



DEVELOPMENT OF THE
YORK REGIONAL TRANSPORTATION
MASTER PLAN

FINAL REPORT

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TABLE OF CONTENTS

Introduction	5
Methodology.....	5
Report Organization	5
Chapter 1: The Salience of Transportation Issues	7
Evaluating the Direction in which York Region is Moving	9
Most Important Issue Facing York Region.....	11
Most Important Issue Relating to Transportation	13
Chapter 2: York Region’s Performance on Transportation.....	15
Rating Performance on Managing Transportation.....	17
Rating Overall Condition of Major Roads and Highways.....	19
Rating Public Transit System.....	21
Rating Seriousness of Traffic Congestion in York and Own Municipality	23
Chapter 3: Dealing With Traffic Congestion	25
Favoured Overall Strategy for Dealing with Traffic Congestion	27
Preferences Among Strategies to Deal with Traffic	29
Forced Choice among Specific Strategies for Dealing with Traffic Congestion	33
Single Most Effective Strategy to Reduce Traffic Congestion.....	37
Other Approaches to the Problem of Traffic Congestion	41
Chapter 4: Summary and Conclusions	43
Appendices	44

Introduction

In summer 2008, EKOS Research Associates conducted a survey of residents of the Regional Municipality of York on issues around traffic and public transit in the Region. The research was commissioned by MMM Group in relationship to their activities around the development of the Transportation Master Plan for the Regional Municipality of York. The survey was designed primarily to shed light on citizens' opinions around various options being considered to deal with traffic congestion in the region. The major objective of the project was to provide guidance as to the likely public reaction to elements of the Master Plan that will be rolled out in the coming months.

Methodology

Data were collected through the administration of a telephone survey to 1,011 residents of the Regional Municipality of York. The survey instrument was designed by EKOS Research Associates in consultation with MMM Group and staff from the Regional Municipality of York. Field work was conducted over the course of three weeks ending on the 24th of July 2008. The survey was in the field for this length of time in order to ensure the highest quality of response at a time when response rates are typically low due to summer activities. The interviews lasted an average length of approximately 14 minutes.

The sample was stratified into four areas: Markham, Vaughan, Richmond Hill and the six remaining municipalities that make up the region. Approximately 250 interviews were conducted in each strata with a randomly generated sample of respondents. These quotas allow for robust comparisons between the different areas within the Region. In order to facilitate analysis at the larger regional level, all data were weighted by age, gender and sub-region to ensure representation that is proportionate to the distribution within the universe population in the Region.

The full sample results have a confidence interval of approximately +/- 3.1 19 times out of 20. The confidence interval of the samples for each of the four sub-regions is approximately +/- 6.2 points 19 times out of 20.

Report Organization

The remainder of this report is divided into four chapters. The first of these examines the relative importance of various transportation related issues in the minds of York residents. Chapter 2 presents results related to what residents think of the current state of transportation in the Region. Chapter 3 examines preferences around a variety of

potential strategies that could be implemented in order to deal with traffic congestion in the Region. Finally, Chapter 4 presents a brief summary of findings and conclusions based on the data presented in the body of the report.

Key Reporting Conventions

The report presents full regional results in graphic form throughout the report. Given the importance of understanding the differences among the sub-regions within York, those data are also presented for each question in tabular form. The important differences are highlighted in green (higher than other regions) and red (lower than other regions). The differences pointed to are all statistically significant and relevant to an understanding of patterns of opinion. More minor differences, although they may be statistically significant, are not dealt with in the report.

In addition to region, we analysed patterns of difference by age, gender, use of public transit and frequency of driving. Where there are notable differences that are statistically significant, they are mentioned in the text.

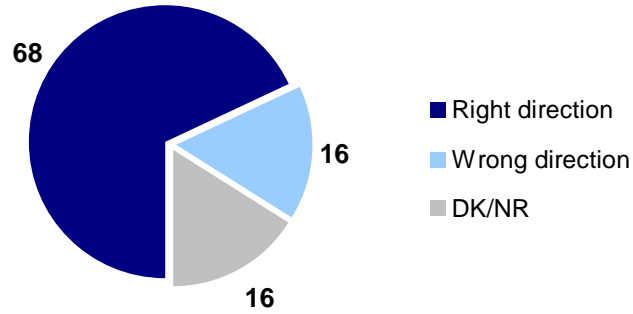
CHAPTER 1: THE SALIENCE OF TRANSPORTATION ISSUES

In this chapter

- Evaluating the direction in which York region is moving
- Most important issue facing York Region
- Most important issue relating to transportation

Figure 1.1: Evaluating the Direction in which York Region is Moving

Q. Overall, would you say that the Regional Municipality of York is moving in the right or wrong direction?



Base: All respondents; percentages; n=1011

Table 1.1a: Evaluating the Direction in which York Region is Moving by Municipality

(percentages)	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
Right direction	73	63	67	67
Wrong direction	15	15	16	19
DK/NR	12	22	17	14

Evaluating the Direction in which York Region is Moving

A healthy majority believes that York Region is moving in the right direction.

When asked their opinion of the direction in which York region is moving, almost 70 per cent say it is moving in the right direction. Less than one in five think it is moving in the wrong direction and an equal number don't know. While having unanimous support for the Region's direction would be ideal, these results, when compared to similar data for other jurisdictions are quite positive.

- Markham residents are slightly more positive than those from other regions, with almost three-quarters agreeing that York is headed in the right direction. Those in Richmond Hill are slightly less certain about the Region's direction, with more than one in five saying they don't know whether the right or wrong direction is being taken.
- Younger residents are more likely than others to think that York is headed in the right direction, with 82 per cent of 25-34 year olds and 74 per cent of 35-44 year olds saying so. Conversely, greater proportions of older residents feel that the Region is headed in the wrong direction; close to one in four of those over 44 think so, while fewer than one in ten of those 18 to 44 think so.
- Those who have lived in the Region more than 10 years are less positive than those who moved to York more recently. While almost 78 per cent of more recent arrivals feel York is headed in the right direction, only 62 per cent of the longer standing residents think so. Almost one quarter of those who have lived in York longer feel York is headed in the wrong direction, whereas only seven per cent of newcomers feel that way.

Figure 1.2: Most Important Issue Facing York Region

Q. In your opinion, what is the most important issue currently facing York Region?

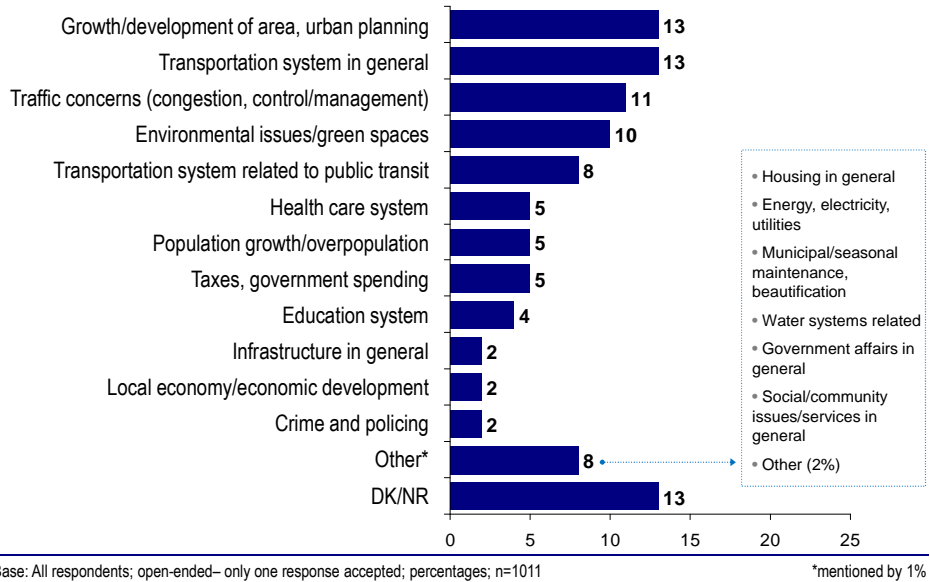


Table 1.2a: Most Important Issue Facing York Region by Municipality

(percentages)	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
Growth/development of area, urban planning	15	14	9	16
Transportation system in general	20	10	12	10
Traffic concerns (congestion, control management)	12	15	9	8
Environmental issues/green spaces	7	8	11	12
Transportation system related to public transit	8	12	8	7
Health care system	4	4	10	3
Population growth/overpopulation	4	3	4	6
Taxes, government spending	6	3	5	3
Education system	4	5	4	2
Infrastructure in general	2	3	2	1
Local economy/economic development	0	1	1	4
Crime and policing	1	1	4	2
Other	3	3	2	1
DK/NR	10	16	14	13

Most Important Issue Facing York Region

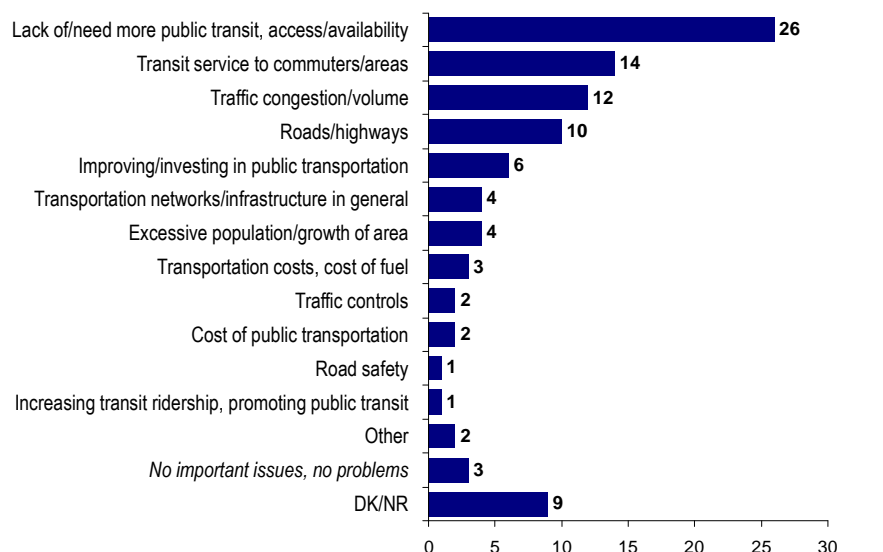
About one third of residents think transportation is the most important issue facing York Region.

