

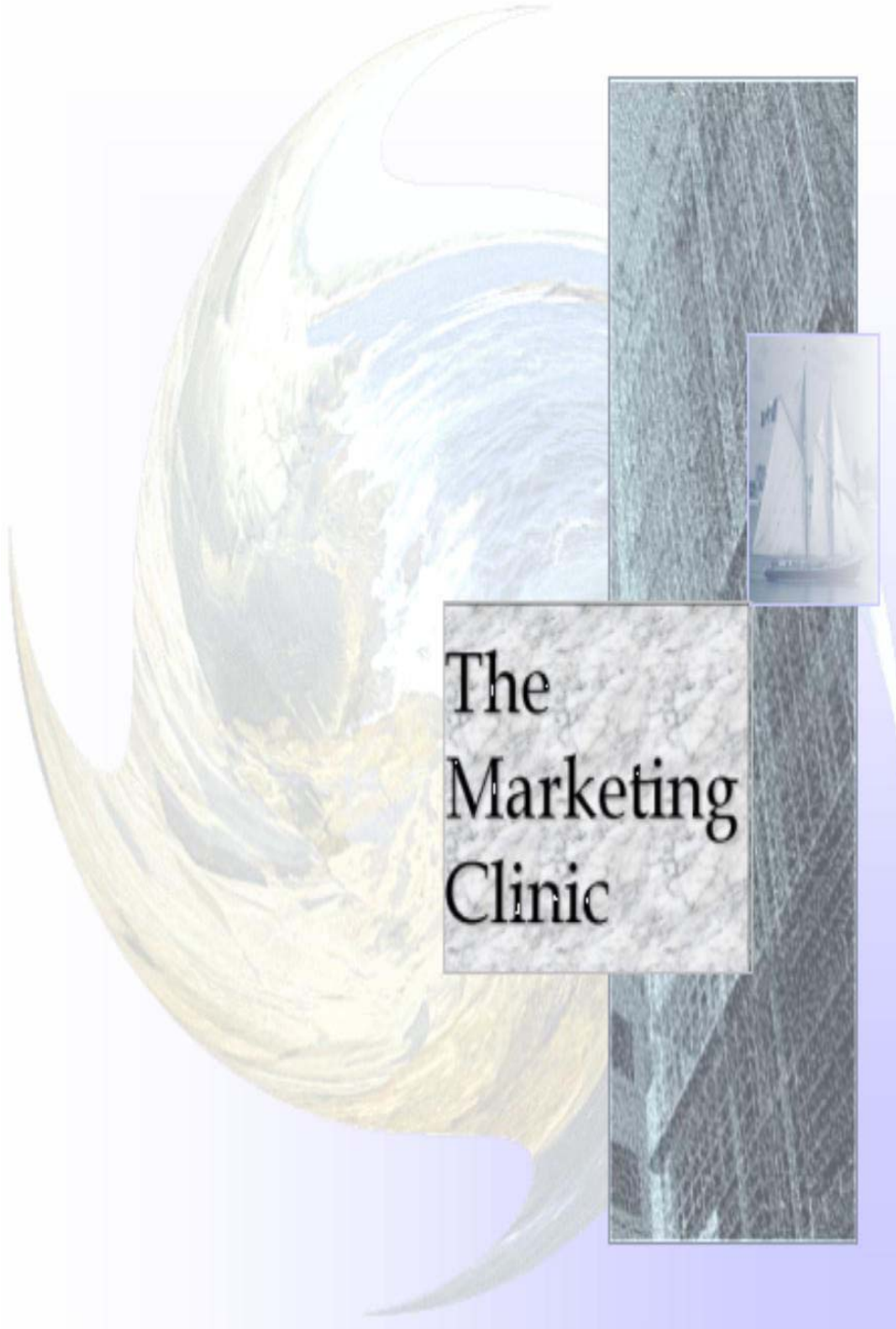
**Bedford / Halifax Fast Ferry
Cultivation Study**

**Implementation Cost-Benefit Analysis Based on
Projections Spanning 2006 to 2016**

Annex A: Fast Ferry Demand Analysis Summary Report



TDV Global Inc.



The
Marketing
Clinic

FAST FERRY
DEMAND ANALYSIS -
SUMMARY REPORT

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Introduction

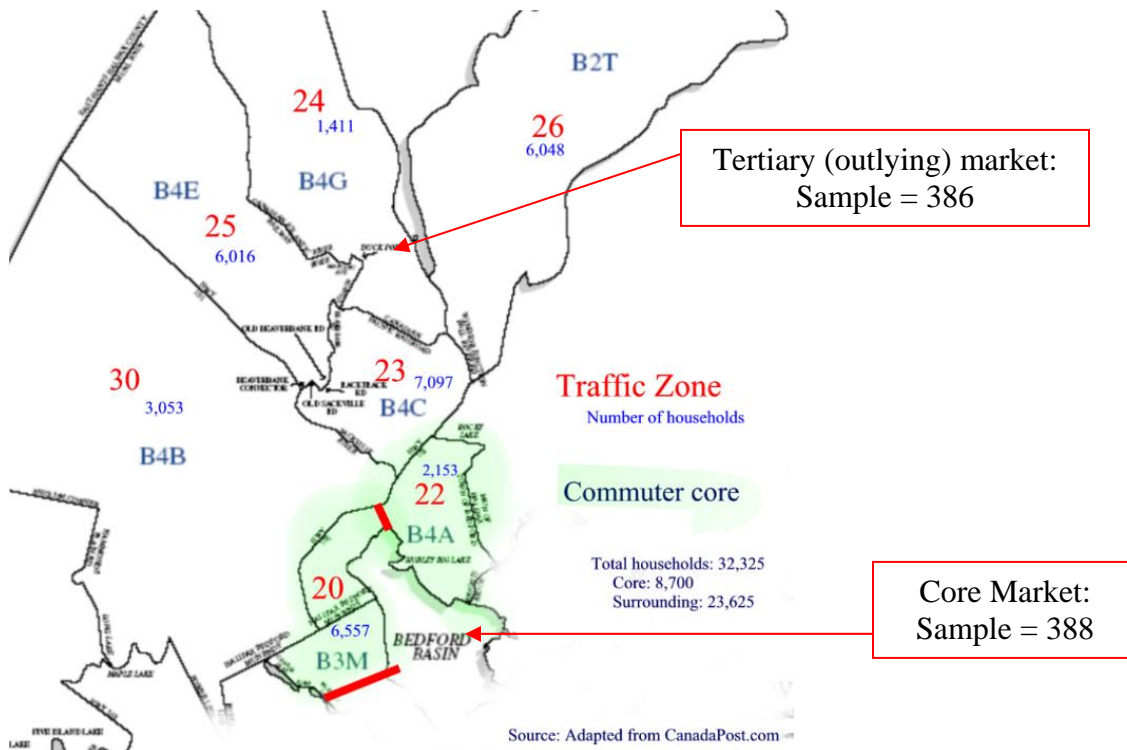
This summary report contains an overview of the results of the market demand study for the fast ferry proposed for Bedford, NS. This report is prepared for the Project Team as part of a more detailed analysis.

The report contains a brief note on methodology and results. Detailed tables are included in the Appendix, as well as a copy of the survey and the sampling approach used in the study.

Methodology

A survey was conducted during the last week of June and the first two weeks of July, 2005. Respondents were drawn from the market areas shown in Table 1. These areas represented the key market draw for a potential fast ferry located in the Mill Cove area of Bedford, NS. A random sample was drawn from each market area.

Figure 1: Sample Market Zones



The final random samples had the following margins of error: core market and tertiary markets each plus/minus 5%, 19 out of 20 times; overall combined market sample of 774, plus/minus 3.5%, 19 out of 20 times.

A survey was designed to obtain feedback on various aspects of commuter habits to Halifax, as well as the likelihood of ridership for the proposed fast ferry. Information was also collected on mode of travel, travel companions, reasons for travel, frequency of travel, length of commute, routes of commute, features desired in a fast ferry and a ferry terminal, various demographics, parking and fare information. Commute analysis was completed by created zones for trip origin and trip destination, then obtaining statistics for origin and destination patterns. Additional analyses also included determination of the incidence rate of sole drivers in automobiles for travel to work, school and other activities.

A total of 6,792 calls were placed from the Bedford office of TMC, resulting in 774 completed surveys from the sampled market areas. The final response rate for the survey was 27%. A response rate breakdown appears in Table 62 in the Appendix.

Data were weighted to reflect the number of households in each market zone (core or tertiary). Weighting factors included market core, 26.9%, and tertiary market, 73.1%. This provided for more accurate results when interpreting results from the overall sample, while also maintaining empirical reliability for each sample zone.

Data were analyzed using frequencies and crosstabulations, as required. Significance tests included Chi-Square, Analysis of Variance and Non-Parametric tests, as required.

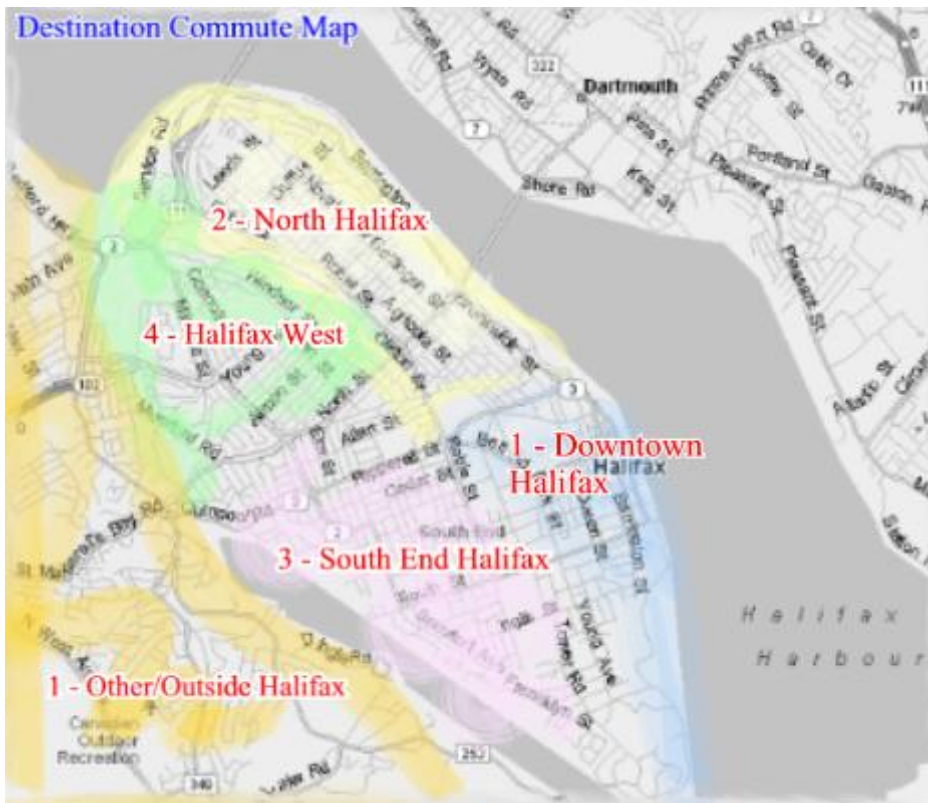
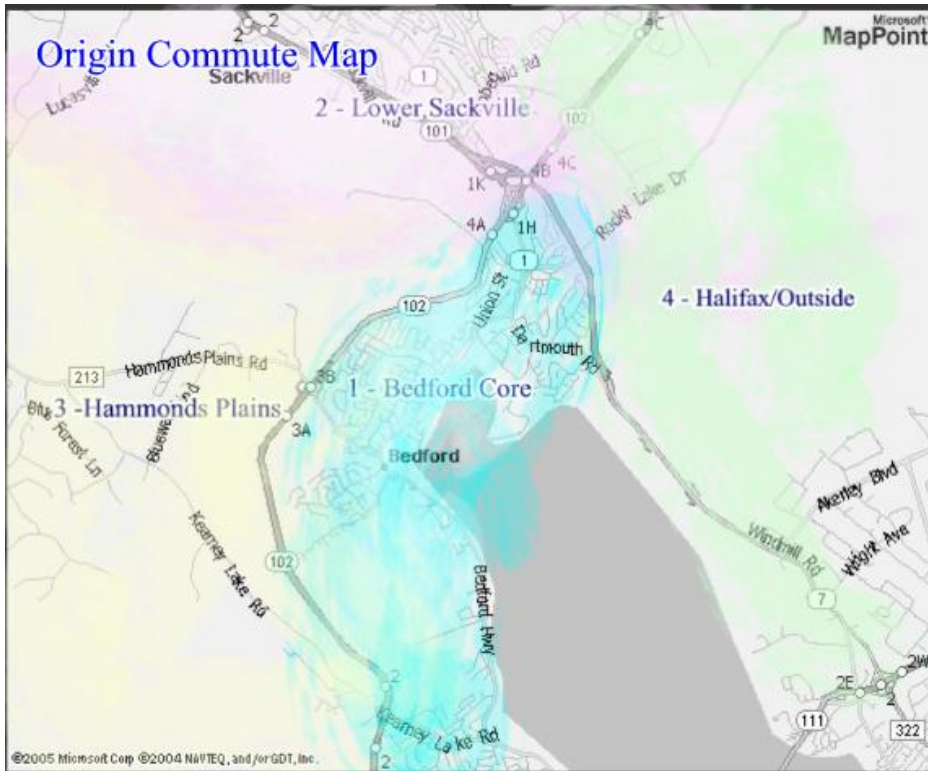
Results and Discussion

Commuter Analysis – Origin and Destination

Research revealed that the majority of those interviewed were traveling to downtown Halifax, regardless of whether their trips originated in Bedford, Lower Sackville, Hammonds Plains, or Other outlying areas. Over 40% of respondents from Bedford and Lower Sackville were traveling to downtown Halifax, compared to 28% of Hammonds Plains residents and 75% of residents from other outlying areas. The greatest percent of those heading into downtown Halifax were coming from the Bedford area (46%) or from Lower Sackville (34%).

South End Halifax was also a popular destination. Over 31% of Bedford commuters were heading into the South End of Halifax, which contains the medical community, as well as Dalhousie and Saint Mary's universities. Over 20% of Lower Sackville commuters were headed into the South End as well as over 40% of Hammonds Plains residents. The results are summarized in Table 1 in the Appendix. A map of origin and trip destination zones is shown in Figure 2.

Figure 1. Commuter Origin and Destination Zones



Demographics

The majority of respondents were women, making up 73% of the weighted sample analysis. Most respondents had completed a post-secondary credential (55.7%) and an additional 25% had some post-secondary training, but had stopped short of getting a credential.

The largest single group of respondents was between ages of 35 and 44 (28%), with the majority of respondents falling between the ages of 35 and 54 (52.1%). The average age was approximately 45 years. Most were married or common law (78%), followed by single (16%) or widowed/ divorced/ separated (6%).

The largest single income group was \$95,000 annually or more. The majority of respondents earned between over \$45,000 up to \$75,000. The average income was approximately \$73,600 annually.

Demographics are summarized in Tables 34 through 38 in the Appendix.

Travel Patterns to Work, School and Other Activities

The Work Commute

A total of 468 respondents reported driving into Halifax for work (61.5%). They reported making the trip between one and 12 times each week, averaging 5.7 trips weekly. The majority left between 7:00 and 7:59 AM (52%), followed by 8:00 and 8:59 AM (18%). Most returned home between 5:00 and 5:59 PM (41%), or 4:00 and 4:59 PM (25%). Detailed statistics are included in Tables 2, 3 and 7 and in the Appendix.

The majority reported driving a car to their workplace (77%), while six percent rode as a passenger in a vehicle. Eleven percent took the bus to work and one percent took another form of transportation. Other methods of transportation included use of a bicycle (one respondent) and a company truck (one respondent). Those who took the bus rode routes 80 (51%), 84 (33%) and 82 (18%) most frequently.

The majority traveled alone (79%) regardless of which transportation method they used. Other travel companions included various combinations of companions from time to time, including traveling alone or with friends or family members, bus buddies and coworkers. A total of 81% of those who only drove their own car to work, were alone in the car. Those who were dedicated to using their cars exclusively to get to work, were more likely to live in the tertiary market (77%) than in the market core (23%). Detailed statistics are included in Tables 3, 5, 6, 7, 39, 41, 52 and 53 in the Appendix.

Most took the Bicentennial Highway (Route 102) into work (41%), followed by Bedford Highway (32%) or Magazine Hill (17%). The commute took an average of 30 minutes each way by car, as well as by carpool. The bus commute was longer, averaging approximately 45 minutes each way. Those commuting by other methods required up to 45 minutes, on average, each way. The results are summarized in Tables 4 and 7 in the Appendix.

