

TRANSPORTATION TOMORROW SURVEY
2001

WORKING PAPER

INTERVIEW MANUAL

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*A Telephone Interview Survey on
Household Travel Behaviour in
Greater Toronto and the Surrounding Areas
Conducted in the Fall of 2000, Fall of 2001 and Spring of 2002*

INTERVIEW MANUAL

*Working Paper
Prepared for the
Transportation Information
Steering Committee*

by the

*Data Management Group
University of Toronto
Joint Program in Transportation*

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Participating Agencies:

*Ministry of Transportation, Ontario • City of Barrie • City of Guelph
City of Hamilton • City of Kawartha Lakes • City of Orillia • City of Peterborough
City of Toronto • County of Peterborough • County of Simcoe • County of Wellington
GO Transit • Regional Municipality of Durham • Regional Municipality of Halton
Regional Municipality of Niagara • Regional Municipality of Peel
Regional Municipality of York • Toronto Transit Commission • Town of Orangeville*

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1 Introduction

The Transportation Tomorrow Survey is a project directed by the Toronto Area Transportation Planning Data Collection Steering Committee. Committee membership includes representatives from the Ontario Ministry of Transportation, the Regional Municipalities of Durham, Halton, Hamilton-Wentworth, Peel and York, City of Toronto, GO Transit and the Toronto Transit Commission.

The survey is designed to collect information on the travel patterns of all members of the selected households eleven years of age and older. It will be used to update the results of three previous surveys and to determine trends in travel behaviour since those times. The earlier Transportation Tomorrow Surveys were in 1986, 1991 and 1996. Although specific information will be collected for each household, the results will be combined in order to get a picture of overall travel patterns in each area.

Studies have shown that there are strong spatial interactions between the Greater Toronto Area (GTA) and its surrounding regions. To study these interactions in detail, the Transportation Tomorrow Survey was expanded in 1996 to include the area surrounding the GTA. The 2001 survey will also include these areas. The survey will be conducted by telephone, have a final sample of approximately 120,000 households, and will be undertaken in two stages. The area surrounding the GTA being the Regional Municipalities of Niagara, the Counties of Peterborough, Simcoe, Victoria and Wellington, the Cities of Barrie, Orillia, Guelph and Peterborough, and the Town of Orangeville were surveyed in Fall 2000. The Greater Toronto Area being the Regions of Durham, York, Peel, Halton, Hamilton-Wentworth and the City of Toronto are to be surveyed in Fall 2001.

2 Purpose

The purpose of the survey is to establish a database of travel information that can be used by all of the agencies involved in the planning of future transportation facilities. By identifying who travels where, when and why, and by what method of transportation it is possible to evaluate the need for new roads, rapid transit facilities and bus routes.

3 Approach

The sample of households has been randomly selected from Bell Canada's listing of households with residential telephone numbers. The households are selected to provide a representative cross section of all areas. Approximately 5% of all households in the survey area will be contacted by telephone. Unlisted numbers and business phones are excluded. An advance letter is sent to each household one to two weeks in advance of the expected day of the interview. The letter explains the purpose of the survey and tells them to expect the phone call. Experience has shown that prior notification eases people's concern about supplying this type of information and results in a better response rate.

Telephone calls will be made Tuesday to Friday between 5:30 p.m. and 9:30 p.m. and some four hour Saturday shifts. Interviewers will **speak to an adult**, who normally lives in the household and who is familiar with the travel patterns of all members. Travel information will not be collected for children under 11 years of age. The information collected will be for all trips made in the 24-hour period between 4:00 am the previous day and 3:59 am on the day of the interview. It may be necessary to call on Mondays about trips on a day in the previous week to secure sufficient completed interviews in the time available.

4 The Interview

The interview is arranged to collect three categories of information: **household data** (type of housing, number of persons, etc.), **person data** (age, gender, employment status, etc.) and **trip data**.

A trip is a one-way movement to a specific destination for a given purpose and is defined by origin, destination, start time, trip purpose and method of travel.

4.1 Eligible Households

Interviewers must verify that the name and address of the household are correct and complete, making changes if necessary. A post office box or rural route number is not sufficient. If the phone number still belongs to the same household but they have moved or the number has been changed try the new number and proceed with the interview if it is still the same household and is within the survey area. Incorrect phone numbers (e.g., they belong to a household other than the one listed) are to be politely terminated and recorded as invalid. Business phone numbers are not eligible unless they are also a residence.

4.2 Completion Status Codes

Action by Interviewer

Line out of service	- None
Line busy	- None: computer program will bring the household up again later (approx. 1 hour).
No answer (8 rings)	- None: computer program will bring the household up again later (approx. Next day + 1 hour).
Answering Machine	- Leave message for household to call in. If the household does not call us in 3 days, computer program will bring up the household again.
Invalid phone #	- Use this code for business numbers or if the number belongs to a household other than the one listed.
Refused	- Use this code for households who refuse to participate. Be sure that you have made every effort to persuade them to continue and that you have addressed each of their concerns to the best of your ability. Refer to "Commonly asked questions". Use the comment screen to note the reason for the refusal if you determine there is a possibility of a supervisor succeeding with the interview.
Interrupted Interview	- To be used when an interview is terminated without agreement for a set call-back time and date.
Call Back Later	- Take care not to book multiple call-backs for the same time. Computer will prompt you for time and date. Interview may be partially completed so use the comment screen for special call back instructions including who to speak to <u>and the day for which trip data is to be or has been collected.</u>

If a household wishes to be called back before you can ask them whether or not they received the letter, press 'F3' and 'yes' to "really want to quit" to return to the status screen.

