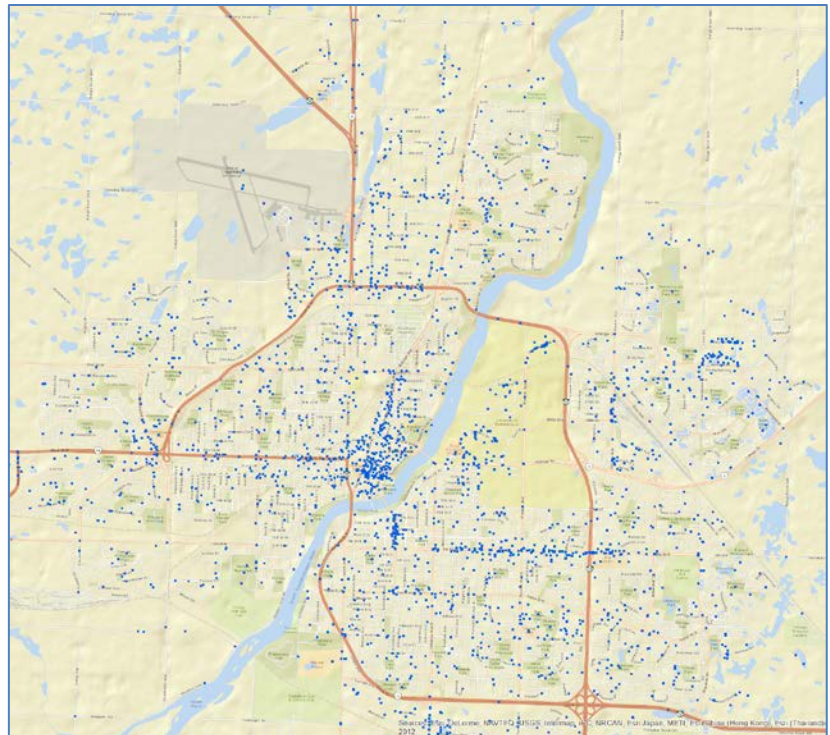
UNIVERSITY OF SASKATCHEWAN (U OF S) DIARY SURVEY

Study Design

To ensure that young people, particularly post-secondary students, were represented in the study, U of S students were recruited to participate in the U of S Diary Survey online. Similar to the Main Household Diary Survey, the U of S Diary Survey was designed to collect information on the weekday travel behaviours (Monday to Thursday) of a random sample of U of S students over a 24-hour period. Exhibit 17 depicts the general approach followed for this survey.

Exhibit 17: Flow Chart of Main Household Diary Survey Data Collection Process
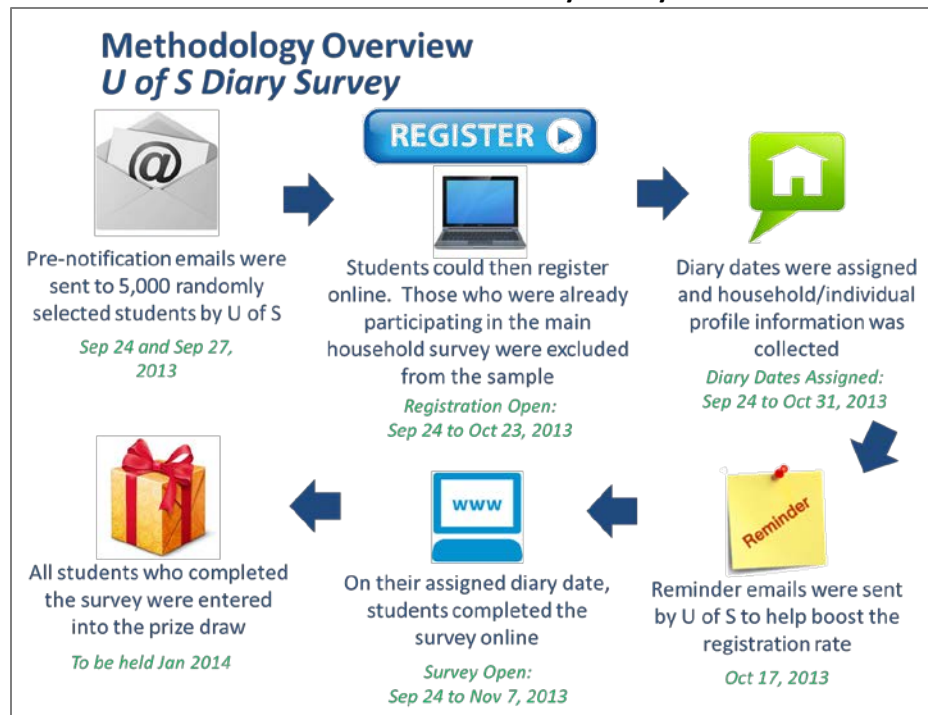
Similar to the Main Household Survey, the U of S Diary Survey consisted of two main phases: a **recruitment phase** and a **diary phase**.

U of S sent a pre-notification email to 5,000 randomly selected students. As with the Main Household Survey, students were assigned with a trip diary date between Monday and Thursday and then asked to enter basic household and demographic information during the **recruitment phase**. Reminder emails were sent to help boost registration rate. While students were asked to provide the number of people in their households, they were treated as a single-person household and only their trip information was asked.

To encourage participation, notices about the survey were put around the campus. Please see Appendix D for a copy of the campus notice. Further, a separate prize draw from the Main Household Survey was offered to all students who completed the survey, including the following prizes:

Total Prizes Worth Over $2,500:

- 1 grand prize of $1,000
- 5 cash prizes of $100 each
- 3 iPad minis
- 25 x $25 coffee gift cards

Survey design and preparation took place in May to July 2013. All processes, documents and systems were pre-tested internally and then tested with actual respondents in a pilot study, which took place in mid-August 2013.

Response Rates

Exhibit 18 depicts the overall response and completion rates for each of the different stages for the U of S Diary Survey.

Exhibit 18: U of S Diary Survey Response Rate
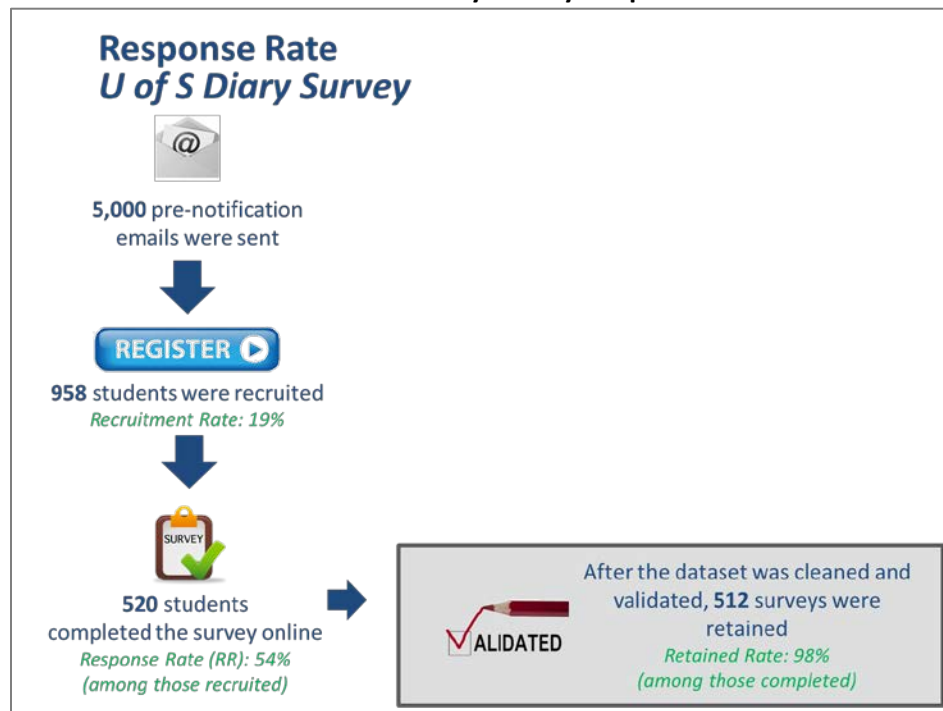
To review, 5,000 students were sent a pre-notification email. Of those, 958 (19%) students registered online and 520 students completed the survey online by the deadline of November 7, 2013, resulting in a 54% response rate (among those recruited). As with the main survey, after going through rigorous data cleaning and verifications, 8 surveys were ineligible for various reasons (such as incomplete or inaccurate information or home addresses not being geocodable). The final number of eligible returns was 512. Exhibit 19 details the final status of survey returns.

Exhibit 19: Survey Returns

	#	%
Total Diary Surveys Returned	520	n/a
Total Diary Surveys Excluded	8	1.5%
Total Retained Diary Surveys	512	98%
Total Retained Trip Diary Surveys	1843	n/a

Data Weighting and Expansion

The retained U of S trip diary surveys represents 3% of the university's enrollment in the fall of 2013 (512 out of 17,623 students). As with the Main Household Survey, it is important to ensure that the final dataset is an accurate reflection of students' travel behaviour. To this end, the dataset was **weighted** to ensure that the sample of students responded to the survey were reflective of the actual university student population on key criteria. Further, the data was also **expanded** to the total university student figures. Since the survey was a sample of students, there is no expansion or analysis of student households.

Similar to the Main Household Survey, the dataset was divided into four tables in a relational database as follows:

1. **Households:** Contains general household information for every student participating in the trip diary survey. Information includes all household attributes, such as home location, number of household members and income.

2. **Persons:** Contains information for every person who participated in the survey. Information on gender, age, school and employment status and location are contained in this dataset level.

3. **Trips:** Contains information on trips made by each survey respondent. Each trip is recorded as a unique record that contains information such as the origin and destination, departure and arrival time, trip duration and mode of travel.

4. **Locations:** Contains spatial information on home, work, and school locations, and trip destinations.

(Note that home addresses and contact information were not included in the relational database sent to the city to preserve respondent confidentiality and anonymity.)

The structure of these tables is identical to that used in for the overall Trip Diary Survey. In order to facilitate analysis, data from both surveys are integrated into a single database.

The university provided student population totals by full-time/part-time status, gender and age. An iterative process was then used to calculate weighted expansion factors such that the sum of the expanded sample matched the university values.

Survey Findings

The review of survey findings includes two sections. The first section focusses on the sample characteristics while the second section deals with the travel characteristics and patterns reflected in the weighted sample.

Sample vs. University Characteristics

This section of the report reviews how the *unweighted sample* compares with university population values across a number of variables. It is desirable for the sample to be representative in order to limit the variability in weighting factors. It is also important to understand the response bias shown in the survey and assess the possible reasons for such bias.

Full-time vs. Part-time

The sample distribution by student status was very close to the university distribution as shown on the right. Since the expansion factors for the sample used student status control totals, the difference is minimal in the expanded data.
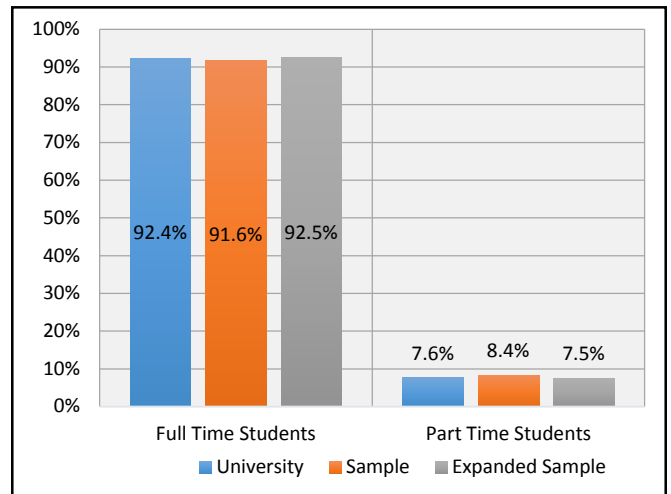
Student Gender

The sample distribution by gender was somewhat different from the university distribution as shown on the right. This pattern is not unusual in surveys of this nature. Since the expansion factors for the persons data used gender and age range control totals, the difference does not occur in the expanded data.
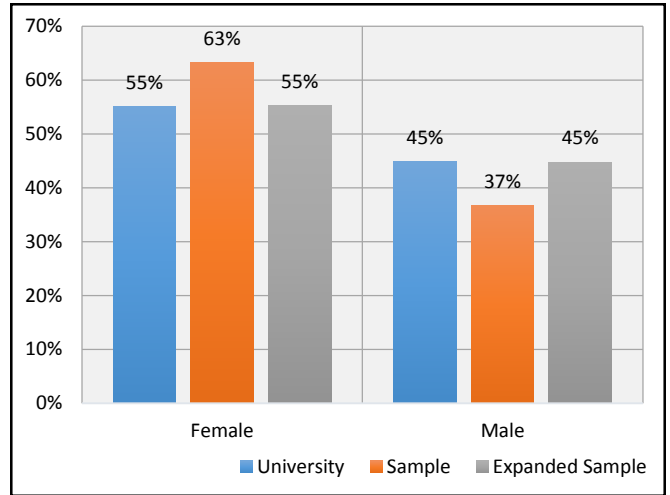
Age Distribution

Older students (25 years and over) were more likely to participate in the survey versus younger students, resulting in an age distribution that differs from the university population. This pattern is not unusual in surveys of this nature. The expanded dataset corrects for this bias.
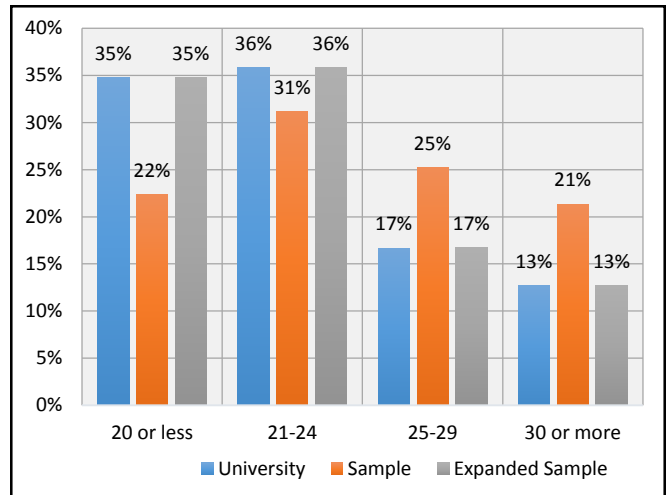
The remaining chart uses the *expanded dataset* and takes into account student status, gender and age range weighting.

Labour Force Participation

The expanded sample illustrates the differences between full-time and part-time students relative to their participation in the labour force during the school session. Almost 90% of part-time students are in the labour force, most with full-time jobs.
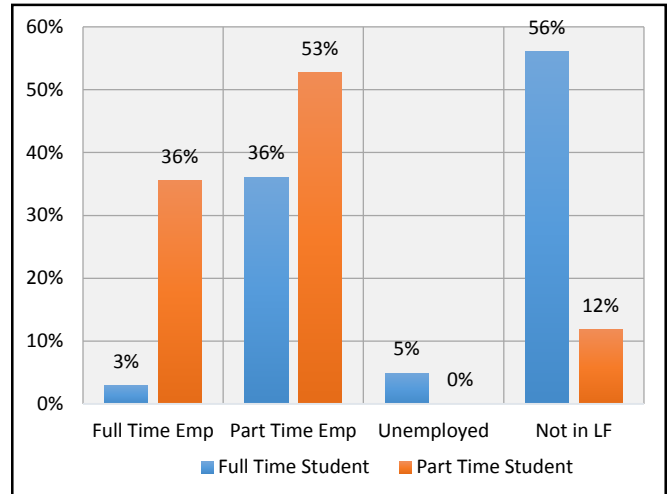
Travel Characteristics of the Expanded Sample

This section of the report presents selected travel characteristics of the expanded sample including person trip rates, trip purposes, and travel mode. These characteristics are calculated at student level. Given that the expanded sample generally matches well to the overall study area on a number of demographic characteristic, the travel characteristics are representative of patterns for a typical fall weekday from 2013. The expanded sample indicates that U of S students made about 60,400 trips (by all modes combined) on a typical fall weekday in 2013 with an average trip rate of *3.43 trips per student*. The characteristics of these trips across different variables are discussed below.

Trip Rates by Household Size

Average daily trip rates for the expanded sample do not vary substantially relative to the number of persons in the student's household. The trip rates are for all trips made by U of S students during their travel diary date.
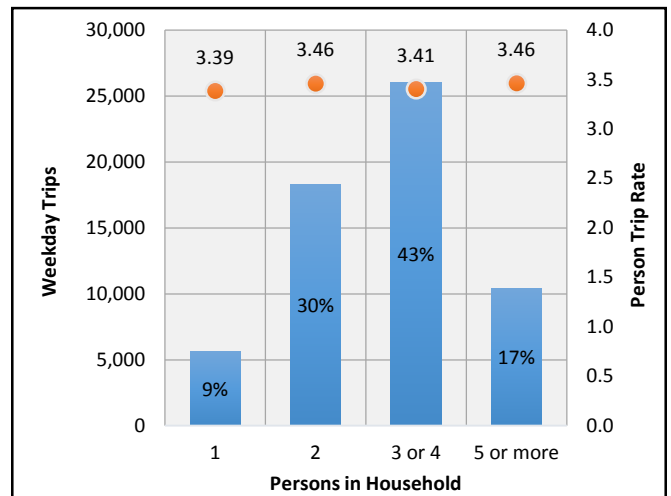
Trip Rates by Dwelling Type

Students living in single detached homes account for almost 40,000 weekday trips made by U of S students. This includes trips made to other destinations and for other activities. Nevertheless, dwelling type does not have a substantial impact on trip rates.
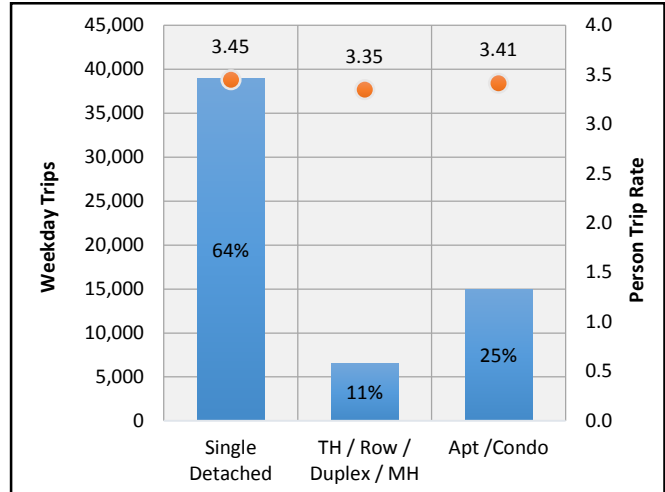
Trip Rates by Household Income

Students living in households with annual incomes under $50,000 had the lowest average trip rate (3.37 trips per day). Trip rates were highest for the middle income group. The low trip rate (3.21) for the households where income data was not available (NA) suggests that most of these students live in lower household incomes. *Generally, the range in trip rates relative to household income was not as significant as in the case of the overall trip diary.*
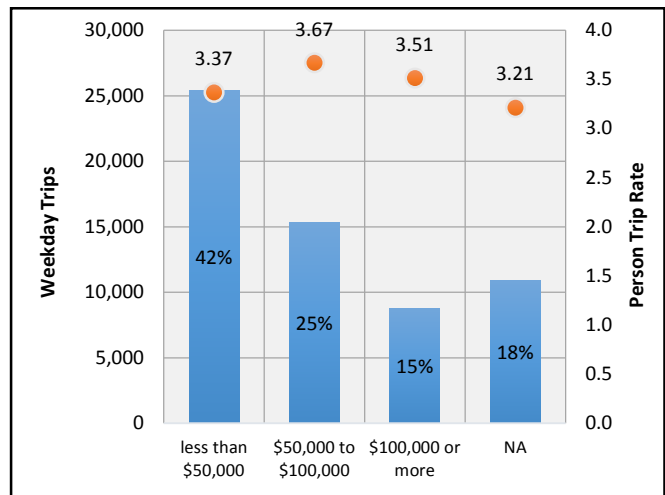
Trip Rates by Age Range

Students in the youngest age range had the lowest average trip rate (2.94) and they accounted for over 30% of the trips made by U of S students. The remaining students had similar trip rates in the range of 3.63 to 3.72. The youngest students may be more likely to be living in their family home and may not have the responsibility for shopping trips, thus resulting in lower trip rates.
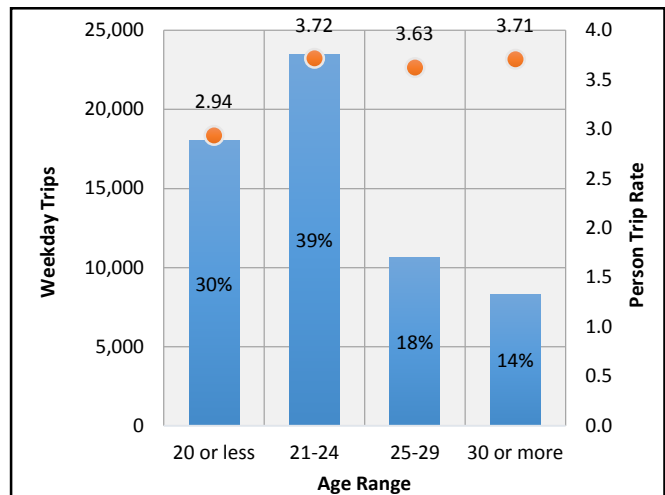
Trip Purpose

Based on reported trip purposes, the estimate of weekday trips were assigned to five trip purposes, four for travel to and from home and a fifth for non-home-based trips. Only about 45% of weekday trips made by U of S students were between home and school. Trips were made for other reasons (e.g. shopping, personal business) and non-home-based trips combined accounted for a further 42% of the trips.
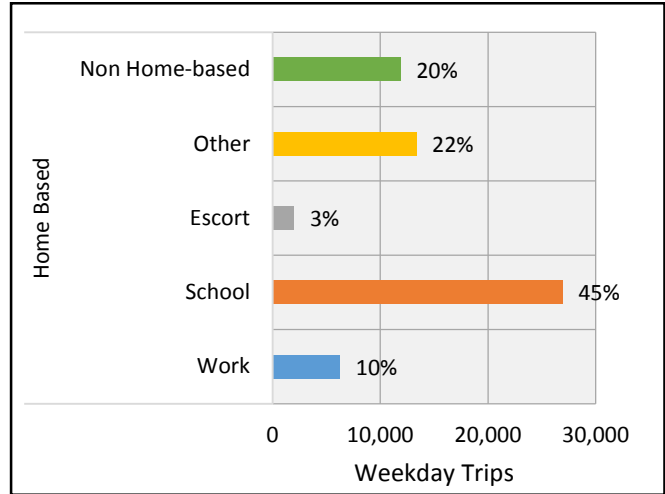
Trip Purpose by Age Range

Trip purposes differ somewhat by age group in that the youngest age group had fewer trips for other purposes relative to the other age groups.
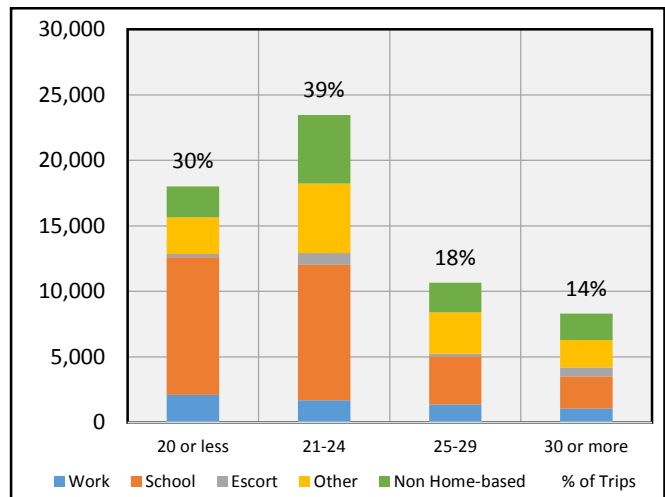
Trip Purpose by Time Period