Total cost of the commute for gasoline ranged up to \$150.00 monthly, averaging approximately \$40.00 weekly. Parking ranged up to \$120.00 monthly, averaging \$17.00, while bus fare ranged up to \$60.00 monthly. A detailed cost analysis for work commuting is shown in Table 7 in the Appendix.

When asked to rate their commute to work on a scale of 1 (Terrible) to 10 (Excellent), commuters rated it from 1 to 10 inclusively, averaging 6.3. Reasons given for ratings of less than five included the bus being heavily packed, as well as heavy traffic. Detailed responses for scale ratings are shown in Table 7 in the Appendix. Anecdotal responses for low scale ratings are shown in Table 55 in the Appendix.

The School Commute

A total of 36 respondents reported driving into Halifax for school (5%). They reported making the trip between two and 16 times each week, averaging 4.9 trips weekly. The majority left between 8:00 and 8:59 AM (55%), followed by 9:00 and 9:59 AM (18%) and 10:00 AM or later (18%). Most returned home between 3:00 and 3:59 PM (38%), or 4:00 and 4:59 PM (25%) or 6:00 and 6:59 PM (25%). Detailed statistics are included in Tables 8, 9 and 14 in the Appendix.

The majority reported driving a car to their school (58%), while 19% rode as a passenger in a vehicle. Twenty-five percent took the bus to school and none took another form of transportation. Those who took the bus rode route 80 most frequently. The majority traveled alone (58%), while 22% traveled with their spouse or family members, regardless of which transportation method they used. Fifty-nine percent drove their cars exclusively, and traveled alone in them. Of those who only drove their car instead of taking another transportation method to work, 57% were in the tertiary market and 43% were in the market core. Other travel companions included carpool members. Detailed statistics are included in Tables 10 through 14, 40, 42 and 53 in the Appendix.

Most took the Bicentennial Highway (Route 102) into school (50%), followed by Bedford Highway (31%) or Magazine Hill (15%). The commute took an average of 28 minutes each way by car, and 42 to 55 minutes each way by carpool. The bus commute was comparable to the carpool in trip length, averaging approximately 55 minutes each way. The results are summarized in Tables 11 and 14 in the Appendix.

Total cost of the commute for gasoline ranged up to \$140.00 monthly, averaging approximately \$34.00 weekly. Parking ranged up to \$235.00 weekly¹, averaging \$34.00, while bus fare ranged up to \$60.00 weekly, averaging approximately \$13.00. A detailed cost analysis for work commuting is shown in Table 14 in the Appendix.

When asked to rate their commute to work on a scale of 1(Terrible) to 10 (Excellent), commuters rated it from 1 to 10 inclusively, averaging 6.1. Reasons given for ratings of less than five included the bus being heavily packed, as well as heavy traffic and too long of a trip time for bus riders. Detailed responses for scale ratings are shown in Tables 14 and 55 in the Appendix.

Commuting to Halifax for Other Reasons

A total of 358 respondents reported driving into Halifax for other reasons (33%). They reported making the trip between two and seven times each week, averaging 2.4 trips weekly. The majority made their trips in the morning (44%), followed by afternoon/evening (26.5%), or noontime (4%). Most reported traveling at various times of day (60%). Most returned home in the afternoon or evening (42%), but 42% reported returning at various times. Detailed statistics are included in Tables 15, 16 and 21 in the Appendix.

The majority reported driving a car to other activities in Halifax (72%), while 5% rode as a passenger in a vehicle. Six percent took the bus and less than one percent took another form of transportation. The other form of transportation used was Dial-a-Ride. Those who took the bus rode routes 80 (70%) and 86 (5%) most frequently. The majority traveled their spouse or family members (47%), or alone (31%). Twelve percent traveled with friends and 11% traveled with others. Other travel companions included various combinations of family members, friends, spouses and traveling alone. Of those who only drove their cars to Halifax for such activities, 33% drove alone. The majority were also from the tertiary market (63%) as opposed to the market core (63%). Detailed statistics are included in Tables 17, 19, 20, 41, 43 and 53 in the Appendix.

Most took the Bedford Highway (44%), Bicentennial Highway (Route 102) into school (41%), followed by Magazine Hill (41%). The commute took an average of 25 minutes each way by car, and 30 minutes each way by carpool. The bus commute was longer, averaging approximately 44 minutes each way. The results are summarized in Tables 18 and 21 in the Appendix.

Total cost of the commute for gasoline ranged up to \$100.00 monthly, averaging approximately \$27.00 weekly. Parking ranged up to \$40.00 weekly, averaging \$5.00, while bus fare ranged up to \$16.00 weekly, averaging approximately \$3.00. A detailed cost analysis for work commuting is shown in Table 21 in the Appendix.

¹ There may have been confusion on the part of one respondent with the high parking weekly parking costs. The \$235.00 fee is the approximate cost of a university parking permit.

When asked to rate their commute to work on a scale of 1(Terrible) to 10 (Excellent), commuters rated it from 1 to 10 inclusively, averaging 6.8. Reasons given for ratings of less than five included heavy traffic. Detailed responses for scale ratings are shown in Tables 21 and 55 in the Appendix.

Household Commuting Habits

Respondents were asked how often members of their households commuted to Halifax for work, school or other activities. Respondents indicated that household members commuted an average of 3.9 times for work each week, followed by 2.1 times weekly for school. Household member commuting on a weekly basis for other activities averaged: dining (1.1 times), sports (0.8 times), arts and entertainment (1.1 times), other activities (1.4 times). The results are summarized in Table 22 in the Appendix.

Potential Use and Travel Patterns for the Proposed Fast Ferry

On a scale of 1 (Not at all) to 10 (Certainly), respondents indicated that they were generally likely to take the fast ferry if it becomes available. Those in the core market area had an average scale rating of 7.8 on the 10-point scale, while those in the tertiary (surrounding area) had a rating of 6.7. A total of 167 (43%) respondents in the core market area had a likelihood rating of 6 or more. A total of 381 (98%) individuals in the tertiary area had ratings of 6 or more. This number was reduced only slightly when selecting cases with ratings of 7 or higher. A total of 157 in the core area had ratings of 7 or more (41%), compared to a total of 356 in the tertiary area (92%).

Overall, the sample had a likelihood rating of approximately 7.0. Seventy-one percent had ratings of 6 or more, and 66% had ratings of 7.0 or more. The differences between likelihood of travel between the core and tertiary zone respondents were statistically significantly different, indicating that those in the core area have a higher likelihood of using the fast ferry than those in the more distant commuter areas. Most also felt that other family members would take the fast ferry (62%). The results are included in Tables 23 and 24 in the Appendix.

Those who used their cars exclusively for work (did not take any other form of transportation) were less likely to take the fast ferry (average likelihood 6.6 vs. 7.3). The opposite was true of those who took their cars to other activities in Halifax. In this case, those who did not take their cars exclusively were less likely to use the fast ferry (average likelihood 6.9 vs. 7.2). The results were statistically significant. There were no statistically significant differences in the likelihood of respondents to take the ferry based on their gender, education, age, income or their exclusive use of the car for travel to school. Results are summarized in Tables 45 through 51 in the Appendix.

A variety of reasons were given for those who rated their likelihood of using the ferry generally revolved around convenience and needing a vehicle, while there were also concerns about cost comparisons with existing travel methods. Some felt that it would take longer than their regular commute, even though the question specified a twenty-minute trip one-way. The reasons given for not being likely to take the fast ferry are listed in Table 59.

Most preferred to travel to the fast ferry in their own cars (69%), while 17% said that they would take the bus. If bicycle facilities were provided, 17% indicated that they would cycle to the ferry terminal. Tables 25 and 26 in the Appendix contain more detailed breakdowns for these measures.

Fast Ferry Fees

Recommended parking fees for the ferry were considered to be free (no charge) by the greatest number of respondents (41%), with a large number of respondents advocating a daily rate (35%). Only 10% advocated that a monthly rate be used. Most could not estimate an actual rate for parking, however, the more popular rates provided included \$1.00 per visit, \$2.00 daily (1 respondent each) or \$1.00 per hour (2 respondents).

Reasonable fares for a one-way trip on the fast ferry were most popular at the \$3.00 rate. The fares provided ranged from free to \$7.00, with an average fare of \$3.12. The majority of respondents felt that the fare should be \$3.00 or less. Those willing to pay \$3.00 or more included 65.2% of the sample. A detailed fare analysis is shown in Table 28 in the Appendix.

Fast Ferry Facilities

Respondents were provided with a list of features that could be included in the fast ferry, as well as in the terminal. They were asked which features they thought should be provided, as well as whether or not they would use the feature. They were also given an opportunity to list other features that they thought should be included in the facilities. The results revealed that value can be added by having a unique blend of comfort-serving and practical services suitable for those on the move. The results are listed below (should be included/ would use):

Onboard facilities:

- Outdoor seating (96% / 94%)
- Onboard café (58% / 55%)
- Laptop ports (34% / 21%)
- Work tables (38% / 30%)
- Transit monitors showing up-to-date transit schedules (90% / 85%)
- Newspapers (72% / 67%)
- Televisions (33% / 30%)

- Wireless Internet access (29% / 20\$)
- Play area for children (43% / 25%)
- Onboard television (11% / 8%)
- Other features (30% / 23%)

Less than one percent of respondents were concerned about having special features, believing that no frills or basic transportation would be more affordable. Generally, respondents did not want to pay more for the fare just to have bells and whistles on board. Other features provided revolved around safety features and washroom facilities. Detailed results are included in Tables 29 and 57.

Terminal facilities:

- Parking (97% / 91%)
- Coffee shop (89% / 85%)
- Seating (94% / 94%)
- Day care centre (50% / 14%)
- Convenience store (58% / 57%)
- Fitness centre (18% / 12%)
- Transit monitors showing up-to-date transit schedules (88% / 89%)
- Televisions (40% / 40%)
- Indoor children's play area (54% / 27%)
- Outdoor children's play area (45% / 24%)
- Other features (0.3% / 0.0%)

Other features recommended for the fast ferry terminal included ATM machines, washrooms, newspapers, taxi stand, pay phones, lotto booth, clocks, dry cleaners, and various other amenities. Detailed results are included in Tables 30 and 58 in the Appendix.

Getting to the Final Destination from the Halifax Ferry Terminal

Respondents were asked how they would get from the Halifax Ferry Terminal to their final destination if they took the fast ferry to the terminal from Bedford. Those going to work were more likely to walk to their final destination (47%), than to take the bus (30%), or some other method (23%). Less than one percent would bicycle. Other methods of transportation to their final destination included combinations of walking, busing or taking a cab, having someone pick them up at the terminal, or taking a shuttle to their place of work. Detailed results are included in Tables 31 and 61 in the Appendix.

Respondents commuting to school were more likely to take the bus to their final destination (42%), or take some other method of transportation (36%). Only 6% indicated that they would be walking, and none indicated that they would be bicycling as a primary mode of transportation. Other methods included combinations of busing, walking and biking. Detailed results are included in Tables 32 and 61 in the Appendix.

When commuting to other activities in Halifax, respondents favoured walking from the terminal to their final destination (35%), followed by other means (28%) and taking the bus (25%). Other methods of transportation listed included arranging for a pickup, taxis, walking, shuttle buses and cycling. Detailed results are included in Tables 32a and 61 in the Appendix.

Conclusions and Recommendations

Revenue Potential

The estimates provided by the survey give basic information upon which to conduct a preliminary financial analysis. The analysis was produced by using the number of respondents with likelihood ratings of 7 or higher as potential riders for the fast ferry. This data was related to the number of households in each area, and combined with the average fare of \$3.13 recommended for a one-way trip. The corresponding analysis is included in Table 63 in the Appendix. The result shows that based on work commuters only, revenues of over \$600,000 are possible on a weekly basis. This is likely overstated because it is difficult for respondents to estimate their future behaviour with regards to a service that they have never experienced, and that does not exist.

Further analysis is required. Those in the core market are more likely to take the ferry on average; however, more of those in the tertiary market area gave ratings of 7.0 or higher for their likelihood of ridership. Figures involving ridership for household members or for school or other activities have not been considered in the financial analysis.

Overall Recommendation

The results revealed considerable support for a fast ferry in Bedford. Clearly, there are complications with existing methods of travel. Most of those who commute from the market core and tertiary areas are going deep into downtown Halifax or South End Halifax, which results in considerable traffic. Complaints about slow bus commutes and crowded buses are common. Commuters are open to the fast ferry concept.

There needs to be parking facilities, and value-added features in the terminal building. Onboard features need not be ostentatious, but value-added features should be considered if they do not have the impact of increasing fares. Outside seating is essential. Bicycle racks and monitors showing up-to-date transit schedules are strongly recommended.

Fares should remain consistent with current rapid bus fares, including transfers. Those who are willing to pay up to \$3.13 are in the majority of respondents. This price is consistent with existing points of reference of commuters and they fit easily in existing commuter budgets.

Most tend to drive their own cars and many of those drivers are alone in their cars.
Having the ferry may result in fewer cars on the road which can reduce traffic tie ups.
Taking the ferry from Bedford could also reduce crowded inbound buses.

The overall receptivity of the idea of the fast ferry, coupled with the considerable interest in riding the ferry indicate that there is sufficient market interest to proceed to the next level in the fast ferry project.

Appendix

The Survey
Results Tables
Anecdotal Responses

The Survey

Part A: Halifax Commute

First of all, I need to ask you some questions about your travel habits into and out of Halifax.

<p>1. On average, how many times each week do you travel into Halifax for:</p>	<p>2. Approximately how many times each week do you: (Note: If they drive to a destination, answer Q.7. If they take the bus to a destination, answer Q.8) (Make sure that the total trips below match the total trips in Q.2.) Not applicable (888) Don't know/ no response (999)</p>	<p>3. On average, how long does it take you to go one way, both to and from, to and then from, in minutes. (Probe for range) For example, does it take from 20 to 30 minutes to get to work?: To: / From: (Ask for all that apply from Q.2)</p>	<p>4. What time of day do you usually travel: Not applicable (888) Don't know/ no response (999)</p>	<p>5. Who do you usually travel with for: Not applicable (888) Don't know/ no response (999)</p>	<p>6. What do you spend weekly on average for: Not applicable (888) Don't know/ no response (999)</p>	<p>7. If they drive to any of the destinations: Not applicable (888) Don't know/ no response (999)</p>	<p>8. If they take the bus into the city to any of the destinations: Not applicable (888) Don't know/ no response (999)</p>	<p>9. On a scale of 1 to 10, where 1 is Terrible and 10 is Excellent, how would you rate your trip into Halifax for: Not applicable (888) Don't know/ no response (999)</p>
<p>a) work? Specify: b) What street do you travel to for work?</p>	<p>a) drive your own car to work? _____ b) ride to work as a passenger in someone else's car? _____</p>	<p>To work, by a) Car: _____/_____ b)</p>	<p>a) To go to work: b) To come back from work:</p>	<p>a) your trip to work: i) travel alone ii) spouse or family member</p>	<p>a) your trip to work: i) gasoline: \$_____</p>	<p>a) What route do you take to drive to and from work? i) Bedford Hwy iii) Bi-Hi (Hwy 102)</p>	<p>a) What buses do you take to go to and from work?</p>	<p>a) Work (probe for reason for ratings of less than 5)</p>

Specify:	c) take the bus to work? _____ d) take some other method of transportation to work? specify: _____	Carpool: _____/_____ c) Bus: _____/_____ d) Other: _____/_____		iii) friend iv) other (specify): _____	ii) parking: \$_____ iii) bus fare \$_____	iii) Magazine Hill iv) Other (specify):		
b) school? Specify: b) what street do you travel to for school? Specify:	a) drive your own car to school? _____ b) ride to school as a passenger in someone else's car? _____ c) take the bus to work? _____ d) take some other method of transportation to school? specify: _____	To school, by a) Car: _____/_____ b) Carpool: _____/_____ c) Bus: _____/_____ d) Other: _____/_____	a) To go to school: b) To come back from school:	b) your trip to school: i) travel alone ii) spouse or family member iii) friend iv) other (specify): _____	b) your trip to school: i) gasoline: \$_____ ii) parking: \$_____ iii) bus fare \$_____	b) What route do you take to drive to and from school? i) Bedford Hwy ii) Bi-Hi (Hwy 102) iii) Magazine Hill iv) Other (specify):	b) What buses do you take to go to and from school?	b) School (probe for reason for ratings of less than 5)
c) other reasons? Specify:	a) drive your own car? _____ b) ride as a passenger in someone else's car? _____	By a) Car: _____/_____ b)	For the: a) Trip into Halifax: b) Trip	c) your trip for other reasons: i) travel alone ii) spouse or	d) your trip for other reasons: i) gasoline: \$_____	c) What route do you take to drive to and from your destination? i) Bedford Hwy	c) What buses do you take to go to and from your destination?	d) Other reasons (probe for reason for ratings of less than

	c) take the bus? _____ d) take some other method of transportation? specify: _____	Carpool: _____ / _____ c) Bus: _____ / _____ d) Other: _____ / _____	back from Halifax:	family member iii) friend iv) other (specify): _____	\$ _____ ii) parking: \$ _____ iii) bus fare \$ _____	iii) Bi-Hi (Hwy 102) iii) Magazine Hill iv) Other (specify):	5)
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10. Approximately how many times each week do other members of your household travel into Halifax for:

- 1) work: _____
- 2) school: _____

11. Approximately how many times each week would members of your household, including yourself, travel into Halifax on evenings or weekends for::

- 1) dining: _____
- 2) sports: _____
- 3) arts or entertainment: _____
- 4) other: _____

Part B: Fast Ferry

HRM is considering creating a fast ferry to take passengers from Bedford to the Halifax ferry terminal. This fast ferry would run on a daily schedule similar to the Halifax-Dartmouth and Woodside ferries. I would like to ask you some questions about the fast ferry and your interest in riding the fast ferry from Bedford to Halifax.

