

Hi, my name is _____. I take part in a survey supervised by a professor from UQAM's ÉSG School of Business, in collaboration with the City of Montreal. I would like to ask you a few questions.

1. What does the expression « Wi-Fi® » evoke for you?

Select all answers that apply

- I am not familiar with this concept
- A new brand of electronic products
- A wireless Internet network
- An electronic system
- Other (specify): _____

Wi-Fi® is the abbreviation for « Wireless Fidelity», a wireless network which allows someone to connect to Internet, at speeds up to 54 megabits per second, to send or receive data using computers or other Wi-Fi® enabled devices.

2. Which of the following Wi-Fi® enabled devices do you own?

Select all answers that apply

- Portable computer
- Personal digital assistant (PDA) for example the PALM TX
- Other (specify): _____

INTERVIEWER: si la personne ne possède AUCUN appareil permettant de d'utiliser un réseau Wi-Fi® passez à la question 4.

3. Amongst the following assertions, select ALL those corresponding to your situation :

- When I travel for business, I carry my portable computer
- When I travel for business, I carry my Personal digital assistant (PDA)
- When I travel for pleasure, I carry my portable computer
- When I travel for pleasure, I carry my Personal digital assistant (PDA)

4. On a scale of 1 to 5, where 1 is « of little interest » and 5 « very interesting », what would your level of interest be for terminals, installed by the City of Montreal, allowing tourists to have access to Internet using a wireless (Wi-Fi®) network?

Of little interest

1

2

3

4

Very interesting

5

5. On a scale of 1 to 5, where 1 is « in complete disagreement » and 5 « in complete agreement », specify your level of agreement with the following assertions :

- Access to a Wi-Fi® network is a replacement solution for tourist information centers 1 2 3 4 5
- Access to a Wi-Fi® network is a complement solution to tourist information centers 1 2 3 4 5
- Access to a Wi-Fi® network would facilitate my activities 1 2 3 4 5
- Access to a Wi-Fi® network would be a tourist advantage for Montreal 1 2 3 4 5
- Access to a Wi-Fi® network would incite me to choose Montreal as a travel destination 1 2 3 4 5

12. On a scale of 1 to 5, where 1 is « least important » and 5 « most important », how important are the following criteria in the implementation of a wireless (Wi-Fi®) Internet network?

- | | | | | | |
|-----------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Price | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Presence of access terminals | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Places where service is available | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Access to technical support | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Other criteria (specify) : _____ | <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, where 1 is « least important » and 5 « most important », how important is it to have access to a wireless (Wi-Fi®) Internet network in the following places?

- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Restaurants (except cafés and bistros) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Cafés/Bistros | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Hotels/Motels | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Public transportation (train, subway, bus, etc.) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Stations and terminus | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Parks | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Other place (specify) : _____ | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

14. Amongst the following assertions indicate your preference regarding the price of a wireless (Wi-Fi®) Internet network access:

Please select only one answer

- The service should be available at no cost, otherwise I will not use it
- I am willing to pay to have access to this service and prefer to buy it with a package (transportation, lodging, etc.)
- I am willing to pay to have access to this service and prefer to pay for it according to utilization

INTERVIEWEUR: Si la personne n'est PAS disposée à payer, passez à la question 16.

15. How much would you be willing to pay for an unlimited access to a wireless (Wi-Fi®) Internet network while staying in Montreal? Indicate your preference regarding the payment of this service: per hour, per day, per week or per month.

- Per hour : _____ \$
- Per day : _____ \$
- Per week : _____ \$
- Per month : _____ \$

16. For what reason are you currently staying in Montreal?

Please select all answers that apply

- Pleasure
- Business
- Friends/family
- Studies
- Other (specify): _____

17. How long are you currently staying in Montreal?

- Less than 24 hours
 From 24 to 48 hours
 From 48 to 72 hours
 More than 72 hours
 Other (specify): _____

18. How frequently do you visit Montreal?

- First visit
 Weekly
 Monthly
 Annually
 Other (specify): _____

19. How old are you? _____

Si refus de répondre, imputer un groupe d'âge :

- De 18 à 40 ans
 De 41 à 65 ans
 Plus de 65 ans

SECTION RÉSERVÉE AUX INTERVIEWEURS

Date : _____ (JJ/MM/AA)

Jour :

- Dimanche Lundi Mardi Mercredi Jeudi Vendredi Samedi

Heure :

- AM
 PM
 Soir

Secteur :

- Centre-ville sud Village Quartier Latin Vieux port/Vieux Montréal
QIM Centre-Ville Secteur ouest

Sexe de la personne interviewée :

- Féminin
 Masculin

Langue d'entrevue :

- Français
 Anglais

Intervieweurs :

Équipe : _____

Lecteur(trice) du questionnaire : _____

Rédacteur(trice) du questionnaire : _____