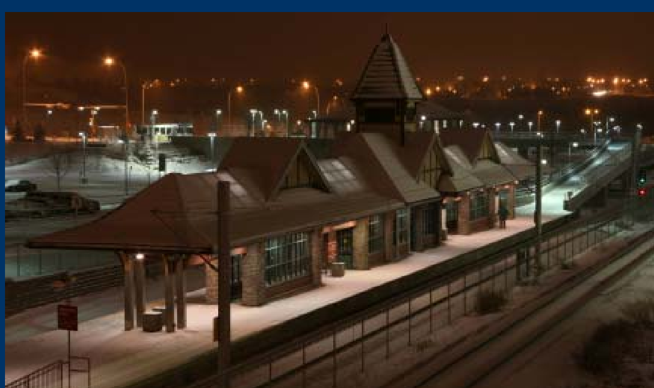
CALGARY TRANSIT

2012 CUSTOMER SATISFACTION AND NON-USER SURVEY



DECEMBER
2012

HarGroup
Management Consultants

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Executive Summary

Calgary Transit conducts annual Customer Satisfaction and biennial Non-User Surveys to assess Calgarians' use, perceptions and expectations for Transit services. The 2012 survey was conducted in November 2012 with both customers and non-users. Calgarians who use Transit services at least once a week regularly qualified for the customer survey and all others, including those who may have used Transit occasionally, were considered non-users. A total of 500 interviews were conducted with customers and 500 with non-users for the 2012 survey. Respondents were interviewed by telephone (including landlines and mobile phones). HarGroup Management Consultants Inc. was engaged to field the survey and report the results.

Key Findings

Perceptions of Services in 2012 are Generally Consistent with Previous Surveys; However a Downward Trend in Not Being Overcrowded
The 2012 Survey results show consistencies in satisfaction with the quality of Calgary Transit's overall services compared with previous surveys. Indeed, seven out of ten respondents (70%) gave Calgary Transit a rating of 'excellent' or 'good,' which is similar to ratings observed from customers over the past decade. When considering various service attributes examined in the survey, customer ratings are also similar to historical results, particularly over the past three years. Nonetheless, there is a noticeable downward trend observed in ratings toward not being overcrowded when data are considered over the past three years.

Findings Suggest Growing Trend toward CTrain Use among Customers
Taking into account use patterns over the past three years, it appears that use of CTrains among customers is growing. This findings may not be surprising given service expansions in CTrain lines over the past few years (e.g. the Northeast lines in 2012, but also the Northwest line over the past few years). Nonetheless, there is a noticeable increase in the proportion of survey respondents who indicated that they drive and park at Park and Ride lots to get to transit services. This may be influenced by the removal of parking fees at these lots, but also the addition of parking spaces (e.g. opening of Saddletowne station).

More Transit Customers are Using Smartphones, and there is a Noticeable Increase in Use of Calgary Transit on Google Transit and Twitter
Based on the findings between 2011 and 2012, there is a noticeable increase in the proportion of customers who use smartphones. For instance, in 2011 use of smartphones was 57% compared to 72% in 2012. There were also increases observed for use of Calgary Transit on Google Transit and Calgary Transit on Twitter. In contrast, there are declines of use apparent with the Teleride system and Calgary Transit website. Nonetheless, the Teleride system and Calgary Transit website are much more likely to be used by Calgary Transit customers than Google Transit and Twitter. There is no direct evidence in the survey data to suggest that the increase use of Google Transit and Twitter are related to increased ownership of smartphones among customers. However, these are trends that are worth further examination in terms of how Calgary Transit communicates with its customers. It is also worth noting that the survey was fielded shortly after a new application was introduced on the Calgary Transit website for trip planning. As such, any affects resulting from this new application will likely not be evident in the 2012 survey data.

1.0 INTRODUCTION

Calgary Transit strives to respond to the needs of its customers, which is a challenging endeavor since it serves an annual transit ridership of over 100 million passengers (reached for the first time in 2012). To meet these needs, Calgary Transit continuously examines Calgarians' expectations for services to ensure that it is effectively implementing new services and making adjustments to existing services. As a component of engaging Calgarians', annual customer satisfaction and biennial non-user surveys are conducted to gain insights into Calgarians' use and perceptions of services. In 2012, HarGroup Management Consultants Inc. was commissioned to administer the surveys to citizens. This report presents the results of the 2012 Customer Satisfaction and Non-User Survey.

The survey addresses specific measures that Calgary Transit employs to gauge Calgarians' use and perceptions of its services, which are summarized below.

Customer Satisfaction Survey

- *To measure travel behaviour among Transit customers and non-users.*
- *To measure customers' perceptions of service performance.*
- *To measure customers' satisfaction with various service factors.*
- *To identify customers' perceptions about importance of service factors.*
- *To examine customers' perceptions of customer service provided by Transit representatives.*
- *To examine customer loyalty among Transit users.*
- *To examine non-user commitment to chosen modes of travel.*
- *To examine customers' priorities for service provision.*
- *To assess factors that contribute to customers choosing to use Transit services.*

Non-User Survey

- *To determine past ridership of Calgary Transit.*
- *To identify reasons for stopping Transit use.*
- *To identify transportation methods used by Non-Users.*
- *To examine loyalty to alternate transportation methods by Non-Users.*
- *To identify service factors that might encourage Transit use.*

These measures guide the design of survey instruments and establish a foundation for presenting information in this report.

1.1 Survey Methodology

The Calgary Transit Customer Satisfaction and Non-User Surveys were first initiated in 1992. From year to year, there are modifications to the instruments used in the surveys; however content and structure have generally been maintained over the past two decades (a copy of the 2012 survey instrument is presented in Appendix A). As well, the methodology applied to the surveys has been fairly consistent each year except that fielding periods have varied ranging from September to December (see Appendix B) and mobile phones have been accessed in addition to landline phones in recent years.[1] The 2012 survey was fielded in November.

Survey specifications include:

- A total of 500 interviews conducted with Calgarians who are at least 15 years of age and had ridden Calgary Transit buses or CTrains regularly (at least once a week on average). An additional 500 interviews conducted with Calgarians who do not use Calgary Transit regularly (termed non-users).
- Potential respondents are selected from the Calgary population using a computerized random-digit dialling process to ensure complete randomization of the survey samples. Both landline (47%) and cell phone (53%) numbers are included in the samples.

Analysis of the final call results suggests that approximately 38% of potential respondents qualified for the 2012 Customer Satisfaction and Non-User Survey (see Appendix C). Basic extrapolation of these results would suggest that the total population of regular customers is estimated to be approximately 350,000 (Table 1.1). It is worth noting that over the past few years, interviews with mobile phone numbers has increased, which may help to explain the decrease in estimated transit users since 2007/2008.

Table 1.1: Estimated Transit Customers
(Aged 15 and Older)

Factors	**Survey Year**										
	2012	**2011**	**2010**	**2009**	**2008**	**2007**	**2006**	**2005**	**2004**	**2003**	**2002**
Calgary Civic Census	920,000	896,000	882,000	877,000	857,000	836,000	815,000	785,000	750,000	741,000	728,000
Transit Users	38%	43%	43%	44%	48%	47%	38%	43%	39%	36%	38%
Estimated number of Transit customers	350,000	385,000	378,000	382,000	411,000	393,000	310,000	337,000	293,000	267,000	276,000
Non-Users	62%	57%	57%	56%	52%	53%	62%	57%	61%	64%	62%
Estimated number of Non-Users	570,000	511,000	504,000	495,000	445,000	443,000	505,000	447,000	458,000	475,000	451,000

A sample size of 500 yields a margin of error of ±4.4% within a 95% confidence interval, for the Calgary Transit regular customer and non-user populations (as defined for the survey). Expressed differently, if the survey were to be conducted within the same populations again, in 19 surveys in 20 the results would likely remain within ±4.4% of the results presented in this report. The margins of error are computed for the entire samples and analyses based on sample subsets will generally not achieve the same level of confidence.

[1] In 2012, 47% of interviews were conducted with mobile phones and 53% with landline phones. Using this sampling approach limits the need for weighting data (e.g. younger respondents and male respondents are accessed more readily through mobile phones than landline phones).

Respondents' Profile

Demographic data are gathered from respondents to gauge possible changes in customer characteristics. These data are presented in Appendix D. Generally, characteristics of respondents from the 2012 Customer Satisfaction Survey are consistent with those observed in previous survey years (e.g. younger Calgarians under 25 years of age).

Calgary Transit has designated Service Areas throughout Calgary that are illustrated in Figure 1.1. Using the demographic data from the survey, the sample is over representative of northwest Calgarians (6% over representation). This over representation is similar to previous survey data, which ultimately may suggest that residents in northwest Calgary are more likely to use Calgary Transit services compared to residents of other Service Areas.

1.2 Factors to Consider for the 2012 Survey

Several factors are worth noting in considering the information presented in this report about the 2012 survey findings.

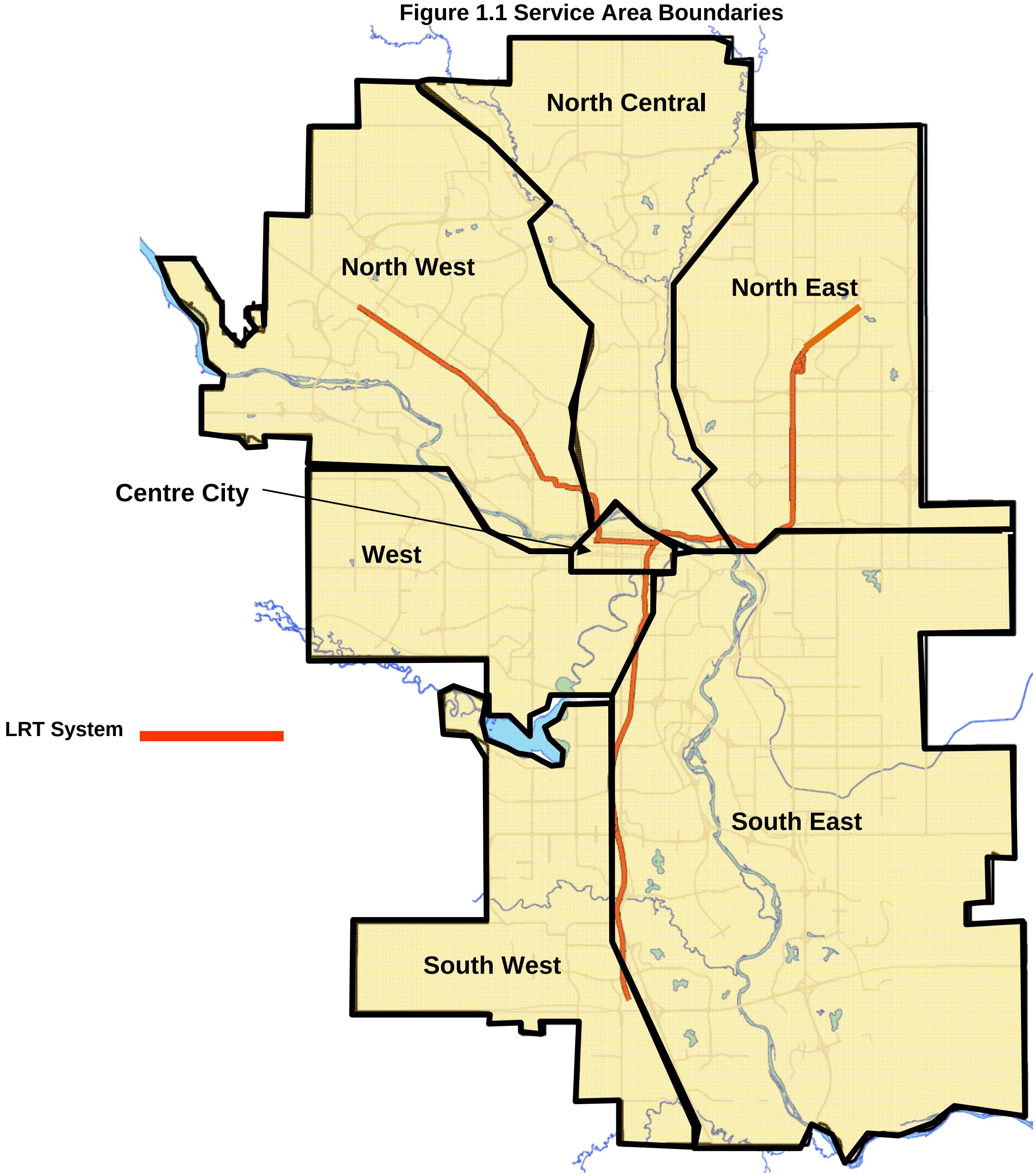
- ***Service Expansion*** – In August, the northeast line of the CTrain was extended to the Saddletowne station (a three kilometre extension). At the Saddletowne Station, 121 parking stalls were developed.
- ***New Trip Planning Application on Website*** – Just prior to fielding the 2012 survey, Calgary Transit introduced a new trip planning application on its website.
- ***Annual Ridership Reaches 100 Million*** – For the first time, annual transit ridership reached 100 million passengers in one year.
- ***RouteAhead*** – During 2012, Calgary Transit initiated a public engagement process called RouteAhead to gain input into a vision and long-term planning for transit service in Calgary.
- ***West LRT*** – The West LRT line opened in December 2012; however it was after the 2012 survey was fielded.
- ***Park and Ride Fees Discontinued in 2011*** – Effective April 2011, Park and Ride lot parking fees were removed. Some stalls were converted to free parking (first come first serve), while others were portioned for a reservation system by which customers can reserve a parking stall for a monthly fee. While this event occurred in 2011, the effects may be relevant to findings in the 2012 survey.

1.3 Reporting

The remaining sections of the report present the results of the 2012 Customer Satisfaction and Non-User Survey. Basic frequencies of survey question results are presented in the report. As well, various statistical procedures have been used within the analyses to assess significance of contrasting responses of

respondents. These analyses provide additional insight into the data and allow for a greater degree of certainty in statements of inference.
Data from previous survey waves are also presented for comparative purposes.