12. The fast ferry terminal will very likely be located in Mill Cove in Bedford. That is the area behind the Bedford Sobeys store and the Esquire Hotel. If you were to take the Bedford Fast Ferry into Halifax from this location, would you prefer to: (Check all that apply)

- a) drive your own car to the ferry terminal (Answer Q.13. If they do not drive to the terminal, go to Q.14).
- b) travel as a passenger in someone else's car to the ferry terminal

- c) take the bus to the ferry terminal
- d) walk to the ferry terminal
- e) If the fast ferry had facilities to carry bicycles, would you bike to the ferry terminal?
 - a) yes
 - b) no
 - c) don't know

13. (Ask only if the interviewee answered "a" to Q. 13) Parking would be available at the Bedford Ferry Terminal. How much do you think should be charged for parking at the terminal during regular business hours?
- a) regular parking meter rates
 - b) daily rate of \$ _____
 - c) weekly rate of \$ _____
 - d) monthly rate of \$ _____
 - e) nothing, parking should be free:
 - f) other (specify):
 - g) not applicable: would not drive their car to the ferry terminal

14. I am going to read you a list of features that the ferry could have. For each feature please indicate if you would like the ferry to have the feature, and if you would be likely to use the feature if you were on the ferry:	
Would like the ferry to have the feature (circle)	Would you be likely to use the feature if it was on board? (Ask this question whether or not they thought the feature should be included.)
a) outdoor seating in addition to regular seating	a) Yes b) No c) Don't know
b) onboard café	a) Yes b) No c) Don't know
c) laptop ports	a) Yes b) No c) Don't know
d) work tables	a) Yes b) No c) Don't know
e) monitors showing up-to-date transit schedules	a) Yes b) No c) Don't know
f) newspapers	a) Yes b) No c) Don't know
g) television	a) Yes b) No c) Don't know
h) wireless Internet access	a) Yes b) No c) Don't know
i) play area for children	a) Yes b) No c) Don't know
j) on board television programming at your seat	a) Yes b) No c) Don't know
h) are there any other features that you think should be on board? (specify):	a) Yes b) No c) Don't know

15. I am going to read you a list of features that the ferry terminal could have. For each feature please indicate if you would like the ferry terminal to have the feature, and if you would be likely to use the feature if you taking the fast ferry.

Would like the ferry terminal to have the feature (circle)	Would you be likely to use the feature if it was in the terminal? (Ask this question whether or not they thought the feature should be included.)
a) parking	a) Yes b) No c) Don't know
b) coffee shop	a) Yes b) No c) Don't know
c) seating	a) Yes b) No c) Don't know
d) day care centre	a) Yes b) No c) Don't know
e) convenience store	a) Yes b) No c) Don't know
f) fitness centre	a) Yes b) No c) Don't know
g) monitors showing up-to-date transit schedules	a) Yes b) No c) Don't know
h) televisions	a) Yes b) No c) Don't know
i) indoor children's play area	a) Yes b) No c) Don't know
j) outdoor children's play area	a) Yes b) No c) Don't know
k) are there any other features that you feel should be in the terminal? (specify)	a) Yes b) No c) Don't know

16. The Bedford fast ferry would be transferable to, and from, regular transit and express buses. All policies for discounts, bus passes and special fares will be the same as they are for transit bus travel. Please indicate which of the following rates would be reasonable to pay, one-way, for the fare:

- a) \$6.00 including transfers (if no, ask b)
- b) \$5.00 including transfers (if no, ask c)
- c) \$4.00 including transfers (If no, ask d)
- d) \$3.00 including transfers (If no, ask e)
- e) \$2.50 including transfers (If no, ask f)
- f) What fare do you think would be reasonable? Specify: \$_____

17. a) Given all that we have discussed about the Bedford fast ferry service, and assuming that it had all of the amenities that you would like included, that it ran daily from 6:30 AM to midnight, and that a one-way trip took approximately 20 minutes from dock to dock; on a scale of 1(Not at All) to 10(For Certain), what is the likelihood that you would travel on the Bedford fast ferry?

- i) probe for any rating of 6 or less (Why are they not likely to take the ferry? What could change their mind?)

ii) probe for how often they would ride the ferry each week for ratings of 7 or more:

iii) Do you think that other members of your household be likely to ride the fast ferry into Halifax?

- a) Yes
- b) No
- c) Don't know

18. (Refer back to answers in Question 1): If you were to take the fast ferry to ____ how would you expect to travel from the Halifax Ferry Terminal to your final destination?		
To work:	To school:	To other:
a) walk b) take the bus c) bicycle d) other (specify): e) don't know f) not applicable: does not go to work in Halifax	a) walk b) take the bus c) bicycle d) other (specify): e) don't know f) not applicable: does not go to school in Halifax	a) walk b) take the bus c) bicycle d) other (specify): e) don't know f) not applicable: does not go to Halifax for other reasons

Part C: Demographics

Now I am going to ask you some questions for classification purposes.

19. Can you please tell me the first three digits of your postal code? ____ ____ ____

20. Indicate: a) male b) female

21. I am going to read you a list of educational categories. Please indicate to me which one contains the highest level of education that you have completed:

- a) less than high school graduation
- b) Grade 12 graduation
- c) some university, community college or other post-secondary training
- d) community college or technical diploma
- e) university bachelors degree
- f) university masters degree or higher

22. I am going to read a list of age ranges. Please indicate to me which range contains your age:

- a) 18 to 24
- b) 25 to 34
- c) 35 to 44
- d) 45 to 54
- e) 55 to 64
- f) 65 to 74
- g) 75 and over

23. Are you:

- a) single
- b) married or common-law
- c) divorced, widowed or separated

24. I am going to read you a list of income ranges. Please indicate which range contains your total household income before taxes:

- a) Up to \$35,000
- b) Over \$35,000 to \$45,000
- c) Over \$45,000 to \$55,000
- d) Over \$55,000 to \$65,000
- e) Over \$65,000 to \$75,000
- f) Over \$75,000 to \$85,000
- g) Over \$85,000 to \$95,000
- h) Over \$95,000

That concludes our survey. Thank you for your cooperation.

Results Tables

Commuter Analysis

Table 1: Destination in Halifax by Origin of Commute Crosstabulation (Work and School)*

		Origin of Commute								Total	
		Bedford		Lower Sackville		Hammonds Plains		Other/Outlying			
		Number	Percent	Number	Percent	Number	Percent	Number	Percent		
Destination in Halifax	Downtown Halifax	85	41.1%	62	42.8%	33	28.4%	3	75.0%	183	38.8%
	<i>% Destination</i>		46.4%		33.9%		18.0%		1.6%		100.0%
	North Halifax	22	10.6%	21	14.5%	9	7.8%	1	25.0%	53	11.2%
	<i>% Destination</i>		41.5%		39.6%		17.0%		1.9%		100.0%
	South End Halifax	65	31.4%	30	20.7%	50	43.1%	0	0.0%	145	30.7%
	<i>% Destination</i>		44.8%		20.7%		34.5%		0.0%		100.0%
	Halifax West	19	9.2%	18	12.4%	7	6.0%	0	0.0%	44	9.3%
	<i>% Destination</i>		43.2%		40.9%		15.9%		0.0%		100.0%
	Other Halifax	16	7.7%	14	9.7%	17	14.7%	0	0.0%	47	10.0%
<i>% Destination</i>		34.0%		29.8%		36.2%		0.0%		100.0%	
Total		207	310.0%	145	100.0%	116	100.0%	4	100.0%	472	100.0%

*472 out of 774 cases responding. Contains results for both work and school. Answers were mutually exclusive except for two cases which were resolved using consultants' judgement. Origin of commute and destination classification included (see maps for better detail):

Origin: 1- Bedford (Includes core commuter areas of B4A and B3M), 2- Lower Sackville (includes postal codes from Lower Sackville), 3- Hammonds Plains (contains all of outlying areas from Hammonds Plains through to Tantallon and Timberlea), 4- Other/outlying (includes all remaining respondents whose trip origin was not included in the other three classifications).

Destination: 1- Downtown Halifax (from container pier at waterfront through to Rainnie Drive and areas south of Robie between the hospital district and the harbour), 2- North Halifax (from Rainnie Drive to Halifax Harbour, below Robie Street), 3- South End Halifax (from Point Pleasant Park and Saint Mary's University, up to and including Northwest Arm, hospitals through to Dalhousie University, to North Street, Chebucto Road and Quinpool), 4- Halifax West (From Chebucto Road to Joseph Howe Drive, to Halifax Harbour to Robie Street), 5- Other Halifax (all other areas past Joseph Howe Drive and beyond Purcell's Cove).

Work Commute

Table 2. Departure Time for Work*		
	Number	Percent
5:00 to 5:59 AM	2	3.6%
6:00 to 6:59 AM	2	3.6%
7:00 to 7:59 AM	29	51.8%
8:00 to 8:59 AM	10	17.9%
9:00 to 9:59 AM	7	12.5%
10:00 AM or later	6	10.7%
Total responding	56	100.0%
*56 responding out of 774 in sample. Non-response includes those who do not commute to Halifax for work, or who are not employed, or chose not to respond to the question. Data weighted by zone.		

Table 3. Return Time for Work*		
	Number	Percent
6:00 to 11:59 AM	2	3.6%
12:00 to 12:59 AM	1	1.8%
1:00 to 1:59 PM	0	0.0%
2:00 to 2:59 PM	1	1.8%
3:00 to 3:59 PM	6	10.7%
4:00 to 4:59 PM	14	25.0%
5:00 to 5:59 PM	23	41.1%
6:00 to 6:59 PM	5	8.9%
7:00 PM or later	4	7.1%
Total responding	56	100.0%
*56 responding out of 774 in sample. Non-response includes those who do not commute to Halifax for work, or who are not employed, or chose not to respond to the question. Data weighted by zone.		

Table 3: Travel Companions to Work*		
	Number	Percent
Travel alone	374	78.6%
Spouse or family members	56	11.8%
Friend	24	5.0%
Other	21	4.5%
Total	476	99.9%
*476 (61.5%) responding out of 774 in sample. Non-response includes those who do not commute to Halifax for work, or who are not employed, or chose not to respond to the question. Data weighted by zone. Totals may not sum to 100% due to rounding.		

Table 4: Travel Routes to Work*		
	Number	Percent
Bedford Highway	151	32.3%
Bicentennial Highway (Route 102)	192	41.0%
Magazine Hill	80	17.1%
Other route	42	9.0%
*Respondents could choose more than one route. 468 out of 774 in sample travelled to work in Halifax. Non-respondents include those who do not commute to Halifax for work, or who are not employed, or chose not to respond to the question. Data weighted by zone.		

Table 5: Exclusive Method of Transporting to Work Among Those Using One Method Only*		
	Number	Percent
Own automobile	362	77.4%
Passenger in other vehicle	28	6.0%
Bus	89	19.0%
Other transport method	3	0.6%
*468 in 774 in sample travelled to work in Halifax. Non-respondents include those who do not commute to Halifax for work, or who are not employed, or chose not to respond to the question, or who take more than one mode of transportation. Data weighted by zone.		

Table 6: Buses Taken on Commute to Work*		
Route Number	Number	Percent
2	3	3.4%
9	1	1.1%
33	4	4.5%
80	45	50.6%
82	16	18.0%
83	2	2.2%
84	29	32.6%
85	10	11.2%
86	8	9.0%
87	6	6.7%

*Respondents could choose more than one bus route. 89 out of 774 in sample travelled to work in downtown Halifax by bus. Non-respondents include those who do not commute to Halifax for work, or who are not employed, do not commute by bus, or chose not to respond to the question. Data weighted by zone.

Table 7: Travel Summary for Work Commute*	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
Q1a-Times per week travel to Halifax for work	468	1	12	4.690	0.047	1.027	4.60	4.78
Qa2a-Drive own car to work (number of times)	362	1	10	4.509	0.059	1.132	4.39	4.63
Qa2b-Ride to work as passenger in other car (number of times)	28	2	5	4.033	0.257	1.361	3.53	4.54
Qa2c-Take the bus to work (number of times)	89	1	8	4.555	0.122	1.150	4.32	4.79
Qa2d-Take other form of transportation to work (number of times)	3	1	1	1.000	0.000	0.000	1.00	1.00
Qa3a) How long to go one way, to and from, to work by car (minutes lower range)?	355	5	90	30.081	0.566	10.658	28.97	31.19
Qa3a1) How long to go one way, to and from, to work by car (minutes higher range)?	358	4	75	32.325	0.609	11.521	31.13	33.52
Qa3b) How long to go one way, to and from, to work by carpool (minutes lower range)?	18	20	60	31.100	2.700	11.450	25.81	36.39
Qa3b1) How long to go one way, to and from, to work by carpool (minutes higher range)?	18	20	65	34.400	2.810	11.580	28.89	39.91
Qa3c) How long to go one way, to and from, to work by bus (minutes lower range)?	81	1	90	45.655	1.680	15.159	42.36	48.95
Qa3c1) How long to go one way, to and from, to work by bus (minutes higher range)?	83	1	90	47.857	1.799	16.436	44.33	51.38
Qa3d) How long to go one way, to and from, to work by other transport method (minutes lower range)?	3	45	45	45.000	0.000	0.000	45.00	45.00
Qa3d1) How long to go one way, to and from, to work by bus (minutes higher range)?	3	30	45	37.500	5.413	9.249	26.89	48.11
Qa6i- Amount spent weekly for gasoline (travel to work)	340	0	150	39.765	1.118	20.625	37.57	41.96
Qa6ii- Amount spent weekly for parking (travel to work)	216	0	120	17.006	1.587	23.341	13.90	20.12
Qa6iii- Amount spent weekly for bus fare (travel to work)	103	0	60	12.469	0.846	8.569	10.81	14.13
Qa9: Trip rating for trip to work	468	1	10	6.318	0.090	1.956	6.14	6.50

*468 in 774 in sample travelled to work in Halifax. Non-respondents include those who do not commute to Halifax for work, or who are not employed, or chose not to respond to the question. Data weighted by zone. Scale for trip rating: 1 (Terrible) to 10 (Excellent).

School Commute

	Number	Percent
7:00 to 7:59 AM	1	9.1%
8:00 to 8:59 AM	6	54.5%
9:00 to 9:59 AM	2	18.2%
10:00 AM or later	2	18.2%
Total responding	11	100.0%
*11 responding out of 774 in sample. Non-response includes those who do not commute to Halifax for school, or who are not in school or chose not to respond to the question. Unweighted data.		

	Number	Percent
3:00 to 3:59 PM	3	37.5%
4:00 to 4:59 PM	2	25.0%
5:00 to 5:59 PM	1	12.5%
6:00 to 6:59 PM	2	25.0%
Total responding	8	100.0%
*8 responding out of 774 in sample. Non-response includes those who do not commute to Halifax for school or who are not in school, or chose not to respond to the question. Unweighted data.		