- Non-English Interview - Arrange call back in a specific language. Always ask if anyone in the household speaks English in order to complete the interview.
- Needs Review - For emergency use only, when interviewer is unable to speak to supervisor to gain clarification regarding a particular circumstance or event in the interview. Always make every effort to resolve any questions regarding any particular interview that you determine "needs review" that evening. Only as a last resort is this category used. Always note in the comment field what the circumstances were and sign and date.
- Complete - An interview is not complete until person and trip information has been collected for all eligible members of the household.

4.3 Interview Script

Dial listed phone number: (Note: an answering machine does not count as a contact)

- I. No contact: --> Returns to status code screen (busy/no answer/out of service/invalid/answering machine)
select option: Answering Machine - read Message 1:

Message 1: *"Hello, my name is ___(full name)___ calling for the Transportation Tomorrow Survey. The survey is being carried out on behalf of your Provincial and Municipal governments. It is important that we obtain information on your household. Please call us at 1-888-735-2221 or 416-946-8392 between 10 a.m. and 9:30 p.m., Monday to Friday, or Saturday between 10 a.m. and 2 p.m. Thank you for your co-operation."*

- II. Contacted household:

1. *"Hello, my name is ___(full name)___ calling for the Transportation Tomorrow Survey. Is this the _____ household?" (Y/N)*
(No) --> confirm telephone number -->
 (a) terminate and assign status code invalid phone number
 (b) re-dial
(Yes)-> go to 2.
2. *"By now you should have received a letter from the Ontario Ministry of Transportation explaining the purpose of the survey and telling you to expect my call. Did you receive the letter?" (Y/N)*
(Yes) --> Read Message 3
(No) --> Read Message 2 then Message 3

Message 2: *"Since you did not receive the letter I'll explain the purpose of the survey. It is to help your Provincial and Municipal governments make improvements to roads and public transit in your area. To do that they need to collect information on existing household travel patterns. The interview will take 5 to 10 minutes. All the information you give us is strictly confidential."*

Message 3: *"First, I would like to ask you some questions about your household."*

HOUSEHOLD DATA SCREEN

1. *"Are you still living at ... ?" (Y/N)*

(No) --> *"What is your new street address?"*
"What municipality is that in?"

(Yes)--> go to 2

2. "Is that a house, townhouse or an apartment?" (H/T/A)
3. "How many people, including yourself, live in your household?" (1-9)
4. "How many vehicles does your household have available for personal use?" (0-9)

Interviewer: a) Note language used in interview.
b) Confirm information (accept 'Respondent')

Ensure you are talking to an adult who is familiar with household travel.

PERSONAL DATA SCREEN

Message 4: "Now, I would like to ask you some questions about yourself."

Interviewer: To record identification for people in the household, you may either type in a family description (e.g., wife, son, roommate, etc.) or press <Enter> to accept the computer defaults (e.g., RESPONDENT for 1st person, PERSON 2 for 2nd person, PERSON 3 for 3rd person, etc.)

1. "How old are you (he/she)?" (0-98)

Interviewer: a) Code 0 for infant less than 1 year old.
b) Note gender of person.

2. "Do you (he/she) have a driver's licence?" (Y/N)

Interviewer: a) Person must be 16 or older to hold a driver's licence.

3. "Do you (he/she) have a transit pass?" (Y/N)
(No) --> go to 4
(Yes) --> 3a. "What kind?" (MetroPass / GO / Other / Combination)

4. "Are you employed?" - "Full-time or part-time?" (F/P/N)
(No) --> go to 5
(Yes) --> go to 4a below

- 4a "What is your (his/her) occupation?" (General Office / Service and Sales / Manufacturing and Construction / Professional)

- 4b "What is the address of your (his/her) usual place of work?"

Probes: "What is the street address?"
"Can you give me a landmark or a building name as you would tell a cab driver?"
"What is the nearest intersection (street A / slash) / street B)?"
"What municipality is that in?"

Interviewer: a) Always confirm Municipality when pulling street name from list.

- 4c "Do you have free parking available where you (he/she) work?" (Y/N)

5. "Are you (he/she) a full-time or part-time student?" (F/P/N)
(No) --> go to 6

(Yes)--> go to 5a below

5a "What is the name of the school?"
"What municipality is that in?"

Interviewer: a) Person cannot be both full-time employee and full-time student. If so however, code as part-time student.

6. "The next person in the household, who would that be?"

Computer takes you back to 1, for everyone in the household, until it is the last person.

FIRST ORIGIN SCREEN

Message 5: "Now I would like to ask you about the trips that you (and the other members of your household) made yesterday. I'll start with your trips first."

1. "Did your (his/her) first trip start from home yesterday?" (Y/N)

(Yes)--> go to 2a (enter 'Y' for trips made by person, then 'Y' again for started from home)
(No) --> go to 2b (enter 'Y' for trips made by person, then 'N' for not started from home)

Interviewer: If no trips were made, enter 'N'. If person has a usual place of work and made no trips then:
"You (he/she) did not go to work yesterday, were(was) you (he/she) working at home?" (Y/N)

2a "Where did you (he/she) go first?"

