

UP Express Airport Workers Survey

Background and Objectives

Over 35,000 people work at Toronto Pearson Airport, this represents a significant potential market for UP.

Using GTAA data we have calculated that 9,000 airport workers live in the City of Toronto including 1,753 in the Downtown catchment areas alone. At present, we have only limited information about the demographics and commuting habits of this specific group. There is also a renewed need to understand interest in using UP Express to travel to work and price sensitivity.

To address these information needs and inform an updated ridership strategy, this research piece will size this market by quantifying the proportion of Airport Workers who are willing to consider using UP Express, this will be achieved by:

- Understanding current mode of commuter travel for these workers, and the time of day they usually travel to work; and
- Understanding the appeal of UP Express to Airport Workers living in the Catchment Area – and the expected price for such a service.

Study Methodology

Survey will be hosted online by research vendor, Northstar. Invitations distributed by email through GTAA, postcard handouts and posters, and through in-person intercepts on location at Pearson Airport.

During these in-person intercepts, Northstar staff will either:

- a) Obtain emails from potential respondents who meet the survey criteria;
- b) Encourage them to complete the survey on the spot using an iPad; or
- c) Hand out a postcard explaining the survey with instructions and url for how to complete.

Timing

The survey is expected to take 10 minutes or less to complete

Questionnaire

Introduction

<Full introduction to be drafted by StratCom, approved by UP Express>

Thank you for agreeing to participate in this survey! We want to hear about your experience of commuting from Toronto to Pearson Airport, and about your opinion of the new Union Pearson Express service that will launch in 2015. The survey should take around 10 minutes to complete.

In appreciation for your time, you will be entered into a draw to win one of 10 cash prizes of \$150.

Section 1: Screening

PN: All termination screens to read: “Unfortunately, we have enough respondents in your group. Thank you for your time.”

1. To ensure we have a good cross-section of individuals, please indicate below which age group you belong to.

Less than 18	☐	THANK & TERMINATE
18 to 24	☐	
25 to 34	☐	
35 to 44	☐	
45 to 54	☐	
55 to 64	☐	
65 or older	☐	

2. In which region do you currently live?

Toronto (including Scarborough, North York and Etobicoke)	☐	THANK & TERMINATE
York Region	☐	
Peel Region	☐	
Hamilton Region	☐	
Halton Region	☐	
None of these	☐	
Don't Know	☐	

3. What is your home postal code?

PN NOTE: USE FSA LOOK-UP TO ASSIGN TO CATCHMENT AREA. THANK & TERMINATE IF NOT WITHIN PRIMARY CATCHMENT AREA.

4. What is your current job at Pearson? Please select the role below that best describes your position.

Management	☐
Air craft maintenance	☐
Ground crew	☐
Baggage handling	☐
Security	☐
Hospitality/restaurants	☐
Air traffic controller	☐
Retail	☐
Cleaning & janitorial services	☐
Other (please specify)	☐

5. What is the main way that you travel into Pearson Airport when going to work? And what is the main way that you travel out of Pearson Airport when returning home at the end of your work day?

RANDOMIZE	a) Into Pearson Airport for work	b) Out of Pearson Airport at the end of my work day
Taxi	☐	☐
You drive yourself and you park there	☐	☐
Someone else drives you and drops you off/picks you up	☐	☐
GO Bus	☐	☐
Toronto Airport Express Bus	☐	☐
Carpool	☐	☐
TTC Bus and/or TTC Subway	☐	☐
Other (please specify: _____)	☐	☐

6. Thinking about how you travel into and out of Pearson Airport for work, would you say that you...

Have no other transportation choice	☐
Have another transportation choice,	☐

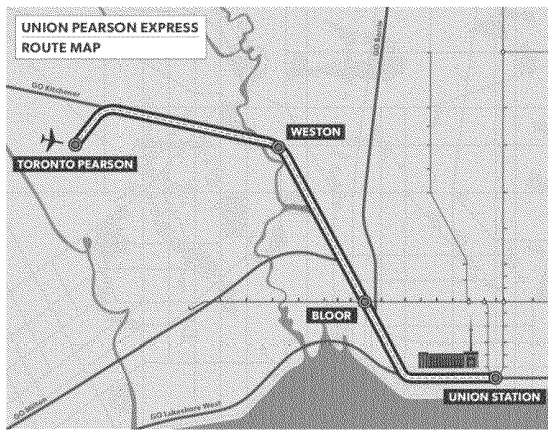
6a. What is your other choice

Section 2: UP Express Market Assessment

Now, we'd like to show you a detailed description of the UP Express service. Please take your time reading the description and reviewing the information before moving on to the next question.