When asked an open-ended question about what they feel is the most important issue facing York Region, transportation issues stand out. Three of the top five issues mentioned directly relate to transportation. When all transportation issues are combined, roughly one third of respondents feel that transportation related issues are the most important issues facing York.

- Markham residents are more likely than those from other municipalities to mention the transportation system in general.
- Those under 35 are less likely to mention traffic congestion (three per cent vs. 11 per cent overall) while those 65+ were more likely to mention it (17 per cent). Conversely, 14 per cent of those under 35 years old mentioned public transit, whereas only four per cent of those 65+ did so.

Figure 1.3: Most Important Issue Relating to Transportation

Q. What do you think is the most important issue relating to transportation in York Region?



Base: All respondents; open-ended- only one response accepted; percentages; n=1011

Table 1.3a: Most Important Issue Relating to Transportation by Municipality

(percentages)

	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
Lack of/need more public transit, access/availability	20	30	24	32
Transit service to commuters/areas	18	11	14	11
Traffic congestion/volume	13	13	12	12
Road/highways	10	8	9	11
Improving/investing in public transportation	8	5	4	7
Transportation networks/infrastructure in general	5	3	4	3
Excessive population/growth in area	5	5	5	2
Transportation costs, cost of fuel	4	2	3	4
Traffic controls	3	1	1	2
Cost of public transportation	2	3	4	1
Road safety	0	1	1	1
Increasing transit ridership, promoting public transit	1	1	1	1
Other	2	2	2	3
No important issues, no problems	1	5	4	3
DK/NR	7	9	11	8

Most Important Issue Relating to Transportation

Public transit is front and centre in the minds of York residents when it comes to transportation issues.

When asked to identify the most important transportation related issue facing the Region, public transit issues clearly dominated. The two highest responses related directly to public transit, and combined account for about 40 per cent of responses. The only two other responses that were mentioned by 10 per cent or more were traffic congestion and roads and highways. But, combined, these only account for 22 per cent of responses.

- While the need for more access to public transit was the most frequent response in all four areas in the Region, it was more dominant in Richmond Hill and the “other” six municipalities than it was in Markham or Vaughan.
- Markham respondents were more likely than those in all other areas to mention the need to bring transit service to more areas in order to meet the needs of consumers.
- Greater access to public transit was of much less concern to those 65+ (17 per cent) than to those in the younger age groups (30 per cent).

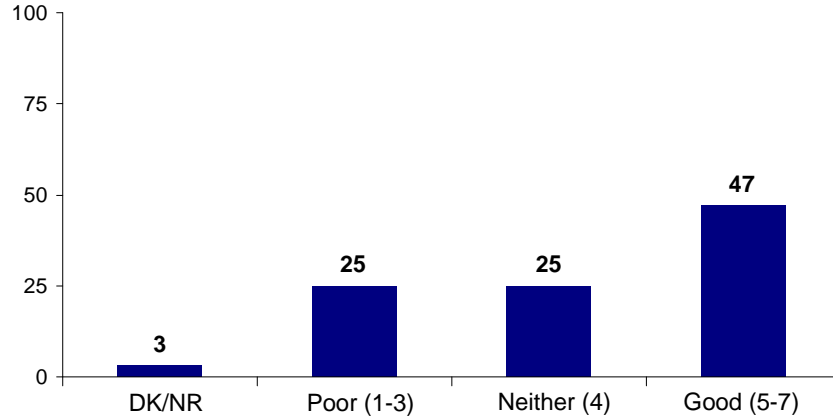
CHAPTER 2: YORK REGION'S PERFORMANCE ON TRANSPORTATION

In this chapter

- Rating performance on managing transportation
- Rating overall condition of major roads and highways
- Rating public transit system
- Rating the seriousness of traffic congestion in York
- Rating the seriousness of traffic congestion in own municipality

Figure 2.1: Rating Performance on Managing Transportation

Q. How would you rate the job York Region has done in managing transportation in the face of the growth the area has experienced in the last 10 years? Please use a scale from 1 to 7 where 7 means excellent, 1 means extremely poor, and the midpoint 4 means neither good nor bad.



Base: All respondents; percentages; n=1011

Table 2.1a: Rating Performance on Managing Transportation by Municipality

(percentages)	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
Good (5-7)	46	52	46	46
Neither (4)	22	27	27	24
Poor (1-3)	29	19	23	27
DK/NR	3	3	4	3

Rating Performance on Managing Transportation

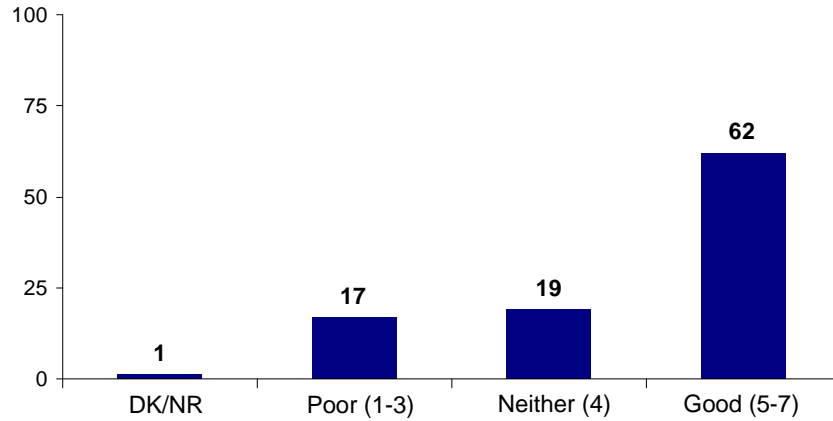
About half of residents think that York Region has done a good job of transportation in the face of growth in the area.

When asked to rate how good a job York Region has done in managing transportation in the face of growth, close to half rate the municipality positively. Compared to standard ratings of various levels of government on service provision, this is a reasonably good result. That being said, there is still one in four residents that are not happy with the performance of the region in this important area of public life.

- While all four areas are quite similar in terms of the proportions that rated the Region positively, those in Markham and the six “other” municipalities are more likely to rate the Region’s performance as poor, whereas those in Richmond Hill are least likely to do so.
- In terms of age, those in the 45-54 group are most negative about the Region’s performance (with 36 per cent rating it poor), while those under 25 are much more positive than other groups (with 70 per cent rating the Region’s performance as good).
- Those who use public transit are slightly more likely than those who do not to rate York as doing a good job in managing transportation (53 per cent vs. 44 per cent).
- Those who drive more than twice per day are more negative about York’s management of the area (32 per cent rate it poorly) than those who drive less than daily (only 20 per cent).

Figure 2.2: Rating Overall Condition of Major Roads and Highways

Q. Using the same scale, how would you rate the overall condition of the major roads and highways in York Region (including the state of repair, general quality, and the way they have been designed)? Please exclude provincial highways such as 400 and 404 and local neighbourhood residential streets.



Base: All respondents; percentages; n=1011

Table 2.2a: Rating Overall Condition of Major Roads and Highways by Municipality

(percentages)	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
Good (5-7)	66	62	63	58
Neither (4)	23	21	18	16
Poor (1-3)	11	15	18	25
DK/NR	1	2	1	1

Rating Overall Condition of Major Roads and Highways

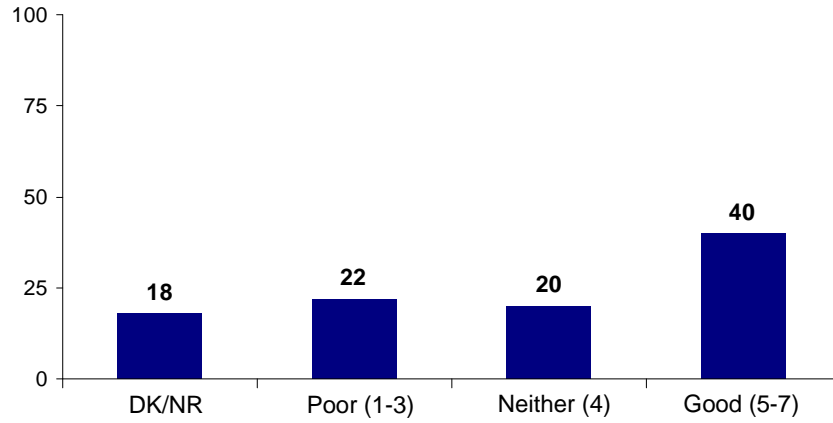
About six in ten residents think the Region's major roads and highways are in good condition.

When asked to rate the condition of York's major roads and highways, slightly over 60 per cent rated them positively, with less than 20 per cent rating them as poor.

- Those in the six "other" municipalities are slightly more likely to give the major roads and highways a poor rating (25 per cent vs. between 11 per cent and 18 per cent in the other three municipalities).
- Those who use public transit are slightly more positive about the condition of major roads and highways than those who don't, with 67 per cent vs. 60 per cent rating them good.
- Those who have lived in York more than 10 years are twice as likely as more recently arrived residents to rate the conditions as poor (22 per cent vs. 11 per cent).