Trip purposes for U of S students also vary by time of day. During the AM peak and mid-day periods most trips are to school whereas during the evening periods trips for other reasons predominate. Since less than 1% of the trips occur between midnight and 6 AM, they are not included on the chart. *It is interesting to note that trips are widely distributed throughout the day.*
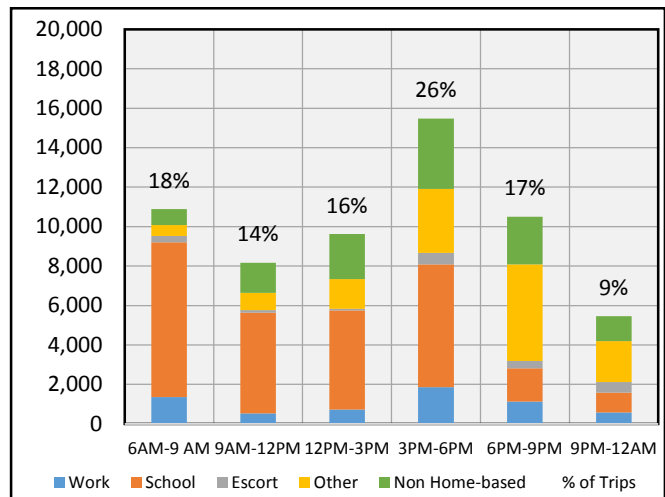
Trip Mode

The different modes of travel used by survey respondents were grouped into six categories. The auto driver mode was used most often (40% or just over 24,000 per day) followed by transit (29%) and the auto passenger mode (13%). Walk and bike modes were both around 9%.
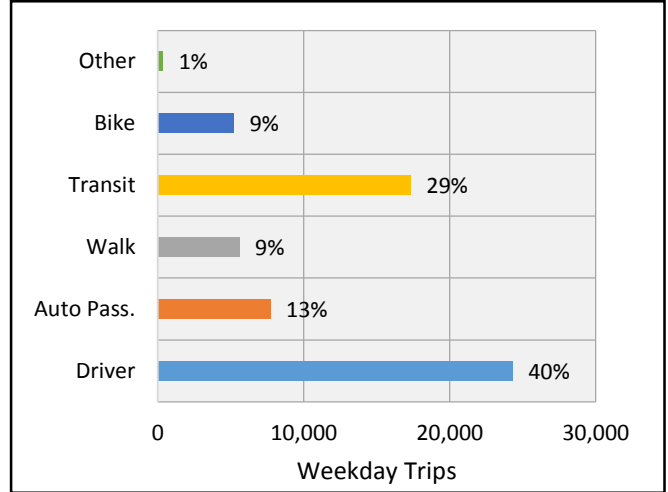
Trip Mode by Age Range

The choice of travel mode varied by age range. Most trips made by younger students were by transit (about 40%) or as auto drivers (31%), with only 5% by walking. Transit mode share decreased with age with offsetting increases in auto driver and walk mode shares. Higher walk shares may relate to a greater likelihood of living close to campus for older students.
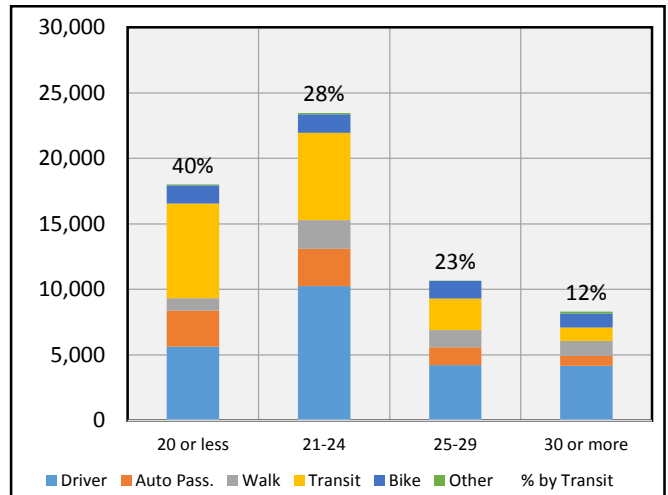
Trip Mode by Time Period

Travel mode distribution varies throughout the day. Transit mode share is highest during the AM peak period (42%) and lowest in the evening hours (10%). Conversely, auto driver and passenger mode shares go from 41% combined in the AM peak period to about 80% in the evening.
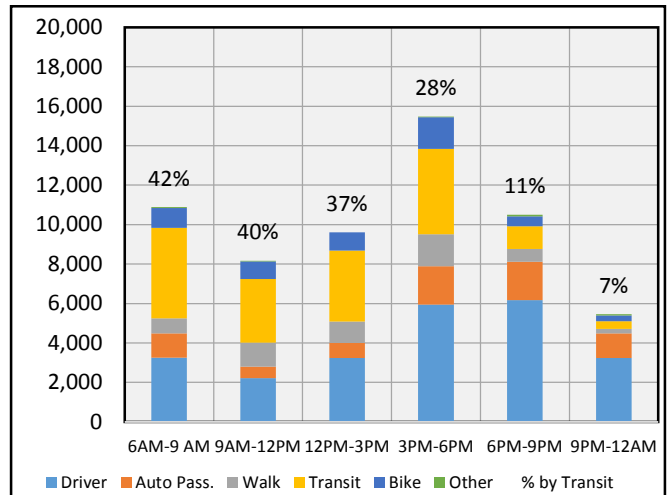
Trip Distances by Mode and Purpose

The average trip distances for trips made by U of S students who participated in the survey were estimated for different modes of travel and different trip purposes. Estimated trip distances were based on traffic zone to traffic zone road network distances extracted from the City's transportation planning model. The following charts present these average distances as well as those calculated for the overall Trip Diary survey. Both sets of numbers are based on trips that are within the City of Saskatoon.

Average Distances by Travel Mode.

Mean Distance (km)	Auto Driver	Auto Passenger	Saskatoon Transit	Walk	Bike / Longboard	All Modes
Trip Diary Survey	5.9	5.2	5.8	1.5	3.4	5.3
U of S Survey	5.9	5.3	5.2	1.7	3.3	5.0

Average Distances by Trip Purpose.

Mean Distance (km)	Home Based Trips					Non Home-Based
	Work	Post Secondary	Grade School	Escort	Other	
Trip Diary Survey	6.8	5.7	2.9	4.7	5.1	4.9
U of S Survey	5.8	5.3	N/A	4.7	5.1	3.9

The average distances by mode for the students closely match the overall survey although transit trips are somewhat shorter.

In the case of trip length by purpose, students work trips and non home-based trips are somewhat shorter than the averages from the overall survey.

Map of Home Locations

The map on the right illustrates the approximate home locations of respondents to the U of S survey. The home locations are clustered in an area southwest of the main campus, in the downtown area, and dispersed throughout the remainder of the City.
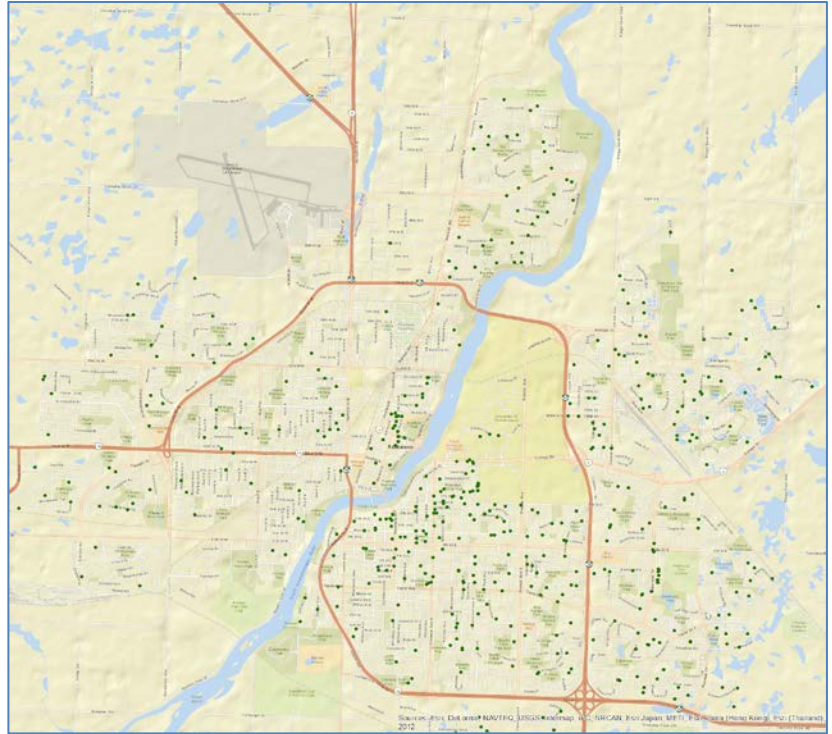
Map of Trip Destinations

The map on the right illustrates the approximate locations of trip destinations of U of S survey respondents (excluding their home locations). Trip destinations are clustered in the main campus area, in the downtown area, and along Broadway Avenue and 8th Street E.
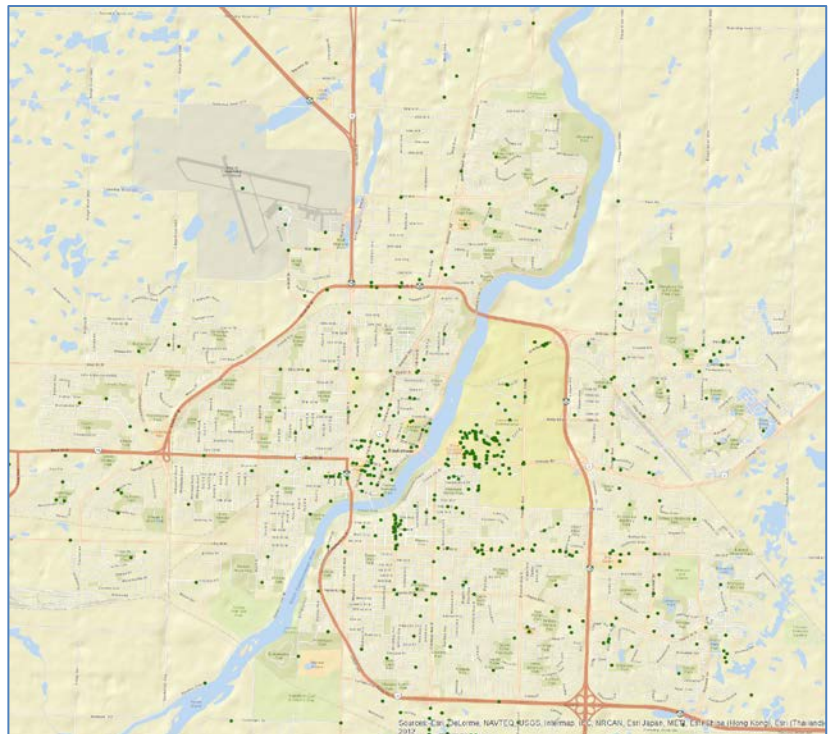
ONBOARD SURVEY

Study Design

In order to obtain more detailed information about the travel patterns of transit users, an onboard survey was conducted with a random sample of transit riders on the four DART routes (R50/60, R70/80) and R2. Given that the information collected will be used to improve the transit aspect of the transportation demand models, the interviews were conducted concurrent with the main diary data collection period, from September 23 to October 10, 2013 during weekday peak hour periods (Mon to Thu 0700 to 0900 or 1600 to 1800).

Quotas were set to ensure representation across the five bus routes, time period, day of the week, as well as boarding/arriving stations.

Quotas By Time Period

Route	Description	AM Peak 0700 to 0900	PM Peak 1600 to 1800	Total
R2	Meadowgreen/8th St	190	190	*380*
R50	Lakeview/Pacific Hts	190	190	*380*
R60	Lakeridge/Confederation	190	190	*380*
R70	Silverspring/Lawson Hts	190	190	*380*
R80	Kenderdine/Silverwood	190	190	*380*
	Total	*950*	*950*	*1,900*

Quotas By Day of The Week

Weekday	0700 to 0900
Monday	*475*
Tuesday	*475*
Wednesday	*475*
Thursday	*475*
Total	*1,900*

Quotas By Boarding/Arriving Stations

Route	Description	University	City Centre	Confederation Terminal	Lawson Terminal	Total
R2	Meadowgreen/ 8th St	n/a	190	190	n/a	*380*
R50	Lakeview/ Pacific Hts	126	128	126	n/a	*380*
R60	Lakeridge/ Confederation	127	126	127	n/a	*380*
R70	Silverspring/ Lawson Hts	126	128	n/a	126	*380*
R80	Kenderdine/ Silverwood	126	128	n/a	126	*380*
	Total	*505*	*700*	*443*	*252*	*1,900*

Exhibit 20 depicts the general approach followed for this survey.

Exhibit 20: Flow Chart of Onboard Survey Data Collection Process
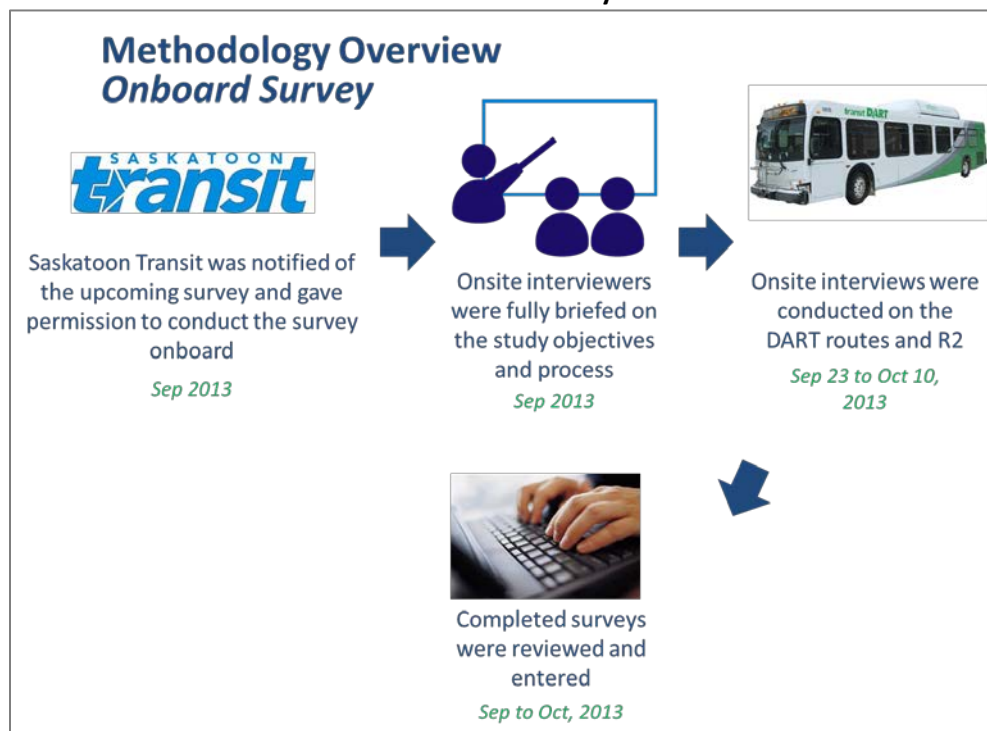
The original target of 1,900 surveys was set based on average number of boardings during weekday peak periods. However, the target was over-estimated as it did not account for repeated ridership. As such, interviewers were running into the same transit riders towards the latter part of the interviewing period, thus, only a total of 1,070 surveys were administered. Exhibit 21 details the number of completed surveys by bus routes.

Exhibit 21: Completed Surveys by Bus Routes

Household Size	Surveys Collected #	Surveys Collected %
R2	298	28%
R50	231	22%
R60	187	17%
R70	134	13%
R80	220	21%
Total	*1,070*	

Data Weighting

As mentioned earlier, ultimately almost all peak hour transit riders on the five bus routes were surveyed during the interviewing period, the data collected can be considered as the "Census". As such, data weighting is not required.

Survey Findings: Transit Riders Characteristics

The results of the onboard survey were restructured into a relational database format consisting of the following tables:

u **Persons table:** One record per survey including information on home location (geocoded to postal code), gender, age, employment and student status.

u **Trip table:** One record per survey including information on survey date, time period, route trip purpose, access and egress modes, fare payment, and auto availability.

u **Locations table:** Five records per survey capturing information on home location (by postal code), start of trip location, bus boarding location, bus alighting location, and final destination. Locations were geocoded, however, the success rate was not as high as with the Main Household Survey and U of S Diary Survey. Geocoding success rates were as follows:

  o home locations – 84%;
  o start of trip locations – 90%;
  o bus boarding locations – 90%;
  o bus alighting locations – 87%;
  o final destinations – 88%.

The charts following present selected characteristics of the persons interviewed in the Onboard Survey and of the trip being made at the time of the survey. It should be noted that since the survey was performed during the AM (7:00 – 9:00) and PM (16:00-18:00) peak periods, these characteristics are not necessarily representative of mid-day and evening transit users and trips. Furthermore, the charts reflect the characteristics of passengers who regularly use the routes that were surveyed.

Person Gender

About 65% of the transit passengers who participated in the onboard survey were females versus 51% for the general population of the study area. This pattern is consistent with the 2011 National Household Survey (NHS) which had 5.6% of females and 3.5% of males commuting to work by transit in the Saskatoon CMA.
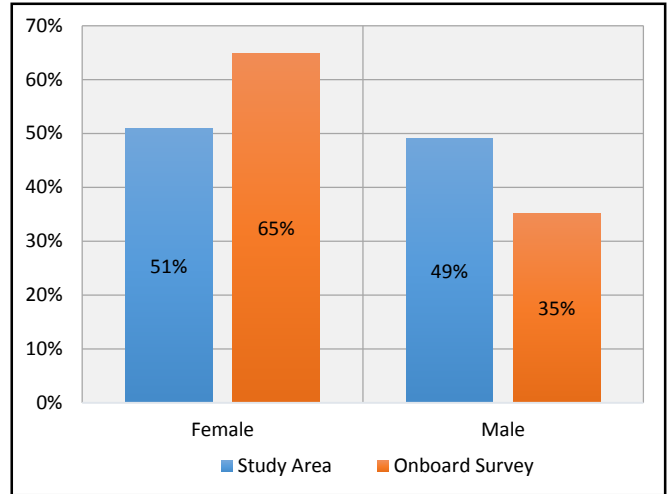
Age Distribution

The age distribution of survey participants was significantly different from that of the general population as illustrated in the chart on the right. Transit riders were almost three times more likely to be in the 18 to 24 age range versus the general population (37% vs. 13%). This pattern is not surprising since four of the five routes surveyed include stops at the university.
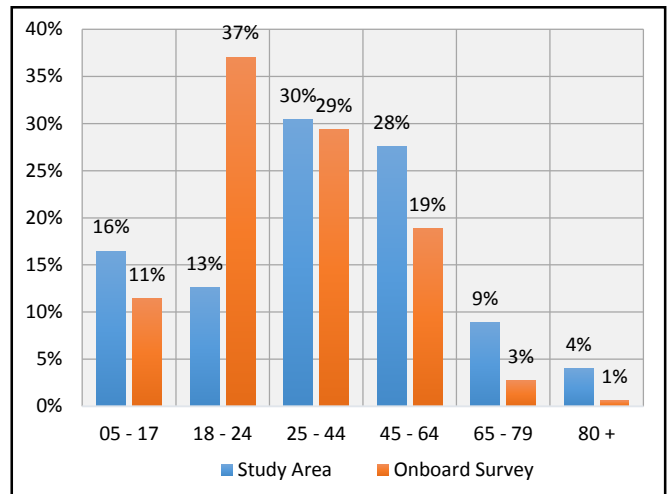
Labour Force Participation

Although the survey was conducted during the AM and PM peak periods, survey participants were less likely to be employed than the general population of the study area. Once again, this may reflect the higher proportion of university students in the sample relative to the general population.
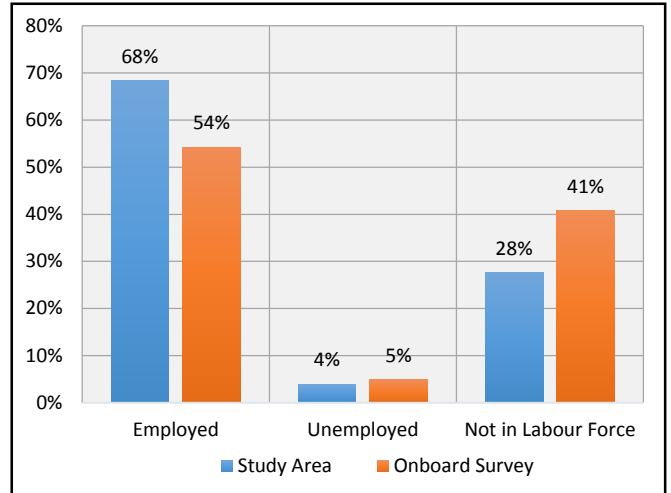
Student Status

The distribution of the survey respondents by student status code was compared with that of the overall Main Household Diary Survey. The Onboard Survey had a greater proportion of full-time students (41%) relative to the general population that participated in the Household Trip Diary Survey (23%).
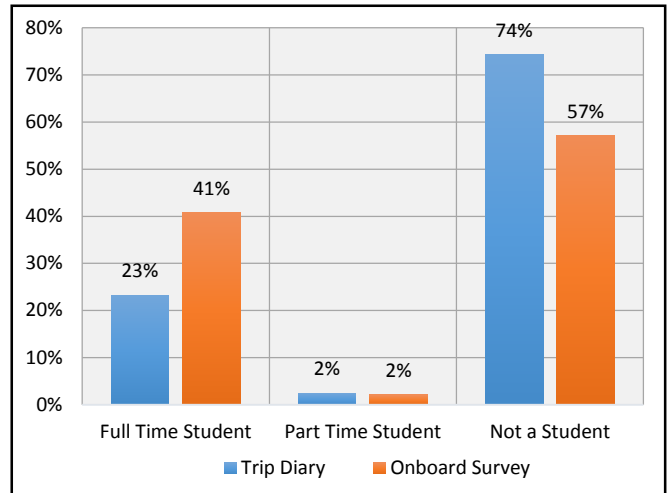
Home Location

The distribution of the home location of transit users in the Onboard Survey relative to Circle Drive was similar to the distribution from the Main Household Diary Survey. It should be noted that the Onboard Survey distribution reflects the routes selected for the survey and may be different for transit passengers overall.
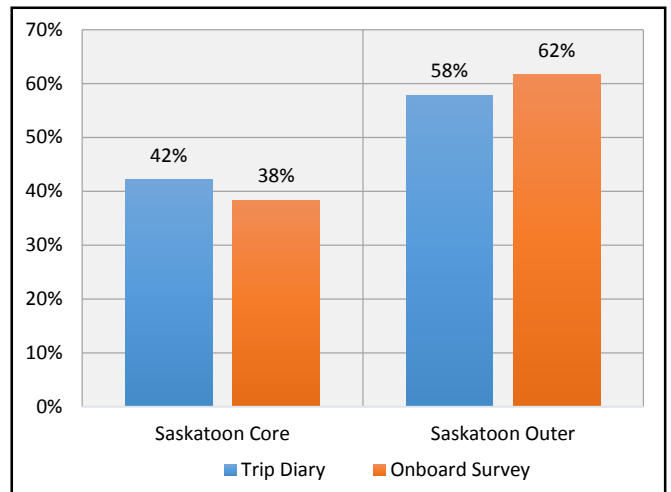
Trip Purpose by Route