Figure 1.1 Service Area Boundaries

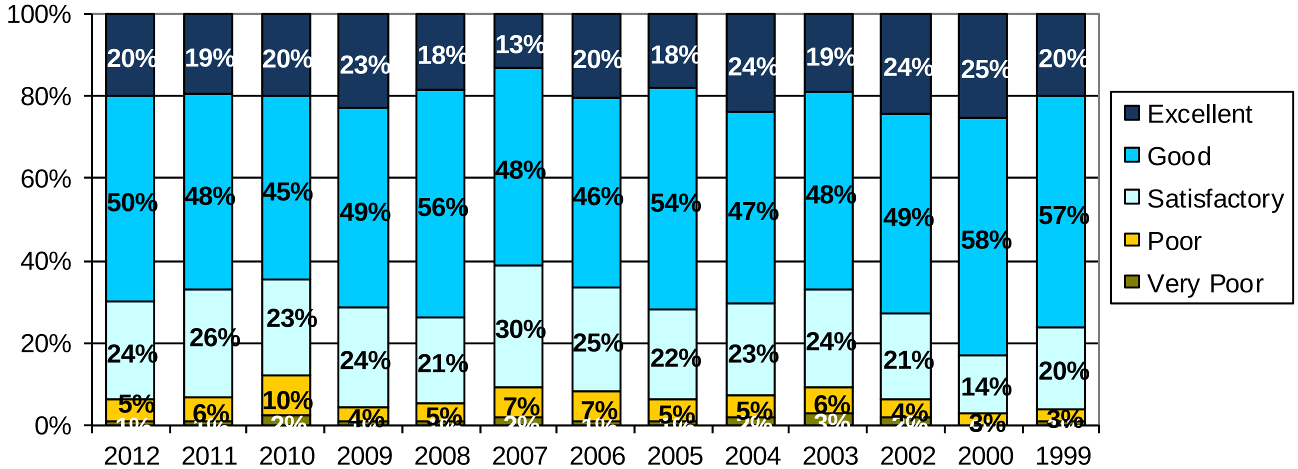


2.0 OVERALL SERVICE PERFORMANCE

For over a decade, customers have been asked to rate Calgary Transit's overall quality of services. In their assessment, survey respondents have been asked to rate overall services provided by Calgary Transit in the seven days prior to being interviewed.

Data presented in Figure 2.1 reveal that approximately seven out of ten 2012 survey respondents (70%) gave a rating of ‘excellent’ or ‘good’. A further quarter gave a rating of ‘satisfactory’, which translates into 94% of customers providing a positive rating to Calgary Transit services.

Figure 2.1: Overall Service Quality Performance Rating



Analysis of the data gathered over the past decade reveals that satisfaction with overall quality of services has been fairly consistent during this time with minor fluctuations in higher or lower levels of satisfaction (e.g. combined excellent, good and satisfactory ratings). For instance, the ratings from the 2012 survey are higher than those of 2010 and 2007, but statistically similar to those obtained in other years (see Appendix E).

3.0 CUSTOMERS' PERCEPTIONS OF SPECIFIC SERVICE OFFERINGS

Customers are asked to rate specific service attributes of Calgary Transit's performance, service components and experiences and fleet and facilities. The issues examined address a range of service offerings provided through Calgary Transit Divisions. This section of the report presents customers' perceptions of these service offerings and explores perceived gaps for services.

3.1 Ratings of Service Attributes

Ratings for various service attributes offered by customers in the 2012 survey are presented in Figure 3.1 on the next page. Overall, these data suggest that 2012 respondents have favourable impressions of Transit's performance. For example, most respondents rated all but one service attribute as being either 'excellent' or 'good'. Indeed, 'not being overcrowded' was the only the attribute that did not rate well among most respondents with about a third (33%) rating it as 'excellent' or 'good'.

Nonetheless, the ratings provided to service attributes of 'service frequency' and 'being on time' are worth noting as nearly 6 in 10 (58%) of respondents provided ratings of 'excellent' or 'good.' These two attributes are noteworthy because they are rated lower than most of the others, but, as will be presented later in the section and has been noted consistently over the time that Calgary Transit has conducted this survey, represent important aspects of services among customers.

Detailed analysis of 2012 ratings reveals that north central residents rated 'length of travel time" lower than residents of other Service Areas within the city and southeast residents rated 'service to places I want to go' lower than other residents (Appendix E).

From a historical perspective, there have been fluctuations observed in the data over the years (Figure 3.2) that the survey has been conducted. However, over the past two or three years, ratings of attributes have been fairly consistent from a statistical perspective (e.g. differences in the data over the past two or three years have not been statistically significant, see Appendix E). Exceptions to this observation are apparent for 'value for money' (higher in 2012 compared to 2011) and 'not being over crowded (lower compared to 2010).

Figure 3.1: Performance Ratings of Service Attributes

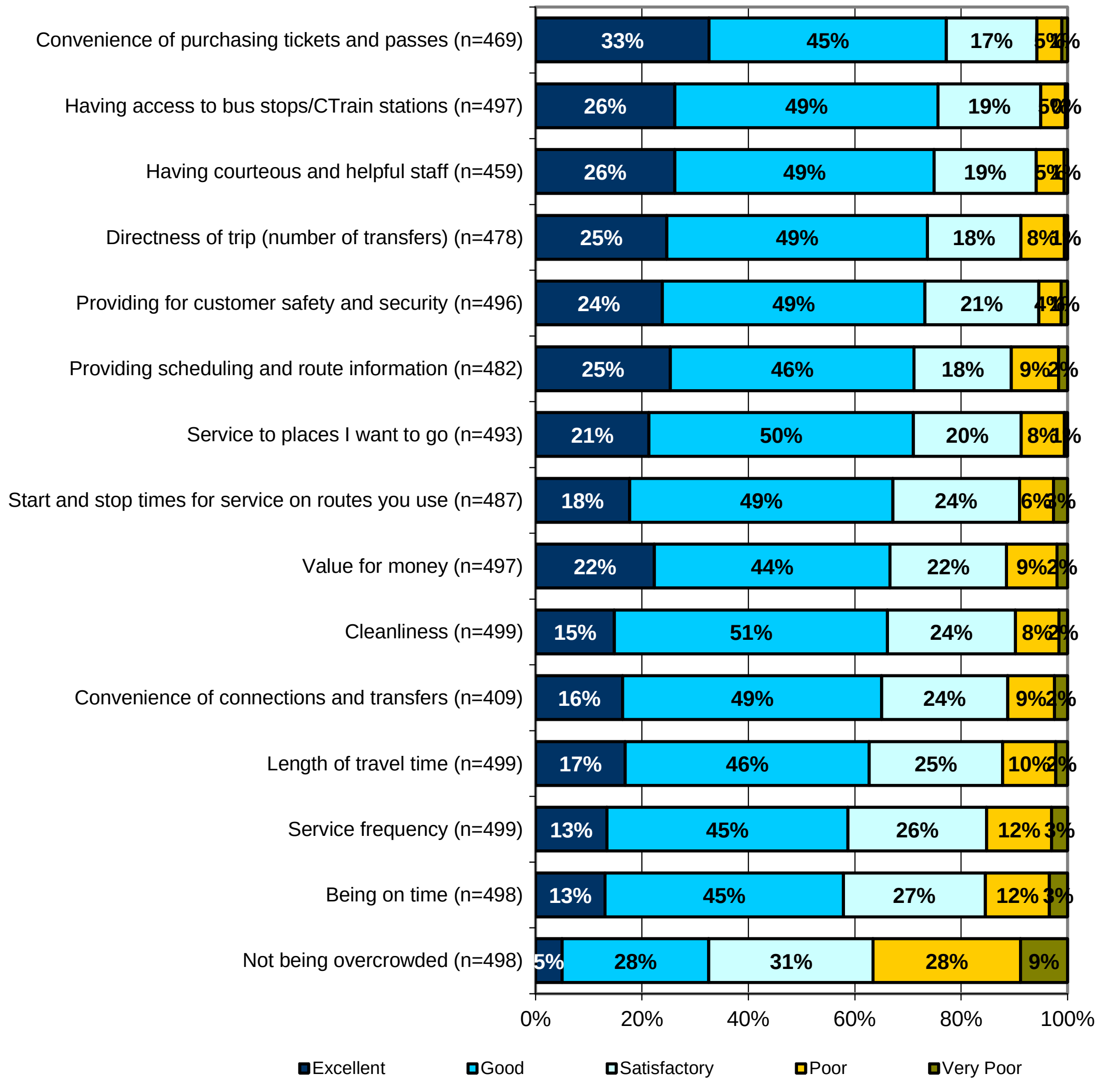
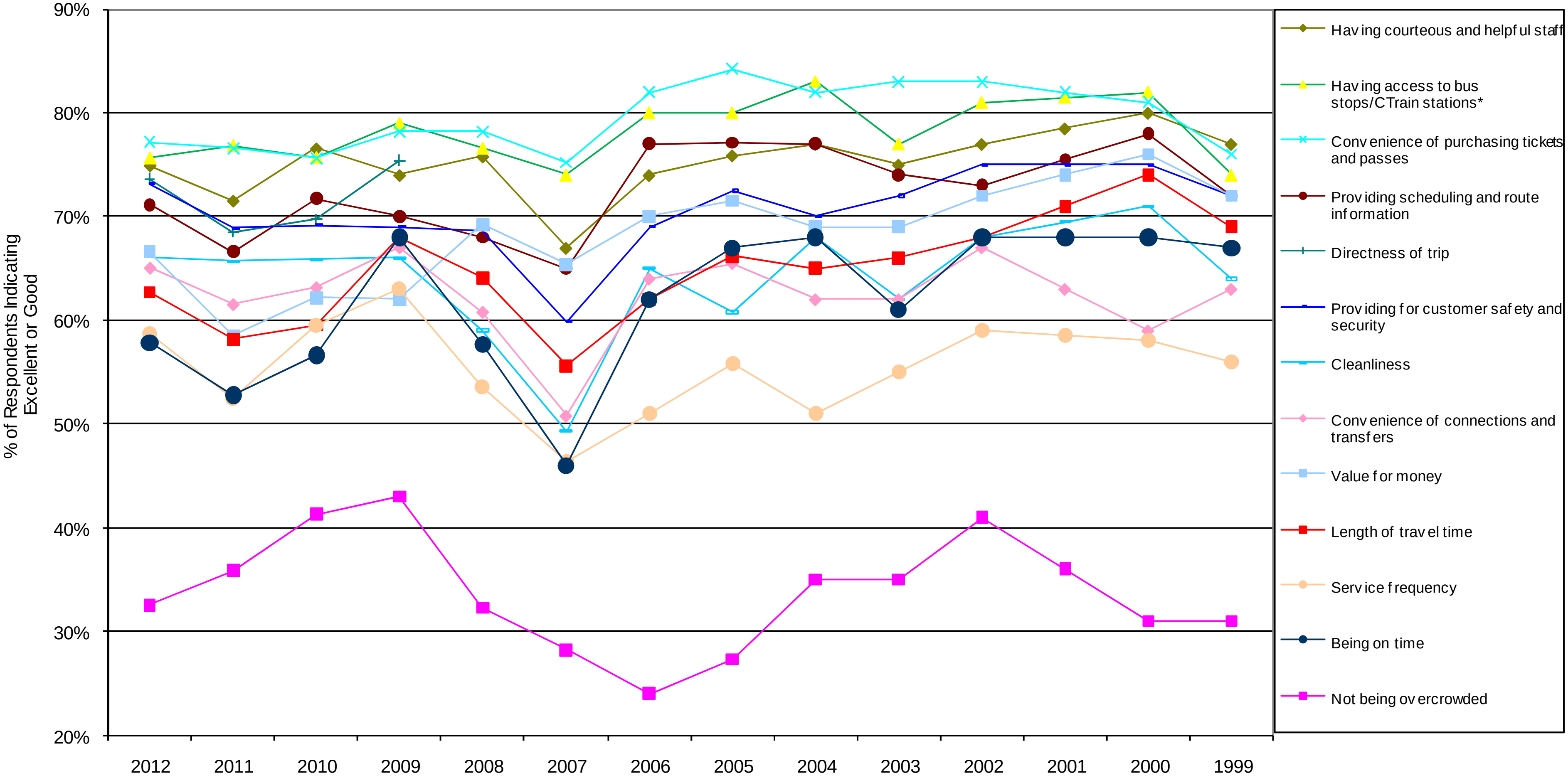


Figure 3.2: Historical Performance Ratings of Service Attributes



*Note: Change in wording in 2010

Table 3.1 presents alternative analysis of the overall ratings presented above. Service attributes are grouped by various Calgary Transit Divisions that have responsibility (or at least are mostly responsible) for delivering. For all Divisions, there are service attributes that respondents rated highly; still, a few service attributes for some of the Divisions are rated lower by respondents (for example, attributes such as 'being on time' and 'not being overcrowded'). The intent of this analysis is to assist Divisions with identifying service attributes that they may be responsible for and, possibly, identifying additional attributes that might be explored with respondents.

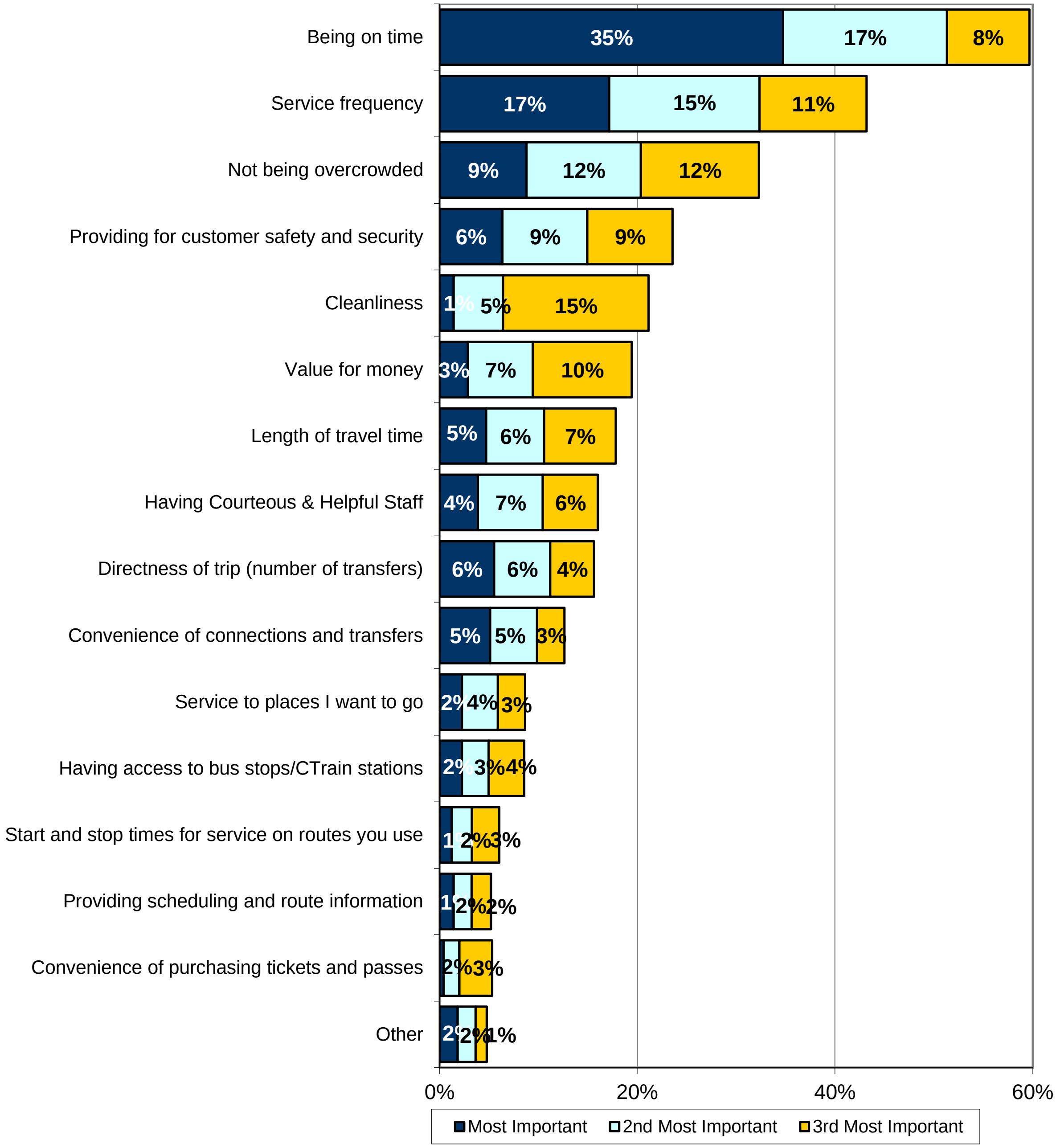
Table 3.1: Divisional Service Attributes

Division	Service Attributes	% Stating Excellent or Good			
		2012	2011	2010	2009
Safety and Security	Providing for customer safety and security	73	69	69	70
Transit Planning	Having access to bus stops/CTrain stations	76	77	76	n/a
	Directness of trip (number of transfers)	74	68	70	75
	Service to places I want to go	71	67	72	n/a
	Convenience of connections and transfers	65	62	68	67
	Length of travel time	63	58	60	68
Operations	Courteous and helpful staff	75	72	77	73
	Being on time	58	53	56	67
Facilities	Cleanliness	66	66	66	66
Service Design	Convenience of purchasing tickets and passes	77	77	75	78
	Providing scheduling and route information	71	67	72	70
	Stop and start times on routes you use	68	69	66	69
	Value for money	67	59	62	61
	Service frequency	59	52	60	63
	Not being overcrowded	33	36	42	43
	Not being overcrowded	33	36	42	43

3.2 Importance of Service Attributes

Respondents were asked to rate the importance of various Calgary Transit service attributes. Figure 3.3 presents rankings among attributes based on responses of being most, second most, or third most important. The three attributes identified as being highest in importance (rated as either first, second or third most important) according to 2012 survey respondents were 'being on time' (60%), 'service frequency' (43%) and 'not being overcrowded' (32%).

