

Metrolinx ARL Market Assessment

Study Specs

Methodology: Online, telephone to web, and in-person hand-out of invitations (printed on post cards)

Sample/Quotas: Sample targets are proportional and based on capture rates

	Business Travelers	Non-Business Travelers	TOTAL
Catchment Area 101	200	200	400
Catchment Area 102/103	200	200	400
Catchment Area 104	75	75	150
Catchment Area 105	75	75	150
Catchment Area 106	150	150	300
Catchment Area 107	75	75	150
Catchment Area 108	50	50	100
Catchment Area 109	50	50	100
Catchment Area 110	75	75	150
Catchment Area 111	50	50	100
Catchment Area 112	75	75	150
Catchment Area 1	50	50	100
Catchment Area 2	75	75	150
Catchment Area 4	75	75	150
Catchment Area 5	75	75	150
Catchment Area 7	75	75	150
Catchment Area 8	75	75	150
Catchment Area 9a	75	75	150
Catchment Area 9b	75	75	150
Catchment Area 10	75	75	150
Catchment Area 11	50	50	100
Catchment Area 12	50	50	100
Catchment Area 13	50	50	100
Catchment Area 14	50	50	100
York Region	75	75	150
West (Peel/Halton/Hamilton)	75	75	150
TOTAL	2,075	2,075	4,150

Note: We will weight the data post-field to ensure it matches the ridership forecast study

Introduction

Thank you for agreeing to participate in this invitation-only survey. We truly appreciate your time and cooperation.

Please read and answer each question to the best of your ability.

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. Are you...

Male	☐
Female	☐

PN: SHOW GENDER ICONS.

3. How often, if ever, have you flown from Toronto Pearson International Airport in the **past 12 months**? If you do not recall the exact number of times, please provide your best estimate below. If you have not flown from Pearson Airport within the past 12 months, please enter 0 below.

PN: RANGE: 0-365. WHOLE NUMBERS ONLY.

4. Do you anticipate that you will be flying from Pearson Airport in the **next 12 months**?

Yes	☐
No	☐

PN: IF Q3=0 AND Q4=NO, THANK AND TERMINATE.

5. Of the **(INSERT RESPONSE FROM Q3)** times you have flown from Pearson Airport in the past 12 months, approximately what percent was for business, and what percent was for non-business travel? By non-business travel, we mean for vacation, leisure travel, visiting friends/family, for study, etc.

For business purposes	____%	WATCH QUOTAS
For non-business purposes	____%	
Total	SUM	

PN: RANGE 0-100%. MUST SUM TO 100%. SHOW TOTAL AT END.

IF $\geq 50\%$ FOR BUSINESS, ASSIGN TO 'BUSINESS' CELL. ALL OTHERS, ASSIGN TO 'NON-BUSINESS' CELL.

NOTE: FOR THE REMAINDER OF THE SURVEY, RESPONDENTS WILL BE ASKED ABOUT THEIR BUSINESS TRAVEL IF THEY ARE IN THE BUSINESS CELL, AND ABOUT THEIR NON-BUSINESS TRAVEL IF THEY ARE IN THE NON-BUSINESS CELL.

6. Please click on the area below that best represents where, in Ontario, your **primary residence** is located.

PN: SHOW INTERACTIVE MAP OF REGION.

7. **IF SELECTED TORONTO, ASK...** Please click on the area below that best represents where, in Toronto, your primary residence is located.

PN: SHOW INTERACTIVE MAP OF TORONTO.

8. Please click on the area below that best represents where, in Ontario, your **primary place of business** is located.

☐ None – am not currently working

PN: SHOW INTERACTIVE MAP OF REGION. CANNOT SELECT AN AREA ON THE MAP AND 'NONE'.

9. **IF SELECTED TORONTO, ASK...** Please click on the area below that best represents where, in Toronto, your **primary place of business** is located.

PN: SHOW INTERACTIVE MAP OF TORONTO.