Overall trips for work and school purposes accounted for about 40% each of the trips surveyed with the remaining 20% having other trip purposes. The trip purpose distribution varied considerably by route. *The DART routes (Route 50, 60, 70, 80) tended to have higher proportions of trips for work and school purposes, while trips for other purposes (42%) were most common on Route 2.*
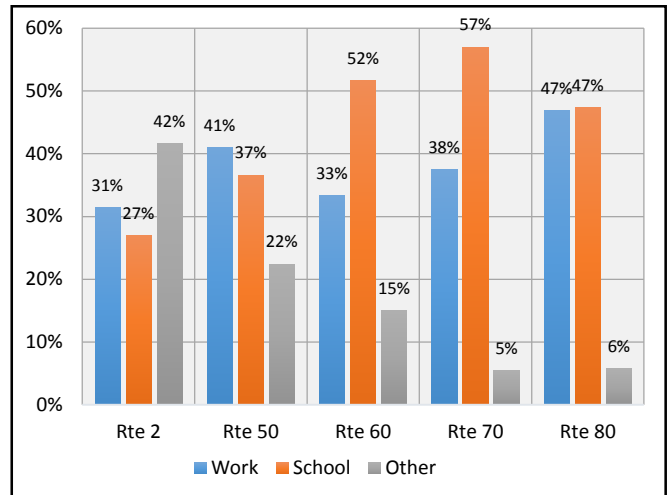
Trip Purpose by Time Period

Trip purpose also varied by the time period of the survey. During the AM time period over half of the trips were to go to school and 37% to go to work. Trip purposes were more evenly distributed during the PM time period ranging from 38% for the work purpose to 29% for other purposes.
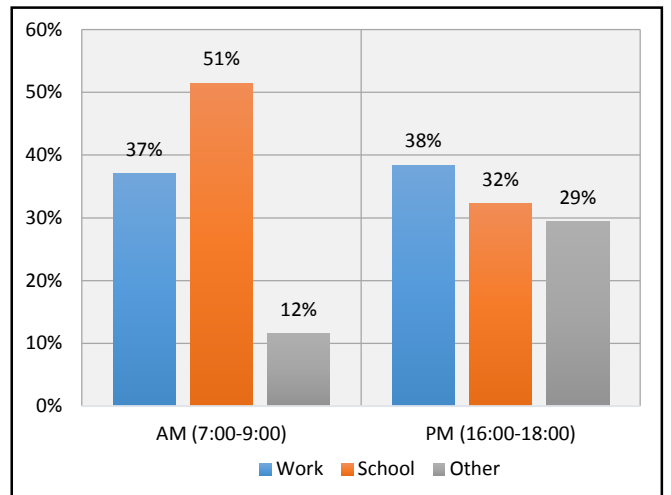
Access/Egress Mode

Almost 95% of the survey respondents access and egress from the surveyed bus routes by walking or transferring from another transit route. Transit transfers were more likely as an egress mode. This pattern may be a function of the routes surveyed.
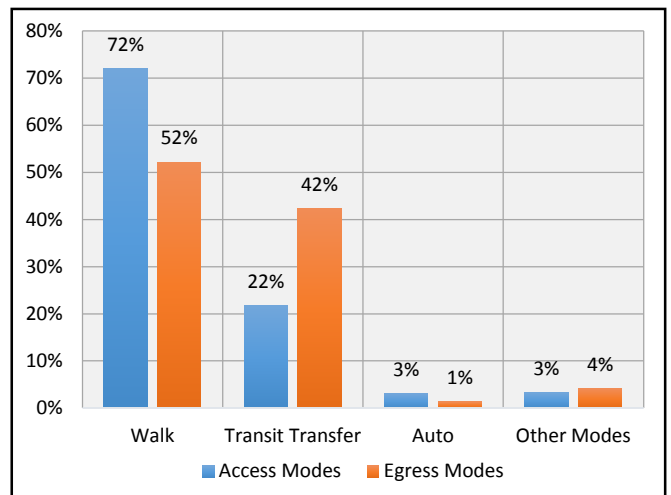
Fare Payment

Most survey respondents used either a monthly pass (41% overall) or a U-Pass (27%) as their method of fare payment. A further 17% used a GoPass Card and 9% used cash. Fare payment method varied based on student status with full-time students more likely to use a U-Pass versus a monthly pass.
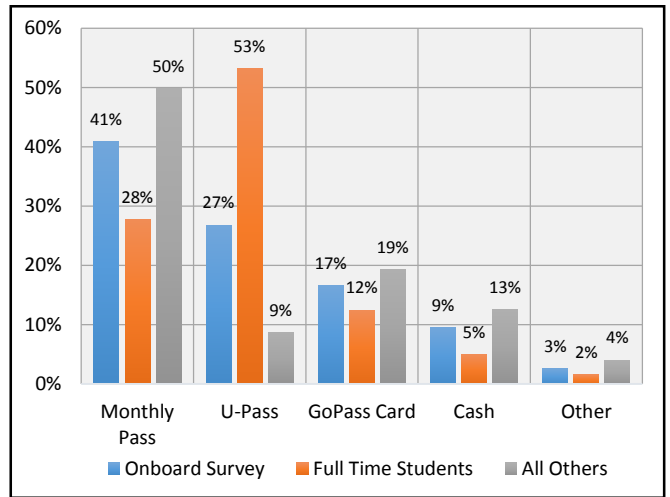
Auto Availability

About 65% of the Onboard Survey respondents did not have an automobile available at the time they were surveyed. This proportion did not vary substantially by gender or employment status. There was some variation by age as illustrated on the right. Those respondents in the 18 to 24 age range were more likely to have an automobile available (46%) than the other age groups. *This suggests that the availability of the U-Pass encourages greater transit use among riders that have access to a car.*
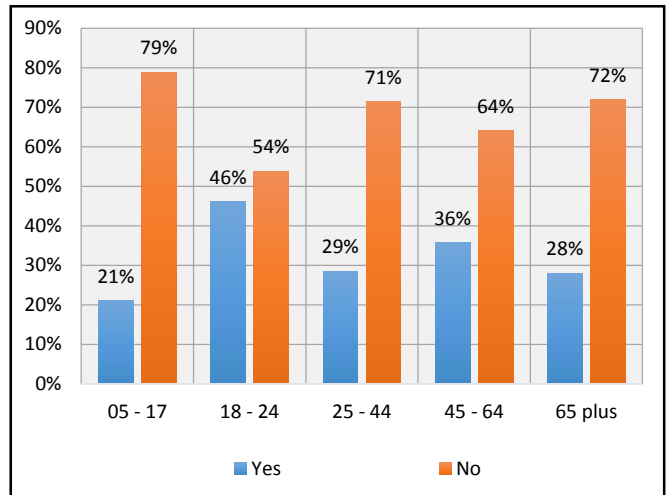
Map of Home Locations

The map on the right illustrates the approximate home locations of respondents to the Onboard survey. The home locations are dispersed throughout the City, but reflect to some extent the routes that were surveyed.
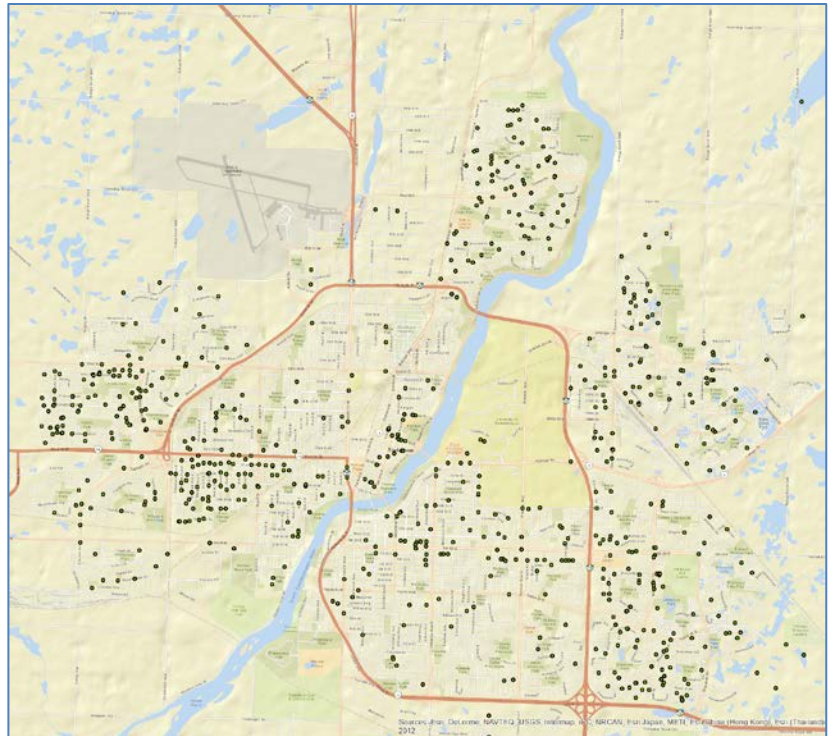
Map of Trip Origins / Destinations

The map on the right illustrates the approximate locations of trip origins (blue) and destinations (red) of Onboard survey respondents. These points are a mix of home and non-home locations. Destinations are clustered in the downtown area, and along 20th Street W and 8th Street E, consistent with the routes that were surveyed.
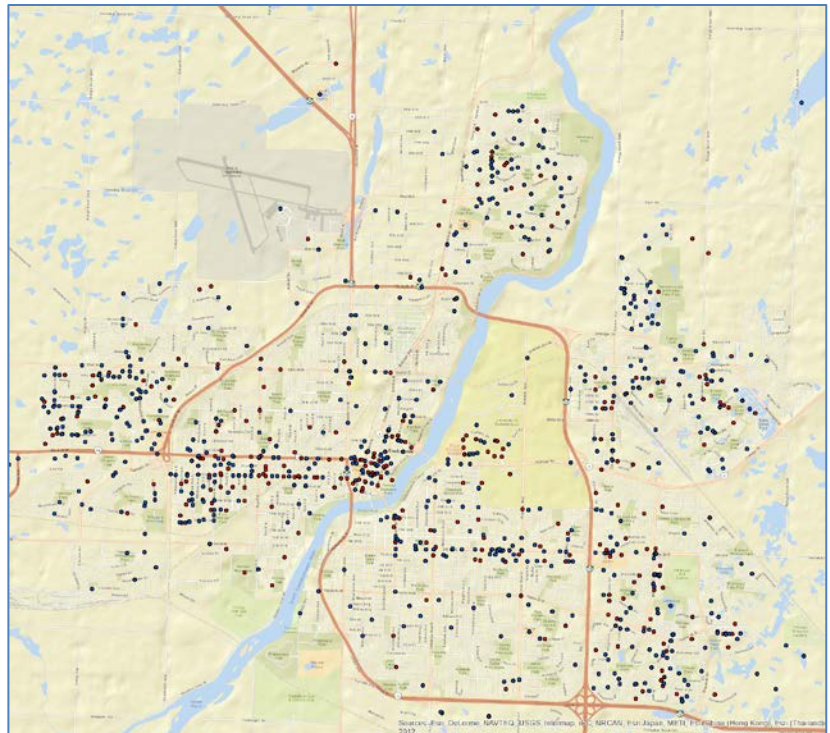
DATA APPLICATIONS

The datasets developed from the three surveys provide a comprehensive snapshot of travel behaviour by residents of the study area on a typical fall weekday from 2013. The datasets can be used as a base point for ongoing monitoring of travel patterns and behaviour in the region.

These datasets, combined with demographic data and traffic counts, can also be used for the development and calibration of a regional transportation travel demand model for the greater Saskatoon area. Data from the Main Household Trip Diary Survey and U of S Diary Survey can be used to estimate trip generation equations for different trip purposes. Trip lengths can be used to calibrate the trip distribution component of the model. The mode shares from the Trip Diary can provide the basis for the development of a mode-share sub-model.

APPENDIX A

The 2013
One-Day Travel Survey

Head of Household
[ADDRESS]
[CITY], SASKATCHEWAN
CANADA
[POSTAL CODE]

YOUR HOUSEHOLD HAS BEEN SELECTED
TO HELP SHAPE OUR REGION'S TRANSPORTATION FUTURE

Dear Head of Household,

The City of Saskatoon invites you to participate in an important study.

The goal of the study is to understand where people are going and how they get there – by car, bicycle, transit and/or on foot. The information will allow transportation authorities and municipalities to make informed decisions to help people get to where they want to go.

Ipsos Reid, a leading research company, is recruiting 3% of households in your area to complete the survey. Your household has been selected at random to represent your community. **The survey is simple – it captures your household's trips on just one day**. To better understand how health and physical activity impact travel patterns, we will need to gather some basic health and physical activity information as well.

All information will be kept completely confidential and will only be used to represent the travel patterns in your community and the region.

Ipsos Reid will be calling your household about taking part in the survey. If you would like to get started on the survey now, please type www.synosurvey.net/sask/diary into your browser's ADDRESS BAR (*not the search bar)*.

Your login ID for the survey is [UNIQUE ID] and your entry code is [FSA].

For more information, please call us toll-free at1-877-226-8725 or email us at sasktravelsurvey@websurveys.ca

---

As a selected household, your participation is important and appreciated. For completing the survey, **your household will be entered for a chance to win one of many prizes worth a combined total of over $8,500**:

- **1 Grand Cash Prize of $1,000**
- **12 Regional Cash Prizes of $100 each**
- **7 iPad Minis**
- **75 x $25 Gift Cards for the Region's Leading Coffee Chain**

We wish to thank you for taking part in this study.

Sincerely,

David LeBoutillier
Planning & Design Engineer
City of Saskatoon, Infrastructure Services Department

If you wish to verify the survey please go to www.saskatoon.ca, under the Transportation Planning section..

The 2013
One-Day Travel Survey

Head of Household
[ADDRESS]
[CITY], SASKATCHEWAN
CANADA
[POSTAL CODE]

YOUR HOUSEHOLD HAS BEEN SELECTED
TO HELP SHAPE OUR REGION'S TRANSPORTATION FUTURE

Dear Head of Household,

The City of Saskatoon invites you to participate in an important study.

The goal of the study is to understand where people are going and how they get there – by car, bicycle, transit and/or on foot. The information will allow transportation authorities and municipalities to make informed decisions to help people get to where they want to go. To better understand how health and physical activity impact travel patterns, we will need to gather some basic health and physical activity information as well.

Ipsos Reid, a leading research company, is recruiting 3% of households in your area to complete the survey. Your household has been selected at random to represent your community. **The survey is simple – it captures your household's trips on just one day**.

All information will be kept completely confidential and will only be used to represent the travel patterns in your community and the region.

To participate in the survey, please type www.synosurvey.net/sask/diary into your browser's
ADDRESS BAR *(not the search bar).*

www.synosurvey.net/sask/diary	

Your login ID for the survey is [UNIQUE ID] and your entry code is [FSA].

For more information, please call us toll-free at 1-877-226-8725 or email us at sasktravelsurvey@websurveys.ca.

As a selected household, your participation is important and appreciated. For completing the survey, **your household will be entered for a chance to win one of many prizes worth a combined total of over $8,500**:

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Sincerely,

David LeBoutillier
Planning & Design Engineer
City of Saskatoon, Infrastructure Services Department

If you wish to verify the survey please go to www.saskatoon.ca, under the Transportation Planning section.

APPENDIX B

The 2013
One-Day Travel Survey

Welcome to the One-Day Travel Survey!

Please enter your login: XXXXXXXX

Please enter your entry code: XXX

You can find your login or entry code in the letter you received in the mail (and in the confirmation email if you have received one).

If the password is not working or if you encounter a problem with the survey, please call us toll free at 1-877-226-8725 or email us at sasktravelsurvey@websurveys.ca.

The 2013
One-Day Travel Survey

Dear Head of Household,

The City of Saskatoon invites you to participate in an important study.

The goal of the study is to understand where people are going and how they get there – by car, bicycle, transit and/or on foot. The information will allow transportation authorities and municipalities to make informed decisions to help people get to where they want to go.

Ipsos Reid, a leading research company, is recruiting 3% of households in your area to complete the survey. Your household has been selected at random to represent your community. **The survey is simple – it captures your household's trips on just one day**. To better understand how health and physical activity impact travel patterns, we will need to gather some basic health and physical activity information as well.

All information will be kept completely confidential and only used to represent the travel patterns in your community and the region.

As a selected household, your participation is important and appreciated. For completing the survey, **your household will be entered for a chance to win one of the many prizes worth a combined total of over $8,500**:

- **1 Grand Cash Prize of $1,000**
- **12 Regional Cash Prizes of $100 each**
- **7 iPad Minis**
- **75 x $25 Gift Cards for the Region's Leading Coffee Chain**

We wish to thank you for taking part in this study.

[ADDED OCT 15TH]
Please complete the survey by Friday November 8th, 2013.

Sincerely,

David LeBoutillier
Planning & Design Engineer
Transportation Branch, Infrastructure Services Dept.
City of Saskatoon

If you wish to verify the survey please go to www.saskatoon.ca under the Transportaiton Planning section.

[NOTE: REGISTRATION WILL CLOSE EOD WEDNESDAY, OCT 23]

Registration

[SHOW FOR THOSE WHO HAVE NOT YET REGISTERED, OTHERWISE, GO TO THE INITIAL INSTRUCTIONS SECTION]

To register, please enter your name and verify your address below:

Name _____
Address _____
City _____
Province _____
Postal code _____

* Please refer to the Appendix for sub-region codes

D1.　　This study involves completing a survey about your household's local travel behaviour for 1 day, **specifically,** [INSERT DATE, refer to diary date assignment algorithm sheet].

Are you able to record your household's trips for that date?

1. Yes [RECORD DIARY DATE AND SKIP TO D6]
2. No

D2.　　For what reason does [INSERT DATE] not work for you?
1. I'm out of town
2. That's too soon for me
3. Other household members are away
4. Too busy that day
5. I/nobody in household will be traveling that day
6. That's an unusual day (e.g. People visiting, events happening, etc.)
7. Person in household is sick
96. Other, please specify: _____

[IF CODE 1-2 IN D2, SKIP TO D4]

D3.　　It is fine if that day is not typical for your household; in fact, we need to include these types of days in our survey. Are you still able to record your households' trips on [INSERT DATE]?

1. Yes [RECORD DIARY DATE AND SKIP TO D6]
2. No

D4.   If that day doesn't work for you, how about [INSERT ALTERNATIVE DATE 1]?

    1. Yes [RECORD DIARY DATE AND SKIP TO D6]
    2. No

[NOTE: THIRD ALTERNATIVE WILL NOT BE AVAILABLE STARTING FRIDAY OCTOBER 18TH]
D5.   How about [INSERT ALTERNATIVE DATE 2]?

    1. Yes [RECORD DIARY DATE]
    2. No [THANK AND TERMINTE: "Unfortnately, you need to pick a travel day in order to qualify for this survey." THANK AND TERMINATE]

D6.   What is your email address? *Your email will only be used to send you information for this survey.*
         _____@_____._____

     Please enter your full email address.

     PROG: IF EMAIL IS INCORRECT – Please enter your full email address. Example: testemail@shaw.ca]

Thank you! You should receive a confirmation email from sasktravelsurvey@websurveys.ca shortly.

The 2013
One-Day Travel Survey

Initial Instructions

There are **2 parts** to the One-Day Travel Survey:

Part A: Household Information
You may wish to verify or enter your household information. Please be assured that any personal information we collect from you will be kept secured and is only for classification purposes.
>>> *You can complete this section before or on your assigned diary day, [INSERT DIARY DATE.].*

<div style="background-color:gray;color:white;padding:5px;">ENTER/ VERIFY HOUSEHOLD INFORMATION</div>

[PROG: ONLY SHOW TRIP BUTTON IF RESP HAS ALREADY ENTERED THE HOUSEHOLD INFORMATION]
Part B: Trip Diary
On your diary day [INSERT DIARY DATE], please keep track of the following information for every ONE-WAY trip you make:

1. The origin and destination locations (either the exact address OR the cross-streets at the closest intersection)
2. The departure and arrival times of your trip
3. The purpose of the trip
4. The mode(s) of transportation used

Please record all the trips that you make between 12:00am to 11:59pm on [INSERT DIARY DATE]. Any trips that are made after [INSERT DIARY DATE] (past midnight) do not need to be recorded.

>>> *You can only complete this section at the end of your assigned diary day or after that day has passed. To access Part B, please login to this survey again on or after [INSERT DIARY DATE] and enter your trip information online.*

<div style="background-color:gray;color:white;padding:5px;">ENTER TRIP INFORMATION</div>

Travel Survey Suggestions:

To make it easier for you to do your online trip diary later, you can print out a trip-tracking form for EACH member of your household. This way, your household members can simply write down their trip information as they make their trips during that day, and use the form as a reference when completing Part B of the online survey. Click here for the trip-tracking form. *(Note: It is NOT mandatory to keep track of your trips on this form)*

For an example of the types of questions we will be asking on the online survey, click here.

On your assigned diary day, it might be useful for everyone in your household to carry some sort of a timepiece (e.g. a watch or cellphone) in order to accurately record when trips start and finish.

For more information about this survey, please visit www.synosurvey.net/FAQs.

[FOR RESPONDENTS WHO MISSED ORIGINAL DATE AND WERE ASSIGNED NEW DATE]:

A.   Before we begin, did you or other members of your household make any trips on the original date that was assigned to you, which was [INSERT ORIGINAL DATE], or did you and your entire household not make any trips on that date?

1.   We made trips [GO TO PART B: TRIP DIARY]
2.   Entire household did not make any trips [GO TO QB]
3.   Can't recall [GO TO PART B: TRIP DIARY]

B.   [IF ANSWERED 2 IN QA, OTHERWISE, GO TO THANK YOU PAGE] Why did you and other members of your household not make any trips on that original date of [INSERT ORIGINAL DIARY DATE]?

1.   Sick/ill
2.   Out-of-town/travelling
3.   Worked from home
4.   Not comfortable reporting travel habits in a survey
5.   Simply forgot to fill in that part of the survey
6.   Survey too difficult/complicated
7.   School holiday/professional day
8.   Other reason (specify): _____

Part A: Household Information

H1.   How many people, including yourself, currently live in your household?

——————————

[IF MORE THAN ONE IN H1, ANSWER CAN'T BE GREATER THAN H1]
H2.   And how many of those people are aged 5 and older?

——————————

H2.   Please complete the following information for each household member aged 5 or older.

	Gender	Age - Please enter number between 5 and 110 years	Does this person have a valid driver's license?	Is this person presently employed as a commercial driver (e.g. A courier, taxi, truck or bus driver?)	Has this person travelled by public transit in the past 7 days?	How did this person usually pay for transit? [DROP-DOWN MENU]**
Person 1 (You)	M F		Yes No	Yes No	Yes No	
Person 2	M F		Yes No	Yes No	Yes No	
Person 3	M F		Yes No	Yes No	Yes No	
Person 4	M F		Yes No	Yes No	Yes No	
Person 5	M F		Yes No	Yes No	Yes No	
Person 6	M F		Yes No	Yes No	Yes No	
Person 7	M F		Yes No	Yes No	Yes No	
Person 8	M F		Yes No	Yes No	Yes No	

**Drop-down menu:

1. Monthly Pass
2. GoPass Card
3. U-Pass
4. Employer Paid Pass
5. Annual Pass
6. Cash
7. Other

[If did not take public transit, disable transit payment column]
[If age is under 16 ears old, automatically code as no driver's license and disable column]
[If age is under 18 years old, disable commercial driver column]

H3.   Is your current home:

1.   A single detached house
2.   An apartment or condo
3.   A townhouse / row house
4.   A duplex
5.   A mobile home

H4.   Which of the following best describes your total household income?

1.   Less than $25,000
2. $25,000 to less than $50,000
3. $50,000 to less than $75,000
4. $75,000 to less than $100,000
5. $100,000 to less than $150,000
6. $150,000 or more
7.   Don't know/Refused

To better understand how health and physical activity impact travel patterns, we will need to gather some health and physical activity information as well. The following questions are for classification purposes only.

[PROG: H3A IS <u>NOT</u> MANDATORY]

H3a.   Please complete the following information for each household member age 5 or older.

