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1. OVERVIEW

Background & Introduction

Travel diaries are invaluable in understanding the travel characteristics and patterns of the region's residents and identifying emerging trends. They provide a read on the effectiveness of the past transportation plans and programs and identify for planners what needs to be improved in the future to meet the area's transportation objectives.

The purpose of the 2007 Kamloops household travel survey is to collect data on the regional travel patterns of residents so as to:

- Provide data for updating the existing transportation model
- Enable monitoring of transportation patterns in the regions to assess policies and plans
- Develop a Kamloops travel database for the purpose of analysis and use in policy research and planning.

General Approach

This report documents the 2007 Kamloops Household Travel Survey. The survey was planned, administered and conducted by Synovate, a global market research company with an office in Vancouver. It provides information on 24-hour travel characteristics from a random sample of 1,060 regional households.

The major phases and tasks undertaken for this study included:

- Phase 1 – Travel Diary Design and Testing
- Phase 2 – Data Collection
- Phase 3 – Data Processing and Validation
- Phase 4 – Reporting and Documentation

2. METHODOLOGY

Survey Design

The 2007 Kamloops Household Travel Survey was designed to collect information on 24-hour weekday travel characteristics (as represented by Tuesday to Thursday) from a random sample of study area residents. There were two surveys used in this study – the telephone recruitment survey and the web based travel diary survey.

The survey design and preparation took place during September 2007, with the recruitment phase running from October 22 until November 6, 2007. The travel diary survey (which was primarily conducted on-line, with the option of mail-back) commenced three days later, starting on October 25 and continuing on every Tuesday to Thursday until November 22, 2007.

Several measures were taken to encourage participation:

- Public awareness of the survey was raised in the local media
- Prize draws were offered as incentives for participating
- Households were provided with password protected unique survey links
- Households were sent acknowledgement and reminder emails
- Respondents wishing to verify the survey were directed to Kamloops websites which posted information about the survey
- Respondents with questions about how to conduct the survey were provided with a 1-800 helpline

Sampling Plan

Synovate used ASDE Canada Survey Sampler (CSS) to generate the telephone recruiting sample. Canada Survey Sampler was used to provide an electronic, up-to-date listing of the names, addresses, postal codes and telephone numbers in the region. For this study, all listed residential telephone numbers as well as 10% of unlisted numbers with high probability of existing in the study area (City of Kamloops and Kamloops Indian Band) was drawn for the sampling frame.

Quotas for diary participation were set for the day of the week (Tuesday, Wednesday and Thursday). Quotas were monitored on an ongoing basis, with the aim of achieving a final sample of diary surveys that were evenly distributed across all three diary days.

Telephone Recruitment

The telephone recruitment survey was used to engage the respondent to participate in the web diary survey (or in the mail-back diary survey for those without web access) and collect basic household demographics.

The telephone survey was administered via Computer Assisted Telephone Interviewing (CATI) and consisted of household information questions as well as the request to participate in the trip diary survey. The interviewer asked to speak to the person in the household who was most familiar with the daily commuting and local travel habits of the household. If this designated person agreed to participate, he or she was assigned a specific diary day during the telephone recruit, typically three to five days later. Then the household's address was confirmed and email address was obtained (and read back for accuracy). The average length for the telephone survey was 5 minutes.

The telephone survey was pre-tested by the project team and improvements were made to the survey, mostly to smooth out wording and enable quicker collection of the desired information. See **Appendix A** for the telephone questionnaire.

Web and Mail-back Trip Diary

The diary survey was administered on-line (or by mail for those without web access). The web survey was designed in an easy-to-follow set of screens which include instructions, examples, drop down menus and explanations/examples where needed. Respondents were prompted when a question was skipped or appeared to be inconsistent or inaccurate. For example, when providing two intersecting streets, the program checked against the region's intersection files to ensure the streets did in fact intersect.

The web survey was programmed to minimize respondent time and mistakes, in the following ways:

- By using GIS data for the region to provide a list of all possible roads and intersections
- By using word recognition software to shortcut typing, prevent typos and standardize abbreviations for landmarks and street names
- By automatically geo-coding locations upon entry of destination information

Respondents were provided with several ways of indicating their location information to make this as easy as possible for them:

- By choosing from a customized list of locations for their household (home address as well as work and school addresses)
- By entering the name of a landmark location (assisted by word recognition)
- By entering two cross streets (assisted by word recognition)



The program of the web survey was tested and refined to verify logic and ensure ease of use. A pilot survey was also conducted with City staff to ensure smooth survey administration for Kamloops residents in particular.

The web diary survey was structured as follows:

- Introduction screens – residents entered their unique ID code and password. These screens also included an introductory letter from Kamloops Mayor Terry Lake, and our 1-800 helpline to call with questions or to verify the legitimacy of the survey. Printable forms for the trip diary were provided along with an example of a filled out form.
- Household information screen – the household information gathered during the telephone survey was displayed and respondents verified and made corrections to this information as necessary.
- Personal information screens – information was collected for each member of the household aged 5 or older.
- Trip data screens - information was collected for each and every trip made by each eligible household member on the specified day.

Please find the web survey questionnaire in **Appendix C**.

The mail-back package included the following components:

- An introductory letter from Kamloops Mayor Terry Lake
- General survey instructions, including Frequency Asked Questions
- Example of a completed trip diary form
- Household information form
- Trip diary form for each eligible household member

Please find these components of the mail-back package in **Appendix B**.



3. SURVEY IMPLEMENTATION

Survey Dates and Rate of Returns

The telephone survey began on October 22, 2007 and continued daily until November 6, 2007.

9,047 original telephone recruitment calls were made, with 1,996 households completing the telephone survey and agreeing to participate in either the web or mail-back diary survey. 16% of the households lacked internet access and opted for a mail-back survey. These recruitments resulted in 1,112 unique completed diaries being submitted by the due date of December 2. 52 of these forms were excluded due to incomplete/inaccurate information (8 deletions) or for being just outside of the area as defined by the final shapefiles (44 deletions), for a final sample of 1,060 (926 web and 134 mail).

Respondent Inquiries

Respondent inquiries were handled by Synovate staff. Respondents were provided with our 1-800 helpline, which was staffed during the trip diary survey period, Monday to Friday from 9am to 9pm. The calls were primarily requesting assistance to complete the web survey or seeking clarification about the survey.

Email Reminders

Three to four automated email reminders were sent out to each respondent who agreed to participate in the web survey.

- Acknowledgement Email – sent by 10am the day following the previous night's telephone recruiting.
- Reminder & Link Email – sent by 5pm the night before the assigned diary day.
- Thank-You & Follow-Up Email – sent at 8pm the night of the assigned diary day.
- Second Chance Email – sent only to the respondents who hadn't completed the web survey 24 hours after the assigned diary day had passed. Respondents were given the choice of a new diary date if they hadn't kept track of their household's travel on the assigned day.

Email Bounce-backs

To deal with email bounce-backs, email addresses that were obviously wrong were corrected or respondents were called back to clarify misspellings.

Final Status of Diary Survey Returns

The final status of the diary survey returns is shown in Exhibit 3.1. A total of 1,996 surveys were distributed (1,668 web and 328 mail-back). A total of 1,112 unique surveys were returned by the due date of December 2, 2007, of which 52 were ineligible, mainly for being slightly outside of the defined area. The final number of eligible returns was 1,060 resulting in a 53% eligible return rate. **Exhibit 3.2** and **Exhibit 3.3** show the eligible returns by week and by weekday.

Exhibit 3.1 – Final Status of Survey Returns

	Number	Percent
Total Recruits	1,996	100%
Survey Returns Statistics:		
Total Eligible Returns	1,060	53%
Total Ineligible Returns	52	3%
Non>Returns	884	44%

Exhibit 3.2 - Eligible Returns by Week

Week	Diary Date	Number of Eligible Returns	
		Web	Mail
1	October 25	83	3
2	October 30 – November 1	374	19
3	November 6 – November 8	306	53
4	November 13 – November 15	152	58
5+	November 20 – November 22	11	1

Exhibit 3.3 - Eligible Returns Aggregated by Weekday

Diary Day	Number of Eligible Returns	
	Web	Mail
Tuesdays	304	48
Wednesdays	294	36
Thursdays	328	50

4. DATA PROCESSING AND DATABASE STRUCTURE

This section provides an overview of the steps that were taken once the survey forms were completed and returned.

Data Entry and Editing Procedures

During the initial telephone recruitment survey, responses were entered directly into the CATI system. A unique ID number was assigned to each household. These ID numbers were used to assign a unique link to the web survey and were also included on the mail-back surveys. The web survey was also secured with a password specific to each household.

Data entry was only required for the mail-back surveys, as the web respondents entered their own information. As mail-back surveys were received they were keypunched into the same form used for the on-line survey. Call-backs were made to address inaccurate, inconsistent or missing information.

For the web survey, the data was computer edited and problem cases visually inspected on screen.

Database Structure

Following data entry and editing, the information from the telephone and web surveys was repackaged into a relational database. At this stage, field names and codes were standardized. The relational database contains the following tables:

Household Table – contains general household information from the telephone survey for every responding household. Information on the survey dates, household location, number of occupants in the household (and specifically the number aged five and older) are contained in this file.

Person Table – contains information for every member of the household age five and older. Information on gender, age, school status, employment status, driving license status, transit pass possession, transit ridership are contained in this file.

Trip Table – contains information on the daily trips made by each member of the household from the trip diary survey. Each trip is stored as a unique record that contains information on the origin and destination, start and arrival times, trip distance and duration, mode of travel, trip purpose and trip purpose pairings, land use type and parking costs.



The tables in this relational database are linked by way of two key fields described as Household Serial number and Person Serial number. The following subsections provide a summary of the household, person and trip table structure. Note that address information and place names have been eliminated from the final tables to ensure confidentiality.

4.2. Household Table Structure

The household table contains 16 fields that provide a general description of the household. The table contains 1,060 records each representing a surveyed household. The structure of the household table is shown in **Exhibit 4.2**. A detailed codebook for the household table is included in **Appendix D**.

Exhibit 4.2 Household Table

Field_Name	Field_Type	Column #	Field Description
Case#	Numeric	1	Household serial number
Day_Week	Numeric	2	Diary Day of the week
Region	Numeric	3	Household Region
HH_Tot	Numeric	4	Number of persons in the household - Total
HH_5+	Numeric	5	Number of persons in the household - 5+
Home	Numeric	6	Current home type
#Auto	Numeric	7	Number of Automobiles in household
#Bike	Numeric	8	Number of Bicycles in household
#Mcycle	Numeric	9	Number of Motorcycles in household
#Moped	Numeric	10	Number of Mopeds or 2-wheeled motorized scooters in household
#Motor	Numeric	11	Number of Motorized wheelchairs or 4 wheel motorized scooters in household
Income	Numeric	12	Total household income for 2007
HH_UTM_x	Numeric	13	Household UTM X coordinate
HH_UTM_y	Numeric	14	Household UTM Y coordinate
ExpFact	Numeric	15	Expansion Factor
KIB	Numeric	16	Kamloops Indian Reserve



4.3 Person Table Structure

The person table contains 36 fields and 2,666 records describing the characteristics of each household member. Each record is linked to the household table via the key field. The structure of the person table is shown in **Exhibit 4.3**. A detailed codebook for the person table is included in **Appendix D**.

Exhibit 4.3 Person Table

Field_Name	Field_Type	Column #	Field Description
HHID	Numeric	1	Household serial number
PerID	Numeric	2	Person serial number
.		3	
#oftrips	Numeric	4	Number of trips
HHRReg	Numeric	5	Household Region
Gender	Numeric	6	Gender
Age	Numeric	7	Age Group
TransUse	Numeric	8	Taken public transit in the past 30 days
TransPass	Numeric	9	Has a monthly transit pass
License	Numeric	10	Has a valid driver's license
Emptype1	Numeric	11	Employment Type
Emptype2	Numeric	12	
Emptype3	Numeric	13	
Emptype4	Numeric	14	
Emptype5	Numeric	15	
Emptype6	Numeric	16	
Occupation1	Numeric	17	Occupation (1)
Occupation2	Numeric	18	Occupation (2)
EmpStat	Numeric	19	Employment Status
SStat	Numeric	20	School Status
Bldtype1	Numeric	21	Building Type (1)
Bldtype2	Numeric	22	Building Type (2)
UTMWKX1	Numeric	23	Work 1 UTM X coordinate
UTMWKY1	Numeric	24	Work 1 UTM Y coordinate
UTMWKX2	Numeric	25	Work 2 UTM X coordinate
UTMWKY2	Numeric	26	Work 2 UTM Y coordinate
EmMun1	Numeric	27	Work 1 Municipality
EmMun2	Numeric	28	Work 2 Municipality
UTMSCX1	Numeric	29	School 1 UTM X coordinate
UTMSCY1	Numeric	30	School 1 UTM Y coordinate
UTMSCX2	Numeric	31	School 2 UTM X coordinate
UTMSCY2	Numeric	32	School 2 UTM Y coordinate
SchMun1	Numeric	33	School 1 Municipality
SchMun2	Numeric	34	School 2 Municipality
Actualage	Numeric	35	Actual age
Expfact	Numeric	36	Expansion Factor

4.4 Trip Table Structure

The trip table contains 27 fields and 8,953 records describing the characteristics of each trip. These records are linked to the household table via the Household Serial Number and to the person table via the Person Serial Number. The structure of the person table is shown in **Exhibit 4.4**. A detailed codebook for the trip table is included in **Appendix D**.

Exhibit 4.4 Trip Table Structure

Field_Name	Field_Type	Column #	Field Description
HHID.1	Numeric	1	Household serial number
PerID.1	Numeric	2	Person serial number
TripID.1	Numeric	3	Trip serial number
O_Reg	Numeric	4	Origin Region
LandCodeO	Numeric	5	Type of Landmark for Origin
D_Reg	Numeric	6	Destination Region
LandCodeD	Numeric	7	Type of Landmark for Destination
Trippurpose	Numeric	8	Trip purpose
TripStart	Numeric	9	What time did this trip start?
TripEnd	Numeric	10	And what time did this trip end?
Duration	Numeric	11	Duration of the trip
Prim_Mode	Numeric	12	Primary mode of transportation
1st_Mode	Numeric	13	1st mode of transportation
2nd_Mode	Numeric	14	2nd mode of transportation
3rd_Mode	Numeric	15	3rd mode of transportation
4th_Mode	Numeric	16	4th mode of transportation
BusRoute1	Numeric	17	Bus Route number 1
BusRoute2	Numeric	18	Bus Route number 2
#ofOccup	Numeric	19	Number of occupants in the car
UTMX-O	Numeric	20	Origin UTM X coordinate
UTMY-O	Numeric	21	Origin UTM Y coordinate
UTMX-D	Numeric	22	Destination UTM X coordinate
UTMY-D	Numeric	23	Destination UTM Y coordinate
Tripdistance	Numeric	24	Trip distance
Agegroup	Numeric	25	Age group
PurpPair	Numeric	26	Purpose of the trip (pairing)
ExpFact	Numeric	27	Expansion Factor

4.5 Data Logic Checks

Logic checks were built into the data entry programs and the web survey and further checks were undertaken once the data were converted to a relational database format. The following is a summary of these logic checks:

- Verification of household address information (reported by telephone survey and the trip diary)
- Verification of household size statistic (reported by the telephone survey versus information contained in the returned trip diary)
- Age of individuals reporting having a driver's license
- Age of individuals attending grade and post-secondary schools
- Age of full-time employees
- Arrival time is earlier than the start time of the next trip
- Reasonable trip travel time based on distance
- Elimination of trips made entirely outside the study region
- Elimination of trips made after midnight (ie. on the following day)
- Destination is the same as the origin of the next trip
- Duplicate records were identified and eliminated
- Reasonable trip distances and times by mode
- Crosscheck on work trips to ensure person is employed
- Crosscheck on school trips to ensure person is attending school

These checks were implemented using database programs that created flags for problem records. The problem records were then visually scanned and corrected. In some instances, the original mail-back forms were used for making the corrections.