	Number	Percent
Travel alone	21	58.3%
Spouse or family members	8	22.2%
Friend	6	16.7%
Other	1	2.8%
Total	36	100.0%
*36 (5.0%) responding out of 774 in sample went to school in Halifax. Non-response includes those who do not commute to Halifax for school, or who are not in school, or chose not to respond to the question. Totals may not sum to 100% due to rounding. Unweighted data.		

Table 11: Travel Routes to School*		
	Number	Percent
Bedford Highway	11	30.6%
Bicentennial Highway (Route 102)	17	50.0%
Magazine Hill	5	14.7%
Other route	1	2.9%

*Respondents could choose more than one route. 36 out of 774 in sample travelled to school in Halifax. Non-respondents include those who do not commute to Halifax for school, or who are not in school, or chose not to respond to the question. Unweighted data.

Table 12: Exclusive Method of Transporting to School Among Those Using One Method Only*		
	Number	Percent
Own automobile	21	58.3%
Passenger in other vehicle	7	19.4%
Bus	9	25.0%
Other transport method	0	0.0%

*36 in 774 in sample travelled to school in Halifax. Non-respondents include those who do not commute to Halifax for school, or who are not in school, or chose not to respond to the question, or who take more than one mode of transportation to school. Unweighted data.

Table 13: Buses Taken on Commute to School*		
Route Number	Number	Percent
80	4	36.4%

*Respondents could choose more than one bus route. 11 out of 774 in sample travelled to school in Halifax by bus. Non-respondents include those who do not commute to Halifax for school, or who are not in school, do not commute by bus, or chose not to respond to the question. Unweighted data.

Table 14: Travel Summary for Work School*	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
Q2b-Number of times per week travel to Halifax for school	34	2	16	4.917	0.310	1.802	4.31	5.52
Qa2ba-Drive own car to school (number of times)	21	1	16	4.525	0.569	2.598	3.41	5.64
Qa2bb-Ride to school as passenger in other car (number of times)	7	1	5	4.670	0.468	1.196	3.75	5.59
Qa2bc-Take the bus to school (number of times)	9	2	5	4.560	0.264	0.811	4.04	5.08
Qa2bd-Take other form of transportation to and from school (number of times)	0						0.00	0.00
Qab3a-How long to go to school by car (minutes lower range)?	19	15	45	28.452	1.780	7.732	24.96	31.94
Qab3a1-How long to go to school by car (minutes higher range)?	19	15	55	28.165	1.999	8.683	24.25	32.08
Qab3b-How long to go to school by carpool (minutes lower range)?	7	15	75	37.976	7.967	21.761	22.36	53.59
Qab3b1-How long to go to school by carpool (minutes higher range)?	7	15	75	42.869	8.254	22.545	26.69	59.05
Qab3c-How long to go to school by bus (minutes lower range)?	11	30	90	55.750	5.799	18.827	44.38	67.12
Qab3c1-How long to go to school by bus (minutes higher range)?	11	30	90	52.106	6.005	19.496	40.34	63.88
Qab3d-How long to go to school by other transport method (minutes lower range)?	0
Qab3d1-How long to go to school by other transport method (minutes higher range)?	0
Qab6i- Amount spent weekly for gasoline (travel to school)?	16	0	140	34.223	6.417	26.049	21.65	46.80
Qab6ii- Amount spent weekly for parking (travel to school)?	13	0	235	34.028	20.866	75.925	-6.87	74.93
Qab6iii- Amount spent weekly for bus fare (travel to school)?	9	0	60	12.940	5.271	15.548	2.61	23.27
Qab9- Trip rating for trip to school	36	1	10	6.145	0.348	2.083	5.46	6.83

*36 in 774 in sample travelled to school in Halifax. Non-respondents include those who do not commute to Halifax for school, or who are not in school, or chose not to respond to the question. Data weighted by zone. Scale for trip rating: 1 (Terrible) to 10 (Excellent).

Other Activities Commute

	Number	Percent
Morning	114	44.4%
Noon	11	4.3%
Afternoon/evening	68	26.5%
Various	154	59.9%

*257 (33.2%) out of 774 in sample commuted to Halifax for activities other than work and school . Non-response includes those who do not commute to Halifax for other activities, or who chose not to respond to the question. Data weighted by zone.

	Number	Percent
Morning	5	1.4%
Noon	5	1.4%
Afternoon/evening	183	51.1%
Various	150	41.9%

*358 (46.3%) out of 774 in sample commuted to Halifax for activities other than work and school . Non-response includes those who do not commute to Halifax for other activities, or who chose not to respond to the question. Data weighted by zone.

	Number	Percent
Travel alone	98	30.5%
Spouse or family members	152	47.4%
Friend	37	11.5%
Other	34	10.6%
Total	321	100.0%

*358 (46.3%) out of 774 in sample commuted to Halifax for activities other than work and school . Non-response includes those who do not commute to Halifax for other activities, or who chose not to respond to the question. Unweighted data.

Table 18: Travel Routes to Other Activities*		
	Number	Percent
Bedford Highway	159	44.4%
Bicentennial Highway (Route 102)	146	40.8%
Magazine Hill	146	40.8%
Other route	17	4.7%
*Respondents could choose more than one route. 358 out of 774 in sample travelled to other activities in Halifax. Non-respondents include those who do not commute to Halifax for other activities, or 2ho chose not to respond to the question. Data weighted by zone.		

Table 19: Exclusive Method of Transporting to Other Activities Among Those Using One Method Only*		
	Number	Percent
Own automobile	257	71.8%
Passenger in other vehicle	18	5.0%
Bus	20	5.6%
Other transport method	1	0.3%
*358 in 774 in sample travelled to other activities in Halifax. Non-respondents include those who do not commute to Halifax for other activities, or who chose not to respond to the question, or who take more than one mode of transportation to other activities. Data weighted by zone.		

Table 20: Buses Taken on Commute to Other Activities*		
Route Number	Number	Percent
80	14	70.0%
86	1	5.0%
*Respondents could choose more than one bus route. 20 out of 774 in sample travelled to other activities in Halifax by bus. Non-respondents include those who do not commute to Halifax for other activities, or do not commute by bus, or who chose not to respond to the question. Data weighted by zone.		

Table 21: Travel Summary for Other Activities Commute	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
Qac2a- Drive own car to other activities (number of times)	257	1	7	2.427	0.085	1.368	2.26	2.59
Qac2b- Ride as passenger in other car to other activities (number of times)	18	1	5	2.101	0.247	1.054	1.62	2.59
Qa2c- Take bus to other activities (number of times)	20	1	5	2.027	0.218	0.982	1.60	2.45
Qac2d- Take other form of transportation to other activities (number of times)	1	1	1
Qac3a- How long to go one way, to and from, other activities by car (minutes lower range)?	269	10	55	24.286	0.450	7.372	23.41	25.17
Qac3a1- How long to go one way, to and from, other activities by car (minutes higher range)?	264	10	60	24.993	0.508	8.256	24.00	25.99
Qac3b- How long to go one way, to and from, other activities by carpool (minutes lower range)?	13	20	45	27.064	1.804	6.525	23.53	30.60
Qac3b1- How long to go one way, to and from, other activities by carpool (minutes higher range)?	15	20	60	30.873	3.041	11.595	24.91	36.83
Qac3c- How long to go one way, to and from, other activities by bus (minutes lower range)?	20	20	60	44.356	3.037	13.433	38.40	50.31
Qac31- How long to go one way, to and from, other activities by bus (minutes higher range)?	18	20	60	44.856	2.861	12.172	39.25	50.46
Qac3d- How long to go one way, to and from, other activities by other method of transport (minutes lower range)?	1	60	60
Qac3d1- How long to go one way, to and from, other activities by other transport method (minutes higher range)?	1	60	60
Qac6i- Amount spent weekly on gasoline (travel for other activities)	177	0	100	27.198	1.638	21.796	23.99	30.41
Qac6ii- Amount spent weekly on parking (travel to other activities)	155	0	40	5.086	0.627	7.813	3.86	6.31
Qac6iii- Amount spent weekly for bus fare (travel to other activities)	40	0	16	3.142	0.675	4.270	1.82	4.47
Qac9- Trip rating for trips to other activities	313	1	10	6.806	0.100	1.768	6.61	7.00

*358 out of 774 in sample travelled to other activities in Halifax. Non-respondents include those who do not commute to Halifax for other activities, or who chose not to respond to the question. Data weighted by zone. Scale for trip rating: 1 (Terrible) to 10 (Excellent).

Household Commute

Table 22: Halifax Commuting Habits of Household Members*	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
Q101- How many times each week do members of your household travel to Halifax for work?	292	0	20	3.932	0.146	2.498	3.65	4.22
Q101- How many times each week do members of your household travel to Halifax for school?	133	0	10	2.094	0.221	2.544	1.66	2.53
Q111- How many times each week do members of your household travel to Halifax on evenings or weekends for dining?	316	0	7	1.112	0.046	0.825	1.02	1.20
Q112- How many times each week do members of your household travel to Halifax on evenings or weekends for sports?	165	0	5	0.805	0.072	0.931	0.66	0.95
Q113- How many times each week do members of your household travel to Halifax on evenings or weekends for arts or entertainment?	301	0	5	1.099	0.043	0.746	1.01	1.18
Q114- How many times each week do members of your household travel to Halifax on evenings or weekends for other activities?	293	0	12	1.405	0.062	1.058	1.28	1.53
* Sample size = 774. Data weighted by zone.								

Ferry Use and Travel

Table 23: Likelihood of Taking Fast Ferry*	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
Market Core	208	1	10	7.771	0.192	2.763	7.39	8.15
Tertiary Market	553	1	10	6.649	0.129	3.031	6.40	6.90
Total Market Area	761	1	10	6.956	0.109	3.001	6.74	7.17

* Sample = 774. Scale: 1 (Not at all) to 10 (Certainly). Differences between market and tertiary likelihood ratings are statistically significant (Z=-4.364, p=.000)

Table 24: Other Members of Household are Likely to Take Fast Ferry*		
	Number	Percent
Yes	482	62.3%
No	250	32.3%
Don't Know	26	3.4%
Sometime (maybe)	2	0.3%
Total	760	

*Sample = 774. Data weighted by zone.

Table 25: Preferred Method of Travelling to Fast Ferry*		
	Number	Percent
Own automobile	536	69.3%
Passenger in other vehicle	60	7.8%
Bus	128	16.5%
Other transport method	107	13.8%
*Sample = 774. Data weighted by zone.		

Table 26: Would Bike to Fast Ferry if Facilities to Carry Bicycles Provided at Ferry Terminal*		
	Number	Percent
Yes	129	17.3%
No	605	81.1%
Don't Know	12	1.6%
Total	746	100.0%
*Sample = 774. Data weighted by zone.		

Table 27: Recommended Parking Fees at Bedford Ferry Terminal*		
	Number	Percent
Regular parking meter rates	13	2.4%
Daily rate	186	34.9%
Weekly rate	26	4.9%
Monthly rate	54	10.1%
Nothing - free parking	220	41.3%
Other	34	6.4%
Total	533	100.0%
*Sample = 774. Data weighted by zone.		

Table 28: Reasonable Fares for One-Way Trip on Fast Ferry*		
	Number	Percent
\$7.00 including transfers	1	0.1%
\$6.00 including transfers	20	2.7%
\$5.00 including transfers	119	15.9%
\$4.00 including transfers	136	18.1%
\$3.50 including transfers	3	0.4%
\$3.00 including transfers	210	28.0%
\$2.50 including transfers	151	20.1%
\$2.08 (\$100 monthly/24 return trips)	1	0.1%
\$2.00 including transfers	98	13.1%
\$1.65	1	0.1%
\$1.50	1	0.1%
\$1.00	6	0.8%
Free - no charge	3	0.4%
Total	750	99.9%
*Sample = 774. Unweighted data. Total may not sum to 100% due to rounding. Average fare = \$3.12 with standard deviation of \$1.95.		

Table 29: Recommended Features and Facilities for Onboard the Fast Ferry*

Feature	Should Have Feature		Would Use Feature		Would Not Use Feature		Don't Know if They Would Use Feature		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Outdoor seating	741	95.7%	726	93.8%	41	5.3%	5	0.6%	772	99.7%
Onboard café	452	58.4%	424	54.8%	342	44.2%	6	0.8%	772	99.7%
Laptop ports	266	34.4%	163	21.1%	604	78.0%	6	0.8%	773	99.9%
Work tables	297	38.4%	233	30.1%	533	68.9%	5	0.6%	771	99.6%
Transit monitors showing up-to-date transit schedules	696	89.9%	659	85.1%	110	14.2%	2	0.3%	771	99.6%
Newspapers	555	71.7%	520	67.2%	244	31.5%	5	0.6%	769	99.4%
Televisions	252	32.6%	234	30.2%	526	68.0%	7	0.9%	767	99.1%
Wireless Internet access	227	29.3%	156	20.2%	607	78.4%	5	0.6%	768	99.2%
Play area for children	336	43.4%	192	24.8%	573	74.0%	5	0.6%	770	99.5%
Onboard television	83	10.7%	64	8.3%	698	90.2%	3	0.4%	765	98.8%
Other features	234	30.2%	181	23.4%	285	36.8%	6	0.8%	472	61.0%
No special features - keep no frills	4	0.5%	-	-	-	-	-	-	-	-

*Sample = 774. Data weighted by zone.

Feature	Should Have Feature		Would Use Feature		Would Not Use Feature		Don't Know if They Would Use Feature		Total	
	Number	Percent	Number	Percent	Number	Percent		Percent	Number	Percent
Parking	749	96.8%	705	91.1%	60	7.8%	6	0.8%	771	99.6%
Coffee shop	688	88.9%	656	84.8%	111	14.3%	3	0.4%	770	99.5%
Seating	727	93.9%	727	93.9%	42	5.4%	4	0.5%	773	99.9%
Day care centre	384	49.6%	108	14.0%	651	84.1%	8	1.0%	767	99.1%
Convenience store	448	57.9%	441	57.0%	323	41.7%	6	0.8%	770	99.5%
Fitness centre	140	18.1%	91	11.8%	667	86.2%	10	1.3%	768	99.2%
Transit monitors showing up-to-date transit schedules	679	87.7%	692	89.4%	76	9.8%	1	0.1%	769	99.4%
Televisions	311	40.2%	308	39.8%	451	58.3%	3	0.4%	762	98.4%
Indoor children's play area	417	53.9%	211	27.3%	548	70.8%	7	0.9%	766	99.0%
Outdoor children's play area	349	45.1%	185	23.9%	573	74.0%	7	0.9%	765	98.8%
Other features	204	26.4%	134	17.3%	288	37.2%	6	0.8%	428	55.3%
No special features - keep no frills	2	0.3%	-	-	-	-	-	-	-	-

*Sample = 774. Data weighted by zone.

Table 31: Method of Travel to Final Destination from Halifax Ferry Terminal to Work*		
	Number	Percent
Walk	222	47.4%
Bus	139	29.7%
Bicycle	3	0.6%
Other method	108	23.1%
Don't know	3	0.6%
*468 out of 774 in sample travelled to work in Halifax. Non-respondents include those who do not commute to Halifax for work, or who are not employed, or chose not to respond to the question. Data weighted by zone.		

Table 32: Method of Travel to Final Destination from Halifax Ferry Terminal to School*		
	Number	Percent
Walk	2	5.6%
Bus	15	41.7%
Bicycle	0	0.0%
Other method	13	36.1%
Don't know	1	2.8%
*36 out of 774 in sample travelled to school in Halifax. Non-respondents include those who do not commute to Halifax for school, or who are not in school, or chose not to respond to the question. Data weighted by zone.		

Table 32a: Method of Travel to Final Destination from Halifax Ferry Terminal to Other Activities*		
	Number	Percent
Walk	125	34.9%
Bus	89	24.9%
Bicycle	1	0.3%
Other method	99	27.7%
Don't know	9	2.5%
*358 in 774 in sample travelled to other activities in Halifax. Non-respondents include those who do not commute to Halifax for other activities, or who chose not to respond to the question, or who take more than one mode of transportation to other activities. Data weighted by zone.		

Demographics

Table 33: Market Zone*

	Weighted to Reflect Household Distribution in Area		Unweighted Sample Size	
	Number	Percent	Number	Percent
Market Core	208	26.9%	386	49.9%
Tertiary Market	566	73.1%	388	50.1%
Total	774	100.0%	774	100.0%

*Sample = 774.