NOTE: IMAGES WILL BE LARGER IN ACTUAL SURVEY. AS WELL, RESPONDENTS WILL BE ABLE TO CLICK ON THE IMAGES TO ENLARGE THEM

Union Pearson Express (UP Express) will connect Canada's two business transportation hubs, Toronto Pearson International Airport and Union Station in downtown Toronto. It will be built just in time for the 2015 Pan Am and Parapan American Games.



In addition to Union Station, there will be two brief stops at Bloor GO (at the intersection of Bloor Street and Dundas Street West near the Dundas West TTC subway station) as well as at Weston, near the current GO station. The entire trip from Union Station to Pearson Airport will take approximately 25 minutes.. The travel time will be less for the other two stations: approximately 16 minutes to travel between the Bloor GO station and Pearson, and approximately 10 minutes to travel between the Weston GO station and Pearson. It is anticipated that UP Express will operate every 15 minutes between approximately 5AM and 1AM, seven days a week.

UP Express will transform the way we travel between Union Station and Toronto Pearson. It will enable a stress-free and seamless travel experience that is fast, reliable, convenient and comfortable. It will provide a high-speed, state-of-the-art service with the latest technology, comfortable interior, luggage racks, WiFi, restrooms and information about Toronto attractions.

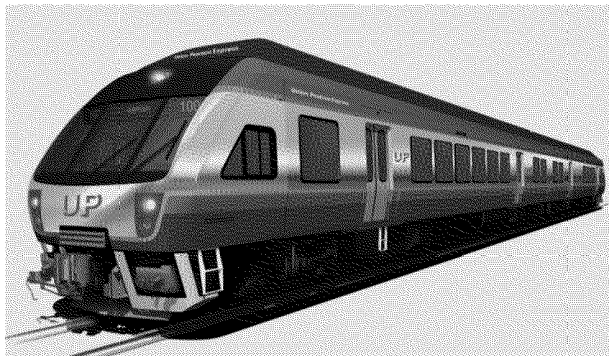
The train will provide a high-speed, state-of-the-art service with the latest technology, comfortable interior including a guaranteed seat, luggage racks, WiFi, and restrooms. .

At Pearson International Airport, UP Express will connect directly with Terminal 1, and will provide an easy and seamless connection to Terminal 3 through a direct transfer with the Airport's LINK people mover train.

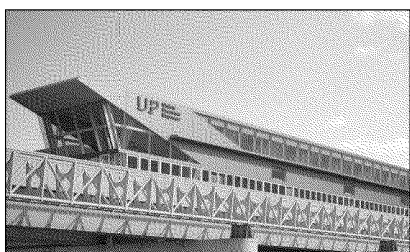
The stations at Union and Pearson will have comfortable lounges that will have an open, modern feel. These lounges will have a variety of amenities, including:

- Charging stations for electronics
- Attendants to provide assistance
- Innovative retail offerings
- Interactive information kiosks

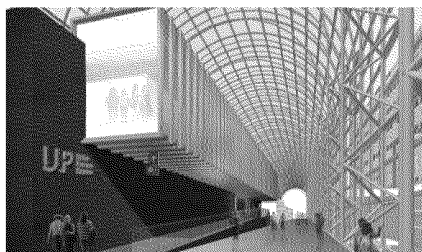
- Food & beverage product samples from local Toronto and Ontario companies



Rendering of UP Express vehicle



Pearson Terminal 1 Station Rendering



Union Station Rendering

PN: PROVIDE LINK TO FULL CONCEPT FOR REMAINING QUESTIONS.