Figure 3.3: Importance of Service Attributes
(% of Respondents)



Over the past three surveys, 'being on time' and 'service frequency' have been ranked as the two most important attributes among respondents, as presented in Table 3.2. Actually, the rankings of these two attributes dramatically exceed those of other attributes, especially 'being on time,' which in some respects demonstrates the extent that these service attributes mean to customers. It is worth noting that these two attributes have historically (since 1999) been ranked most important since 1999 (see Appendix E - prior to 2010 respondents were asked to identify their top two service attributes rather than top three).

Table 3.2: Importance of Service Attributes
(Most, Second and Third Most Important)

Service Attributes	% of Respondents		
	2012	2011	2010
Being on time	60	58	54
Service frequency	43	37	37
Not being overcrowded	32	24	24
Providing for customer safety and security	24	22	26
Cleanliness	21	18	17
Value for money	19	17	17
Length of travel time	18	15	15
Directness of trip	16	12	10
Having courteous and helpful staff	16	10	16
Convenience of connections and transfers	13	10	12
Having access bus stops/CTrain stations	9	10	7
Service to places I want to go	9	8	7
Start and stop times for service	6	5	5
Providing scheduling and route information	5	6	5
Convenience of purchasing tickets and passes	5	4	5

Note: In surveys prior to 2010, only most and second most important service attributes have been measured. Attributes are listed in order as presented in Figure 3.3.

3.3 Comparisons of Customer Expectations and Perceived Performance of Services Attributes

Analysis is conducted to compare customers' expectations for services to their perceptions of how well Calgary Transit performs these services. The purpose of this analysis is to assess whether or not Calgary Transit is meeting or exceeding customers' expectations, particularly for those services that they consider to be most important to them. Services are ranked highest to lowest based on customers' expectations (relative importance) of priority. These rankings are compared to their perceptions of Calgary Transit performance (satisfaction ratings) to determine if services that are of higher priority to customers are also perceived to be performed well. If a higher ranked service attribute receives a performance rating that is lower than most other service attributes, then it is identified as a service attribute that may not be fully meeting customer expectations. Alternatively, a service attribute that ranks low in customer expectations but higher than average in performance ratings might be identified as a service attribute in which Calgary Transit exceeds customer expectations. These kinds of results can be used by Calgary Transit to better understand whether or not customer expectations are being met and, possibly, if allocation of resources might be considered.

The analysis begins with comparative assessments of stated and relative importance of service attributes to customers' perceptions of services provided by Calgary Transit (see Appendix E)[2]. This analysis shows that there are some similarities between stated and relative rankings of importance, especially for service attributes such as 'being on time,' ‘service frequency’, ‘not being overcrowded,’ and ‘providing for customer safety and security’;’ however there are also other service attributes that become more prominent such as ‘length of travel time,’ 'value for money', ‘having access to bus stops/CTrain stations,’ ‘cleanliness,’ ‘providing scheduling and route information’ and ‘start and stop times for service on routes you use’ when relative importance rankings are considered. Similar findings have been observed in previous survey results. The consistencies of these findings among previous surveys emphasize the suitability of these examinations, although it should be noted that there is instability in some of the longitudinal results and, as such, some caution should be used in observing these results.

Further insight can be gained about service attributes and how respondents perceive Calgary Transit to be addressing service priorities. Comparing customer expectations (relative importance ratings) to that of perceived Calgary Transit performance (satisfaction ratings) reveals possible service attribute priorities that might be considered in future service planning of Calgary Transit. This analysis is presented in Figure 3.4 for the 2012 survey results (Appendix E includes survey results from 2006 to 2011). Essentially, the analysis identifies service attributes in which customers have higher than average expectations and perceive lower than average performance (Q1), higher than average expectations and perceive higher than average performance (Q2), lower than average expectations and lower than average performance (Q3) and lower than average expectations and higher than average satisfaction (Q4). There are various ways to interpret these data such as service attributes in Q4 may be given lower priority in future planning and in Q1 higher priority.

[2] Note: Similar analyses with data from the 2006 to 2011 data are also presented in Appendix E.

Figure 3.4: Expectations/Performance Comparisons 2012

(Axes set at 41% Expectation and 3.7 Performance)

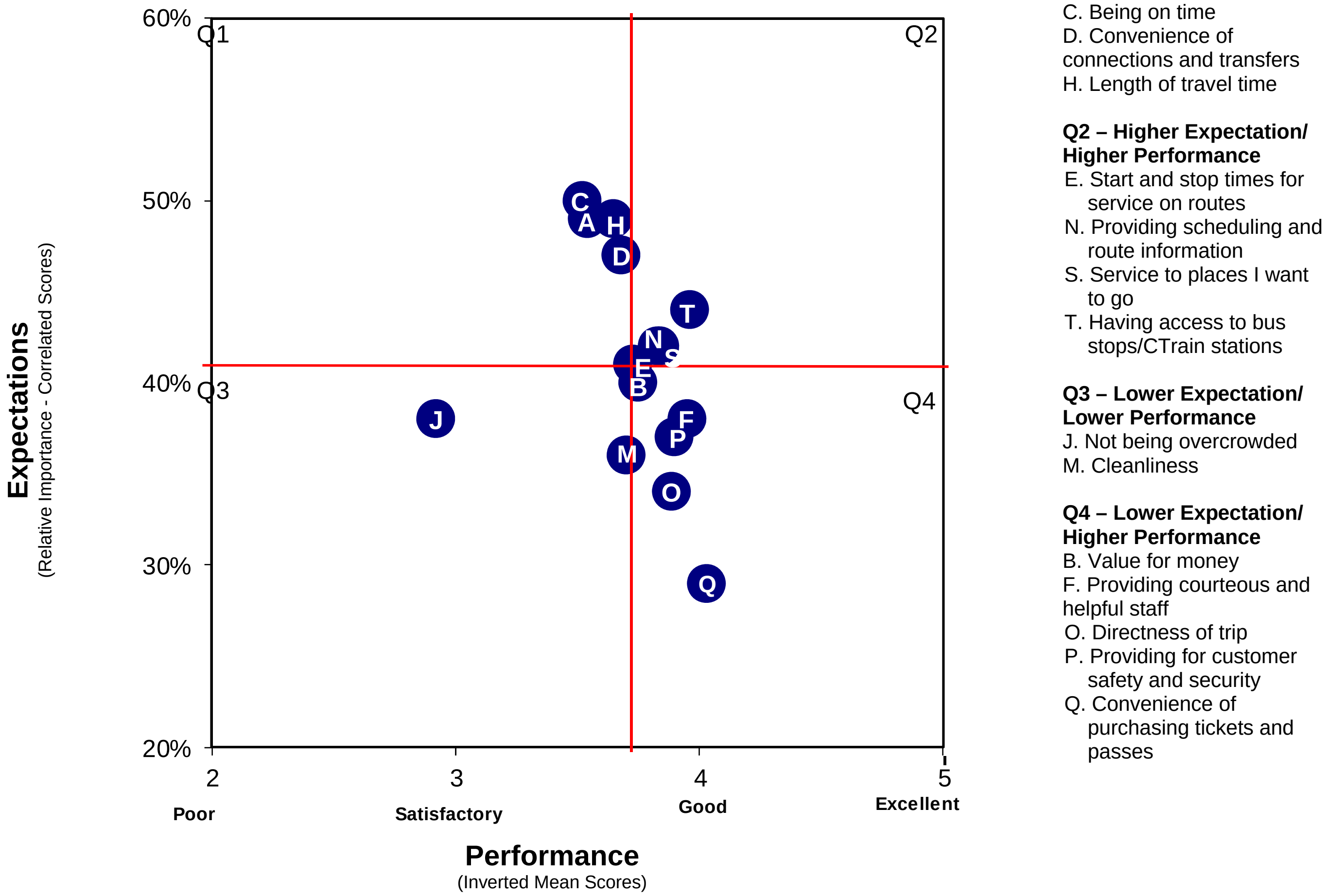


Table 3.3 takes all of the information that has been developed between 2006 and 2012 and identifies similarities and differences drawn from these analyzes. Several interesting observations become apparent when considering the findings across the various years in which the analysis has been performed, each of which have been identified in previous reports.

- ***Being on Time, Service Frequency, Convenience of Connections and Transfers*** – These service attributes have consistently been placed in Q1 (Higher Expectations/Lower Performance) since 2006

- ***Length of Travel Time*** – Has been situated in Q1 for most of the surveys.

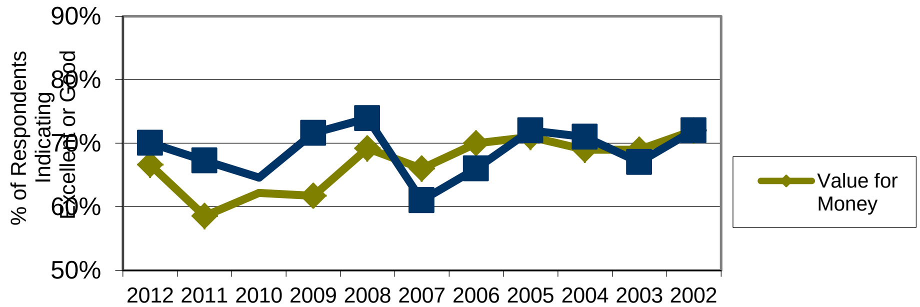
Table 3.3: Expectations/Performance Comparisons

Classification	2012	2011	2010	2009	2008	2007	2006
Q1. Higher Expectation/ Lower Performance❖	• Being on time • Service frequency • Convenience of connections and transfers • Length of travel time	• Being on time • Service frequency • Convenience of connections and transfers • Length of travel time	• Being on time • Service frequency • Convenience of connections and transfers • Length of travel time	• Being on time • Service frequency • Convenience of connections and transfers	• Being on time • Service frequency • Convenience of connections and transfers	• Being on time • Service frequency • Convenience of connections and transfers • Length of travel time	• Being on time • Service frequency • Convenience of connections and transfers • Length of travel time
		• Value for money		• Value for money • Start and stop times for service	• Not being overcrowded		
Q2. Higher Expectation/ Higher Performance		• Having courteous and helpful staff	• Having courteous and helpful staff • Having access to bus stops/CTrains	• Having courteous and helpful staff	• Having courteous and helpful staff • Providing for customer safety and security • Value for money	• Providing for customer safety and security • Value for money	• Having courteous and helpful staff • Providing for customer safety and security • Value for money
	• Providing scheduling and route information • Services to places I want to go • Start and stop times for service on routes • Having access to bus stops/CTrain stations	• Cleanliness	• Services to places I want to go	• Length of travel time	• Length of travel time	• Providing scheduling and route information	
Q3. Lower Expectation/ Lower Performance	• Not being over crowded • Cleanliness	• Not being overcrowded	• Not being overcrowded • Cleanliness	• Not being overcrowded • CTrain station amenities • Bus stop amenities	• CTrain station amenities • Bus stop amenities	• Not being overcrowded • Cleanliness	• Not being overcrowded • Cleanliness
			• Value for money • Stop and start times for service				
Q4. Lower Expectation/ Higher Performance	• Convenience of purchasing tickets and passes • Providing for customer safety and security • Directness of trip	• Convenience of purchasing tickets and passes • Providing scheduling and route information • Having access to bus stops/CTrain stations • Providing for customer safety and security • Directness of trip	• Convenience of purchasing tickets and passes • Providing scheduling and route information • Providing for customer safety and security • Directness of trip	• Easy to access vehicles • Convenience of purchasing tickets and passes • Providing scheduling and route information • Cleanliness. • Providing for customer safety and security • Directness of trip	• Easy to access vehicles • Convenience of purchasing tickets and passes • Providing scheduling and route information • Cleanliness • Easy access bus stops	• Easy to access vehicles • Convenience of purchasing tickets and passes • Easy access bus stops	• Easy to access vehicles • Convenience of purchasing tickets and passes • Providing scheduling and route information • Easy access bus stops
	• Providing courteous and helpful staff • Value for money	• Start and stop times for service • Service to places I want to go			• Route layout	• Providing courteous and helpful staff	

Note: For each classification, two types of responses are presented. The upper row shows responses that have been identified for classifications at least three times over the past five survey years. The second row presents changes that have occurred among years (no more than two survey years in five).
❖Possible area to concentrate on.

Further analysis presented in Figure 3.5 compares overall satisfaction with value for money ratings. Typically, these two measures have followed similar patterns in terms of increases and decreases. While in 2011, there was a deviation from this pattern, the 2012 results are more consistent with previous analysis.

Figure 3.5: Comparison of Satisfaction And Value for Money Ratings



3.4 Service Components and Experiences

Survey respondents were presented with a series of questions about service components and experiences to further gauge their perceptions of Transit services. Responses to these queries are presented in Figure 3.6. For the most part, based on the 2012 results, these data suggest that the majority of respondents have favourable impressions about the service components and experiences that were tested. Actually, almost all respondents strongly or somewhat agreed that Transit operators operate vehicles safely (95%) and that peace officers on the CTrain demonstrate professionalism (94%), there is generally a bus or CTrain station within reasonable distance of their origin and destination (92%), they feel safe when travelling on Transit (92%), bus drivers are knowledgeable about the service they provide (90%), and that their experience while travelling on Calgary Transit vehicles is usually pleasant (89%).

