

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.

In 2007, the district of Ville-Marie is considering the idea of implementing a « self-serve » bicycle service in several sectors, Downtown and in Old Montreal. That is, a fleet of bicycles, owned by the city, placed at people's disposal. The bicycle is loaned and returned done at an automated docking station. For example, a person can loan a bicycle at a docking station at Square Victoria and returned at another station located in the Old Montreal.

GENERAL QUESTIONS

1. What does the concept of « self-serve bicycle » evoke for you? *Select all answers that apply*

- A tourist network
- An environmentally friendly form of transportation
- A way to exercise
- A complement to public transportation
- A means of circulating more quickly
- Other (*specify*) _____

2. During each season, how frequently do you use a bicycle?

Make one, and only one, choice for each season

	Never	Less than once in a month	At least once a month	At least once a week	Many times a week
Spring					
Summer					
Fall					
Winter					

3. Do you believe it is safe to do cycle in the streets of Ville-Marie borough (district)?

- Very unsafe
- Unsafe
- Safe
- Very safe

PROJECT SPECIFIC QUESTIONS

4. Do you believe that the « self-serve bicycle » project is advantageous for the whole of population that lives or work in Ville-Marie borough (district)?

- Very disadvantageous
- Disadvantageous
- Advantageous
- Very advantageous

5. What is your level of interest to use self-serve bicycles in Ville-Marie borough (district)?

- Not at all interested (*prenez la question 20*)
- A little interested
- Interested
- Very interested

6. At which moment(s) of the day would you use these self-serve bicycles?

Select all answers that apply

- Morning rush hour
- Morning
- Noon
- Afternoon
- Afternoon rush hour
- Evening
- Night

7. For which purpose(s) would you use these self-serve bicycles?

Select all answers that apply

- Work
- Study
- Leisure
- Shopping
- Other (*specify*) _____

8. During the warm season, March 16 to November 15, how often would you use this service?








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

9. During the cold season, November 16 to March 15, how often would you use this service?

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

10. The service will be offered through a network of docking stations spread throughout the Downtown area and Old Montreal. Which locations would you use?

Select all answers that apply

-  Berri-UQÀM
-  Place-d'Armes
-  Champ-de-Mars
-  Beaudry
-  Square-Victoria
-  Guy-Concordia
- Place Jacques-Cartier
- Tourist information center at Square Dorchester ( McGill)
- Other (*specify*) _____
- Other (*specify*) _____
- Other (*specify*) _____

11. According to you, what type(s) of bikeways are appropriate to use a bicycle?

Select all answers that apply

- Reserved bicycle paths
- Reserved bicycle lanes
- Non reserved designated roadways
- Main streets
- Secondary streets

12. With which mode(s) of transport would you use self-serve bicycles?

- Car
- Subway
- Bus
- Train
- None
- Other (*specify*) _____

13. 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 on your use of self-serve bicycles?

- | | | | | | | | | | | |
|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|
| Cost | <input type="checkbox"/> | 1 | <input type="checkbox"/> | 2 | <input type="checkbox"/> | 3 | <input type="checkbox"/> | 4 | <input type="checkbox"/> | 5 |
| Modes of payment accepted | <input type="checkbox"/> | 1 | <input type="checkbox"/> | 2 | <input type="checkbox"/> | 3 | <input type="checkbox"/> | 4 | <input type="checkbox"/> | 5 |
| Equipment's maintenance | <input type="checkbox"/> | 1 | <input type="checkbox"/> | 2 | <input type="checkbox"/> | 3 | <input type="checkbox"/> | 4 | <input type="checkbox"/> | 5 |
| Weather conditions | <input type="checkbox"/> | 1 | <input type="checkbox"/> | 2 | <input type="checkbox"/> | 3 | <input type="checkbox"/> | 4 | <input type="checkbox"/> | 5 |
| Existence of protected ways | <input type="checkbox"/> | 1 | <input type="checkbox"/> | 2 | <input type="checkbox"/> | 3 | <input type="checkbox"/> | 4 | <input type="checkbox"/> | 5 |
| Availability of insurance (breaks or theft) | <input type="checkbox"/> | 1 | <input type="checkbox"/> | 2 | <input type="checkbox"/> | 3 | <input type="checkbox"/> | 4 | <input type="checkbox"/> | 5 |