PN: REGIONAL QUOTAS TO BE ASSIGNED AS FOLLOWS: IF BUSINESS TRAVELER, REGION = WHERE THEY WORK; IF NON-BUSINESS TRAVELER, REGION = WHERE THEY LIVE.

10. When traveling **to** Pearson Airport for **(BUSINESS/NON-BUSINESS)** travel, do you primarily leave from your home or from your place of business?

1	From my home	☐
2	From my place of business	☐
3	Other (please specify: _____)	☐

11. When traveling **from** Pearson Airport for **(BUSINESS/NON-BUSINESS)** travel, do you primarily return to your home or to your place of business?

1	To my home	☐
2	To my place of business	☐
3	Other (please specify: _____)	☐

Section 2: Current Travel Behaviour

For the remainder of the survey, please think of your travels to and from Pearson Airport specifically for **(BUSINESS/NON-BUSINESS)** purposes.

12. Thinking about your **(BUSINESS/NON-BUSINESS)** travel over the past 12 months from Pearson Airport, approximately what percentage of the time were you traveling...?

Within Canada	_____ %
To the United States	_____ %
To another International location	_____ %
Total	SUM

PN: RANGE 0-100%. MUST SUM TO 100%. SHOW TOTAL AT END.

13. Thinking about your **(BUSINESS/NON-BUSINESS)** travel over the past 12 months from Pearson Airport, approximately what percentage of your travels were in the following time frames?

From January through March	_____ %
From April through June	_____ %
From July through September	_____ %
From October through December	_____ %
Total	SUM

PN: RANGE 0-100%. MUST SUM TO 100%. SHOW TOTAL AT END.

14. Thinking about an average **(BUSINESS/NON-BUSINESS)** trip from Pearson Airport, approximately how many bags do you typically bring with you?

	Number of Bags in this Category
Standard size bags that I check in	_____
Extra large bags that I check in	_____
Carry-on items	_____
Total	SUM

PN: WHOLE NUMBERS ONLY. RANGE 0-30.

15. Thinking about an average **(BUSINESS/NON-BUSINESS)** trip from Pearson Airport, approximately how many people do you travel with to or from the airport? If you travel alone, please type in '0' below.

_____ people

PN: WHOLE NUMBERS ONLY. RANGE 0-10.

15b. (IF >0 AT Q15, ASK...) Of the (INSERT NUMBER FROM Q15) people who travel with you on an average (BUSINESS/NON-BUSINESS) trip from Pearson Airport, how many are...?

Over 18 years of age	
Children 10 – 18 years	
Children 5 – 9 years	
Children 2 – 4 years	
Children under 2 years	
Total	SUM

PN: WHOLE NUMBERS ONLY. SUM AT Q15B MUST = TOTAL AT Q15.

16. Which of the following means have you ever used to travel to Pearson Airport (INSERT RESPONSE FROM Q10, BUT REPLACE 'MY' WITH 'YOUR')? Please select all that apply.

RANDOMIZE	
Taxi	☐
Limousine / car service	☐
You drove yourself and you parked there	☐
Someone else drove you and dropped you off	☐
GO Bus	☐
Rental Car	☐
Courtesy Shuttle	☐
Toronto Airport Express Bus	☐
TTC Bus and Subway	☐
Other (please specify: _____)	☐

17. What is the primary way that you travel to Pearson Airport (**INSERT RESPONSE FROM Q10, BUT REPLACE 'MY' WITH 'YOUR'**) for (**BUSINESS/NON-BUSINESS PURPOSES**)?

RANDOMIZE	
Taxi	☐
Limousine / car service	☐
You drove yourself and you parked there	☐
Someone else drove you and dropped you off	☐
GO Bus	☐
Rental Car	☐
Courtesy Shuttle	☐
Toronto Airport Express Bus	☐
TTC Bus and Subway	☐
Other (please specify: _____)	☐

PN: SHOW ONLY THOSE OPTIONS SELECTED AT Q16. RESPONDENTS CAN ONLY SELECT ONE OPTION.

18. **ASK FOR BUSINESS TRAVELERS ONLY.** How do you typically pay for your transportation to Pearson Airport (**INSERT RESPONSE FROM Q10, BUT REPLACE 'MY' WITH 'YOUR'**) for business purposes?