4.6 Geocoding Procedures

The geocoding process involved the assignment of UTM coordinates to the addresses, landmarks and intersections provided in the trip diary. Most of the geocoding was done automatically by the web program using the road, intersection and landmark files, but additional geocoding was required for locations that weren't recognized or for which partial information was missing or vague. Upon the completion of the geocoding process (including the assignment of UTM coordinates), one of 5 large zones or "superzones" were assigned to each set of coordinates as follows:

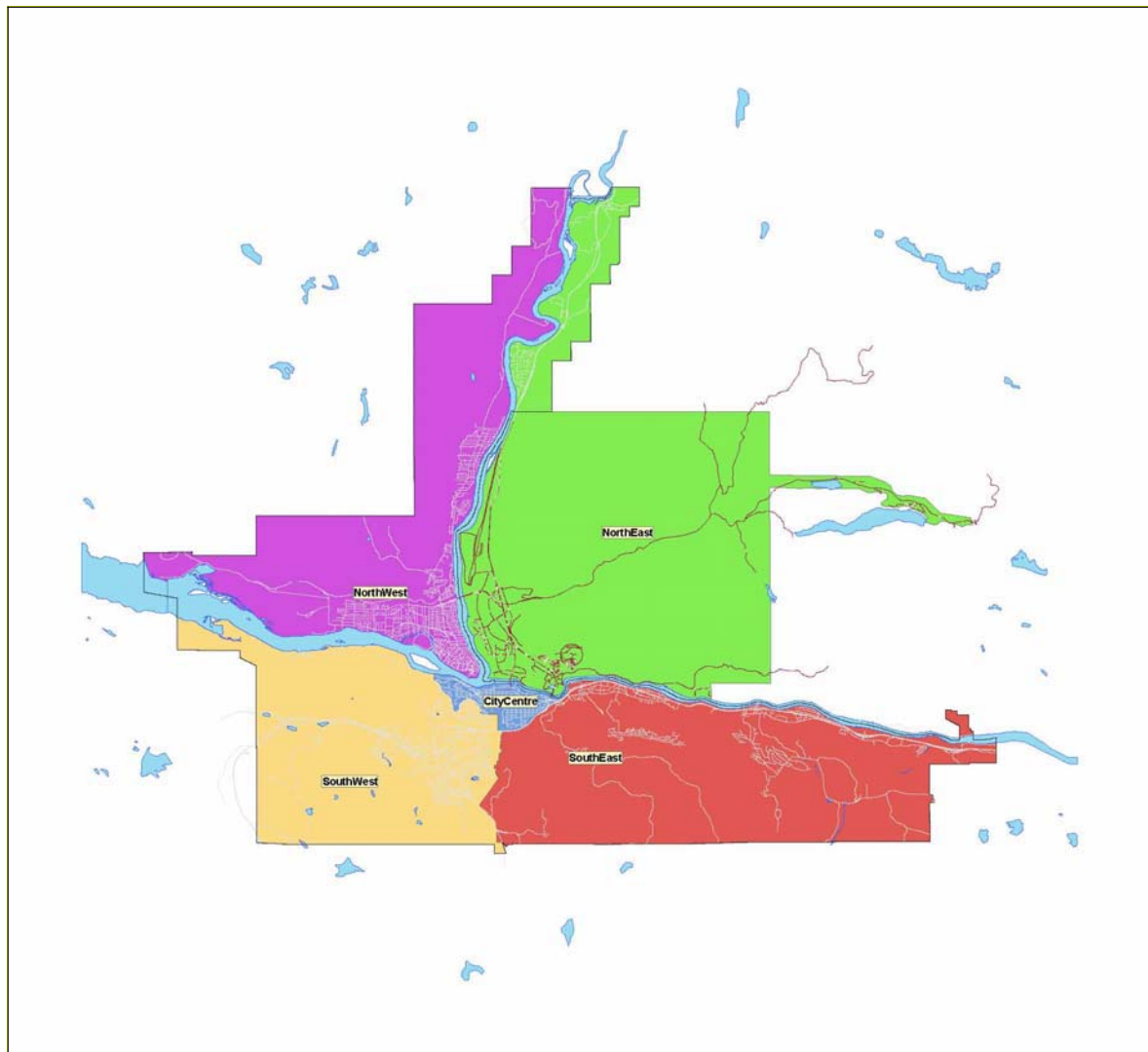
Kamloops Superzones

Zone 1	Downtown/South Tranquille
Zone 2	Northeast Sector
Zone 3	Northwest Sector
Zone 4	Southeast Sector
Zone 5	Southwest Sector

Locations that could not be geocoded were assigned a code of 0.

Of the 1,112 submitted surveys all but 2 household addresses were successfully geocoded. After removing these 2 cases and 50 other cases for being out of area (44) or for being incomplete/inaccurate in their trip diary information, we processed a total of the 1,060 household trip diaries. Of these 1,060 trip diaries, 98% of all the origin and destination points provided were successfully geocoded (17,630 out of 17,906 origin and destination points were successfully geocoded, while 276 were not). To increase geocoding effectiveness, a program was written such that when a location name or spelling was corrected in one field the adjustment was carried across the datafile.

Exhibit 4.6 Map Of City Of Kamloops



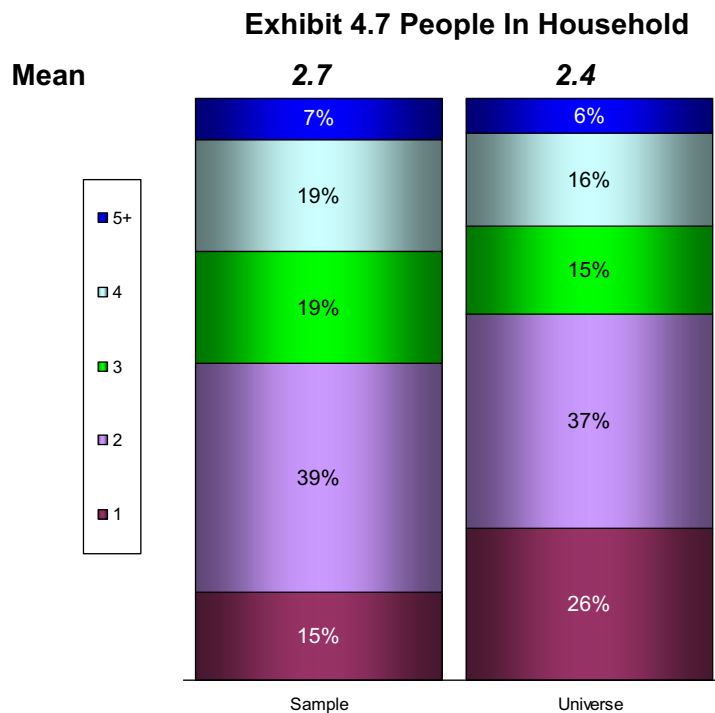
4.7 Data Expansion

The Kamloops trip diary survey represents 3.17% of the study area’s households (1,060 out of 33,456 households). In order to use the information to estimate trip totals by area and by time of day, the information was expanded to represent the total target population (ie. the total number of households in the study area). Data expansion also helps to eliminate sampling biases in the unexpanded data.

Exhibit 4.7 shows the survey responses by household size. The survey shows a higher proportion of two-plus person households and a lower proportion of single person households (averaging 2.7 people in the household versus 2.4 people based on 2006 Statistics Canada data). This is likely the results of single person residents being more difficult to reach and recruit.

To bring the sample composition in line with the population, the data was weighted by household size within the Kamloops region and the KIB region. Specifically, the data was weighted to match the actual proportions of one-person, two-person, three-person, four-five person and six-plus person households in each region, based on 2006 Statistics Canada data. Accordingly, this brings the average number of people per household in the study sample to 2.4, which is the same average found in the actual population.

Next, the adjusted data was expanded by a common expansion factor of 31.56. This factor was applied to all households in the data set to expand the study sample of 1060 households to represent the total actual number of households of 33,456.



5 SURVEY ERROR AND STATISTICAL RELIABILITY

5.1 Sources of Survey Error

Any survey is subject to sampling errors that can affect the reliability of the results. These errors can arise from a number of factors, including:

- Sampling error
- Biased response error
- Non-response error
- Coding and reduction errors

Sampling error can be controlled to a large extent at the survey design stage. This type of error represents the variation between a sample and the survey universe. Sampling error can also occur when the sample is selected in a biased or non-random manner. To minimize the impact of sampling error, the sample should be chosen in a random manner and the sample size should be selected to ensure an acceptable confidence level and error tolerance.

Biased response error is introduced by the subject when the response is incorrect or not “truthful.” This type of error can be introduced either inadvertently or intentionally. A well-designed and properly tested survey instrument will help to minimize this affect.

Non-response error occurs when those that refuse to participate in the survey are in some way different from those that respond. Individuals with language problems are one example of a group that may have different travel characteristics but are unable to respond. Offering survey translations or multi-lingual interviewers can minimize this bias. In general, a survey with a high response rate is less likely to be prone to this type of error.

Coding and reduction errors are introduced during the data entry and processing stage. These errors can be eliminated by proper training and quality control procedures.

For the 2007 Kamloops Travel Survey, each of these potential error sources was addressed at various stages of the survey. Sampling error was minimized by targeting a certain number of returns from each area. Biased response error was reduced by using and refining a well-established survey design, pre-testing and further refining the examples and instructions. Non-response error was addressed by achieving a high response rate through telephone recruiting, a mix of large and smaller incentives, a media campaign, acknowledgements and reminders, as well as the 1-800 helpline. Lastly, data entry errors by respondents were reduced by providing tips, diagrams, examples and reminders where they would be most helpful during the survey process.

5.2 Estimating Sampling Error

An important use of the 2007 Kamloops Travel Survey will be to produce travel statistics (e.g., trip rates, trip lengths, mode shares, etc.) for specific sub-areas to assist with various planning and engineering studies. The reliability of these statistics is largely dependent on the sample size and can be calculated using standard formulas.

Error Around Means

The error associated with a statistic such as an average household trip rate or average trip length can be determined using the following formula:

$$\bar{x} - \frac{s}{\sqrt{n}} Z_{\alpha/2} < \mu < \bar{x} + \frac{s}{\sqrt{n}} Z_{\alpha/2}$$

where:

\bar{x} = sample mean

μ = population mean

$Z_{\alpha/2}$ = normal variate

α = 1.0 – confidence coefficient

s = sample standard deviation

n = number of samples

For example, during the PM Peak (1500-1759), an average of 0.89 trips are made per person based on a sample of 2,666 persons with a standard deviation of 1.09. Applying the 95% confidence interval ($Z_{\alpha/2} = 1.96$) this results in a range of error of ± 0.04 or 0.85 to 0.93 trips per person during this time period.

Error Around Proportions

The error associated with mode shares and other proportional statistics is calculated based on the following following formula:

$$p' - Z_{\alpha/2} \sqrt{\frac{p'q'}{n}} < p < p' + Z_{\alpha/2} \sqrt{\frac{p'q'}{n}}$$

where:

p = proportion of the population

p' = proportion of the sample

$q' = 1 - p'$

$Z_{\alpha/2}$ = normal variate

α = 1.0 – confidence coefficient

n = number of samples

For example, during the PM peak (1500-1759), respondents made 2405 trips during this period of which 69.2% are made by auto drivers. Applying a 95% confidence interval ($Z_{\alpha/2} = 1.96$), the range of error is calculated as follows:

$p' = 0.692$

$q' = 1 - 0.692 = 0.308$

$\alpha = 1 - 0.95 = 0.05$

$Z_{\alpha/2} = 1.96$

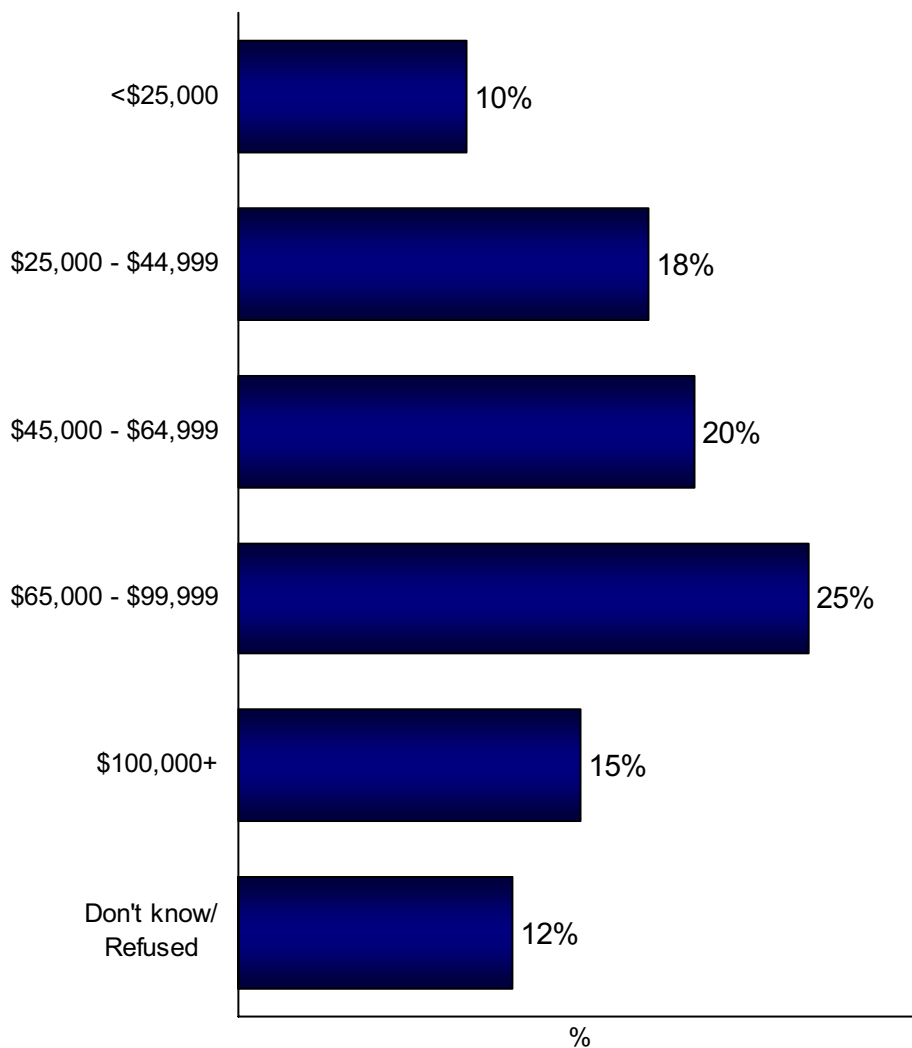
$n = 2405$

As a result the proportion of auto driver trips during the PM peak ranges between 0.674 and 0.710.

6 SURVEY FINDINGS: HOUSEHOLD AND PERSON CHARACTERISTICS

Household incomes in Kamloops typically fall within the \$45,000 to \$99,999 range.

Exhibit 6.1 2007 Household Income



Just over half of the population is female and just less than half is male.

The largest single age group in Kamloops is 45-64.

Exhibit 6.2 Gender

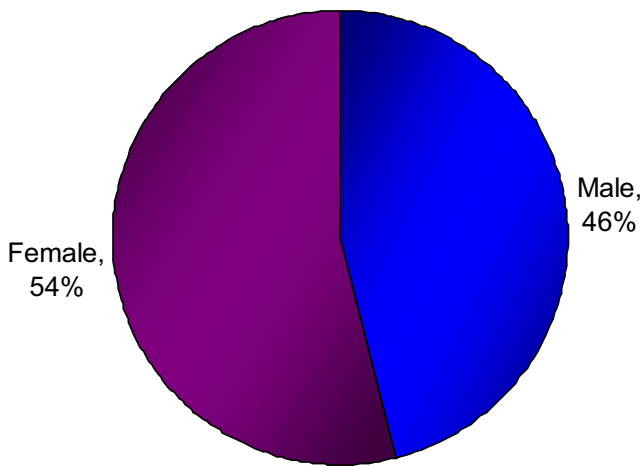
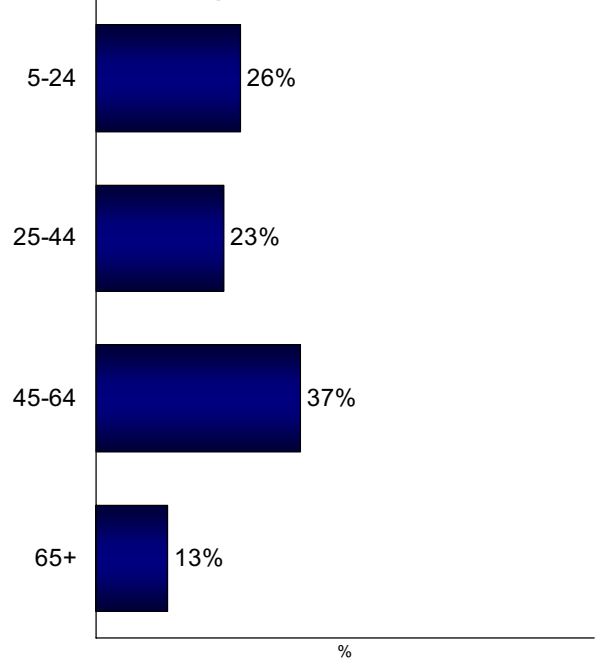


Exhibit 6.3 Age



Just over half of residents are working, including about four in ten who work full-time. One in five are attending school, most typically full-time.