Figure 2.3: Rating Public Transit System

Q. Overall, how would you rate York region's public transit system?



Base: All respondents; percentages; n=1011

Table 2.3: Rating Public Transit System by Municipality

(percentages)	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
Good (5-7)	37	47	38	40
Neither (4)	23	19	24	14
Poor (1-3)	24	19	17	27
DK/NR	16	16	20	19

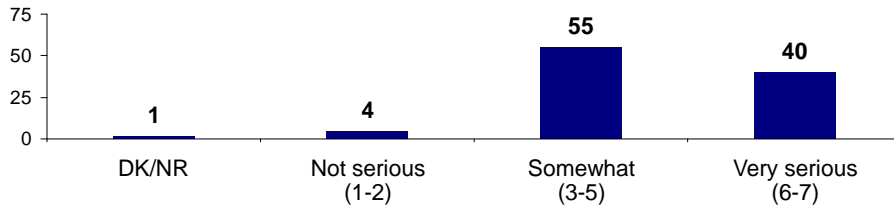
Only four in ten rate York's public transit system positively.

When compared to how the condition of major roads and highways are rated, York's public transit system is rated much less positively. Only 40 per cent rate the system as good, while just over 20 per cent rate it poor. The remaining respondents are almost evenly split between those who rate it neutrally or who say they don't know. Most of those who "don't know" are residents who do not use the transit system on a regular basis.

- Residents of Richmond Hill are slightly more likely to give the Region's public transit system a positive evaluation, whereas those in Markham and the "other" six municipalities are more likely to give the system a poor rating.
- Those who are less than 25 and those who are 65+ are more positive about York's public transit system than the other age groups. The percentages rating the system as "good" range from 60 per cent among the less than 25 group, to 48 per cent for those 65+, down to about 35 per cent for those 25 to 64.

Figure 2.4: Rating Seriousness of Traffic Congestion in York

Q. How serious a problem is traffic congestion in the York Region overall? Please use a scale from 1 to 7 where 1 means not at all serious, 7 means extremely serious, and the midpoint 4 means somewhat serious.



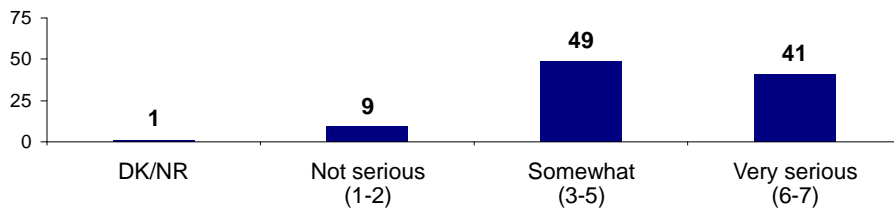
Base: All respondents; percentages; n=1011

Table 2.4a: Rating Seriousness of Traffic Congestion in York by Municipality

(percentages)	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
Very serious (6-7)	44	36	44	34
Somewhat (3-5)	49	60	51	62
Not serious (1-2)	6	3	4	3
DK/NR	1	1	2	1

Figure 2.5: Seriousness of Traffic Congestion in Own Municipality

Q. And on the same scale, how serious a problem is traffic congestion in [respondent's municipality]?



Base: All respondents; percentages; n=1011

Table 2.5a: Seriousness of Traffic Congestion in Own Municipality by Municipality

(percentages)	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
Very serious (6-7)	50*	38	49	26
Somewhat (3-5)	44*	53	45	54*
Not serious (1-2)	5*	9	5*	19
DK/NR	1	1	1	1

Rating Seriousness of Traffic Congestion in York and Own Municipality

Four in ten characterize the traffic congestion in York as being a very serious problem.

There is virtually unanimous agreement that traffic congestion is a problem in York, with about four in ten residents feeling that it is a serious problem.

- Just under 45 per cent of those living in Markham and Vaughan think that traffic congestion is a serious problem in the region, whereas just over two thirds of those in Richmond Hill and the “other” municipalities think of traffic congestion as a serious problem.
- Those between the ages of 45 and 64 are most likely to think of congestion as a serious problem (48 per cent), while those 65+ and under 25 are least likely to do so (28 per cent and 18 per cent, respectively).
- Those who drive at least daily are more likely to think of traffic congestion as serious (45 per cent) than those who drive less than once per day (31 per cent).
- Those who have lived in York for more than 10 years are more likely to think of congestion as serious (44 per cent) than those who have moved to York more recently (34 per cent).

Four in ten characterize the traffic congestion in their own municipality as being serious.

The overall results around traffic congestion in respondents’ own municipalities are very similar to those for the region overall. However, the regional patterns are somewhat different.

- About half of those living in Markham and Vaughan think that traffic congestion is a serious problem in their own municipality. In Richmond Hill, just under 40 per cent think it is serious. In the “other” municipalities only about one quarter of respondents think their local traffic congestion is of a serious nature.
- When it comes to age, those 35-64 are most likely to think of local congestion as serious (48 per cent), while those under 25 are very much less likely to feel that way (15 per cent). About 37 per cent of the 65+ and 25-34 age groups feel it is a serious local problem.
- Those who drive at least daily think of congestion as more serious (44 per cent) than those who drive less frequently (37 per cent).
- Those who have lived in York for more than 10 years are more likely to think of local congestion as serious (46 per cent) when compared to those who are more recent arrivals (35 per cent).

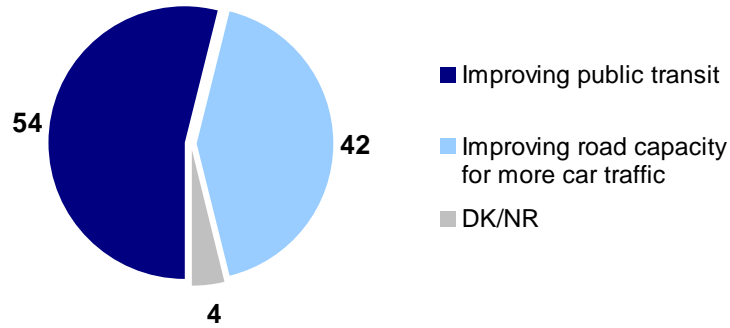
CHAPTER 3: DEALING WITH TRAFFIC CONGESTION

In this chapter

- Favoured overall strategy for dealing with traffic congestion
- Preferences among strategies for dealing with traffic congestion
- Forced choice among specific strategies for dealing with traffic congestion
- Single most effective strategy to deal with traffic congestion
- Other approaches to the problem of traffic congestion

Figure 3.1: Favoured Overall Strategy for Dealing with Traffic Congestion

Q. In your opinion what should be the primary strategy in reducing traffic congestion in York Region?



Base: All respondents; percentages; n=1011

Table 3.1a: Favoured Overall Strategy for Dealing with Traffic Congestion by Municipality

(percentages)

	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
Improving public transit	61	59	44	52
Improving road capacity for more car traffic	35	35	52	45
DK/NR	3	6	4	3

Favoured Overall Strategy for Dealing with Traffic Congestion

While York residents are clearly divided, a slight majority thinks that improving public transit should be the primary strategy in reducing traffic congestion.

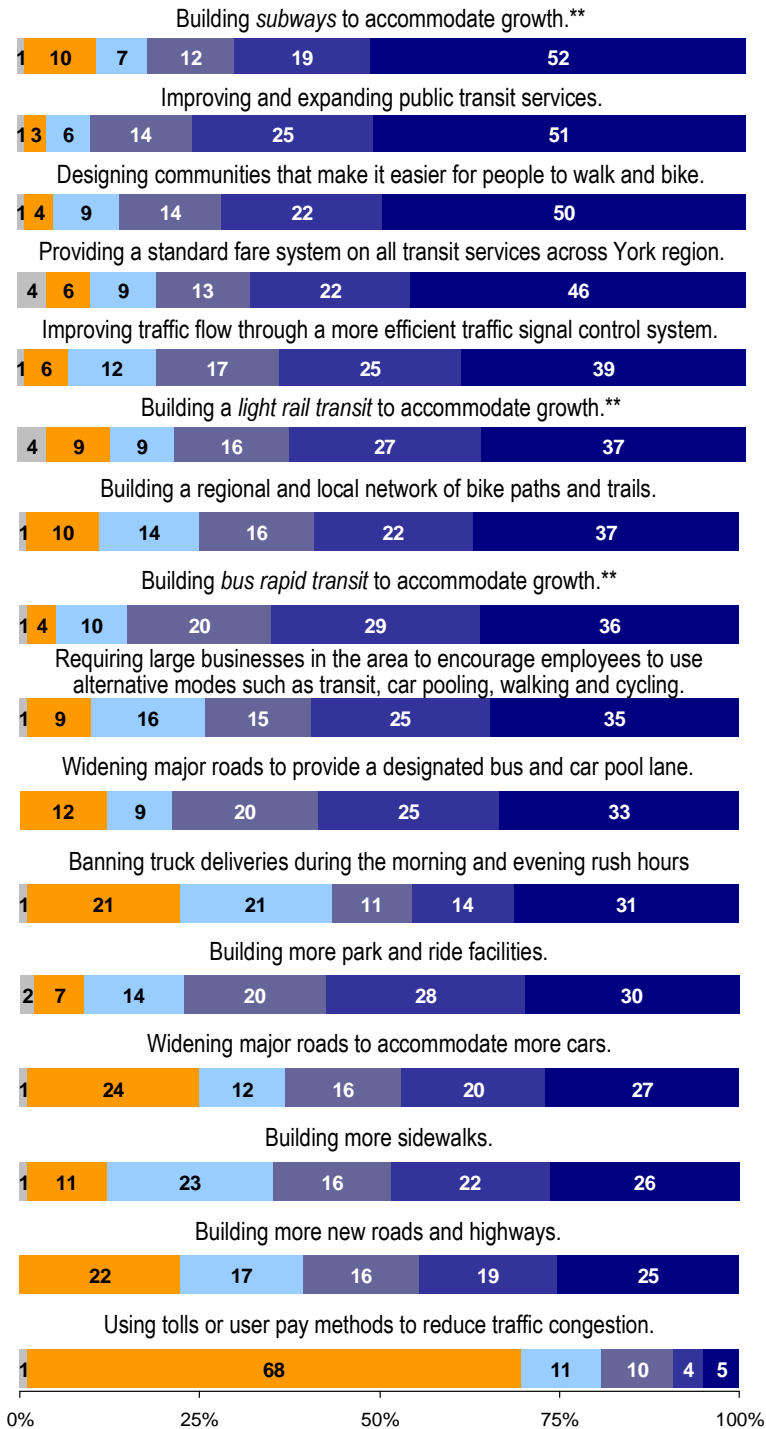
There is no strong consensus on whether the primary strategy for reducing traffic congestion should be around improving public transit or improving road capacity for car traffic. In the region overall, 54 per cent favour a public transit solution, but there is still a large plurality of 42 per cent who feel that improving road capacity is the way to go.