Table 34: Gender**

	Weighted to Reflect Household Distribution in Area		Unweighted Sample Size	
	Number	Percent	Number	Percent
Male	208	26.9%	315	40.7%
Female	566	73.1%	459	59.3%
Total	775	100.1%	774	100.0%

*Sample = 774. Data weighting by zone has resulted in sample size inflation by one case. Totals may not sum to 100% due to rounding.

Table 35: Education*

	Number	Percent
Less than high school graduation	26	3.4%
Grade 12 graduation	119	15.7%
Some university, community college or post-secondary training	190	25.1%
Community college or technical diploma	141	18.6%
University Bachelor's degree	208	27.5%
University Master's degree or higher	73	9.6%
Total	757	100.0%

*757 out of 774 responding. Data weighted by zone.

Table 36: Age*		
	Number	Percent
18 to 24	66	8.6%
25 to 34	114	14.9%
35 to 44	216	28.2%
45 to 54	183	23.9%
55 to 64	118	15.4%
65 to 74	50	6.5%
75 and over	19	2.5%
Total	766	100.0%
*766 out of 774 responding. Average age is 45 years. Data weighted by zone.		

Table 37: Marital Status*		
	Number	Percent
Single	124	16.3%
Married/Common Law	597	78.2%
Divorced/Widowed/Separated	42	5.5%
Total	763	100.0%
*763 out of 774 responding. Data weighted by zone.		

Table 38: Income*		
	Number	Percent
Up to \$35,000	56	10.9%
Over \$35,000 to \$45,000	44	8.5%
Over \$45,000 to \$55,000	66	12.8%
Over \$55,000 to \$65,000	75	14.6%
Over \$65,000 to \$75,000	61	11.8%
Over \$75,000 to \$85,000	43	8.3%
Over \$85,000 to \$95,000	36	7.0%
Over \$95,000	134	26.0%
Total	515	100.0%
*515 out of 774 responding. Average income is approximately \$73,602. Data weighted by zone.		

Sole Driver Analysis

Table 39: Use Car Exclusively for Travel to Work by Travel Companions*		Used Car Exclusively for Work Travel					
		Yes		No		Total	
		Number	Percent	Number	Percent	Number	Percent
Travel Companions	Travel Alone	293	80.9%	81	71.7%	374	78.4%
	<i>% Companions</i>		78.3%		21.7%		100.0%
	Spouse or family members	48	13.3%	8	7.1%	56	11.7%
	<i>% Companions</i>		85.7%		14.3%		100.0%
	Friend	9	2.5%	15	13.3%	24	5.0%
	<i>% Companions</i>		37.5%		62.5%		100.0%
	Other Halifax	12	3.3%	9	8.0%	21	4.4%
	<i>% Companions</i>		57.1%		42.9%		100.0%
Total		362	100.0%	113	100.0%	477	100.0%

* Sample size = 774. Data weighted by zone. Differences were statistically significant (Chi-Square = 27.78, df=3, p=.000).

Table 40: Use Car Exclusively for Travel to School by Travel Companions*		Used Car Exclusively for School Travel					
		Yes		No		Total	
		Number	Percent	Number	Percent	Number	Percent
Travel Companions	Travel Alone	13	59.1%	7	53.8%	20	54.1%
	<i>% Companions</i>		65.0%		35.0%		100.0%
	Spouse or family members	5	22.7%	3	23.1%	8	21.6%
	<i>% Companions</i>		62.5%		37.5%		100.0%
	Friend	3	13.6%	3	23.1%	6	16.2%
	<i>% Companions</i>		50.0%		50.0%		100.0%
	Other Halifax	1	4.5%	0	0.0%	1	2.7%
	<i>% Companions</i>		100.0%		0.0%		100.0%
Total		22	100.0%	13	100.0%	37	100.0%

* Sample size = 774. Data weighted by zone. Results to statistical tests were inconclusive.

Table 41: Use Car Exclusively for Travel to Other Activities by Travel Companions*		Used Car Exclusively for Other Activity Travel					
		Yes		No		Total	
		Number	Percent	Number	Percent	Number	Percent
Travel Companions	Travel Alone	84	32.9%	14	21.2%	98	30.3%
	<i>% Companions</i>		85.7%		14.3%		100.0%
	Spouse or family members	127	49.8%	25	37.9%	152	47.1%
	<i>% Companions</i>		83.6%		16.4%		100.0%
	Friend	18	7.1%	19	28.8%	37	11.5%
	<i>% Companions</i>		48.6%		51.4%		100.0%
	Other Halifax	26	10.2%	8	12.1%	34	10.5%
<i>% Companions</i>		76.5%		23.5%		100.0%	
Total		255	100.0%	66	100.0%	323	100.0%

* Sample size = 774. Data weighted by zone. Differences were statistically significant (Chi-Square = 25.6, df=3, p=.000)

Table 41: Zone by Use Car Exclusively for Travel to Work*		Zone					
		Market Core		Tertiary Market		Total	
		Number	Percent	Number	Percent	Number	Percent
Use of Car Exclusively for Travel to Work	Yes	82	39.4%	280	49.5%	362	46.8%
	<i>% Use of Car</i>		22.7%		77.3%		100.0%
	No	126	60.6%	286	50.5%	412	53.2%
	<i>% Use of Car</i>		16.3%		37.0%		53.2%
Total		208	100.0%	566	100.0%	774	100.0%

* Sample size = 774. Data weighted by zone. Differences were statistically significant (Chi-Square = 6.167, df=1, p=.013)

Table 42: Zone by Use Car Exclusively for Travel to School*		Zone					
		Market Core		Tertiary Market		Total	
		Number	Percent	Number	Percent	Number	Percent
Use of Car Exclusively for Travel to School	Yes	9	4.3%	12	2.1%	21	2.7%
	<i>% Use of Car</i>		42.9%		57.1%		100.0%
	No	199	95.7%	555	97.9%	754	97.3%
	<i>% Use of Car</i>		26.4%		73.6%		100.0%
Total							
		208	100.0%	567	100.0%	775	100.0%
* Sample size inflated by one case due to data weighting. Sample size = 774. Data weighted by zone. Differences were statistically significant (Chi-Square = 2.821, df=1, p=.093)							

Table 43: Zone by Use Car Exclusively for Travel to Other Activities*		Zone					
		Market Core		Tertiary Market		Total	
		Number	Percent	Number	Percent	Number	Percent
Use of Car Exclusively for Travel to Other Activities	Yes	95	45.5%	162	28.6%	257	33.2%
	<i>% Use of Car</i>		37.0%		63.0%		100.0%
	No	114	54.5%	404	71.4%	518	66.8%
	<i>% Use of Car</i>		22.0%		78.0%		100.0%
Total							
		209	100.0%	566	100.0%	775	100.0%
* Sample size inflated by one case due to data weighting. Sample size = 774. Data weighted by zone. Differences were statistically significant (Chi-Square = 19.512, df=1, p=.000)							

Table 42: Zone by Use Car Exclusively for Travel to School*		Zone					
		Market Core		Tertiary Market		Total	
		Number	Percent	Number	Percent	Number	Percent
Use of Car Exclusively for Travel to School	Yes	9	4.3%	12	2.1%	21	2.7%
	<i>% Use of Car</i>		42.9%		57.1%		100.0%
	No	199	95.7%	555	97.9%	754	97.3%
	<i>% Use of Car</i>		26.4%		73.6%		100.0%
Total		208	100.0%	567	100.0%	775	100.0%
* Sample size inflated by one case due to data weighting. Sample size = 774. Data weighted by zone. Differences were statistically significant (Chi-Square = 2.821, df=1, p=.093)							

Table 43: Zone by Use Car Exclusively for Travel to Other Activities*		Zone					
		Market Core		Tertiary Market		Total	
		Number	Percent	Number	Percent	Number	Percent
Use of Car Exclusively for Travel to Other Activities	Yes	95	45.5%	162	28.6%	257	33.2%
	<i>% Use of Car</i>		37.0%		63.0%		100.0%
	No	114	54.5%	404	71.4%	518	66.8%
	<i>% Use of Car</i>		22.0%		78.0%		100.0%
Total		209	100.0%	566	100.0%	775	100.0%
* Sample size inflated by one case due to data weighting. Sample size = 774. Data weighted by zone. Differences were statistically significant (Chi-Square = 19.512, df=1, p=.000)							

Significant Differences by Demographics

Table 45: Likelihood of Taking Fast Ferry by Gender*	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
Male	319	1	10	6.764	0.164	2.929	6.44	7.09
Female	443	1	10	7.094	0.145	3.047	6.81	7.38
Overall	761	1	10	6.956	0.109	3.001	6.74	7.17

* Sample = 774. Scale: 1 (Not at all) to 10 (Certainly). Differences between males' and females' likelihood ratings are not statistically significant. Data are weighted by zone.

Table 46: Likelihood of Taking Fast Ferry by Education*	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
Less than high school graduation	26	1	10	7.642	0.586	2.963	6.49	8.79
Grade 12 graduation	115	1	10	7.377	0.281	3.017	6.83	7.93
Some university, community college or post-secondary training	188	1	10	6.61	0.221	3.032	6.18	7.04
Community college or technical diploma	139	1	10	6.976	0.249	2.935	6.49	7.46
University Bachelor's degree	207	1	10	6.974	0.213	3.059	6.56	7.39
University Master's degree or higher	72	1	10	7.086	0.316	2.682	6.47	7.71
Overall	746	1	10	6.979	0.109	2.987	6.77	7.19

* Sample = 774. Scale: 1 (Not at all) to 10 (Certainly). Differences between educational groups' likelihood ratings are not statistically significant. Data are weighted by zone.

Table 47: Likelihood of Taking Fast Ferry by Age*	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
18 to 24	66	1	10	7.507	0.276	2.244	6.97	8.05
15 to 34	114	1	10	7.134	0.277	2.950	6.59	7.68
35 to 44	211	1	10	6.754	0.203	2.945	6.36	7.15
45 to 54	179	1	10	6.721	0.243	3.246	6.24	7.20
55 to 64	118	1	10	7.088	0.281	3.047	6.54	7.64
65 to 74	48	1	10	7.171	0.451	3.132	6.29	8.05
75 and Over	19	1	10	7.879	0.625	2.700	6.65	9.10
Overall	49	1	10	6.976	0.109	2.992	6.76	7.19

* Sample = 774. Scale: 1 (Not at all) to 10 (Certainly). Differences between age groups' likelihood ratings are not statistically significant. Data are weighted by zone.

Table 48: Likelihood of Taking Fast Ferry by Income*	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
Up to \$35,000	56	1	10	7.139	0.411	3.088	6.33	7.94
Over \$35,000 to \$45,000	42	2	10	7.670	0.333	2.169	7.02	8.32
Over \$45,000 to \$55,000	63	1	10	7.472	0.357	2.838	6.77	8.17
Over \$55,000 to \$65,000	75	1	10	7.035	0.333	2.878	6.38	7.69
Over \$65,000 to \$75,000	59	1	10	6.945	0.415	3.187	6.13	7.76
Over \$75,000 to \$85,000	42	1	10	7.088	0.468	3.019	6.17	8.01
Over \$85,000 to \$95,000	36	1	10	7.238	0.507	3.035	6.24	8.23
Over \$95,000	133	1	10	6.634	0.264	3.046	6.12	7.15
Overall	506	1	10	7.057	0.131	2.946	6.80	7.31

* Sample = 774. Scale: 1 (Not at all) to 10 (Certainly). Differences between income groups' likelihood ratings are not statistically significant. Data are weighted by zone.

Table 49: Likelihood of Taking Fast Ferry by Exclusive Use of the Car for Work*	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
Use car exclusively to travel to work	354	1	10	6.596	0.163	3.07	6.28	6.92
Do not use car exclusively to travel to work	408	1	10	7.267	0.144	2.907	6.98	7.55
Overall	761	1	10	6.956	0.109	3.001	6.74	7.17

* Sample = 774. Scale: 1 (Not at all) to 10 (Certainly). Differences between groups' likelihood ratings are statistically significant (F=9.581, df=760, p=.002). Data are weighted by zone.

Table 50: Likelihood of Taking Fast Ferry by Exclusive Use of the Car for School*	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
Use car exclusively to travel to school	21	2	10	7.217	0.612	2.794	6.02	8.42
Do not use car exclusively to travel to school	740	1	10	6.948	0.111	3.008	6.73	7.17
Overall	761	1	10	6.956	0.109	3.001	6.74	7.17

* Sample = 774. Scale: 1 (Not at all) to 10 (Certainly). Differences between groups' likelihood ratings are not statistically significant. Data are weighted by zone.

Table 51: Likelihood of Taking Fast Ferry by Exclusive Use of the Car for Other Activities*	Number	Minimum	Maximum	Average	Std. Error	Std. Deviation	95% Confidence Interval	
							From:	To:
Use car exclusively to travel to other activities	257	1	10	7.412	0.172	2.752	7.07	7.75
Do not use car exclusively to travel to other activities	505	1	10	6.723	0.138	3.096	6.45	6.99
Overall	761	1	10	6.956	0.109	3.001	6.74	7.17

* Sample = 774. Scale: 1 (Not at all) to 10 (Certainly). Differences between groups' likelihood ratings are statistically significant (Z=-3.731, p=.000). Data are weighted by zone.

Anecdotal Responses

Table 52: Other Methods of Transportation Used		Number
For work	Bicycle	1
	Company truck	1
For school	None	0
For other activities	Dial a Ride	1

Table 53: Other Travel Companions		Number
For work	Alone, friend	2
	Alone, spouse, family	3
	Bus buddies	2
	Carpool	5
	Carpool, alone	2
	Coworkers	2
	Friend, alone	3
For school	Carpool	1
For other activities	Alone, family	1
	Alone, family, spouse	2
	Alone, friend	4
	Alone, spouse, family	7
	Alone, spouse, family, friend	6
	Cousin	1
	Family, spouse, friend	7
	Friend, alone	2
	Friend, alone, family	1
	Friend, family	1
	House guests	1
Various	1	

Table 54: Other Routes Taken to Destinations		Number
For work	HWY 103	5
	103, KERNEY LAKE RD	1
	DEPENDS ON RADIO	1
	DUNBRACK	2
	HAMMONDS PLAINS TO KEARNEY LAKE	1
	HAMMONDS PLAINS RD	3
	KEARNEY LAKE RD	14
	MAIN ST	1
	ST MARGARETS BAY RD	1
	WAVERLY RD	1
For school	HWY 103	1

For other activities	DEPENDS ON WEATHER	1
	HAMMONDS PLAINS	1
	HWY 103	3
	KEARNEY LAKE RD	8

Table 55: Reason for Low Rating for Trip (Rated less than 5 out of 10)		Number
For work	A LOT OF TRAFFIC	1
	BECAUSE OF TRAFFIC	1
	BURNSIDE MAGAZINE HILL	1
	BUS 33 DOES NOT GO DOWN TOWN DIRECTLY	1
	BUS HEAVILY PACKED	3
	BUS ONLY ONCE A HOUR	1
	BUS RIDE VERY BUMPY AND BUSY	1
	BUS TOO LONG	1
	BUS, SLOW TRAFFIC	1
	CAN EASILY MISS THE BUS BY MINUTES AND THE NEXT ONE IS LONG IN COMING	1
	CANT STAND SITTING IN TRAFFIC	1
	CAR	1
	COMPARISON TO OTTAWA TRANSIT SYSTEM	1
	COST	1
	DAYS 5 TRAFFIC IS TERRIBLE - NIGHTS IS 8	1
	DEPENDS ON TRAFFIC	1
	DON'T ENJOY DRIVING	1
	DRIVE	1
	DRIVE HOME	1
	DUE TO LONG TIME TO GET THERE	1
	DUE TO TRAFFIC	2
	FEEL AS THOUGH THIS IS A WASTE OF MY TIME WITH THE TRAFFIC	1
	HAD MUCH WORSE	1
	HAMMONDS PLAINS RD IN BAD SHAPE TRAFFIC CONSTRUCTION ADDS TO TIME	1
	HATE THE TRAFFIC	1
	HEAVY TRAFFIC	9
	HIT THE TRAFFIC HALF WAY IN	1
	HORRIBLE DRIVERS, HORRIBLE DRIVING	1
	I HATE THE DRIVE	1
	LONG DRIVING TIME	1
	LONG TRIP GROWDED	1
	MORE BUSES ON BEDFORD HWY	1
	PARKING	1
	SLOW TRAFFIC	1
SLOW TRIP	1	
STREETS NARROW TRAFFIC	1	
TAKES TOO LONG	1	