	Height: How tall is this person without shoes on?		Weight: How much does this person weigh? [PROG, MIN 1, MAX 575]	
Person 1 (You)	Drop down, see list below	Please select the exact height: see list below.	Open-field	○ Pounds ○ Kg
Person 2				
Person 3				
Person 4				
Person 5				
Person 6				
Person 7				
Person 8				

Height:
- 1'0" to 1'11" / 12" to 23" (29.2 to 59.6 cm.) ---> If YES show 1.2 under exact height
- 2'0" to 2'11" / 24" to 35" (59.7 to 90.1 cm.) ---> If YES show 1.3 under exact height
- 3'0" to 3'11" / 36" to 47" (90.2 to 120.6 cm.) ---> If YES show 1.4 under exact height
- 4'0" to 4'11" / 48" to 59" (120.7 to 151.0 cm.) ---> If YES show 1.5 under exact height
- 5'0" to 5'11" (151.1 to 181.5 cm.) ---> If YES show 1.6 under exact height
- 6'0" to 6'11" (181.6 to 212.0 cm.) ---> If YES show 1.7 under exact height
- 7'0" and over (212.1 cm. and over) ---> If YES show 1.8 under exact height
- Do Not Know ---> If YES grey out exact height column
- Refuse ---> If YES grey out exact height column

Exact Height:
1.2 Select the Exact Height
- 0 = 1'0" / 12" (29.2 to 31.7 cm.)
- 1 = 1'1" / 13" (31.8 to 34.2 cm.)
- 2 = 1'2" / 14" (34.3 to 36.7 cm.)
- 3 = 1'3" / 15" (36.8 to 39.3 cm.)
- 4 = 1'4" / 16" (39.4 to 41.8 cm.)
- 5 = 1'5" / 17" (41.9 to 44.4 cm.)
- 6 = 1'6" / 18" (44.5 to 46.9 cm.)
- 7 = 1'7" / 19" (47.0 to 49.4 cm.)
- 8 = 1'8" / 20" (49.5 to 52.0 cm.)
- 9 = 1'9" / 21" (52.1 to 54.5 cm.)
- 10 = 1'10" / 22" (54.6 to 57.1 cm.)
- 11 = 1'11" / 23" (57.2 to 59.6 cm.)

1.3 Select the Exact Height
- 0 = 2'0" / 24" (59.7 to 62.1 cm.)
- 1 = 2'1" / 25" (62.2 to 64.7 cm.)
- 2 = 2'2" / 26" (64.8 to 67.2 cm.)
- 3 = 2'3" / 27" (67.3 to 69.8 cm.)
- 4 = 2'4" / 28" (69.9 to 72.3 cm.)
- 5 = 2'5" / 29" (72.4 to 74.8 cm.)
- 6 = 2'6" / 30" (74.9 to 77.4 cm.)
- 7 = 2'7" / 31" (77.5 to 79.9 cm.)
- 8 = 2'8" / 32" (80.0 to 82.5 cm.)
- 9 = 2'9" / 33" (82.6 to 85.0 cm.)
- 10 = 2'10" / 34" (85.1 to 87.5 cm.)
- 11 = 2'11" / 35" (87.6 to 90.1 cm.)

1.4 Select the Exact Height
- 0 = 3'0" / 36" (90.2 to 92.6 cm.)
- 1 = 3'1" / 37" (92.7 to 95.2 cm.)
- 2 = 3'2" / 38" (95.3 to 97.7 cm.)
- 3 = 3'3" / 39" (97.8 to 100.2 cm.)
- 4 = 3'4" / 40" (100.3 to 102.8 cm.)
- 5 = 3'5" / 41" (102.9 to 105.3 cm.)
- 6 = 3'6" / 42" (105.4 to 107.9 cm.)
- 7 = 3'7" / 43" (108.0 to 110.4 cm.)
- 8 = 3'8" / 44" (110.5 to 112.9 cm.)
- 9 = 3'9" / 45" (113.0 to 115.5 cm.)
- 10 = 3'10" / 46" (115.6 to 118.0 cm.)
- 11 = 3'11" / 47" (118.1 to 120.6 cm.)

1.5 Select the Exact Height
- 0 = 4'0" / 48" (120.7 to 123.1 cm.)
- 1 = 4'1" / 49" (123.2 to 125.6 cm.)
- 2 = 4'2" / 50" (125.7 to 128.2 cm.)
- 3 = 4'3" / 51" (128.3 to 130.7 cm.)
- 4 = 4'4" / 52" (130.8 to 133.3 cm.)
- 5 = 4'5" / 53" (133.4 to 135.8 cm.)
- 6 = 4'6" / 54" (135.9 to 138.3 cm.)
- 7 = 4'7" / 55" (138.4 to 140.9 cm.)
- 8 = 4'8" / 56" (141.0 to 143.4 cm.)
- 9 = 4'9" / 57" (143.5 to 146.0 cm.)
- 10 = 4'10" / 58" (146.1 to 148.5 cm.)
- 11 = 4'11" / 59" (148.6 to 151.0 cm.)

1.6 Select the Exact Height
- 0 = 5'0" (151.1 to 153.6 cm.)
- 1 = 5'1" (153.7 to 156.1 cm.)
- 2 = 5'2" (156.2 to 158.7 cm.)

- 3 = 5'3" (158.8 to 161.2 cm.)
- 4 = 5'4" (161.3 to 163.7 cm.)
- 5 = 5'5" (163.8 to 166.3 cm.)
- 6 = 5'6" (166.4 to 168.8 cm.)
- 7 = 5'7" (168.9 to 171.4 cm.)
- 8 = 5'8" (171.5 to 173.9 cm.)
- 9 = 5'9" (174.0 to 176.4 cm.)
- 10 = 5'10" (176.5 to 179.0 cm.)
- 11 = 5'11" (179.1 to 181.5 cm.)

1.7 Select the Exact Height
- 0 = 6'0" (181.6 to 184.1 cm.)
- 1 = 6'1" (184.2 to 186.6 cm.)
- 2 = 6'2" (186.7 to 189.1 cm.)
- 3 = 6'3" (189.2 to 191.7 cm.)
- 4 = 6'4" (191.8 to 194.2 cm.)
- 5 = 6'5" (194.3 to 196.8 cm.)
- 6 = 6'6" (196.9 to 199.3 cm.)
- 7 = 6'7" (199.4 to 201.8 cm.)
- 8 = 6'8" (201.9 to 204.4 cm.)
- 9 = 6'9" (204.5 to 206.9 cm.)
- 10 = 6'10" (207.0 to 209.5 cm.)
- 11 = 6'11" (209.6 to 212.0 cm.)

H3b. In the past <u>7 days</u>, on how many <u>days</u> has this person done a total of <u>30 minutes or more</u> of physical activity, which was enough to raise their breathing rate? *This may include sport, exercise, and brisk walking or cycling for recreation or to get to and from places.*

Person 1: Drop down, show 0 – 7, Don't know, Refuse
Person 2: Drop down, show 0 – 7, Don't know, Refuse
Person 3: Drop down, show 0 – 7, Don't know, Refuse
Person 4: Drop down, show 0 – 7, Don't know, Refuse
Person 5: Drop down, show 0 – 7, Don't know, Refuse
Person 6: Drop down, show 0 – 7, Don't know, Refuse
Person 7: Drop down, show 0 – 7, Don't know, Refuse
Person 8: Drop down, show 0 – 7, Don't know, Refuse

Please answer the following questions for: [INSERT PERSON 1'S NAME, AGE, GENDER]

P1. Is this person (indicate all that apply):

[CANNOT SELECT UNEMPLOYED IF WORKING FULL TIME/PART TIME/SELF-EMPLOYED; CANNOT SELECT WORKING FULL TIME IF RETIRED] [LIMIT THE OPTIONS FOR CHILDREN UNDER 14 YEARS OLD TO STUDENT ONLY]

1. Working full time (30+ hours per week)
2. Working part time (<30 hours per week)
3. Self-employed
4. Volunteer only (not for pay)
5. Unemployed
6. Homemaker
7. Retired
8. Student full time
9. Student part time

[If student full time/part time at P1, ask P1b, otherwise, skip to P2.]
P1b.   Is this person attending:
1. Pre-School [DO NOT SHOW, AUTOMATICALLY CODE AS PRESCHOOL IF AGE=5 AND SKIP TO NEXT QUESTION]
2. Elementary
3. High School
4. College/University
5. Other

[ONLY ASK P2 FOR THOSE WORKING FULL OR PART TIME OR SELF-EMPLOYED]
P2. [IF SELECTED 1, 2 OR 3 IN QP1] Please enter the name and address or nearest cross streets of this person's **workplace.**

Work
Company Name: _____
Enter City/Town/RM: _____
Closest Cross Streets: OR Enter Proper Address:
_____ and _____ _____ _____
                                                  (address number*) (street name)

Type of location:
1. House or apartment
2. Office Building
3. Industrial or factory
4. Store, mall, dining or theatre
5. Hospital or medical
6. Financial or other services
7. School or daycare

8. Indoor recreational or gym
9. Outdoor recreational (i.e. park, golf course)
10. Airport
11. Religious institution
12. Farm or ranch
13. Other, please specify: _____

[REQUIRE THAT THE MUNICIPALITY AND ALSO CROSS STREET OR ADDRESS IS OBTAINED BEFORE LEAVING PAGE. IF THEY MISS SOMETHING PROVIDE THE FOLLOWING PROMPT(S):

Please indicate the municipality
Please specify the cross-streets or address
Please use the pull down menu to indicate the type of location

[PROG: ONLY ASK QP3 IF FULL AND PART TIME STUDENTS]
P3. Please enter the name and address or nearest cross streets of the **school this person is attending.**

School
School Name: _____

If school name is not on list:

Please enter the address for (INSERT SCHOOL NAME):

School Name: _____
Enter City/Town/RM: _____
Closest Cross Streets: OR Enter Proper Address:
_____ and _____   _____   _____
                                                         (address number*) (street name)

[REPEAT SECTION P - CONTINUE ASKING THE NEXT PERSON IN THE HOUSEHOLD UNTIL IT'S OVER]

Now I'd like to ask you about (NEXT GENDER/AGE COMBO)

Thank you for completing the first section of the survey!

[PROG: IF HH SECTION IS FILLED OUT BEFORE ASSIGNED TRAVEL DAY, INSERT:
Please don't forget to fill in the second part of the survey (Part B: Trip Diary) at the end of [INSERT DIARY DATE] or the following day.

On your diary date [INSERT DIARY DATE], please keep track of the following information for every ONE-WAY trip you make:

1. The origin and destination locations (either the exact address OR the cross-streets at the closest intersection)
2. The departure and arrival times of your trip
3. The purpose of the trip
4. The mode(s) of transportation used

Please record all the trips that you make between 12:00am to 11:59pm on [INSERT DIARY DATE]. Any trips that are made after [INSERT DIARY DATE] (past midnight) do not need to be recorded down.

[SHOW IF DIARY DAY IS TODAY OR PASSED ALREADY]
If your diary day is over and you are ready to fill in your trip information now, please click here:

ENTER TRIP DIARY NOW

[SHOW ALL]
If that day has not yet arrived or finished, or you want to come back later to fill in your trip information, please click here:

ENTER TRIP DIARY LATER

[IF ENTER LATER SELECTED, SHOW POP-UP: To do the trip survey on or after your travel day, just click on the same survey link provided in the email.]

City of Saskatoon
On the Go
1 Day Travel Survey

Part B: Trip Diary

For this section, you will need to know or have on hand the trip information on [INSERT DIARY DATE] for everyone in your household, including the destinations, travel modes, and trip times.

We now need to find out about all the trips your household made on [INSERT DIARY DATE].

A trip means you and/or another household member left one location and arrived at another. For example, if you left home, dropped off your son at school, went to work and then returned home, these trips would be recorded as follows:

Your trip:

- Left home at 8:11 am
- Trip 1 – Dropped son off at 8:30 am
- Left School at 8:32 am
- Trip 2 – Arrived work at 8:52 am
- Left work at 5:31 pm
- Trip 3 – Arrived home at 5:55 pm

Son's trips:

- Left home at 8:11 am
- Trip 1 – Arrived school at 8:30 am
- Left school at 3:00 pm
- Trip 2 – Arrived home at 3:20 pm

What **doesn't** count as a trip?

➢ Walking a dog (with no destination)
➢ Walking between a parking lot and your destination
➢ Walking to or from transit stops
➢ Jogging or biking in your neighbourhood with no destination
➢ Moving around between classes on campus or within the same building complex, such as an office
➢ Commercial vehicle trips – please <u>do not</u> include trips where the purpose is commercial delivery or driving a bus or taxi.
➢ Trips that are made completely outside of the Saskatoon region (See map for study area: click here)

For more answers to frequently asked questions, please visit www.synosurvey.net/FAQs

To fill out a household member's trip diary, please select the person below:

Household Member(s)	Trip Diary Status
[INSERT PERSON 1 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 2 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 3 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 4 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 5 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 6 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 7 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 8 NAME], [INSERT AGE] years old, [INSERT GENDER]	__

[SHOW ON ALL PAGES] TRIP DIARY FOR: [INSERT SELECTED PERSON'S GENDER], [INSERT AGE]

Now, we will ask about the trips made on INSERT TRAVEL DATE by the (INSERT FIRST GENDER / AGE COMBO).

B1a. Did this person make any trips in the Saskatoon region on [INSERT DIARY DATE]? *For a map of the study area, click here.*

Note: If you are not sure about this person's travel, please ask them or make your best guess.

1. Yes - made a trip/trips   [GO TO B2]
2. No – stayed home or was out of town all day

[PROG: INSERT ONLY IF PERSON IS FULL-TIME STUDENT]
Please remember to include school trip(s), even if this person walked or commuted only a short distance to school.

B1b. [IF ANSWERED NO IN QB1A, OTHERWISE GO TO QB2]: Why did this person not make any trips on [INSERT DIARY DATE]?

1. Sick/ill
2. Out-of-town/travelling
3. Worked from home
4. School holiday/professional day
5. Other reason (specify): _____

[GO BACK TO PERSON SELECTION PAGE UNTIL TRIP INFORMATION IS FILLED FOR ALL MEMBERS]

B2. Where did this person's first trip **start**?

Your home [PROG: GO TO B5a]

LIST ALL THE HH WORK AND SCHOOL LOCATIONS ALONG WITH THE ADDRESS (e.g. FEMALE, Age 34's Work Location: 345 Main Street) **[PROG: GO TO B5a]**

OR

Other destination in Saskatoon [PROG: GO TO B3]
Outside of Saskatoon, enter city/town/RM: _____ [GO TO B5a]

B3. Please enter the name of the location or a nearby landmark closest to your destination. (**Begin by typing in the name, when the correct name appears click on it. Otherwise type in the full name**)
_____
Example: Confederation Mall; Superstore; U of S; Friend's house…etc.

[PROG: IF ADDRESS IS NOT GEOCODABLE, INSERT "Unrecognized spelling or format of [INSERT DESCRIPTION]. Please correct or if it is already correct, press Continue again.]
[PROG: DO NOT SHOW MISSING ANSWER PROMPT IF ADDRESS IS NOT GEOCODABLE. MISSING ANSWER PROMPT SHOULD ONLY SHOW UP IF THERE ARE MISSING FIELDS]

[PROG: ASK IF LOCATION IS UNRECOGNIZABLE, OTHERWISE, SKIP TO B5a]
B4. Please provide the location of [INSERT LOCATION NAME]:

| If your street is not coming up but you are sure it is correct, press "Continue" twice to go |

Enter City/Town/RM: _____
Closest Cross Streets: OR   ENTER Proper Address:
_____ and _____   _____   _____
                                          (address number*)   (street name)

Type of location:
1. House or apartment
2. Office Building
3. Industrial or factory
4. Store, mall, dining or theatre
5. Hospital or medical
6. Financial or other services
7. School or daycare
8. Indoor recreational or gym
9. Outdoor recreational (i.e. park, golf course)
10. Airport
11. Religious institution
12. Farm or ranch
13. Other, please specify: _____

[PROG: ON TOP OF EVERY PAGE IN SECTION B, INSERT: **This trip started at** [INSERT ORIGIN] and **ended at** [INSERT DESTINATION].]

B5a.   Where did this person go?

Your home [PROG: DO NOT SHOW IF ORIGIN=HOME; GO TO B5B IF SELECTED OUTSIDE OF SASKATOON IN QB2, OTHERWISE GO TO B8]

LIST ALL THE HH WORK AND SCHOOL LOCATIONS ALONG WITH THE ADDRESS (e.g. FEMALE, Age 34's Work Location: 345 Main Street [PROG: GO TO B5B IF SELECTED OUTSIDE OF SASKATOON IN QB2, OTHERWISE GO TO B8]
[PROG: HIDE LOCATION IF ALREADY SELECTED AS THE STARTING LOCATION]

OR

Other destination in the Saskatoon region [GO B6]
Outside of the Saskatoon region, enter municipality: _____ [GO TO B5c]

[NOTE: IF ORIGIN AND DESTINATION ARE BOTH OUTSIDE OF STUDY AREA, INSERT: We are only interested in collecting trips made to or from Saskatoon. Your trip started at [INSERT ORIGIN], where did you go next in Saskatoon?]

B5b. [IF SELECTED OUTSIDE OF SASKATOON IN QB2] Which highway or entrypoint did you use to enter the Saskatoon area from [INSERT ORIGIN LOCATION]?

1. Hwy 16 (Yellowhead Hwy) - southeast from North Battleford
2. Hwy 12 - south from Blaine Lake
3. Hwy 11 (Louis Riel Trail) - south from Prince Albert
4. Hwy 5 - west from Humbolt
5. Hwy 16 (Yellowhead Hwy) - west from Yorkton
6. Hwy 11 (Louis Riel Trail) - north from Regina
7. Hwy 7 - northest from Rosetown
8. Hwy 14 - east from Biggar
9. Airport
10. Greyhound Bus Terminal
11. VIA Rail Station

B5c. [IF SELECTED OUTSIDE OF SASKATOON IN QB5A] Which highway or entrypoint did you use to get to [INSERT END LOCATION] from the Saskatoon area?

1. Hwy 16 (Yellowhead Hwy) - northwest to North Battleford
2. Hwy 12 - north to Blaine Lake
3. Hwy 11 (Louis Riel Trail) - north to Prince Albert
4. Hwy 5 - east to Humbolt
5. Hwy 16 (Yellowhead Hwy) - east to Yorkton
6. Hwy 11 (Louis Riel Trail) - south to Regina
7. Hwy 7 - southwest to Rosetown
8. Hwy 14 - west to Biggar
9. Airport
10. Greyhound Bus Terminal
11. VIA Rail Station

[IF DESINATION IS OUTSIDE OF STUDY IN B5A, SKIP TO B8]

B6. Please enter the name of the location or a nearby landmark closest to your destination. (**Begin by typing in the name, when the correct name appears click on it. Otherwise type in the full name**)

_____
Example: Confederation Mall; Superstore; U of S; Friend's house…etc.

[PROG: IF LOCATION IS UNRECOGNIZABLE, ASK B7, OTHERWISE, SKIP TO B8]
B7. Please provide the location of [INSERT LOCATION NAME]:

Enter City/Town/RM: _____
Closest Cross Streets: OR   Enter Proper Address:
_____ and _____   _____   _____
                                              (address number*) (street name)

> If your street is not coming up but you are sure it is correct, press "Continue" twice to go

Type of location:
1. House or apartment
2. Office Building
3. Industrial or factory
4. Store, mall, dining or theatre
5. Hospital or medical
6. Financial or other services
7. School or daycare
8. Indoor recreational or gym
9. Outdoor recreational (i.e. park, golf course)
10. Airport
11. Religious institution
12. Farm or ranch
13. Other, please specify: _____

B8.   What was the main purpose of that trip?

1. To work
2. During work/business trip
3. To drive someone/pick-up
4. To school/study
5. Shopping
6. Dining/restaurant
7. Recreation/social/entertainment
8. Personal (e.g. bank, doctor)
9. To go home

[PROG: IF ORIGIN IS HOME AND PURPOSE IS TO GO HOME, INSERT "You indicated you left from home, what was the purpose of this trip?"]

[IF TRIP DESTINATION = OTHER MEMBERS SCHOOL AND TRIP PURPOSE = TO SCHOOL/STUDY, INSERT PROMPT: "You indicated that you went to [INSERT PERSON, AGE, GENDER]'s school for

studying purposes. If you are driving/picking someone up, please choose "To drive someone/pick-up" as the main trip purpose instead. If the information you entered is correct, please click on "continue" again to proceed to the next question.]

[IF TRIP DESTINATION = OTHER MEMBERS WORKPLACE AND TRIP PURPOSE = TO WORK, INSERT PROMPT: "You indicated that you are going to [INSERT PERSON, AGE, GENDER]'s workplace for working purposes. If you are driving/picking someone up, please choose "To drive someone/pick-up" as the main trip purpose instead. If the information you entered is correct, please click on "Continue" again to proceed to the next question.]

B9a.   What was the exact time that you left [INSERT ORIGIN]?
       ___:___ AM   PM

B9b.   What was the exact time that you arrived at [INSERT DESTINATION]?
       ___:___AM   PM

[PROG: IF END TIME IS EARLIER THAN START TIME, INSERT "Your arrival time is earlier than the start time. What was the exact time that you arrived at [INSERT DESTINATION]?"]

[PROG: IF START TIME IS EARLIER THAN END TIME FROM PREVIOUS TRIP, INSERT "You arrived [INSERT ORIGIN] at [INSERT PREVIOUS ARRIVAL TIME], what was the exact time you left there?]

[PROG: CONVERT TO 24 HOURS WHEN EXTRACTING DATA]

[PROG: IF TIME DURATION IS MORE THAN 2 HOURS, INSERT "The travelling time for this trip was more than 2 hours, is that correct? If the information you entered is correct, please on "Continue" again to proceed to the next question."]

B10.   What mode or modes of transportation did you use for that trip? *Please choose up to three modes.*

[PROG: DO NOT SHOW RADIO BUTTON FOR 2ND/3RD MODE FOR WALKING]
[PROG: SECOND MODE SHOULD BE MUTUALLY EXCLUSIVE WITH FIRST AND THIRD MODE, BUT FIRST AND THIRD MODE CAN BE THE SAME]
[PROG: IF RESP DOESN'T HAVE DRIVER'S LICENSE OR IF THEY ARE UNDER 16, GREY OUT AUTO-DRIVER OPTION]

Mode	First Mode	Second Mode (if more than one mode used)	Third Mode (if more than two modes used)
1) Auto – driver	O	O	O
2) Auto – passenger	O	O	O
3) Motorcycle/motorized scooter	O	O	O
4) Transit Bus (please specify bus #):_____	O	O	O
5) Access transit	O	O	O
6) School Bus	O	O	O
7) Walked whole way	O		
8) Bicycle	O	O	O
9) Taxi/airport shuttle	O	O	O
10) Electric wheelchair	O	O	O
96) Other, please specify_____	O	O	O

[PROG: IF WALKED WHOLE WAY AND ANOTHER CODE SELECTED: You indicated that you walked the whole way for that trip, is that correct? If you walked partway to connect to another mode of transportation, please do not record walking as one of the modes.]

[PROG: ASK IF AUTO DRIVER/PASSENGER IN B10, OTHERWISE, SKIP TO B12]
B11 .   How many people were in the vehicle, including the driver?
        (Note: Driver plus one passenger = 2 people in the car)

        _____

        [IF PASSENGER IN B10 AND <2 IN B11] How many people were in the car including the driver?
        (The driver also counts as one person in the car.)

PROG: ASKED ONLY IF HAVE A DRIVER'S LICENSE (QH2) AND NOT A DRIVER/PASSENGER IN B9, OTHERWISE SKIP TO B13a]

B12.   Was an automobile available for you to use on this trip?
        1. Yes
        2. No

LOOP (REPEAT FOR EACH ADDITIONAL TRIPS)
B13a. Where did this person go next?

