

Hi, my name is \_\_\_\_\_; I take part in a survey supervised by a professor from UQAM's ESG School of Business. This survey is performed in collaboration with the City of Montreal.

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**In 2007, the district of Ville-Marie is considering the idea of installing public toilets in Old Montreal. The project plans to integrate a toilet, DISINFECTED AFTER EACH USE, inside columns normally used for posting tourist maps and advertising. This is a relatively new concept in Canada, however it has already been used in many cities throughout the world.**

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### GENERAL QUESTIONS

**1. As described, do you find this concept of installing public toilets in Old Montreal useful?**

- Useless
- Not very useful
- Useful
- Very useful

**2. Do you use toilets in public places (shopping mall, restaurant, etc.)?**

- Never
- Rarely
- Frequently
- Very frequently

**3. On a scale of 1 to 5, 1 being « no reluctance » and 5 « strong reluctance », what is your level of reluctance to use public toilets?**

- No reluctance Strong reluctance
- 1  2  3  4  5

### PROJECT SPECIFIC QUESTIONS

**4. As described, would you be intimidated to use this concept of public toilet?**

- Not at all intimidated
- Not very intimidated
- Intimidated
- Very intimidated

**5. In what place(s) would you feel more at ease to use outdoors public toilets?**

*Select all answers that apply*

- On public places
- In parks
- On sidewalks
- Other (*specify*) \_\_\_\_\_

**6. Would you feel comfortable to use a public toilet whose size is comparable to that of an airplane or chemical toilet?**

- Very uncomfortable
- Not very comfortable
- Comfortable
- Very comfortable

**7. Would you be inconvenienced by the presence of advertising or tourist information on the outside of the toilet cubicle?**

- Not at all inconvenienced
- Not very inconvenienced
- Inconvenienced
- Very inconvenienced

**8. According to you, when should these toilets be accessible?** *Select all answers that apply*

- Morning
- Afternoon
- Evening
- Night

**9. According to you, what would be the MAXIMUM reasonable price to use these outdoors public toilets as they were described?**

\_\_\_\_\_

**10. On a scale of 1 to 5, 1 being « not very important » and 5 « very important », what is the level of importance of the following features and commodities for these outdoors public toilets as they were described?**

- |   |                            |                            |                            |                            |                            |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Sink, soap and dryer  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Waterless disinfectant (e. g. Purell)                                 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Mirror  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Deodorizer  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Accessibility et conformity for pour les people with reduced mobility | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Sanitary napkin dispenser   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

**11. Would you feel safe to use these public toilets in Old Montreal?**

- Not at all safe
- Not very safe
- Safe
- Very safe

**12. On a scale of 1 to 5, 1 being « not very important » and 5 « very important », what is the level of importance of the following elements to ensure safety of these public toilets in Old Montreal?**

- |   |                            |                            |                            |                            |                            |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Presence of security agents nearby        | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Cameras outside                           | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Porte opening automatically after a delay | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Well lit site                             | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Panic button                              | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

**13. On a scale of 1 to 5, 1 being « not very confident » and 5 « very confident », what is your level of confidence for an automatic door opening/closing system?**

- |                            |                            |                            |                            |                            |                |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------|
| Not very confident         |                            |                            |                            |                            | Very confident |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                |

**14. On a scale of 1 to 5, 1 being « completely disagree » and 5 « completely agree », what is your level of agreement with the following statement? « Installation of public toilets would improve the quality of tourist services in old Montreal. »**

- |                            |                            |                            |                            |                            |                  |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|------------------|
| Completely disagree        |                            |                            |                            |                            | Completely agree |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                  |

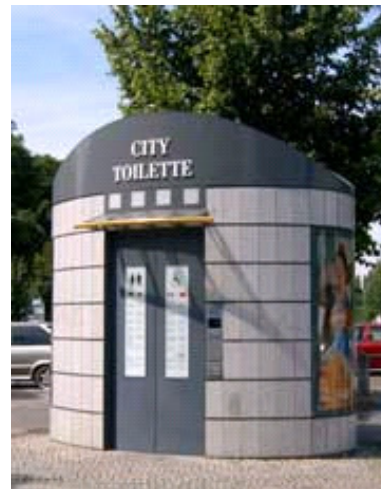
**15. On a scale of 1 to 5, 1 being « no importance » and 5 « paramount importance », what is the importance level of integrating these public toilets in Old Montreal's urban landscape?**

- |                            |                            |                            |                            |                            |                      |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------|
| No importance              |                            |                            |                            |                            | Paramount importance |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                      |

**16. Do you believe that this concept of toilet inserted in a column integrates well in the urban landscape?**

- Very poor integration
- Poor integration
- Good integration
- Very good integration

17. Amongst these various models of existing public toilets throughout the world, which do you prefer aesthetically (E)? From a utilitarian standpoint (U)?



**18. How should information be conveyed to promote this new service?**

*Select all answers that apply*

- Pocket guide
- Detailed information board
- Plan
- Tourist maps
- Interactive system
- Web site
- Tourist information centers
- Phone number
- Other (*specify*) \_\_\_\_\_

**CLASSIFICATION QUESTIONS**

**19. What is your PRINCIPAL motive for being here today?**

- Residence
- Work
- Study
- Entertainment
- No specific motive
- Other (*specify*) \_\_\_\_\_

**20. How frequently do you come here?**

- Exceptionally
- Less than once a month
- At least once a month
- At least once a week
- Several times a week

**21. In what city do you live? If you live in Montreal, specify in which borough (district).**

\_\_\_\_\_

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

*If refusal, ask age group :*

- 15 to 24
- 25 to 44
- 45 to 64
- 65 or more

**23. What is your household's gross revenu?**

- Less than 20 000 \$       20 000\$ to 39 999\$       40 000\$ to 59 999\$  
 60 000\$ to 79 999\$       80 000\$ and more       Don't know or refuse to answer

**Remerciez et saluez!**

**SECTION RÉSERVÉE À L'INTERVIEWEUR**

**Jour :**

- Lundi       Mardi       Mercredi       Jeudi  
 Vendredi       Samedi       Dimanche

**Heure :**

- AM       PM       SOIR

**Secteur :**

- |  |   |
|--|---|
| <input type="checkbox"/> Saint-Antoine et Saint -Denis   | <input type="checkbox"/> Saint -Antoine et Saint -Laurent |
| <input type="checkbox"/> Saint -Antoine et Gosford       | <input type="checkbox"/> Notre-Dame et Gosford            |
| <input type="checkbox"/> Notre-Dame et Saint -Vincent    | <input type="checkbox"/> Saint -Laurent et Notre-Dame     |
| <input type="checkbox"/> Place d'Armes                   | <input type="checkbox"/> De la Commune et Bonsecours      |
| <input type="checkbox"/> De la Commune et Saint -Gabriel | <input type="checkbox"/> De la Commune et Place Royale    |
| <input type="checkbox"/> De la Commune et Saint-Pierre   | <input type="checkbox"/> De la Commune et Sœurs Grises    |

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

- Féminin       Masculin

**Personne à mobilité réduite :**

- Non       Oui

**Dispositif utilisé :**

- Canne  
 Béquilles  
 Marchette  
 Fauteuil roulant  
 Aucun

**Intervieweurs :**

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

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