Interviewer: Ensure that you are recording the **very first** trip the person made that day starting from 4am.

2b "Where did you (he/she) start from?"

'W' for work --> "Was that your (his/her) usual place of work at ... ?" (Y/N)
'S' for school--> "Was that your (his/her) usual school at ... ?" (Y/N)
'O' for other --> "What was the address?"
"What municipality is that in?"

TRIP SCREEN

1. "Where did you (he/she) go from there?" (Work/School/Home/Other)

Interviewer: Probe respondent: "Did you make a stop on the way there?" AND/OR
"Did you go out during the day?"

'H' --> go to 2.

'O' --> 1a "What was the address, municipality, etc.?"
1b "What was the purpose of the trip?"

'S'/'W' -->1c "Was that your (his/her) usual place of school/work at?"
(No) --> "What is the street address, municipality, etc.?"
(Yes) --> go to 2

2. "At what time, to the nearest 5 minutes, did you (he/she) leave to go there?"

Note: Times are recorded as a 3 or 4 digit number followed by the letter "a" (for a.m.), "p" (for p.m.) or "n" (for trips made between midnight and 3:59 am). For example, 3 p.m. would be entered as 300p. Valid time ranges are:

400a to 1159a - 4:00 a.m. to 11:59 a.m. the previous day
1200p to 1159p - 12:00 p.m. to 11:59 p.m. the previous day
1200n to 359n - 12:00 a.m. to 3:59 a.m. the interview day

It is important to record a start time for every trip. If you are unable to get an exact time make the best estimate possible, say 1030a for mid-morning. F10 <Don't Know> will give you a default time of 4:00 a.m. for the 1st trip or automatically add on 5 minutes to the previous trip start time for subsequent trips.

Trips must be recorded in the proper time sequence. The computer will prompt you with an error message if they are not. Stress "What time did you **leave** (previous destination) to go there" making the connection to the previous trip to ensure complete information.

You can use the 'I' (Insert a trip) or 'R' (Review a trip) option to rearrange trip sequences during or after an interview.

3. "What was the purpose of the trip?"
(Work / School / Home / Marketing or Shopping / Facilitate Passenger / Daycare / Other)

4. "How did you (he/she) get there?"
Drive / Passenger / Motorcycle / Taxi / Walk / Cycle / Transit / Schoolbus / Other)

Non-Transit --> go to 5

Transit (T) --> (a) If no previous transit trip for this person: go to 4c on Transit Screen.
(b) Otherwise go to 4a:

4a "Did you (he/she) take the same transit routes as on a previous trip?" (Y/N)

(Yes)--> 4b "Which trip?" then "Were they exactly the same?"

(No) --> go to 4c on Transit Screen

(No) to exactly the same --> edit data on Transit Screen

(Yes) to exactly the same--> confirm then go to 5

TRANSIT SCREEN

4c "How did you (he/she) get to the bus/train stop?"
(Driver / Passenger / Motorcycle / Taxi / Walk / Cycle / Schoolbus / Other)

4d "What was the first transit route you (he/she) took?" (Route Name or Route Number)
(Note: If the route is subway, RT or GO Rail you will need to ask for the station at which the person boarded and the station at which the person got off)

4e "What was the next transit route you (he/she) took?" (Route Name or Route Number)

Interviewer: Repeat 4e until all transit routes have been recorded. After last route is recorded pressing <ENTER> takes you to 4f.

4f "After leaving the bus/train, how did you (he/she) get to the final destination?"
(W/D/P/etc.)

5. "Where did you (he/she) go from there?"

'A' --> Add a trip

'I' --> Insert a trip

'D' --> Delete a trip

'R' --> Review (edit) a previous trip

'N' --> No more trips

a) If last trip = 'Home' --> 5a.

"Can you think of any other trips you or the other members of your household made yesterday either during the day or in the evening that we may have missed?"

(No) --> go to 6

(Yes)--> go back to 5.

b) If last trip ≠ 'Home' --> 5b.

"Did you (he/she) not return home?"

(No) --> go to 5a, then 6.

(Yes) --> go back to 5

c) If person has a usual place of work which is not home and did not make a work trip that day --> 5c.

"You (he/she) did not go to work yesterday (Friday), were you (he/she) working at home (Y/N)?"

6. "Now turning to (the next person)...Did (his/her) first trip start from home yesterday (Friday)?"

Interviewer: Program will automatically return to the First Origin Screen

(Yes)--> continue with questions on First Origin Screen

(No) --> Message 6: *"Thank you very much for your participation."*

7. DDE Program: Are you (Interviewer) really sure you (interviewer) want to quit?

(Yes) --> record completion status & Save data

(No) --> make corrections to interview by selecting an edit option.

5 Special Function Keys And Look-up Tables

5.1 Special Function Keys

'Esc' - May be used to move back up to the previous question on the same screen. Repeat to back up more than one question. Also used to exit look up functions.

'F1' - May be used at any time to bring up a comment screen. Previous comments will be displayed and new comments may be added. Use this key to enter explanations of any unusual items, particularly in relation to future callbacks. For example, who to ask for. Always remember to sign and date any comments you make. To get out of the comment screen simply press F1 once again.

'F3' - Brings up the EDIT options. May be used to terminate the interview part way through the interview sequence or to edit the interview by jumping to a particular data screen.

'F4' - To jump to the household data screen from either the person or the trip screen. This is a special short cut for the F3 key.