    Your home [PROG: DO NOT SHOW IF ORIGIN =HOME; GO TO B5B.1 IF SELECTED OUTSIDE OF SASKATOON IN QB2, OTHERWISE GO TO B8.1]

    LIST ALL THE HH WORK AND SCHOOL LOCATIONS [PROG: GO TO B5B.1 IF SELECTED OUTSIDE OF SASKATOON IN QB2, OTHERWISE GO TO B8.1]
    [PROG: HIDE LOCATIN IF ALREADY SELECTED AS THE STARTING LOCATION]

    OR

    Other destination in the Saskatoon area [GO TO B6.1]
    Outside of the Saskatoon area: _____ [GOTO B5C.1]

[PROG: PUT NOWHERE CODE IN A SEPARATE BOX]
Nowhere/Stayed at the same location until midnight [GO TO THE TRIP DIARY STATUS PAGE (AS SHOWN ON PAGE 26)]

[PROG: IF ORIGIN = DESTINATION] This trip started from [INSERT ORIGIN] where did you go next?]

[PROG IF SELECTED NOWHERE AND PREVIOUS TRIP PURPOSE (B8) /DESTINATION (B5a) WASN'T HOME] "Please remember to include your return home trip. If you were still away from home at midnight, please click CONTINUE again."

[REPEAT ASKING FOR NEXT TRIP UNTIL RESPONDENT SAYS "NOWHERE/STAYED AT THE SAME LOCATION UNTIL MIDNIGHT" OR HAS ALREADY COMPLETED 8 TRIPS]

[AFTER COMPLETING THE 8TH TRIP, SHOW THIS SCREEN TO RESPONDENT]:

You have just finished entering the 8th trip for [INSERT NAME] that was made on [INSERT DATE]. We are only collecting up to 8 trips for each household member. Please click CONTINUE.

[IF MORE THAN ONE HOUSEHOLD MEMBER]:

To fill out another household member's trip diary, please select the person below:

Household Member(s)	Trip Diary Status
[INSERT PERSON 1 NAME], [INSERT AGE] years old, [INSERT GENDER]	✔
[INSERT PERSON 2 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 3 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 4 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 5 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 6 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 7 NAME], [INSERT AGE] years old, [INSERT GENDER]	__
[INSERT PERSON 8 NAME], [INSERT AGE] years old, [INSERT GENDER]	__

[WHEN ALL THE TRIPS HAVE BEEN FILLED OUT]:

You have now completed Part B: Trip Diary of the survey! If you would like to edit/review any of the trip information that you've entered, please click below:

Household Member(s)	Trip Diary Status
[INSERT PERSON 1 NAME], [INSERT AGE] years old, [INSERT GENDER]	✔
[INSERT PERSON 2 NAME], [INSERT AGE] years old, [INSERT GENDER]	✔
[INSERT PERSON 3 NAME], [INSERT AGE] years old, [INSERT GENDER]	✔
[INSERT PERSON 4 NAME], [INSERT AGE] years old, [INSERT GENDER]	✔
[INSERT PERSON 5 NAME], [INSERT AGE] years old, [INSERT GENDER]	✔
[INSERT PERSON 6 NAME], [INSERT AGE] years old, [INSERT GENDER]	✔
[INSERT PERSON 7 NAME], [INSERT AGE] years old, [INSERT GENDER]	✔
[INSERT PERSON 8 NAME], [INSERT AGE] years old, [INSERT GENDER]	✔

If you are satisfied with all the trip information that you have provided, please click CONTINUE.

[CONCLUSION SCREEN]

Thank you very much for participating in this survey. Your input will be invaluable in understanding the travel patterns of the region. Your household will be entered for a chance to win one of the many prizes. Winners will be contacted by email or phone in January 2014.

THANK YOU!

(Note: If you finished sooner than you expected that's because the progress bar is only an estimate of how far you are in the survey and is based on a 4 person x 4 trips household.)

Would you be interested in taking part in further studies – additional prizes would be available for taking part. Note that you would be free to accept or decline the survey at that time.

1. Yes
2. No

Please click here to submit: [INSERT SUBMIT BUTTON]

[PROGRAMMING: REDIRECT TO www.saskatoon.ca AFTER SURVEY SUBMITTED SUCESSFULLY]

APPENDIX

NghdID	Neighbourhood	SDA	ExpansionArea
1	Holiday Park	Confederation	EA06
2	Montgomery Place	Confederation	EA08
3	Fairhaven	Confederation	EA08
4	Parkridge	Confederation	EA08
5	Pacific Heights	Confederation	EA08
6	Confederation Park	Confederation	EA08
7	Dundonald	Confederation	EA08
8	Westview	Confederation	EA08
9	Massey Place	Confederation	EA08
10	Hampton Village	Confederation	EA08
11	Meadowgreen	Confederation	EA06
12	King George	Core Neighbourhood Area	EA06
13	Pleasant Hill	Core Neighbourhood Area	EA06
14	Riversdale	Core Neighbourhood Area	EA06
15	Mount Royal	Confederation	EA07
16	Westmount	Core Neighbourhood Area	EA07
17	Caswell Hill	Core Neighbourhood Area	EA07
18	Hudson Bay Park	Confederation	EA07
19	Mayfair	Lawson	EA07
20	Blairmore Suburban Centre	Blairmore	EA08
21	Kensington	Blairmore	EA08
25	Central Business District	Core Neighbourhood Area	EA06
26	Nutana	Core Neighbourhood Area	EA05
27	Buena Vista	Nutana	EA05
28	Exhibition	Nutana	EA05
29	Avalon	Nutana	EA04
30	Queen Elizabeth	Nutana	EA05
31	The Willows	Nutana	EA04
32	Haultain	Nutana	EA05
33	Varsity View	Core Neighbourhood Area	EA05
35	Grosvenor Park	Nutana	EA05
36	Holliston	Nutana	EA04
37	Stonebridge	Nutana	EA04
38	Adelaide/Churchill	Nutana	EA04
39	Nutana Park	Nutana	EA04

40	Eastview	Nutana	EA04
41	Nutana Suburban Centre	Nutana	EA04
42	Brevoort Park	Nutana	EA04
43	Greystone Heights	Nutana	EA05
44	Lakeview	Lakewood	EA03
45	Wildwood	Lakewood	EA03
46	College Park	Lakewood	EA03
47	College Park East	Lakewood	EA03
48	Sutherland	University Heights	EA02
49	Forest	University Heights	EA02
50	City Park	Core Neighbourhood Area	EA07
51	North Park	Lawson	EA07
52	Richmond Heights	Lawson	EA07
53	River Heights	Lawson	EA01
54	Lawson Heights Suburban Centre	Lawson	EA01
55	Lawson Heights	Lawson	EA01
56	Silverwood Heights	Lawson	EA01
57	Confederation Suburban Centre	Confederation	EA08
58	Lakeridge	Lakewood	EA03
59	Arbor Creek	University Heights	EA02
60	Erindale	University Heights	EA02
61	Silverspring	University Heights	EA02
62	Willowgrove	University Heights	EA02
63	Rosewood	Lakewood	EA03
64	Briarwood	Lakewood	EA03
67	University Heights Suburban Centre	University Heights	EA02
68	Lakewood Suburban Centre	Lakewood	EA03
69	Evergreen	University Heights	EA02
100	Agriplace	Northwest Industrial	EA01
101	Airport Business Area	Northwest Industrial	EA01
102	Central Industrial	Lawson	EA07
102	Central Industrial	Nutana	EA05
103	CN Industrial	Lawson	EA04
105	Kelsey - Woodlawn	Northwest Industrial	EA07
106	North Industrial	Confederation	EA01
107	Agpro Industrial	Confederation	EA08
108	South West Industrial	Confederation	EA06
109	Sutherland Industrial	University Heights	EA02

111	West Industrial	Confederation	EA06
112	Hudson Bay Industrial	Northwest Industrial	EA01
113	Marquis Industrial	Northwest Industrial	EA01
710	Diefenbaker Management Area	Nutana	EA05
711	CN Yards Management Area	Confederation	EA08
712	SaskPower Management Area	Confederation	EA06
713	Gordie Howe Management Area	Confederation	EA06
714	U of S Lands North Management Area	University Heights	EA02
715	U of S Lands Management Area	University Heights	EA05
716	U of S Lands South MA	University Heights	EA05
717	Airport MA	Northwest Industrial	EA01
718	U of S Lands East Management Area	Holmwood	EA02
901	SE Development Area	Lakewood	EA03
902	University Heights Development Area	University Heights	EA02
903	Blairmore Development Area	Blairmore	EA08
904	Holmwood Development Area	Holmwood	EA02
905	North Development Area	Northwest Industrial	EA01
906	University Heights Development Area N	University Heights	EA02
1001	Martensville	Greater Saskatoon North	EA11
1002	Warman	Greater Saskatoon North	EA11
1003	Corman RM - North	Greater Saskatoon North	EA11
1004	Corman RM - South	Greater Saskatoon South	EA12
1005	Vanscoy RM	Greater Saskatoon South	EA12
1006	Dundurn RM	Greater Saskatoon South	EA12
1007	Blucher RM	Greater Saskatoon South	EA12
1008	Colonsay RM	Greater Saskatoon South	EA12

Diary Date Assignment:

Online			
Recruit Day	**Travel Diary Days**	**Alternative 1**	**Alternate 2**
Monday	Thurs (Recruit day + 3 days)	Mon (Recruit day + 7)	Thurs (Recruit day + 10)
Tuesday	Mon (Recruit day + 6 days)	Tues (Recruit + 7)	Mon (Recruit day + 13)
Wednesday	Tues (Recruit day + 6 days)	Wed (Recruit + 7)	Tues (Recruit day + 13)
Thursday	Wed (Recruit day + 6 days)	Thurs (Recruit + 7)	Wed (Recruit day + 13)
Friday	Randomly assign day with lowest recruits: recruit day +4, +5, +6or +10 days	Randomly assign day with lowest recruits: recruit day +4, +5, +6 or +10 days, but can't be original suggested date	Randomly assign day with lowest recruit: recruit day +4, +5, +6 or +10 days, but can't be original suggested date or alternative 1
Saturday	Randomly assign day with lowest recruits: recruit day +3, +4, +5 or +9 days	Randomly assign day with lowest recruits: recruit day +3, +4, +5 or +9 days, but can't be original suggested date	Randomly assign day with lowest recruit: recruit day +3, +4, +5 or +9 days, but can't be original suggested date or alternative 1
Sunday	Randomly assign day with lowest recruits: recruit day +2, +3, +4 or +8 days	Randomly assign day with lowest recruits +2, +3, +4 or +8 days, but can't be original suggested date	Randomly assign day: recruit +2, +3, +4 or +8 days, but can't be original suggested date or alternative 1

<u>Saskatoon Regional Travel Survey - Telephone Recruit</u>

Hello, this is _____ calling from Ipsos about the One-Day Travel Survey.

About a week or two ago, a letter from the City of Saskatoon was sent to your household. You may also have read about this survey in the newspaper. Your household is among the 3% who has been selected to represent your community's travel habits. This information will allow transportation authorities and municipalities to make informed decisions to help people get to where they want to go.

May I speak with the adult who is most familiar with the daily commuting and local travel habits of the people in your household?

1. Yes – Continue [**INTERVIEWER:** "Before I continue, can I confirm that you haven't already signed up online for this travel diary? **IF THEY HAVE, RECODE TO CODE 4, OTHERWISE, CONTINUE**]
2. No, not available now – **SCHEDULE A CALLBACK**
3. Resp says he/she doesn't take public transportation - [**INTERVIEWER: "**It is important that we hear from all members of the community in this survey, whether or not they use public transit."**]**
4. Resp says he/she had already signed up/done the survey online – **THANK AND TERMINATE** "Thank you very much for taking part in this important study. Thank you and have a nice day!"
5. Resp says he/she received the letter already and can fill out the survey later online – [**INTERVIEWER: "**The survey will only take you a few minutes and it saves you time from registering online. You can also pick a travel date right now over the phone."]
6. 2 people are equally familiar – **SPEAK TO EITHER AND REINTRODUCE IF NECESSARY. IF NOT AVAILABLE, SCHEDULE CALLBACK, OTHERWISE CONTINUE**
7. No, Refused **– THANK AND TERMINATE**

Today's/tonight's survey will only take a few minutes to see whether your household qualifies or not. We will then ask you to complete an online survey in a few days' time. In appreciation for completing the survey, your household will be entered to for a chance to win 1 grand cash prize of $1,000, 12 regional cash prizes of $100 each, 7 iPad Minis and 75 $25 gift cards for the region's leading coffee chain.

The purpose of the survey is to understand the local travel patterns of residents so that the region's authorities and municipalities can improve the overall transportation efficiency for your region and community. All information will be kept confidential.

IF NECESSARY: The information you provide about yourself and members of your household is being collected in accordance with Saskatchewan's Freedom of Information & Protection of Privacy Act.

IF RESP WANTS TO VERIFY THE STUDY AT ANY TIME: Information about this survey can be found at <u>www.saskatoon.ca</u> , under the Transportation Planning section.

IF RESPONDENT SAYS THEY DO NOT HAVE EMAIL/WEB ACCESS, ENTER BELOW WITHOUT ASKING THIS QUESTION.

A1.   Do you have internet access at home, at your work or school or neither?
       IF BOTH HOME AND WORK/SCHOOL, ENTER BOTH CODES

       1.   Home
       2.   Work/school
       3.   Neither

A2.   **IF NEITHER at A1:** You can still participate in this study. We can mail you a paper
       survey along with a postage paid return envelope and you will still be entered to the prize
       draw. Would you be interested in receiving and filling out the mail survey?

       1.   Continue
       2.   Not interested in receiving/filling out the mail survey **THANK AND TERMINATE**

The purpose of the survey is to understand the local travel patterns of residents so that
improvements can be made to our transportation network. All information obtained in the survey
will be grouped together and kept confidential.

A3.   How many people, including yourself, currently live in your household?

       ___ ENTER NUMBER (1-15)
       99. DON'T KNOW / REFUSED

       IF REFUSE, READ: Your answers will be kept confidential.
       IF STILL REFUSE, THANK & TERMINATE

A4.   **IF MORE THAN ONE at A3**: And how many of those [**INSERT NUMBER FROM A3**]
       people are aged 5 and older?
       PROGRAMMER NOTE: A4 TOTAL CANNOT EXCEED A3 TOTAL.

       ___ ENTER NUMBER (1-15)
       99. DON'T KNOW / REFUSED

A5.   Have you traveled by public transit in the past 7 days?

       [DO NOT READ]

       1. Yes
       2. No

B1.   The second half of this study involves completing an [on-line/paper] survey about your
       household's local travel behaviour for 1 day, **specifically, <1ST ASSIGNED DATE>. Are
       you able to record your household's trips for that date?**

       [DO NOT READ]

       1. Respondent agrees to assigned date
       2. Respondent can't do assigned date.

B1A.   **IF CAN'T DO ASSIGNED DAY: (TO BE ASKED FOR BOTH ONLINE/MAIL
       RESPONDENTS)** For what reason does <1ST ASSIGNED DATE> not work for you?

       [DO NOT READ]
       1. I'm out of town
       2. That's too soon for me
       3. Other household members are away
       4. Too busy that day
       5. I/nobody in household will be traveling that day

6. That's an unusual day (eg. People visiting, events happening, etc)
7. Person in household is sick
8. Other (specify)

B2.   **FOR CODES 3-7 AT B1A**: It's okay if that day is not typical for your household; in fact, we need to include these types of days in our survey. Would you be willing to fill out the survey for this date [INSERT DIARY DATE]?

        [DO NOT READ]
        1.   Respondent agrees to assigned day
        2.   Respondent needs to be reassigned another day

B3.   If that day won't work, how about <2ND ASSIGNED DATE>?

        [DO NOT READ]
        1.   Respondent agrees to assigned day
        2.   Respondent needs to be reassigned another day

B4.   **IF THAT DATE DOESN'T WORK**: How about <3RD ASSIGNED DATE>?

        [DO NOT READ]
        1.   Respondent agrees to assigned day
        2.   Respondent needs to be reassigned another day

IF RESPONDENT CAN'T DO ANY OF THE THREE SUGGESTED DATES – THANK AND TERMINATE

FOR THOSE WITH INTERNET ACCESS:

QB5.   May I please have your main or home email address? Your email will only be used for this survey. When we send you an email it will be coming from Saskatoon Travel Survey, so please don't delete it by mistake.

        [DO NOT READ]
        1.   Yes
        2.   No / Refused

IF REFUSE TO GIVE EMAIL ADDRESS. THANK & TERMINATE.

QB6.   What is your email address?
        _____

[INTERVIEWER NOTE: ENTER EMAIL ADDRESS CAREFULLY AND SPELL BACK TO RESPONDENT TO CONFIRM ACCURACY USING PHONETIC ALPHABET. EXAMPLE: mary.smith@shaw.ca]

[INTERVIEWER NOTE: IF THEY REFUSE RETURN TO PREVIOUS QUESTION AND ENTER NO / REFUSED]

CONFC.   May I please confirm your name and mailing address as…

Name:_____
Street Address_____
City   _____
Postal Code _____

        1.   Correct
        2.   Incorrect name or mailing address
        3.   Refused to confirm

IF CONFIRMING ADDRESS AND RESPONDENT ASKS HOW WE OBTAINED THE INFO: The mailing address we have is based on published directories, including addresses that were previously listed in the phone book.

IF RESP. ASKS WHY MAILING ADDRESS IS NEEDED, READ: We need to get your exact location to ensure we include residents from every area.

IF REFUSE TO CONFIRM MAILING ADDRESS, THANK AND TERMINATE. READ: Unfortunately you will need to provide your location to complete the online survey. However, we do thank you for being willing to participate. Those are all my questions for today. Thank you and have a nice day.

CNAME. **IF NAME OR MAILING ADDRESS IS INCORRECT:** May I please have your name and mailing address?

> Name:_____
> Street Address_____
> City   _____
> Postal Code _____

INTERVIEWER NOTE: IF THE RESPONDENT REFUSES TO PROVIDE A MAILING ADDRESS RETURN TO PREVIOUS QUESTION AND ENTER REFUSED TO PROVIDE ADDRESS

[INTERVIEWER NOTE, IF ADDRESS IS DIFFERENT FROM RECORD (NOT MERELY SPELLING OR A MINOR DETAIL) ASK: Do you have the letter with you? **IF YES – CONTINUE WITH MAILING ADDRESS CONFIRMATION. IF NO: THANK AND TERMINATE:** Your address is different from our records; unfortunately, you are not the household we randomly selected. However, we do appreciate your time. **CONFIRM MAILING ADDRESS AND TERMINATE]**

[PROG: IF ONLINE SURVEY RESP, GO TO CONFIRMATION PAGE]

[PROG: IF MAIL SURVEY RESP, ASK QH3 – I1]

And just a few more questions for classification purposes.

H3.   Is your current home a: **READ LIST ONLY IF NECESSARY**

1. Single detached house
2. An apartment or condo
3. A townhouse / row house
4. A duplex
5. A mobile home
6. Don't know/Refused

H4a.   How many <u>insured </u>motor vehicles does your household own, lease or have use of?

___ ENTER NUMBER (0-10)
99. DON'T KNOW / REFUSED

H5.   Which of the following best describes your total household income?

1. Less than $25,000
2. $25,000 to less than $50,000
3. $50,000 to less than $75,000
4. $75,000 to less than $100,000
5. $100,000 to less than $150,000
6. $150,000 or more

7. Don't know/Refused

I1.   And would you be interested in taking part in further studies – additional prizes would be available for taking part. Note that you would be free to accept or decline the survey at that time.

[DO NOT READ]
1. Yes
2. No

CONFIRMATION PAGE

CONFF.   Thank you for participating in this important study.

As discussed, your diary date is [**INSERT DAY/DATE (**i.e. Wednesday September 13th)]. Now that you are registered, on that day, please remember to record the trips for all members of your household age 5 or older. That will be the second part of the survey.

[IF ONLINE] Just to confirm, your email address is: [**INSERT EMAIL]?**

[IF MAIL] Just to confirm, your name and mailing address is: [**INSERT MAILING ADDRESS]?**

1. Correct
2. **IF ONLINE RECRUIT DISPLAY**: Incorrect Email Address – **RETURN TO QB6 AND COLLECT CORRECT EMAIL ADDRESS**
3. **IF MAIL RECRUIT DISPLAY**: Incorrect Name or Mailing Address – **RETURN TO CNAME AND COLLECT CORRECT MAILING ADDRESS**

CLOSING

Thank you. Once you have completed the [online/mail] survey, you will be entered in to the prize draw. The draw will take place in January 2014.

FOR ONLINE: You should receive an email from us shortly. If you do not, please check your spam folder.

FOR MAIL: You should receive your survey in the mail in the next few days.

Thank you for your time and have a nice day!

ASSIGNING TRAVEL DAYS

Diary days are September 18th – October 31st, 2013, Monday to Thursday ONLY.

No diaries assigned on October 14th.

Online			
Recruit Day	**Travel Diary Days**	**Alternative 1**	**Alternate 2**
Monday	Thurs (Recruit day + 3 days)	Mon (Recruit day + 7)	Thurs (Recruit day + 10)
Tuesday	Mon (Recruit day + 6 days)	Tues (Recruit + 7)	Mon (Recruit day + 13)
Wednesday	Tues (Recruit day + 6 days)	Wed (Recruit + 7)	Tues (Recruit day + 13)
Thursday	Wed (Recruit day + 6 days)	Thurs (Recruit + 7)	Wed (Recruit day + 13)
Friday	Randomly assign day with lowest recruits: recruit day +4, +5, +6or +10 days	Randomly assign day with lowest recruits: recruit day +4, +5, +6 or +10 days, but can't be original suggested date	Randomly assign day with lowest recruit: recruit day +4, +5, +6 or +10 days, but can't be original suggested date or alternative 1
Saturday	Randomly assign day with lowest recruits: recruit day +3, +4, +5 or +9 days	Randomly assign day with lowest recruits: recruit day +3, +4, +5 or +9 days, but can't be original suggested date	Randomly assign day with lowest recruit: recruit day +3, +4, +5 or +9 days, but can't be original suggested date or alternative 1
Sunday	Randomly assign day with lowest recruits: recruit day +2, +3, +4 or +8 days	Randomly assign day with lowest recruits +2, +3, +4 or +8 days, but can't be original suggested date	Randomly assign day: recruit +2, +3, +4 or +8 days, but can't be original suggested date or alternative 1

[PROG NOTE: DO NOT OFFER THIRD DIARY DAY STARTING FRI OCT 18TH, 2013]

Paper (Mail)			
Recruit Day	Travel Diary Days	Alternative 1	Alternate 2
Monday	Monday (Recruit day + 7 days)	Tues (Recruit + 8)	Mon (Recruit + 14)
Tuesday	Tuesday (Recruit day + 7 days)	Wed (Recruit +8)	Tues (Recruit + 14)
Wednesday	Wednesday (Recruit day + 7 days)	Thurs (Recruit +8)	Wed (Recruit + 14)
Thursday	Thursday (Recruit day + 7 days)	Mon (Recruit + 11)	Thurs (Recruit + 14)
Friday	Randomly assign day with lowest recruit: recruit day +10, +11, +12 or +13 days	Randomly assign day with lowest recruit: recruit day +10, +11, +12 or +13 days, but can't be original suggested date	Randomly assign day with lowest recruit: recruit day +10, +11, +12 or +13 days, but can't be original suggested date or alternative 1
Saturday	Randomly assign day with lowest recruit: recruit day +9, +10, +11 or +12 days	Randomly assign day with lowest recruit: recruit day +9, +10, +11 or +12 days, but can't be original suggested date	Randomly assign day with lowest recruit: recruit day +9, +10, +11 or +12 days, but can't be original suggested date or alternative 1
Sunday	Randomly assign day with lowest recruit: recruit day +8, +9, +10, +11 days	Randomly assign day with lowest recruit: recruit day +8, +9, +10, +11 days, but can't be original suggested date	Randomly assign day with lowest recruit: recruit day +8, +9, +10, +11 days, but can't be original suggested date or alternative 1

*If diary day or alternates land on October 14th, add 1 day to the assigned day.
[PROG NOTE: DO NOT OFFER THIRD DIARY DAY STARTING FRI OCT 18TH, 2013]

[ADDRESS]
SASKATOON, SASKATCHEWAN
Canada
[POSTAL CODE]

Dear Resident,

Thank you for taking part in the One-Day Travel Survey.