Out of my own pocket	☐
Company credit card	☐
I am reimbursed as a travel expense	☐
Other (please specify: _____)	☐

- 18b. **SKIP THIS QUESTION IF 'SOMEONE ELSE DROVE YOU' OR 'I DROVE MYSELF' AT Q17.** How much do you typically pay for your transportation to Pearson Airport?

\$ _____

PN: WHOLE NUMBERS ONLY. RANGE: 0-500

19. Thinking about your (**BUSINESS/NON-BUSINESS**) travel over the past 12 months to Pearson Airport, approximately what percentage of the time did you leave (**INSERT RESPONSE FROM Q10, BUT REPLACE 'MY' WITH 'YOUR'**)....?

In the early morning (before 7am)	_____ %
In the morning (from 7am – noon)	_____ %
In the early afternoon (from 12pm-2:59pm)	_____ %
In the afternoon (from 3pm-6pm)	_____ %
In the evening (after 6pm)	_____ %
Total	SUM

PN: RANGE 0-100%. MUST SUM TO 100%. SHOW TOTAL AT END.

20. Thinking about your **(BUSINESS/NON-BUSINESS)** travel over the past 12 months **to** Pearson Airport, approximately what percentage of the time did you leave **(INSERT RESPONSE FROM Q10, BUT REPLACE 'MY' WITH 'YOUR')** on the following days?

Monday	_____%
Tuesday	_____%
Wednesday	_____%
Thursday	_____%
Friday	_____%
Saturday	_____%
Sunday	_____%
Total	SUM

PN: RANGE 0-100%. MUST SUM TO 100%. SHOW TOTAL AT END.

21. People prefer specific methods of transportation for different reasons. Below are a number of different reasons that could be used to describe why a person would choose one type of transportation to get to Pearson Airport.

Please rank, from the list below, the top 3 reasons you choose **(INSERT DTS)** as your primary method of transportation to Pearson Airport from **(INSERT RESPONSE FROM Q10)**. 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	_____
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	_____
Lots of room for luggage	_____
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	☐

PN: RANK TOP 3. CANNOT SELECT 'NOTHING' WITH ANY OTHER OPTION.

DTS (PER Q17): to take a taxi; to take a limousine, to drive yourself, to have someone drop you off, to take the GO bus, to take the Toronto Airport Express, to take the TTC bus, to rent a car, to use a courtesy shuttle.

22. Not every method of transportation is perfect. Below are some things that people have mentioned they dislike about the transportation method they use to get to Pearson Airport.

Please rank, from the list below, the top 3 aspects that you dislike about **(INSERT DTS)** as your primary method of transportation **to** Pearson Airport **from** **(INSERT RESPONSE FROM Q10)**. Please use the following ranking: 1 is the #1 aspect you dislike about this transportation method, 2 is the second-most reason you dislike this method, and 3 is the #3 reason you dislike this transportation method.

RANDOMIZE	
Is too expensive	_____
Is not conveniently located	_____
Takes too much time	_____
Does not drop me off directly at the terminal	_____
Have to take too many forms of transportation (shuttle bus, etc) to get directly to the terminal	_____
Is not reliable	_____
Does not provide any privacy	_____
Does not give me any time to myself	_____
Is too crowded / congested	_____
Rude personnel	_____
Subject to traffic jams	_____
Is not comfortable	_____
Does not have enough room for my luggage	_____
Does not go non-stop to the airport	_____
Not the safest method of transportation	_____
I cannot use my phone or laptop during the trip	_____
Other (please specify: _____)	_____
There is nothing I dislike about this method of transportation	☐

PN: RANK TOP 3 RESPONSES. CANNOT SELECT 'NOTHING' WITH ANY OTHER OPTION.

DTS (PER Q17): taking a taxi, taking a limousine, driving yourself, having someone drop you off, taking the GO Bus, taking the Toronto Airport Express, to take the TTC bus, to rent a car, to use a courtesy shuttle.

