

Cc: Jannine Krish; Anthony Bowman; Vasie Papadopoulos
To: Zdenka Jasura
From: Philip.Safos@metrolinx.com
Sent: Tue 3/27/2012 3:02:25 PM
Subject: RE: Discrete Choice Survey | Input required

Hi Zdenka,

Exclusion per Committee Direction

We will be targeting business/non-business travelers, international/transborder US/domestic, and only those that fall into the ridership model catchment zones. We will have hard quotas for each to ensure we achieve meaningful sample sizes for each target.

Hopes this helps!

Phil

From: Zdenka Jasura
Sent: Tuesday, March 27, 2012 10:25 AM
To: Philip Safos
Cc: Jannine Krish; Anthony Bowman; Vasie Papadopoulos
Subject: RE: Discrete Choice Survey | Input required

Phil,

Further to our hallway discussion I only have a couple of questions that do not impact the survey.....just wondering.

1. Is there a determined scaled pricing structure depending on the station – for example if you get on at Bloor does it cost less and will you be sharing this info with the respondents?
2. Is there a target number of international respondents vs GTHA respondents?

Thanks!

Zdenka

From: Jannine Krish
Sent: Monday, March 26, 2012 12:09 PM
To: Philip Safos
Cc: Vasie Papadopoulos; Anthony Bowman; Zdenka Jasura
Subject: RE: Discrete Choice Survey | Input required

Hey Phil,

Vassie passed on this note from you. Please see my feedback below. My comments pertain to the Survey Questionnaire.

Questionnaire Feedback

-25 minutes seems lengthy and may detract some of our target segments (*ie: sophisticated urbanites*). Can we include psychographic

questions to help determine whether respondents fall within our three main target segments? Currently, the segmenting questions seem

to be focused on demographics and geography.

-After Q10, It would be helpful to ask what airline they usually fly with via Pearson (this will provide us with useful partner information).

However, this may be beyond the scope of this particular survey!

-Q21 Should we request that respondents specify who their travel companion(s) are (business associate v.s family member/friend)

-Q28 We should insert "family ticket/group rate" as an option considering this is available on the TTC.

-Demographic section: can we ask what industry they come from? This will help us with our marketing, but again, this may fall beyond the scope of this questionnaire.

Hope these suggestions can be of some help. Please feel free to contact me if you need anything else!

Best,

Jannine

From: Philip Safos

Sent: Thursday, March 22, 2012 06:50 PM

To: Stephan Mehr; Mike Cyr; Michael O'Neill; David Sajecki; Paula Edwards; Daniel Haufschild; Bert Peverini; Anthony Bowman; Vasie Papadopoulos

Cc: Kramer, Adam (CA - Toronto) <akramer@deloitte.ca>; 'Willemse, Andrea (CA - Toronto)' <awillemse@deloitte.ca>; Bakht, Anantika (CA - Toronto) <anbakht@deloitte.ca>

Subject: Discrete Choice Survey | Input required

As you are aware, we have commissioned a survey using the Discrete Choice methodology to provide primary research insight into the specific features of the ARL service that consumers feel will most enrich their overall travel experience, and also the optimal service package for ARL that will maximize the revenue potential.

We are seeking your feedback on the survey questions and ARL attributes and levels we plan to test. We have provided four documents here for your review and comment:

1. Discrete Choice Approach:

a. This document provides an overview of what Discrete Choice is, and the various outputs that the survey will provide.

2. Survey Questionnaire

b. The questionnaire covers: the survey introduction; respondent screening and profiling; attitude and behaviour questions to identify preferences around things like current preferred mode of travel to the airport, and ticket purchasing; the set up and instructions for the Discrete Choice modeler; and demographic questions. The survey will be electronic, and respondents will either complete the survey via tablets / iPads at Pearson airport, or online.

3. Visual sample Discrete Choice modeler card

c. This illustrative Discrete Choice modeler card is an example of what respondents will see when they get to the Discrete Choice section of the survey. They will be asked to select their preferred ARL option based on a number of attributes and randomized levels within those attributes. They will then be shown the ARL option that they previously selected against the other travel options to the airport that exist (e.g., taxi, TTC, etc.) and be asked to once again make a choice. This information will provide insight into the specific features that appeal most to customers, as well as the actual propensity that customers have to take the ARL when given other travel options.

4. Attributes and Levels to test

d. This is a listing of the specific attributes and the various levels within each of those attributes that we will be testing with the Discrete Choice modeler. The attributes and levels being tested are those with the likelihood to have the greatest impact on driving customer behaviour (e.g., service offerings that would have influence on whether a customer would switch from their current mode of travel).

Please note that costing and sampling scenarios are currently under review and we'll be working to confirm this by tomorrow or Monday.

We are requesting your feedback electronically no later than noon on Wednesday, March 28th. Please respond directly to me. If you have any questions prior to providing feedback, please feel free to contact myself or Adam from Deloitte, copied on this email. Thank you in advance for your input.

Thanks,

Phil

Philip Safos

Senior Project Officer, Research and Business Solutions

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