7. Based on what you just read, how appealing is UP Express to you, personally, as a method of transportation to or from work at Pearson Airport?

1=Not at all appealing	☐
2	☐
3	☐
4	☐
5	☐
6	☐
7	☐
8	☐
9	☐
10=Extremely appealing	☐

8. How likely would you be to use the UP Express to travel into or out of Pearson Airport for work?

	Into Pears on Airport for work	Out of Pearson Airport for work
Definitely Will	☐	☐
Probably Will	☐	☐
Might or Might Not	☐	☐
Probably Will Not	☐	☐
Definitely Will Not	☐	☐

IF PROBABLY/DEFINITELY WILL NOT, SKIP TO Q13.

9. How often do you think you would use UP Express to commute to/from Pearson Airport for work?

Always – nearly every time I go to/from Pearson Airport for work (about 90% of the time)	☐
Regularly – most of the times I go to/from Pearson Airport for work (about 75% of the time)	☐
Occasionally – about half of the time you go to/from Pearson Airport for work	☐
Not very often – about a quarter of the time you go to/from Pearson Airport for work	☐
Rarely – less frequently	☐

10. Which of the following are some of the reasons that you would consider taking the UP Express to travel into or out of Pearson Airport for work? Please select all that apply.

RANDOMIZE	
I wouldn't have to wait	☐
Would be inexpensive	☐
Would drop me off directly at work	☐
Would be the fastest way	☐
Is conveniently located	☐
No hassle	☐
Would be reliable	☐
Would give me time to myself	☐
Would not be crowded/congested	☐
Would be comfortable	☐

Would be better than the method of transportation I currently use to get to/from work	☐
Would be a good back-up option to the transportation method I currently use to get to/from work	☐
Would be the safest method of transportation	☐
Would not be subject to traffic jams	☐
I could use my phone or laptop during the trip	☐
Other (please specify: _____)	☐

11. Which of the following are some of the reasons that you would **not** consider taking the UP Express to travel into or out of Pearson Airport for work? Please select all that apply.

RANDOMIZE	
I would have to wait too long at the stations	☐
Would be expensive	☐
Would not be the fastest way	☐
Terminal 1 station location is not convenient	☐
Toronto station locations are not convenient	☐
Would be a hassle	☐
Would not be reliable	☐
Would not give me time to myself	☐
Would be crowded/congested	☐
Would not be comfortable	☐
My current form of transportation to/from the airport is better	☐
Would not be the safest method of transportation	☐
Would have to take too many forms of transportation to get back home / to Pearson for work (shuttle bus, etc)	☐
Other (please specify: _____)	☐

12. Based on what you have just read today about the UP Express, how well do the following statements describe the UP Express? Please use a 10-point scale, where 1 means 'Does Not Describe At All' and 10 means 'Describes Perfectly'.

	Does Not Describe At All								Describes Perfectly	
RANDOMIZE	1	2	3	4	5	6	7	8	9	10
Is modern	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
An environmentally friendly commuting option	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Exclusion per Committee Direction

IF DEFINITELY WILL NOT/PROBABLY WILL NOT TAKE, SKIP TO PRICING SECTION

13. Thinking about when you would take the UP Express into Pearson Airport for work, from which station would you take the UP Express? And when returning home from Pearson via the UP Express, which station would you get off at?

	a) <u>Into</u> Pearson Airport	b) <u>Out of</u> Pearson Airport
Union Station	☐	☐
Weston Station	☐	☐
Bloor Station	☐	☐

PN: SHOW MAP OF AREA WITH STATIONS HIGHLIGHTED

14. How do you anticipate you would get to (INSERT RESPONSE FROM Q13a) when taking the UP Express from this point? And how do you anticipate you would get from (INSERT RESPONSE FROM Q13B) to your final destination when returning home from Pearson Airport via the UP Express?