Now, we'd like to ask you a few questions about how you travel **from** Pearson Airport – that is, how do you return to your home or office.

23. Which of the following means have you ever used to travel **from** Pearson Airport (**INSERT RESPONSE FROM Q11, BUT REPLACE 'MY' WITH 'YOUR'**)? Please select all that apply.

RANDOMIZE	
Taxi	☐
Limousine / car service	☐
You drove yourself and you parked there	☐
Someone else drove you and picked you up	☐
GO Bus	☐
Toronto Airport Express Bus	☐
Rental Car	☐
Courtesy Shuttle	☐
TTC Bus and Subway	☐
Other (please specify: _____)	☐

24. What is the primary way that you travel **from** Pearson Airport (**INSERT RESPONSE FROM Q11, BUT REPLACE 'MY' WITH 'YOUR'**) for (**BUSINESS/NON-BUSINESS PURPOSES**)?

RANDOMIZE	
Taxi	☐
Limousine / car service	☐
You drove yourself and you parked there	☐
Someone else drove you and picked you up	☐
GO Bus	☐
Rental Car	☐
Courtesy Shuttle	☐
Toronto Airport Express Bus	☐
TTC Bus and Subway	☐
Other (please specify: _____)	☐

PN: SHOW ONLY THOSE OPTIONS SELECTED AT Q23. RESPONDENTS CAN ONLY SELECT ONE OPTION.

25. **ASK FOR BUSINESS TRAVELERS ONLY.** How do you typically pay for your transportation **from** Pearson Airport (**INSERT RESPONSE FROM Q11, BUT REPLACE 'MY' WITH 'YOUR'**) for business purposes?

Out of my own pocket	☐
Company credit card	☐
I am reimbursed as a travel expense	☐
Other (please specify: _____)	☐

25b. **SKIP THIS QUESTION IF 'SOMEONE ELSE PICKED YOU UP' OR 'I DROVE MYSELF' AT Q24.** How much do you typically pay for your transportation when returning from Pearson Airport?

\$ _____

PN: WHOLE NUMBERS ONLY. RANGE: 0-500

26. Thinking about your **(BUSINESS/NON-BUSINESS)** travel over the past 12 months, approximately what percentage of the time did your plane arrive at Pearson Airport...?

In the early morning (before 7am)	_____ %
In the morning (from 7am – noon)	_____ %
In the early afternoon (from 12pm-2:59pm)	_____ %
In the afternoon (from 3pm-6pm)	_____ %
In the evening (after 6pm)	_____ %
Total	SUM

PN: RANGE 0-100%. MUST SUM TO 100%. SHOW TOTAL AT END.

27. Thinking about your **(BUSINESS/NON-BUSINESS)** travel over the past 12 months, approximately what percentage of the time did your flight return on a...?

Monday	_____ %
Tuesday	_____ %
Wednesday	_____ %
Thursday	_____ %
Friday	_____ %
Saturday	_____ %
Sunday	_____ %
Total	SUM

PN: RANGE 0-100%. MUST SUM TO 100%. SHOW TOTAL AT END.

28. Please rank, from the list below, the top 3 reasons you choose **(INSERT DTS)** as your primary method of transportation **from** Pearson Airport **to** **(INSERT RESPONSE FROM Q11)**. Please use the following ranking: 1 is the top reason you choose this method, 2 is the second reason you choose this method, and 3 is the third reason.

RANDOMIZE	
Picks me up directly at the exit	_____
I don't have to wait	_____
Is inexpensive	_____
Drops me off directly at home/my place of business	_____
Is the fastest way	_____
Is conveniently located	_____
No hassle	_____
Is reliable	_____
Provides a private ride	_____
Gives me time to myself	_____
Is not crowded/congested	_____
Is comfortable	_____
Lots of room for luggage	_____
There is no other alternative	_____
It is the safest method of transportation	_____
Pleasant personnel	_____
Not subject to traffic jams	_____
Can use my phone or laptop during the trip	_____
Other (please specify: _____)	_____
There is nothing I like about this method of transportation	☐

PN: RANK TOP 3 RESPONSES. CANNOT SELECT 'NOTHING' WITH ANY OTHER RESPONSE.