Exhibit 6.4 Employment Status

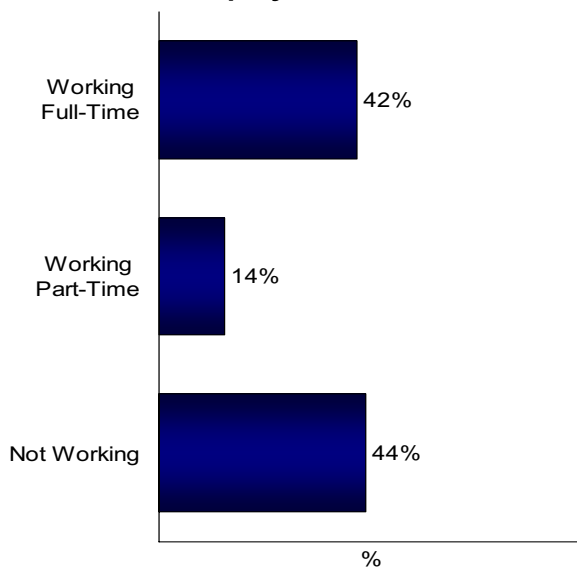
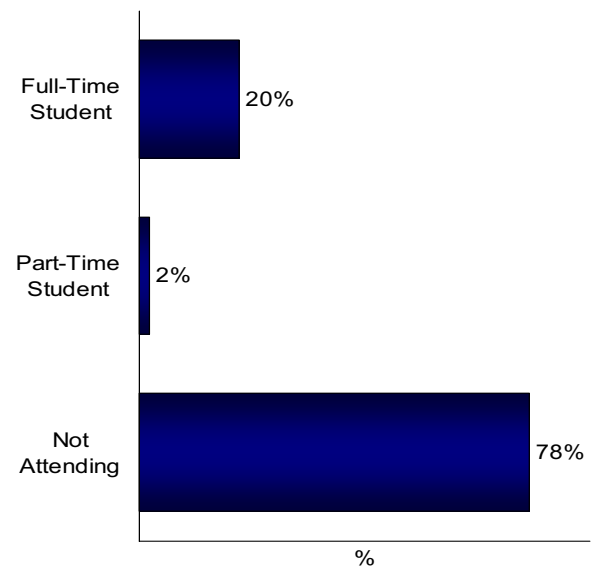
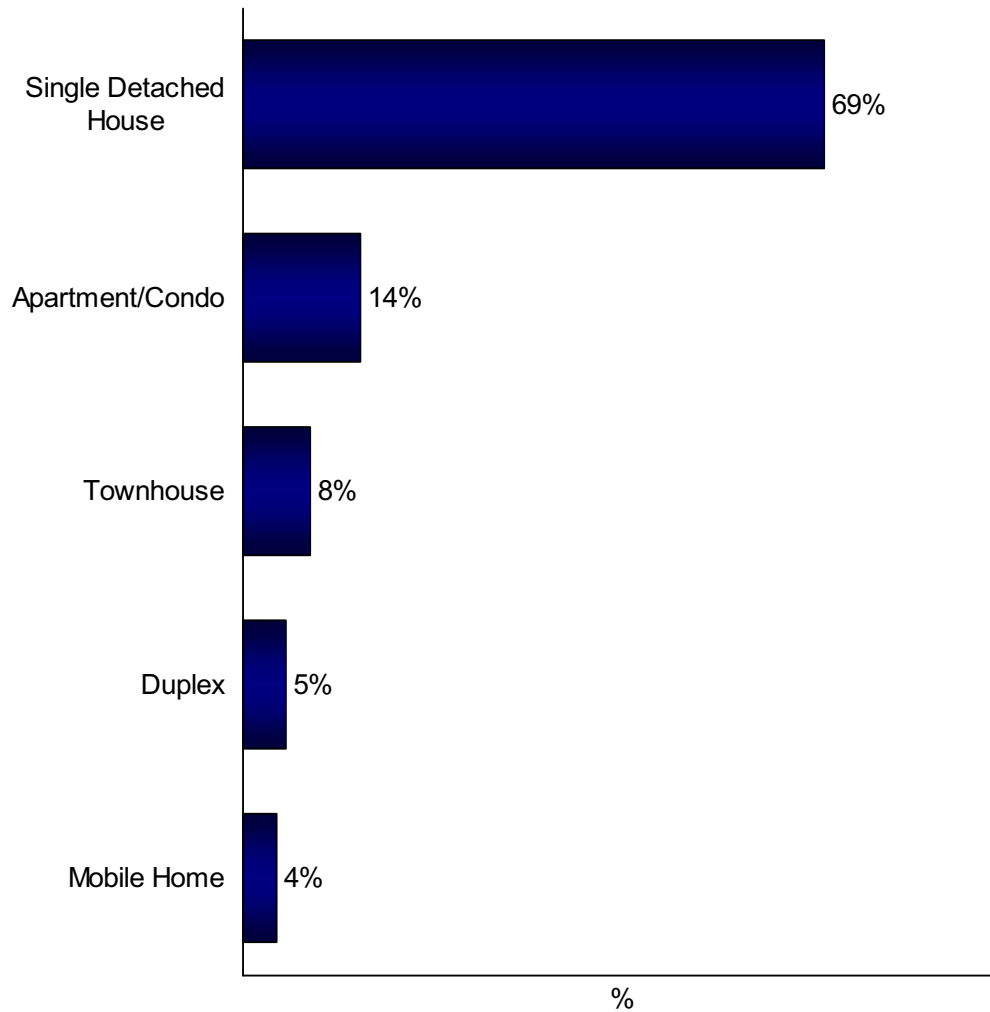


Exhibit 6.5 School Status



Approximately seven in ten residents live in single detached homes.

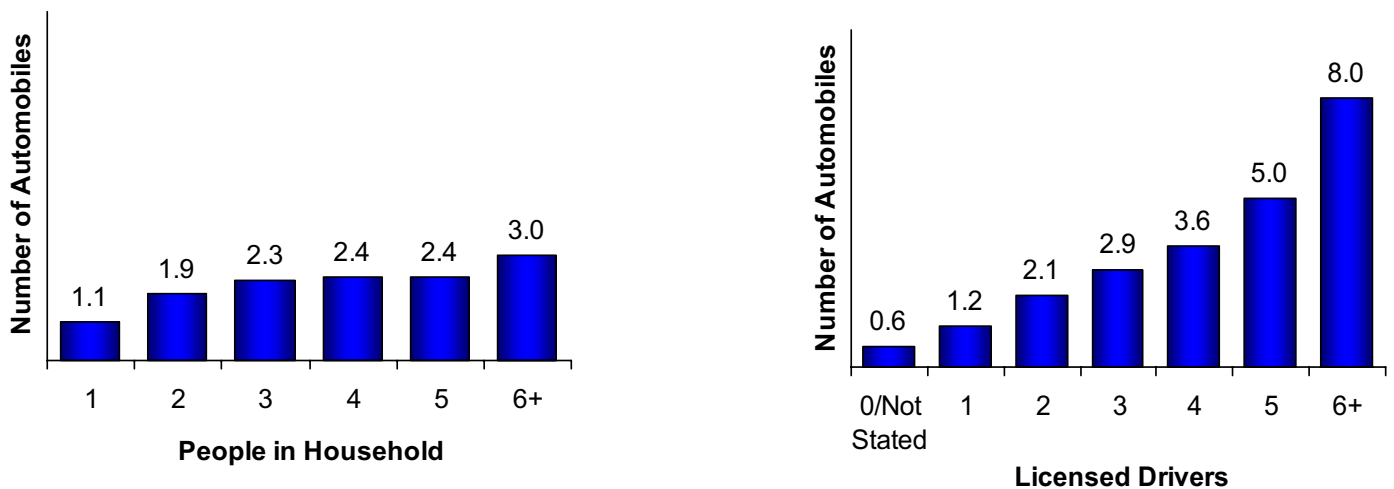
Exhibit 6.6 Type of Home



On average, residents have about two automobiles per household. The number rises predictably with household size. In a given household, there are about as many automobiles per household as there are licensed drivers.

Exhibit 6.7 Average Number of Automobiles per Household

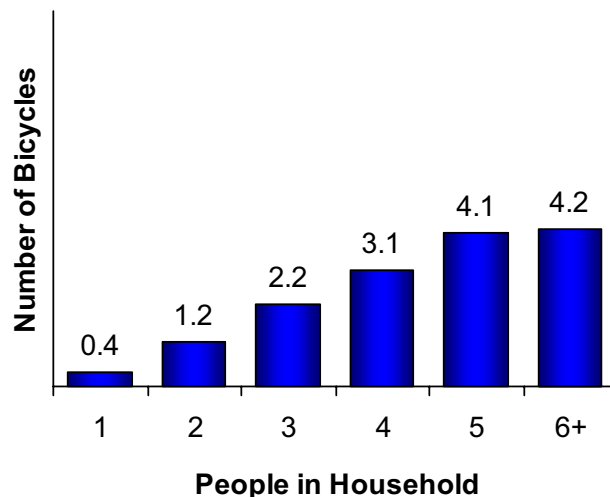
Average Number of Automobiles: 1.9



There are nearly as many bicycles per household as automobiles, with the average standing at 1.6. The average number of bicycles in a household lags just slightly behind the number of people in the household.

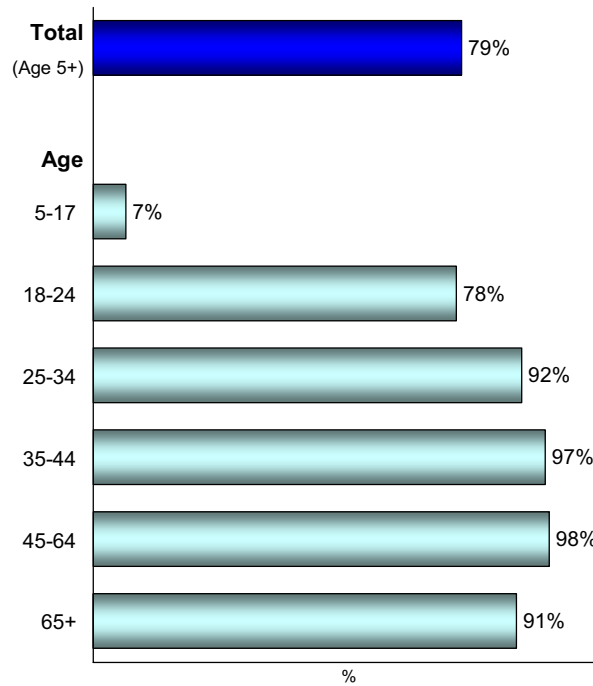
Exhibit 6.8 Average Number of Bicycles per Household

Average Number of Bicycles: 1.6



More than eight in ten of residents aged 18 or older claim to hold a valid driver's license, with the proportion exceeding nine in ten among those aged 25 and older.

Exhibit 6.9 Possessing a Valid Driver's License



Overall, 6% of Kamloops residents hold a monthly transit pass, but 15% of all residents report taking transit in the past 30 days.

Exhibit 6.10: Transit Pass Holders

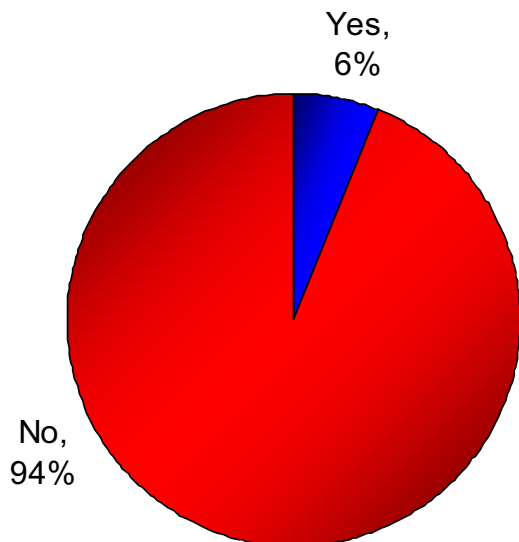
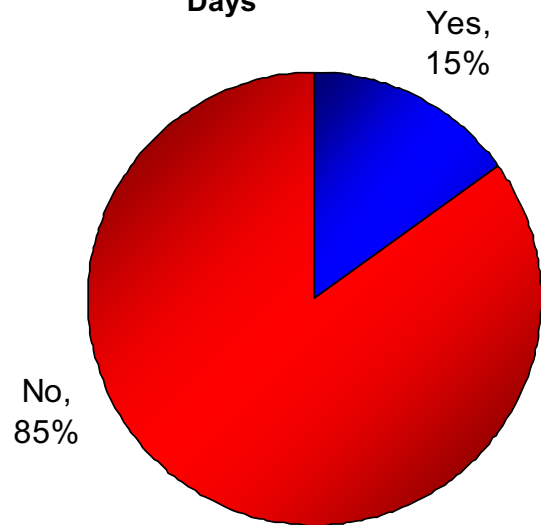


Exhibit 6.11: Taken Transit in Past 30 Days



7 SURVEY FINDINGS: TRIP DIARY RESULTS

Trip Totals and Trip Rates

For a typical 2007 weekday, the total number of daily trips made by Kamloops City residents is estimated at approximately 260,000. Note that this figure does not include trips made by non-residents traveling within or through the study area. This translates to a daily average of approximately 3.4 trips per person or 7.8 trips per household. **Exhibit 7.1** provides a summary of this information by time of the day. Most trips occur during the mid-day and PM peak periods, followed by the morning peak period and then the evening.

Exhibit 7.1 Trip Totals and Average Trip Rates

Trip Totals	Time Period						Total
	Night 0000- 0559	AM Peak 0600- 0859	Midday 0900- 1459	PM Peak 1500- 1759	Evening 1800- 2359	Time Unspec.	
Total	2,958	51,261	95,265	68,564	38,091	3,565	259,715
% of Daily Trips	1.1%	19.7%	36.7%	26.4%	14.7%	1.4%	100.0%
Trips per Person	0.04	0.67	1.24	0.89	0.50	0.05	3.38
Trips per Household	0.09	1.53	2.85	2.05	1.14	0.11	7.76

Note: The number of trips shown can vary between tables because some respondents did not provide all the information for all trips. Accordingly, if a location, mode or time was not provided, these trips will not appear in the respective table.

Exhibit 7.2 presents the trip rates by age category and time of the day. Residents aged 25-64 make the most trips per day, with those aged 35-44 averaging four trips per day.

Exhibit 7.2 Average Person Trip Rates Among Age Groups

Age	Trip Totals						Total
	Night 0000- 0559	AM Peak 0600- 0859	Midday 0900- 1459	PM Peak 1500- 1759	Evening 1800- 2359	Time Unspec.	
05-17	0.01	0.86	0.53	0.89	0.39	0.04	2.73
18-24	0.02	0.43	0.94	0.82	0.72	0.04	2.96
25-34	0.05	0.73	1.30	1.01	0.47	0.02	3.58
35-44	0.08	0.96	1.45	1.14	0.56	0.03	4.23
45-64	0.05	0.65	1.30	0.92	0.56	0.04	3.51
65+	0.01	0.23	1.88	0.48	0.31	0.11	3.03
Total	0.04	0.67	1.24	0.89	0.50	0.05	3.38

Exhibits 7.3 and 7.4 show the total number of trips that originate in and are destined for the five zones by time period. The greatest number of trips occurs during the midday which spans from 0900 to 1459. The PM peak accounts for significantly more trips than the AM Peak. By zone, the Southwest Sector accounts for the most trips, followed by the Northwest Sector and then Downtown/South Tranquille.