	THE TRAFFIC IS REALLY BAD	1
	TIMES AND AMOUNT OF PEOPLE ON BUS	1
	TOO LONG	1
	TOO LONG OF RIDE THE BUS IS PACKED	1
	TOO MUCH TRAFFIC	1
	TRAFFIC	24
	TRAFFIC ADD 3TH LANE TO ROCKINGHAM	1
	TRAFFIC AND LONG TIME	1
	TRAFFIC AND WINTER ROAD CONDITIONS	1
	TRAFFIC BAD	1
	TRAFFIC CAN BE CRAZY	1
	TRAFFIC CONGESTION	1
	TRAFFIC CONSTRUCTION	1
	TRAFFIC HEAVY	1
	TRAFFIC HEAVY BAD ROADS, IGNORANT DRIVERS	1
	TRAFFIC HIGHES	2
	TRAFFIC IS CONFUSING	1
	TRAFFIC IS LIGHTER	1
	TRAFFIC LENGTH OF DRIVE	1
	TRAFFIC NOT TO BAD	1
	TRAFFIC PROBLEMS	3
	TRAFFIC ROAF CONDITIONS	1
	TRAFFIC TIME OF YEAR DOES MATTER WINTER IS BAD	1
	TRAFFIC TIME POOR TRAVEL CONDITIONS	1
	TRAFFIC WORK ON HWY	4
	TRAFFIC, BOTTLE NECK	1
	TRAFFIC, LONG DRIVE	1
	TRAFIIC ROAD CONDITIONS	1
	TRANSIT SYSTEM AND BUS DRIVER'S BAD ATTITUDE	1
	TRAVEL TIME, PAYING FOR PARKING	2
	VERY LONG	1
For school	BUS PACKED	1
	BUS SCHEDULES ARE BAD EASY TO MISS CONNECTING BUSES	1
	DRIVE	1
	HATE THE TRAFFIC	1
	HEAVY TRAFFIC	1
	LONG DRIVE	1
	TOO LONG	1
	TOO LONG OF A BUS RIDE	1
	TRAFFIC	3
	TRAFFIC BAD	1
For other activities	5 IN TO HFX 8 OUT OF HFX	1
	ALWAYS CONSTRUCTION AND OR TRAFFIC PROBLEMS	1
	ALWAYS TRAFFIC ESPECIALLY BEDFORD HWY	1
	BUS DOESN'T COME ENOUGH	1

	CHOOSE OWN TIME TO AVOID TRAFFIC	1
	CONSTRUCTION	1
	CONSTRUCTION ON KEARNEY LAKE RD	1
	DEPENDS ON TIME OF DAY	1
	DIFFICULT TO CARRY EVERYTHING I NEED TO ON THE BUS	1
	DUE TO TRAFFIC	1
	HATE DRIVING DOWN TOWN	1
	HATE ONE WAY STREETS	1
	LONG TRIP	1
	PARKING IS BAD	1
	PARKING IS HARD	1
	PARKING IS USUALLY POOR AND EXPENSIVE	1
	PARKING TRAFFIC AND CONSTRUCTION	1
	PARKING, TIME	1
	POOR PARKING DOWNTOWN	1
	REALLY HATE DRIVING BAD DRIVERS	1
	ROAD ARE IN BAD CONDITIONS	1
	ROAD CONSTRUCTION	1
	ROAD WORK	1
	RUSH HOUR STUFF	1
	THE ROADS ARE TERRIBLE , TOO NARROW	1
	TOO LONG	1
	TOO MUCH TRAFFIC	2
	TRAFFIC	12
	TRAFFIC BAD	2
	TRAFFIC CAN BE QUITE HEAVY	1
	TRAFFIC CONSTRUCTION, COST OF GAS	1
	TRAFFIC DON'T LIKE TO DRIVE	1
	TRAFFIC FINDING PARKING	1
	TRAFFIC IS BAD ON BEDFOR HWY	1
	TRAFFIC IS TERRIBLE	1
	TRAFFIC ROAD CONDITIONS	1
	TRAFFIC TIMING	1

Table 55: Other Reasons for Family Members to go to Halifax on Evenings and Weekends		Number
SHOPPING		1
ALTOGETHER		1
APPOINTMENTS		4
APPOINTMENT, SHOPPING, SIGHTSEEING		1
APPOINTMENT, SHOPPING		2
APPOINTMENTS, SHOPPING, BAYERS LAKE		1
APPOINTMENTS, VISITING		1
APPOINTMENTS, SHOPPING, VISITING		1
BRIDGE, CHURCH		1

BUSINESS	2
BUSINESS, SHOPPING	2
BUSKERS, WATERFRONT	1
CASINO	1
CHURCH AND ACTIVITIES	2
CHURCH, VISITING FRIENDS	1
CONCERTS, NEPTUNE	1
COSTCO SHOPPING	1
DOCTORS, SHOPPING, VISITING DAUGHTER	1
DINNER, DOCTORS	1
DOCTORS, SHOPPING	14
DOCTORS, HOSPITALS, MEDICAL APPOINTMENTS	9
DOCTORS, SIGHT SEEING	1
DOCTORS, WATERFRONT, FERRY RIDES WITH GRANDCHILDREN	1
DOCTORS, BANKING, APPOINTMENTS	1
DOCTORS APPOINTMENT, HAIR DRESSERS	1
DOCTOR APPOINTMENTS, FAMILY VISITS	1
DOCTOR/PERSONAL APPOINTMENT	2
ENTERTAINMENT, SHOPPING	1
EVENTS	1
EVENTS, FARMERS MARKET	1
EVERYTHING	4
EXERCISE	1
FAMILY	7
FAMILY AND FRIENDS	3
FAMILY FRIENDS, WATERFRONT AND PARKS	1
FAMILY VISITS, SHOPPING	3
FRIENDS	2
GROCERIES	1
GYM	1
HISTORIC PROPERTIES/ WATERFRONT AREA	1
HOSPITALS, SHOPPING, WATERFRONT	1
HOSPITAL	2
HOSPITAL, SHOPPING	1
LIBRARY	1
MARKETS, FRIENDS	1
MOVIES	2
ONLY IN SUMMER RD WATERFRONT	1
PARKS, WATERFRONT, SHOPPING	1
PER WEEK PERSONAL REASONS	1
PERSONAL APPOINTMENTS AND SHOPPING	1
PERSONAL BUSINESS	1
PERSONAL CHORES, VISITING	1
PERSONAL REASONS	4
PICK UP CHILDREN	1

PLEASANT SIGHT SEEING, WATERFRONT	1
PLEASURE SHOPPING	1
PLEASURE SOME WORK	1
POINT PLEASANT PARK	1
POOL	1
RECREATION	2
RECREATION, FRIENDS	1
SAIL IN DARTMOUTH	1
SHIPPING AND SOCIAL EVENTS	1
SHOPPING	91
SHOPPING IS BETTER IN BIG MALLS, DOCTORS APPOINTMENTS	2
SHOPPING, CHURCH	1
SHOPPING, DINING	1
SHOPPING, DRINKS	1
SHOPPING, ERRANDS	1
SHOPPING, METRO CENTER	1
SHOPPING, PERSONAL VISITING	1
SHOPPING, SIGHT SEEING	4
SHOPPING, SUPPER, DOCTORS	1
SHOPPING, VISIT	1
SHOPPING, VISITING FAMILY	3
SHOPPING, VISITING FRIENDS, CRUISE THE BOARDWALK	2
SHOPPING, WATERFRONT AREA	1
SHOPPING, VISITING	6
SIGHT SEEING	1
SIGHTSEEING BARS	1
SOCIAL	1
SOCIAL ACTIVITIES, SHOPPING,	2
SOCIAL VISITING FRIENDS/ FAMILY	1
SPECIAL EVENTS	1
SPECIAL EVENTS, SHOPPING	1
SPORTS HOCKEY	1
TENNIS	1
TO GET OUT OF THE HOUSE	1
TO HUSBAND OFFICE	1
VARIOUS, ONCE A MONTH , EVENINGS	1
VISIT	3
VISIT FAMILY	3
VISIT FAMILY, SHOPPING, DOCTORS	1
VISIT FRIENDS VISIT FAMILY	4
VISIT RELATIVES	1
VISITING	17
VISITING FAMILY	2
VISITING FRIENDS	5
VISITING ONCE EVERY 2 WEEKS , RELATIVES	1

VISITING, SIGHTSEEING	1
VISITING, WATERFRONT	1
VISITING, SHOPPING	1
VOLUNTEER AT HOSPITAL, CHURCH, SHOPPING	1
VOLUNTEER, SHOPPING	1
VOLUNTEERS	1
WALKING ON THE WATERFRONT	1
WATERFRONT	8
WATERFRONT PARKS	1
WATERFRONT, SHOPPING	2
WORK	1

Table 56: Other Suggestions for Parking Fees at Fast Ferry Terminal	Number
\$1.00 PER VISIT	1
\$2.00 DAY	1
1 DOLLAR AN HOUR	1
CHEAP ENOUGH FOR PEOPLE TO TAKE FERRY	1
DEPENDS ON THE COST OF THE FERRY	1
DO NOT PAY FOR PARKING	1
DON'T KNOW	2
LIKE MAC PASS AND FINANCIAL INCENTIVES	1
MAX \$1.00 / HOUR	1
MONTHLY FEE/ FEE UNKNOWN	1
NO IDEA	3
NOT SURE	3
PARK AND GO	2
PARK AND GO, A MONTHLY REASONABLE RATE	1
PARK AND PAY	1
PARK AND RIDE FARE ALL INCLUSIVE	1
SAME AS WOODSIDE	1
SHOULD BE FLEXIBLE CAN BUY FOR DAY OR MONTH OR PARK AND GO	1
SHOULD BE SOLD AS PKGS - FERRY AND PARKING	1
SHOULD HAVE SHUTTLE TO FERRY	1

Table 57: Other Features for Onboard the Fast Ferry	Number
ABSOLUTELY NO FRILLS	3
ADVERTISING FOR HAPPENING IN CITY, FEATURE BOARD	1
AIR CONDITION, COMFORTABLE SEATS, WASHROOMS	1
AIR CONDITIONING, CANOPY OVER OUT DOOR SEATING	1
ALLOWING PETS ON LEASHES	1
ARCADE GAMES	1
AREA FOR STROLLER	1
ASSECCIBILITY FOR HANDICAP LEVEL ENTER FOR SCOOTER	1

BANK MACHINE	1
BAR	1
BATHROOM OVER HANG SHELTERS FOR OUTSIDE SEATING	1
BATHROOMS	11
BETTER BUS SYSTEM	1
BIG WINDOWS	1
BIKE RACK	8
BLANKETS	1
BRING EXTRA BUS SERVICE OUT TO HAMMONDS PLAINS	1
CHANGE TABLES FOR BABIES	1
CHEAP COSTS	1
CHEAPER FARES	1
CHILDRENS BOOKS	1
CLEAN AND QUICK, BASIC SERVICE NO BELLS AND WHISTLES, COST EFFECTIVE, GO BACK TO BRITIAN AND LOOK AT THEIR SYSTEM	1
COFFEE MACHINE, TOURIST INFO	1
COMBO TICKET OF PARKING AND FERRY	1
COMFORT, SAFE RIDE	1
COMFORTABLE SEATING OUTDOOR SEATING MIGHT BE EXPENSIVE AND DANGEROUS	1
COMFORTABLE SEATING WIDE SEATING	1
COMFORTABLE SEATS CLEAN AREA	1
COMFORTABLE SEATING	13
COUPLE OF TABLES	1
DARTMOUTH FERRY HAS NONE	1
EASY ACCESS TO LIFE JACKETS	1
ENTERTAINMENT	1
FAMILY CHANGE ROOM SAFETY REG POSTED, SERVICE CART , DRINKS ETC	1
FAST CONVENIENT NICE SEATING	1
FAST SERVICE	1
FIRE EXTINGIUSHER	1
FREQUENCY OF TRIPS, HOW MANY PEOPLE WILL IT HOLD WHERE WOULD IT BE	2
FRIENDLY STAFF	1
GARBAGE DISPOSAL	1
GOOD HEAT AND AIR CONDITIONING	1
GOOD QUALITY SEATS	1
GOOD VISABILITY FOR PASSENGERS	1
HEAD PHONES/ JACKS	1
HEADSETS FOR TV	1
HEAT, SEATING	1
HEATED FERRY BO BELLS AND WHISTLE	1
HEATING FOR WINTER	1
I JUST WANT TO GET THERE	1
IF THE FRILLS EFFECT THE FARES I DO NOT WANT IT	1
INFO BULLETIN FOR EVENTS	1
INFO CENTER FOR SPECIAL EVENTS	1

INFO RADIO 97.5	1
INTERNET FARE PUBLIC ACCESS	1
JUST A RIDE IN	1
JUST AS CHEAP AND FAST	1
JUST BASICS CLEAN WASHROOMS	1
JUST DIRECT TRIP FROM A TO B	2
JUST FERRY SERVICE	1
JUST NEEDS BASIC	1
KEEP BACKGROUND NOICE TO MINIMUM	1
KEEP COST DOWN NO FRILLS	2
KEEP THE COST DOWN AND IT WILL WORK	1
KIDS PROGRAMMING ON TV	1
LIFE BELTS	1
LIFE BOATS PORTABLE SEATS FOR FLOTATION DEVICES, HANGING DEVICES TO HOLD ONTO	1
LIFE JACKETS	4
LOCAL WEATHER FORECAST	1
LOTS OF GLASS FOR VISCUAL	1
LOTS OF SEATING	1
MAP ON WALL BEDFORD BASIN	1
MAP SHOWING TOURISM INFO	1
MINI BAR	1
MINI RESTAURANT LIKE SUBWAY	1
MORE SAFETY FEATURES	1
MORE SPEED	1
MORE STUFF LESS SEATING	1
MUSIC	1
MUSIC IE RADIO FOR NEWS	1
NEED A SIMPLE FERRY LIKE THE DARTMOUTH ONE THAT I RIDE WITH MY GRANDCHILDREN FOR FUN	1
NEEDS TO RUN ON REGULAR TIMES	1
MORE BUSES	1
NO VLTS	1
NON SMOKING	1
NONE	1
NURSE	1
PAY PHONES	1
PINBALL GAMES	1
PLENTY SPACE, SPECIAL AREA FOR CHILDREN AND PARENTS	1
PROTECTION FROM WEATHER INSIDE AND OUT	1
RADIO ACCESS	1
RADIO OR MUSIC	2
RADIO, NEWS CBC RADIO	1
REASONABLE SCHEDULE	1
RECORDING ON SAFETY FEATURES	1
REGULAR BUS SCHEDULE	1
REPAIR THE TRACKS AND USE FAST TRAIN	1

SAFE TRIP	1
SAFETY FEATURES	2
SAFETY FIXTURES AND PROCEDURES TO USE	1
SAFETY RAIL	1
SAFETY REGULATIONS	1
SEAT BELTS FOR KIDS	1
SECTION FOR PETS	1
SECURITY	3
SECURITY, WASHROOMS, BEVERAGE DISPENSER	1
SHADING FOR OUTSIDE SEATS	1
SHUTTLE SERVICE AROUND TOWN	1
SMOKING SECTION AVAILABLE OUTSIDE	1
SNACK VENDING MACHINES	1
SOFT MUSIC TO RELAZ PEOPLE	1
STROLLER STORAGE CHILDREN LIFE JACKET/ BATHROOMS	1
TELESCOPE	1
TEMPERTURE GAGE RATE OF SPEED	1
TOILET FACILITES WHEELCHAIR ACCESS.	1
TOURIST QUIDE	1
UMBRELLAS	1
UPHOLSTERY SEATS, WASHROOMS	1
VCOMFORTABLE SEATING	1
VENDING MACHINES	4
VIEWING LOTS OF GLASS , WASHROOMS	1
VLT, WASHROOMS	1
WARM HEAT	1
WASHROOM, FIRST AID	1
WASHROOMS	59
WASHROOMS SECURITY CAMERAS AND PERSONAL	1
WASHROOMS SICK BAGS	2
WASHROOMS TELESCOPE	1
WASHROOMS, BIKE RACK	1
WASHROOMS, CHANGE TABLES	1
WASHROOMS, SAFETY FEATURES , EASY TO USE LIFE BOATS	1
WASHROOMS, SEATING	1
WASHROOMS, SECURITY CAMS	3
WASHROOMS, SPEED	1
WASHROOMS, STORAGE FOR STROLLERS	1
WASHROOMS, WATERFOUNTAIN	1
WASTE MANAGEMENT NO LITTERING	1
WATER FAUCETS	1
WATER FOUNTAIN	1
WHEEL CHAIR ACCESSIBLE	2
WHEELCHAIR AND SCOOTER FRIENDLY SEATS	1