Figure 3.6: Service Components

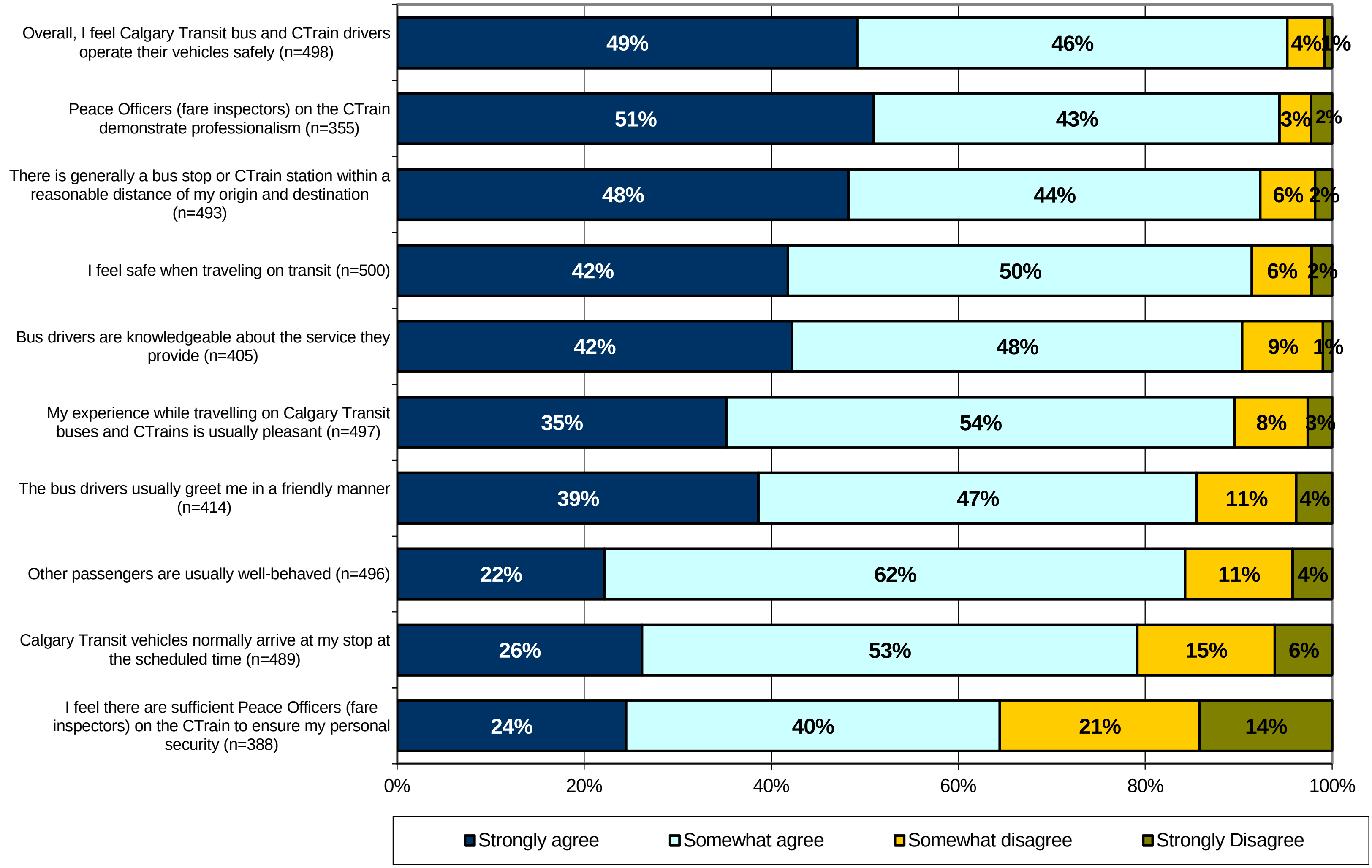
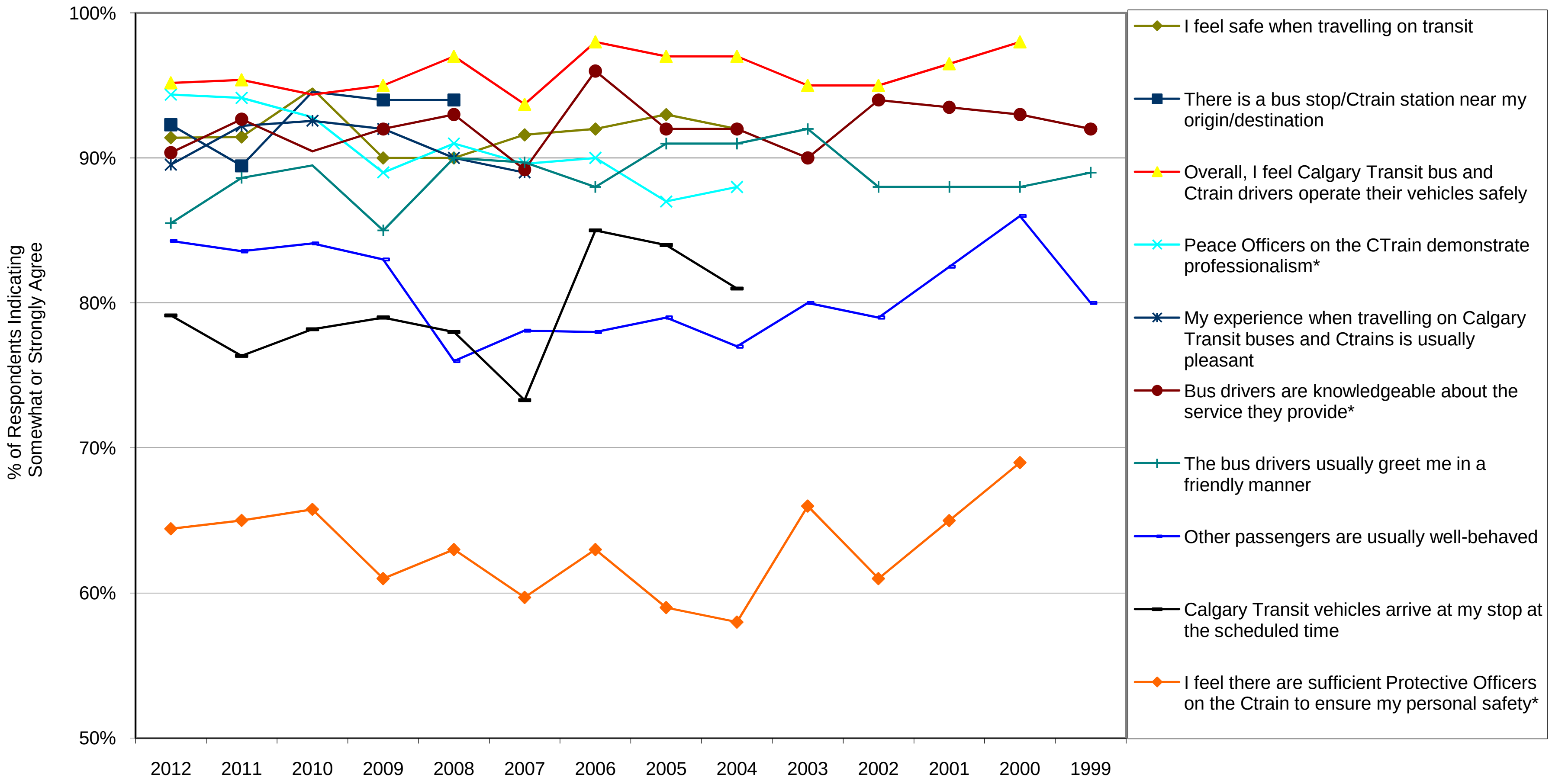


Figure 3.7: Historical Comparison of Service Component and Experiences Ratings



Historically, (Figure 3.7) though year to year ratings of these service components have fluctuated somewhat over the past decade, they have for the most part remained similar over the past two to three years (see Appendix E).

3.5 Fleet and Facilities

Figure 3.8 presents data that show over half of the respondents surveyed provided ratings of 'excellent' or 'good' for all of the items regarding fleet and facilities that were introduced to them. The most favourably rated items, however, include cleanliness of LRT Park and Ride lots (77%) and BRT Park and Ride lots (71%), cleanliness of bus interiors (69%), cleanliness of CTrain interiors (68%), maintenance of CTrain stations (68%) and cleanliness of CTrain stations (67%).

Figure 3.8: Perceptions of Fleet and Facilities

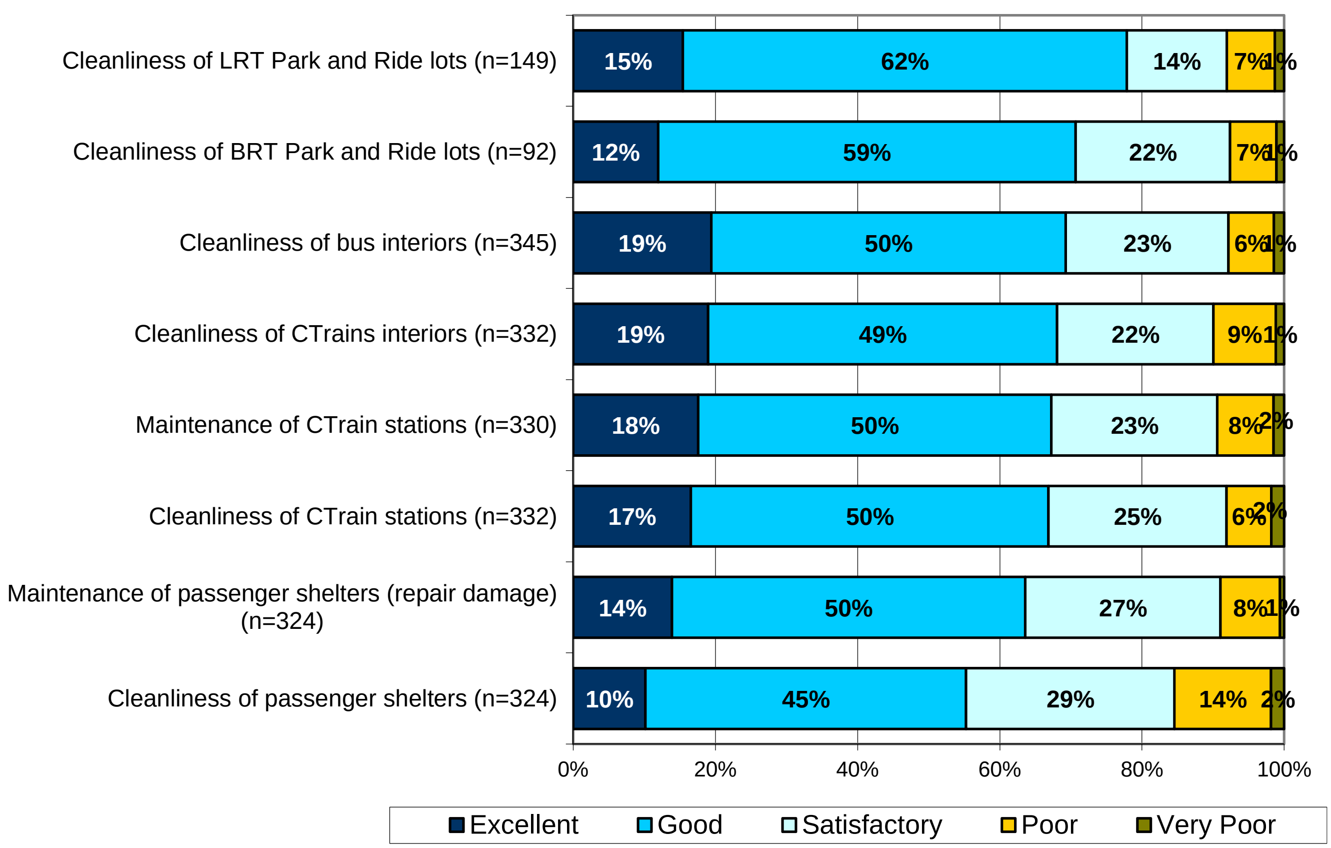


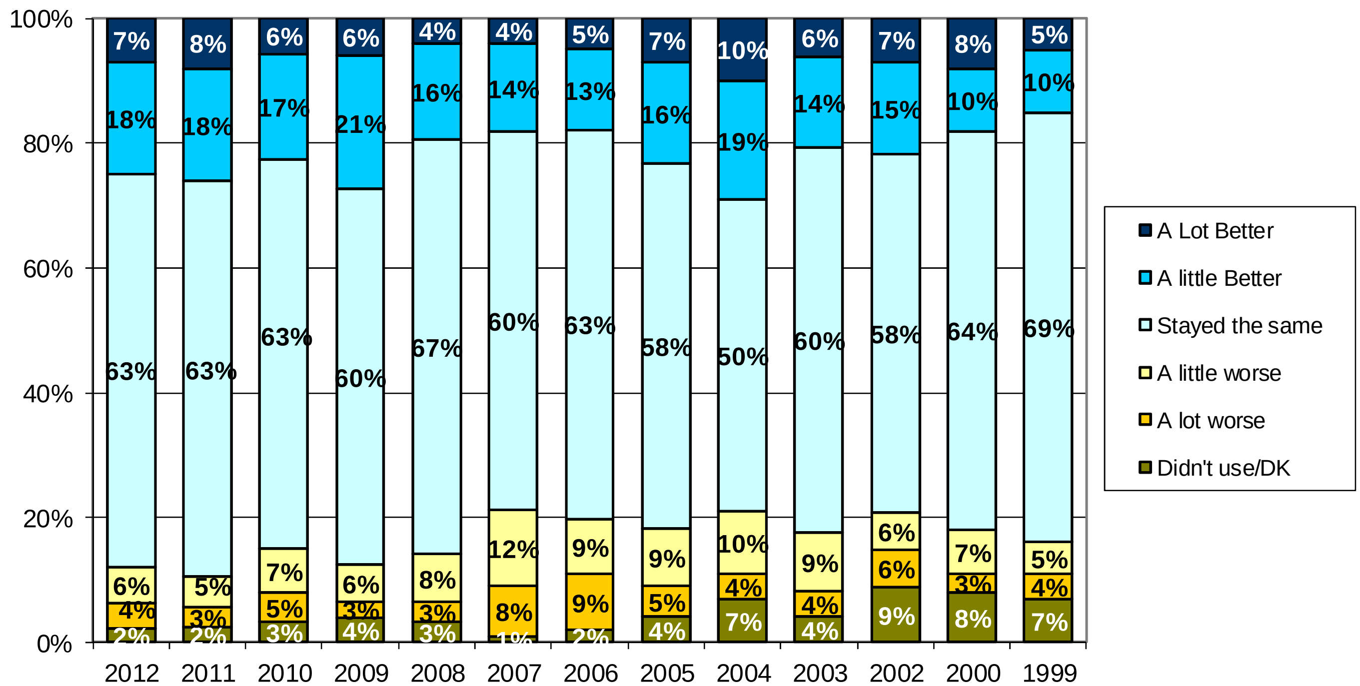
Figure 3.9 reveals historical comparisons of fleet and facilities ratings over the past decade. Essentially, aside from a drop in 2007, these ratings have remained constant throughout the survey. The maintenance of passenger shelters, however, is highest in 2012 compared to all previous survey years (see Appendix E).