Exhibit 7.3 Trip Origins By Time Period

Zone	Trip Totals					
	Night 0000- 0559	AM Peak 0600- 0859	Midday 0900- 1459	PM Peak 1500- 1759	Evening 1800- 2359	Total
Downtown/South Tranquille	391	6,373	19,364	17,039	8,329	52,186
Northeast Sector	178	2,366	3,680	2,332	864	9,449
Northwest Sector	1,240	16,856	24,638	15,363	10,142	69,063
Southeast Sector	456	8,787	8,561	5,819	3,916	27,872
Southwest Sector	612	16,528	35,185	25,080	13,560	92,303
Out of Region	26	86	722	722	217	1,827
Total Trips	2,904	50,996	92,151	66,356	37,028	252,709

Exhibit 7.4 Trip Destinations by Time Period

Zone	Trip Totals					
	Night 0000- 0559	AM Peak 0600- 0859	Midday 0900- 1459	PM Peak 1500- 1759	Evening 1800- 2359	Total
Downtown/South Tranquille	429	12,977	20,250	10,963	6,946	52,418
Northeast Sector	192	2,204	3,309	2,390	1,051	9,381
Northwest Sector	527	11,247	24,074	20,025	11,627	68,659
Southeast Sector	399	5,735	7,996	7,874	5,537	28,001
Southwest Sector	1,030	16,493	35,803	25,908	12,245	92,177
Out of Region	26	907	753	138	53	1,931
Total Trips	2,603	49,562	92,185	67,299	37,459	252,576

Exhibit 7.5 shows the trips made between zones during the AM Peak, while **Exhibit 7.6** shows the auto-driver trips between zones made during the AM Peak. The highest trip volumes occur within the Southwest Sector (9065 trips) and Northwest Sector (8513). For both of these zones, most of their trips start and finish within the same zone. In contrast, the great majority of trips starting in the Northeast Sector end in another zone.

Exhibit 7.5 Total Trips For AM Peak Period

Trip Destination	Trip Origin						Total
	Downtown/ South Tranquille	Northeast Sector	Northwest Sector	Southeast Sector	Southwest Sector	Out of Region	
Downtown/South Tranquille	3,060	639	3,121	2,336	4,328	0	13,483
Northeast Sector	168	313	831	269	571	0	2,153
Northwest Sector	757	569	8,513	481	1,011	86	11,416
Southeast Sector	575	215	651	3,421	974	0	5,837
Southwest Sector	1,890	555	3,372	2,098	9,065	0	16,979
Out of Region	115	0	213	311	268	0	907
Total Trips	6,859	2,342	17,191	9,023	17,010	86	52,509

Exhibit 7.6 Total Auto Driver Trips For AM Peak Period

Trip Destination	Trip Origin						Total
	Downtown/ South Tranquille	Northeast Sector	Northwest Sector	Southeast Sector	Southwest Sector	Out of Region	
Downtown/South Tranquille	1,627	399	2,414	1,689	2,943	0	9,073
Northeast Sector	168	105	697	243	546	0	1,759
Northwest Sector	617	307	3,857	428	774	59	6,042
Southeast Sector	430	183	436	1,587	767	0	3,402
Southwest Sector	1,225	495	2,410	1,825	5,563	0	11,518
Out of Region	86	0	213	286	192	0	778
Total Trips	4,417	1,515	10,350	6,139	11,311	59	33,791

Exhibit 7.7 shows the total trips made between zones during the PM Peak. **Exhibit 7.8** shows the auto driver trips made between zones during the PM Peak.

Exhibit 7.7 Total Trips For PM Peak Period

Trip Destination	Trip Origin						Total
	Downtown/ South Tranquille	Northeast Sector	Northwest Sector	Southeast Sector	Southwest Sector	Out of Region	
Downtown/South Tranquille	4,853	299	1,056	761	3,476	0	10,445
Northeast Sector	579	219	370	178	983	33	2,362
Northwest Sector	3,623	914	10,006	590	3,386	105	18,625
Southeast Sector	2,076	161	530	2,349	2,111	257	7,483
Southwest Sector	5,436	786	2,241	1,672	14,852	212	25,199
Out of Region	0	0	0	33	26	30	89
Total Trips	16,790	2,409	14,719	5,698	25,189	636	65,442

Exhibit 7.8 Total Auto Driver Trips For PM Peak Period

Trip Destination	Trip Origin						Total
	Downtown/ South Tranquille	Northeast Sector	Northwest Sector	Southeast Sector	Southwest Sector	Out of Region	
Downtown/South Tranquille	2,763	245	762	547	2,473	0	6,790
Northeast Sector	315	165	244	119	792	33	1,669
Northwest Sector	2,897	811	6,307	487	2,402	105	13,009
Southeast Sector	1,640	161	474	1,682	1,705	227	5,888
Southwest Sector	3,848	683	1,371	1,114	10,543	136	17,696
Out of Region	0	0	0	33	0	0	33
Total Trips	11,600	2,094	9,417	4,098	18,190	502	45,901

7.9 Travel Mode and Trip Purpose

This section provides an overview of regional travel by mode and trip purpose. Travel mode and trip purpose percentages are by time of day.

Mode and Purpose by Time of the Day

Exhibit 7.9 provides a summary of the travel mode share for each of the five time periods. The most common mode for all time periods is the automobile, and more specifically, auto-driver. Auto driver trips account for seven in ten trips overall and account for about three-quarters of the trips made at night (after midnight but before 6am) and during the mid-day. Auto passenger trips are the next most common mode, accounting for 17% of all trips and for nearly one-quarter of trips in the evening. Walking is the third most common mode with Kamloops residents making 7% of their trips by foot.

Exhibit 7.9 Travel Mode Share By Time of Day

Travel Mode	Travel Mode Percentages						Total (%)	Total Trips
	Night 0000- 0559	AM Peak 0600- 0859	Midday 0900- 1459	PM Peak 1500- 1759	Evening 1800- 2359			
Auto Driver	77.5%	64.5%	73.4%	69.2%	68.6%	69.8%	180,241	
Auto Passenger	9.9%	16.6%	12.6%	18.0%	24.1%	16.5%	42,645	
Commercial Vehicle Driver	9.9%	1.4%	0.7%	0.4%	0.2%	0.8%	2,076	
Transit	0%	4.0%	2.3%	3.3%	0.8%	2.7%	6,878	
School Bus	0%	2.4%	0.7%	1.3%	0.1%	1.1%	2,913	
Bicycle	0%	0.7%	0.8%	1.0%	0.5%	0.8%	2,003	
Roller blades/skateboard	0%	0.1%	0%	0%	0%	0%	26	
Walk	2.7%	9.3%	8.5%	5.9%	4.4%	7.3%	18,965	
Taxi/airport Shuttle	0%	0%	0%	0%	0.4%	0.1%	152	
Motorcycle/moped	0%	0%	0%	0%	0.1%	0%	30	
Auto- Combo Driver/Pass	0%	0.3%	0.7%	0.5%	0.7%	0.6%	1,504	
Other combo	0%	0.7%	0.2%	0.5%	0.1%	0.4%	960	
Trip Totals	2,958	51,205	94,510	68,431	38,011	100%	258,400	

Exhibit 7.10 shows the trip purpose shares for different time periods.

Trips that involve going to or from work account for about 30% of all trips, while trips involving getting to or from school account for 13% of trips. The remaining trips do not involve work or school and are for purposes such as shopping, personal business, dropping off or picking someone up and recreation.

Exhibit 7.10 Trip Purpose By Time of Day

Travel Purpose	Trip Purpose Percentages						Total Trips
	Night 0000- 0559	AM Peak 0600- 0859	Midday 0900- 1459	PM Peak 1500- 1759	Evening 1800- 2359	Total	
To Work	69.5%	45.9%	16.3%	5.1%	3.5%	17.7%	45,911
To School	0.0%	26.1%	3.0%	0.8%	1.0%	6.7%	17,400
To go out to eat/dining	2.0%	1.8%	4.8%	2.8%	4.7%	3.6%	9,288
To do something recreational	9.9%	2.5%	3.7%	4.2%	5.7%	3.9%	10,099
To go to social outing	0.0%	0.5%	3.7%	3.7%	8.5%	3.7%	9,538
Shopping	0.0%	1.7%	19.5%	12.0%	7.4%	11.9%	30,749
Personal Business	0.0%	3.0%	9.3%	4.4%	1.4%	5.4%	14,077
To go home	11.3%	5.5%	26.5%	53.2%	54.6%	34.0%	88,269
To pick up/drop off	3.5%	9.5%	6.9%	9.4%	7.6%	8.1%	20,894
Other	3.8%	3.5%	6.3%	4.5%	5.6%	5.1%	13,118
Trip Total	2,958	51,237	95,147	68,564	38,091	100%	259,353
Total To/From Work	69.4%	46.7%	24.4%	33.1%	18.1%	30.6%	79,236
Total To/From School	0.9%	26.7%	10.7%	11.1%	3.9%	12.9%	33,532
Total Other	29.7%	26.6%	64.9%	55.8%	78.0%	56.5%	146,575

Exhibit 7.11 shows the different trip purposes for each travel mode.

Exhibit 7.11 Trip Purpose by Travel Mode

Travel Purpose	Trip Totals							Total
	Auto Driver	Auto Pass	School Bus	Transit	Walk	Bike	Other	
To Work	20.9%	6.7%	0.9%	12.7%	12.1%	27.5%	34.2%	45,911
To School	1.9%	14.9%	49.9%	28.6%	19.4%	7.6%	5.4%	17,400
To go out to eat/dining	3.3%	4.9%	0%	0.4%	6.2%	1.2%	1.8%	9,288
To do something recreational	3.4%	6.1%	4.4%	2.7%	4.5%	5.9%	3.0%	10,099
To go to social outing	3.5%	5.6%	0.8%	3.2%	2.7%	1.3%	1.0%	9,538
Shopping	13.3%	10.1%	0%	5.9%	6.3%	7.1%	10.8%	30,749
Personal Business	5.9%	4.5%	0%	4.6%	5.4%	0%	3.7%	14,077
To go home	33.3%	35.9%	38.7%	38.3%	34.6%	42.6%	26.4%	88,269
To pick up/drop off	9.8%	5.8%	0%	0%	1.4%	0%	9.6%	20,894
Other	4.7%	5.6%	5.2%	3.8%	7.3%	6.8%	4.1%	13,118
Total	179,982	42,565	2,913	6,878	18,941	2,003	4,747	259,353
Total To/From Work	36.5%	12.8%	0.9%	18.7%	20.8%	45.6%	37.3%	79,236
Total To/From School	3.6%	27.8%	97.4%	56.5%	39.9%	16.5%	9.4%	33,532
Total Other	59.9%	59.4%	1.7%	24.7%	39.3%	37.9%	53.3%	146,575

Other Travel Characteristics

This section provides information on average trip lengths and on how travel modes and trip purposes vary by age category and land use. **Exhibit 7.12** provides a summary of the trip lengths by mode and purpose. Very few trips are taken during the night (after midnight but before 6am) so the apparently high average is more a reflection of the uniqueness of these trips. The other time periods have very similar trip durations except for those made in the evening which tend to be a little shorter (averaging about 13 minutes) than other time periods (averaging nearly 15 minutes). This may be a function of lighter traffic during this time period.

Exhibit 7.12 Average Trip Time By Mode and By Trip Purpose

Mode	Average Trip Time (Minutes)					Total
	Night 0000- 0559	AM Peak 0600- 0859	Midday 0900- 1459	PM Peak 1500- 1759	Evening 1800- 2359	
Auto Driver	17.1	13.5	13.5	14.0	13.0	13.6
Auto Passenger	13.5	11.6	12.9	13.4	13.5	12.9
Transit	0	25.4	28.8	30.8	28.6	28.4
School Bus	0	22.7	28.6	26.4	15.0	25.1
Bicycle	0	22.6	26.5	17.1	11.9	21.4
Walk	23.4	16.9	15.3	16.6	13.7	15.8
Motorcycle/Moped	0	0	0	0	10.0	10.0
Other	11.2	20.9	32.7	19.3	14.0	21.6
Auto-Combo Driver/Pass	0	8.8	17.9	12.6	16.9	15.2
Other Combo	0	30.6	38.9	32.1	5.0	31.5
Total	16.5	14.6	14.4	14.9	13.3	14.4
Purpose						
To Work	17.6	15.8	13.9	15.8	14.7	15.2
To School	0	15.1	15.3	11.1	12.8	15.0
To go out to eat/dining	8.5	10.1	13.1	13.6	10.6	12.4
To do something recreational	15.7	12.0	17.2	12.0	15.3	14.5
To go to social outing	0	17.2	14.9	15.4	15.3	15.3
Shopping	0	12.8	14.1	12.8	11.8	13.5
Personal Business	0	14.7	15.2	14.2	13.3	14.9
To go home	16.4	11.1	14.8	16.0	13.0	14.7
To pick up/drop off	11.3	11.3	12.4	13.5	11.4	12.3
Other	12.9	14.8	14.3	16.1	17.3	15.3
Total	16.5	14.6	14.4	14.9	13.3	14.4
Total To/From Work	18.2	15.8	14.4	16.7	14.0	15.5
Total To/From School	10	14.8	15.3	19.0	13.9	15.9
Total Other	13.4	12.3	14.2	13.1	13.1	13.5

Exhibit 7.13 shows the average travel distance in kilometers by mode and by trip purpose. The longest trips are predictably made by car, either as a driver or passenger. There is minimal variation in the trip distance by time of day while by purpose, commuting trips to and from work tend to be slightly longer than other trips. Overall, trips (which are captured as one-way only) average close to 5 km.

Exhibit 7.13 Average Trip Distance By Mode and By Trip Purpose

Mode	Average Trip Distance (Km)					Total
	Night 0000- 0559	AM Peak 0600- 0859	Midday 0900- 1459	PM Peak 1500- 1759	Evening 1800- 2359	
Auto Driver	8.98	6.02	4.40	5.17	5.34	5.11
Auto Passenger	8.19	4.49	4.30	4.99	5.62	4.83
Transit	0	5.26	4.52	4.78	3.95	4.80
School Bus	0	7.24	6.97	7.58	8.99	7.21
Bicycle	0	3.62	3.03	3.73	0.91	3.31
Walk	1.24	0.95	0.82	1.10	0.93	0.93
Motorcycle/Moped	0	0	0	0	5.41	5.41
Other	5.17	6.24	6.97	7.04	3.09	6.07
Auto-Combo Driver/Pass	0	4.58	5.09	4.65	7.68	5.64
Other Combo	0	6.76	5.51	4.74	2.57	5.52
Total	8.39	5.26	4.10	4.92	5.19	4.77
Purpose						
To Work	9.86	6.74	4.43	5.22	6.63	5.99
To School	0.00	3.76	4.37	3.81	4.90	3.87
To go out to eat/dining	4.60	2.69	2.66	3.65	2.83	2.92
To do something recreational	6.19	4.37	4.24	4.26	5.19	4.52
To go to social outing	0.00	3.17	4.59	4.67	5.90	5.05
Shopping	0.00	3.72	3.38	3.28	3.62	3.38
Personal Business	0.00	5.35	4.56	4.31	3.64	4.53
To go home	4.67	4.34	4.35	5.57	5.59	5.18
To pick up/drop off	5.74	4.38	4.25	4.50	4.94	4.46
Other	6.06	4.76	4.21	4.64	4.21	4.40
Total	8.39	5.26	4.10	4.92	5.19	4.77
Total To/From Work	9.74	6.74	4.46	6.00	6.02	5.88
Total To/From School	1.82	3.70	3.50	4.49	4.67	3.84
Total Other	5.70	4.34	4.07	4.39	5.04	4.40

The following tables 7.14 show the mode share among age groups. Nearly six in ten auto driver trips are made by those aged 45+, while over half of the auto passenger trips are made by those aged 5-17. Seven in ten transit trips are made by residents under age 25, while most of the walking trips are made by those either very young or 45 or older.