DTS (PER Q24): to take a taxi; to take a limousine, to drive yourself, to have someone pick you up, to take the GO bus, to take the Toronto Airport Express, to take the TTC bus, to rent a car, to use a courtesy shuttle.

29. Now, please rank, from the list below, the top 3 aspects that you **dislike** about **(INSERT DTS)** as your primary method of transportation **from** Pearson Airport **to** **(INSERT RESPONSE FROM Q11)**. Please use the following ranking: 1 is the #1 aspect you dislike about this transportation method, 2 is the second-most reason you dislike this method, and 3 is the #3 reason you dislike this transportation method.

RANDOMIZE	
Does not pick me up directly at the exit	_____
I have to wait too long for it to arrive	_____
It's expensive	_____
Doesn't drop me off directly at home / my place of business	_____
Takes too long	_____
Is not conveniently located	_____
Is not reliable	_____
Have to take too many forms of transportation to get back home / to my place of business (shuttle bus, etc)	_____
Does not provide any privacy	_____
Does not give me any time to myself	_____
Is too crowded / congested	_____
Rude personnel	_____
Subject to traffic jams	_____
Is not comfortable	_____
Does not have enough room for my luggage	_____
Not the safest method of transportation	_____
I cannot use my phone or laptop during the trip	_____
Other (please specify: _____)	_____
There is nothing I dislike about this method of transportation	☐

PN: RANK TOP 3 RESPONSES. CANNOT SELECT 'NOTHING' WITH ANY OTHER RESPONSE.

DTS (PER Q24): taking a taxi, taking a limousine, driving yourself, having someone pick you up, taking the GO Bus, taking the Toronto Airport Express, to take the TTC bus, to rent a car, to use a courtesy shuttle.

30. **IF PRIMARILY DRIVE THEMSELVES (AT Q16 OR Q23) ASK...** Which parking option do you usually select when you drive yourself to Pearson Airport? Please select all that apply.

Valet Care	☐
Terminal Parking	☐
Value Park Garage	☐
Value Park Lot	☐
Park at an airport hotel	☐
Parking lots located off the airport premises (such as Park 'N Fly)	☐
Other (please specify: _____)	☐

30b **IF TERMINAL PARKING AT Q30, ASK...** And at the Terminal, do you park in the Express or Daily parking lot?

Express Parking	☐
Daily Parking	☐
Don't Know	☐

30c. **IF PRIMARILY DRIVE THEMSELVES (AT Q16 OR Q23) ASK...** Thinking about an average (**BUSINESS/NON-BUSINESS**) trip from Pearson Airport, how long do you typically park your car for?

Less than 6 hours	☐
From 6 hours – 1 day	☐
From 1 – 2 days	☐
From 2 – 4 days	☐
Longer than 4 days	☐

30d. **IF PRIMARILY DRIVE THEMSELVES (AT Q16 OR Q23) ASK....** How much do you typically pay for parking?

\$ _____

PN: WHOLE NUMBERS ONLY. RANGE: 0-500

Section 3: ARL Market Assessment

Now, we'd like to ask you some questions about the Airport Rail Link (also known as the ARL).

31. The Airport Rail Link (ARL) is a proposed dedicated train that will connect Pearson Airport with Union Station in downtown Toronto, and is scheduled to begin service in 2015. Prior to today, have you heard of the Airport Rail Link (ARL)?

Yes	☐
No	☐

31b. **IF AWARE OF ARL, ASK...** And how did you hear about the ARL, prior to today? Please select all that apply.

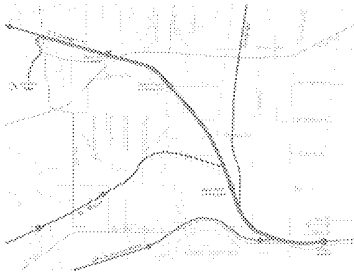
Television report	☐
Television advertisement	☐
Newspaper report	☐
Magazine report	☐
Word of mouth	☐
The Internet	☐
Other (please specify: _____)	☐

32. **IF AWARE OF ARL, ASK...** Based on everything that you have seen, heard and read about the ARL, what are your impressions of this rail service? Please type in your response below, and be as specific as possible.