Figure 3.9: Historical Comparisons of Fleet and Facilities Ratings

3.6 Perceived Change in Service

The majority of respondents (63%) to the 2012 survey asserted that overall Transit service in their community had remained the same in the year prior to the survey (Figure 3.10), which is similar to historical findings. In terms of improved services, one in four (25%) suggested that Transit service was better, which is among one of the higher proportions of respondents agreeing that Transit services have improved.

Figure 3.10: Perceived Change in Transit Service during Past Year



Historically, Transit customers have generally cited increased service frequency as the primary reason they perceived services to have improved (Table 3.4) and the 2012 data provides no exceptions to this observation with nearly a quarter (23%) of respondents providing this answer. 'Being on time' was also commonly cited. However, 'expansion of CTrain service/line extension' received a notable increase in 2012 compared to previous years.

Respondents who indicated that services were worse over the past year were asked why. Table 3.5 reveals the reasons offered by respondents. The most commonly cited reasons were 'overcrowded' (33%), 'service frequency' (29%), and 'not being on time' (17).

Table 3.4: Reasons for Perceived Changes
A lot or a little better

Reasons	2012 (n=117)	2011 (n=127)	2010 (n=108)	2009 (n=94)	2008 (n=94)	2007 (n=84)	2006 (n=85)	2005 (n=105)	2004 (n=140)	2003 (n=100)	2002 (n=108)	2000 (n=89)	1999 (n=76)
		% of Respondents											
Service frequency	23	29	24	28	27	31	32	47	29	42	31	43	28
Expansion of CTrain service/CTrain line extension	19	10	8	4	0	0	0	0	0	0	0	0	0
Being on time	18	15	24	18	16	23	9	6	7	10	11	12	15
Having access to bus stops/CTrain stations ***	9	8	7	0	3	2	2	4	1	3	4	0	7
New services	7	11	4	17	9	11	17	19	38	11	18	0	0
Directness of trip (number of transfers)	7	1	6	3	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Not being overcrowded	6	3	2	4	9	8	2	7	1	3	1	3	7
Providing schedule and route information	5	2	2	3	0	2	3	1	1	1	1	0	5
Having courteous and helpful staff	4	3	8	5	13	13	6	8	9	9	7	9	15
Service to places I want to go***	4	7	5	7	3	5	6	9	14	9	18	26	11
Length of travel time	3	4	8	4	2	1	7	3	1	4	4	5	5
Providing for customer safety and security	3	5	6	4	7	4	2	1	1	2	2	1	3
Cleanliness	3	1	5	7	4	4	2	0	1	3	1	0	4
Convenience of connections and transfers	2	1	1	2	6	6	5	8	11	4	6	10	15
Convenience of purchasing tickets and passes	2	1	0	0	1	0	2	0	0	0	0	0	0
Value for money	2	2	1	0	0	4	1	0	1	0	2	1	3
Start/stop times for service on routes you use***	1	4	1	0	0	0	0	1	1	2	0	0	0
Reliability of service	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	3	6	0	0	2	2	1	6	3	3	4	6	4
Don't know	0	3	8	2	4	0	0	4	0	1	7	0	7

***Worded differently than in previous years

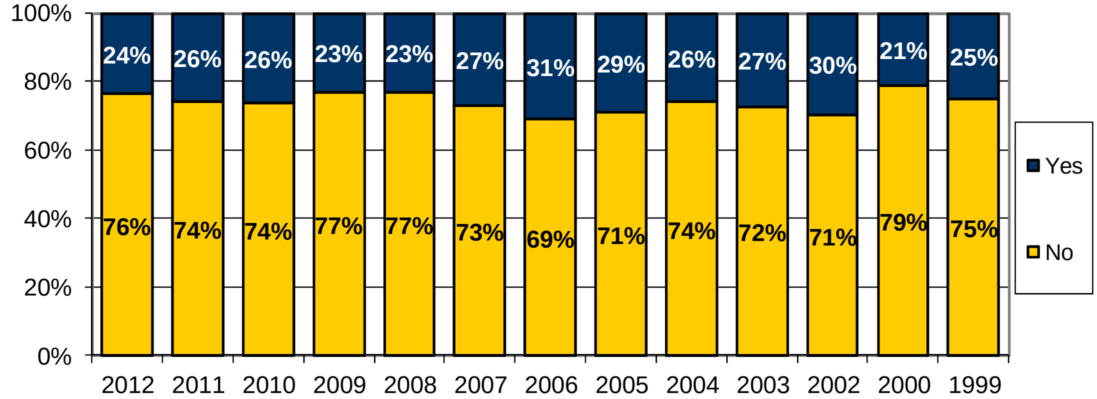
Table 3.5: Reasons for Perceived Changes
A little or a lot worse

Reasons	% of Respondents												
	2012 (n=48)	2011 (n=41)	2010 (n=56)	2009 (n=42)	2008 (n=52)	2007 (n=100)	2006 (n=82)	2005 (n=68)	2004 (n=67)	2003 (n=63)	2002 (n=56)	2000 (n=51)	1999 (n=45)
Overcrowded	33	20	14	28	40	46	46	52	27	19	25	53	64
Service frequency	29	17	25	13	27	24	17	22	43	42	16	10	27
Not being on time	17	11	27	15	15	20	11	13	6	14	13	10	11
Not having access bus stops/ CTrain stations***	6	4	4	5	0	0	0	0	0	0	0	0	0
Length of travel time	6	3	9	8	6	4	2	7	8	0	7	0	2
Staff not courteous or helpful	4	0	7	3	4	6	1	2	3	6	5	2	4
Inconvenient connections and transfers	4	2	4	0	2	2	0	4	5	3	7	2	4
Directness of trip (number of transfers)	4	3	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lack of customer safety and security	2	5	7	7	6	7	5	0	2	5	2	6	7
Inconvenient purchasing of tickets and passes	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lack of expansion of CTrain services/Ctrain line extension	2	0	2	2	0	0	0	0	0	0	0	0	0
Service to places I want to go***	2	2	2	12	8	3	7	12	9	8	14	4	0
Lack of new services	0	0	4	5	4	3	1	4	3	0	4	0	0
Scheduling and route information	0	0	4	5	0	4	1	0	3	3	2	2	0
Lack of cleanliness	0	0	4	3	4	2	0	6	2	0	4	2	4
Lack of value for money	0	8	9	3	0	0	0	0	3	0	7	8	4
Start and stop times for service	0	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CTrain breakdowns/ service disruptions	n/a	22	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lack of parking availability	n/a	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	8	7	0	7	4	4	0	3	5	12	2	14	2
Don’t know	0	3	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

3.7 Unregistered Complaints

Approximately one in four respondents (24%) considered contacting Calgary Transit within the three months prior to being surveyed to lodge a service complaint, but did not actually do so (Figure 3.11), which is similar to levels reported in previous survey waves.

Figure 3.11: Unregistered Complaints



Data presented in Table 3.6 reveal that the most commonly cited reasons for not registering a complaint were that the respondents did not believe that complaining would do any good or that the issue was not important enough, which are historically the most common reasons for not registering a complaint. Also commonly cited reason in 2012 was that respondents didn't have enough time or were too busy to register a complaint.

Table 3.6: Reasons for Not Registering Complaint													
Reasons	**% of Responses**												
	2012 (n=114)	**2011** (n=122)	**2010** (n=124)	**2009** (n=122)	**2008** (n=140)	**2007** (n=140)	**2006** (n=154)	**2005** (n=159)	**2004** (n=144)	**2003** (n=135)	**2002** (n=153)	**2000** (n=108)	**1999** (n=104)
Didn't think it would do any good	28	30	23	35	44	42	34	31	37	30	26	32	37
Wasn't important enough	18	32	22	33	13	16	15	31	14	26	26	41	36
Didn't have time/too busy	18	<1	6	2	6	4	5	4	5	8	5	n/a	n/a
Didn't know how to make a complaint ***	9	6	22	7	8	8	14	11	15	6	9	6	8
Didn’t know the number to call to make a complaint ***	8	6	22	7	8	8	14	11	15	6	9	6	8
Forgot	7	15	12	12	9	7	9	7	13	11	20	10	14
Couldn't get through on complaints line	6	7	9	9	12	17	20	16	15	16	7	9	17
Didn’t want to get anyone in trouble	3												
Someone else complained	2	<1	2	1	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Was too upset to call	2												
Other	1	10	4	0	2	1	4	6	3	2	8	4	-
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

*** ‘Didn’t know how to make a complaint’ and ‘Didn’t know the number to call to make a complaint’ were combined in previous years

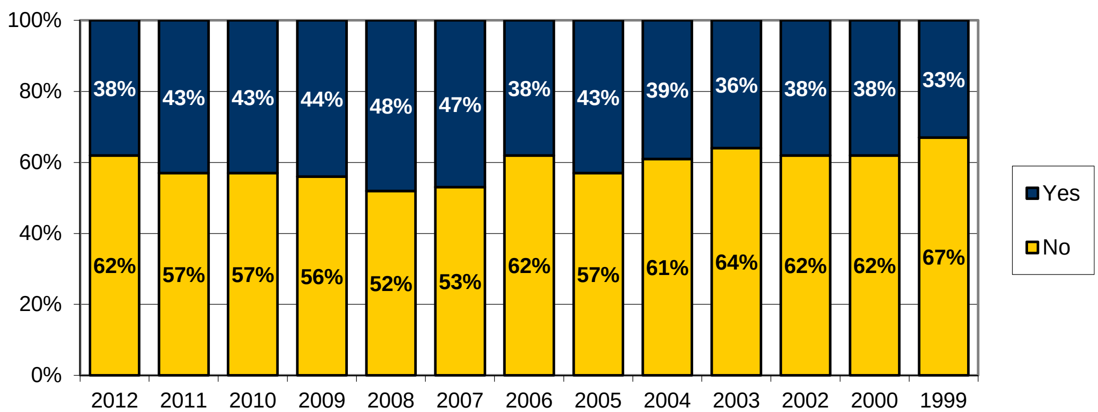
4.0 CHARACTERISTICS OF TRANSIT USE

This section of the report examines Transit use among regular Transit customers.

4.1 Transit Use

As can be seen in Figure 4.1, about two in five (38%) Calgarians aged 15 and over were regular Transit customers in 2012. This proportion is similar to portions observed prior to 2007.[3]

Figure 4.1: Regular Transit Customers



4.2 Frequency and Duration of Transit Use

The average number of weekly trips using Transit services among customers in the 2012 survey was 8.0 (Table 4.1). This is generally consistent with previous survey results, which have ranged from approximately 7 to 9 trips per week.

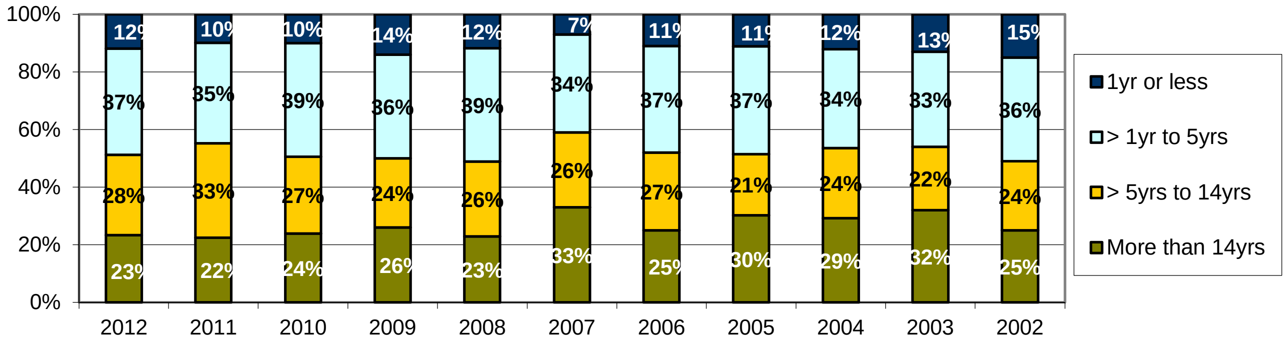
Table 4.1: Weekly Transit Use By Regular Transit Customers
(Average Trips Per Week)

Frequency of Use - Weekly		% of Respondents												
		2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2000	1999
(n=)		500	521	500	500	500	500	500	500	500	504	500	502	500
One to Three Times		20	16	14	27	23	16	21	25	20	21	20	22	12
Four to Seven Times		20	21	19	24	26	25	18	21	24	24	23	18	20
Eight to Ten Times		46	50	53	36	43	47	46	41	41	38	40	43	47
More than Ten Times		14	13	14	13	9	12	16	13	16	17	17	17	21
Total		100	100	100	100	100	100	100	100	100	100	100	100	100
Average Weekly Frequency of Use	**Mean=**	**8.0**	**8.3**	**8.5**	**7.2**	**7.3**	**8.2**	**8.5**	**7.6**	**7.9**	**8.3**	**8.1**	**8.2**	**9.0**
	s.d=	4.7	5.5	4.7	4.9	4.4	5.2	5.9	5.0	4.7	6.5	5.3	5.0	4.4
Note: A one-way trip is counted as one trip and a trip to and from a destination as two trips.														

[3] As noted earlier in this report, higher use of cell phone numbers in recent years may have influenced the declining trend observed for use since 2007.

Just over half of regular Transit customers (51%) indicated that they had been using Transit services for more than five years (Figure 4.2). These data are generally consistent with most other years.

Figure 4.2: Duration of Transit use



Note: Mean, median and standard deviation statistics presented in Appendix E.

4.3 Means of Transit Used

Among 2012 survey respondents, the average (mode response) customer used both buses and CTrains (36%) as shown in Figure 4.3. This proportion is slightly lower than the findings of previous years, mainly due to increases observed for CTrain only use.