Exhibit 7.14 Breakdown of Travel Modes Among Age Groups

Age	Mode Share Over 24 Hours							Total Trips
	Auto Driver	Auto Pass	School Bus	Transit	Walk	Bike	Other	
05-17	0.8%	51.2%	100%	34.4%	40.3%	16.7%	10.0%	36,559
18-24	6.2%	6.8%	0%	35.1%	5.2%	6.2%	6.0%	17,420
25-34	10.3%	5.1%	0%	10.5%	7.4%	2.4%	11.7%	22,810
35-44	23.8%	5.9%	0%	6.3%	12.8%	27.9%	31.2%	49,155
45-64	46.5%	22.8%	0%	7.4%	24.0%	25.6%	31.0%	98,455
65+	12.5%	8.3%	0%	6.3%	10.4%	21.2%	10.1%	29,228
Total	69.2%	16.5%	1.1%	2.7%	7.4%	0.8%	1.7%	253,637

Exhibit 7.15 breaks down the trip purposes by age group. More than three-quarters of the trips made to/from work are by those aged 35-64. Of the trips made to/from school 86% are predictably made by those aged 5-24, including 70% by those 5-17.

Exhibit 7.15 Trip Purpose Share Among Age Groups

Age	24 Hour Trip Purpose Distribution											Purpose Totals		
	To Work	To School	Eat Out	Rec.	Social	To Shop	Pers. Bus.	Go Home	Pick Up/Drop Off	Other	Trip Total	To/Fr Work	To/Fr School	All Other
	05-17	1.7%	69.2%	8.5%	22.2%	14.8%	2.8%	4.6%	16.7%	8.1%	15.6%	36,559	1.8%	69.9%
18-24	6.3%	15.7%	3.7%	3.8%	11.8%	5.3%	5.1%	7.7%	3.7%	3.0%	17,420	6.6%	15.6%	5.0%
25-34	14.2%	3.7%	7.5%	5.3%	6.5%	7.4%	6.9%	8.6%	11.6%	8.0%	22,810	13.5%	3.7%	7.8%
35-44	26.9%	6.6%	16.2%	14.2%	12.5%	16.8%	14.6%	17.8%	34.4%	19.4%	49,155	26.5%	6.2%	18.5%
45-64	49.9%	4.2%	45.3%	33.6%	33.0%	46.7%	47.9%	37.5%	37.1%	33.6%	98,455	50.4%	3.9%	40.6%
65+	1.1%	0.7%	18.8%	20.9%	21.4%	21.1%	21.0%	11.6%	5.0%	20.3%	29,228	1.2%	0.7%	19.7%
Total	17.7%	6.8%	3.6%	3.8%	3.6%	11.9%	5.3%	34.0%	8.0%	5.0%	253,637	30.6%	13.1%	56.3%

Exhibit 7.16 shows the type of location for each of the trip destination purposes.

Exhibit 7.16 Land Use Type Of Destinations By Trip Purpose

Origin Land Use	Trip Purpose												Purpose Totals		
	To Work	To School	Eat Out	Rec.	Social	To Shop	Pers. Bus.	Go Home	Pick Up/Drop Off	Other	Total	To/Fr Work	To/Fr School	All Other	
	House/Apt	69.4%	92.3%	55.1%	72.9%	64.5%	45.0%	57.9%	12.0%	63.7%	61.5%	48.7%	41.4%	48.5%	53.6%
Store/Rest	7.1%	3.1%	10.2%	4.1%	10.8%	19.9%	9.0%	21.4%	10.6%	7.1%	13.1%	9.6%	1.6%	18.8%	
School	5.5%	2.7%	8.6%	11.1%	7.5%	5.9%	6.3%	26.5%	11.3%	10.3%	13.0%	8.2%	48.7%	6.0%	
Office Bldg	6.1%	0.3%	8.2%	3.9%	3.7%	10.4%	8.7%	10.7%	6.0%	7.3%	7.6%	16.8%	0.2%	3.6%	
Industry	4.4%	0.0%	3.7%	2.4%	3.3%	4.3%	4.2%	8.1%	1.9%	3.9%	4.8%	11.2%	0.1%	1.8%	
Hosp	1.6%	0.0%	1.9%	0.6%	1.0%	2.2%	3.6%	4.7%	2.0%	1.2%	2.5%	3.0%	0.0%	2.9%	
Bank	1.3%	0.0%	1.2%	1.0%	1.6%	3.7%	2.3%	1.9%	0.7%	1.4%	1.6%	1.6%	0.0%	2.1%	
Indoor Rec.	0.3%	0.3%	4.8%	0.6%	2.6%	1.6%	0.5%	2.3%	0.9%	1.2%	1.4%	0.6%	0.2%	2.4%	
Daycare	0.8%	0.5%	0.0%	0.3%	1.1%	0.6%	0.4%	0.8%	0.4%	0.0%	0.6%	0.6%	0.2%	0.7%	
Religious. Inst	0.4%	0.0%	0.0%	0.0%	0.0%	0.9%	0.8%	1.2%	0.1%	0.0%	0.6%	0.4%	0.0%	0.9%	
Outdoor Rec.	0.0%	0.0%	0.4%	0.3%	1.6%	0.2%	0.4%	1.3%	0.3%	0.5%	0.6%	0.3%	0.0%	1.0%	
Airport	0.2%	0.0%	0.0%	0.3%	0.0%	0.4%	0.2%	0.6%	0.0%	0.7%	0.3%	0.4%	0.0%	0.4%	
Farm	0.1%	0.0%	0.0%	0.3%	0.3%	0.0%	0.2%	0.6%	0.1%	0.0%	0.2%	0.4%	0.0%	0.2%	
Other	3.0%	0.8%	6.0%	2.3%	1.9%	5.0%	5.4%	8.0%	2.0%	4.9%	4.8%	5.5%	0.5%	5.5%	
Total	42,982	16,926	7,693	9,333	8,736	24,556	12,001	67,756	18,734	11,366	220,421	75,115	32,153	113,147	



APPENDIX A
Telephone Survey Script

APPENDIX B
Mail Survey Package

APPENDIX C
Web Survey

APPENDIX D
Database Codebook



APPENDIX A
Telephone Survey Script



ON THE GO Travel Survey – Telephone Recruit

Hello, this is _____ calling from Synovate. On behalf of the City of Kamloops, your household has been randomly selected to take part in the On The Go 1 Day Travel Survey. You may have seen or heard about this short but important survey in the local media.

May I speak with the adult who is most familiar with the daily commuting and local travel habits of the people in your household?

**IF 2 PEOPLE ARE EQUALLY FAMILIAR SPEAK TO EITHER REINTRODUCE IF NECESSARY .
IF NOT AVAILABLE, SCHEDULE CALLBACK, OTHERWISE CONTINUE.**

Today's/tonight's survey will only take a few minutes to see whether your household qualifies. We will then ask you to complete an online survey in a few days time, and you will be eligible to win 1 grand prizes of \$500, 2 prizes of \$250 each and 3 prizes of \$100 each.

IF RESP WANTS TO VERIFY THE STUDY AT ANY TIME: Information about this survey can be found at www.kamloops.ca. The results of the survey will be posted in February 2008.

IF RESPONDENT SAYS THEY DO NOT HAVE EMAIL/WEB ACCESS, ENTER BELOW WITHOUT ASKING THIS QUESTION.

Can you tell me whether you have internet access at home, at your work or school or not at all?

IF BOTH HOME AND WORK/SCHOOL, ENTER BOTH CODES

1. Home
2. Work/school
3. Neither *

IF NEITHER: You can still participate in this study. We can mail you a paper survey along with a postage paid return envelope and you will still be entered to win the prize draws.

1. Continue
2. Not interested in receiving/filling out the mail survey THANK AND TERMINATE

The purpose of the survey is to understand the local travel patterns of residents so that the City's planners can improve the overall transportation efficiency of the City of Kamloops as a whole. All information obtained in the survey will be grouped together and kept confidential.

1. How many people, including yourself, currently live in your household? IF REFUSE, READ: Your answers will be kept confidential and reported in aggregate with those of others. IF STILL REFUSE, THANK & TERMINATE

2. IF MORE THAN ONE: And how many of those people are aged 5 and older? (BLAIR-NEED A VARIABLE IN THE DATABASE TO ACCOUNT FOR PEOPLE UNDER 5 YRS)

PROGRAMMER NOTE: Q2 TOTAL CANNOT EXCEED Q1 TOTAL.

DP NOTE: NUMBER OF PEOPLE IN Q.2 SHOULD EQUAL Q1

3. Is your current home a: **READ LIST ONLY IF NECESSARY**

1. Single detached house
2. An apartment or condo
3. A townhouse / row house
4. A duplex
5. A mobile home

4. How many automobiles does your household own or lease?

5. Deleted

6. Deleted (Automobile question)

6. And how many of the following does your household have:, (**READ LIST**)

(RANGE 0 TO 10)

- a. Bicycles
- b. Motorcycles
- c. Mopeds or 2-wheeled motorized scooters (e.g. Vespa)
- d. Motorized wheelchairs or 4 wheel motorized scooters (e.g. the Rascal)

7 Which of the following best describes your total household income for 2007? **READ**

1. Less than \$25,000
2. \$25,000 to less than \$45,000
3. \$45,000 to less than \$65,000
4. \$65,000 to less than \$100,000
5. \$100,000 or more
- DNR** 6. Don't know
- DNR** 7. Refused



Ask only for those who have Internet Access:

8. Lastly can I confirm that the last 4 digits of your phone number are:
____ (Insert Numbers)

- DNR** 1. Correct
DNR 2. Incorrect

IF ASKED WHY WE NEED TO CONFIRM THE NUMBERS: We are confirming the last four digits of your phone number because you will need to enter it as your pass code to access the online survey.

If Incorrect in Q9,

9. What are the last four digits of your phone number?

IF REFUSED: Your information will be kept confidential. We are confirming the numbers because you will need to enter the last four digits of your phone number in order to enter the online survey.

IF STILL REFUSED: THANK AND TERMINATE. Unfortunately you will need to provide the last four digits of your phone number to complete the online survey. However, we do thank you for being willing to participate. Those are all my questions. Thank you and have a nice day.

DP NOTE: PULL IN COMMUNITY/CITY AND POSTAL CODE FROM LISTINGS INTO THIS DATAFILE

Thank-you, those are all my questions for today/tonight. The second half of this study involves completing an [INSERT BASED ON INTERNET ACCESS: on-line/paper] survey about your household's local travel behavior for 1 day, **specifically, INSERT DAY/DATE (see attached list of days). Are you able to record your household's trips for that date?**

- 1. Respondent agrees to assigned date**
- 2. Respondent can't do assigned date.**

IF CAN'T DO ASSIGNED DAY: (TO BE ASKED FOR BOTH ONLINE/MAIL RESPONDENTS)
For what reason does <1ST ASSIGNED DATE> not work for you?

1. I'm out of town → FOR ONLINE: RE-ASSIGN SAME WEEKDAY ON FOLLOWING WEEK/FOR MAIL GO TO LIST OF DAYS BUT HAVE INTERVIEWER SUGGEST FIRST WORKING DAY AFTER ORIGINAL ASSIGNED DATE.
2. That's too soon for me → FOR ONLINE: RE-ASSIGN SAME WEEKDAY ON FOLLOWING WEEK/FOR MAIL GO TO LIST OF DAYS BUT HAVE INTERVIEWER SUGGEST FIRST WORKING DAY AFTER ORIGINAL ASSIGNED DATE.
3. Other household members are away



- 4. Too busy that day
- 5. I/nobody in household will be traveling that day
- 6. That's an unusual day (eg. People visiting, events happening, etc)
- 7. Person in household is sick
- 96. Other (specify) → FOR ONLINE: RE-ASSIGN SAME WEEKDAY ON FOLLOWING WEEK/FOR MAIL GO TO LIST OF DAYS BUT HAVE INTERVIEWER SUGGEST FIRST WORKING DAY AFTER ORIGINAL ASSIGNED DATE.

FOR CODES 3-7: It's okay if that day is not typical for your household; in fact, we need to include these types of days in our survey.

- 1. Respondent agrees to assigned day
- 2. Respondent needs to be reassigned another day

FOR RE-ASSIGNING :

Well if that day won't work, how about (SAME WEEKDAY ON THE FOLLOWING WEEK)? IF THAT WON'T WORK, SUGGEST A DIFFERENT DAY ON LIST STARTING WITH THE DAY AFTER ORIGINAL ASSIGNED DAY, THEN MOVE DOWNWARDS. [PROGRAMMER NOTE: ONLY INCLUDE DATES AFTER THE RESPECTIVE ORIGINAL ASSIGNED ONLINE/MAIL DATE

FOR THOSE WITH INTERNET ACCESS:

May I please have your main or home email address? Be assured that your email will only be used to send you information for this survey. When we send you an email it will be coming from Kamloops Travel Survey, so please don't delete it by mistake. If you do not get an email by tomorrow (FRI/SAT/SUN INTERVIEWS, INSERT: MONDAY), please check your spam folder. **(INTERVIEWER, ENTER EMAIL ADDRESS CAREFULLY AND SPELL BACK TO RESP. TO CONFIRM ACCURACY. EXAMPLE: mary.smith@shaw.ca)**

IF REFUSE TO GIVE EMAIL ADDRESS. THANK & TERMINATE.

FOR ALL:

May I (IF ADDRESS LISTED: confirm / IF ADDRESS UNLISTED: have) your mailing address please?

CONFIRM (FROM IMPORTED LISTINGS) OR OBTAIN FULL NAME AND MAILING ADDRESS:

IF CONFIRMING ADDRESS AND RESPONDENT ASKS HOW WE OBTAINED THE INFO: The mailing address we have is based on published directories.

Name: _____
 Street Address _____

 City _____
 Postal Code _____



IF RESP. ASKS WHY MAILING ADDRESS IS NEEDED, READ: We need to get your exact location to ensure we include residents from every area.

IF REFUSE TO CONFIRM OR PROVIDE MAILING ADDRESS, THANK AND TERMINATE. Unfortunately you will need to provide your location to complete the online survey. However, we do thank you for being willing to participate. Those are all my questions. Thank you and have a nice day.

Thank you for participating in this important study. Once you have completed the [online/mail] survey, you will be entered to win the cash prizes. (IF ASKS: ALL WINNERS WILL BE CONTACTED IN FEBURARY). We will be sending you [a reminder email and a link to the survey/the survey in the mail] in the next few days.

GRID FOR ASSIGNING DIARY DAYS

<u>Interviewing Date</u>	<u>Diary Date That Should Be Assigned</u>	
	<u>Online</u>	<u>Mail</u>
Mon, Oct 22	Thurs Oct 25	Thurs, Nov 1
Tues, Oct 23	Tues, Oct 30	Tues, Oct 30
Wed, Oct 24	Tues, Oct 30	Tues, Nov 6
Thurs, Oct 25	Wed, Oct 31	Wed, Nov 7
Fri, Oct 26	Wed, Oct 31	Wed, Nov 7
Sat, Oct 27	Thurs, Nov 1	Thurs, Nov 8
Sun, Oct 28	Thurs, Nov 1	Thurs, Nov 8
Mon, Oct 29	Thurs, Nov 1	Thurs, Nov 8
Tues Oct 30	Tues, Nov 6	Tues, Nov 6
Wed, Oct 31	Tues, Nov 6	Tues, Nov 13
Thurs, Nov 1	Wed, Nov 7	Wed, Nov 14
Fri, Nov 2	Wed, Nov 7	Wed, Nov 14
Sat, Nov 3	Thurs, Nov 8	Thurs, Nov 15
Sun, Nov 4	Thurs, Nov 8	Thurs, Nov 15
Mon, Nov 5	Tues, Nov 13	Tues, Nov 13
Tues, Nov 6 – not used	Wed, Nov 14	Wed, Nov 14
Wed, Nov 7 – not used	Wed, Nov 14	Wed, Nov 14
Thurs, Nov 8 – not used	Wed, Nov 14	Wed, Nov 21
Fri, Nov 9 – not used	Thurs, Nov 15	Thurs, Nov 22**
Sat, Nov 10 – not used	Thurs, Nov 15	Thurs, Nov 22**
Mon, Nov 12 – not used	Tues, Nov 20*	Tues, Nov 20
Tues, Nov 13 – not used	Tues, Nov 20*	Tues, Nov 20
Wed, Nov 14 – not used	Wed, Nov 21*	Wed, Nov 21
Thurs, Nov 15 – not used	Wed, Nov 21*	Wed, Nov 21*

INTERVIEWER: IF ONLINE SURVEY RESP. CANNOT DO OR REFUSES THE ASSIGNED DAY, ASSIGN THE SAME WEEKDAY OF THE FOLLOWING WEEK (e.g. can't do Thurs, Oct 25, then assign Thurs, Nov 1).