RANDOMIZE	a) Method of getting to this station when taking UP Express into Pearson	b) Method of going from this station home when returning from Pearson
Walk	☐	☐
Bicycle	☐	☐
Taxi	☐	☐
You drive yourself and park there	☐	☐
Someone else drives you and drops you off	☐	☐
GO Bus	☐	☐
GO Train	☐	☐
TTC Bus/Subway/Streetcar	☐	☐
Other (please specify: _____)	☐	☐

Section 3: Pricing

Now, we'd like to ask you a few questions pertaining to the **total** cost of a single, one-way ticket for the UP Express.

15. How much do you think a one-way ticket for the UP Express, from **(INSERT STATION FROM Q13A)** to Pearson Airport, would cost?
\$ _____

16. At what price might you begin to feel that a one-way ticket for UP Express, from **(INSERT STATION FROM Q13A)** to Pearson Airport, is so inexpensive that you would not trust the quality of service (i.e. safety, reliability, on-time service, comfort, seat availability)?
\$ _____

17. At what price might you begin to feel that a one-way ticket for UP Express, from **(INSERT STATION FROM Q13A)** to Pearson Airport, is inexpensive, but probably of acceptable quality of service (i.e. safety, reliability, on-time service, comfort, seat availability)?
\$ _____

18. At what price might you begin to feel that a one-way ticket for UP Express, from **(INSERT STATION FROM Q13A)** to Pearson Airport, is expensive, but still a possible purchase?
\$ _____

19. At what price might you begin to feel that a one-way ticket for UP Express, from **(INSERT STATION FROM Q13A)** to Pearson Airport, is too expensive to purchase, regardless of its quality of service (i.e. safety, reliability, on-time service, comfort, seat availability)?
\$ _____

Section 6: Current Travel Behaviour

20. Are you personally responsible for paying for your transportation costs for getting to and from Pearson for work?

- | | |
|---|--------------------------|
| Yes, I am fully responsible for paying for all of my transportation costs | ☐ |
| Some of my transportation costs are covered by work | ☐ |
| All of my transportation costs are covered by work | ☐ |

IF 'SOME OF MY TRANSPORTATION COSTS ARE COVERED BY WORK' ASK NEXT QUESTION

21. Approximately what percentage of your transportation costs are covered by work?
_____ %

22. **SKIP THIS QUESTION IF 'SOMEONE ELSE DROVE YOU' OR 'I DROVE MYSELF' AT Q5a/5b.** How much do you personally typically spend on a daily basis for your transportation into and out of Pearson Airport for work?

\$ _____

PN: WHOLE NUMBERS ONLY. RANGE: 0-500

23. **IF 'I DROVE MYSELF' or 'SOMEONE ELSE DROVE ME' or 'Carpool' AT Q5a/5b ASK...** How much money do you personally typically spend on gas, on a weekly basis, to drive into and out of Pearson for work?

Weekly \$ _____
Not applicable

PN: WHOLE NUMBERS ONLY. RANGE: 0-500

24. **IF 'I DROVE MYSELF' or 'SOMEONE ELSE DROVE ME' 'Carpool' AT Q5a/5b ASK...** How much money do you personally typically spend on parking, on a daily basis, to drive into and out of Pearson for work?

Daily \$ _____
Not applicable

PN: WHOLE NUMBERS ONLY. RANGE: 0-500

Now, we'd like to ask you just a few questions about yourself.

25. Where, at the airport, do you work?

	Groundside	Airside
Terminal 1	☐	☐
Terminal 3	☐	☐
Other (please specify: _____)	☐	☐

IF TAXI OR SOMEONE ELSE DRIVES YOU OR OTHER AT Q5A, SKIP NEXT 2 QUESTIONS.

26. How do you get from **(INSERT DTS)** to where you work at the airport?

RANDOMIZE MULTICODE	
Walk	☐
LINK people mover train (currently operating as a shuttle bus due to construction)	☐
Someone else picks you up and drops you off	☐
Other (please specify: _____)	☐

DTS (FROM Q5A): the parking lot where you park; the GO Bus Stop; where the Toronto Airport Express Bus drops you off; where the TTC drops you off.