- The support for finding a solution through public transit is strongest in Markham and Richmond Hill, where about six in ten respondents favour a public transit solution compared to five in ten in the “other municipalities” and only about four in ten in Vaughan.
- Regionally, Vaughan is the only area where a majority favour a road capacity solution, but even in that case it is the slimmest of majorities at only 52 per cent.
- Among those who take public transit regularly, 65 per cent feel that the primary strategy should be around public transit, while only 32 per cent opt for a road capacity solution. This is quite different than among those who never take public transit; among them there is a virtually even split between those favouring one over the other.

Figure 3.2: Preferences Among Strategies to Deal with Traffic

Q. Are you in favour or against ... as a way of dealing with traffic in the region?

DK/NR Against (1-3) Neither (4) (5) (6) Strongly in favour (7)



Base: All respondents; percentages; n=1011

**asked of only 1/3 of respondents

Preferences Among Strategies to Deal with Traffic

When asked about specific ways of dealing with traffic in the region, the strongest support was for measures related to public transit.

In order to get greater resolution on how York residents feel that traffic in the region should be addressed, respondents were asked to indicate the degree to which they were in favour or against sixteen different measures. They responded on a seven point scale where 7 indicated they were “strongly” in favour and 1 indicated they were “strongly” against. The strongest patterns of differentiation occur when one compares the proportion that is strongly in favour (7) and those that are against (1-3).

While it seems that while there is a fair degree of support for most measures that address traffic congestion, those that relate to increasing road capacity for cars have less strong support and a sizeable amount of opposition.

The four most strongly supported measures all have about half of respondents strongly supporting them, with 10 per cent or less showing any resistance at all. These top rated measures are: building subways to accommodate growth, improving and expanding public transit, designing communities that make it easier for people to walk and bike and providing a standard fare system on all transit services in York. Thus, three of them are public transit related, while one is related to encouraging alternative ways of getting around the region.

In contrast, the two measures that relate to increasing road capacity for cars garner only about 25 per cent strong favourability scores, with almost equal proportions opposing the measure to some degree.

The only measure that is opposed by more than about one quarter of respondents is the introduction of tolls and user pay methods. Almost seven in ten respondents oppose those measures.

Regional differences are presented in tabular form on the following pages. In this table we present both the strongly in favour (those saying 7 on the scale), the overall “in favour” numbers (those saying between 5 and 7) and those against (those saying 1 to 3).

- The most notable regional differences are that those living in Vaughan are more receptive to widening roads to accommodate more cars and building more roads and highways than are those in all other areas. Even there, though, respondents are clearly more favourable to most public transit solutions. (Please note that in order to save time in the interview three of the items were asked only of one third of respondents. As a result they are not reportable at the sub-regional level).
- There are few differences among other sub-groups. When they are present, there are differences of degree, with the broad patterns of support holding across all segments.

Table 3.2a: Preferences Among Strategies to Deal with Traffic by Municipality (1 of 2)

(percentages, DK/NR not included)	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
BUILDING SUBWAYS TO ACCOMMODATE GROWTH**				
Strongly in favour (7)	--	--	--	--
In favour (5-7)	--	--	--	--
Against (1-3)	--	--	--	--
IMPROVING AND EXPANDING PUBLIC TRANSIT SERVICES				
Strongly in favour (7)	56	52	49	46
In favour (5-7)	94	88	91	87
Against (1-3)	2	2	3	5
DESIGNING COMMUNITIES THAT MAKE IT EASIER FOR PEOPLE TO WALK AND BIKE				
Strongly in favour (7)	55	51	47	46
In favour (5-7)	86	88	85	87
Against (1-3)	3	4	4	7
PROVIDING A STANDARD FARE SYSTEM ON ALL TRANSIT SERVICES ACROSS YORK REGION				
Strongly in favour (7)	49	49	44	42
In favour (5-7)	83	81	80	79
Against (1-3)	4	6	6	8
IMPROVING TRAFFIC FLOW THROUGH A MORE EFFICIENT TRAFFIC SIGNAL CONTROL SYSTEM				
Strongly in favour (7)	42	41	37	36
In favour (5-7)	82	77	82	82
Against (1-3)	4	6	6	8
BUILDING A LIGHT RAIL TRANSIT TO ACCOMMODATE GROWTH**				
Strongly in favour (7)	--	--	--	--
In favour (5-7)	--	--	--	--
Against (1-3)	--	--	--	--
BUILDING A REGIONAL AND LOCAL NETWORK OF BIKE PATHS AND TRAILS				
Strongly in favour (7)	40	33	38	35
In favour (5-7)	76	73	71	78
Against (1-3)	8	10	12	11
BUILDING A BUS RAPID TRANSIT TO ACCOMMODATE GROWTH**				
Strongly in favour (7)	--	--	--	--
In favour (5-7)	--	--	--	--
Against (1-3)	--	--	--	--
REQUIRING LARGE BUSINESSES IN THE AREA TO ENCOURAGE EMPLOYEES TO USE ALTERNATIVE MODES...				
Strongly in favour (7)	37	35	36	30
In favour (5-7)	78	76	71	73
Against (1-3)	9	10	7	9

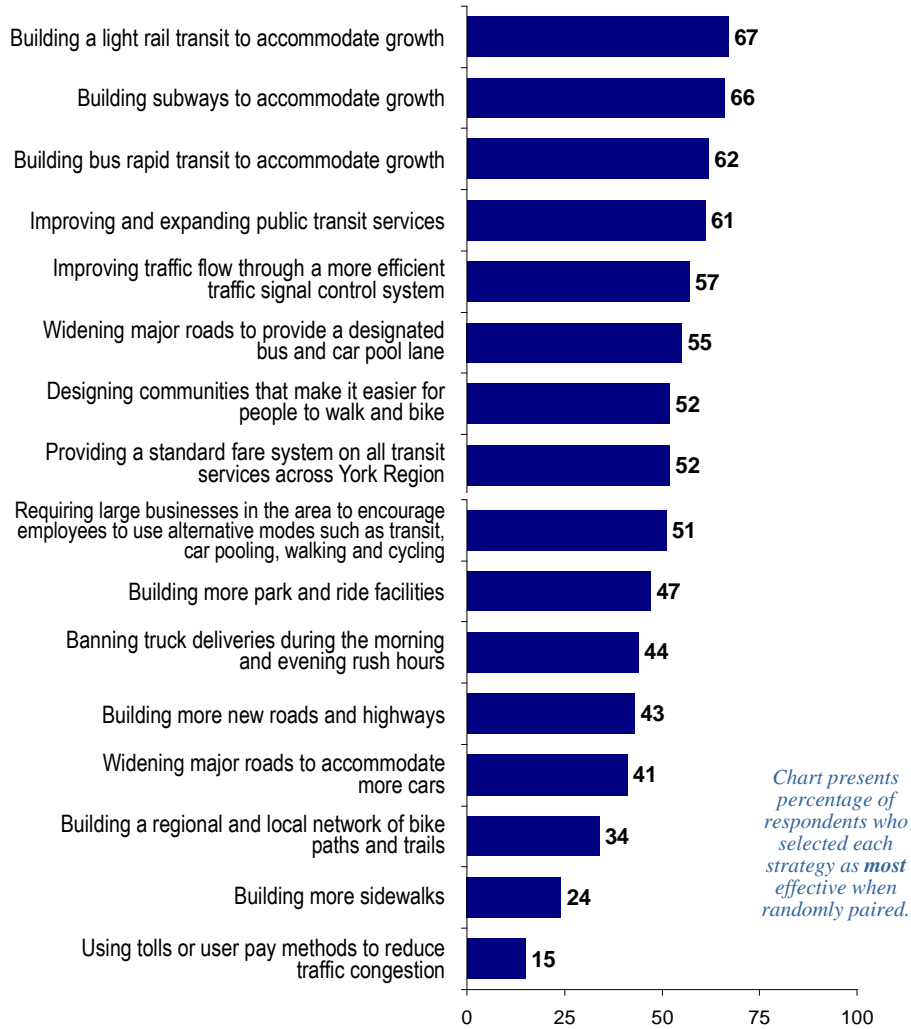
**asked of only 1/3 of respondents

Table 3.2b: Preferences Among Strategies to Deal with Traffic by Municipality (2 of 2)

(percentages)	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
WIDENING MAJOR ROADS TO PROVIDE A DESIGNATED BUS AND CAR POOL LANE				
Strongly in favour (7)	31	33	38	31
In favour (5-7)	76	78	83*	76
Against (1-3)	14	12	8*	15
BANNING TRUCK DELIVERIES DURING THE MORNING AND EVENING RUSH HOURS				
Strongly in favour (7)	35	33	36	19
In favour (5-7)	60	56	64	45
Against (1-3)	22	20	13	28
BUILDING MORE PARK AND RIDE FACILITIES				
Strongly in favour (7)	30	30	30	29
In favour (5-7)	78	74	76	80
Against (1-3)	7	5	8	7
WIDENING MAJOR ROADS TO ACCOMMODATE MORE CARS				
Strongly in favour (7)	25	20	38	22
In favour (5-7)	61	57	72	61
Against (1-3)	28	27	16	27
BUILDING MORE SIDEWALKS				
Strongly in favour (7)	28	26	27	25
In favour (5-7)	67	61	67	62
Against (1-3)	9*	13	11	14
BUILDING MORE NEW ROADS AND HIGHWAYS				
Strongly in favour (7)	21	24	33	23
In favour (5-7)	60	59	66	58
Against (1-3)	22	25	17	26*
USING TOLLS OR USER PAY METHODS TO REDUCE TRAFFIC CONGESTION				
Strongly in favour (7)	5	5	4	5
In favour (5-7)	25*	21	16	15*
Against (1-3)	61*	66	70	76*

Figure 3.3: Forced Choice among Specific Strategies for Dealing with Traffic Congestion

Q. And between these two ...? (What strategy would be the most effective in reducing traffic congestion?)



Base: All respondents; random pairing; percentages; n=1011

Forced Choice among Specific Strategies for Dealing with Traffic Congestion

When asked to choose which strategies would be most effective in addressing traffic congestion, those most frequently chosen related to public transit.