'F5' - To jump to the person data screen from the trip screen. This is a special short cut for the F3 key.

'F6' - Used to resume the normal interview sequence after one of the above three function keys (F3, F4, F5) has been used to edit a different data screen.

Note: When the F3, F4 or F5 key is used, an "EDIT MODE" indicator will appear at the top of the screen. It will remain there until the F6 key is used to resume the normal interview sequence.

'F8' - Used to enter a monument or intersection instead of a street address.

'F9' - May be used to over-ride the automated look up function.

'F10' - May be used to indicate that the respondent refuses to answer or does not know the answer to a particular question.

'F12' - A "toggle" switch that expands the data base look up function to include the Entire Survey Area and/or back to the Local Area. The local area is a shortened list based on address of the household.

Note: A template will be provided to display these functions on your computer.

5.2 Recording Location Data

Exact geographic locations are required for a number of items in the survey:

- Home address
- Usual place of work
- Usual place of school
- First origin
- Destination of each trip

It is most important that all geographic information be accurately recorded. For urban locations within the survey area an exact address is required, or sufficient information to be able to identify the street block. For rural areas or locations outside the survey area, the community name is sufficient. If you are unsure, always get a specific address. An address may be recorded in one of 3 ways:

- 1) **Complete Address** - must include street number, full street name including type designation (road, street, avenue, etc.), direction (if applicable), and the town or city it is in. For example, 100 Bloor Street East, Toronto. The street number must be all numeric (e.g., 32A would be entered as 32), and must be followed by a blank space before the name of the street.
- 2) **Monument** - Monuments are names of buildings, structures and other places such as a landmark that can be readily identified by name alone. Communities outside the survey area are treated as monuments. To initiate a monument entry, press the 'F8' key or the spacebar once at the street number field or on the trip screen choose 'O' (other) then press 'F8'. Examples of valid monument names are:
 - Doon Racket Club, Kitchener
 - Exhibition Stadium or CNE, Toronto
 - City Hall, Hamilton
 - Marineland, Fort Erie

The community (city or town) name must always be recorded. Places such as beer stores, post offices, banks and restaurants may be recorded as monuments. However, since there may be more than one with the same name (there are many McDonald's) it is necessary to obtain additional information. For example, CIBC **on (street name) at (street name)**. DO NOT USE a slash (/) to describe an intersection as part of a monument name.

Always probe for the closest cross streets, not the closest major streets. If the respondent is unsure then record the best information that you can. Use the comment screen if necessary.

- 3) **Intersection** - Intersection locations are to be avoided unless you fail to get an address. If a respondent gives you an intersection rather than a specific address, probe to see if they know the street address or name of the building. If not, enter the two street names, separated by a slash (/), as a single monument name. Again, be sure to get the town or city name. For example, Yonge/College, Toronto.

PLEASE BE AS ACCURATE AS POSSIBLE!

A complete street address or proper monument name is always preferred. Street intersection should only be recorded as the last option.

5.3 Look-Up Tables

Your computer has been pre-programmed with lists of valid names for each of the following items:

- Streets
- Municipalities
- Schools
- Transit routes

Note: This database only covers those streets, municipalities, schools and transit routes that are within the study area. See 'F12' under Section 5.1 Special Function keys.

When typing in any of the above, pressing the <Enter> key displays a list of the names, which match the letters, which have been typed so far. The arrow keys may then be used to scroll the list up or down or to position the cursor. Pressing the <Enter> key again will select the entry highlighted by the cursor. Be sure to verify that the municipality/route operator is correct before making a location or transit route selection. The <Esc> key may be used to return to the data entry field without making a selection. This is useful when you want to change what you had already typed to refine the matched list.

When there is only one entry that matches the letters typed, the computer will immediately display it, that is, without having to press the <Enter> key. Verify that both the name and municipality are correct then use the <Enter> or <Esc> key to proceed as appropriate. Once again, <Enter> to make a selection and <Esc> to return to the data entry field without making a selection. If the correct name is not in the list, you can press the F9 key to over-ride the matching function and continue to type in the full name. However, proper matches should be found most of the time.

If there is no entry in the built-in list that matches the keyed in letters, the computer will automatically display a box in which you can continue typing the name. If this happens, you should verify that the name you have been given is spelled correctly. Using the backspace key will return you to the original data entry screen. Always remember to verify the municipality. There are many Queen Streets in many different municipalities.

6 Valid Data Codes

6.1 Household Data

6.1.1 Home Address

It is essential that the home address information be complete and correct. If either (a) the household has moved to a new address with the same phone number, or (b) the information displayed is not complete, you must obtain complete address information including street number, street name and type (road, street, etc.) and the community name. A rural route or post office box number is NOT a complete address; you must obtain the actual location of the residence. **Most rural areas in the survey area are now set up for 911 service. This means they should have street numbers and names (ELC, Emergency Location Codes). Probe for this information.** However, lot and concession numbers may be used if there is no street address. Lot and concession addresses are entered as the lot number in the street number field and "Lot Concession 10" in the street name field. Make sure you confirm the township of where they live. Postal code is not required when you are recording a new home address.

6.1.2 Housing Type

- House: A dwelling unit with a separate outside entrance. Includes single, semi-detached and basement apartment in a house.
- Townhouse: A dwelling unit with a separate outside entrance but as part of a multi-unit building or complex. Usually has a street and unit # in the address. Includes row house, freehold and condo townhouse.
- Apartment: Any unit with a common outside entrance. Usually has a unit/suite # in the address. Includes condominium apartments, duplexes, rooming houses and other multiple units.

