

**PEOPLES CAR CO-OPERATIVE INC.
MEMBER PROFILE SURVEY**

TABULATION UPDATE: March 21 (15 out of 22 memberships responded)

1. How many people live in your household? 1 **(1)** 2 **(5)** 3 **(4)** 4 **(3)** 5+ **(2)**
2. How many people in your household are in each of the following age ranges?
0-15 **(4)** 16-24 **(8)** 25 - 45 **(32)** 46 - 65 **(2)** 65+ **(2)**
3. Of those aged over 25, how many have drivers licenses? **(35)**
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*For the purposes of this section, please think about your household's situation **BEFORE** you joined The People's Car Co-operative.*

4. How many cars did your household own? 0 **(6)** 1 **(7)** 2 **(2)** 3 ____ N/A **(1)**
5. If your household owned more than one car, how often did you use the second or third cars? (Check one per car as applicable.)

2 nd car: Daily (2)	2 -3 times per week ____	Once a week or less ____
3 rd car: Daily ____	2 -3 times per week ____	Once a week or less ____

6. Please estimate how many kilometres per year you drove for each vehicle that you may have owned. (One easy way to estimate: look up how many km were on your car when you bought it, check how many are on the odometer now (or when you joined PCC), and divide the difference by the number of years you owned it.) **Ranges:**

1st car: **10,000 - 30,000 km** 2nd car: _____ km 3rd car: _____ km

Not Applicable **(3)** Don't Know **(2)**

7. What was your primary mode of transportation? Car **(5)** Bus **(5)** Walk/Cycle **(8)**
Other **train** No Answer **(1)**

8. How often did you use the following modes of transportation each month? **Ranges:**

Taxi **(1)** Bus **(2-30)** Train **(1)** Walk/Cycle **(2-60)** Car Rental **(1-2)**

Other (please indicate): **borrowed friends car, sharing rides (carpooling)**

9. If you owned a vehicle, please indicate how many times per week your household made the following type of trips (check all that apply): **Ranges:**

Commuting to work/school **1-10** Shopping/Dining out **1-4**

Entertainment/Visiting **1-4** Transporting Children **7-8**

Running errands in town **1-20** Work in car (e.g. courier) **1**

Travelling to places outside of Kitchener/Waterloo **1-6**

Other (please indicate): **occasional long distance trip for extended time, commuting outside of K/W, church,**

10. If you made use of other transportation modes, please indicate which type of transportation service you used for each type of trip and how many times per week you used it:

Commuting to work/school **3-5 walk/bike/bus** Shopping/Dining out **1-3 walk/bus**

Entertainment/Visiting **1-5 bike/walk** Transporting Children **bus or borrowed car**

Running errands in town **1-4 walk/bike, bus** Work in car (e.g. courier)

Travelling to places outside of Kitchener/Waterloo **2-5 bus, train**

Other (please indicate) **Shared rides with friend, walk/bike/bus for all, long-distance trip by car rental, train**

11. How did you first hear about The People's Car Co-operative and why did you join?

Wholelife magazine, through Ebytown, housemate member and co-founder of PCC, Poster, friend was member, met David R. in uptown Waterloo marketing blitz, saw CFTO news, article in The Record, article in Waterloo Chronicle and flyer, through a friend at Alternatives (UW), through spouse (member), founding member, word of mouth

WHY?

- **wished to have positive impact on the environment, wanted to meet like-minded individuals, could no longer afford primary vehicle/needed occasional access to car, first/second car too expensive to repair, needed transportation but didn't want to own car, needed car to get job (i.e. training), always wanted to join car co-op (heard about car sharing in Montreal), save money, support alt. modes of transportation, liked the idea of affordable access to transportation/alternative to car ownership, don't want to own a car - social/env. reasons**

 Now please think about your experience *SINCE* joining The People's Car Co-operative.

12. Did you sell any previously-owned vehicles upon joining The People's Car Co-operative?

Yes **2** No **13**

13. Did you put off a decision to buy a vehicle by joining The People's Car Co-operative?

Yes **8** No **6** No Answer **1**

14. How many private vehicles does your household currently own? 0 (**9**) 1 (**5**) 2 (**1**) 3 ____

15. Please estimate how many kilometres your household drives each of the vehicles that you own per year since joining The People's Car Co-operative. **Ranges:**

1st car: **2,000 - 30,000km** 2nd car: **15,000km** 3rd car: N/A Don't Know (**1**)

16. Please indicate how many times per week your household currently makes the following type of trips in your privately-owned vehicles (check all that apply):

Commuting to work/school **1-9** Shopping/Dining out **1-3**

Entertainment/Visiting **1-6** Transporting Children **1-6**

Running errands in town **1-8** Work in car (e.g. courier) **5**

Travelling to places outside of Kitchener/Waterloo **2-3**

Other (please indicate)

Don't Know (**1**)

17. If you make use of other transportation modes, please indicate which type of transportation service you currently use for each type of trip and how many times per week you use it:

Commuting to work/school **1-15 walk/bike/bus**

Shopping/Dining out **1-6 walk/bike/bus, PCC** Work in car (e.g. courier) ____

Transporting Children **2 PCC, 2 walk** Running errands in town **1-8 walk/bike/bus**

Entertainment /Visiting **1 PCC, 2-6 bike/walk**

Travelling to places outside of Kitchener/Waterloo **PCC (monthly), bus(monthly)**

Other (please indicate) **We share rides with other families twice a month, sometimes rent car (long-distance), volunteerism by bike or bus, church, all activities walk or PCC,**

18. How often do you use the following modes of transportation each month? **Ranges:**

PCC 1-15 Taxi 1-3 Bus 1-100 Train 1 Walk/Cycle 10-60

Car Rental ____ Other (please indicate) _____

19. In terms of level of service, how many times in the past 3 months have their not been a vehicle available when you tried to book one? 0 (2) 1 (7) 2 (3) 3 (2) N/A (1)

20. How could the services of The People's Car Co-operative be improved to better meet your needs?

- **car closer to my home/work/bus routes (5)**
- **confirming after hours bookings and/or automated bookings system(website)**
- **parking spaces on bus route**
- **bike lock-ups**
- **cell phone in car (e.g. for emergencies, extending booking on the move)**
- **delivery to door**
- **cross-use arrangements with other CSO's in other cities**
- **mini-van/truck in fleet**
- **better maintenance**
- **on-board GPS (Global Positioning system)**
- **better long-distance rates (more per hour but less per km)**

Several members expressed overall satisfaction with PCC and appreciation to volunteers in this section.

Also, a few comments were included regarding the lack of clarity of some parts of the survey (e.g. see below)

Notes: Questions 10 & 17 were difficult to tabulate accurately - question could have been worded/explained more clearly.