The goal of the study is to understand where people are going and how they get there – by car, bicycle, transit and/or on foot. The information will allow transportation authorities and municipalities to make informed decisions to help people get to where they want to go. To better understand how health and physical activity impact travel patterns, we will need to gather some basic health and physical activity information as well.

Your household has been selected at random to represent your community. **The survey is simple – it captures your household's trips (aged 5+) on just one day – namely** [INSERT DIARY DATE]. *If you did not receive your survey package in time, please fill out the survey for the same weekday in the following week.*

It doesn't matter if that day is unusual as we want to capture a full range of travel behaviours in our study.

All information will be kept completely confidential* and only used to represent the travel patterns in your community and the region.

Please complete the enclosed survey(s) and mail it back to Ipsos in the postage-paid return envelope. In appreciation, **your household will be entered for a chance to win one of many prizes worth a combined total of over $8,500**:

- **1 Grand Cash Prize of $1,000**
- **12 Regional Cash Prizes of $100 each**
- **7 iPad Minis**
- **75 x $25 Gift Cards for the Region's Leading Coffee Chain**

We wish to thank you for taking part in this study.

Sincerely,

Planning & Design Engineer
City of Saskatoon, Infrastructure Services Department

City of Saskatoon

Need assistance? Contact us toll-free at 1-877-226-8725 or email us at sasktravelsurvey@websurveys.ca.

City of Martensville

UNIVERSITY OF SASKATCHEWAN
COLLEGE OF MEDICINE

SASKATOON transit

CITY OF Warman

If you wish to verify the survey please go to www.saskatoon.ca, under the Transportation Planning section.

How to participate in this study:

1. Check at the **top right hand corner** of the survey sheet(s) for your **assigned diary date**. This is the date on which you need to record all the trips you make during the entire day. On that date, you (and the other adult household members) may want to have a timepiece, a piece of paper and a pencil with you all day to keep track of your trip details.

2. At the end of your assigned diary date or the next morning, please fill out the survey for all household members. You will only need to record any household trips that are made between 12:00am midnight to 11:59pm on your assigned diary date. Please remember to fill out the second page of the survey sheet(s) as well.

3. Place all the completed survey sheets into the postage-paid envelope provided and drop it in a mailbox.

4. Once we receive your completed surveys, your household will be entered into the prize draws.

Frequently Asked Questions:

Do I need to fill out the entire survey to qualify for the prize draws?

Yes, it is important that you fill out all the required information so that we have a complete profile of your household's travel patterns!

Note: City of Saskatoon and Ipsos employees are not eligible for the prize draws.

When will the prize winners be announced?

January 2014

What if I don't want to provide personal information, such as my income?

Please be assured that all information collected will be kept completely confidential and anonymous. Information such as income and street addresses are critical to ensuring that we have a good cross-section of residents participating in the study. In no way will your personal information be divulged.

What constitutes a trip?

For this study, a trip means you and/or another household member left one location and arrived at another. For example, if you left home, dropped off your son at school, went to work and then returned home, these trips would be recorded as follows:
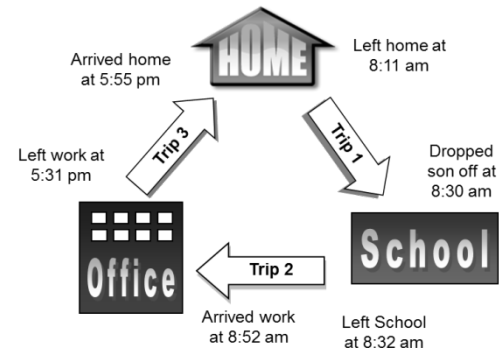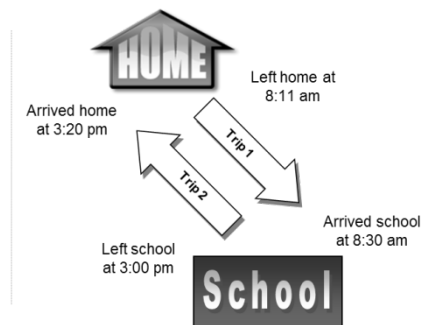
What doesn't count as a trip?

The following do not count as trips:
- Walking a dog (with no destination)
- Walking between a parking lot and your destination
- Walking to or from transit stops
- Jogging or biking in your neighborhood for recreational purposes
- Moving around between classes on campus or within the same building complex, such as office
- Commercial vehicle trips – please do not include trips where the trip purpose is commercial delivery or driving a bus or taxi
- Trips that are made completely outside of the greater Saskatoon area

My son/daughter made all the same trips as I did that day, so do I need to fill out a trip survey sheet for him or her as well?

Yes, every member of your household has to have a survey sheet filled out for the assigned diary date.

If you wish to verify the survey please go to www.saskatoon.ca, under the Transportation Planning section.
Need assistance? Contact us toll-free at 1-877-226-8725.

Travel Diary For: _____
First Name or initials

---

1. **Gender of this person:** ☐¹ Male ☐² Female

2. **Age of this person:** _____ years

3. **Person has a valid driver's license?** ☐¹ Yes ☐² No

4. **Is this person presently employed as a commercial driver (eg. a courier, taxi, truck or bus driver)?** ☐¹ Yes ☐² No

When filling out your trips on the other side, please do NOT include trips where the purpose is commercial delivery or driving a bus or taxi. Thank you!

5a. **This person is:**
(Please *check all that apply*)

☐¹ Working full time (30+ hours per week)
☐² Working part time (<30 hours per week)
☐³ Self-employed
☐⁴ Volunteer only (not for pay)
☐⁵ Unemployed
☐⁶ Homemaker
☐⁷ Retired
☐⁸ Student full time
☐⁹ Student part time

5b:
Name of workplace: _____

Address/
cross streets: _____

City/Town/RM: _____

5c. This person is attending:
☐¹ Pre-School ☐² Elementary ☐³ High School
☐⁴ College/University ☐⁵ Other

5d:
Name of school: _____

Address/
cross streets: _____

City/Town/RM: _____

6a. **Has this person travelled by public transit in the past 7 days?**
☐¹ Yes   ☐² No

6b. **Primary method of payment (choose one):**
☐¹ Monthly Pass
☐² GoPass Card
☐³ U-Pass
☐⁴ Employer Paid Pass
☐⁵ Annual Pass
☐⁶ Cash
☐⁷ Other

7. **Height: How tall is this person without shoes on?**

☐¹ 1'0" to 1'11" / 12" to 23" (29.2 to 59.6 cm.)
☐² 2'0" to 2'11" / 24" to 35" (59.7 to 90.1 cm.)
☐³ 3'0" to 3'11" / 36" to 47" (90.2 to 120.6 cm.)
☐⁴ 4'0" to 4'11" / 48" to 59" (120.7 to 151.0 cm.)
☐⁵ 5'0" to 5'11" (151.1 to 181.5 cm.)
☐⁶ 6'0" to 6'11" (181.6 to 212.0 cm.)
☐⁷ 7'0" and over (212.1 cm. and over)
☐⁸ Don't know
☐⁹ Refuse

8. **Weight: How much does this person weigh?**

_____ Pounds   **OR**   _____ KG

---

9. **On how many of the past 7 <u>days</u> has this person done a total of <u>30 minutes or more</u> of physical activity, which was enough to raise their breathing rate?** *This may include sport, exercise, and brisk walking or cycling for recreation or to get to and from places.* Please circle one:

0 1 2 3 4 5 6 7 **Days**

☐ Don't know/Refuse

10. **Did this person make any trips on <mark>INSERT DATE, 2013</mark>?**

☐¹ Yes ➡ **Please fill in their trips on the other side**

☐² No
  ☐¹ Sick/ill
  ☐² Out-of-town/travelling
  ☐³ Worked from home
  ☐⁴ School holiday/professional day
  ☐⁵ Other reason (specify):
  _____

➡ **If answer is no, end of survey (no need to fill in the other side).**

Please record the trips made by _____ **on** **INSERT DATE, 2013**
First Name or Initials | Your travel date

	1st TRIP	2nd TRIP	3rd TRIP	4th TRIP	5th TRIP	6th TRIP	7th TRIP	8th TRIP
LOCATION AT START OF DAY **Location:** If this trip started from home or from work, write "Home" or "Work". Otherwise, give precise address OR nearby intersection, **including city/town/RM.**	I started my first trip from:							
Location type: Please refer to location codes below (e.g. write "1" for household/apartment)	Location Code							
END LOCATION Give precise address OR nearby intersection (If trip ended at home, work or school, write "Home", "Work", or "School".)	I went to:	Next I went to:	Next I went to:	Next I went to:	Next I went to:	Next I went to:	Next I went to:	Next I went to:
City/Town/RM:								
Location code: (Choose only **one**, write in the code #) 1. House/apartment 8. Indoor rec/gym 2. Office building 9. Outdoor Rec (park, golf) 3. Industrial factory 10. Airport 4. Store/mall/dining/theatre 11. Religious Institution 5. Hospital/medical 12. Farm or Ranch 6. Financial/Other Services 13. Other (specify) 7. School/Daycare	Location Code	Location Code	Location Code	Location Code	Location Code	Location Code	Location Code	Location Code
Start time: Write in the exact time (i.e. 9:15) you left the above location. *Be sure to circle AM or PM!*	Left **starting** location at: AM PM	Left **last** location at: AM PM	Left **last** location at: AM PM	Left **last** location at: AM PM	Left **last** location at: AM PM	Left **last** location at: AM PM	Left **last** location at: AM PM	Left **last** location at: AM PM
Arrival time: Write in the exact time (i.e. 9:30) you arrived at this destination. *Be sure to circle AM or PM!*	Arrived destination at: AM PM	Arrived destination at: AM PM	Arrived destination at: AM PM	Arrived destination at: AM PM	Arrived destination at: AM PM	Arrived destination at: AM PM	Arrived destination at: AM PM	Arrived destination at: AM PM
Main Trip Purpose: *(Choose only **one**, write in the code #)* 1. To get to work 6. Dining/Restaurant 2. During work/Business Trip 7. Recreation/Social/ 3. To drive someone/pick-up Entertainment 4. To school/study 8. Personal (e.g. bank) 5. Shopping 9. To go home	Trip Purpose:	Trip Purpose:	Trip Purpose:	Trip Purpose:	Trip Purpose:	Trip Purpose:	Trip Purpose:	Trip Purpose:
Method of travel: *(Choose all that apply, list in order of use)* 1. Auto – driver 7. Walked whole way 2. Auto – passenger 8. Bicycle 3. Motorcycle/motorized scooter 9. Taxi/Airport shuttle 4. Transit bus (Please also write 10. Electric wheelchair the bus #) 11. Other (specify) 5. Access transit _____ 6. School bus	Traveled by: Bus # (if applicable): _____	Traveled by: Bus # (if applicable): _____	Traveled by: Bus # (if applicable): _____	Traveled by: Bus # (if applicable): _____	Traveled by: Bus # (if applicable): _____	Traveled by: Bus # (if applicable): _____	Traveled by: Bus # (if applicable): _____	Traveled by: Bus # (if applicable): _____
If by auto: Write in total # of people in car, including the driver.	# in car _____	# in car _____	# in car _____	# in car _____	# in car _____	# in car _____	# in car _____	# in car _____
If by auto: Did you use pay parking? (If so, please specify cost)	$_____	$_____	$_____	$_____	$_____	$_____	$_____	$_____
If not by auto: Was an auto available for you to use for this trip? *Please circle yes or no.*	Yes No	Yes No	Yes No	Yes No	Yes No	Yes No	Yes No	Yes No
Did you go anywhere else before midnight? *Please circle yes or no.*	Yes -> Record Next Trip No -> End	Yes -> Record Next Trip No -> End	Yes -> Record Next Trip No -> End	Yes -> Record Next Trip No -> End	Yes -> Record Next Trip No -> End	Yes -> Record Next Trip No -> End	Yes -> Record Next Trip No -> End	Photocopy if 9+ trips, or call 1-877-226-8725

PLEASE REMEMBER TO FILL IN THE OTHER SIDE

PLEASE FILL OUT THIS FORM FOR EACH PERSON AGED 5+ IN HOUSEHOLD

Travel Diary For: _____ Maybo _____
First Name or initials

---

1. **Gender of this person:** ☐¹ Male ☑² Female

2. **Age of this person:** _____ 24 _____ years

3. **Person has a valid driver's license?** ☑¹ Yes ☐² No

4. **Is this person presently employed as a commercial driver (eg. a courier, taxi, truck or bus driver)?** ☐¹ Yes ☑² No

When filling out your trips on the other side, please do NOT include trips where the purpose is commercial delivery or driving a bus or taxi. Thank you!

5a. This person is:
(Please *check all that apply*)

☑¹ Working full time (30+ hours per week)
☐² Working part time (<30 hours per week)
☐³ Self-employed
☐⁴ Volunteer only (not for pay)
☐⁵ Unemployed
☐⁶ Homemaker
☐⁷ Retired
☐⁸ Student full time
☑⁹ Student part time

5b:
Name of workplace: Company ABC Ltd.

Address/ cross streets: 8th St E and Victoria Ave

City/Town/RM: _____ Saskatoon _____

5c. This person is attending:
☐¹ Pre-School ☐² Elementary ☐³ High School
☑⁴ College/University ☐⁵ Other

5d:
Name of school: _____ University of ABC _____

Address/ cross streets: _____ 1234 University Drive _____

City/Town/RM: _____ Saskatoon _____

6a. Has this person travelled by public transit in the past 7 days?
☑¹ Yes ☐² No

6b. Primary method of payment (choose one):
☐¹ Monthly Pass
☐² GoPass Card
☐³ U-Pass
☐⁴ Employer Paid Pass
☐⁵ Annual Pass
☐⁶ Cash
☑⁷ Other

7. Height: How tall is this person without shoes on?

☐¹ 1'0" to 1'11" / 12" to 23" (29.2 to 59.6 cm.)
☐² 2'0" to 2'11" / 24" to 35" (59.7 to 90.1 cm.)
☐³ 3'0" to 3'11" / 36" to 47" (90.2 to 120.6 cm.)
☐⁴ 4'0" to 4'11" / 48" to 59" (120.7 to 151.0 cm.)
☑⁵ 5'0" to 5'11" (151.1 to 181.5 cm.)
☐⁶ 6'0" to 6'11" (181.6 to 212.0 cm.)
☐⁷ 7'0" and over (212.1 cm. and over)
☐⁸ Don't know
☐⁹ Refuse

8. Weight: How much does this person weigh?

_____ 109 _____ Pounds **OR** _____ KG

9. On how many of the past 7 days has this person done a total of 30 minutes or more of physical activity, which was enough to raise their breathing rate? *This may include sport, exercise, and brisk walking or cycling for recreation or to get to and from places.* Please circle one:

0 1 ② 3 4 5 6 7 **Days**

☐ Don't know/Refuse

10. Did this person make any trips on OCTOBER 1, 2013?

☑¹ Yes ➡ **Please fill in their trips on the other side**

☐² No
  ☐¹ Sick/ill
  ☐² Out-of-town/travelling
  ☐³ Worked from home
  ☐⁴ School holiday/professional day
  ☐⁵ Other reason (specify):
  _____

➡ **If answer is no, end of survey (no need to fill in the other side).**

PLEASE REMEMBER TO FILL IN THE OTHER SIDE

PLEASE FILL OUT THIS FORM FOR EACH PERSON AGED 5+ IN HOUSEHOLD

Please record the trips made by _____Maubo_____ on **OCTOBER 1, 2013**
First Name or Initials — Your travel date

	1st TRIP	2nd TRIP	3rd TRIP	4th TRIP	5th TRIP	6th TRIP	7th TRIP	8th TRIP
LOCATION AT START OF DAY Location: If this trip started from home or from work, write "Home" or "Work". Otherwise, give precise address OR nearby intersection, including city/town/RM.	I started my first trip from: Home							
Location type: Please refer to location codes below (e.g. write "1" for household/apartment)	Location Code 1. House/ apt							
END LOCATION Give precise address OR nearby intersection (If trip ended at home, work or school, write "Home", "Work", or "School".)	I went to: Work	Next I went to: 11th St E and Victoria	Next I went to: Work	Next I went to: Home	Next I went to: Way Ave and Main St	Next I went to: Home	Next I went to:	Next I went to:
City/Town/RM:	Saskatoon	Saskatoon	Saskatoon	Saskatoon	Saskatoon	Saskatoon		
Location code: (Choose only **one**, write in the code #) 1. House/apartment 2. Office building 3. Industrial factory 4. Store/mall/dining/theatre 5. Hospital/medical 6. Financial/Other Services 7. School/Daycare 8. Indoor rec/gym 9. Outdoor Rec (park, golf) 10. Airport 11. Religious Institution 12. Farm or Ranch 13. Other (specify)	Location Code 2. Office building	Location Code 4. Store/ mall/dining /theatre	Location Code 2. Office building	Location Code 1. House/ apartment	Location Code 3. Industrial factory	Location Code 1. House/ apartment	Location Code	Location Code
Start time: Write in the exact time (i.e. 9:15) you left the above location. Be sure to circle AM or PM!	Left **starting** location at: 8:30 (AM) PM	Left **last** location at: 1:00 AM (PM)	Left **last** location at: 1:45 AM (PM)	Left **last** location at: 5:38 AM (PM)	Left **last** location at: 6:45 AM (PM)	Left **last** location at: 8:05 AM (PM)	Left **last** location at: AM PM	Left **last** location at: AM PM
Arrival time: Write in the exact time (i.e. 9:30) you arrived at this destination. Be sure to circle AM or PM!	Arrived destination at: 9:05 (AM) PM	Arrived destination at: 1:10 AM (PM)	Arrived destination at: 1:57 AM (PM)	Arrived destination at: 6:15 AM (PM)	Arrived destination at: 7:02 AM (PM)	Arrived destination at: 8:28 AM (PM)	Arrived destination at: AM PM	Arrived destination at: AM PM
Main Trip Purpose: (Choose only **one**, write in the code #) 1. To get to work 2. During work/Business Trip 3. To drive someone/pick-up 4. To school/study 5. Shopping 6. Dining/Restaurant 7. Recreation/Social/Entertainment 8. Personal (e.g. bank) 9. To go home	Trip Purpose: 1. To work	Trip Purpose: 6. Dining/ Restaurant	Trip Purpose: 1. To work	Trip Purpose: 9. To go home	Trip Purpose: 3. To drive someone/ pick-up	Trip Purpose: 9. To go home	Trip Purpose:	Trip Purpose:
Method of travel: (Choose all that apply, list in order of use) 1. Auto – driver 2. Auto – passenger 3. Motorcycle/motorized scooter 4. Transit bus (Please also write the bus #) 5. Access transit 6. School bus 7. Walked whole way 8. Bicycle 9. Taxi/Airport shuttle 10. Electric wheelchair 11. Other (specify) _____	Traveled by: 4. Transit bus	Traveled by: 7. Walked whole way	Traveled by: 7. Walked whole way	Traveled by: 2. Auto-passenger	Traveled by: 1. Auto-driver	Traveled by: 2. Auto-passenger	Traveled by:	Traveled by:
Bus # (if applicable):	135							
If by auto: Write in total # of people in car, including the driver.	# in car ___	# in car ___	# in car ___	# in car 2	# in car 1	# in car 2	# in car ___	# in car ___
If by auto: Did you use pay parking? (If so, please specify cost)	$_____	$_____	$_____	$_____	$ 1.5	$_____	$_____	$_____
If not by auto: Was an auto available for you to use for this trip? Please circle yes or no.	(Yes) No	Yes (No)	Yes (No)	Yes No	Yes No	Yes No	Yes No	Yes No
Did you go anywhere else before midnight? Please circle yes or no.	(Yes) -> Record Next Trip No -> End	(Yes) -> Record Next Trip No -> End	(Yes) -> Record Next Trip No -> End	(Yes) -> Record Next Trip No -> End	(Yes) -> Record Next Trip No -> End	Yes -> Record Next Trip (No) -> End	Yes -> Record Next Trip No -> End	Photocopy if 9+ trips, or call 1-877-226-8725

PLEASE REMEMBER TO FILL IN THE OTHER SIDE

CITY OF SASKATOON – ONBOARD SURVEY

S1.	Date:		Monday	Tuesday	Wednesday	Thursday
		Sep	23	24	25	26
		Sep/Oct	30	1	2	3
		Oct	7	8	9	10

S2. **Time Period:** ☐₁ 700 – 900   ☐₂ 1600 – 1800

S3. **Route:** ☐₁ R2   ☐₂ R50   ☐₃ R60   ☐₄ R70   ☐₅ R80

The City of Saskatoon would like to better understand local travel patterns in order to help with future planning for roads, transit infrastructure and services, and cycling/pedestrian facilities. We would appreciate a few minutes of your time to help us by completing this questionnaire.

On behalf of the City, we are asking transit passengers about their origin and destination of travel, as well as other information related to this trip. This survey should take no more than 5 minutes to complete.

Please think about your current trip when completing this survey.

Please complete this survey only once.

Starting Location:

Q1a **Can you tell me the place where you started your trip today?** (This could be your home, workplace, a shopping mall or other place.)
Please provide the 6-digit postal code, closest cross streets or landmark.
Postal Code: S7___   ____ ____ ____
OR   Cross Streets: _____ and _____
OR   Landmark: _____

Q1b **Can you tell me the exact time (i.e. 9:15 AM) you left the above location?** _____ AM/PM

Q1c **What is the main purpose of the trip today?** *(Please choose one only)*

☐₁ To work   ☐₂ During work/ Business trip   ☐₃ To drop someone/pick-up   ☐₄ To school/study

☐₅ Shopping   ☐₆ Dining/ Restaurant   ☐₇ Recreation/ Social/ Entertainment   ☐₈ Personal Business

☐₉ To go home ➡   ☐₁₀ From work   ☐₁₁ From school   ☐₁₂ From other

---

Transit Bus:

Q2a **Can you tell me where you got on the bus for this trip?**
Please provide closest cross streets or landmark.
Cross Streets: _____ and _____
OR   Landmark: _____

Q2b **How did you get to the bus stop?**

☐₁ Auto - Driver   ☐₂ Auto - Passenger   ☐₃ Motorcycle/ Scooter   ☐₄ Transit Bus: Route #_____

☐₅ School Bus   ☐₆ Walked whole way   ☐₇ Bike/Roller Blade/ Longboard   ☐₈ Taxi/ Airport Shuttle

☐₉ Electric Wheelchair   ☐₁₀ Other (Specify):_____

CITY OF SASKATOON – ONBOARD SURVEY

Q2c Can you tell me the <u>exact time</u> (i.e. 9:15 AM) you get on this bus? _____ AM/PM

Q2d What <u>method of fare payment</u> are you using today?

- $\square_1$ Monthly Pass
- $\square_2$ GoPass Card
- $\square_3$ U-Pass
- $\square_4$ Employer PaidPass
- $\square_5$ Annual Pass
- $\square_6$ Cash
- $\square_7$ Other Specify:_____

Final Destination:

Q3a Can you tell me where you will be <u>getting off</u> the bus for <u>this trip</u>?
Please provide closest cross streets or landmark.

Cross Streets: _____ and _____

OR Landmark: _____

Q3b Can you tell me the <u>location</u> of your <u>final destination</u> today? (This could be your home, workplace, a shopping mall or other place.)
Please provide the 6-digit postal code, closest cross streets or landmark.