27. How many minutes does it take to get from **(INSERT DTS)** to where you work at the airport?
_____ minutes

DTS (FROM Q5A): the parking lot where you park; the GO Bus Stop; where the Toronto Airport Express Bus drops you off; where the TTC drops you off.

28. What time do you currently leave for work most often?
_____ am/pm

29. How long would you say it typically takes you from the time you leave for work to the time you arrive?
_____ minutes

30. And approximately what time do you currently **leave work to return home most often...**?
_____ am/pm

31. How long would you say it typically takes you from the time you leave work to the time you arrive home?
_____ minutes

32. What days of the week do you currently work at Pearson Airport? Please select all that apply.

Monday	☐
Tuesday	☐
Wednesday	☐
Thursday	☐

Friday	☐
Saturday	☐
Sunday	☐

33. Do you currently work the same shift each day that you work, or do you work different time shifts on different days of the week?

Same shift each day I work	☐
Different time shifts, depending on the day of the week	☐

IF SAME SHIFT, ASK Q34/Q35. IF DIFFERENT SHIFTS, ASK Q36/Q37

34. What time does your shift at the airport currently begin?
INSERT TIME. CHOOSE AM/PM

35. What time does your shift at the airport currently end?
INSERT TIME. CHOOSE AM/PM

36. What time does your shift at the airport currently begin?
SHOW ONLY THOSE DAYS SELECTED AT Q35.

Monday	INSERT TIME. CHOOSE AM/PM
Tuesday	INSERT TIME. CHOOSE AM/PM
Wednesday	INSERT TIME. CHOOSE AM/PM
Thursday	INSERT TIME. CHOOSE AM/PM
Friday	INSERT TIME. CHOOSE AM/PM
Saturday	INSERT TIME. CHOOSE AM/PM
Sunday	INSERT TIME. CHOOSE AM/PM

37. What time does your shift at the airport currently end?
SHOW ONLY THOSE DAYS SELECTED AT Q35.

Monday	INSERT TIME. CHOOSE AM/PM
Tuesday	INSERT TIME. CHOOSE AM/PM
Wednesday	INSERT TIME. CHOOSE AM/PM
Thursday	INSERT TIME. CHOOSE AM/PM
Friday	INSERT TIME. CHOOSE AM/PM
Saturday	INSERT TIME. CHOOSE AM/PM
Sunday	INSERT TIME. CHOOSE AM/PM

38. Are you...

Male	☐
Female	☐

39. Which company do you work for at Pearson Airport?

40. If you are a contracted employee, please type in the contracting company who hired you.

☐ Am not a contracted employee

ASK IF HAVE MULTIPLE OPTIONS AT PRESENT

41. Please rank, from the list below, the top 3 reasons you choose **(INSERT CURRENT METHOD)** as your primary method of transportation to and/or from Pearson Airport for work over the alternative options you have. Please use the following ranking: 1 is the top reason you choose this method, 2 is the second reason you choose this transportation, and 3 is the third reason.

RANDOMIZE	
Picks me up at the exact time and location specified	___
Is inexpensive	___
Drops me off right in front of the terminal where I work	___
Is conveniently located	___
No hassle	___
Is the quickest way to get to the airport	___
Is reliable	___
Provides a private ride	___
Gives me time to myself	___
Is not crowded / congested	___
There is no other alternative	___
It is the safest method of transportation	___
Pleasant personnel	___
Not subject to traffic jams	___
Goes non-stop to the airport	___
Is comfortable	___
Can use my phone or laptop during the trip	___
Other (please specify: _____)	___
There is nothing I like about this method of transportation	☐

42. Would you like to be entered into the draw to have the opportunity to win one of 10 cash prizes of \$150? While you will have to provide your contact information, all of your personal information will be kept completely confidential and will be used only for the purposes of sending you your prize should you win.

Yes	☐
No	☐

IF NO, THANK & END.

43. Please enter in your contact information below.

First name	_____
Last name	_____
Address (street # and street name)	_____
City	_____
Postal code	_____

Those are all the questions we have for you today. Thank you for participating!