In order to get greater resolution on reaction to the sixteen proposed measures to address traffic congestion, respondents were given randomly generated pairs of measures and asked which of each two they would choose as the most effective. The overall results of this strategy are very consistent with responses to the question that asked respondents to rate their degree of favourability towards each.

The four measures that tested strongest (with six in ten choosing each over the others they were paired with) all related to public transit. The two measures relating to increasing capacity for cars were chosen by about four in ten respondents when they were paired with random alternatives. As with the question about degree of favourability, tolls and user pay methods were least popular.

- Vaughan was distinct from the other regions in a number of ways. Respondents there were more likely than others to choose a subway solution and less likely to choose a light rail solution. They were also more likely than those in other areas to favour widening roads to increase car capacity. The difference on that dimension was quite dramatic but, that being said, relative to other measures, it was still chosen by fewer respondents—even in Vaughan.
- Respondents in Vaughan were also more likely to choose park and ride measures as effective and to favour a ban on truck deliveries during rush hours.
- Those who never use public transit are more likely to favour building more roads and highways and less likely than transit users to favour building subways. However, even among this group, public transit solutions were more popular than those related to increasing car capacity.

Table 3.3a: Forced Choice among Specific Strategies for Dealing with Traffic Congestion by Municipality

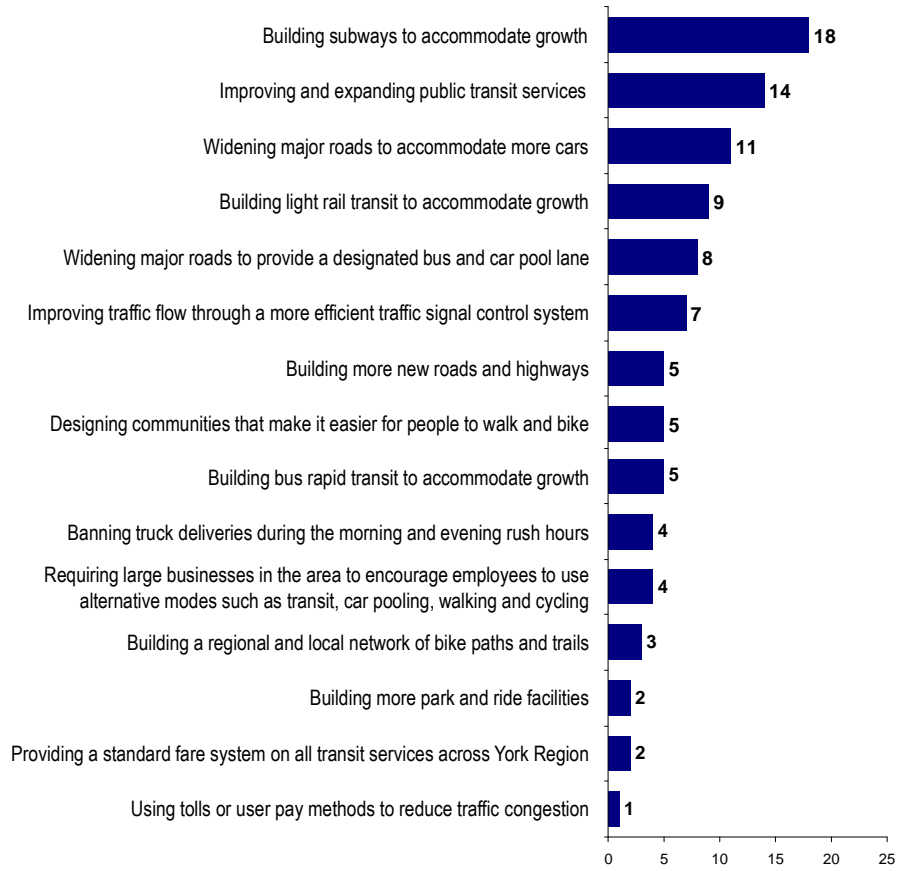
(percentages)

	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
Building a light rail transit to accommodate growth	69	71	59	69
Building subways to accommodate growth	67	68	76	55
Building a bus rapid transit system to accommodate growth	66	60	57	63
Improving and expanding public transit services	59	58	63	64
Improving traffic flow through a more efficient traffic signal control system	54	58	59	60
Widening major roads to provide a designated bus and car pool lane	54	60	58	51
Designing communities that make it easier for people to walk and bike	55	50	47	55
Providing a standard fare system on all transit services across York Region	47	56	50	57
Requiring large businesses in the area to encourage employees to use alternative modes	54	49	44	55
Building more park and ride facilities	44	45	55	43
Banning truck deliveries during the morning and evening rush hours	41	40	56	40
Building more new roads and highways	40	41	43	47
Widening major roads to accommodate more cars	39	33	53	37
Building a regional and local network of bike paths and trails	34	34	31	36
Building more sidewalks	30	23	21	22
Using tolls or user pay methods to reduce traffic congestion	17	23	10	12

Figure 3.4: Single Most Effective Strategy to Reduce Traffic Congestion

Q. Which of the above do you think would be the single most effective way of reducing traffic congestion.

Only one response accepted



Base: All respondents; only one response accepted; percentages; n=1011

DK/NR=3%

Single Most Effective Strategy to Reduce Traffic Congestion

When called on to identify the single most effective strategy to reduce congestion, four of the five top measures chosen by York respondents were public transit related.

Respondents were asked about the 16 measures in yet another slightly different way and, again, the results were largely consistent with the initial favourability ratings of the measures.

When asked to identify the single most effective strategy to reduce congestion almost one in five identified the building of subways, 14 per cent mentioned the expansion of public transit generally, and almost one in ten suggested light rapid transit or the building of bus and carpool lanes. These four public transit related solutions account for about half of all respondents. In contrast only 11 per cent mentioned widening roads for cars and another five per cent mentioned building more roads and highways.

- The only regional differences of any note are that respondents in Vaughan and Richmond Hill are more likely to suggest building subways.
- There were no major differences in response by other sub-groups

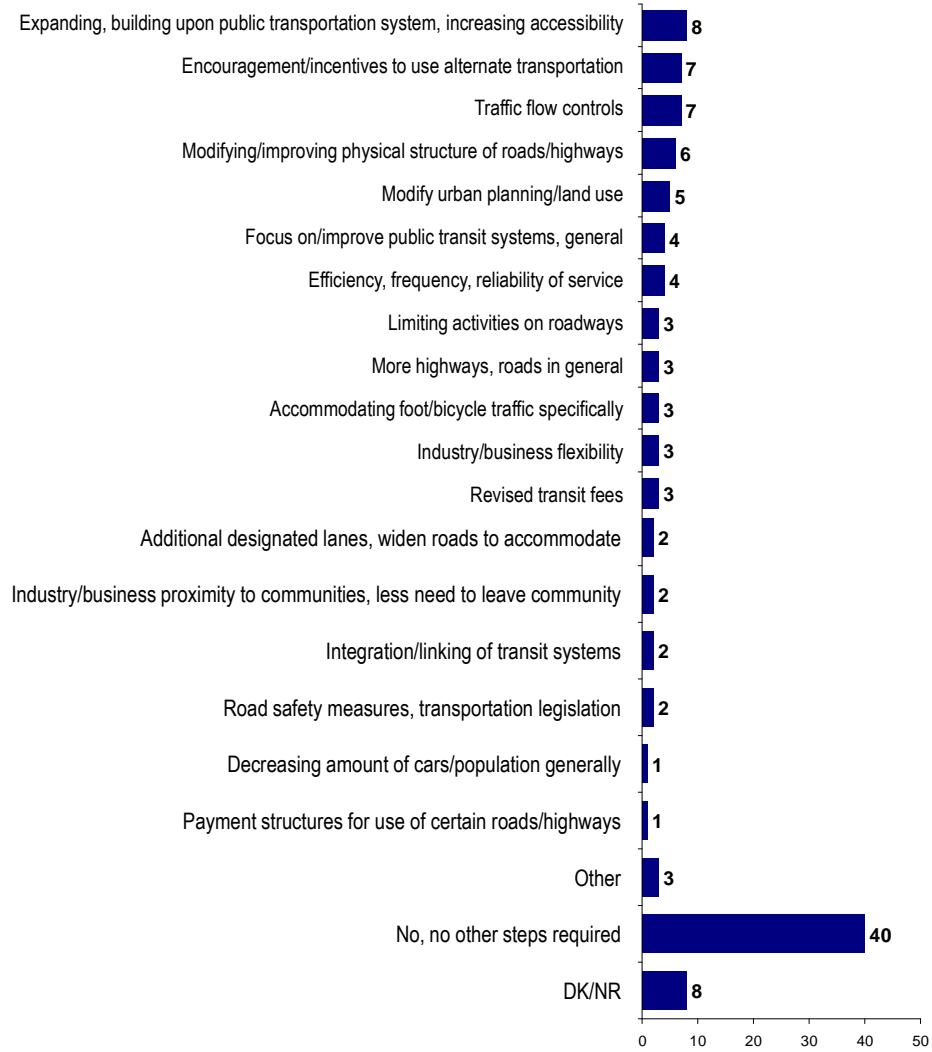
Table 3.4a: Single Most Effective Strategy to Reduce Traffic Congestion by Municipality