Now, we'd like to show you a more detailed description of the Airport Rail Link. 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

The Airport Rail Link (the ARL) offers a direct rail connection between Pearson Airport and downtown Toronto Union Station, with stops at Bloor and Weston GO stations. It will commence operations in 2015.



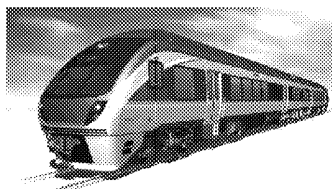
At Pearson Airport, the ARL will connect directly with Terminal 1, and will provide an easy connection to the Airport People Mover, which services the Pearson remote parking lots and Terminal 3. At Union Station, a new platform will be built specifically for the ARL. The line will have 4 stations: Union Station, Bloor GO station, Weston GO station, Toronto Pearson International Airport.

It is anticipated that the ARL will operate every 15 minutes between 5am and 2am, seven days a week, and travel time between the airport and downtown will be approximately 25-30 minutes.

The service will be a premium high-speed, state-of-the-art service with plush interior, special luggage capacity, onboard monitors displaying flight information on trips to Pearson and information about Toronto sites on the trip to Union.

The terminal stations at Union and Pearson will have comfortable lounges, which will have an open, modern feel. The terminal at Pearson will have centralized multi-language passenger information and platform edge doors for safety.

Other planned services and amenities include: On-board customer attendant, lounge attendants, PRESTO (Electronic Farecard), linkage of ticketing with airlines.



Rendering of ARL vehicle



Rendering of Union Entrance Lounge



Rendering of Union Waiting Area



Rendering of Pearson Terminal

PN: PROVIDE LINK TO FULL CONCEPT FOR REMAINING QUESTIONS, EXCEPT THOSE IN THE DEMOGRAPHIC SECTION.

33. Based on what you just read, how appealing is the Airport Rail Link to you, personally?

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

34. How likely would you be to use the ARL to travel to or from Pearson Airport?

Definitely Will	☐
Probably Will	☐
Might or Might Not	☐
Probably Will Not	☐
Definitely Will Not	☐

35. Based on what you have just read today about the ARL, how well do the following statements describe the ARL? 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 option	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Is the perfect transportation option for me	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Conveniently located	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Would be the fastest way to get to the airport	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Would be the fastest way to return from the airport	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Is the best option to get to the airport	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Is the best option to return from the airport	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Will reduce the stress of traveling to or from the airport	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Will help improve Toronto's image as a world-class city	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Is too complicated	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Would be comfortable	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Is disruptive to communities along the route	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Doesn't connect directly to the terminal I typically fly out of	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Will be beneficial to Toronto's economy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Would improve the image of Pearson Airport as a world class travel hub	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Would provide a real advantage over Toronto Island Airport	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Would reduce my travel time	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Would be kid friendly	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Section 4: Pricing

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

Note – the prices specified below include all taxes and charges.

QUESTION TO THE STAKEHOLDER TEAM: Is pricing to be tied to boarding stations and distance, or are we contemplating a flat fare? If it is, we need to ask if they were to use the service, where would they board from (outbound to Pearson) and exit (in bound from Pearson). Union to Pearson – longer commute time and fare would be higher than that from say, Etobicoke. NOTE FROM NORTHSTAR: If this is the case, we need to know as soon as possible, as the programming for a price laddering exercise based on a tiered cost is significantly more complicated to program.

36. Would you consider taking the ARL if the cost of a single one-way ticket was \$15.00?

Yes	☐
No	☐

37. IF 'YES' AT Q36, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$20.00?

Yes	☐
No	☐

38. IF 'NO' AT Q37, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$17.50?

Yes	☐
No	☐

39. IF 'YES' AT Q37, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$25.00?

Yes	☐
No	☐

40. IF 'NO' AT Q39, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$22.50?

Yes	☐
No	☐

40b. IF 'YES' AT Q39, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$30.00?