Table 58: Other Features for the Fast Ferry Terminal	Number
A COVERED AREA OUTSIDE	1
A SMALL BAR OR PUB	1
ABILITY TO BUY TICKETS INFO ON GO TIME MAPS	1
ABSOLUTELY NO FRILLS	1
ACCESSIBILITY	1
ANOTHER EXIT FROM PARKING LOT	1
ASSECCALBILITY FOR HANDICAP	1
AT MACHINE	1
ATM MACHINES	8
BAKERY INSTEAD OF CONVIENCE	1
BANK MACHINE, PAY PHONE	1
BAR	2
BATHROOMS	3
BATHROOMS BIKE LOCKUPS AND LOCKING LOCKERS FOR HELMETS RAINGEAR ETC	1
BATHROOMS, WATERSPORTS NEED A SHUTTLE BUS ON BOTH SIDES	1
BETTER SYSTEM FOR MONITORS SIMILAR TO THE ONE USED FOR GO TIMES	1
BIKE PARKING/RAMP	2
BIKE RACK MULTI LEVEL GARAGE FOR CARS	1
BIKE RACK, BUS SERVICE AT TERMINAL , DIRECT LINES TO TAXI CO, PRIVATE SHUTTLE FOR OUT OF TOWN WORKERS, SHUTTLE BUS TO AIRPORT, UPGRADE FERRY TO TOURIST	1
BIKE RACKS, WHEEL CHAIR RAMP	1
BIKE STORAGE, RADIO, TRAFFIC INFO, NO SMOKING ANTI FUNGAL ANTI BACTERIAL WASH	1
BUS TICKETS AND PASSES	2
CAR RENTAL	1
CHANGE MACHINE, SCHEDULE, TICKETS PASSES ETC	3
CHANGE TABLES	1
CHANGING TABLE FOR BABIES	1
CLEANLINESS, WASHROOMS SHUTTLE DIRECTLY TO HOSPITAL	1
COMPLEMENTARY UMBRELLAS	1
CONCESSION STAND	1
CONVENIENT STORE	1
COUNTER FOR BUS TICKETS	1
DECORATIONS, FLOWERS	1
DEDICATED BUS CONNECTIONS, STROLLER SPACE	1
DESCENT COFFEE SHOP	1
DISABLED PERSON ACCESSIBILITY	1
DISPLAY MARITIMERS CRAFTS AND ARTS	1
DRY CLEANERS	2
E PASS	1
EASY ACCESS	1
EXTRA THINGS PAY FOR THE FERRY NOT THE PURPOSE OF GETTING PEOPLE THERE THIS JUST LEADS TO PANHANDLERS NEED POLICE OFFICERS	1
FAMILY BATHROOMS	1
FEEDER BUSES ON BOTH SIDES MAG PASSES WOULD SPEED THINGS UP	1

FIRST AID, PAY PHONE	1
FREE PARKING	1
FRIENDLY STAFF	1
GO TIME	1
GOOD CLEAN BATHROOMS, CHANGE STATIONS	1
GOOD CONNECTING BUSES	1
GOOD LIGHTING	2
GOOD SEATING CLOCK FOR TIME, WASHROOMS	1
GOOD WINDOWS	1
HAVE A BIKE RACK HOPPER PASS FOR ALL DAY \$8-10	1
HEALTHY SNACKS	1
HEAT	1
HEATED TERMINAL WASHROOMS	1
INDOOR SEATING	1
INF BOOTH FOR VISITORS	1
INFO BOOTH, NO LOTTERY TICKETS OR VLTS	1
INFO CENTER FOR SPECIAL EVENTS	1
INFO FOR EVENTS IN HFX	1
INFO PEOPLE	1
INTERNET ACCESS	1
INTERNET SERVICE	1
JUST NEED BASIC TRANSPORTATION	1
KEEP THE TRAFFIC OFF OF CONVEY RUN	1
LAPTOP PORTS, WORK TABLE, WIRELESS INTERNET ACCESS	1
LIKE TO SEE A PARK AND RIDE	1
LIMITED PARKING, USE PARK AND RIDE, FEEDER BUSES, SMALL SHOPS, DEVELOP WATERFRONT	1
LOCKERS	1
LONG TIME OVERDUE	1
LOOK OUT AREA	1
LOTS OF WINDOWS OUT DOOR SEATING, PAY PHONE, COMFORTABLE SEATING	1
LOTS WASHROOMS	1
LOTTO BOOTH	2
MAGAZINE	1
MAILBOX	1
METRO BUS TICKETS	1
MONEY CHANGE MACHINE	1
MONITORED AND FILMED IN TERMINAL	1
MUSIC	1
NEED BUS TO GO TO VG	1
NEED DECENT BUS SYATEM FOR HAMMONDS PLAINS	1
NEEDS ANOTHER RD HAMMONDS PLAINS KEARNEY BY PASS FOR HAMMONDS PLAINS FROM KEARNEY LAKE BY PASS	1
NEEDS FAST TRAINS ALLOCATED PARKING DOWN TOWN PARKING SHOULD BE FREE I DOB'T PAY AT THE MALLS	1
NEWS STAND	1
NEWSPAPER	4

NO FRILLS JUST BASIC, NEED FLASHING GREEN LIGHT ON BEDFORD HWY BY THE POLICE STATION STREET GOING DOWN TO THE DEWOLFE PARK AREA	1
NO PARKING CONGESTION WILL BE HEAVY TOO MUCH NOISE FROM THE FERRY , JUST USE COFFEE, MORE BUS ROUTES AND MORE FREQUENT	1
NONE	1
ONE FRENCH DAY CARE, ONE ENGLISH DAY CARE	1
OPEN DOORS FOR GOING FROM THE TERMINAL TO THE FERRY	1
OUTSIDE SEATING PARK AREA	1
PARK AREA WITH SEATING , SECURITY	1
PARKING WOULD BE TOO EXPENSIVE FOR THE LAND MULTI LEVEL	1
PAY PHONE	7
PAY PHONE, BATHROOMS, COIN CHANGE MACHINE	2
PAY PHONE, CHANGE MACHINE	1
PAY PHONE, WASHROOMS	1
PAY PHONES, DIRECT LINE TO TAXI, SECURITY GUARD	1
PAY PHONES, WATER FOUNTAIN	1
PEDWAY TO SOBEYS	1
PLACE TO BUY BUS TICKETS OR PASSES	2
PLACE TO BUY TICKETS LIKE A MACHINE	1
RECREATION FOR CHILDREN	1
RESTAURANT	2
SECURITY	2
SECURITY CAMERAS AND PERSONNEL	3
SECURITY FOR PARKING MORE BUSES FROM HAMMONDS PLAINS	1
SECURITY LIGHTING, VIDEO SECURITY, WINTER HEATING	2
SECURITY, EXPRESS BUSES FROM DOWNSVIEW MALL AND BEDFORD TO FERRY TERMINAL	1
SELF SERVE MACHINE FOR TICKETS ATM MACHINE	1
SHELTER	1
SHOE SHINE SHOP	1
SHOULD BE BASIC NO FRILLS SHUTTLE TO HOSPITALS	1
SHUTTLE TO HOSPITALS	3
SHUTTLE TO HOSPITALS, MORE BUSES TO HAMMONDS PLAINS	1
SHUTTLE UP HILLS BASIN VIEW AND SHUTTLE TO SHOPPING MALLS AND HOSPITAL	1
SKATE PARK	1
SMOKING AREA	1
TAXI STAND	2
TOURIST GUIDE	1
USE SHUTTLE FROM SUNNYSIDE HAVE PARKING THERE VENDING MACHINES	1
VENDING MACHINES	1
WASHROOMS	34
WASHROOMS, BANK MACHINES	1
WASHROOMS, WATERFAUCET	1
WASHROOMS, CHILD'S CHANGE AREA	1
WASHROOMS, DEBIT MACHINES	1
WASHROOMS, FAMILY, LOTS OF WINDOWS OVER LOOKING HARBOUR	1
WASHROOMS, NO FRILLS IT WILL COST TOO MUCH, SHUTTLE BUSES IN BEDFORD AREA	1

WE NEED A COMMUNITY CENTER IN MILL COVE OR HAMMONDS PLAINS	1
WHAT ARE THEY GOING TO DO ABOUT THE FROZEN BASIN	1
WHEELCHAIR ACCESSIBILITY	1
WIRELESS INTERNET ACCESS NEXT TO COFFE SHOP	1
WORK STATION	1

Table 59: Reasons for Low Likelihood Rating of Taking Fast Ferry (Rating of 6 or less out of 10)	Number
WE DON'T GO IN TOWN MUCH	1
NEED MORE REASONS TO TRAVEL TO HFX	1
NOT WORKING DOWN TOWN	1
WOULD TAKE MORE IF WORKING AS WELL	1
ALL DEPENDS ON SCHEDULE NEED SHUTTLE TO WORK	1
AT LATE HOURS I WOULD NOT WANT TO BE IN THE AREA FOR SECURITY REASONS	1
AVAILABILITY FOR SHUTTLE	1
BECAUSE I AM AN EVENING WORKER	1
BECAUSE I WOULD HAVE TO COME FROM HAMMONDS PLAINS RD , EASIER ACCESS FROM WHERE I LIVE	1
BECAUSE OF LOCATION AND TIME FACTOR , IT WOULD TAKE LONGER AS I WOULD HAVE TO THEN CATCH A BUS	1
BECAUSE OF MY LIFESTYLE	1
BECAUSE OF OUR AGE WE NEED OUR OWN CAR	1
BUS DOES NOT GO TO CHILDREN'S HOSPITAL ALSO I NEED THE CAR FOR CHURCH	1
CAN GET THERE FAST IN CAR - MAY USE ON WEEKENDS	1
CARPPOOLING	1
CAR WOULD BE MORE CONVENIENT FOR SHOPPING	1
DEPARTURE TIME IS TOO LATE IN THE MORNING TAKE MY CAR BECAUSE OF MY OFF PEAK HOURS	1
DEPENDING ON THE DAILY EXPERIENCE	1
DEPENDS ON AVAILABILITY OF BUS ACCESSABILITY IN HALIFAX	1
DEPENDS ON CONNECTING BUSES	1
DEPENDS ON PRICE VS CARPOOL	1
DEPENDS ON PRICE, IF TO PRICEY WILL NOT USE	2
DEPENDS ON TIME	1
DEPENDS ON WHERE I WOULD BE GOING IN HALIFAX	1
DEPENDS ON WORK NOW IN IN DARTMOUTH MAY MOVE TO HFX TRAFFIC CONDITIONS	1
DESTINATION NOT DOWNTOWN	1
DO NOT GO ON FERRIES	1
DO NOT LIKE WATER	2
DOES NOT GO WHERE I WANT TO GO	1
DOES SHIFT WORK	2
DON'T GO DOWNTOWN TOO OFTEN, MAKE IT FREE	1
DON'T GO IN ENOUGH TO DOWNTOWN BUT WOULD TAKE IT FOR DOWNTOWN APPOINTMENTS	1
DON'T GO THAT WAY , NOTHING	1
DON'T REALLY HAVE A USE FOR IT TO WINDSOR STREET	1
DON'T TRAVEL VERY OFTEN AND IT WOULD DEPEND ON WHERE I WAS GOING IN HALIFAX	1
DRIVE TO WORK IS EASIER FOR ME	1

DUE TO WORKING HOURS (24 HOUR SHIFTS)	1
EASIER FOR ME TO TAKE CAR	1
EXTENDED ON WEEKENDS TO 1 AM WITH TAXIS SERVICE AVAILABLE IN BEDFORD	1
FASTER BY BUS LONGER TO WALK TO FERRY THAN THE RIDE TIME OF 20 MINUTES	1
FASTER FOR BUS OR CAR	1
FERRY NEEDS TO BE LATER SO CAN STAY AT BARS AND DRINK	1
FLEXIBILITY OF HAVING CAR WITH ME	1
FROM HAMMONDS PLAINS IS GOING OUT OF MY WAY	1
FROM HAMMONDS PLAINS NOT COST EFFICIENT AVAILABILITY OF BUSES VERY POOR	1
GOES TO FAIRVIEW COVE	1
GOES TOO FAR, TAKES LONGER WITH NO CAR	1
GOT TO GET TO WORK EARLY	1
HAMMONDS PLAINS RD RESIDENT TOO FAR TO TAKE FERRY MIGHT AS WELL JUST DRIVE NOTHING TO CHANGE MIND	1
HAS LOW IMMUNE SYSTEM AVOIDS PUBLIC TRANSPORT	1
I AM BLIND AND FEEL SECURE TRAVELING BY BUS	1
I AM NOT WORKING IN TOWN. I WOULD USE IT FOR SOCIAL EVENTS WHILE DRINKING	1
I AM ON CALL DOCTOR AND I NEED MY CAR TO GET TO WORK	1
I CAN DRIVE THERE IN 15 MIN AND THEN I COULD HAVE A CR TO GO TO DIFFERENT PLACES	1
I DO NOT GO VERY OFTEN	1
I DO NOT TRAVEL TO HFX OFTEN	1
I DON'T GO DOWNTOWN	1
I DON'T GO OFTEN ENOUGH IF I GOT A JOB I WOULD USE IT	1
I DON'T GO SO MUCH AND I GET DRIVES FROM SOMEONE	1
I DON'T LIKE TRANSIT AND I WOULD RATHER TAKE MY OWN CAR	1
I DON'T WORK DOWN TOWN NOTHING TO CHANGE MY MIND	1
I GET SEASICK, CONVENIENCE OF HAVING VEHICLE	1
I GO WITH OTHER PEOPLE SO I ALREADY HAVE TRANSPORTATION	1
I HAVE FREE PARKING AT WORK AND JUST AS FAST TO GO BY CAR	1
I HAVE STRANGE WORK HOURS I WORK 24 HOURS EVERY 3 DAYS	1
I HAVE TO BB AT WORK 6 30 AM, IF IT RAN AT 5 00 AM I COULD USE IT	1
I HAVE TO BE TO WORK FOR 7 AM 6 30 IS TOO LATE I WOULD DEFINITELY USE IT IF IT RAN EARLIER EVEN 1/2 HOUR EARLIER THERE SHOULD BE IN SHUTTLE SERVICE FROM THE FERRY TO MAJOR EMPLOYERS EG HOSPITALS	1
I JUST WOULD GO FOR THE RIDE	1
I LIKE CONVENIENCE OF HAVING MY CAR / NOTHING	1
I LIKE THE CONVENIENCE OF MY VEHICLE	1
I LIKE THE INDEPENDENCE OF HAVING MY OWN CAR AND A LOT OF MY WORK REQUIRES ME TO TRAVEL TO OTHER LOCATIONS IN THE CITY	1
I LIKE TO BIKE	1
I LIKE TO DRIVE AND I DON'T LIVE NEAR THAT LOCATION	1
I MIGHT AS WELL JUST DRIVE IN TO HFX NOTHING SINCE I AM ALREADY HALFWAY THERE	1
I MIGHT HAS WELL DRIVE TO HALIFAX AS BEDFORD IS JUST AS FAR	1
I MUST BE TO WORK AT 7 AM THEREFORE THE FERRY IS TOO LATE IN GOING	1
I NEED EARLIER SERVICE BECAUSE OF WORK	1
I NEED MY CAR	6
I NEED MY CAR FOR WORK	4