INTERVIEWER: IF ONLINE SURVEY RESP STILL CANNOT DO OR REFUSES SECOND OFFERED DAY OR MAIL SURVEY RESP REFUSES INITIAL ASSIGNED DAY ASK: How about (INTERVIEWER: suggest the first available on list, then work downwards if not suitable for respondent)? ENTER RESPONDENT'S SELECTED DAY/DATE

***INTERVIEWER: IF RESP CANNOT DO OR REFUSES THE ASSIGNED DAY, ASSIGN THE NEXT AVAILABLE DATE ON LIST, ASK:** How about (INTERVIEWER: suggest the first available on list, then work downwards if not suitable for respondent). **If it still doesn't work, Thank and Terminate.**

****THANK AND TERMINATE IF FIRST ASSIGNED DATE DOES NOT WORK.**

***** THANK & TERMINATE:** Unfortunately, we are near the end of the survey period and there's not enough time to conduct the survey. However, we do thank you for be willing to participate.



APPENDIX B
Mail Survey Package



City Of Kamloops

On the



October/November 2007

Dear Resident:

2007 City Of Kamloops Household Travel Survey

Thank you for agreeing to take part in the **On The Go One-Day Travel Survey**. The survey is being conducted by **Synovate**, a professional research firm, on behalf of the **CITY OF KAMLOOPS**.

Having accurate and up to date information on the travel patterns of residents will enable City of Kamloops, Ministry of Transportation, and BC Transit to assess current transportation needs, identify trends and develop transportation strategies and improvements. More information about the study can be found at www.kamloops.ca. The results of the survey will be posted in February 2008.

The survey is easy – it's simply a log or diary of the trips your household makes on a single day, namely: INSERT DIARY DATE.

It doesn't matter if this will be an unusual day for your household (eg. you stay home, have visitors, go to a show, etc.) – in fact, we need to include the full range of travel behaviours in our study. The information you provide will be grouped together with others and be kept completely confidential.

Once you have **completed the enclosed survey and mailed it back to us in the postage paid return envelope** you will be entered to win one of **6 cash prizes**:

- **1 grand prize of \$500**
- **2 prizes of \$250 each**
- **3 prizes of \$100 each**

Your household's participation is really important and we do appreciate your household taking part.

A handwritten signature in cursive script that reads "Terry Lake".

Terry Lake
Mayor

If you have any questions, please call Synovate (toll-free) at 1-800-717-1777.



This mail package should include:

1. This 2-sided page of instructions, FAQs & introduction letter, that includes a telephone number you can call if you need help with the survey of if you have any questions.
2. An example survey for you to refer to when filling in your own survey.
3. A 1 page, double sided survey sheet **for each member of your household who is 5 years of age or older** (1 side asking for personal information such as gender, age, etc. and 1 side asking about all the trips you made on the assigned day) For example, if you have 4 people in your household and 3 of them are 5 years or older, then there should be 3 survey sheets in this package.
4. A postage-paid reply envelope to mail back your survey sheets.

How to participate in this study:

1. Check at the top right hand corner of the survey sheet(s) for your assigned diary date. This is the date on which you need to record all the trips you make. On that date you (and the other adult household members) may want to have a time piece and a paper and pencil with you all day to keep track of your trip details.
2. At the end of your assigned diary date or the next morning, please fill in the survey for all household members aged 5 and older.
3. Place all the completed survey sheets into the postage-paid envelope provided and drop it in a mailbox.
4. Once we receive your completed surveys, your name will be entered into the prize draw to win one of 6 cash prizes.

Frequently Asked Questions:

Do I need to fill in the entire survey to qualify for the prize draw?

Yes, it is important that you fill in all the required information so that we have a complete profile of your household's travel patterns!

When will the prize winners be announced?

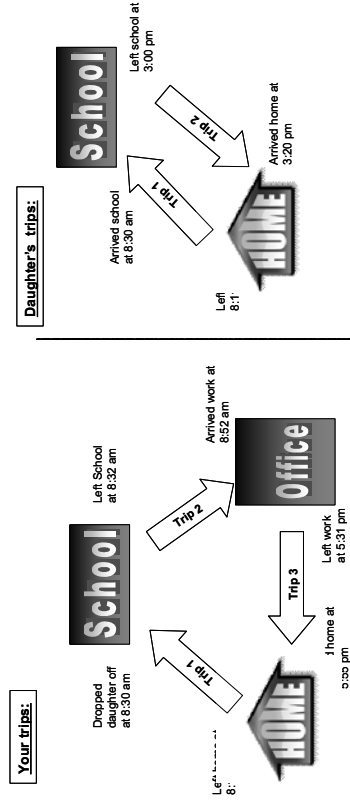
February 2008

What if I don't want to provide personal information, such as my income?

Please be assured that all information collected will be kept completely confidential and anonymous. Information such as income and street addresses are critical to ensuring that we have a good cross-section of residents participating in the study. In no way will your personal information be divulged, it will only be reported in aggregate with other residents' information.

What constitutes a trip?

For this study, a trip means you and/or another household member left one location and arrived at another. For example, if you left home, dropped off your daughter at school, went to work and then returned home, these trips would be recorded as follows:



What doesn't count as a trip?

The following do not count as trips:

- Walking a dog
- Walking between a parking lot and your destination
- Walking to or from transit stops
- Jogging or biking in your neighbourhood for recreational purposes
- Moving around campus

My son/daughter made all the same trips as I did that day, so do I need to fill out a trip survey sheet for him or her as well?

Yes, every member of your household who is aged 5 and older has to have a survey sheet filled out for the assigned diary date.

PLEASE FILL OUT THIS FORM FOR EACH PERSON IN HOUSEHOLD AGED 5 OR OLDER

Trip Form For: Don November 6, 2007

First name or initials _____ Your diary date _____

Note: A trip is one-way travel to a destination (for example, a non-stop trip from home to work).

	Trip 1	Trip 2	Trip 3	Trip 4	Trip 5	Trip 6	Trip 7	Trip 8
Start location: If this trip started from home or work, write "Home" or "Work #1" or "Work #2". Otherwise, give precise address OR nearby intersection OR landmark. [Please specify municipality if not Kamloops]	I started my first trip from [Point A]: Home	I started my first trip from [Point B]: FortuneDr & TranquilleRd	I started my first trip from [Point C]: Work #1, Kamloops	I started my first trip from [Point D]: LorneSt & 3rd Ave Kamloops	I started my first trip from [Point E]: Work #1 FortuneDr & Tranquille Rd, Kamloops	I started my first trip from [Point F]: FortuneDr & Tranquille Rd, Kamloops	I started my first trip from [Point G]:	I started my first trip from [Point H]:
End location (destination): Give precise address OR nearby intersection OR landmark. If trip ended at home or work, write "Home", "Work #1" or "Work #2". [Please specify municipality if not Kamloops]	I went to [Point B]: FortuneDr & Tranquille Rd, Kamloops	I went to [Point C]: Work #1, Kamloops	I went to [Point D]: LorneSt & 3rd Ave Kamloops	I went to [Point E]: Work #1, Kamloops	I went to [Point F]: FortuneDr & Tranquille Rd, Kamloops	I went to [Point G]: Home	I went to [Point H]:	I went to [Point I]:
End location type: (Choose one, write in the code #) 1. House/apartment 2. Office building 3. Industrial 4. School 5. Store/mall/dining/theatre 6. Daycare 7. Hospital/medical 8. Bank/financial 9. Religious institution 10. Farm/vineyard 11. Indoor rec/gym 12. Outdoor rec (park, beach, golf) 13. Airport 14. Other	6 Day Care	2 Office Building	5 Restaurant	2 Office Building	6 Day Care	1 House		
Main Trip Purpose: (Choose one, write in the code #) 1. To work/work meeting 2. To school 3. Restaurant 4. To recreation (gym, swimming, etc) 5. Social outing/visit friends 6. Shopping 7. Pers. business, bank, doctor, etc 8. To go home 9. To drive someone or pick-up	9 Drop Off Person	1 Work	5 Social	1 Work	9 Pick Up Person	8 Go Home		
Start time: Write in Exact Time you left the start location. Be sure to circle AM or PM!	Left start location at: 8:10 AM	Left start location at: 8:33 AM	Left start location at: 12:03 AM	Left start location at: 12:52 AM	Left start location at: 5:04 AM	Left start location at: 5:35 AM	Left start location at: AM	Left start location at: AM
Arrival time: Write in Exact Time you arrived at this destination. Be sure to circle AM or PM!	Arrived at: 8:25 PM	Arrived at: 8:52 PM	Arrived at: 12:15 AM	Arrived at: 1:15 AM	Arrived at: 5:35 AM	Arrived at: 5:45 AM	Arrived at: AM	Arrived at: AM
Method of travel: (Choose all that apply) 1. Automobile - driver 2. Automobile - passenger 3. Commercial vehicle driver 4. Transit bus (specify route#) 5. School bus 6. Bicycle 7. Rollerblade/skateboard 8. Walking 9. Taxi/airport shuttle 10. Motorcycle/moped 11. Other	Traveled by: 1. Auto Driver	Traveled by: 1. Auto Driver 4. Bus (Route9)	Traveled by: 8. Walking	Traveled by: 4. Bus (Route9)	Traveled by: 4. Bus (Route9) 1. Auto Driver	Traveled by: 1. Auto Driver	Traveled by:	Traveled by:
If by automobile: Write in the total # of people in car, including driver (eg. driver plus one passenger=2) If by automobile: Did you use pay parking? (if so, specify cost)	People in car: <u>3</u> \$ <u>No</u>	People in car: <u>1</u> \$ <u>8.25</u>	People in car: _____ \$ _____	People in car: _____ \$ _____	People in car: <u>1</u> \$ <u>No</u>	People in car: <u>3</u> \$ <u>No</u>	People in car: _____ \$ _____	People in car: _____ \$ _____
Where did you go next? (Your next trip starts where the previous trip ended)	Go to TRIP 2 (next column) ✓	Go to TRIP 3 (next column) ✓	Go to TRIP 4 (next column) ✓	Go to TRIP 5 (next column) ✓	Go to TRIP 6 (next column) ✓	Go to TRIP 7 (next column) ✓	Go to TRIP 8 (next column) ✓	If 9+ trips, photocopy or call 1-800-717-1777

PLEASE REMEMBER TO FILL IN THE OTHER SIDE

PLEASE FILL OUT THIS FORM FOR EACH PERSON IN HOUSEHOLD AGED 5 OR OLDER

Person Profile For: Don
 First name or initials

Please write in home phone number (250) 555 - 1234
 (This will only be used for verification if necessary.)

<p>1. Gender of this person: <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female</p> <p>2. Age of this person: <u>20</u> years</p> <p>3. Person taken public transit in the past 30 days? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>4. Person has a monthly or annual transit pass? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>5. Person has a valid driver's license? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A (<16 years)</p> <p>6. Person uses any of the following mobility aids? (Check all that apply)</p> <p><input type="checkbox"/> ¹ Wheel chair</p> <p><input type="checkbox"/> ² Scooter (such as a Rascal)</p> <p><input type="checkbox"/> ³ Walker</p> <p><input type="checkbox"/> ⁴ Cane</p> <p><input type="checkbox"/> ⁵ Crutches</p> <p><input checked="" type="checkbox"/> ⁶ None of the above</p>	<p>7. Person is: (Indicate all that apply)</p> <p><input type="checkbox"/> ¹ Working full time</p> <p><input checked="" type="checkbox"/> ² Working part time</p> <p><input checked="" type="checkbox"/> ³ Full time student</p> <p><input type="checkbox"/> ⁴ Part time student</p> <p><input type="checkbox"/> ⁵ Unemployed</p> <p><input type="checkbox"/> ⁶ Retired</p>	<p>8. This person's occupation (Record up to 2)</p> <p><input type="checkbox"/> ¹ Professional (e.g. doctor, lawyer, engineer, architect, accountant)</p> <p><input type="checkbox"/> ² Business Executive/owner/manager</p> <p><input type="checkbox"/> ³ Skilled/ technical/ white collar</p> <p><input type="checkbox"/> ⁴ Salesperson (inside and outside salespersons)</p> <p><input checked="" type="checkbox"/> ⁵ Service occupation (e.g. retail, restaurant)</p> <p><input type="checkbox"/> ⁶ Clerical worker</p> <p><input type="checkbox"/> ⁷ Skilled Blue Collar/trades</p> <p><input type="checkbox"/> ⁸ Other workers (e.g. caretakers, janitors, casual labour)</p> <p><input type="checkbox"/> ⁹ Commercial driver (courier, taxi driver, truck driver)</p> <p><input type="checkbox"/> ¹⁰ Other</p>
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9. Did this person make any trips on **Tuesday, November 6, 2007**? Yes No (eg. stayed home or was out of town all day)
 If no trips were made by this person, simply write "NO TRIPS" in large letters on the other side of this page.

10. If this person works, please list their workplace(s)

Work #1 Name: <u>ABC Restaurant</u> Address or cross streets: <u>Columbia St. Summit Dr</u> Municipality: <u>Kamloops</u>	Work #2 Name: _____ Address or cross streets: _____ Municipality: _____
---	---

11. If this person is a student, please list their school(s)

School #1 Name: <u>SFU</u> Address or cross streets: <u>365 Yellowhead Highways</u> Municipality: <u>Kamloops</u>	School #2 Name: _____ Address or cross streets: _____ Municipality: _____
---	---

PLEASE REMEMBER TO FILL IN THE OTHER SIDE

PLEASE FILL OUT THIS FORM FOR EACH PERSON IN HOUSEHOLD AGED 5 OR OLDER

Trip Form For: _____ Please record the trips made by this person on _____ **INSERT DIARY DATE** _____
 First name or initials _____ Your diary date _____

Please refer to the **EXAMPLE PAGE** TO assist you in completing this form. Note: A trip is one-way travel to a destination (for example, a non-stop trip from home to work).