(percentages)

	MUNICIPALITY			
	Markham (n=254)	Richmond Hill (n=253)	Vaughan (n=250)	Other (n=254)
Building subways to accommodate growth	17	21	24	9
Improving and expanding public transit services	15	14	13	12
Widening major roads to accommodate more cars	12	8	13	10
Building a light rail transit to accommodate growth	9	11	6	11
Widening major roads to provide a designated bus and car pool lane	7	9	7	10
Improving traffic flow through a more efficient traffic signal control system	6	6	7	9
Building more new roads and highways	2	6	6	7
Designing communities that make it easier for people to walk and bike	7	5	2	5
Building a bus rapid transit system to accommodate growth	4	6	2	8
Banning truck deliveries during the morning and evening rush hours	1	3	6	4
Requiring large businesses in the area to encourage employees to use alternative modes...	6	2	5	3
Building a regional and local network of bike paths and trails	5	0	2	4
Building more park and ride facilities	2	1	2	1
Providing a standard fare system on all transit services across York Region	2	2	2	1
Using tolls or user pay methods to reduce traffic congestion	2	0	0	1
DK/NR	3	4	3	3

Figure 3.5: Other Approaches to the Problem of Traffic Congestion

Q. Are there other steps you think should be taken to reduce traffic congestion?



Base: All respondents; open-ended; multiple responses accepted; percentages; n=1011

Other Approaches to the Problem of Traffic Congestion

When asked a final open-ended question about other measures that could be taken, sixty per cent offered suggestions that covered a wide range of measures.

When asked what *other* measures could be taken—other than the 16 already discussed—60 per cent offered responses. Many of them were related to the measures that were already on the table but had a slightly different emphasis or level of focus.

Those that were mentioned by more than five per cent of respondents included: expanding or increasing accessibility of public transit, encouraging alternative methods of transportation, introducing traffic flow controls or improving the physical state of roads and highways.

- Because of their open-ended and widely dispersed nature, these responses were not analysed by sub-groups.

CHAPTER 4: SUMMARY AND CONCLUSIONS

- Transportation issues are front and centre in the minds of York residents. When asked to identify the most important issue facing the region, about 30 per cent mentioned transportation. No other issue came close to this frequency of mention.
- Within the realm of transportation, public transit figures more prominently than any other single concern. Not surprisingly, concern around traffic and congestion follows fairly closely.
- Traffic congestion is widely recognized as a problem in the region, and is seen as “very serious” by about one in four residents.
- While residents of York are somewhat divided on the overall strategy that should be followed to address traffic congestion, the majority favours a public transit approach rather than one that relies on increasing road capacity for cars.
- When asked about specific measures and approaches that should be taken, public transit solutions are most popular, with little opposition. While car-centred solutions have considerable support, the support is not as strong and there is considerable opposition with about one-quarter of residents opposed to measures such as widening roads for cars and building more roads and highways.
- Solutions that don’t relate specifically to public transit and increasing car capacity generally have a fair degree of support, but don’t seem to be considered as effective as transit or car-related solutions.
- While there are differences by region and other sub-groups within York, they are differences of degree. Generally, the patterns of relative reaction to the various measures addressing traffic congestion are fairly consistent.

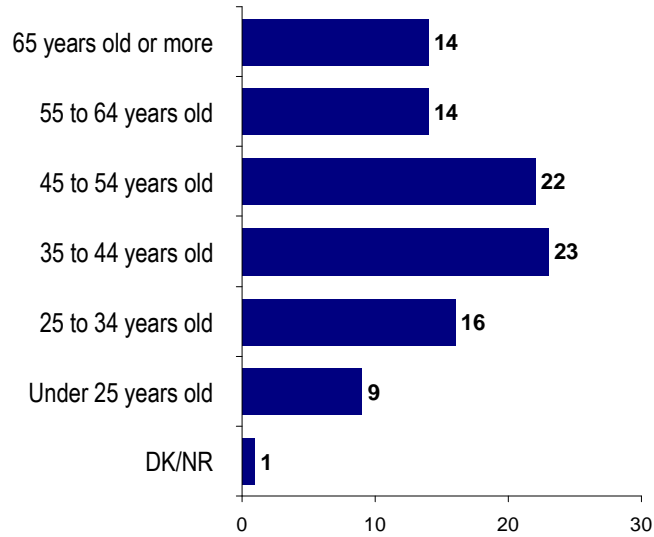
APPENDICES

- Appendix A — Profile of York Residents
- Appendix B — Final Questionnaire

Appendix A —Profile of York Residents

Figure A1: Age

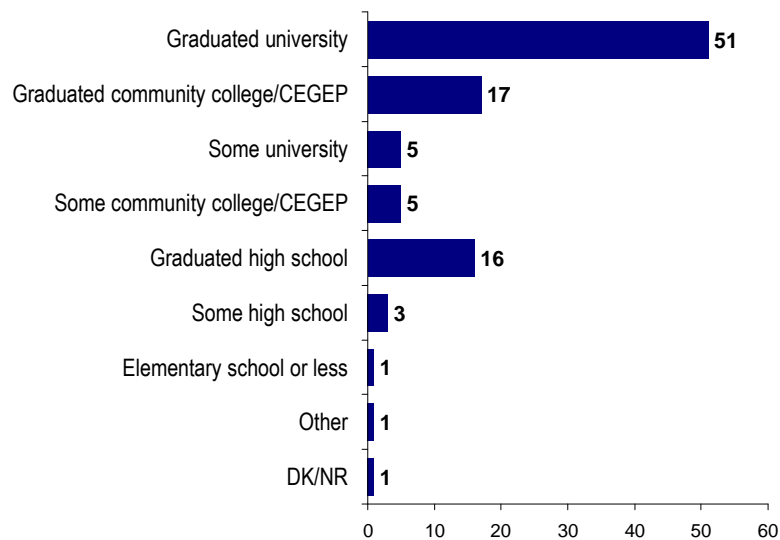
Q. What is your age, please?



Base: All respondents; percentages; n=1011

Figure A2: Education

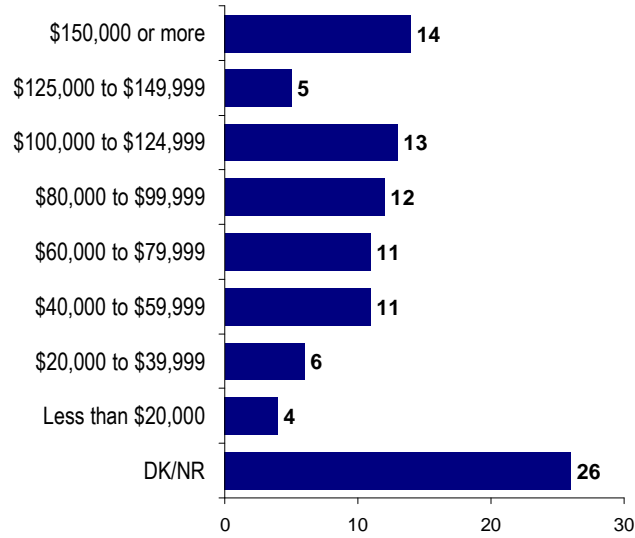
Q. What is the highest level of formal education that you have completed?



Base: All respondents; percentages; n=1011

Figure A3: Income

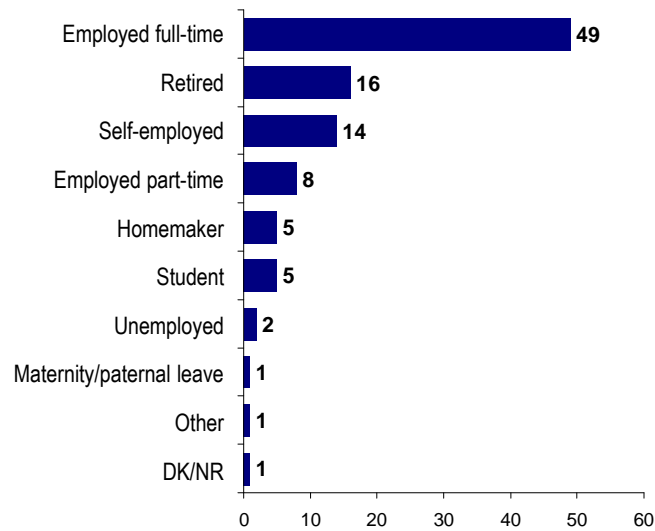
Q. What is your annual household income from all sources before taxes?



