

## **2. ABOUT THE SURVEY**

### **2.1 Purpose of Survey**

Origin-destination surveys are used worldwide to provide a detailed picture of current trip patterns and travel choices made by residents of large communities. Information about where people go, as well as why, when and how they choose to get there is an important resource for transportation planners throughout the National Capital Region.

The 2005 Origin-Destination Survey is the latest in a series of regional travel surveys that have been conducted at regular intervals over the past 35 years. In combination with travel time surveys, traffic counts, on-board transit ridership counts and demographic and employment data from the Census of Canada and other sources, the 2005 survey provides both a reliable profile of current conditions and a means to measure trends in local travel. Transportation planning is a continuous process: thus, the 2005 Origin-Destination Survey is an invaluable reference for understanding ever-changing transportation needs.

### **2.2 Survey Process**

The survey was conducted over a ten-week period in autumn 2005, by way of computer-aided telephone interviews. An informational brochure was mailed out in four waves to randomly selected households, about one week before these were called by interviewers. The brochure, available on the Origin-Destination Survey Web site at [www.O-DSurvey.ca](http://www.O-DSurvey.ca), was designed to notify the household of the forthcoming telephone call, and inform on the nature of the survey and the confidentiality of the interview. Such a mail-out is a valuable response rate enhancement tool, as it provides validation of the research being conducted and helps to increase participation.

The call centre operated from Tuesdays to Saturdays, with up to 45 interviewer stations and a reception desk. For each household sampled, the survey sought to collect comprehensive data on trip patterns and choices made by each individual household member, 11 years of age and older, over a 24-hour period including the day before the call, between Wednesday, 21 September and Tuesday, 29 November 2005. The interviews were conducted only with a representative of the household who was 16 years of age and older: the individual described his/her trips as well as those of all other household members, 11 years of age and older. In common with survey practice elsewhere, the trips of younger children were not described, because young children generally do not travel independently except in the immediate vicinities of their homes.

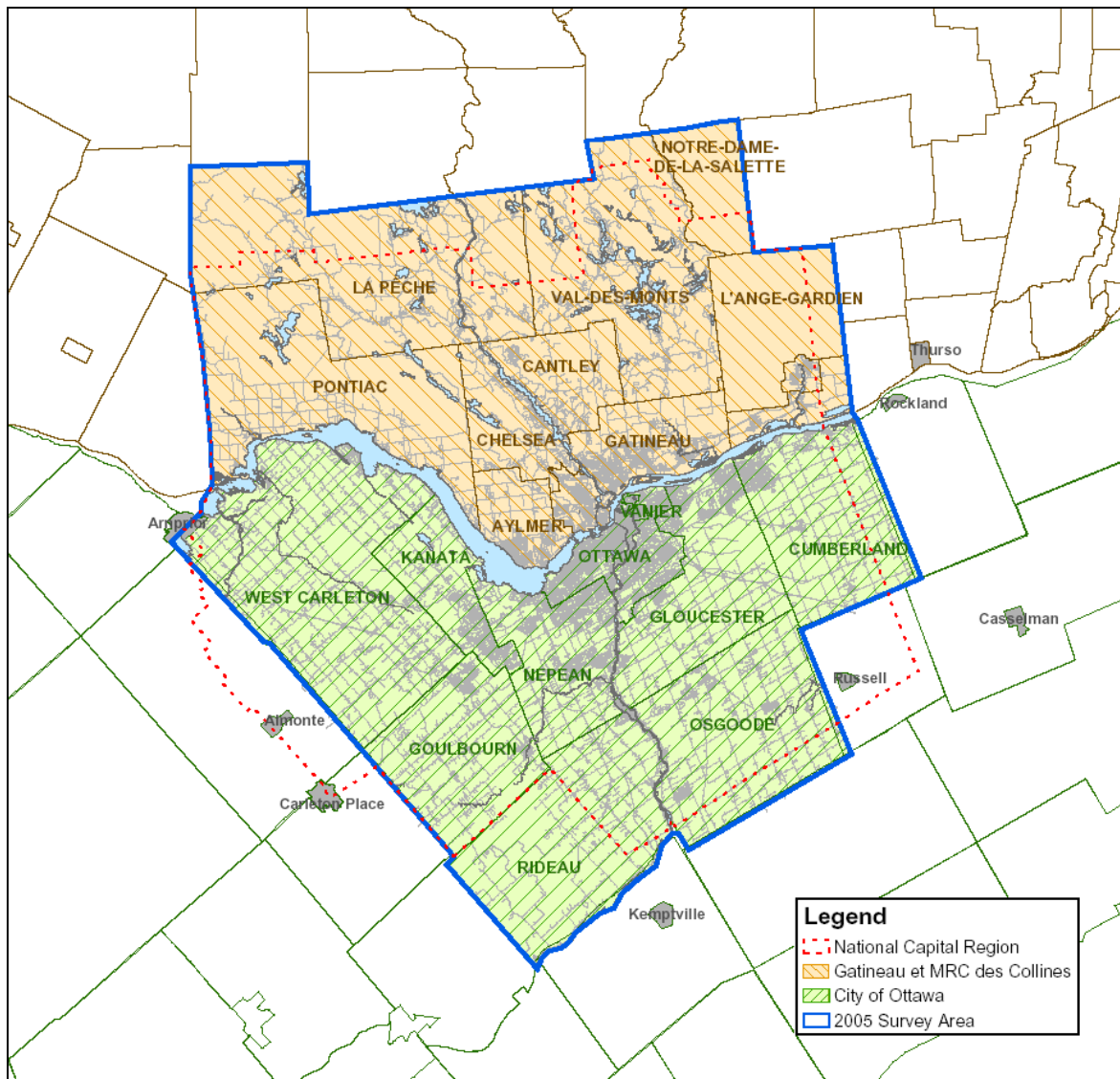
The survey software, developed by the Ministère des Transports du Québec (MTQ) and used previously for O-D surveys in other cities, was adapted to include survey questions, with related choices of answers, specific to the National Capital Region. Both the English and the French scripts, available at [www.O-DSurvey.ca](http://www.O-DSurvey.ca), were accessible to the interviewer at all times over the course of an interview.