	Trip 1	Trip 2	Trip 3	Trip 4	Trip 5	Trip 6	Trip 7	Trip 8
Start location: If this trip started from home or work, write "Home" or "Work #1" or "Work #2". Otherwise, give precise address OR nearby intersection OR landmark. [Please specify <i>municipality</i> , if not Kamloops]	I started my first trip from [Point A]:	My next trip started at [Point B]:	My next trip started at [Point C]:	My next trip started at [Point D]:	My next trip started at [Point E]:	My next trip started at [Point F]:	My next trip started at [Point G]:	My next trip started at [Point H]:
End location (destination): Give precise address OR nearby intersection OR landmark. If trip ended at home or work, write "Home", "Work #1" or "Work #2." [Please specify <i>municipality</i> , if not Kamloops]	I went to [Point B]:	I went to [Point C]:	I went to [Point D]:	I went to [Point E]:	I went to [Point F]:	I went to [Point G]:	I went to [Point H]:	I went to [Point I]:
End location type: (Choose one, write in the code #) 1. House/apartment 2. Office building 3. Industrial 4. School 5. Store/mall/dining/theatre 6. Daycare 7. Hospital/medical 8. Bank/financial 9. Religious institution 10. Farm/Wineyard 11. Indoor rec/gym 12. Outdoor rec (park, beach, golf) 13. Airport 14. Other	Location Code	Location Code	Location Code	Location Code	Location Code	Location Code	Location Code	Location Code
Main Trip Purpose: (Choose one, write in the code #) 1. To work/work meeting 2. To school 3. Restaurant 4. To recreation (gym, swimming, etc) 5. Social outing/visit friends 6. Shopping 7. Pers. business, bank, doctor, etc 8. To go home 9. To drive someone or pick-up 10. Other	Trip Purpose:	Trip Purpose:	Trip Purpose:	Trip Purpose:	Trip Purpose:	Trip Purpose:	Trip Purpose:	Trip Purpose:
Start time: Write in Exact Time you left the start location. Be sure to circle AM or PM!	Left start location at: AM PM	Left start location at: AM PM	Left start location at: AM PM	Left start location at: AM PM	Left start location at: AM PM	Left start location at: AM PM	Left start location at: AM PM	Left start location at: AM PM
Arrival time: Write in Exact Time you arrived at this destination. Be sure to circle AM or PM!	Arrived at: AM PM	Arrived at: AM PM	Arrived at: AM PM	Arrived at: AM PM	Arrived at: AM PM	Arrived at: AM PM	Arrived at: AM PM	Arrived at: AM PM
Method of travel: (Choose all that apply) 1. Automobile – driver 2. Automobile – passenger 3. Commercial vehicle driver 4. Transit bus (specify route#) 5. School bus 6. Bicycle 7. Rollerblade/skateboard 8. Walking 9. Taxi/airport shuttle 10. Motorcycle/moped 11. Other	Traveled by:	Traveled by:	Traveled by:	Traveled by:	Traveled by:	Traveled by:	Traveled by:	Traveled by:
If by automobile: Write in the total # of people in car, including driver (eg. driver plus one passenger=2) If by automobile: Did you use pay parking? (if so, specify cost)	# in car \$ _____	# in car \$ _____	# in car \$ _____	# in car \$ _____	# in car \$ _____	# in car \$ _____	# in car \$ _____	# in car \$ _____
Where did you go next? (Your next trip starts where the previous trip ended)	Go to TRIP 2 (next column) ✓	Go to TRIP 3 (next column) ✓	Go to TRIP 4 (next column) ✓	Go to TRIP 5 (next column) ✓	Go to TRIP 6 (next column) ✓	Go to TRIP 7 (next column) ✓	Go to TRIP 8 (next column) ✓	If 9+ trips, photocopy or call 1-800-717-1777

PLEASE REMEMBER TO FILL IN THE OTHER SIDE

PLEASE FILL OUT THIS FORM FOR EACH PERSON IN HOUSEHOLD AGED 5 OR OLDER

Person Profile For: _____ Please write in home phone number (250) _____ - _____
 First name or initials (This will only be used for verification if necessary.)

<p>1. Gender of this person: <input type="checkbox"/> Male <input type="checkbox"/> Female</p> <p>2. Age of this person _____ years</p> <p>3. Person taken public transit in the past 30 days? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>4. Person has a monthly or annual transit pass? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>5. Person has a valid driver's license? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A (<16 years)</p> <p>6. Person uses any of the following mobility aids? (Check all that apply)</p> <p><input type="checkbox"/> ¹ Wheel chair</p> <p><input type="checkbox"/> ² Scooter (such as a Rasca)</p> <p><input type="checkbox"/> ³ Walker</p> <p><input type="checkbox"/> ⁴ Cane</p> <p><input type="checkbox"/> ⁵ Crutches</p> <p><input type="checkbox"/> ⁶ None of the above</p>	<p>7. Person is: (Indicate all that apply)</p> <p><input type="checkbox"/> ¹ Working full time</p> <p><input type="checkbox"/> ² Working part time</p> <p><input type="checkbox"/> ³ Full time student</p> <p><input type="checkbox"/> ⁴ Part time student</p> <p><input type="checkbox"/> ⁵ Unemployed</p> <p><input type="checkbox"/> ⁶ Retired</p>	<p>8. This person's occupation (Record up to 2)</p> <p><input type="checkbox"/> ¹ Professional (e.g. doctor, lawyer, engineer, architect, accountant)</p> <p><input type="checkbox"/> ² Business Executive/owner/manager</p> <p><input type="checkbox"/> ³ Skilled/ technical/ white collar</p> <p><input type="checkbox"/> ⁴ Salesperson (inside and outside salespersons)</p> <p><input type="checkbox"/> ⁵ Service occupation (e.g. retail, restaurant)</p> <p><input type="checkbox"/> ⁶ Clerical worker</p> <p><input type="checkbox"/> ⁷ Skilled Blue Collar/trades</p> <p><input type="checkbox"/> ⁸ Other workers (e.g. caretakers, janitors, casual labour)</p> <p><input type="checkbox"/> ⁹ Commercial driver (courier, taxi driver, truck driver)</p> <p><input type="checkbox"/> ¹⁰ Other</p>
---	--	---

9. Did this person make any trips on **INSERT DIARY DATE**? Yes No (e.g. stayed home or was out of town all day)
 If no trips were made by this person, simply write "NO TRIPS" in large letters on the other side of this page.

10. If this person works, please list their workplace(s)

<p>Work #1 Name: _____</p> <p>Address or cross streets _____</p> <p>Municipality _____</p>	<p>Work #2 Name: _____</p> <p>Address or cross streets _____</p> <p>Municipality _____</p>
--	--

11. If this person is a student, please list their school(s)

<p>School #1 Name: _____</p> <p>Address or cross streets _____</p> <p>Municipality _____</p>	<p>School #2 Name: _____</p> <p>Address or cross streets _____</p> <p>Municipality _____</p>
--	--

PLEASE REMEMBER TO FILL IN THE OTHER SIDE



APPENDIX C
Web Survey



ON THE GO LOGO

SYNOVATE LOGO

Welcome to the On The Go 1-Day Travel Survey

Please enter your password: XXXX (It's the last 4 digits of your home phone number)

Please enter the LAST FOUR DIGITS of your phone number. If the password is not working or if you encounter a problem with the survey, please call our toll free number at 1-800-717-1777 or email us at Kamloopstravel@websurveys.ca.

NOTE: Your information has been fully secured. You have received a unique link to the survey website and this is verified by a matching password.



Have you read this already? CLICK "HERE" TO SKIP TO SURVEY
October/November 2007

Dear Resident:

2007 City Of Kamloops Household Travel Survey

Thank you for agreeing to take part in the **On The Go One-Day Travel Survey**. The survey is being conducted by **Synovate**, a professional research firm, on behalf of the **CITY OF KAMLOOPS**.

Having accurate and up to date information on the travel patterns of residents will enable City of Kamloops, Ministry of Transportation, and BC Transit to assess current transportation needs, identify trends and develop transportation strategies and improvements. More information about the study can be found at www.kamloops.ca. The results of the survey will be posted in February 2008.

The survey is easy – it's simply a log or diary of the trips your household makes on a single day, namely: **[INSERT DIARY DAY]**.

It doesn't matter if this will be an unusual day for your household (eg. you stay home, have visitors, go to a show, etc.) – in fact, we need to include the full range of travel behaviours in our study. The information you provide will be grouped together with others and be kept completely confidential.

Once you have **completed the survey on-line** you will be entered to win one of **6 cash prizes**:

- **1 grand prize of \$500**
- **2 prizes of \$250 each**
- **3 prizes of \$100 each**

Your household's participation is really important and we do appreciate your household taking part.

Terry Lake
Mayor

If you have any questions, please call Synovate (toll-free) at 1-800-717-1777.



TO CHECK/ENTER YOUR HOUSEHOLD INFORMATION CLICK “HERE”.

>>> You can do this before your assigned diary day

TO ENTER YOUR TRIP INFORMATION FOR YOUR DIARY DAY, CLICK “HERE”.

>>> You can only do this at the end of your assigned diary day or after that day has passed

Trip Diary Suggestions

- Please print out a trip diary form for EACH member of your household – this will help them keep track of their trips during that day. [Press here for the printer-friendly form.](#) After your diary day is over, refer to your filled out forms to help you complete the on-line survey.
- For an example of a completed trip diary form, [press here.](#)
- On your household’s trip diary day, it helps to have each person carry some sort of a timepiece (eg. a watch or cellphone) in order to accurately record when trips start and finish.

FOR RESPONDENTS WHO MISSED ORIGINAL DATE AND WERE ASSIGNED NEW DATE:

A. Before we begin, did you or other members of your household make any trips on the original date that was assigned to you, which was (INSERT ORIGINAL DATE), or did you and your entire household not make any trips on that date?

1. We made trips CONTINUE WITH SURVEY REFERENCING NEW DATE
2. Entire household did not make any trips ASK QB
3. Can't recall CONTINUE WITH SURVEY REFERENCING NEW DATE

B. Why did you and other members of your household not make any trips on that original date of ORIGINAL DIARY DATE?

1. Out of town for entire day
2. Sick/Illness
3. No need to leave home
4. Other (specify)

RESPONDENTS WHO DID NOT MAKE ANY TRIPS ON THE ORIGINAL DIARY DATE (QA = 2)-
GO THRU HOUSEHOLD INFO SECTION, FILL OUT PERSON DATA SECTION AND THEN
FINISH (THEY SKIP TRIP INFO SECTION).

Household Information

During the telephone survey you provided information about your household. That information is shown below, along with your address. Please take a moment to ensure this information is correct. **If information is missing or incorrect, please change it here before clicking the CONTINUE button.**

Please verify your name and address:

Name _____
 Address _____
 City _____
 Province _____
 Postal code _____

H1. How many people, including yourself, currently live in your household?

H1b. And how many of those people are aged 5 and older?

H2. Please complete the following information for each household member aged 5 or older.

(Programming Note: Those under 16 should automatically default to no for driver's license)

	Gender	Age - Please enter number between 5 and 110 years	Has taken public transit in the past 30 days?	Has a monthly transit pass?	Has a valid driver's license?
Person 1 (You)	M F		Yes No	Yes No	Yes No
Person 2	M F		Yes No	Yes No	Yes No
Person 3	M F		Yes No	Yes No	Yes No
Person 4	M F		Yes No	Yes No	Yes No
Person 5	M F		Yes No	Yes No	Yes No
Person 6	M F		Yes No	Yes No	Yes No
Person 7	M F		Yes No	Yes No	Yes No
Person 8	M F		Yes No	Yes No	Yes No
Person 9	M F		Yes No	Yes No	Yes No
Person 10	M F		Yes No	Yes No	Yes No

H3. Is your current home a:

1. Single detached house
2. An apartment or condo
3. A townhouse
4. A duplex
5. A mobile home

H6. And how many, if any, of each of these are in your household?

- | | Number |
|--|--------|
| 1. Cars owned/leased | _____ |
| 2. Bicycles | _____ |
| 3. Motorcycles | _____ |
| 4. Mopeds or 2-wheeled motorized scooters (e.g. Vespa) | _____ |
| 5. Motorized wheelchairs or 4 wheel motorized scooters (e.g. the Rascal) | _____ |

H7. Which of the following best describes your total household income for 2007?

1. Less than \$25,000
2. \$25,000 to less than \$45,000
3. \$45,000 to less than \$65,000
4. \$65,000 to less than \$100,000
5. \$100,000 or more
6. Don't know
7. Don't want to say

Person Data for people in household aged 5+

First, the (INSERT **FIRST GENDER / AGE COMBO**)

1a. Is this person (indicate all that apply):

- Working full time
- Working part time
- A full time student
- A part time student
- Unemployed
- Retired

ONLY ASK Q2 AND Q3 OF THOSE WORKING FULL OR PART TIME.

2a. Indicate their occupation(s) from the list below: (If they hold more than 1 job/occupation, please indicate the 2 main occupations)

	Occupation <u>1</u>	Occupation <u>2</u>
Professional (e.g. doctor, lawyer, engineer, architect, accountant)		
Business Executive/owner/manager		
Skilled/ technical/ white collar		
Salesperson (inside and outside salespersons)		
Service occupation (e.g. retail, restaurant)		
Clerical worker		
Skilled Blue Collar/ trades		
Unskilled workers (e.g. drivers, caretakers, janitors, casual labour)		
Commercial driver (courier, taxi driver, truck driver)		
Other		



3. Please enter the name and address or nearest cross streets of this person's **workplace(s)**.

When entering the location or Street name, type a few letters from the beginning of the desired name. A list of names that match what you have typed should appear. When you see the name that you want, click on it. If the name doesn't appear, just type the full name.

Work 1

Company Name: _____
MUNICIPALITY: _____ - **Programming Note: Default to Kamloops with option to change if needed**

Cross Streets: _____ and _____ OR ENTER Proper Address: _____
(address number*) (street name)

- Type of location:
- House or apartment
- Office Building
- Industrial
- School
- Store, shopping more, restaurant or theatre
- Daycare
- Hospital or medical
- Bank or financial
- Religious institution
- Farm or vineyard
- Indoor recreational (i.e. gym)
- Outdoor recreational (i.e. park, beach, golf course)
- Airport, long-distance bus depot
- Other

Work 2 (if applicable)

Company Name: _____
MUNICIPALITY: _____ **(Default to Kamloops)**

Cross Streets: _____ and _____ OR ENTER Proper Address: _____
(address number*) (street name)

- Type of location:
- House or apartment
- Office Building
- Industrial
- School
- Store, shopping more, restaurant or theatre
- Daycare
- Hospital or medical



Bank or financial
Religious institution
Farm or vineyard
Indoor recreational (i.e. gym)
Outdoor recreational (i.e. park, beach, golf course)
Airport, long-distance bus depot
Other

REQUIRE THAT THE MUNICIPALITY AND ALSO CROSS STREET OR ADDRESS IS OBTAINED BEFORE LEAVING PAGE. IF THEY MISS SOMETHING PROVIDE THE FOLLOWING PROMPT(S):

Please indicate the municipality (**Default to Kamloops**)
Please specify the cross-streets or address
Please use the pull down menu to indicate the type of location



ONLY ASK Q4 OF FULL AND PART TIME STUDENTS

4. Please enter the name and address or near cross streets of the **school(s) attended by this person.**

When entering the Location or Street name, type a few letters from the beginning of the desired name. A list of names that match what you have typed should appear. When you see the name that you want, click on it. If the name doesn't appear, just type the full name.

School 1

School Name: _____

School 2 (if applicable)

School Name: _____

If school name is not on list:

Please enter the address for (INSERT SCHOOL 1 NAME):

This is for the (INSERT **FIRST GENDER/AGE COMBO**).

MUNICIPALITY: _____ **(Default to Kamloops)**
Cross Streets: _____ OR ENTER Proper Address:
_____ and _____
(address number*) (street name)

IF APPLIABLE: Please enter the address for (INSERT SCHOOL 2 NAME):

This is for the (INSERT **FIRST GENDER/AGE COMBO**).

MUNICIPALITY: _____ **(Default to Kamloops)**
Cross Streets: _____ OR ENTER Proper Address:
_____ and _____
(address number*) (street name)

REPEAT QNS 1-8 FOR EACH HOUSEHOLD MEMBER AGE 5 AND OLDER. THE HOUSEHOLD MEMBER (E.G. FEMALE, Age 23) SHOULD APPEAR ON EVERY SCREEN TO REMIND THE RESPONDENT WHO THEY ARE FILLING OUT INFORMATION ABOUT.

Now I'd like to ask you about (NEXT GENDER/AGE COMBO)

Thank you for completing the household information section of the survey.



Please don't forget to do the trip survey at the end of [insert diary day] or the following day.

If you are ready to do that now (your diary day is over) please press here:

DO TRIP SURVEY NOW

If that day has not yet arrived or finished or you can't enter the information right now, please press here

DO TRIP SURVEY LATER

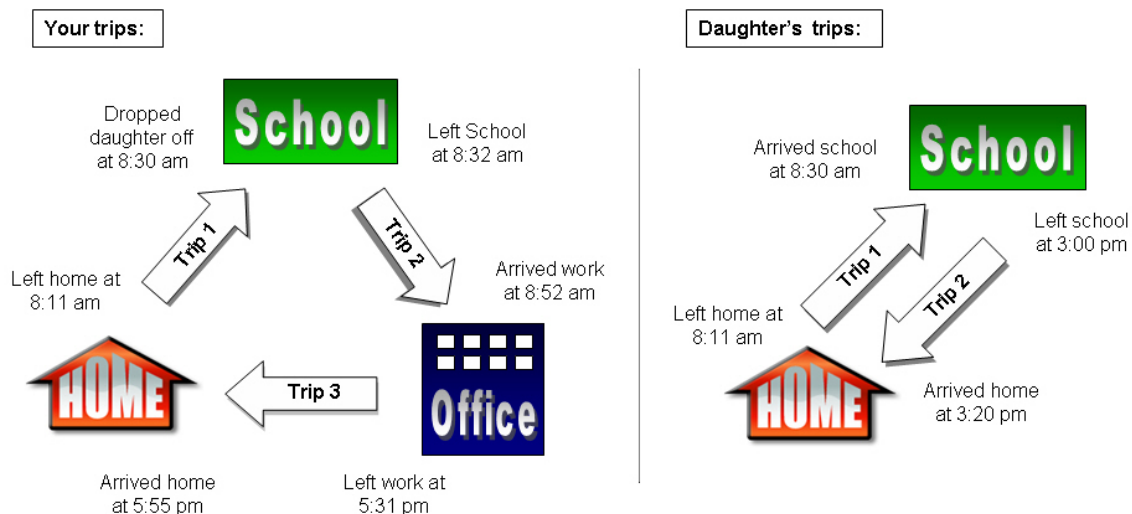
POP-UP: To do the trip survey on or after your diary day, just click on the same survey link provided in the email.