Postal Code: S7___ _____ _____ _____

OR Cross Streets: _____ and _____

OR Landmark: _____

Q3c How will you be <u>getting to the destination</u> above?

- $\square_1$ Auto - Driver
- $\square_2$ Auto - Passenger
- $\square_3$ Motorcycle/ Scooter
- $\square_4$ Transit Bus: Route #_____
- $\square_5$ School Bus
- $\square_6$ Walked <u>whole way</u>
- $\square_7$ Bike/Roller Blade/ Longboard
- $\square_8$ Taxi/ Airport Shuttle
- $\square_9$ Electric Wheelchair
- $\square_{10}$ Other (Specify):_____

About You:

Q4 Do you have <u>access to a private vehicle today</u>?
- $\square_1$ Yes
- $\square_2$ No

Q5 **Gender:**
- $\square_1$ Male
- $\square_2$ Female

Q6 **Age:** _____ years

Q7 **Employment Status:**
- $\square_1$ Working full time (30+ hrs/week)
- $\square_2$ Working part time (<30 hrs/week)
- $\square_3$ Self-employed
- $\square_4$ Volunteer Only (not for pay)
- $\square_5$ Unemployed
- $\square_6$ Homemaker
- $\square_7$ Retired
- $\square_8$ Student full time
- $\square_9$ Student part time

Q8 **Home Postal Code:** S7___ _____ _____ _____

Thank you for your participation!
Please return the questionnaire to the interviewer.

APPENDIX C

Definitions:

Stage 1 Cleaning – This stage involved geocoding and basic cleaning (i.e.: time adjustments, verifying trip purpose against location type, verifying trip modes, etc…). It was completed on a case-by-case basis in our custom cleaning program. We have provided the final geocoded rate after this stage of cleaning, and the action taken for each cleaning specification addressed at this stage.

Stage 2 Cleaning – In this stage, the Data Processing Department will complete batch cleaning in the DASH program, according to the final course(s) of action determined for each logic check flagged in Stage 1 Cleaning. We have identified which logic checks will be addressed during this stage of cleaning.

Note: All cases flagged will be identified by the Household and Person ID in the final documentation.

Type of Information	Description
Households	Number of auto is zero (specifically marked as 0) but auto driver trips are made
Households	Number of auto is zero (left as blank) but auto driver trips are made
Persons	Paid for parking, but person's age is under 16 and/or doesn't have a driver's licence
Persons	Working full-time or homemaker with age under 16
Persons	Retired with age under 30
Persons	Full-time grade school with age >20
Persons	Full-time university with age under 16
Persons	Not full/part-time student, but under 16
Persons	Working and unemployed both checked
Persons	Working full-time and full-time student
Persons	Grade school is not the same municipality as home
Trips General	Remove all delivery trips
Trips General	Remove all out-of-town to out-of-town trips
Trip Location	Didn't return home at night, and previous trip purposes was not going to work, made within region, and started before 8 PM
Trip Location	Didn't start from home in the beginning
Trip Purpose	Respondent going to other HH members' workplace and mark the purpose as going to work
Trip Purpose	Respondent going to other HH members' school and mark the purpose as going to school
Trip Purpose	Not employed but reported trips to work
Trip Purpose	Not a student but reported trips to school
Trip Purpose	Trip purpose is drop-off, but only 1 person in vehicle
Trip Purpose	Going to school but location type is not school

Type of Information	Description
Trip Purpose	Going to shopping but location type is not store
Trip Purpose	Going home but location type is not house
Trip Purpose	Going for dining but location type is not house/restaurants
Trip Purpose	Going for recreation/social/entertainment but location type is industrial or hospital
Trip Mode	Under age drivers
Trip Mode	Passenger trip with only one person in the vehicle
Trip Mode	Walk mode with other modes

APPENDIX D

City of Saskatoon

On the Go

1 Day Travel Survey

How do YOU get around town?

**Take Part in the <u>2013 City of Saskatoon Trip Diary Survey</u>
and Help Shape Our Region's Future**

The City of Saskatoon has asked Ipsos, a professional research firm, to conduct a travel survey of 3,500 residents in the Saskatoon region. The captured trip patterns by the survey will be used for shaping transportation and development planning for your region in the near and distant future.

> **If your household is called on to represent your region, please take part!
> It's just one day of recording your household's trips.**
>
> **Participating households will be eligible to win several draw prizes.**

For more information, please go to www.saskatoon.ca.

Ipsos

What is a One-Day Travel Survey?

The **One-Day Travel Survey** collects information about:

- WHERE people are going
- HOW people are getting there
- WHAT people are doing there

The information collected will help the City to better understand residents' travel patterns to make informed decisions to help people get to where they want to go!

Help Us Shape Our Region's Future!

If your household is called by **Ipsos** to represent your region, *please take part!* Your participation is important – we need information from household members of all ages.

Participating households will be eligible to win several draw prizes.

For more information, please go to www.saskatoon.ca.

How do you get from here to there?

City of Saskatoon
On the Go
1 Day Travel Survey

The **One-Day Travel Survey** collects information about:

- WHERE people are going
- HOW people are getting there
- WHAT people are doing there

The information collected will help the City to better understand residents' travel patterns to make informed decisions to help people get to where they want to go!

Help Us Shape Our Region's Future!

If your household is called by **Ipsos** to represent your region, *please take part!* Your participation is important – we need information from household members of all ages.

Participating households will be eligible to win several draw prizes.

For more information, please go to www.saskatoon.ca.

City of Saskatoon

APPENDIX E

Dear Student,

The City of Saskatoon is conducting a study to understand where people are going and how they get there – by car, bicycle, transit, and/or on foot. The information will allow transportation authorities from the City and our partnering municipalities make informed decisions and enable us to better help people move around the city.

To get the most accurate snapshot of current movement patterns within the city and by all residents of Saskatoon, we need your help. **Ipsos Reid,** a leading research company, is currently recruiting students from the University of Saskatchewan to complete the survey and you have been selected at random to represent the U of S student community.

The survey is designed to collect information about how and when you travel to places throughout the day. We will also be collecting some basic health and physical activity information to better understand about how health and physical activity can impact travel patterns. **The survey is simple and is intended to record the trips you make over the course of just one day**.

To participate in the survey, please type www.synosurvey.net/sask/UofS into your browser's ADDRESS BAR.

All information will be kept completely confidential and will only be used to represent the travel patterns in and around campus, in Saskatoon, and in the region.

As a selected respondent, your participation is important and appreciated. For completing the survey, **you will be entered for a chance to win one of the many prizes worth a combined total of over $2,500:**

- **1 Grand Cash Prize of $1,000**
- **5 Cash Prizes of $100 each**
- **3 iPad Minis**
- **25 x $25 Gift Cards for the Region's Leading Coffee Chain**

We wish to thank you personally for taking part in this study.

Sincerely,

David LeBoutillier
Planning & Design Engineer
Transportation Branch, Infrastructure Services Dept.
City of Saskatoon

If you wish to verify the survey please go to www.saskatoon.ca under the Transportation Planning section.

*The information you provide about yourself is being collected in accordance with the *Freedom of Information & Protection of Privacy Act.* It will be used for City of Saskatoon's transportation and research purposes and may be shared, in limited circumstances, with other public agencies or researchers. Names will be removed from all data files and City will not publicly

report results for individuals. If you have any questions about the collection of this information, please contact David LeBoutillier, City of Saskatoon at (306) 975 - 2454.

[NOTE: NO LOGIN REQUIRED, JUST SKIP TO LETTERI NSTEAD. SURVEY NEEDS TO BE SET-UP AS A OPEN LINK]

Dear Student,

The City of Saskatoon invites you to participate in an important study.

The goal of the study is to understand where people are going and how they get there – by car, bicycle, transit and/or on foot. The information will allow transportation authorities and municipalities to make informed decisions to help people get to where they want to go.

Ipsos Reid, a leading research company, is recruiting students from the U of S to complete the survey. You have been selected at random to represent your community. **The survey is simple – it captures your trips on just one day**. To better understand how health and physical activity impact travel patterns, we will need to gather some basic health and physical activity information as well.

All information will be kept completely confidential and only used to represent the travel patterns in your community and the region.

As a selected respondent, your participation is important and appreciated. For completing the survey, **you will be entered for a chance to win one of the many prizes worth a combined total of over $2,500**:

- **1 Grand Cash Prize of $1,000**
- **5 Regional Cash Prizes of $100 each**
- **3 iPad Minis**
- **25 x $25 Gift Cards for the Region's Leading Coffee Chain**

We wish to thank you for taking part in this study.

Sincerely,

David LeBoutillier
Planning & Design Engineer
Transportation Branch, Infrastructure Services Dept.
City of Saskatoon

If you wish to verify the survey please go to www.saskatoon.ca under the Transportaiton Planning section.

**The information you provide about yourself is being collected in accordance with Saskatchewan's *Freedom of Information & Protection of Privacy Act*. It will be used for the City's transportation and research purposes and may be shared, in limited circumstances, with other public agencies or researchers. Names will be removed from all data files and the City will not publicly report results for individuals. If you have any questions about the collection of this information, please contact David LeBoutillier at the City of Saskatoon at (306) 975-1451.*

The 2013
One-Day Travel Survey

Registration

[SHOW FOR THOSE WHO HAVE NOT YET REGISTERED, OTHERWISE, GO TO THE INITIAL INSTRUCTIONS SECTION]

[FOR U OF S ONLY]
D0.   You registered for the 2013 One-Day Travel Survey?
1. Yes [THANK AND TERMINATE: "Unfortunately, you cannot participate more than once in the One-Day Travel Survey.]
2. No

To register, please enter your name and your address below:

Name   _____
Address   _____
City   _____
Province   _____
Postal code   _____

[PROGRAM: TERMINATE IF RESPONDENTS REFUSED TO ENTER ADDERSS.]

* Please refer to the Appendix for sub-region codes

D1.   This study involves completing a survey about your local travel behaviour for 1 day, **specifically,** [INSERT DATE, refer to diary date assignment algorithm sheet].

Are you able to record your trips for that date?

1. Yes [RECORD DIARY DATE AND SKIP TO D6]
2. No

D2.   For what reason does [INSERT DATE] not work for you?
1. I'm out of town
2. That's too soon for me
3. ~~Other household members are away~~
4. Too busy that day
5. I won't be traveling that day
6. That's an unusual day (e.g. People visiting, events happening, etc.)
7. I'm sick
96. Other, please specify: _____

[IF CODE 1-2 IN D2, SKIP TO D4]

D3.   It is fine if that day is not typical for you; in fact, we need to include these types of days in our survey. Are you still able to record your trips on [INSERT DATE]?

    1.   Yes [RECORD DIARY DATE AND SKIP TO D6]
    2.   No

D4.   If that day doesn't work for you, how about [INSERT ALTERNATIVE DATE 1]?

    1.   Yes [RECORD DIARY DATE AND SKIP TO D6]
    2.   No

D5.   How about [INSERT ALTERNATIVE DATE 2]?

    1.   Yes [RECORD DIARY DATE]
    2.   No [THANK AND TERMINTE: "Unfortnately, you need to pick a travel day in order to qualify for this survey." THANK AND TERMINATE]

D6.   What is your email address? *Your email will only be used to send you information for this survey.*
_____@_____._____

Please enter your full email address.

PROG: IF EMAIL IS INCORRECT – Please enter your full email address. Example: testemail@shaw.ca]

PROG: CHECK IF EMAIL ADDRESS IS REGISTERED ALREADY, IF SO, TERMINATE.

Thank you! You should receive a confirmation email from sasktravelsurvey@websurveys.ca shortly.

[PROG: ASSIGN UNIQUE ID AND PASSWORD AT THIS POINT. NOTE: UNIQUE ID FOR UNIVERSITY STUDENTS SHOULD BE PREFIXED WITH 13 PLUS 6 DIGITS UNIQUE #S, I.E. 13840123]

Initial Instructions

There are **2 parts** to the One-Day Travel Survey:

Part A: Demographic Information
You may wish to verify or enter your demographic information. Please be assured that any personal information we collect from you will be kept secured and is only for classification purposes.
> *You can complete this section before or on your assigned diary day, [INSERT DIARY DATE.].*

[ENTER/ VERIFY DEMOGRAPHIC INFORMATION]

[PROG: ONLY SHOW TRIP BUTTON IF RESP HAS ALREADY ENTERED THE HOUSEHOLD INFORMATION]
Part B: Trip Diary
On your diary day [INSERT DIARY DATE], please keep track of the following information for every ONE-WAY trip you make:

1. The origin and destination locations (either the exact address OR the cross-streets at the closest intersection)
2. The departure and arrival times of your trip
3. The purpose of the trip
4. The mode(s) of transportation used

Please record all the trips that you make between 12:00am to 11:59pm on [INSERT DIARY DATE]. Any trips that are made after [INSERT DIARY DATE] (past midnight) do not need to be recorded.

> *You can only complete this section at the end of your assigned diary day or after that day has passed. To access Part B, please login to this survey again on or after [INSERT DIARY DATE] and enter your trip information online.*

[ENTER TRIP INFORMATION]

Travel Survey Suggestions:

To make it easier for you to do your online trip diary later, you can print out a trip-tracking form for your use. This way, you can simply write down your trip information as they make their trips during that day, and use the form as a reference when completing Part B of the online survey. Click here for the trip-tracking form. *(Note: It is NOT mandatory to keep track of your trips on this form)*

For an example of the types of questions we will be asking on the online survey, click here.

On your assigned diary day, it might be useful to carry some sort of a timepiece (e.g. a watch or cellphone) in order to accurately record when trips start and finish.

For more information about this survey, please visit www.synosurvey.net/university/FAQs.

4

[WE SHOULD TREAT ALL STUDENTS AS A ONE PERSON HH REGARDLESS OF HOW THEY ANSWERED H2]
[FOR RESPONDENTS WHO MISSED ORIGINAL DATE AND WERE ASSIGNED NEW DATE]:

A.   Before we begin, did you make any trips on the original date that was assigned to you, which was [INSERT ORIGINAL DATE], or did you not make any trips on that date?

   1. I made trips [GO TO PART B: TRIP DIARY]
   2. I did not make any trips [GO TO QB]
   3. Can't recall [GO TO PART B: TRIP DIARY]

B.   [IF ANSWERED 2 IN QA, OTHERWISE, GO TO THANK YOU PAGE] Why did you not make any trips on that original date of [INSERT ORIGINAL DIARY DATE]?

   1. Sick/ill
   2. Out-of-town/travelling
   3. Worked from home
   4. Not comfortable reporting travel habits in a survey
   5. Simply forgot to fill in that part of the survey
   6. Survey too difficult/complicated
   7. School holiday/professional day
   8. Other reason (specify): _____

5

Part A: Demographic Information

H1.   How many people, including yourself, currently live in your household?

_____

[IF MORE THAN ONE IN H1, ANSWER CAN'T BE GREATER THAN H1]
H2.   And how many of those people are aged 5 and older?

_____

[TREAT AS A SINGLE PERSON HOUSEHOLD]
H2.   Please complete the following information.

	Gender	Age - Please enter number between 5 and 110 years	Do you have a valid driver's license?	Are you presently employed as a commercial driver (e.g. A courier, taxi, truck or bus driver?)	Have you travelled by public transit in the past 7 days?	How did you usually pay for transit? [DROP-DOWN MENU]**
Person 1 (You)	M F		Yes No	Yes No	Yes No	

**Drop-down menu:

1. Monthly Pass
2. GoPass Card
3. U-Pass
4. Employer Paid Pass
5. Annual Pass
6. Cash
7. Other

[If did not take public transit, disable transit payment column]
[If age is under 16 ears old, automatically code as no driver's license and disable column]
[If age is under 18 years old, disable commercial driver column]

H3.   Is your current home:

1.   A single detached house
2.   An apartment or condo
3.   A townhouse / row house
4.   A duplex
5.   A mobile home

H4.   Which of the following best describes your total household income?

1.   Less than $25,000
2. $25,000 to less than $50,000
3. $50,000 to less than $75,000
4. $75,000 to less than $100,000
5. $100,000 to less than $150,000
6. $150,000 or more
7.   Don't know/Refused

To better understand how health and physical activity impact travel patterns, we will need to gather some health and physical activity information as well. The following questions are for classification purposes only.

[PROG: H3A IS <u>NOT</u> MANDATORY]

H3a.   Please complete the following information.

	Height: How tall is this person without shoes on?		Weight: How much does this person weigh? [PROG, MIN 1, MAX 575]	
Person 1 (You)	Drop down, see list below	Please select the exact height: see list below.	Open-field	○ Pounds ○ Kg

Height:
- 1'0" to 1'11" / 12" to 23" (29.2 to 59.6 cm.) ---> If YES show 1.2 under exact height
- 2'0" to 2'11" / 24" to 35" (59.7 to 90.1 cm.) ---> If YES show 1.3 under exact height
- 3'0" to 3'11" / 36" to 47" (90.2 to 120.6 cm.) ---> If YES show 1.4 under exact height
- 4'0" to 4'11" / 48" to 59" (120.7 to 151.0 cm.) ---> If YES show 1.5 under exact height
- 5'0" to 5'11" (151.1 to 181.5 cm.) ---> If YES show 1.6 under exact height
- 6'0" to 6'11" (181.6 to 212.0 cm.) ---> If YES show 1.7 under exact height
- 7'0" and over (212.1 cm. and over) ---> If YES show 1.8 under exact height
- Do Not Know ---> If YES grey out exact height column
- Refuse ---> If YES grey out exact height column

Exact Height:
1.2 Select the Exact Height
   - 0 = 1'0" / 12" (29.2 to 31.7 cm.)
   - 1 = 1'1" / 13" (31.8 to 34.2 cm.)
   - 2 = 1'2" / 14" (34.3 to 36.7 cm.)
   - 3 = 1'3" / 15" (36.8 to 39.3 cm.)
   - 4 = 1'4" / 16" (39.4 to 41.8 cm.)
   - 5 = 1'5" / 17" (41.9 to 44.4 cm.)
   - 6 = 1'6" / 18" (44.5 to 46.9 cm.)
   - 7 = 1'7" / 19" (47.0 to 49.4 cm.)
   - 8 = 1'8" / 20" (49.5 to 52.0 cm.)
   - 9 = 1'9" / 21" (52.1 to 54.5 cm.)
   - 10 = 1'10" / 22" (54.6 to 57.1 cm.)
   - 11 = 1'11" / 23" (57.2 to 59.6 cm.)

1.3 Select the Exact Height
   - 0 = 2'0" / 24" (59.7 to 62.1 cm.)
   - 1 = 2'1" / 25" (62.2 to 64.7 cm.)
   - 2 = 2'2" / 26" (64.8 to 67.2 cm.)
   - 3 = 2'3" / 27" (67.3 to 69.8 cm.)
   - 4 = 2'4" / 28" (69.9 to 72.3 cm.)

- 5 = 2'5" / 29" (72.4 to 74.8 cm.)
- 6 = 2'6" / 30" (74.9 to 77.4 cm.)
- 7 = 2'7" / 31" (77.5 to 79.9 cm.)
- 8 = 2'8" / 32" (80.0 to 82.5 cm.)
- 9 = 2'9" / 33" (82.6 to 85.0 cm.)
- 10 = 2'10" / 34" (85.1 to 87.5 cm.)
- 11 = 2'11" / 35" (87.6 to 90.1 cm.)

1.4 Select the Exact Height
- 0 = 3'0" / 36" (90.2 to 92.6 cm.)
- 1 = 3'1" / 37" (92.7 to 95.2 cm.)
- 2 = 3'2" / 38" (95.3 to 97.7 cm.)
- 3 = 3'3" / 39" (97.8 to 100.2 cm.)
- 4 = 3'4" / 40" (100.3 to 102.8 cm.)
- 5 = 3'5" / 41" (102.9 to 105.3 cm.)
- 6 = 3'6" / 42" (105.4 to 107.9 cm.)
- 7 = 3'7" / 43" (108.0 to 110.4 cm.)
- 8 = 3'8" / 44" (110.5 to 112.9 cm.)
- 9 = 3'9" / 45" (113.0 to 115.5 cm.)
- 10 = 3'10" / 46" (115.6 to 118.0 cm.)
- 11 = 3'11" / 47" (118.1 to 120.6 cm.)

1.5 Select the Exact Height
- 0 = 4'0" / 48" (120.7 to 123.1 cm.)
- 1 = 4'1" / 49" (123.2 to 125.6 cm.)
- 2 = 4'2" / 50" (125.7 to 128.2 cm.)
- 3 = 4'3" / 51" (128.3 to 130.7 cm.)
- 4 = 4'4" / 52" (130.8 to 133.3 cm.)
- 5 = 4'5" / 53" (133.4 to 135.8 cm.)
- 6 = 4'6" / 54" (135.9 to 138.3 cm.)
- 7 = 4'7" / 55" (138.4 to 140.9 cm.)
- 8 = 4'8" / 56" (141.0 to 143.4 cm.)
- 9 = 4'9" / 57" (143.5 to 146.0 cm.)
- 10 = 4'10" / 58" (146.1 to 148.5 cm.)
- 11 = 4'11" / 59" (148.6 to 151.0 cm.)

1.6 Select the Exact Height
- 0 = 5'0" (151.1 to 153.6 cm.)
- 1 = 5'1" (153.7 to 156.1 cm.)
- 2 = 5'2" (156.2 to 158.7 cm.)
- 3 = 5'3" (158.8 to 161.2 cm.)
- 4 = 5'4" (161.3 to 163.7 cm.)
- 5 = 5'5" (163.8 to 166.3 cm.)
- 6 = 5'6" (166.4 to 168.8 cm.)
- 7 = 5'7" (168.9 to 171.4 cm.)
- 8 = 5'8" (171.5 to 173.9 cm.)

- 9 = 5'9" (174.0 to 176.4 cm.)
- 10 = 5'10" (176.5 to 179.0 cm.)
- 11 = 5'11" (179.1 to 181.5 cm.)

1.7 Select the Exact Height
- 0 = 6'0" (181.6 to 184.1 cm.)
- 1 = 6'1" (184.2 to 186.6 cm.)
- 2 = 6'2" (186.7 to 189.1 cm.)
- 3 = 6'3" (189.2 to 191.7 cm.)
- 4 = 6'4" (191.8 to 194.2 cm.)
- 5 = 6'5" (194.3 to 196.8 cm.)
- 6 = 6'6" (196.9 to 199.3 cm.)
- 7 = 6'7" (199.4 to 201.8 cm.)
- 8 = 6'8" (201.9 to 204.4 cm.)
- 9 = 6'9" (204.5 to 206.9 cm.)
- 10 = 6'10" (207.0 to 209.5 cm.)
- 11 = 6'11" (209.6 to 212.0 cm.)