Figure 4.3: Modes of Transit Used

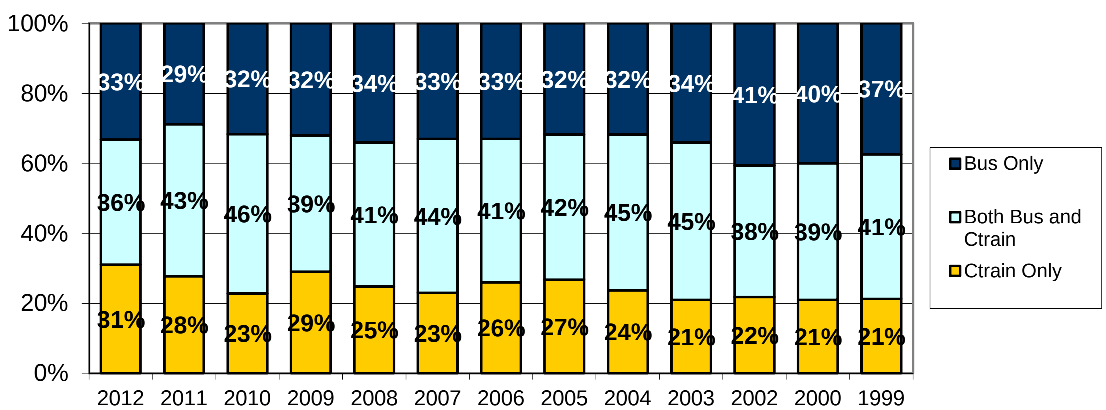
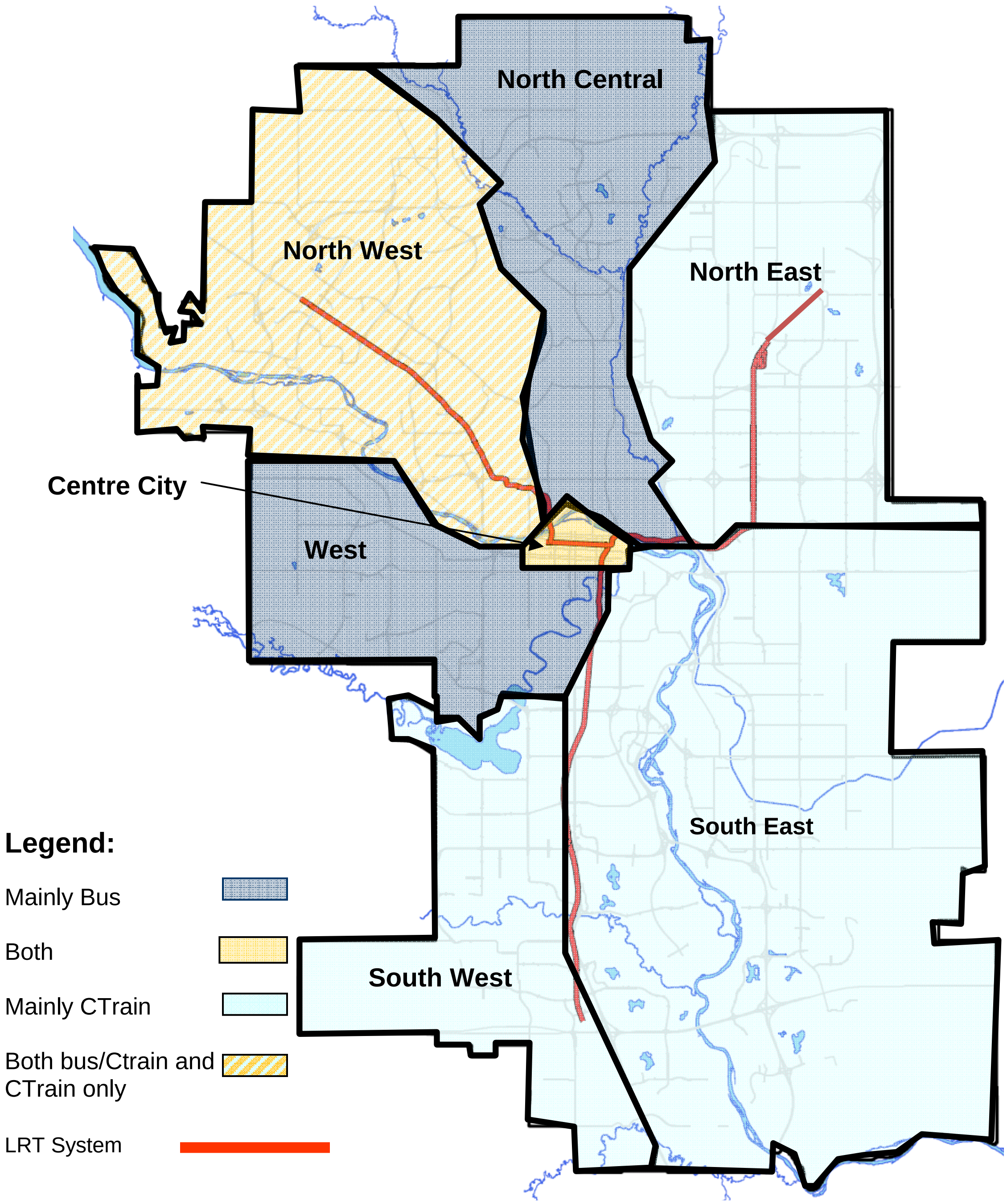


Figure 4.4 shows typical modes of transportation used by respondents among various Service Areas. In three of the Service Areas (North East, South West and South East), respondents typically use CTrains only, while in North Central and West Service Areas they use mainly buses only. City Centre respondents typically use CTrains and buses and North West respondents were evenly split between both CTrain & bus and Ctrain only (see Appendix E for survey data). It is worth noting that the North East and South East Service Areas have never

registered CTrain only use before; rather, they have typically been CTrain and bus use. This may be influenced by the expansion of the CTrain line to the Saddletowne station.

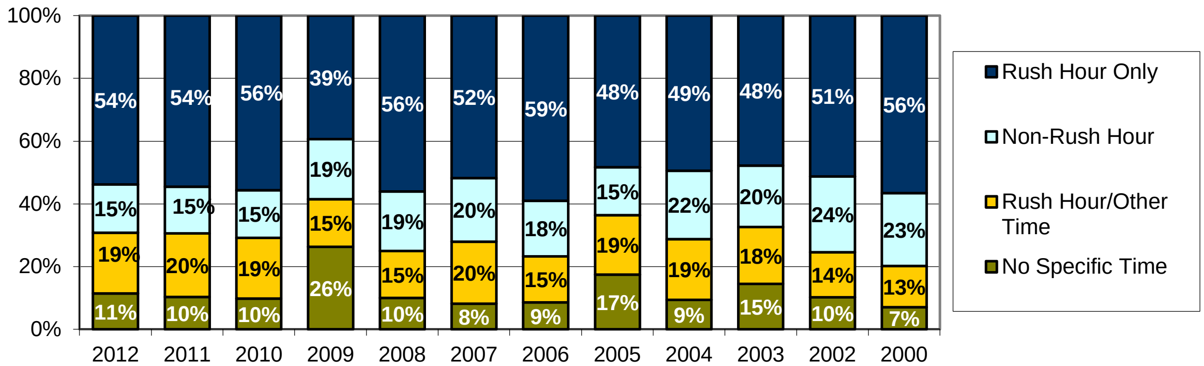
Figure 4.4: Typical Modes of Transportation among Service Areas



4.4 Travel Periods

Transit customers were queried as to what time period they use Calgary Transit most often. 'Rush Hour Only' was the most common response with just over half of respondents (54%) offering this travel time (Figure 4.5). This has historically been the most common time during which Transit customers stated that they were most likely to travel (see Appendix E).

Figure 4.5: Most Frequent Travel Time



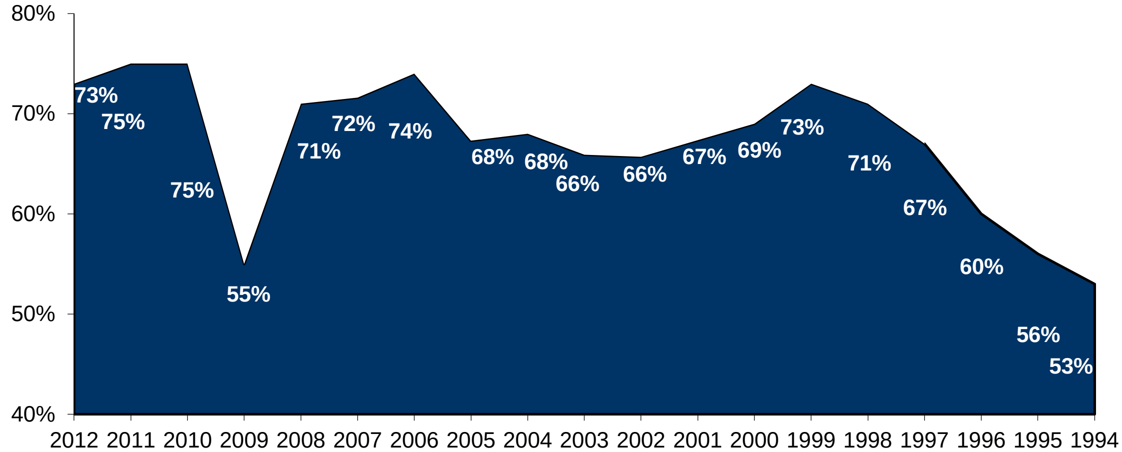
As can be seen in Table 4.2, 'Rush Hour' customers use Transit more frequently than do other user segments; in particular, customers who use Transit during 'Rush Hour and Other Times.' This finding is consistent with results associated with previous surveys.

Table 4.2: Weekly Transit Use By Travel Periods
(Average Trips Per Week)

Year	Measure	Rush Hour Only	Non-Rush Hour	Rush Hour/Other Time	No Specific Time
		% of Respondents			
2012	**Mean**	**8.7**	**5.7**	**9.5**	**5.7**
	s.d.	3.7	4.8	5.7	5.5
2011	**Mean**	**8.9**	**5.9**	**9.4**	**6.9**
	s.d.	5.9	3.8	4.9	5.1
2010	**Mean**	**8.7**	**6.7**	**9.7**	**8.0**
	s.d.	3.2	5.1	4.5	8.9
2009	**Mean**	**8.4**	**5.2**	**8.9**	**5.6**
	s.d.	3.8	4.0	5.1	5.8
2008	**Mean**	**7.9**	**4.7**	**9.4**	**6.2**
	s.d.	3.9	4.0	5.2	4.1
2007	**Mean**	**9.0**	**5.2**	**9.6**	**5.2**
	s.d.	3.9	5.4	6.6	5.4
2006	**Mean**	**9.0**	**6.5**	**10.6**	**5.4**
	s.d.	5.3	5.0	7.9	4.8
2005	**Mean**	**8.6**	**4.1**	**9.4**	**5.8**
	s.d.	4.1	3.2	6.2	5.2
2004	**Mean**	**8.9**	**5.0**	**9.4**	**6.5**
	s.d.	3.9	4.2	5.5	4.7
2003	**Mean**	**9.2**	**5.8**	**10.1**	**6.6**
	s.d.	5.5	6.4	7.4	7.5
2002	**Mean**	**8.9**	**5.9**	**9.8**	**6.5**
	s.d.	4.4	4.7	7.4	5.5

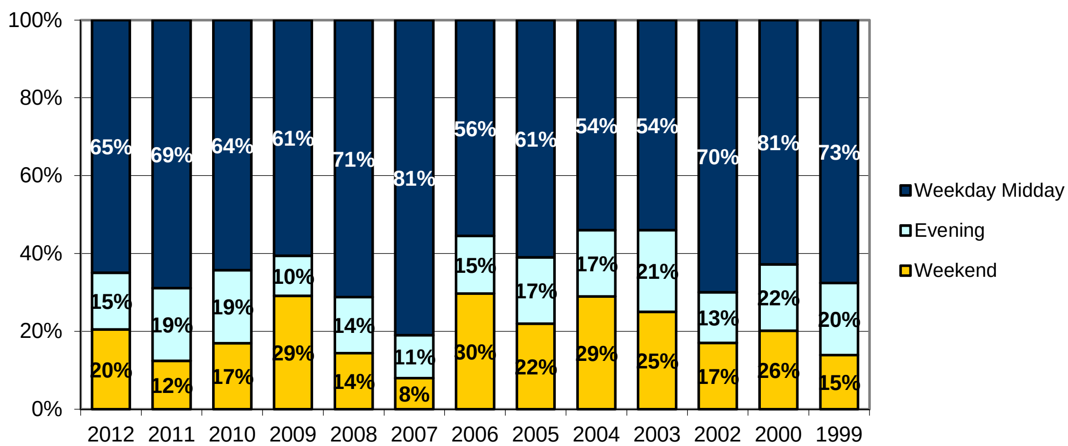
Figure 4.6 shows the proportion of respondents indicating that they travel during rush hour ('rush hour only' and 'rush hour and other times'). While this proportion has fluctuated over the years, the 2012 data is similar to recent years, aside from the data found in 2009 which displayed a large decrease in rush hour customers.

Figure 4.6: Rush Hour Customers
Annual Comparisons



As is evidenced by data presented in Figure 4.7, respondents who use Transit during time periods other than Rush Hour generally do so during the weekday midday (65%). The proportion of customers using Transit during these times has fluctuated historically (note, the number of respondents is considerably lower than 500, see Appendix E), though customers who use Transit in the weekday midday typically make up the majority of users who ride Transit during non-rush hour periods.

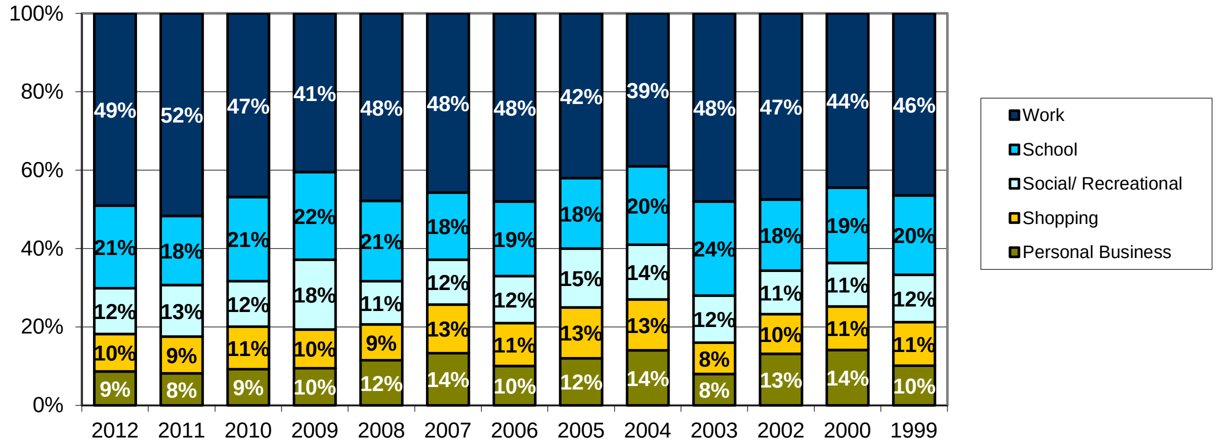
Figure 4.7: Travel Periods – Other than Rush Hour



4.5 Trip Purpose

Figure 4.8 shows data about purposes for which respondents used Transit services. Historically, work has been the main purpose that respondents were using Transit services, followed by school, and this is the case for 2012.

Figure 4.8: Trip Purpose



4.6 Travel Patterns

In the survey, respondents were asked a series of questions that can be used to depict typical trips taken by customers using Calgary Transit. As will be seen, these travel patterns have been used to estimate length of travel time using Calgary Transit among customers.

To begin, respondents were asked how they typically get to the first bus stop or CTrain station as part of their Transit trips (Table 4.3). These data show that a significant majority of users (76%) walk to their first bus or CTrain, and some drive and either use park and ride (16%) or park nearby (4%).

