

Hi, my name is _____; I am currently taking part in a survey supervised by a professor of l' École des sciences de la gestion de l'UQAM. This survey is being carried out in collaboration with the City of Montreal. I'd like to ask you a few questions.

1. In your opinion, what does the expression « Wi-Fi® » represent?

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 (please specify): _____

Wi-Fi® is the abbreviation for Wireless Fidelity, a wireless network which permits one to connect to the Internet, using portable devices with similar enabled technology: personal computer, cell phones, personal digital assistant, etc. Fixed interactive access terminal are often attached to this type of network; in some cities, these interactive terminals allow visitors to access tourist information, even if they are not carrying a Wi-Fi enabled device. These interactive terminals may or may not be equipped with a touchscreen.

2. Which of the following Wi-Fi enabled devices do you own? Select all answers that apply.

- Portable computer
- Wi-Fi enabled cell phone
- Personal Digital Assistant, for example, PALM or Blackberry
- Other (specify): _____
- None of the above (**allez à la question 4**)

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

- When I travel for business, I carry my personal computer.
- When I travel for business, I carry my Wi-Fi enabled cell phone
- When I travel for business, I carry my Personal Digital Assistant
- When I travel for leisure, I carry my personal computer
- When I travel for leisure, I carry my Wi-Fi enabled cell phone
- When I travel for leisure, I carry my Personal Digital Assistant

4. If a wireless Internet network was at your disposal in public locations, why would you use it? Select all answers that apply

- To access my email
- To read breaking news
- To consult a weather website
- To consult the Yellow Pages
- To check maps and schedules (trains, subway, tourist tours, etc.)
- To use a search engine, for example Google, Yahoo, etc.
- For personal entertainment (games, music, movies...)
- To look up information on hotels, restaurants, shows, etc.
- To make a reservation in a hotel, restaurant, show, etc.
- To perform online financial transactions.
- To perform job related tasks
- Other (specify): _____

5. On a scale of 1 to 5, where 1 is « highly unlikely » and 5 is « highly likely », specify your level of agreement with the following assertions concerning a wireless Internet network offered by the city of Montreal :

- | | | | | | |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| This service replaces tourist offices | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| This service complements tourist offices | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| This service would facilitate my activities | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| This service is essential | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| This service would provide an advantage to the City of Montreal | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| This service would incite me to choose Montreal as a travel destination | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| This service influence a city's image | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| I would use this service using interactive terminals | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| I would use this service with a personal device | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

6. On a scale of 1 to 5, where 1 is « very difficult » and 5 is « very easy », how would you rate your access to Internet while staying in Montreal?

- Very difficult 1 2 3 4 Very Easy 5

7. If you leave your residence for THREE DAYS OR MORE, how often do you access Internet while travelling?

- Never
 Once a week
 A few times a week
 Once a day
 A few times a day

8. If you leave your residence for LESS THAN THREE DAYS, how often do you access Internet while travelling?

- Never
 Once during the stay
 Once a day
 Several times a day

9. On a scale of 1 to 5, where 1 is « not very important » and 5 is « very important », how important are the following criteria in order to implement a wireless network?

- | | | | | | |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Price | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Presence of fixed interactive terminals | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Interactive terminal must have a touchscreen | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Network coverage (locations where the 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 |
| Speed of Internet access | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Security of Internet access | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Ease of use | <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 |

10. In your opinion, what are the most convenient places to use a fixed public terminal access point to Internet?

Select every option corresponding to your opinion

- In Montreal's indoor (underground) network of corridors
 On the street in a closed booth (same type as a telephone booth)
 At the entrance of subway stations
 On subway platforms.

11. On a scale of 1 to 5, where 1 is « not very important » and 5 is « very important », how important is it to have access to a wireless Internet network in the following locations?

- | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Restaurants (excluding coffee shops and bistros) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Coffee shops/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/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 (specify): _____ | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

12. How much are you be willing to spend to access a public Internet wireless network, per hour, per day, per week and per month?

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

13. What is your preferred method of payment to access a public Internet wireless network?

Select all options that apply

- Prepaid Smart card
- Access card purchased with a travel package
- Credit card used on-line on a secure site
- Credit card used the interactive terminal access point
- Cash inserted in the interactive terminal access point

14. What services should be freely accessible by a wireless Internet network?

Select all options that apply

- Access to my email
- Browsing breaking news, a weather website or the Yellow Pages
- Consulting maps and schedules (trains, subway, tourist tours, etc.)
- Using a search engine, for example Google, Yahoo, etc.
- Entertainment (games, music, movies...)
- Looking up information or reserving a hotel, restaurant, show, etc.
- Performing online financial transactions or job related tasks
- Other (specify): _____

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

Select all answers that apply

- Resident of the Greater Montreal region (**allez à la question 18**)
- Pleasure trip
- Business trip
- Visit friends/relatives
- Foreign student
- Other (specify): _____

16. How long are you currently staying in Montreal?

- Less than 24 hours
- Between 24 and 48 hours
- Between 48 and 72 hours
- Over 72 hours
- Other (specify): _____

17. How often do you visit Montreal?

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

18. 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

19. What is your household's gross annual income?

- 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

SECTION RÉSERVÉE AUX INTERVIEWEURS

Date : _____ (JJ/MM/AA)

Jour :

- Dimanche Lundi Mardi Mercredi Jeudi Vendredi Samedi

Heure :

- AM
 PM
 Soir (18H00 à 21H00)

Secteur :

- Centre-ville Sud Village Quartier Latin Vieux port/Vieux Montréal
QIM Centre-Ville Secteur Ouest Quartier des spectacles

Sexe de la personne interviewée :

- Féminin
 Masculin

Langue d'entrevue :

- Français
 Anglais

Intervieweurs : **Équipe :** _____

Lecteur(trice) du questionnaire : _____

Rédacteur(trice) du questionnaire : _____