6.1.3 Number of persons

- Include: All persons who normally live in the housing unit including babies, children and grandparents. Include lodgers or live in housekeepers if they share communal facilities (kitchen, phone, etc.)
- Exclude: Temporary guests (less than 1 month). Tenants and lodgers in a self-contained unit located elsewhere in the house. Persons who are living elsewhere for an extended period of time (more than 1 month) for school, work or other reasons.

6.1.4 Number of Vehicles

- Include: Cars, station wagons, vans, small pick-up trucks, motorcycles, rental and business vehicles, which are normally available for personal use by members of the household.
- Exclude: Heavy trucks, motor homes, school buses and vehicles that are not licensed or are in operable.

6.2 Person Data

Some items of personal data (age and sex) are required for all members of the household. Other items need only be collected for those persons 11 years of age or older. The computer will give the appropriate prompts accordingly. The computer will not issue an interview complete status code unless the number of people for which personal data has been collected is equal to the number of people stated as being in the household.

6.2.1 Person Identification (Name)

Household members can be identified by first name or family relationship (husband, wife, son, etc.). The computer assigns a sequential number to each person, which will be displayed as part of the trip information for each trip made (e.g. Person 1, Trip 1; Person 1, Trip 2 etc.)

Note: Descriptive names are collected for your convenience in conducting the interview. The names will not be part of the final computer record or used in any way for analysis.

DO NOT ask for the name of the person you are talking to, unless there is a special reason (e.g. scheduling a call-back). If there are only one or two persons in the household, you may simply refer to "you" and the "other person". An interview can be conducted by referring to "the 12- year-old girl", etc.

6.2.2 Age

Ask for exact age; if the respondent hesitates or refuses, try to get an approximate age (within 5 or 10 years). Infants under one year old are recorded as 0 (zero). If a person says mid-forties, record it as 45. Similarly if he says early fifties record it as 52. If the respondent gives an age range then record the mid point.

Persons 98 years of age or older are to be recorded as 98. The code 99 is used if no estimate of age can be obtained, that is, refused or don't know.

6.2.3 Gender

Record 'M' for male and 'F' for female. DO NOT ask the respondent even if uncertain. Use your best judgement. However, it is appropriate to ask the respondent the sex of other members of the household.

For persons under 11 years of age, the computer will automatically skip the rest of the personal data and trip information. It will then prompt you for information on the next person.

6.2.4 Driver's Licence

Refers to the possession of a currently valid driver's licence. This includes any category of motor vehicle licence, including a temporary learner's permit. A licence which has not been renewed or which has been suspended for any reason is not a valid licence and should not be recorded.

*****For persons under 11 years of age*****

The computer program will automatically skip the remaining questions (i.e., transit pass, employment and student related questions) and move on to the next person in the household.

6.2.5 Transit Pass

Refers to the possession of a currently valid transit pass. Transit passes are categorised by length of use (i.e., daily, weekly, monthly and annual) and the issuing transit authority (e.g., TTC and GO Transit). Use the automated look-up which lists all transit passes in the survey area.

- M - MetroPass
- N - None
- G - GO Transit
- O - Other
- C - Combination

6.2.6 Employment Status

- F - Employed full-time
- P - Employed part-time
- N - Not employed. (Includes homemakers, retired persons, unemployed, volunteer worker, persons on extended maternity or disability leave)

A person is employed if they receive a salary, or other remuneration, on a regular basis for the work they do. A person who runs his/her own business at home is employed. A student who works part-time on a regular basis is employed.

A person is unemployed if they are looking for work but do not currently have a job. Where possible leave the definition of full-time or part-time to the respondent. If asked use 30 hours a week as the approximate dividing line. If a person has more than one job they should base the determination on the one, which they consider to be their main job.

6.2.7 Occupation

This question is only asked of people who are employed. Use your best judgement to fit the response into one of the four categories displayed on the screen. The categories are:

- G - General Office. Persons who work in an office type environment but do not qualify for the Professional/Technical/Management category.
- S - Sales and Service. People involved in the selling of goods or services at either the wholesale or retail level. Includes most people who work in stores, restaurants, banks, insurance companies, repair centres, health clubs and entertainment facilities of all kinds. Exclude anyone employed in a purely administrative capacity (General Office).
- M - Manufacturing/Construction/Trades. Non office jobs that generally involve some degree of physical labour. Include factory and warehouse employees, construction workers and associated trades people (e.g.: Plumber, electrician). Include farming, agriculture, mining, forestry and food processing.
- P - Professional/Technical/Management. Jobs that specifically require a specialised education (e.g.: a University degree in a particular field) or involve a substantial level of management responsibility. Do not include supervisory staff where "supervision" is their main function as opposed to the determination of "how" things should be done or the setting of policies. Jobs in this category are generally in an office environment but have a substantially higher income earning potential than the General Office category.

6.2.8 Employment location

This question is only asked of people who are employed. We require the actual location where the person works. **A street address is preferred.** The name of the employer, an office building or plant location may be entered as a monument provided the information is sufficient to accurately identify a unique location.

If a person has more than one job or works in several different locations ask for the one they spend the most time at. Enter 'No Usual Place of Work' if the person does not have one, such as might be the case with a taxi driver or trades people who go directly to different locations each day without first going to a terminal or an office.