14. Amongst the following elements, which ones could eventually stop you from using this service?

Select all answers that apply

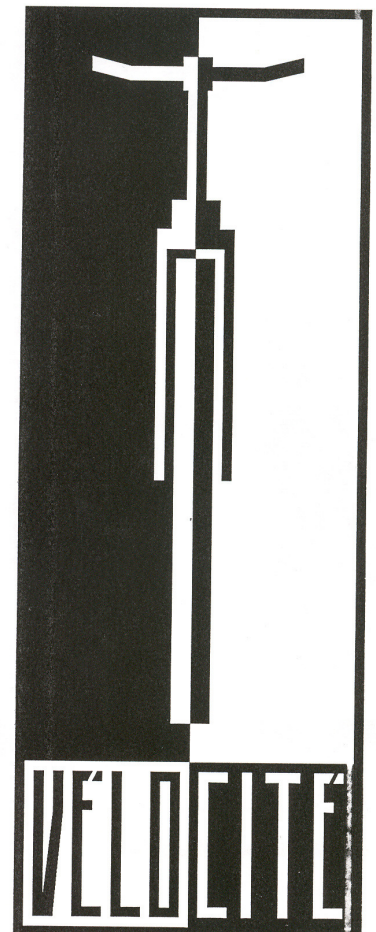
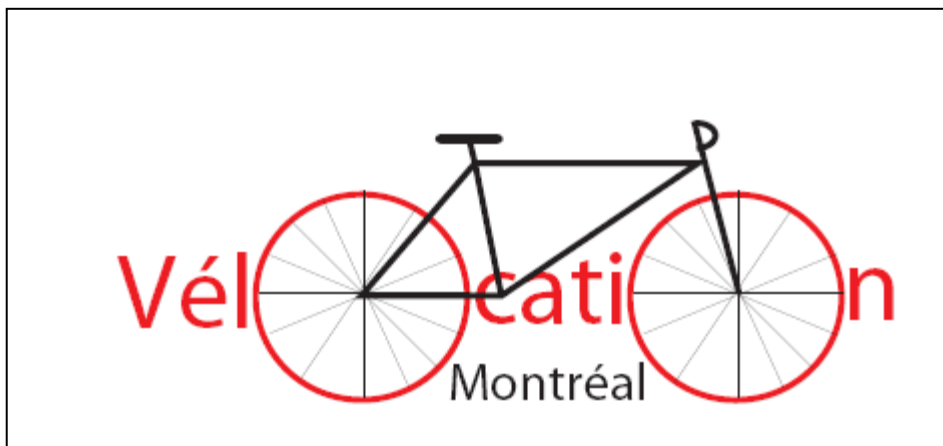
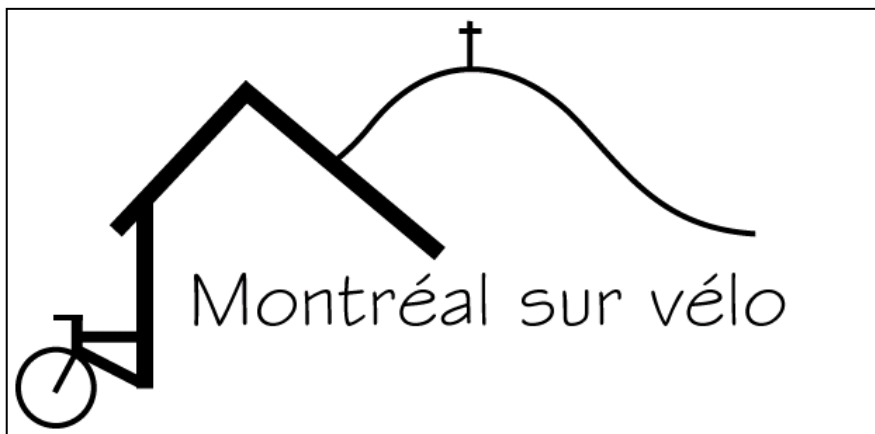
- The obligation to hold a liability insurance
- The obligation to wear a helmet

15. Which accessories should be available for rented bicycles?

Select all answers that apply

- Basket or luggage rack
- Padlock
- Baby seat
- Mudguard
- Mirror
- Bell
- Other (*specify*) _____

16. Amongst the following logos, which do you prefer?



17. What type(s) of fare should be offered to use self-serve bicycles?

Select all answers that apply

- Hourly rental fee
- Weekly subscription
- Monthly subscription
- Seasonal or annual subscription

18. According to you, what would be the MAXIMUM reasonable hourly rental fee to use these self-serve bicycles?

19. Amongst the following, which mode(s) of payment would you prefer for bicycle rental?

Select all answers that apply

- Cash
- Prepaid card
- Tickets
- CAM card from the STM
- Debit or credit card
- Other (*specify*) _____

CLASSIFICATION QUESTIONS

20. What is your PRINCIPAL motive for being here today?

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

21. 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

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

23. How old are you ? _____

Si refus de répondre, demandez le groupe d'âge :

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

24. 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 de l'entrevue : AM PM SOIR

Secteur :

Berri-UQAM Beaudry Champ de Mars
 Place d'Armes Square Victoria Centre Infotouriste (Square Dorchester)

Sexe de la personne interviewé(e) : Féminin Masculin

Intervieweurs :

Lecteur(trice) du questionnaire : _____

Rédacteur(trice) du questionnaire : _____