The survey interview was designed for the interviewer to lead the respondent through a logical progression of events. The degree of integration of data collection, geo-coding and validation within the survey software was designed to increase the quality and consistency of the data collected and to reduce post-interview processing delays and costs.

## 2.3 Survey Area and Sampling

The survey area is presented in **Exhibit 2-1: Survey Area**. The area comprises the City of Ottawa, Ville de Gatineau and the Municipalité régionale de comté des Collines de l'Outaouais. (The Québec portions of the survey area are referred to collectively as the Outaouais throughout the remainder of this report.) The surveyed area approximates, but is not strictly contiguous with, the defined boundaries of the National Capital Region. A similar approximation applies between the survey area and the Census Metropolitan Area (which is a basis for many data from Statistics Canada). Nonetheless, for the purposes of this report, the three definitions can be considered as the same. The 2005 survey area is the same as that of the 1995 survey.

**Exhibit 2-1: Survey Area**



A specific sampling target was set for each of 22 urban and rural sampling districts. In all, 27,449 randomly selected households were interviewed in both urban and rural areas, representing 5.9% of all households in the survey area. A total of 23,912 interviews, representing 5.1% of all survey area households, was retained for statistical expansion, providing a rich, comprehensive data base for each sampling district.

## **2.4 Types of Data Collected**

As listed in **Table 2-1**, the survey collected three categories of basic data: household data, person data and trip data. As noted, trip data were collected only for household members 11 years of age and older.

**Table 2-1: Categories of Basic Data Collected**

<b>Household</b>	<b>Person</b>	<b>Trip</b>
Location	Age	Origin
Household size	Gender	Destination
Number of vehicles	Driver's license?	Purpose
Type of dwelling	Transit pass? (type, if any)	Mode(s) of travel
	Occupation status (worker, student, retiree, etc.)	Departure time
	Usual place of work or school and parking arrangement	If transit: mode of access to stop/station, line(s) used, transfer point(s), fare payment (if not transit pass holder)
	Telecommuted the day before?	
		Ottawa River bridge used? (if any)

## **2.5 Data Quality and Processing**

Productivity and quality control operations for both the survey administration and the coding activities were overseen by TRANS quality control staff. To ensure that overall and regional sampling targets were met, the supervisory staff and site managers regularly checked quotas to ensure that a sufficient number of completed questionnaires was obtained for each sampling district.

Immediately at the time of the interview, the data were coded into a relational database for the purposes of tabulation and analysis. The entered interview results were subsequently validated to check for logic, statistical viability, statistical bias and accuracy; certain imputations were then made as appropriate. The validated survey results were then factored up (expanded) to represent all the households (by size) and the entire population (by age group and gender) within each sampling district of the survey area.