Options for entering the employment location are:

- a) Street address:
Enter address by typing in the street number and name
- b) Monument:
Press F8 or the <Spacebar> in the street number field.
- c) Work at home:
Enter the single letter "H" in the street address field.
- d) No usual place:
Enter the single letter "N" in the street address field.

e) Refused/Don't Know: Use the F10 function key

6.2.9 Free Parking at Usual Place of Work

This question is only asked of people who are employed and have a usual place of work. Options are:

Y - Yes
N - No
F10 - Don't Know

6.2.10 Student status

A student is any person enrolled either full-time or part-time at an academic institution. It also includes evening classes related to academic or vocational training, but not related to sports or recreation.

F - Full-time
P - Part-time
N - Not a student

Note: A person cannot be recorded as both a full-time employee and a full-time student. The computer will prompt you to change one of the designations. Change the school status to part-time if the student also works full-time.

6.2.11 School Name

This question is only asked of students. Use the automated look-up procedure to check that the full name is correct and verify that the municipality is correct. If the school is a University or College with multiple locations, the software will display a list of buildings or campuses. Select the one where the person usually attends classes. Do not type the whole school name unless you are absolutely sure of the spelling. There are some cases when there will be no exact match to the automatic look up if you have typed the name incorrectly or if you typed too much of the name. E.g., Forest Hill Public School is actually Forest Hill PS in the computer database.

Note: You can abbreviate University of Toronto and University of Waterloo by typing 'U of T' and 'U of W', respectively. For all other educational institutions, type in the full name. Again the F12 function key switches you back and forth between Local Area and Entire Survey Area.

6.3 Trip Data

Remember that only **trips made on the previous weekday** are to be recorded. All the trips for one household must be made on the same day. No trip data is collected for persons less than 11 years of age.

A trip refers to a one-way movement between two places for a single purpose. The origin of each trip is assumed to be the destination of the previous trip. It is therefore important that all trip data be collected in the correct order.

Do not record stops along the way if they are incidental to the main trip purpose unless they involve a significant detour or time delay (more than 15 minutes). However, dropping off a passenger on the way to work is a separate trip since the purpose is to facilitate a passenger. In most cases it will be up to the respondent to determine what constitutes a trip. The interviewer should not change the

information, once collected, unless there is a definite error; i.e., it does not matter if a minor stop does get recorded as a separate trip.

Walking trips only need to be recorded if they are to or from school or work, or if they are essential links between two trips by other modes. If additional walk trips are recorded by accident, there is no need to delete them. They will be reviewed and, if necessary, taken out of the database later.

In general, the trips recorded should be those made by all members of the household between the time they get up and the time they go to bed. They are recorded for the 24-hour period from 4 a.m. on the day prior to the interview to 3:59 a.m. on the day of the interview. If you discover near the end of the interview that a person works a night shift and returns home at 8 a.m., you might need to go back and change the person's first trip origin to work and his/her first trip destination to home.

If an occupation requires that a person go to many different places in one day (e.g., travelling salesman, bus driver, taxi driver, courier) only his first trip to work needs to be recorded. However, if subsequent trips are recorded by accident do not attempt to delete them. A trip home, if applicable, should be recorded from the last destination entered even if it is not the actual location from which the person returned home.

After entering each trip the following options will be presented:

- i) Add another trip. Record the next trip.
- ii) No more trips. The computer will ask you to confirm that there are no more trips for that person. Additional confirmation will be prompted by the computer when the last trip for the person is not to home or when an employed person did not make any work trip (see Q.5b and Q.5c on the Trip Screen). After confirming that there are no more trips the computer moves on to prompt you for information on the next person in the household. If there are no more people, it will prompt you to politely terminate the interview.
- iii) Delete a trip. Use the arrow keys to select the trip to be deleted. You may only delete trips for the person for whom you are currently recording information. To delete trips for another household member, bring up the EDIT menu by pressing F5 and select the person with whom you wish to work.
- iv) Insert a trip. Use the arrow keys to select the point at which the trip is to be inserted. Remember that trips must be recorded in the correct time sequence for each person. A trip can only be inserted for the person for which trip data is currently being entered and the computer will insert a trip above the cursor.

To add a trip for a previous person you must first select that person by using the F3 or F5 function keys. His/her trip information will automatically be moved to the bottom of the screen. **Remember that a return outing, such as going out to shop and then back to work, counts as two trips. Each of these trips must be inserted separately.** Inserting a single trip is applicable when a person remembers that they made a detour that qualifies as a separate trip.

6.3.1 First Origin

In most cases this will be home or the usual place of work. If they start somewhere else then obtain the location but do not ask for the reason they were there.

6.3.2 Destination Type

Enter one of the following code letters:

- H - Home
- W - Usual place of work (The one entered as personal information)
- S - Usual place of school (The one entered as personal information)
- P - The same destination (other than home, usual place of work or school) as a previous trip made by the same person or another person in the household. Use the arrow keys to select which trip.
- O - All other destinations (begin typing street number or use the "F8" key to specify monuments and intersections)
- R - Refused or don't know (use the "F10" key)

6.3.3 Trip Destination

The computer will automatically enter this data if the destination type has already been entered as: Home, usual place of Work or School. "O" (Other) destination types are entered here (See "O" above). Trip destinations may be entered as addresses or monuments.