Base: All respondents; percentages; n=1011

Figure A4: Current Employment Status

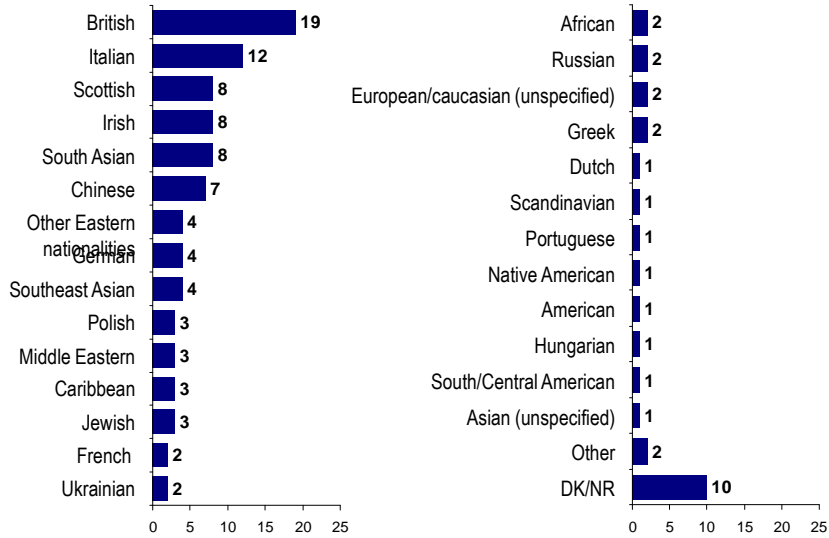
Q. of the following categories best describes your current employment status?



Base: All respondents; percentages; n=1011

Figure A5: National Origin

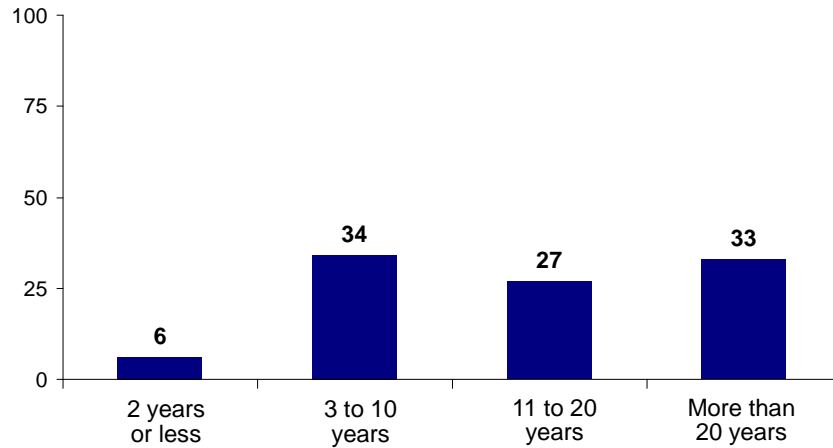
Q. As you may know, people from many different backgrounds live in York Region. Other than Canadian, to which nationality did your ancestors primarily belong?



Base: All respondents; percentages; n=1011

Figure A6: Years Lived in York Region

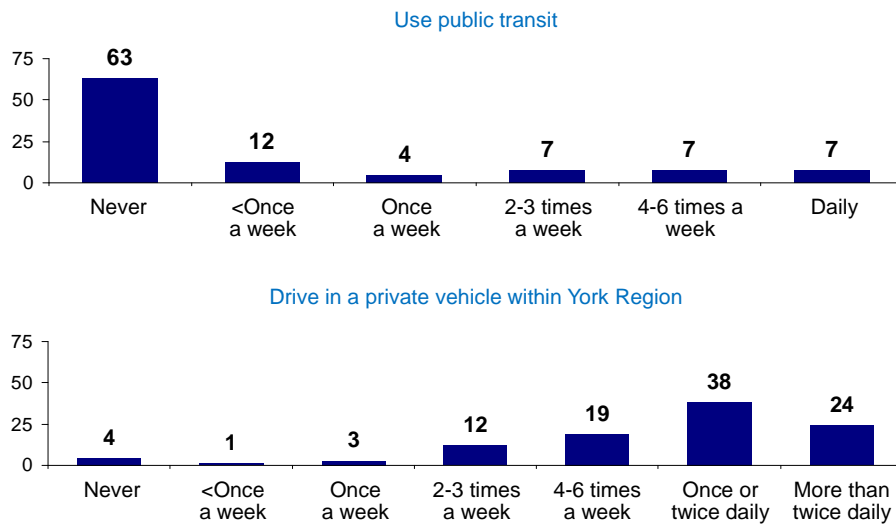
Q. How many years have you lived in York Region?



Base: All respondents; percentages; n=1011

Figure A7: Frequency of Using Public Transit and Driving

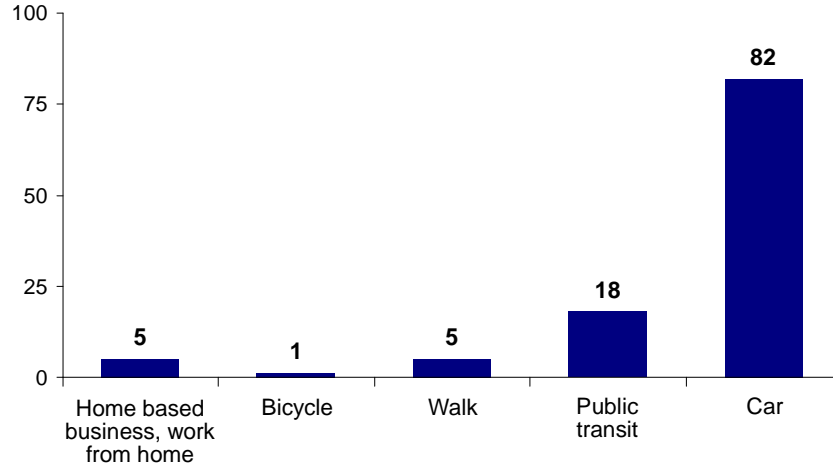
Q. In a typical week, how many times do you... ?



Base: All respondents; percentages; n=1011

Figure A8: Commuting to Work

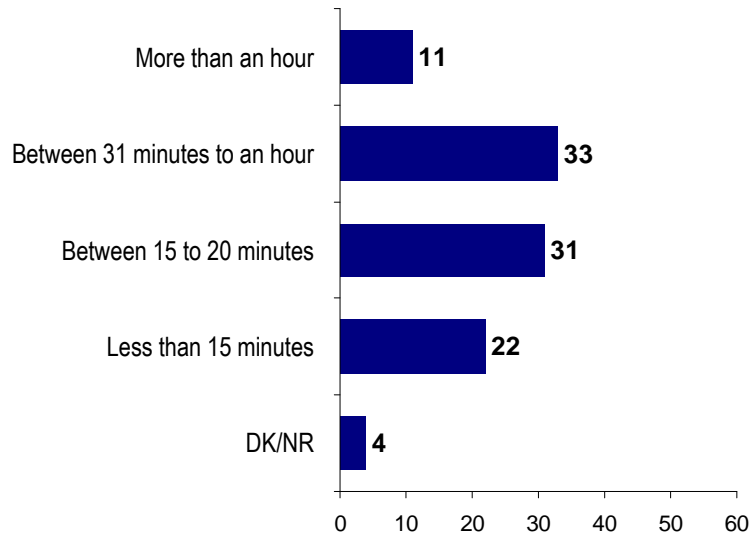
Q. How do you usually get to work?



Base: All respondents; percentages; n=1011

Figure A9: Length of Commute

Q. How long does it take you to get to work?



Base: All respondents; percentages; n=1011

Appendix — Questionnaire

The questionnaire is presented below.

INTRO [0,0]

Hello, my name is _____ and I'm calling from EKOS Research Associates. We have been commissioned to conduct a survey for the Regional Municipality of York about various issues pertaining to York Region. I think you will find these topics we discuss interesting.

Your participation is totally voluntary and greatly appreciated. All responses will be kept strictly confidential and none of the information collected in this survey will be used for any marketing purposes. We are talking to Canadians 18 and over. May I begin?

**** IF ASKED: THE INTERVIEW WILL TAKE APPROXIMATELY 15 MINUTES*

SEX

Record gender of respondent

DO NOT ASK

Male 1
Female..... 2

PRIV [0,0]

This call may be recorded for quality control or training purposes.

ROT1

RANDT(3,"ROT1")

1/3 sample rotation for INIT11A/INIT11B/INIT11C

1..... 1
2..... 2
3..... 3

ROT2

RANDT(2,"ROT2")

1/2 sample rotation for FC

1..... 1
2..... 2

SCRN

Do you WORK in the following kinds of businesses... a market research firm, advertising agency, public relations firm, or the news media?

Yes -> THANK & TERMINATE (CODE IG) 1 ->THNK2
No..... 2

MUNIC

Just to clarify, the Regional Municipality of York includes the municipalities of Aurora, East Gwillimbury, Georgina, King, Markham, Newmarket, Richmond Hill, Vaughan and Whitchurch-Stouffville.

What municipality do you live in?

Aurora 1
East Gwillimbury 2
Georgina..... 3
King..... 4
Markham 5
Newmarket 6
Richmond Hill..... 7
Vaughan 8
Whitchurch-Stouffville 9
None of the above -> THANK & TERMINATE (CODE IG) 99 ->THNK2

SATREG

Overall, would you say that the Regional Municipality of York is moving in the right or wrong direction?

Right direction..... 1
Wrong direction 2
DK/NR 9 X

IMP1

In your opinion, what is the most important issue currently facing York Region?

OPEN; ACCEPT ONE RESPONSE

I.....

IMP2

What do you think is the most important issue relating to transportation in York Region?

OPEN; ACCEPT ONE RESPONSE

GRW2

How would you rate the job York Region has done in managing transportation in the face of the growth the area has experienced in the last 10 years? Please use a scale from 1 to 7 where 7 means excellent, 1 means extremely poor, and the midpoint 4 means neither good nor bad.

1 Extremely poor.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR	9

ROA1

Using the same scale, how would you rate the overall condition of the major roads and highways in York Region (including the state of repair, general quality, and the way they have been designed)? Please exclude provincial highways such as 400 and 404 and local neighbourhood residential streets.

