

Hi, my name is \_\_\_\_\_. I take part in a survey supervised by a professor from UQAM's ESG School of Business. The City of Montreal authorized this survey.

## General questions

**1. What does the expression "Montreal's indoor network" evoke for you?**

*Check all answers that apply*

- I am not familiar with this concept
- The subway
- The galleries
- An urban tour for tourists
- Shops and restaurants

**"Montreal's indoor network" is a multi-functional space open to the public, with a protected pedestrian access to the subway, shopping galleries, universities or office buildings. I would like to ask you a few questions concerning your visits to "Montreal's indoor network".**

**2. What is your main motive for being in "Montreal's indoor network" today?**

- Work
- Studies
- Shopping
- Entertainment
- Residence
- No precise motive (loitering)
- Other (specify): \_\_\_\_\_

**3. How often do you visit "Montreal's indoor network"?**

- First visit
- Passing through
- Daily
- Weekly
- Monthly
- Yearly

## Questions on the sign system

**4. According to you, what type of information would be most important to display in “Montreal’s indoor network”?**

*Check all answers that apply*

- Cultural features (museum, church, theater)
- Shopping galleries (store, boutique, restaurant)
- Business and educational buildings (office tower, university)
- Hotels and Conference centers
- Subway and transportation (train, bus terminal)
- Other (specify): \_\_\_\_\_

**5. Do you use the sign system to get your bearing in “Montreal’s indoor network”?**

- Often (go to question 6)
- Rarely (go to question 8)
- Never (go to question 8)

**6. Today, did the sign system allow you to get to your destination easily?**

- Very easily
- Easily
- With difficulty
- With much difficulty

**7. Today, did you get lost in “Montreal’s indoor network”?**

- Three times or more
- One or two times
- Never

**8. According to you, what is the importance of having a uniform sign system in Montreal’s entire “indoor network”?**

- Very important
- Important
- Somewhat important
- Not very important

**9. According to you, what would be the most appropriate language(s) to use for the sign system in “Montreal’s indoor network” for regular users and tourists to understand the information easily?**

*Check all answers that apply*

- French
- English
- Other language(s) (specify): \_\_\_\_\_
- Pictograms

**10. According to you, how important is it to state the precise distance between two specific points?**

- Very important
- Important
- Somewhat important
- Not very important

**11. Do you find the tourist information system in “Montreal’s indoor network” to be:**

- Very clear
- Clear
- Confusing
- Very confusing

### Questions on the condition of the premises

**12. How do you rate the cleanliness of “Montreal’s indoor network”?**

- Dirty
- Tolerable
- Clean
- Impeccable

**13. On a scale of 1 to 5, 1 being not very esthetic and 5 very esthetic, how do you find the visual appearance of “Montreal’s indoor network”?**

- Not very esthetic**
- 1
  - 2
  - 3
  - 4
  - 5
- Very esthetic**

**14. On a scale of 1 to 5, 1 being not very pleasant and 5 very pleasant, how do you rate your experience in “Montreal’s indoor network”?**

**Not very pleasant**

- 1
- 2
- 3
- 4
- 5

**Very pleasant**

**15. How do you feel when you walk through “Montreal’s indoor network”?**

- Perfectly safe
- Somewhat safe
- More or less safe
- Not safe at all

**16. Have you ever noticed any artwork in “Montreal’s indoor network”?**

- No     Yes

**Questions on users’ expectations**

**17. Are the limited opening hours of some corridors of “Montreal’s indoor network” a problem for you?**

- Often
- Sometimes
- Never

**18. How important are the following improvements, 1 being the least important and 5 the most important?**

- |  |                            |                            |                            |                            |                            |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| The sign system                          | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| The visibility of tourist attractions    | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Cleanliness                              | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| An increased presence of security agents | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Other (specify): _____                   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

**19. According to you, how important is the presence of artwork in “Montreal’s indoor network”?**

- Very important
- Important
- Somewhat important
- Not very important

**20. How should the City of Montreal publish information to promote its “indoor network”?**

*Check all answers that apply*

- Pocket guide
- Detailed information board
- Plan
- Interactive system
- Internet site
- Information offices
- Telephones intended for tourists
- Other (specify): \_\_\_\_\_

**Classification questions**

**21. Today, you are using “Montreal’s indoor network” as a:**

- Regular user
- Tourist (business)
- Tourist (pleasure)
- Other (specify): \_\_\_\_\_

**22. Where do you live?**

(Country, province or state, city or region)

\_\_\_\_\_

**23. How old are you? \_\_\_\_\_**

Si refus de répondre, demander ou imputer un groupe d’âge  
(to which age group do you belong):

- From 18 to 40 years
- From 41 to 65 years
- More than 65 years

## Section réservée à l'intervieweur

**Date :** \_\_\_\_\_

**Jour :**

Dimanche Lundi Mardi Mercredi Jeudi Vendredi Samedi

**Heure :**

- 10h00 à 12h00  
 14h00 à 16h00  
 19h00 à 21h00

**Emplacement :**

- Couloir du Montréal intérieur  
 Métro (intérieur)  
 Sortie d'un métro (sur la rue)

**Secteur :**

Berri-Uqàm Place des arts McGill Peel Guy Atwater  
Place d'Armes Place Victoria Bonaventure Lucien l'Allier

**Sexe de la personne interviewé(e) :**

- Féminin  
 Masculin

**Intervieweurs :**

**Lecteur(trice) du questionnaire :** \_\_\_\_\_

**Rédacteur(trice) du questionnaire :** \_\_\_\_\_