6.3.4 Trip Purpose

The trip purpose will be recorded automatically if the destination type was specified as Home, usual place of Work or School. If a previous destination was selected, the same trip purpose will be displayed but you will be asked to confirm it. Try not to repeat the question if a person has already said that they "went shopping" or "went to the cinema" in response to the question "Where did you go next?" If a trip is made for more than one purpose record the main one or record each segment as a separate trip with a different purpose. Trip purpose options are:

- W - Work. Includes trips to work and other trips made in connection with a person's normal employment, such as to attend meetings or to pick up materials.

Note: Trips to volunteer work and to apply for work are coded as "O" - other.
- S - School. Trips made for the purpose of attending school, including elementary, secondary, post-secondary, community college, trade school or night school.

Do not include trips made to school other than by students. A teacher going to school to teach would be "W" for work. A parent attending a parent-teacher meeting would be "O" for other.
- H - Home. Any trip to home from anywhere regardless of previous trip purpose.
- F - Facilitate Passenger. Trips made to pick-up or drop-off a passenger where the primary purpose of the trip is to serve the passenger's needs. This would include taking a child to school and a trip to the Kiss N' Ride lot to drop off a passenger on the way to work. See "D" - Day Care for a special variation on this code.
- M - Marketing or Shopping. Trips made for the purpose of purchasing consumer goods or retail services. Trips made to repair shops, barber's shops, beauty salons and dry cleaners are shopping trips. A visit to a plaza to window shop is also a shopping trip.
- O - Other. Any trip that does not specifically belong in one of the other categories. It includes personal business, medical, social, recreation and entertainment trips.

- D - Day Care (Picking up or dropping off an infant at a day care centre). This is a special case of facilitating a passenger.

6.3.5 Start Time

Record the time at which the trip started. It can be recorded to the nearest minute but do not press the respondent if they give an approximate time. Generally, most trip start times will likely be specified to the nearest 5, 10 or 15 minutes. Times are recorded as a 3 or 4 digit number followed by the letter "a" (for a.m.), "p" (for p.m.) or "n" (for trips made between midnight and 3:59 a.m.). You do not have to add a leading zero (0) for hours between 1 and 9. For example, 3 p.m. would be entered as 300p. Note that the survey covers a 24-hour period over 2 days - from 4:00 a.m. of the trip day (usually the previous day) to 3:59 a.m. the next day (usually the day of interview). Valid ranges of time are:

400a to 1159a - 4:00 a.m. to 11:59 a.m. the previous day
1200p to 1159p - 12:00 p.m. to 11:59 p.m. the previous day
1200n to 359n - 12:00 a.m. to 3:59 a.m. the interview day

NOTE: The trip day (previous weekday to the interview unless otherwise dictated by the status of the interview being a partial completion initiated for a different trip day) starts at 4:00 a.m. and continues till 3:59 a.m. of the interview day unless otherwise dictated as above.

Remember that trips must be recorded in the proper time sequence. The computer will prompt you with an error message if they are not. If the respondent is reluctant to give specifics, try to get a range. Use the <F10> key to record a refused or don't know response. The computer program will automatically add 5 minutes to the previously recorded trip's start time to maintain the time sequence requirement.

6.3.6 Method (or Mode) of travel

If public transit is used for any part of the trip, it is a transit trip (code 'T') and full details are required of the routes used as well as the method used to get to and from the first and last public transit routes. If more than one mode of transportation is used, not including public transportation (e.g., Someone is driven as a passenger to a parking lot from which they then drive their own car), ask for the one that is used for the greatest distance. Modes are:

- D - "Auto Driver". Refers to the driver of any motor vehicle other than a motorcycle, scooter or moped.
- P - "Auto Passenger". Refers to a passenger in a vehicle being used for personal use. Excludes school buses, taxis and any form of public transportation.
- X - "Taxi". A person riding in a taxi or limousine who pays a fare for the trip.
- M - "Motorcycle". Includes scooters and mopeds.
- S - "School Bus".
- T - "Transit" includes all regular bus services, subway, streetcars, trolleys, GO trains, intercity rail and buses, island ferry and special services such as Wheeltrans for handicapped persons and hotel shuttle buses. Excludes school bus, taxi and limousine services.
- B - "Bicycle".

- W - "Walk". Walk trips should only be recorded if they are to or from a work or school location, or if they form an essential link between two trips by other modes.
- O - "Other". A trip that does not fit into any of the above categories. Use the comment screen to explain what it is. Includes skateboard, roller blade and horse buggy but excludes airplane. If a person travels somewhere by air, record the airport used as their destination and enter the mode of travel used to get to the airport.
- R - "Refused" or "Don't know"

6.3.7 Transit Routes

If any part of a trip is made by public transit, it is necessary to obtain details of the transit routes used, as well as the method used to get from the start of the trip to the first transit route, and from the last route to the final destination. If a route is subway, RT or GO rail line the software will prompt you to ask for the station at which the person got on and the station at which they got off. A transit route can be identified by its name or number, the mode (bus, subway, streetcar) and the transit operator (Barrie, Niagara Falls, TTC, GO, Mississauga transit, etc.). The computer has a list of all of the routes that intersect with each other and will check the validity of the names entered. If they do not intersect, an error message will appear and you will be asked to verify the route names before proceeding further.