I NEED MY CAR FOR WORK. I GO TO BURNSIDE AND THEN TO HFX	1
I NEED MY CAR. NO, THERE IS NO WAY I CAN WORK WITHOUT I TRAVEL FROM PLACE TO PLACE ALL DAY	1
I NEED THE CAR SOME DAYS BUT NOT ALL	1
I NEED THE TRUCK FOR WORK BUT WOULD USE THE FERRY IF I DID NOT NEED IT AND I WOULD ALSO USE IT FOR PLEASURE	1
I NEVER GO TO HFX BUT I MAY GO FOR THE SAKE OF GOING	1
I ONLY USE FOR PLEASURE	1
I ONLY WOULD BE USE IT FOR PERSONAL REASONS	1
I PREFER TO USE MY CAR	1
I RARELY GO TO HALIFAX CORE AND WOULD MOST LIKELY TAKE THE CAR	1
I THINK IT IS A GREAT IDEA BUT I AM JUST TOO OLD TO TRAVEL	1
I TRAVEL AT NIGHT FOR SAFETY REASONS I WOULD NOT LIKE TO HANG AROUND BUS STOPS AND FERRY TERMINAL	1
I TRAVEL AT WORK THROUGH THE DAY SOMETIMES	1
I USE A SCOOTER AND IT WOULD BE TOO DIFFICULT TO GET FROM THE FERRY TERMINAL TO WHERE I AM GOING	1
I WANT TO TRY IT FIRST	1
I WILL NEVER USE IT UNLESS THEY GET A BUS SERVICE TO HAMMONDS PLAINES	1
I WILL WANT MY VEHICLE FOR TRANSPORTATION WHEN I GET THERE	1
I WORK AT COMMUNITY COLLEGE IT WOULD BE A HASTLE TO GET THERE AND I WOULD BE LATE, NOTHING TO CHANGE MY MIND WOULD USE FOR PERSONAL TIMES	1
I WORK IN BEDFORD AREA. IT WOULD BE EASIER TO TAKE MY CAR	1
I WOULD NOT BE COMFORTABLE RIDING ON FERRY NOTHING WOULD CHANGE MY MIND	1
I WOULD NOT USE BECAUSE NOT PRACTICAL IF PARKING WAS FREE I WOULD USE IT	1
I WOULD NOT USE IT BECAUSE I AM ALREADY ON THE BUS ROUTE 80 I MIGHT AS WELL STAY ON THE BUS	1
I WOULD ONLY USE IT IF I WAS GOING TO DOWNTOWN HFX	1
I WOULD ONLY USE IT IF THE PRICE IS THE SAME AS THE BUS	1
I WOULD RATHER USE MY OWN CAR I THINK IT IS A GREAT IDEA FOR OTHERS	1
I WOULD USE IT IF MY PARKING WAS FREE	1
I WOULD USE IT ONLY IF GOING DOWN TOWN I NEED MY CAR TO RUN ERRANDS NOTHING TO CHANGE MY MIND	1
I WOULD USE ON WEEKENDS ONLY	1
I WOULD WANT MY VEHICLE AT WORK	1
I WOULD MAINLY BE USING IT FOR REC ACTIVITIES IF IT WAS SHOWN TO ME THAT THE COST OF USING THE FERRY WOULD BE LESS THAN OR COMPARABLE TO USING A COMPACT CAR AND PARKING	1
IF THEY HAVE PARKING I WOULD USE OR TAKE THE BUS IF THERE WAS ONE	1
I LIVE IN HAMMONDS PLAINS SO I MIGHT AS WELL KEEP GOING	1
INCONVENIENT FOR ME BECAUSE OF WHERE I LIVE/ NOTHING	1
INCONVENIENCE WITHOUT VEHICLE	1
IT DEPENDS ON WHERE I GOING IF I AM GOING TO HFX SHOPPING CENTER IT WOULD BE FASTER FOR ME TO DRIVE / ONLY IF I WAS TO WORK IN HFX	1
IT IS EASIER JUST TO DRIVE	1
IT IS FAR TO GO, THE BUS STOPS RIGHT AT MY DOOR AND I ONLY HAVE TO GO TO HFX SHOPPING CENTER	1
IT IS FASTER TO DRIVE	1
IT IS NOT CONVENIENT TO GET FROM THE FERRY TO SUMMER STREET	1
IT IS NOT GOING MY WAY	1

IT IS NOT MY GOING TO FINAL DESTINATION	1
IT IS QUICKER GOING BY CAR THEN WAITING FOR THE BUS AFTERWARDS WITH 3 KIDS	1
IT IS QUICKER TO GET THE BUS FROM HERE INTO HALIFAX OR QUICKER TO DRIVE	1
IT WOULD BE FASTER TO TAKE BRIDGE AND IT DOESN'T RUN LATE ENOUGH	1
IT WOULD DEPEND ON WHERE I WAS GOING IF TO PERSONAL APPOINTMENT PROBABLY WOULD NOT BE CONVENIENT- ON PERSONAL PLEASURE I WOULD FOR SURE TAKE FERRY	1
IT WOULD TAKE LONGER THAN THE CURRENT BUS TRAVEL	1
JUST AS CONVENIENT TO TAKE MY CAR THE 20 MINUTES IT TAKES TO DRIVE I WOULD ONLY CONSIDER USING THE FERRY IF I HAD TO PAY FOR PARKING AT WORK	1
JUST AS FAST FOR US TO GO THE HWY / NOTHING	1
KEEP PROICE DOWN	1
LEAVES TOO LATE	1
LIKE THE CONEVIENCE OF OWN CAR WANT INDEPENDENT MAKES 20 STOPS EACH DAY I WOULD TAKE IT FOR SPECIAL EFFECTS AND IF I WAS GOING TO ONE SPOT ONLY	1
LOCATION IS INCONVENIENT/ PREFER THE RAPID TRANSIT THAT IS COMING TO SACKVILLE	1
MORE CONVENIENT AT THIS TIME TO DRIVE MY OWN CAR IMPROVE THE BUS SERVICE IN HAMMONDS PLAINS	1
MORE CONVENIENT FOR ME TO DRIVE / NONE	1
MORE CONVENIENT FOR ME TO USE MY CAR BECAUSE OF MY DESTINATIONS	1
MORE TIME CONSUMING THAN TAKING MY CAR, NOTHING	1
MUST CARRY TOOLS FOR WORK	1
MY CLIENTS ARE NOT IN DOWN TOWN SO I WOULD ONLY USE IT FOR WEEKENDS SOCIAL REASONS	1
MY JOB REQUIRES THAT I BE THERE AT 7 AM THE TIMING IS TOO LONG TO GO FROM HAMMONDS PLAINS	1
NEED MORE CONVENIENCE TOO MANY STOPS	1
NEED MY CAR WHEN I GO TO HALIFAX HAVE FERRY GO TO DARTMOUTH	1
NEED THE CAR FOR WORK NOTHING TO CHANGE MIND BUT WOULD USE FERRY FOR LEISURE TIME	1
NEED VEHICLE TO TRAVEL DURING THE DAY	1
NEEDS CLOSER STOP TO WORK. WOULD NOT BOTHER GOING OUT OF MY WAY FOR A FERRY RIDE	1
NEEDS THE TRUCK FOR WORK	1
NEVER BEEN ON A FERRY BUT MAY TRY THIS ONE WITH GRANDCHILDREN	1
NO BUS SERVICE IN HOME AREA	1
NO FASTER FOR ME	1
NO OTHER REASON TO GO IN	1
NO USE TO ME/ NOTHING	1
NOT CONVEIENT NEEDS CAR TO GO TO MEETING AROUND TOWN	1
NOT CONVENIENT FOR ME THE BUS IS EASIER	1
NOT CONVENIENT FOR WORK , MUMFORD RD	1
NOT COST EFFECTIVE	1
NOT EARLY ENOUGH , EARLIER RUNNING HOURS	1
NOT EFFICIENT TO GO TO ROBIE ST FROM FERRY TERMINAL DOWNTOWN	1
NOT FOR WORK, NOT CONVENIENT BUT FOR PLEASURE I WOULD	1
NOT GOOD FOR WORK BUS 84 TAKES ME RIGHT TO WORK	1
NOT GOOD FOR WORK, GOOD FOR KIDS	1
NOT KNOWLEDGEABLE OF THE HFX AREA	1
NOT USED ENOUGH	1
OFFICE IS IN COMPANY TRUCK	1

ONLY AS A NOVELTY NOT VIABLE CAN NOT SEE IT WORKING	1
ONLY GOES THERE FOR WALKING PURPOSES ALONG HISTORIC PROPERTIES	1
ONLY HAS 2 MIN WALK TO BUS FOR DIRECT BU TO HFX BUT WOULD TAKE FOR RECREATION	1
PREFER TO DRIVE MY CAR FOR CONVENIENCE/ NOTHING	1
PREFER TO SEE SUBWAY OR A HIGHWAY OVE THE CITY	1
PREFER TO TAKE CAR WOULD TAKE FERRY PERIODICALLY JUST TO TRY THE SERVICE	1
PREFER TO TAKE MY CAR, NOTHING	1
PRICE	1
RATHER TAKE MY OWN CAR	1
SCHEDULE HAS TO BE CONVENIENT FOR WHAT I WANT TO DO, CONSISTENCY	1
SCHEDULING AND FINAL PRICE KEEP IT AFFORDABLE AND FREQUENT	1
SHIFT WORK	1
SOME DAYS I NEED MY CAR, NOTHING	1
SOMETIMES I WANT TO USE MY CAR FOR ERRANDS	1
STOPS RUNNING TO EARLY, RUN THE FERRY TILL 3 00 - 330 AM	1
STRANGED IN CITY AND I COULD NOT TO ERRANDS	1
TAKE THE FAMILY IN TO HFX WANT THE USE OF THE CAR, TOO DIFFICULT FOR GRANDMA	1
TANTALLON ROUTE IS TOO LONG AND NOT ENOUGH TIMES PER DAY, I WOULD TAKE IF THERE WERE EXPRESS BUSES	1
THAT THERE PROBABLY GOING TO CHARGE MORE THAN 2 DOLLARS, KEEP IT LOW	1
THE BUS IS JUST GREAT, I DO NOT NEED TO CHANGE BUSES THE BUS TAKES ME RIGHT THERE	1
THE DRIVE WOULD BE FASTER	1
THE FAST FERRY WOULD HAVE TO TRAVEL EARLIER FOR HOSPITAL STAFF AS SHIFTS START AT 6 45 AM 6 30 START WOULD NOT GET ME TO WORK ON TIME I WOULD TAKE THE FAST FERRY IF IT GOT ME TO WORK ON TIME	1
THE FERRY IS OUT OF WAY NOT ON TRANSIT ROUTE NOTHING TO CHANGE MY MIND	1
THE FERRY LEAVES TO LATE. IF IT WENT EARLIER I WOULD USE IT MORE	1
THE PICK UP AND DROP OFF SPOTS ARE INCONVENIENT IT WOULD ALSO TAKE UP TO MUCH TIME	1
THEY SHOULD RUN LATTER ON WEEKENDS UNTIL 2 AM	1
THINK IT WOULD BE LONGER	1
TIMING 75 MIN TO GET TO WORK USING FERRY AND BUSES OR 20 MIN BY CAR	1
TIMING IS NOT GOOD	2
TIMING WANT TO GO WHEN READY CONVENIENCE OF HAVING OWN TRANSPORTATION	1
TOO FAR INTO BEDFORD	1
TOO FAR AWAY EASIER TO TAKE OWN CAR	1
TOO LATE IN AM BUT USE FOR ENTERTAINMENT	1
TOO LONG TO GET SPRYFIELD AND BACK TO TERMINAL	1
TOO MANY BUSES TO ARMDALE	1
TRANSFERRING TO BUSES	1
TRANSPORTING OF CHILDREN ON WAY TO WORK	1
UNCERTAIN	1
UNLESS I AM GOING TO TOWN I WOULD NOT USE	1
USE BUS INSTEAD	1
USE FOR PLEASURE MOSTLY NOT FOR WORK	1
USE THE CAR AT WORK	1
WANTS CAR AT END	1

WANTS OWN TANSPORTATION	1
WIFE DOES NOT LIKE WATER	1
WORK TO FAR AWAY FROM WEEK, WOULD USE ON WEEKENDS	1
WORKS CONSTRUCTION NEED MY VEHICLE BUT MAY USE FOR PLAYTIME	1
WOULD BE FASTER FOR ME TO TAKE CAR WOULD USE ON WEEKENDS	1
WOULD BE FOR PLEASURE ONLY	1
WOULD BE OUT OF WAY TAVELING WOULD BE FOR PLEASURE	1
WOULD DEPEND ON COST OF PARKING IF FREE WOULD USE EVERY DAY	1
WOULD NOT DRIVE FERRY OTHER THAN FOR A PERSONAL TRIP OCCASSIONALLY	1
WOULD NOT USE NEEDS CAR FOR WORK	1
WOULD TAKE LONGER THAN PRESENT TRAVEL TIMES	2
WOULD TAKE LONGER TO GET TO WORK, WOULD USE IN EVENINGS	1
WOULD TAKE SAME AMOUNT OF TIME TO ET TO WORK	1
WOULD TRY ONCE JUST TO TRY OUT AS I LIVE NEAR BI HI	1
WOULD USE FOR ENTERTAINMENT	1
WOULDN'T TAKE ME TO WORK	1
WOULDN'T TAKE ME TO WORK WOULD USE TO GO DOWNTOWN	1
WOULDN'T USE FOR WORK ON CALL BUT THINKS IT IS A GREAT IDEA	1

Table 60: Frequency of Fast Ferry Use Among Those More Likely to Use Ferry (Ratings of 7 or Higher on 10-point Scale)
Range of times weekly: 0.50 to 30.00
Average: 3.663
<i>Extenuating circumstances:</i>
IF THEY HAD A BUS FROM HAMMONDS PLAINS RD
IF A GOOD RATE
DEPENDS ON SCHEDULE TIME
WOULD USE MORE OFTEN IF IT RAN AT 6 AM FOR 7 OCLOCK WORKERS
IF FASTER THAN ALL BUS TRIP CURRENTLY
WOULD USE EVERYDAY IF THE PRICE WAS AS LOW AS \$3.00
ONLY IF EXPRESS FOR COBEQUID CENTER
DEPENDING ON TRANSFERS FOR WORK
ONLY IF CONNECTING BUSES IN HFX ARE GOOD, SHOULD BE AN EXPRESS FROM SACKVILLE - FERRY

Table 61: Mode of Travel from Halifax Ferry Terminal to Final Destination		Number
For work	WALK, TAXI, BUS	1
	WALK, TAXI	2
	WALK, BUT DEPENDS HOW FAR	1
	WALK, BUS, TAXI	2
	WALK, BUS, DARTMOUTH FERRY	1
	WALK, BUS	71
	WALK, BIKE	11
	WALK	1
	TAXI	3
	TAKES CAR FOR WORK FERRY FOR PLEASURE	1
	PICK UP	1
	OWN VEHICLE	1
	NEEDS THE TRUCK	2
	NEEDS CAR FOR WORK	3
	FERRY TO DARTMOUTH	1
	DRIVE	1
	BUS, TAXI	4
	BUS, FERRY DARTMOUTH	1
	BUS, BIKE	2
	BUS SHUTTLE TO HOSPITAL	1
BROTHER PICK UP	1	
For school	WALK, BUS, BIKE	2
	WALK, BUS	8
	WALK, BIKE	1
	BUS, BIKE	1
For other activities	WOULD NEED AN ACCESSIBLE OR WHEELCHAIR FRIEND, CAB	1
	WALK, SHUTTLE TO QE2	1
	WALK, PICKED UP BY FAMILY	1
	WALK, HAVE SOMEONE PICK ME UP	1
	WALK, CAB	1
	WALK, BUS, TAXIS	3
	WALK, BUS, BIKE	2
	WALK, BUS	85
	WALK, BIKE, DEPEND ON WEATHER	1
	WALK, BIKE	1
	WALK	1
	USE OWN CAR NOT GO ON FERRY	1
	USE OTHER FERRY TO DARTMOUTH	1
	TAXI, FRIEND	1
	TAXI	6
	TAKE CAR	1
	SKATEBOARD	1
	SHUTTLE SERVICE	2

	PICKED UP BY FRIEND	3
	BUS, TAXI	3
	BUS, HAVE SOMEONE WAITING FOR ME	1

Analysis Tables

Table 62: Response Rate Table

<i>Completed Surveys</i>	774
No Answer/Voicemail	3,659
Refusals	868
Callbacks	173
Not in Service	290
Fax Line	62
Not Applicable (businesses and terminations)	966
Duplicates	-
<i>Total Calls</i>	6,792
Response Rate	27.0%

Formulae

Response rate = $a / (a + (a / (a + c)) \times (b + d))$

A= Completed Surveys

B= Refusals

C= Ineligibles (Not in service, fax line, not applicable, duplicates)

D= Unreachables (Callbacks, no answer/voicemail)

Financial Analysis

Market Area	Households	Percent with likelihood ratings of 7 or higher	Total potential travellers (one per household)	Average Number of weekly trips for work	Total weekly trips	Total weekly revenue (\$3.13 fare/ \$6.16 return)
Core	8,700	41%	3,567	4.6	16,408	\$ 101,074.51
Tertiary	23,625	92%	21,735	4.7	102,155	\$ 629,271.72
Total	32,325	66%	21,335	4.7	100,272	\$ 617,676.44

*Estimates are determined using survey results. The results may be overstated because respondents' behaviour may not be consistent with their feedback when evaluating a facility that does not yet exist, and with which they have no personal experience. Further analysis is required.