Trip Survey

For this section, you will need to know or have on hand the trip information (the destinations, travel modes, and trip times) for everyone in your household aged 5 and older for INSERT DIARY DATE.

We now need to find out about all the trips your household made on INSERT DIARY DATE.

A trip means you and/or another household member left one location and arrived at another. For example, if you left home, dropped off your daughter at school, went to work and then returned home, these trips would be recorded as follows:



What doesn't count as a trip?

- Walking a dog
- Walking between a parking lot and your destination
- Walking to or from transit stops
- Jogging or biking in your neighbourhood for recreational purposes
- Moving around campus



First, the trips made on INSERT DIARY DATE by the (INSERT FIRST GENDER / AGE COMBO).

1. Did this person make any trips on INSERT DIARY DATE?

Note: If you are not sure about this person's travel, please ask them or make your best guess.

Yes- made a trip/trips GO TO Q.2

No – was out of town for entire day

No - sick/injured

No – just didn't have anywhere to go

IF NO TRIPS MADE BY THIS PERSON, ASK ABOUT TRIP DATA FOR NEXT HH PERSON AGED 5 AND OLDER, STARTING WITH INTRO PRIOR TO Q.1



2. This person's first trip of the day **started at:**

Your home → GO TO NEXT QUESTION

LIST ALL THE HH WORK AND SCHOOL LOCATIONS → GO TO NEXT QUESTION

OR

Other → GO TO NEXT SCREEN

Enter location name _____ (**Begin typing in the name. When the correct name appears click on it. Otherwise type in the full name.**)

Example: Friend's house; Superstore; McDonald's...etc.

(PROGRAMMING: End location must not be the same as starting location)

IF CHOSE A RECOGNIZED LANDMARK FROM THE LIST GO TO NEXT QUESTION (Q3)

IF DID NOT CHOOSE A LANDMARK: Please provide the location of [INSERT LOCATION NAME THAT WAS UNRECOGNIZED]:

MUNICIPALITY: _____ - **(Default to Kamloops with Option to change)**

Cross Streets: _____ OR ENTER Proper Address:

_____ and _____

(address number*) (street name)

Type of location:

House or apartment

Office Building

Industrial

School

Store, shopping more, restaurant or theatre

Daycare

Hospital or medical

Bank or financial

Religious institution

Farm or vineyard

Indoor recreational (i.e. gym)

Outdoor recreational (i.e. park, beach, golf course)

Airport, long-distance bus depot

Other



3.0 This trip ended at (**destination**):
SELECT OR INDICATE ONE OF THE FOLLOWING:

Your home → GO TO NEXT QUESTION

LIST ALL THE HH WORK AND SCHOOL LOCATIONS → GO TO NEXT QUESTION

OR

Other → GO TO NEXT SCREEN

Enter location name _____ (**Begin typing in the name. When the correct name appears click on it. Otherwise type in the full name.**)

Example: Friend's house; Superstore; McDonald's...etc

IF CHOSE A RECOGNIZED LANDMARK FROM THE LIST GO TO NEXT QUESTION (Q3)

IF DID NOT CHOOSE A LANDMARK: Please provide the location of [INSERT LOCATION NAME THAT WAS UNRECOGNIZED]:

MUNICIPALITY: _____ (**Default to Kamloops with Option to change**)

Cross Streets: _____ and _____ OR ENTER Proper Address: _____

(address number*) (street name)

- Type of location:
- House or apartment
 - Office Building
 - Industrial
 - School
 - Store, shopping more, restaurant or theatre
 - Daycare
 - Hospital or medical
 - Bank or financial
 - Religious institution
 - Farm or vineyard
 - Indoor recreational (i.e. gym)
 - Outdoor recreational (i.e. park, beach, golf course)
 - Airport, long-distance bus depot
 - Other

4.0 Main Trip Purpose: *Choose only one:*

- To get to work/work related
- To get to school
- To go out to eat/dining
- To go do something recreational (go to the gym, go swimming)
- To go to a social outing (visit friends)
- Shopping
- Personal Business (such as banking, a doctor's appointment)
- To go home
- To drive someone somewhere/drop off/pick up/chauffeur
- Other

5.0 At what time did this **trip start**?

Enter the exact time to the nearest minute, for example, 8:45 or 845.

_____ *am* *pm*

6.0 And at what time did this trip end (arrival time)?

Enter the exact time to the nearest minute, for example, 8:45 or 845.

_____ *am* *pm*

(PROGRAMMING: If end time is earlier than start time → Please note the starting time of this trip is (insert start time).

(PROGRAMMING: If start time is earlier than end time of previous trip→ Please note you arrived (insert previous destination name) at (insert end time of previous trip).)

Please convert time to 24hours when extracting data.)



7.0 What was the method of transportation for this trip? *Select one or more modes.*

- Automobile - driver
- Automobile - passenger
- Commercial vehicle – driver (large truck, delivery vehicle, taxi, etc.)
- Transit bus (ENTER ROUTE #) _____
- School bus
- Bicycle
- Roller blades/skate boarding
- Walking
- Taxi/airport shuttle
- Motorcycle/moped
- Other

(PROGRAMMING: If Automobile- driver but without driver’s license or under 16 → Please note (Person #, Age #) do not have a valid driver’s license/is under the age of 16.)

IF AUTOMOBILE OR COMMERCIAL VEHICLE ASK:

8.0 Please indicate **the total number of people in the vehicle**, including the driver (e.g. “1” means drove alone).

Number of People: _____

(PROGRAMMING: If Automobile passenger and 1 people or less → Please be aware that the total number of people in the vehicle INCLUDE THE DRIVER as well).

IF AUTOMOBILE OR COMMERCIAL VEHICLE ASK:

9.0 If **pay parking** was used at the destination, please record the cost:

If you have monthly parking, please estimate the daily cost.

Cost: \$ _____

No pay parking used

FOR TRIP 2 ONWARDS, INSERT THIS QUESTION INSTEAD OF Q3.0

3.1. What was the next destination?

Starting Point: (INSERT THE LAST DESTINATION (Q3) FROM PREVIOUS TRIP)

Destination:

Your home → GO TO NEXT QUESTION



LIST ALL THE HH WORK AND SCHOOL LOCATIONS → GO TO NEXT QUESTION

Nowhere -- that was the last trip made that day (by midnight) → SEND TO CONCLUSION SCREEN/NEXT HH MEMBER TRIP DATA; HIGHLIGHT AND BOLD!

OR

Other → GO TO NEXT SCREEN

Enter location name _____ **(Begin typing in the name. When the correct name appears click on it. Otherwise type in the full name.)**

Example: Example: Friend's house; Superstore; McDonald's...etc.

(Destination must not be the same as Starting Location)



CONCLUSION SCREEN

Thanks so much for participating in this survey. Your input will be invaluable in understanding the travel patterns of the region. Your name will be entered to win one of 6 cash prizes. Winners will be contacted by email or phone in February 2008.

(Note: If you finished sooner than you expected that's because the progress bar is only an estimate of how far you are in the survey and is based on a larger household and/or on more trips.)



**APPENDIX D
Database Codebook**

Household Database Structure

Detailed Codebook - Household

Day_Week	
Code	Description
1	Monday
2	Tuesday
3	Wednesday
4	Thursday
5	Friday

Region	
Code	Description
1	Downtown/South Tranquille
2	Northeast Sector
3	Northwest Sector
4	Souteast Sector
5	Soutwest Sector

Home	
Code	Description
1	Single detached house
2	An apartment or condo
3	A townhouse/row house
4	A duplex
5	A mobile home

Income	
Code	Description
1	Less \$25,000
2	\$25,000 to less than \$45,000
3	\$45,000 to less than \$65,000
4	\$65,000 to less than \$100,000
5	\$100,000 or more
6	Don't Know
7	Refused

KIB	
Code	Description
1	Yes

Detailed Codebook – Person

HHReg	
Code	Description
1	Downtown/South Tranquille
2	Northeast Sector
3	Northwest Sector
4	Souteast Sector
5	Soutwest Sector

Gender	
Code	Description
1	Male
2	Female

Age	
Code	Description
1	0 - 4
2	5 - 17
3	18 - 24
4	25 - 34
5	35 - 44
6	45 - 64
7	65+

TransUse	
Code	Description
1	Yes
2	No

TransPass	
Code	Description
1	Yes
2	No

License	
Code	Description
1	Yes
2	No

Detailed Codebook – Person (continued)

Emptytype	
Code	Description
1	Working full time
2	Working part time
3	A full time student
4	A part time student
5	Unemployed
6	Retired

Occupation1	
Code	Description
1	Professional (e.g. doctor, lawyer, engineer, architect, accountant)
2	Business Executive/owner/manager
3	Skilled/ technical/ white collar
4	Salesperson (inside and outside salespersons)
5	Service occupation (e.g. retail, restaurant)
6	Clerical worker
7	Skilled Blue Collar/ trades
8	Unskilled workers (e.g. drivers, caretakers, janitors, casual labour)
9	Commercial driver (courier, taxi driver, truck driver)
10	Other

Occupation2	
Code	Description
1	Professional (e.g. doctor, lawyer, engineer, architect, accountant)
2	Business Executive/owner/manager
3	Skilled/ technical/ white collar
4	Salesperson (inside and outside salespersons)
5	Service occupation (e.g. retail, restaurant)
6	Clerical worker
7	Skilled Blue Collar/ trades
8	Unskilled workers (e.g. drivers, caretakers, janitors, casual labour)
9	Commercial driver (courier, taxi driver, truck driver)
10	Other

EmpStat	
Code	Description
1	Yes
2	No

Detailed Codebook – Person (continued)

SStat	
Code	Description
1	Yes
2	No

Bldtype1	
Code	Description
1	House or apartment
2	Office Building
3	Industrial
4	School
5	Store, shopping more, restaurant or theatre
6	Daycare
7	Hospital or medical
8	Bank or financial
9	Religious institution
10	Farm or vineyard
11	Indoor recreational (ie gym)
12	Outdoor recreational (i.e. park, beach, golf course)
13	Airport, long-distance bus depot
14	Other

Bldtype2	
Code	Description
1	House or apartment
2	Office Building
3	Industrial
4	School
5	Store, shopping more, restaurant or theatre
6	Daycare
7	Hospital or medical
8	Bank or financial
9	Religious institution
10	Farm or vineyard
11	Indoor recreational (ie gym)
12	Outdoor recreational (i.e. park, beach, golf course)
13	Airport, long-distance bus depot
14	Other

Detailed Codebook – Person (continued)

EmMun1	
Code	Description
1	Downtown/South Tranquille
2	Northeast Sector
3	Northwest Sector
4	Souteast Sector
5	Soutwest Sector
8	Outside of above regions
0	Non-Coded Region

EmMun2	
Code	Description
1	Downtown/South Tranquille
2	Northeast Sector
3	Northwest Sector
4	Souteast Sector
5	Soutwest Sector
8	Outside of above regions
0	Non-Coded Region

SchMun1	
Code	Description
1	Downtown/South Tranquille
2	Northeast Sector
3	Northwest Sector
4	Souteast Sector
5	Soutwest Sector
8	Outside of above regions
0	Non-Coded Region

SchMun2	
Code	Description
1	Downtown/South Tranquille
2	Northeast Sector
3	Northwest Sector
4	Souteast Sector
5	Soutwest Sector
8	Outside of above regions
0	Non-Coded Region

Detailed Codebook – Trips (continued)

O_Reg	
Code	Description
1	Downtown/South Tranquille
2	Northeast Sector
3	Northwest Sector
4	Souteast Sector
5	Soutwest Sector
8	Outside the region
0	Non-Coded Region

LandCodeO	
Code	Description
1	House or apartment
2	Office Building
3	Industrial
4	School
5	Store, shopping more, restaurant or theatre
6	Daycare
7	Hospital or medical
8	Bank or financial
9	Religious institution
10	Farm or vineyard
11	Indoor recreational (ie gym)
12	Outdoor recreational (i.e. park, beach, golf course)
13	Airport, long-distance bus depot
14	Other

D_Reg	
Code	Description
1	Downtown/South Tranquille
2	Northeast Sector
3	Northwest Sector
4	Souteast Sector
5	Soutwest Sector
8	Outside the region
0	Non-Coded Region

Detailed Codebook – Trips (continued)

LandCodeD	
Code	Description
1	House or apartment
2	Office Building
3	Industrial
4	School
5	Store, shopping more, restaurant or theatre
6	Daycare
7	Hospital or medical
8	Bank or financial
9	Religious institution
10	Farm or vineyard
11	Indoor recreational (ie gym)
12	Outdoor recreational (i.e. park, beach, golf course)
13	Airport, long-distance bus depot
14	Other

Trippurpose	
Code	Description
1	To get to work/work related
2	To get to school
3	To go out to eat/dining
4	To go do something recreational (go to the gym, fo swimming)
5	To go to a social outing (visit friends)
6	Shopping
7	Personal Business (such as banking, a doctor's appointment)
8	To go home
9	To drive someon somewhere/drop off/pick up/chauffeur
10	Other

Detailed Codebook – Trips (continued)

Prim_Mode	
Code	Description
1	Automobile - driver
2	Automobile - passenger
3	Commercial vehicle - driver (large truck, delivery vehicle, taxi, etc)
4	Transit bus
5	School bus
6	Bicycle
7	Roller blades/skate boarding
8	Walking
9	Taxi/airport shuttle
10	Other
11	Motorcycle/Moped
12	Automobile - driver/passenger
99	Multiple codes

1st-Mode	
Code	Description
1	Automobile - driver
2	Automobile - passenger
3	Commercial vehicle - driver (large truck, delivery vehicle, taxi, etc)
4	Transit bus
5	School bus
6	Bicycle
7	Roller blades/skate boarding
8	Walking
9	Taxi/airport shuttle
11	Motorcycle/Moped
10	Other

Detailed Codebook – Trips (continued)

2nd_Mode	
Code	Description
1	Automobile - driver
2	Automobile - passenger
3	Commercial vehicle - driver (large truck, delivery vehicle, taxi, etc)
4	Transit bus
5	School bus
6	Bicycle
7	Roller blades/skate boarding
8	Walking
9	Taxi/airport shuttle
11	Motorcycle/Moped
10	Other

3rd_Mode	
Code	Description
1	Automobile - driver
2	Automobile - passenger
3	Commercial vehicle - driver (large truck, delivery vehicle, taxi, etc)
4	Transit bus
5	School bus
6	Bicycle
7	Roller blades/skate boarding
8	Walking
9	Taxi/airport shuttle
11	Motorcycle/Moped
10	Other

Detailed Codebook – Trips (continued)

4th_Mode	
Code	Description
1	Automobile - driver
2	Automobile - passenger
3	Commercial vehicle - driver (large truck, delivery vehicle, taxi, etc)
4	Transit bus
5	School bus
6	Bicycle
7	Roller blades/skate boarding
8	Walking
9	Taxi/airport shuttle
11	Motorcycle/Moped
10	Other

Agegroup	
Code	Description
1	0 - 4
2	5 - 17
3	18 - 24
4	25 - 34
5	35 - 44
6	45 - 64
7	65+

PurpPair	
Code	Description
1	To Work - From Home
2	To Work - From Other
3	To School - From Home
4	To School - From Other
5	From Work - To Home
6	From Work - To Other
7	From School - To Home
8	From School - To Other
9	To Home - From Other
10	From Home - To Other
11	All Others (To Other - From Other)
12	To Work - From Work
13	To School - From School