Yes	☐
No	☐

40c. IF 'NO' AT Q40b, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$27.50?

Yes	☐
No	☐

40d. IF 'YES' AT Q40b, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$35.00?

Yes	☐
No	☐

40e. IF 'NO' AT Q40d, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$32.50?

Yes	☐
No	☐

41. IF 'NO' AT Q36, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$10.00?

Yes	☐
No	☐

42. IF 'YES' AT Q41, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$12.50?

Yes	☐
No	☐

43. IF 'NO' AT Q40, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$5.00?

Yes	☐
No	☐

44. IF 'YES' AT Q43, ASK...Would you consider taking the ARL if the cost of a single one-way ticket was \$7.50?

Yes	☐
No	☐

IF 'NO' AT Q43, SKIP TO Q48.

45. How likely would you be to take the ARL in each of the following scenarios when traveling to or from Pearson Airport for **(BUSINESS/NON-BUSINESS PURPOSES)**, if the cost of a single one-way ticket was **(INSERT HIGHEST 'YES' PRICE)**?

	Definitely Will	Probably Will	Might or Might Not	Probably Will Not	Definitely Will Not	Not Applicable
When traveling to Pearson Airport from your home	☐	☐	☐	☐	☐	☐
When traveling to Pearson Airport from your place of business	☐	☐	☐	☐	☐	☐
When traveling from Pearson Airport to your home	☐	☐	☐	☐	☐	☐
When traveling from Pearson Airport to your place of business	☐	☐	☐	☐	☐	☐

46. If a single one-way ticket on the ARL was **(INSERT HIGHEST 'YES' PRICE)**, which are you more likely to choose when you travel **to** the airport for **(BUSINESS/NON-BUSINESS PURPOSES)**?

More likely to take the ARL	☐
More likely to (PRIMARY TRANSPORTATION METHOD TO THE AIRPORT AT Q17– DTS FROM BELOW)	☐
Equally likely to take either	☐

DTS (PER Q17): take a taxi, take a limousine, drive yourself, have someone pick you up, take the GO Bus, take the Toronto Airport Express.

47. If a single one-way ticket on the ARL was **(INSERT HIGHEST 'YES' PRICE)**, which are you more likely to choose when you travel **from** the airport for **(BUSINESS/NON-BUSINESS PURPOSES)**?

More likely to take the ARL	☐
More likely to (PRIMARY TRANSPORTATION METHOD FROM THE AIRPORT AT Q24 – DTS FROM BELOW)	☐
Equally likely to take either	☐

DTS (PER Q24): take a taxi, take a limousine, drive yourself, have someone pick you up, take the GO Bus, take the Toronto Airport Express.

- 47b. **IF DEFINITELY/PROBABLY WOULD TAKE ARL TO PEARSON AT Q45, ASK...**When taking the ARL to Pearson Airport, from which station would you take the ARL?

Union Station	☐
Weston Station	☐
Bloor Station	☐

47c. IF DEFINITELY/PROBABLY WOULD TAKE ARL TO PEARSON AT Q45, ASK...How do you anticipate you would get to (INSERT RESPONSE FROM Q47B)?

RANDOMIZE

- | | |
|---|--------------------------|
| Walk | ☐ |
| Taxi | ☐ |
| Limousine/Car Service | ☐ |
| You drive yourself and park there | ☐ |
| Someone else drives you and drops you off | ☐ |
| GO Bus | ☐ |
| GO Train | ☐ |

Exclusion per Committee Direction

Exclusion per Committee Direction

Exclusion per Committee Direction

Courtesy Shuttle

☐

Other (please specify: _____)

☐

Exclusion per Committee Direction

51. Of these potential options, please rank the 3 options you find most important, where 1 is the option you find **the most important**, 2 is the option you find **the second most important**, and 3 is the option you find **the third most important**.