H3b.   In the past <u>7 days</u>, on how many <u>days</u> have you done a total of <u>30 minutes or more</u> of physical activity, which was enough to raise their breathing rate? *This may include sport, exercise, and brisk walking or cycling for recreation or to get to and from places.*

Person 1: Drop down, show 0 – 7, Don't know, Refuse
Person 2: Drop down, show 0 – 7, Don't know, Refuse
Person 3: Drop down, show 0 – 7, Don't know, Refuse
Person 4: Drop down, show 0 – 7, Don't know, Refuse
Person 5: Drop down, show 0 – 7, Don't know, Refuse
Person 6: Drop down, show 0 – 7, Don't know, Refuse
Person 7: Drop down, show 0 – 7, Don't know, Refuse
Person 8: Drop down, show 0 – 7, Don't know, Refuse

Please answer the following questions for: [INSERT PERSON 1'S NAME, AGE, GENDER]

P1. Are you (indicate all that apply):

[CANNOT SELECT UNEMPLOYED IF WORKING FULL TIME/PART TIME/SELF-EMPLOYED; CANNOT SELECT WORKING FULL TIME IF RETIRED] [LIMIT THE OPTIONS FOR CHILDREN UNDER 14 YEARS OLD TO STUDENT ONLY]

1. Working full time (30+ hours per week)
2. Working part time (<30 hours per week)
3. Self-employed
4. Volunteer <u>only</u> (not for pay)
5. Unemployed
6. Homemaker
7. Retired
8. Student full time
9. Student part time

[DO NOT ASK, AUTOMATICALLY CODE AS COLLEGE/UNIVERSITY]
P1b.   Is this person attending:
1. Pre-School [DO NOT SHOW, AUTOMATICALLY CODE AS PRESCHOOL IF AGE=5 AND SKIP TO NEXT QUESTION]
2. Elementary
3. High School
4. College/University
5. Other

[ONLY ASK P2 FOR THOSE WORKING FULL OR PART TIME OR SELF-EMPLOYED]
P2. [IF SELECTED 1, 2 OR 3 IN QP1] Please enter the name and address or nearest cross streets of your **workplace.**

<u>Work</u>
Company Name: _____
Enter City/Town/RM: _____
Closest Cross Streets: OR Enter Proper Address:
_____ and _____ _____ _____
                                                              (address number*) (street name)

Type of location:
1. House or apartment
2. Office Building
3. Industrial or factory
4. Store, mall, dining or theatre
5. Hospital or medical
6. Financial or other services
7. School or daycare

8.   Indoor recreational or gym
9.   Outdoor recreational (i.e. park, golf course)
10. Airport
11. Religious institution
12. Farm or ranch
13. Other, please specify: _____

[REQUIRE THAT THE MUNICIPALITY AND ALSO CROSS STREET OR ADDRESS IS OBTAINED BEFORE LEAVING PAGE. IF THEY MISS SOMETHING PROVIDE THE FOLLOWING PROMPT(S):

>   Please indicate the municipality
>   Please specify the cross-streets or address
>   Please use the pull down menu to indicate the type of location

[DO NOT ASK, AUTOMATICALLY CODE AS U OF S]
P3. Please enter the name and address or nearest cross streets of the **school this person is attending.**

School
School Name: _____

If school name is not on list:

Please enter the address for (INSERT SCHOOL NAME):

School Name: _____
Enter City/Town/RM: _____
Closest Cross Streets: OR Enter Proper Address:
_____ and _____ _____ _____
                                       (address number*) (street name)

![Ipsos logo]

Thank you for completing the first section of the survey!

[PROG: IF HH SECTION IS FILLED OUT BEFORE ASSIGNED TRAVEL DAY, INSERT:
Please don't forget to fill in the second part of the survey (Part B: Trip Diary) at the end of [INSERT DIARY DATE] or the following day.

On your diary date [INSERT DIARY DATE], please keep track of the following information for every ONE-WAY trip you make:

1. The origin and destination locations (either the exact address OR the cross-streets at the closest intersection)
2. The departure and arrival times of your trip
3. The purpose of the trip
4. The mode(s) of transportation used

Please record all the trips that you make between 12:00am to 11:59pm on [INSERT DIARY DATE]. Any trips that are made after [INSERT DIARY DATE] (past midnight) do not need to be recorded down.

[SHOW IF DIARY DAY IS TODAY OR PASSED ALREADY]
If your diary day is over and you are ready to fill in your trip information now, please click here:

> ENTER TRIP DIARY NOW

[SHOW ALL]
If that day has not yet arrived or finished, or you want to come back later to fill in your trip information, please click here:

> ENTER TRIP DIARY LATER

[IF ENTER LATER SELECTED, SHOW POP-UP: To do the trip survey on or after your travel day, just click on the same survey link provided in the email.]

Part B: Trip Diary

For this section, you will need to know or have on hand your trip information on [INSERT DIARY DATE], including the destinations, travel modes, and trip times.

We now need to find out about all the trips you made on [INSERT DIARY DATE].

A trip means you and/or another household member left one location and arrived at another. For example, if you left home, dropped off your son at school, went to work and then returned home, these trips would be recorded as follows:

What <u>doesn't</u> count as a trip?
- Walking a dog (with no destination)
- Walking between a parking lot and your destination
- Walking to or from transit stops
- Jogging or biking in your neighbourhood with no destination
- Moving around between classes on campus or within the same building complex, such as an office
- Commercial vehicle trips – please <u>do not</u> include trips where the purpose is commercial delivery or driving a bus or taxi.
- Trips that are made completely outside of the Saskatoon region (See map for study area: click here)

For more answers to frequently asked questions, please visit www.synosurvey.net/university/FAQs

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Now, we will ask about the trips you made on INSERT TRAVEL DATE.

B1a. Did you make any trips in the Saskatoon region on [INSERT DIARY DATE]? *For a map of the study area, click here.*

    1. Yes - made a trip/trips   [GO TO B2]
    2. No – stayed home or was out of town all day

> [PROG: INSERT ONLY IF PERSON IS FULL-TIME STUDENT]
> Please remember to include school trip(s), even if you walked or commuted only a short distance to school.

B1b. [IF ANSWERED NO IN QB1A, OTHERWISE GO TO QB2]: Why did you not make any trips on [INSERT DIARY DATE]?

    1. Sick/ill
    2. Out-of-town/travelling
    3. Worked from home
    4. School holiday/professional day
    5. Other reason (specify): _____

B2. Where did your first trip **start**?

Your home [PROG: GO TO B5a]

LIST ALL THE HH WORK AND SCHOOL LOCATIONS ALONG WITH THE ADDRESS (e.g. FEMALE, Age 34's Work Location: 345 Main Street) **[PROG: GO TO B5a]**

OR

Other destination in Saskatoon [PROG: GO TO B3]
Outside of Saskatoon, enter city/town/RM: _____ [GO TO B5a]

B3. Please enter the name of the location or a nearby landmark closest to your destination. (**Begin by typing in the name, when the correct name appears click on it. Otherwise type in the full name**)
_____
Example: Confederation Mall; Superstore; U of S; Friend's house…etc.

[PROG: IF ADDRESS IS NOT GEOCODABLE, INSERT "Unrecognized spelling or format of [INSERT DESCRIPTION]. Please correct or if it is already correct, press Continue again.]
[PROG: DO NOT SHOW MISSING ANSWER PROMPT IF ADDRESS IS NOT GEOCODABLE. MISSING ANSWER PROMPT SHOULD ONLY SHOW UP IF THERE ARE MISSING FIELDS]

[PROG: ASK IF LOCATION IS UNRECOGNIZABLE, OTHERWISE, SKIP TO B5a]
B4. Please provide the location of [INSERT LOCATION NAME]:

> If your street is not coming up but you are sure it is correct, press "Continue" twice to go

Enter City/Town/RM: _____
Closest Cross Streets: OR   ENTER Proper Address:
_____ and _____   _____   _____
                                              (address number*)   (street name)

Type of location:
1. House or apartment
2. Office Building
3. Industrial or factory
4. Store, mall, dining or theatre
5. Hospital or medical
6. Financial or other services
7. School or daycare
8. Indoor recreational or gym
9. Outdoor recreational (i.e. park, golf course)
10. Airport
11. Religious institution
12. Farm or ranch
13. Other, please specify: _____

[PROG: ON TOP OF EVERY PAGE IN SECTION B, INSERT: **This trip started at** [INSERT ORIGIN] and **ended at** [INSERT DESTINATION].]

B5a.   Where did you go?

Your home [PROG: DO NOT SHOW IF ORIGIN=HOME; GO TO B5B IF SELECTED OUTSIDE OF SASKATOON IN QB2, OTHERWISE GO TO B8]

LIST ALL THE HH WORK AND SCHOOL LOCATIONS ALONG WITH THE ADDRESS (e.g. FEMALE, Age 34's Work Location: 345 Main Street [PROG: GO TO B5B IF SELECTED OUTSIDE OF SASKATOON IN QB2, OTHERWISE GO TO B8]
[PROG: HIDE LOCATION IF ALREADY SELECTED AS THE STARTING LOCATION]

OR

Other destination in the Saskatoon region [GO B6]
Outside of the Saskatoon region, enter municipality: _____ [GO TO B5c]

[NOTE: IF ORIGIN AND DESTINATION ARE BOTH OUTSIDE OF STUDY AREA, INSERT: We are only interested in collecting trips made to or from Saskatoon. Your trip started at [INSERT ORIGIN], where did you go next in Saskatoon?]

B5b.   [IF SELECTED OUTSIDE OF SASKATOON IN QB2] Which highway or entrypoint did you use to enter the Saskatoon area from [INSERT ORIGIN LOCATION]?

1. Hwy 16 (Yellowhead Hwy) - southeast from North Battleford
2. Hwy 12 - south from Blaine Lake
3. Hwy 11 (Louis Riel Trail) - south from Prince Albert
4. Hwy 5 - west from Humbolt
5. Hwy 16 (Yellowhead Hwy) - west from Yorkton
6. Hwy 11 (Louis Riel Trail) - north from Regina
7. Hwy 7 - northest from Rosetown
8. Hwy 14 - east from Biggar
9. Airport
10. Greyhound Bus Terminal
11. VIA Rail Station

B5c.   [IF SELECTED OUTSIDE OF SASKATOON IN QB5A] Which highway or entrypoint did you use to get to [INSERT END LOCATION] from the Saskatoon area?

1. Hwy 16 (Yellowhead Hwy) - northwest to North Battleford
2. Hwy 12 - north to Blaine Lake
3. Hwy 11 (Louis Riel Trail) - north to Prince Albert
4. Hwy 5 - east to Humbolt
5. Hwy 16 (Yellowhead Hwy) - east to Yorkton
6. Hwy 11 (Louis Riel Trail) - south to Regina
7. Hwy 7 - southwest to Rosetown
8. Hwy 14 - west to Biggar
9. Airport
10. Greyhound Bus Terminal
11. VIA Rail Station

[IF DESINATION IS OUTSIDE OF STUDY IN B5A, SKIP TO B8]

B6. Please enter the name of the location or a nearby landmark closest to your destination. (**Begin by typing in the name, when the correct name appears click on it. Otherwise type in the full name**)

_____

Example: Confederation Mall; Superstore; U of S; Friend's house…etc.

[PROG: IF LOCATION IS UNRECOGNIZABLE, ASK B7, OTHERWISE, SKIP TO B8]

B7. Please provide the location of [INSERT LOCATION NAME]:

> If your street is not coming up but you are sure it is correct, press "Continue" twice to go

Enter City/Town/RM: _____
Closest Cross Streets: OR   Enter Proper Address:
_____ and _____   _____   _____
                                                 (address number*) (street name)

Type of location:
1. House or apartment
2. Office Building
3. Industrial or factory
4. Store, mall, dining or theatre
5. Hospital or medical
6. Financial or other services
7. School or daycare
8. Indoor recreational or gym
9. Outdoor recreational (i.e. park, golf course)
10. Airport
11. Religious institution
12. Farm or ranch
13. Other, please specify: _____

B8.   What was the main purpose of that trip?

1. To work
2. During work/business trip
3. To drive someone/pick-up
4. To school/study
5. Shopping
6. Dining/restaurant
7. Recreation/social/entertainment
8. Personal (e.g. bank, doctor)
9. To go home

[PROG: IF ORIGIN IS HOME AND PURPOSE IS TO GO HOME, INSERT "You indicated you left from home, what was the purpose of this trip?"]

[IF TRIP DESTINATION = OTHER MEMBERS SCHOOL AND TRIP PURPOSE = TO SCHOOL/STUDY, INSERT PROMPT: "You indicated that you went to [INSERT PERSON, AGE, GENDER]'s school for

studying purposes. If you are driving/picking someone up, please choose "To drive someone/pick-up" as the main trip purpose instead. If the information you entered is correct, please click on "continue" again to proceed to the next question.]

[IF TRIP DESTINATION = OTHER MEMBERS WORKPLACE AND TRIP PURPOSE = TO WORK, INSERT PROMPT: "You indicated that you are going to [INSERT PERSON, AGE, GENDER]'s workplace for working purposes. If you are driving/picking someone up, please choose "To drive someone/pick-up" as the main trip purpose instead. If the information you entered is correct, please click on "Continue" again to proceed to the next question.]

B9a.   What was the exact time that you left [INSERT ORIGIN]?
          ___:___ AM   PM

B9b.   What was the exact time that you arrived at [INSERT DESTINATION]?
          ___:___AM   PM

[PROG: IF END TIME IS EARLIER THAN START TIME, INSERT "Your arrival time is earlier than the start time. What was the exact time that you arrived at [INSERT DESTINATION]?"]

[PROG: IF START TIME IS EARLIER THAN END TIME FROM PREVIOUS TRIP, INSERT "You arrived [INSERT ORIGIN] at [INSERT PREVIOUS ARRIVAL TIME], what was the exact time you left there?]

[PROG: CONVERT TO 24 HOURS WHEN EXTRACTING DATA]

[PROG: IF TIME DURATION IS MORE THAN 2 HOURS, INSERT "The travelling time for this trip was more than 2 hours, is that correct? If the information you entered is correct, please on "Continue" again to proceed to the next question."]

B10. What mode or modes of transportation did you use for that trip? *Please choose up to three modes.*

[PROG: DO NOT SHOW RADIO BUTTON FOR 2ND/3RD MODE FOR WALKING]
[PROG: SECOND MODE SHOULD BE MUTUALLY EXCLUSIVE WITH FIRST AND THIRD MODE, BUT FIRST AND THIRD MODE CAN BE THE SAME]
[PROG: IF RESP DOESN'T HAVE DRIVER'S LICENSE OR IF THEY ARE UNDER 16, GREY OUT AUTO-DRIVER OPTION]

Mode	First Mode	Second Mode (if more than one mode used)	Third Mode (if more than two modes used)
1) Auto – driver	O	O	O
2) Auto – passenger	O	O	O
3) Motorcycle/motorized scooter	O	O	O
4) Transit Bus (please specify bus #):_____	O	O	O
5) Access transit	O	O	O
6) School Bus	O	O	O
7) Walked whole way	O		
8) Bicycle	O	O	O
9) Taxi/airport shuttle	O	O	O
10) Electric wheelchair	O	O	O
96) Other, please specify_____	O	O	O

[PROG: IF WALKED WHOLE WAY AND ANOTHER CODE SELECTED: You indicated that you walked the whole way for that trip, is that correct? If you walked partway to connect to another mode of transportation, please do not record walking as one of the modes.]

[PROG: ASK IF AUTO DRIVER/PASSENGER IN B10, OTHERWISE, SKIP TO B12]
B11 . How many people were in the vehicle, including the driver?
(Note: Driver plus one passenger = 2 people in the car)

_____

[IF PASSENGER IN B10 AND <2 IN B11] How many people were in the car including the driver? (The driver also counts as one person in the car.)

PROG: ASKED ONLY IF HAVE A DRIVER'S LICENSE (QH2) AND NOT A DRIVER/PASSENGER IN B9, OTHERWISE SKIP TO B13a]

B12. Was an automobile available for you to use on this trip?
1. Yes
2. No

LOOP (REPEAT FOR EACH ADDITIONAL TRIPS)
B13a. Where did you go next?

Your home [PROG: DO NOT SHOW IF ORIGIN =HOME; GO TO B5B.1 IF SELECTED OUTSIDE OF SASKATOON IN QB2, OTHERWISE GO TO B8.1]

LIST ALL THE HH WORK AND SCHOOL LOCATIONS [PROG: GO TO B5B.1 IF SELECTED OUTSIDE OF SASKATOON IN QB2, OTHERWISE GO TO B8.1]
[PROG: HIDE LOCATIN IF ALREADY SELECTED AS THE STARTING LOCATION]

OR

Other destination in the Saskatoon area [GO TO B6.1]
Outside of the Saskatoon area: _____ [GOTO B5C.1]

[PROG: PUT NOWHERE CODE IN A SEPARATE BOX]
Nowhere/Stayed at the same location until midnight [GO TO THE TRIP DIARY STATUS PAGE (AS SHOWN ON PAGE 26)]

[PROG: IF ORIGIN = DESTINATION] This trip started from [INSERT ORIGIN] where did you go next?]

[PROG IF SELECTED NOWHERE AND PREVIOUS TRIP PURPOSE (B8) /DESTINATION (B5a) WASN'T HOME] "Please remember to include your return home trip. If you were still away from home at midnight, please click CONTINUE again."

[REPEAT ASKING FOR NEXT TRIP UNTIL RESPONDENT SAYS "NOWHERE/STAYED AT THE SAME LOCATION UNTIL MIDNIGHT" OR HAS ALREADY COMPLETED 8 TRIPS]

[AFTER COMPLETING THE 8TH TRIP, SHOW THIS SCREEN TO RESPONDENT]:

You have just finished entering the 8th trip for [INSERT NAME] that was made on [INSERT DATE]. We are only collecting up to 8 trips for respondent. Please click CONTINUE.

[CONCLUSION SCREEN]

Thank you very much for participating in this survey. Your input will be invaluable in understanding the travel patterns of the region. You will be entered for a chance to win one of the many prizes. Winners will be contacted by email in January 2014.

THANK YOU!

(Note: If you finished sooner than you expected that's because the progress bar is only an estimate of how far you are in the survey and is based on a 4 person x 4 trips household.)

Would you be interested in taking part in further studies – additional prizes would be available for taking part. Note that you would be free to accept or decline the survey at that time.

1. Yes
2. No

Please click here to submit: [INSERT SUBMIT BUTTON]

[PROGRAMMING: REDIRECT TO www.saskatoon.ca AFTER SURVEY SUBMITTED SUCESSFULLY]

APPENDIX

NghdID	Neighbourhood	SDA	ExpansionArea
1	Holiday Park	Confederation	EA06
2	Montgomery Place	Confederation	EA08
3	Fairhaven	Confederation	EA08
4	Parkridge	Confederation	EA08
5	Pacific Heights	Confederation	EA08
6	Confederation Park	Confederation	EA08
7	Dundonald	Confederation	EA08
8	Westview	Confederation	EA08
9	Massey Place	Confederation	EA08
10	Hampton Village	Confederation	EA08
11	Meadowgreen	Confederation	EA06
12	King George	Core Neighbourhood Area	EA06
13	Pleasant Hill	Core Neighbourhood Area	EA06
14	Riversdale	Core Neighbourhood Area	EA06
15	Mount Royal	Confederation	EA07
16	Westmount	Core Neighbourhood Area	EA07
17	Caswell Hill	Core Neighbourhood Area	EA07
18	Hudson Bay Park	Confederation	EA07
19	Mayfair	Lawson	EA07
20	Blairmore Suburban Centre	Blairmore	EA08
21	Kensington	Blairmore	EA08
25	Central Business District	Core Neighbourhood Area	EA06
26	Nutana	Core Neighbourhood Area	EA05
27	Buena Vista	Nutana	EA05
28	Exhibition	Nutana	EA05
29	Avalon	Nutana	EA04
30	Queen Elizabeth	Nutana	EA05
31	The Willows	Nutana	EA04
32	Haultain	Nutana	EA05
33	Varsity View	Core Neighbourhood Area	EA05
35	Grosvenor Park	Nutana	EA05
36	Holliston	Nutana	EA04
37	Stonebridge	Nutana	EA04
38	Adelaide/Churchill	Nutana	EA04
39	Nutana Park	Nutana	EA04

40	Eastview	Nutana	EA04
41	Nutana Suburban Centre	Nutana	EA04
42	Brevoort Park	Nutana	EA04
43	Greystone Heights	Nutana	EA05
44	Lakeview	Lakewood	EA03
45	Wildwood	Lakewood	EA03
46	College Park	Lakewood	EA03
47	College Park East	Lakewood	EA03
48	Sutherland	University Heights	EA02
49	Forest	University Heights	EA02
50	City Park	Core Neighbourhood Area	EA07
51	North Park	Lawson	EA07
52	Richmond Heights	Lawson	EA07
53	River Heights	Lawson	EA01
54	Lawson Heights Suburban Centre	Lawson	EA01
55	Lawson Heights	Lawson	EA01
56	Silverwood Heights	Lawson	EA01
57	Confederation Suburban Centre	Confederation	EA08
58	Lakeridge	Lakewood	EA03
59	Arbor Creek	University Heights	EA02
60	Erindale	University Heights	EA02
61	Silverspring	University Heights	EA02
62	Willowgrove	University Heights	EA02
63	Rosewood	Lakewood	EA03
64	Briarwood	Lakewood	EA03
67	University Heights Suburban Centre	University Heights	EA02
68	Lakewood Suburban Centre	Lakewood	EA03
69	Evergreen	University Heights	EA02
100	Agriplace	Northwest Industrial	EA01
101	Airport Business Area	Northwest Industrial	EA01
102	Central Industrial	Lawson	EA07
102	Central Industrial	Nutana	EA05
103	CN Industrial	Lawson	EA04
105	Kelsey - Woodlawn	Northwest Industrial	EA07
106	North Industrial	Confederation	EA01
107	Agpro Industrial	Confederation	EA08
108	South West Industrial	Confederation	EA06
109	Sutherland Industrial	University Heights	EA02

111	West Industrial	Confederation	EA06
112	Hudson Bay Industrial	Northwest Industrial	EA01
113	Marquis Industrial	Northwest Industrial	EA01
710	Diefenbaker Management Area	Nutana	EA05
711	CN Yards Management Area	Confederation	EA08
712	SaskPower Management Area	Confederation	EA06
713	Gordie Howe Management Area	Confederation	EA06
714	U of S Lands North Management Area	University Heights	EA02
715	U of S Lands Management Area	University Heights	EA05
716	U of S Lands South MA	University Heights	EA05
717	Airport MA	Northwest Industrial	EA01
718	U of S Lands East Management Area	Holmwood	EA02
901	SE Development Area	Lakewood	EA03
902	University Heights Development Area	University Heights	EA02
903	Blairmore Development Area	Blairmore	EA08
904	Holmwood Development Area	Holmwood	EA02
905	North Development Area	Northwest Industrial	EA01
906	University Heights Development Area N	University Heights	EA02
1001	Martensville	Greater Saskatoon North	EA11
1002	Warman	Greater Saskatoon North	EA11
1003	Corman RM - North	Greater Saskatoon North	EA11
1004	Corman RM - South	Greater Saskatoon South	EA12
1005	Vanscoy RM	Greater Saskatoon South	EA12
1006	Dundurn RM	Greater Saskatoon South	EA12
1007	Blucher RM	Greater Saskatoon South	EA12
1008	Colonsay RM	Greater Saskatoon South	EA12

Diary Date Assignment:

Online			
Recruit Day	**Travel Diary Days**	**Alternative 1**	**Alternate 2**
Monday	Thurs (Recruit day + 3 days)	Mon (Recruit day + 7)	Thurs (Recruit day + 10)
Tuesday	Mon (Recruit day + 6 days)	Tues (Recruit + 7)	Mon (Recruit day + 13)
Wednesday	Tues (Recruit day + 6 days)	Wed (Recruit + 7)	Tues (Recruit day + 13)
Thursday	Wed (Recruit day + 6 days)	Thurs (Recruit + 7)	Wed (Recruit day + 13)
Friday	Randomly assign day with lowest recruits: recruit day +4, +5, +6or +10 days	Randomly assign day with lowest recruits: recruit day +4, +5, +6 or +10 days, but can't be original suggested date	Randomly assign day with lowest recruit: recruit day +4, +5, +6 or +10 days, but can't be original suggested date or alternative 1
Saturday	Randomly assign day with lowest recruits: recruit day +3, +4, +5 or +9 days	Randomly assign day with lowest recruits: recruit day +3, +4, +5 or +9 days, but can't be original suggested date	Randomly assign day with lowest recruit: recruit day +3, +4, +5 or +9 days, but can't be original suggested date or alternative 1
Sunday	Randomly assign day with lowest recruits: recruit day +2, +3, +4 or +8 days	Randomly assign day with lowest recruits +2, +3, +4 or +8 days, but can't be original suggested date	Randomly assign day: recruit +2, +3, +4 or +8 days, but can't be original suggested date or alternative 1