1 Extremely poor.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR	9

TRANS

Overall, how would you rate York region's public transit system?

1 Extremely poor.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR	9

CONG1

How serious a problem is traffic congestion in the York Region overall?
Please use a scale from 1 to 7 where 1 means not at all serious, 7 means extremely serious, and the midpoint 4 means somewhat serious.

1 Not at all serious.....	1
2.....	2
3.....	3
4 Somewhat serious.....	4
5.....	5
6.....	6
7 Extremely serious.....	7
DK/NR	9

CONG2

And on the same scale, how serious a problem is traffic congestion in
&MUNIC?

1 Not at all serious.....	1
2.....	2
3.....	3
4 Somewhat serious.....	4
5.....	5
6.....	6
7 Extremely serious.....	7
DK/NR	9

SOLVE

In your opinion what should be the primary strategy in reducing traffic
congestion in York Region?

Improving public transit.....	1
Improving road capacity for more car traffic	2
DK/NR	9

B

INIT [0,0]

I'm now going to read a number of different strategies that could be used to
ease traffic congestion in York. Please rate how strongly you are in favour or
against each of the following strategies for dealing with traffic in the region.
Please use a scale from 1 to 7 where 1 means you are strongly against, 7 means
strongly in favour, and the midpoint 4 means neither.

INIT1

Widening major roads to accommodate more cars

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT2

Widening major roads to provide a designated bus and car pool lane

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT3

Improving and expanding public transit services

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT4

Improving traffic flow through a more efficient traffic signal control system

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT5

Building a regional and local network of bike paths and trails

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT6

Building more new roads and highways

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT7

Using tolls or user pay methods to reduce traffic congestion

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT8

Building more park and ride facilities

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT9

Building more sidewalks

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT10

Designing communities that make it easier for people to walk and bike

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT11A**1/3 SAMPLE ROTATION**

If... ROT1.EQ.1

Building subways to accommodate growth

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT11B**1/3 SAMPLE ROTATION**

If... ROT1.EQ.2

Building light rail transit to accommodate growth

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT11C

1/3 SAMPLE ROTATION

If... ROT1.EQ.3

Building bus rapid transit to accommodate growth

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT12

Providing a standard fare system on all transit services across York Region

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT13

Banning truck deliveries during the morning and evening rush hours

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INIT14

Requiring large businesses in the area to encourage employees to use alternative modes such as transit, car pooling, walking and cycling

Are you in favour or against ... as a way of dealing with traffic in the region.

1 Strongly against.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly in favour	7
DK/NR	9

INV [0,0]

Now I'd like you to imagine you were in charge of making decisions about how to invest in dealing with York's transportation issues. I am going to read you a series of two alternative choices for spending and ask you to choose the one that you think would be the most effective in reducing traffic congestion.

FC1

What strategy do you think would be the most effective in reducing traffic congestion?

PAIR1.EQ.1 Widening major roads to accommodate more cars	1
PAIR1.EQ.2 Widening major roads to provide a designated bus and car pool lane	2
PAIR1.EQ.3 Improving and expanding public transit services.....	3
PAIR1.EQ.4 Improving traffic flow through a more efficient traffic signal control system	4
PAIR1.EQ.5 Building a regional and local network of bike paths and trails	5
PAIR1.EQ.6 Building more new roads and highways	6
PAIR1.EQ.7 Using tolls or user pay methods to reduce traffic congestion	7
PAIR1.EQ.8 Building more park and ride facilities.....	8
PAIR1.EQ.9 Building more sidewalks.....	9
PAIR1.EQ.10 Designing communities that make it easier for people to walk and bike	10
PAIR1.EQ.11 Building subways to accommodate growth	11
PAIR1.EQ.12 Building light rail transit to accommodate growth.....	12
PAIR1.EQ.13 Building bus rapid transit to accommodate growth	13
PAIR1.EQ.14 Providing a standard fare system on all transit services across York Region.....	14
PAIR1.EQ.15 Banning truck deliveries during the morning and evening rush hours.....	15
PAIR1.EQ.16 Requiring large businesses in the area to encourage employees to use alternative modes such as transit, car pooling, walking and cycling.....	16
(DO NOT READ) DK/NR.....	99

MOSTIMP

Which of the above do you think would be the single most effective way of reducing traffic congestion.

READ LIST IF HELPFUL

Widening major roads to accommodate more cars	1
Widening major roads to provide a designated bus and car pool lane ..	2
Improving and expanding public transit services	3
Improving traffic flow through a more efficient traffic signal control system	4
Building a regional and local network of bike paths and trails	5
Building more new roads and highways	6
Using tolls or user pay methods to reduce traffic congestion.....	7
Building more park and ride facilities	8
Building more sidewalks	9
Designing communities that make it easier for people to walk and bike	10
Building subways to accommodate growth.....	11
Building light rail transit to accommodate growth.....	12
Building bus rapid transit to accommodate growth.....	13
Providing a standard fare system on all transit services across York Region	14
Banning truck deliveries during the morning and evening rush hours	15
Requiring large businesses in the area to encourage employees to use alternative modes such as transit, car pooling, walking and cycling...	16
(DO NOT READ) DK/NR.....	99

B

OTHSTEP [1,3]

Are there other steps you think should be taken to reduce traffic congestion?

OPEN; ACCEPT UP TO 3 RESPONSES

TYPW [0,0]

In a typical week, how many times do you do the following...

PUBTR

Use public transit

In a typical week, how many times do you:

Never	1
Daily.....	2
4-6 times a week.....	3
2-3 times a week.....	4
Once a week	5
Less than once a week.....	6
DK/NR	9

DRIVE

Drive in a private vehicle within York Region

In a typical week, how many times do you:

Never.....	1
Once or twice daily	2
More than twice daily.....	7
4-6 times a week.....	3
2-3 times a week.....	4
Once a week	5
Less than once a week.....	6
DK/NR	9

DEMO [0,0]

We are almost finished. These last questions are for statistical purposes only and I remind you again that all of your responses are completely confidential.

LIVE

How many years have you lived in York Region

Less than a year	0
years -> ALIVE; N2.0 [1-98].....	1
DK/NR	99

EDUC

What is the highest level of formal education that you have completed?

Elementary school or less.....	1
Some high school	2
Graduated high school.....	3
Some community college/CEGEP	4
Some university.....	5
Graduated community college/CEGEP.....	6
Graduated university	7
Other (please specify) -> AEDUC; C250 L1 C75.....	77
DK/NR	99

EMP

Which of the following categories best describes your CURRENT employment status?

READ LIST

Employed full-time	1	
Employed part-time.....	2	
Self-employed	3	
Unemployed	4	
Homemaker	5	
Student	6	
Retired.....	7	
(DO NOT READ) Other (please specify) -> AEMP; C250 L1 C75 ...	77	
(DO NOT READ) DK/NR.....	99	
MATERNITY/PARENTAL LEAVE	8	I
DISABILITY, SICK LEAVE	9	I

TOWORK [1,5]

If... EMP.EQ.1-3

How do you usually get to work?

PROMPT IF NECESSARY; ACCEPT ALL THAT APPLY

Car.....	1	
Public transit	2	
Walk.....	3	
Bicycle	4	
Other (please specify) -> ATOWORK; C250 L1 C75	77	
DK/NR	99	X
HOME-BASED BUSINESS, WORK FROM HOME.....	5	I

HOWLONG

If... EMP.EQ.1-3

How long does it take on average for you to get to work?

PROMPT IF NECESSARY

Less than 15 minutes	1	
Between 15 and 30 minutes	2	
Between 31 minutes and an hour	3	
More than an hour	4	
DK/NR	9	

QAGE

What is your age, please?

READ CATEGORIES IF NECESSARY

Under 25.....	1	
25-34 years	2	
35-44 years	3	
45-54 years	4	
55-64 years	5	
65 years or older.....	6	
(DO NOT READ) DK/NR.....	9	

INC

What is your annual HOUSEHOLD income from all sources before taxes?

Less than \$10,000.....	1
\$10,000 to \$19,999.....	2
\$20,000 to \$39,999.....	3
\$40,000 to \$59,999.....	4
\$60,000 to \$79,999.....	5
\$80,000 to \$99,999.....	6
\$100,000 to \$124,999.....	7
\$125,000 to 149,999.....	8
\$150,000 or more	9
(DO NOT READ) DK/NR.....	99

ETHN [1,5]

As you may know, people from many different backgrounds live in York Region. Other than Canadian, to which nationality did your ancestors belong primarily?

Accept multiple responses; enter verbatim if not found on list

British.....	1		
French.....	2		
Scottish.....	3		
Irish	4		
Polish.....	5		
German.....	6		
Dutch.....	7		
Ukrainian.....	8		
Scandinavian	9		
Italian	10		
Portuguese.....	11		
Spanish.....	12		
Chinese.....	13		
Japanese	14		
South Asian	15		
Southeast Asian.....	16		
African	17		
Native American	18		
American.....	19		
Middle Eastern	20		
Caribbean	21		
Russian.....	22		
Jewish.....	23		
Hungarian.....	24		
Other (please specify) -> AETHN; C250 L1 C75.....	77	B	
DK/NR	99	BX	
EUROPEAN/CAUCASIAN, UNSPECIFIC	25	I	
OTHER EASTERN EUROPEAN NATIONALITIES (EG. LATVIAN, SLOVAKIAN, BULGARIAN, FORMER YUGOSLAVIA, CROATIAN, SERBIAN, MACEDONIAN)	26	I	
GREEK	27	I	
SOUTH/CENTRAL AMERICAN NATIONALITIES (EG. BRAZILIAN)	28		I
ASIAN, UNSPECIFIC.....	29	I	

THNK

Thank you for your cooperation and time!

End of Interview

Completion.....	1	D	
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