TVs on the back of the seats	_____
Free Wi-Fi	_____
Ability to check into flights at Union Station	_____
Has leather seats	_____
On-board staff to answer your questions, provide direction, help with your luggage, etc	_____
Express class seating	_____
Large luggage racks	_____
Accessibility area for disabled travel	_____
First class areas	_____
Restaurants at stations	_____
Onboard refreshments: sandwiches, snacks, alcohol, chocolate bars, sweets, freshly brewed hot drinks (including Starbucks), soft drinks, juices, water	_____
Flight Information Display Screens at stations	_____
Onboard Flight information display screens showing destination, train delays, weather and flight information	_____
Self Service Customer Check-In Machines for selected airlines	_____
Ability to print tickets before boarding at check-in machines on platforms	_____
Onboard ticket	_____
Quiet Zone	_____
Free Newspapers	_____
Emergency intercom	_____
Public telephone	_____
Cords for laptop	_____
Onboard Washroom	_____
In-seat headset for listening to news, advertisements and announcements showing on LCD screens in front.	_____
Advance purchase of ticket without a date from TVM/staff (to be validated at machine)	_____

PN: RANKING EXERCISE; CAN ONLY ENTER 1 ONCE, 2 ONCE, 3 ONCE; MUST RANK 1-3.

- 51b. How important is it that the ARL have the following options at each of the stations? Please use a 10-point scale where 1 is 'Not At All Important' and 10 is 'Extremely Important'.

	Not At All Important										Extremely Important
RANDOMIZE	1	2	3	4	5	6	7	8	9	10	
Self-service ticketing facilities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
Manned ticketing facilities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	

Exclusion per Committee Direction

PN: RANGE 0-100%. MUST SUM TO 100%. SHOW TOTAL AT END. PEARSON MUST BE >0%

54. Which of the following best describes your current employment status?

Employed full time	☐	
Employed part-time	☐	
Self-employed	☐	
Student	☐	
Full-time Homemaker	☐	
Retired	☐	SKIP TO Q56
Unemployed	☐	
Prefer not to answer	☐	

55. **IF EMPLOYED, ASK...** More specifically, what field of work are you in? For example, construction, engineering, forestry, etc.

Arts, Design	☐	Labourer, General	☐
Banking, Finance, Insurance	☐	Legal	☐
Construction, Repair, Maintenance	☐	Manufacturing	☐
Education	☐	Marketing	☐
Engineering	☐	Medical	☐
Entertainment, Media	☐	Purchasing	☐
Farming, Forestry, Hunting, Gaming, Fishing	☐	Research & Development / Science	☐
Healthcare	☐	Sales	☐
Human Resources / Personnel	☐	Transportation	☐
Information Technology / Communications	☐	Other (please specify): _____	☐
		Prefer not to answer	☐

56. **IF EMPLOYED, ASK...** Which of the following best describes your current job role/title?

President / CEO / Owner	☐
Executive Management (CFO, CMO, CTO, Partner, etc)	☐
Senior Management (SVP, VP, Director, etc)	☐
Other Management role	☐
Non-Management role	☐
Other (please specify: _____)	☐

57. Which category best reflects your total annual household income before taxes?

Under \$25,000	☐
\$25,000 to \$49,999	☐
\$50,000 to \$74,999	☐
\$75,000 to \$99,999	☐
\$100,000 to \$124,999	☐
\$125,000 to \$149,999	☐
\$150,000 or more	☐
Prefer not to answer	☐

58. Which of the following best describes your marital status?

Single, never married	☐
Married / common law	☐
Widowed	☐
Divorced / separated	☐

59. How many members of your household, including yourself, fall into each of the following categories? Please be sure to include yourself.

Adults 18 and over	_____
Children 10-18 years	_____
Children 5-9 years	_____
Children 2-4 years	_____
Children under 2 years	_____
TOTAL	[SUM]

PN: SHOW SUM AT END. MUST BE >1 FOR ADULTS AND OVER.

60. What is your home postal code?

61. **IF BUSINESS TRAVELER, ASK...** What is your **work** postal code?

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