Table 4.3: Method Used to Get to Bus Stop/CTrain Station

Method Used	% of Responses 2012 (n=500)	2011 (n=500)	2010 (n=500)
Walk	76	81	82
Drive, use park and ride	16	11	10
Drive, park nearby	4	5	4
Passenger in another vehicle (carpool, kiss n ride, etc)	3	3	3
Cycle	<1	1	<1
Other	<1	<1	<1
Total	100	100	100

There is a slight increase in 2012, and for that matter the 2011, in the proportion of respondents stating ‘drive, park use Park and Ride’ and a decrease in ‘walk.’ It is worth noting that in April 2011, parking fees were removed from Park and Ride lots (although customers can reserve some of the stalls available in Park and Ride lots).

For respondents who walk to their first bus or CTrain, it usually takes them about six minutes (average: 6.4 minutes, Table 4.4) to reach a bus stop or CTrain station. In some regards, these data, and the level of precision offered in the respondents' answers (e.g. quite a few respondents stated 2, 3, 4, etc. minutes as the length of time their walk takes), may suggest that some Transit customers are exceedingly engaged and, possibly, sensitive about their trip experiences. They seem to know exactly how much time it takes them to get to their bus stop or CTrain station and may expect the same kind of precision of Calgary Transit; possibly helping to explain why respondents put so much emphasis on the service attribute of ‘being on time’ (see Figure 3.3).

Table 4.4: Length of Typical Walk to First Bus/CTrain

		% of Respondents	
Number of minutes	**2012** (n=384)	**2011** (n=428)	**2010** (n=415)
0 to 2 minutes	24	26	26
3 to 4 minutes	15	16	14
5 minutes	26	29	28
6-9 minutes	9	7	6
10 minutes	16	14	17
More than 10 minutes	10	8	9
Total	100	100	100
Average Length of Walk	**Mean=6.4** **Median=5.0** s.d=5.9	**Mean=5.8** **Median=5.0** s.d=4.9	**Mean=5.9** **Median=5.0** s.d=4.63

Nonetheless, further analysis shows that respondents who walk to CTrain stations take about 8 minutes (average of 8.0 minutes, s.d. 5.1) and bus stops take 6 minutes (average of 5.6 minutes, s.d. 5.0).

Respondents were also asked to estimate the length of time it takes to travel on a typical trip when using Calgary Transit. Table 4.5 shows that the average travel time in 2012 was about 40 minutes, which is just slightly higher than the average travel time of 37 minutes reported in 2011.

Table 4.5: Length of Typical Trip Time

Number of minutes	% of Respondents 2012 (n=498)	2011 (n=496)	2010 (n=498)
15 minutes or less	16	18	15
16 to 30 minutes	41	36	34
31 to 45 minutes	21	23	26
46 to 60 minutes	13	15	17
More than 60 minutes	9	9	8
Total	100	100	100
Average Length of Trip Time	**Mean=39.8** **Median=30.0** s.d=65.1	**Mean=37.4** **Median=30.0** s.d=23.6	**Mean=39.2** **Median=35.0** s.d=26.4

Further analysis shows that the average length of trip for respondents who mainly use both buses and CTrains is considerably longer than those who use only buses or CTrains. Figure 4.9 shows that the average trip for bus and CTrain customers is 48 minutes, which is around 15 minutes longer than trips taken by bus or CTrain only customers. These findings are consistent with the observations of the 2011 survey.

Figure 4.9: Average Trip Times by Method(s) of Transportation Used

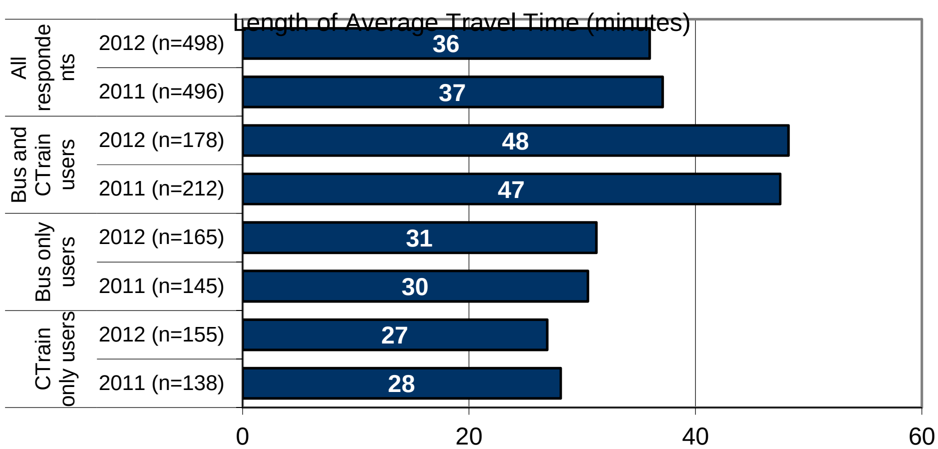


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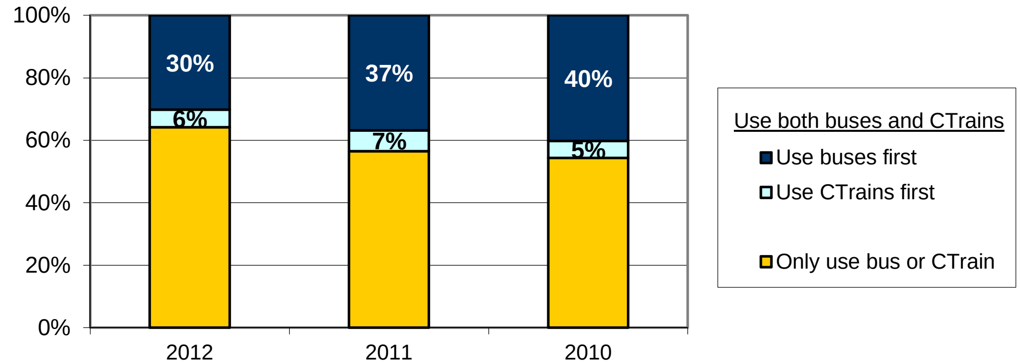
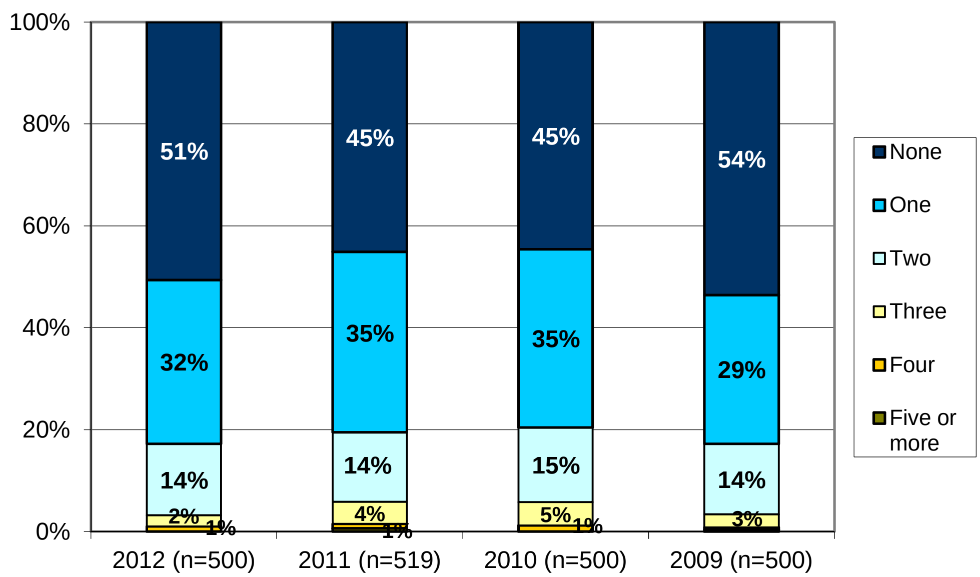
Figure 4.10 shows that Transit customers who use both buses and CTrains are most likely to use buses before they use CTrains.

Figure 4.10: Use of Buses and CTrains
(n=500)



A further set of questions asked respondents to identify their experience with using transfers. Figure 4.11 reveals that most customers do not use transfers (51%). However, of those who do, they are most likely to use one or two transfers.

Figure 4.11: Number of Transfers



Respondents who incorporate transfers into their Calgary Transit trips are willing to wait just over ten minutes (12 minutes in 2010, 2011 and 2012) to transfer to another Calgary Transit vehicle (Table 4.6).

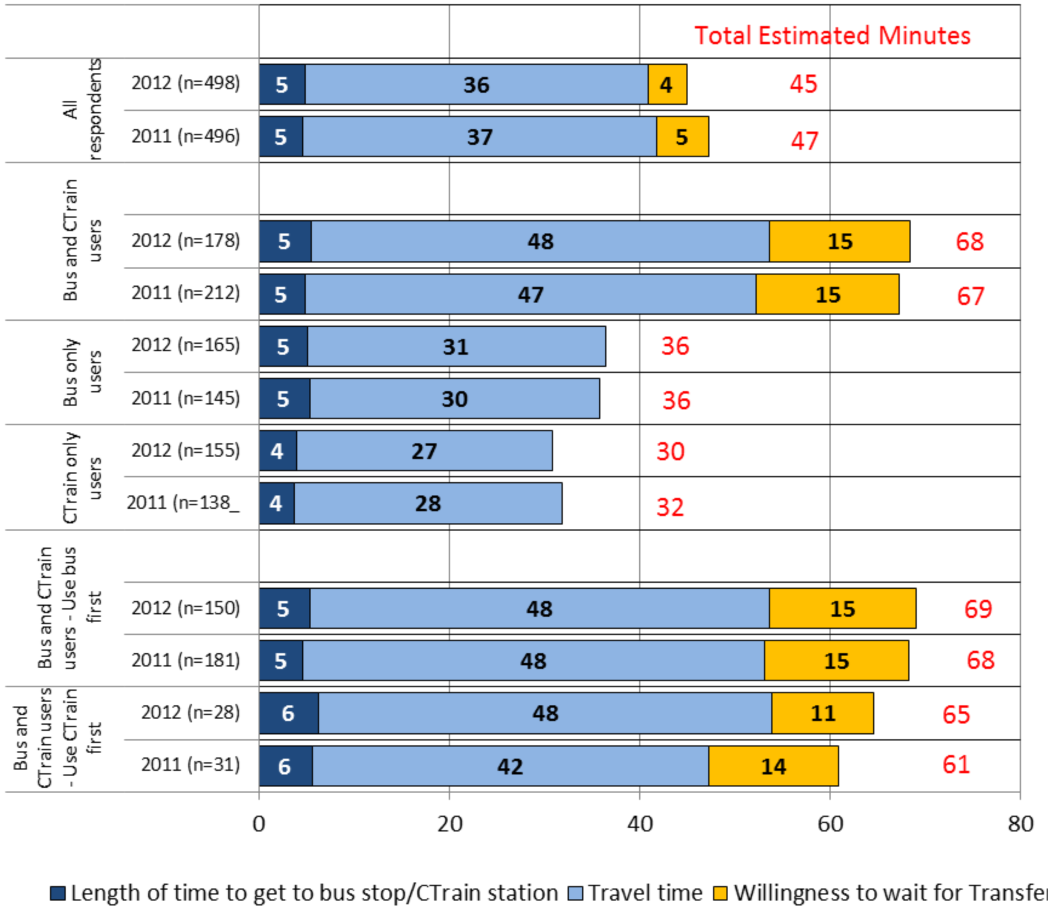
Table 4.6: Length of Time Willing to Wait for Transfer

Number of minutes	% of Respondents 2012 (n=241)	2011 (n=284)	2010 (n=276)
About 5 minutes (0-7 minutes)	27	25	22
About 10 minutes (8-12 minutes)	34	34	41
About 15 minutes (13-17 minutes)	24	27	25
About 20 minutes or more (18 minutes or more)	15	14	12
Total	100	100	100
Average Length of Time Willing to Wait	**Mean=12.0** **Median=10.0** s.d=7.3	**Mean=12.3** **Median=10.0** s.d=6.6	**Mean=11.8** **Median=10.0** s.d=6.6

Taking into account all of the information presented above, it is possible to estimate the travel times of various types of Calgary Transit customers (Figure 4.12). Essentially, the average trip for a customer is about 45 minutes including walking to the bus stop/CTrain, traveling on a bus or CTrain and waiting for a transfer.[4] Travel times for customers who use both buses and CTrains are considerably longer than those who use only buses or CTrains. As well, bus and CTrain users who use buses first are more likely to have longer trips than those who use CTrains first. These findings are similar to those observed in 2011.

[4] Note: The calculation for transfer waiting time is the average length of time willing to wait for a transfer taking into account the average number of transfers taken per trip.

Figure 4.12: Average Trip Times by Method(s) of Transportation Used



4.7 Occasional Users and Non-Users

Data presented in Table 4.7 represents occasional use of Transit services among non-users. Similar to previous surveys, most non-users had not used Transit services within the month prior to being surveyed (77%), but had made use of Transit at least once in the past year.

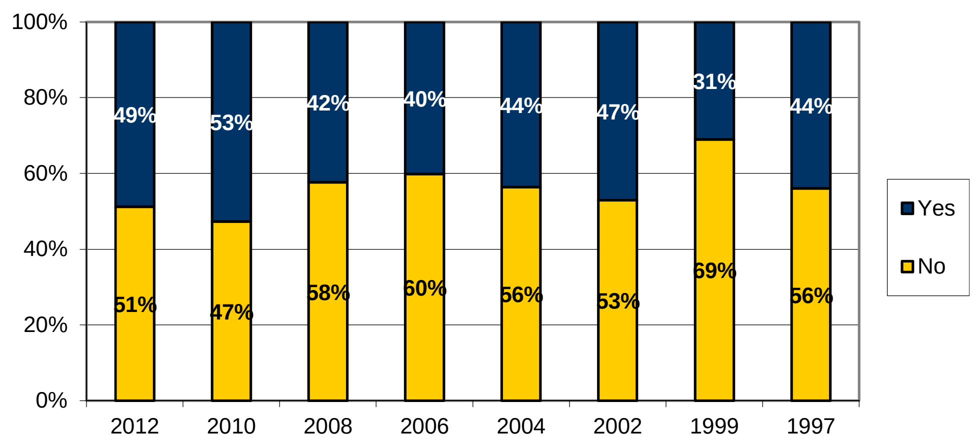
Table 4.7: Occasional Users

Frequency of Use	Descriptor	2012	2010	2008	2006	2004	2002	1999
In the Past Month	n=	317	322	318	322	345	303	259
	0 Times	77	73	68	79	75	72	63
	One to Three Times	20	23	25	18	20	24	32
	Four or More Times	3	4	7	4	5	4	5
	Total	100	100	100	100	100	100	100
	Average Monthly Frequency of Use	**mean=0.5** s.d=1.3	**mean=0.6** s.d=1.4	**mean=0.8** s.d=2.0	**mean=0.5** s.d=1.6	**mean=0.7** s.d=2.4	**mean=0.6** s.d=1.4	**2**
In the Past Year	n=	243	231	210	251	255	217	162
	0 Times	14	10	15	14	10	10	-
	One to Three Times	46	46	41	46	41	48	58
	Four to Six Times	24	31	34	28	29	28	24
	Seven or More Times	16	12	10	12	20	14	18
	Total	100	100	100	100	100	100	100
	Average Yearly Frequency of Use	**mean=5.3** s.d=13.1	**mean=4.9** s.d=9.4	**mean=4.5** s.d=9.8	**mean=3.7** s.d=4.2	**mean=5.0** s.d=5.4	**mean=5.3** s.d=10.1	**10**

Note: A one-way trip is counted as one trip and a trip to and from a destination as two trips.