Note: Whenever GO Rail, TTC subway or LRT is mentioned, we need to determine which station they got on and off at. If they transferred at Union Station from Go Transit to Subway, it only needs to be entered once. Eg. on at Clarkson, off at Union, and off at Eglinton; **not** twice eg. Clarkson, Union, Union, Eglinton.

6.3.8 Work At Home

This question is only asked of people who are employed (full or part-time) and have a usual place of work that is not home and have not reported any work related trips. Options are 'Yes' for worked at home and 'No' for did not work at home.

Work at home includes situations in which the person uses tele-communication technology or takes work home on either a regular or occasional basis. It does not include people who stay home because they are sick even if they still do work or if the person is on vacation but calls in to his/her work place for a few minutes.

7 Commonly Asked Questions

How Do I Know This Survey Is Legitimate?

“The Ontario Ministry of Transportation mailed you a letter recently informing you of the conduct of the survey and telling you to expect our call. This letter has been signed by a senior political representative from all the participating regional, local and municipal agencies.”

“Every five years for the past fifteen years, they have conducted this survey to gather information so that they may keep up with your ever-changing transportation requirements.”

“As a part of their randomly selected representative sample of households it is extremely important that they obtain this information from your household.”

“You may phone Access Toronto at 1-888-735-2221 or 416-946-8392 or visit our website at www.TransportationTomorrow.on.ca”

“I can have them mail you another letter if you wish.”

BE SURE TO CONFIRM CORRECT MAILING ADDRESS.

What Is This Survey About?

“It is the gathering of information about people's travel patterns.”

Why Are You Doing This Survey?

“This survey is to find out the travel patterns of households to ensure continued improvement of road and transit services.”

What Area Is Being Surveyed?

“This year the survey area will include the GTA including the Regions of Hamilton-Wentworth, Halton, Peel, York, and Durham and the City of Toronto.

Due to the value of the survey results in terms of its transportation planning, areas outside the GTA have wanted to participate and therefore we conducted this survey in Peterborough County including the City of Peterborough, Victoria County, Simcoe County including Orillia, Orangeville, part of Wellington County, and the Region of Niagara last year and in 1995.

How Did You Get My Name?

“Names and telephone numbers were randomly selected from telephone directory listings. Your household was chosen and therefore will be part of a representative sample of Southern Ontario households.”

How Long Will This Take?

“On average the interview lasts 5 to 10 minutes. But it depends on how many people there are in your household and how many trips they took yesterday.”

Who Is This Study Being Done For? Who Is Paying For This Research?

“The survey is funded by your Regional Municipality, County or City, and by the Ontario Ministry of Transportation, GO Transit and the Toronto Transit Commission.”

How Can I Be Sure That The Information Will Be Kept Confidential? Will My Name Be Used?

“Authority for the collection of this information has been obtained from each of the Regional and Local governments participating in this survey and the confidentiality of this information is protected under the Freedom of Information and Protection of Privacy Act.”

“No, your name will not be used. In fact your name will be stripped from the record and your answers will be combined with the answers of other households and presented as statistics.”

What Good Will This Do?

“It will help transportation planners and government officials make informed decisions, rather than guesses, about what Southern Ontario needs in the way of improvements to road and transit services.”

I'm Really Not the Right Person To Talk To. My Husband Does All the Driving and He's Not Home Right Now.

“I would still like to interview you. Please try to answer the questions to the best of your knowledge.”
(If no knowledge of husband's trips, arrange call back time/date.)

We're Retired/Don't Travel Anywhere/Don't Go Out.

“Since you don't travel very much, the interview will only take a couple of minutes.”

“As part of a statically reliable random sampling of household in Southern Ontario it is important that we obtain information from households even if they do not travel much as they are an integral part of the overall make-up of the general population.”

“It is still important that we record this information for people who don't make very many or any trips out of the house. In order to get accurate information on the overall travel needs of your area we need to report on people like you who make few trips.”

What Does This Have To Do With A Travel Survey?

“There is a direct relationship between this demographic information and the number and type of trips made. This information will help forecast transportation needs in the future as the age composition of your area changes.”

(For age specifically)

“We are concerned about the transportation requirements of different age groups; therefore, we are trying to identify what these different requirements are.”

How Will This Survey Help Me?

“The survey will provide information so that the limited resources available for transportation facilities and services can be used in the best way possible. Even if you are retired, the results of this survey will help you by providing information to decision-makers to provide the best transportation system for the least expenditure of public funds.”

How Can You Spend Money On A Survey When Our Hospitals Are Being Closed?

“A good transportation system is essential for the economic prosperity necessary to fund hospital costs. This survey will provide information necessary for planning the most cost effective transportation system for your area.”

Is This Survey Being Undertaken in More Than English?

“Yes. This is a controlled sample survey. Every effort is made to obtain a completed survey from the selected households. This includes asking the questions in the language spoken at the household if possible. The last time this survey was undertaken, in 1996, the most common non-English interviews were conducted in Cantonese, Italian, Portuguese, and French.”

Has This Survey Been Undertaken Before?

“Yes. This is a continuation of similar surveys undertaken in 1986, 1991 and 1996. By asking similar questions at regular time intervals, time series data can be obtained that is useful in projecting trends or estimating changes for the future and helps keep up with ever-changing needs of people who use transportation systems.”

Do I Have To Do This?

“This is an important Government survey and your answers are needed.”

If after the interviewer has attempted to satisfy the above concerns and the respondent is still wary of confidentiality or authenticity, refer to supervisor.