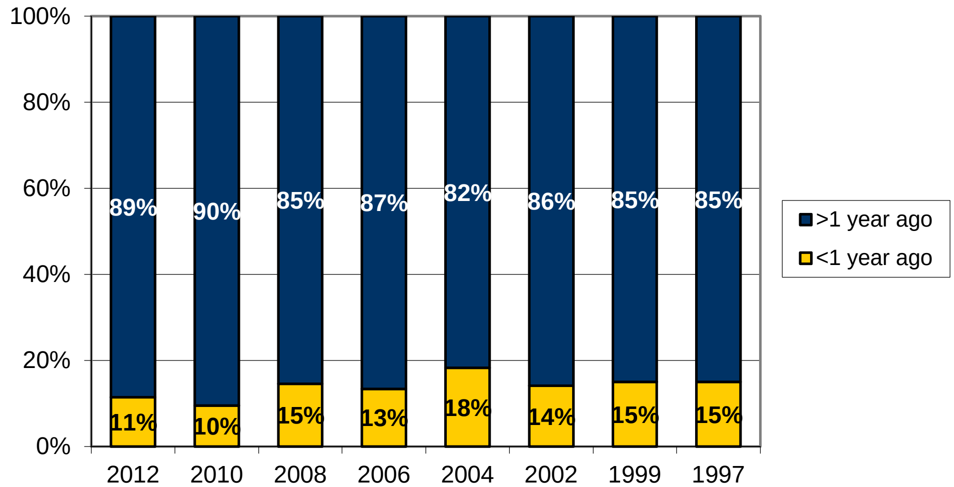
Non-users were queried as to whether or not they had ever been regular Transit customers. Figure 4.13 shows that approximately half of respondents (49%) indicated they had been regular customers at one time. This proportion is consistent with the 2010 survey, albeit slightly higher than surveys prior to 2010.

Figure 4.13: Previous Regular Transit Customers



A significant majority (89%) of non-users who had been regular Transit customers in the past stopped using Transit more than one year prior to being interviewed (Figure 4.14), which is consistent with previous surveys. When queried as to what purposes they generally used Transit for when they were customers, those surveyed typically responded with work or school. These findings are again in-keeping with those of previous survey results (see Appendix E).

Figure 4.14: Last Used Transit Regularly



Non-users who were formerly regular customers cited reasons related to car or other transportation (63%) such as a recent car purchase or perceived more convenience with using a car, a change in personal situation (37%) like a location change or stoppage in work situation, and issues related to Transit service (22%) as primary reasons for no longer utilizing Transit services on a regular basis (Table 4.8).[5]

Table 4.8: Reasons for Discontinuing Transit Use

Reasons	% of Respondents							
	2012 (n=241)	2010 (n=262)	2008 (n=212)	2006 (n=230)	2004 (n=218)	2002 (n=236)	1999 (n=158)	1997 (n=n/a)
Car related/other transportation	63	63	63	52	55	54	56	50
Change in situation	37	37	31	40	41	39	39	32
Transit service	22	23	24	20	11	12	20	17
Other	1	5	2	4	1	3	n/a	n/a

Non-users were further queried as to what Calgary Transit could do to increase their likelihood of regular Transit use (Table 4.9). Most respondents indicated that they prefer their current mode of transportation (41%), Calgary Transit would need to extend routes (20%), faster, more direct routes (17%), and no improvement was required (12%). For some of these, the findings may suggest that it may be difficult to enticed non-users to use Calgary Transit (prefer current

[5] Note: Details of reasons presented in Appendix E.

mode or no improvement required). Nonetheless, extended routes and faster, more direct service may represent incentives for non-users. In the 2010 survey, the higher response of reduced fares was primarily due with the opinions that Park and Ride fees should be reduced or eliminated. Since then, Calgary Transit has take steps to reduce the amount of paid parking at Park and Ride lots, so the 2012 survey responses are primarily related to lower fares.[6]

Table 4.9: Potential Opportunities for Non-Users to Begin Using Transit Services

Opportunities	% of Respondents							
	2012 (n=473)	2010 (n=481)	2008 (n=500)	2006 (n=500)	2004 (n=501)	2002 (n=501)	1999 (n=n/a)	1997 (n=n/a)
None/Prefer current mode	41	30	22	28	40	27	42	53
Extended routes	20	20	15	21	22	18	21	12
Faster/More direct/Express	17	16	15	22	25	21	15	12
No improvement required	12	19	35	30	23	30	17	11
More frequent service	9	9	18	13	10	10	10	11
Transit schedule	7	2	5	8	12	5	n/a	n/a
Reduced fare	6	15	1	10	2	3	n/a	n/a
Closer stops	4	1	7	2	6	5	n/a	n/a
Avoid overcrowding	3	2	n/a	n/a	n/a	n/a	n/a	n/a
Greater access to parking	2	1	n/a	n/a	n/a	n/a	n/a	n/a
Better security	1	2	5	2	2	1	n/a	n/a
Transit access	1	1	1	<1	3	2	n/a	n/a
Transit information	1	1	2	<1	1	1	n/a	n/a
On-time/Reliable service	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Improved shelter facilities	<1	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Courteous, helpful drivers	<1	n/a	n/a	n/a	n/a	n/a	n/a	n/a

[6] Detailed suggestions provided in Appendix E.

5.0 CUSTOMER CHOICE AND COMMITMENT

Transit customers are asked a series of questions to examine reasons for using Transit services and their commitment to using Transit rather than other transportation options. This section of the report explores these issues by considering reasons for using Transit, influences on choice, continued use and willingness to recommend Transit services.

5.1 Main Reason for Transit Use (Captive and Choice Riders)

Over the past decade, Calgary Transit has used a question to understand reasons for why Calgarians use Transit services. The data presented in Table 5.1 show the results of this question over the past decade. Several responses in particular have been used to identify Calgarians who have limited choice but to use Calgary Transit services, and these have been termed Captive Riders (those who cited not having a car available or not driving). Over the years, Captive Riders have been the most commonly identified segment representing approximately a quarter to a third of respondents (32% in 2012). Choice Riders, comprising all non-captive riders, choose to use Calgary Transit rather than other transportation options at their disposal. Essentially, the proportions of respondents giving each main reason for using Calgary Transit in 2012 are mainly consistent with data from the past decade.

Table 5.1: Main Reason for Using Transit

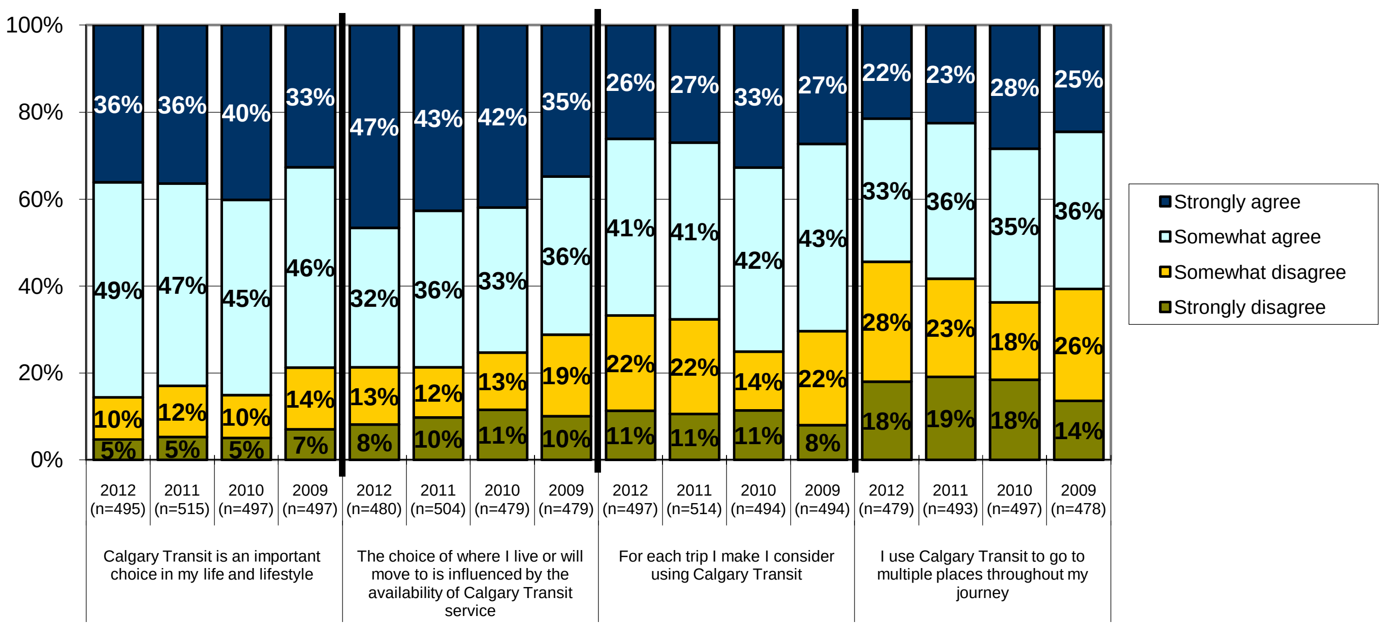
Reasons	% of Respondents												
	2012 (n=496)	**2011** (n=520)	**2010** (n=495)	**2009** (n=495)	**2008** (n=499)	**2007** (n=499)	**2006** (n=498)	**2005** (n=494)	**2004** (n=499)	**2003** (n=495)	**2002** (n=501)	**2000** (n=502)	**1999** (n=500)
Captive Riders	32	31	33	25	32	29	30	29	36	33	36	34	38
Less expensive	25	25	22	17	19	14	18	20	18	22	17	13	19
Avoid parking	22	19	19	18	21	24	22	18	15	18	15	29	17
Avoid traffic	6	8	7	6	5	5	4	3	6	6	5	5	7
Faster travel time	5	5	4	4	2	4	4	4	4	5	2	3	3
Convenient service*	4	6	7	22	16	18	16	19	17	13	18	12	11
Environmental reasons	4	2	3	4	5	6	2	2	1	1	2	2	1
Comfortable/Relaxing	2	<1	2	1	<1	<1	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Transit pass included in tuition	1	1	1	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	1	2	4	4	<1	1	4	5	3	2	5	2	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

*Note: Specifications of convenience service as incorporated in 2010, which resulted in coding into other categories.
If a respondent is not identified as a Captive Rider, they are a choice rider in that they choose to use Calgary Transit rather than other transportation options. Choice Riders include respondents who provided answers other than Captive Riders.

5.2 Choice to Use Transit

Over the past few years, respondents have been offered a series of statements about influences of choice to use Calgary Transit. Figure 5.2 presents respondents opinions about their choice to use Transit services. These data reveal that nearly nine out of ten respondents (86%) consider Transit to be an important choice in their lives and lifestyle and that availability of Transit services influences their choice of where they live (79%). About seven in ten consider using Transit for each trip they take (67%). Further, more than half of respondents (54%) use Transit to go to multiple places throughout their journey. These findings would suggest that Transit is an influential part of their lives. That being said, respondents who agreed with these issues were more likely to state that they somewhat agreed rather than strongly agreed. This finding would suggest that although Transit is important to these respondents it may not be necessarily essential in the same way that it is to others who participated in the survey.

Figure 5.2: Influences of Choice



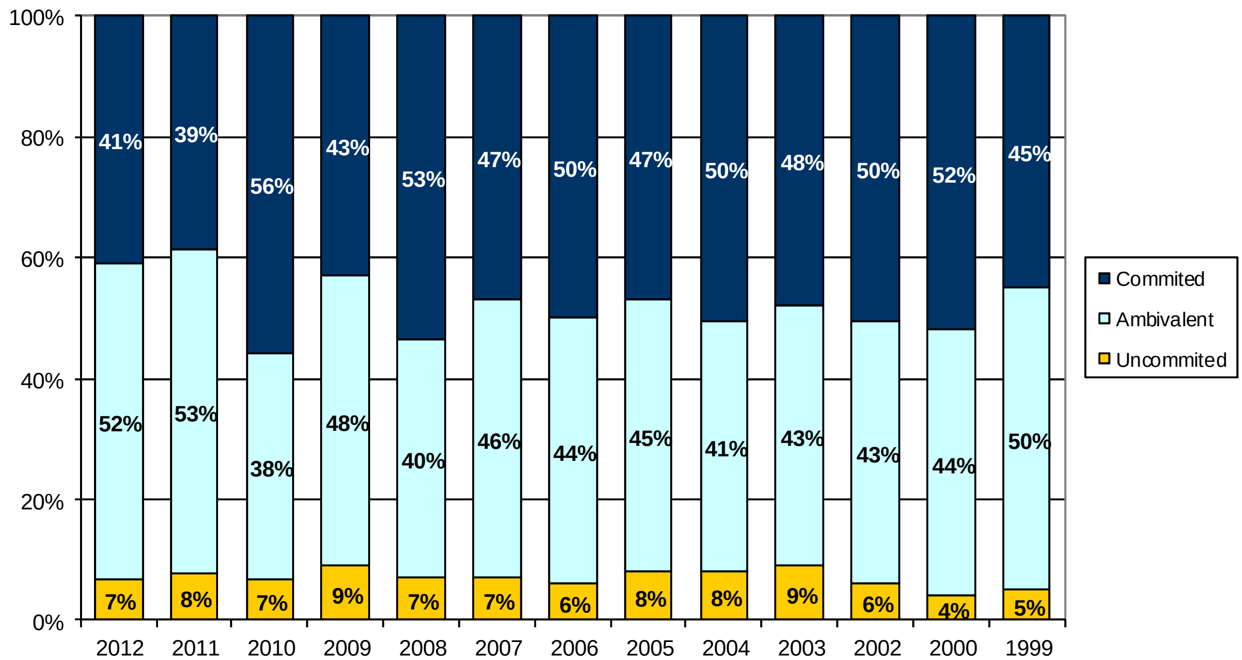
5.3 Customer Commitment

Respondents were presented with a series of statements to assess their level of commitment to using Transit services. Those surveyed were asked to select the statement that most closely reflects their feelings toward using Calgary Transit. The statements posed to respondents are presented below, preceded by terms used to describe the segments of respondents who selected the statement as most closely representing their feelings.

- ***Committed*** - There are many good reasons to continue using Calgary Transit, and no good reasons to change to another method of travel.
- ***Ambivalent*** - There are many good reasons to continue to use Calgary Transit, but there are also many good reasons to change to another method of travel.
- ***Uncommitted*** - There are few good reasons to continue to use Calgary Transit, and there are many good reasons to change to another method of travel.

Approximately two in five respondents (41%) to the 2012 survey identified with the statement associated with being 'committed' customers (Figure 5.3). Just over half of respondents (52%) selected the statement that groups them as 'ambivalent'. These proportions have tended to fluctuate throughout the years; however, those reported in the last two years represent slightly more ambivalent respondents than those who could be described as committed.

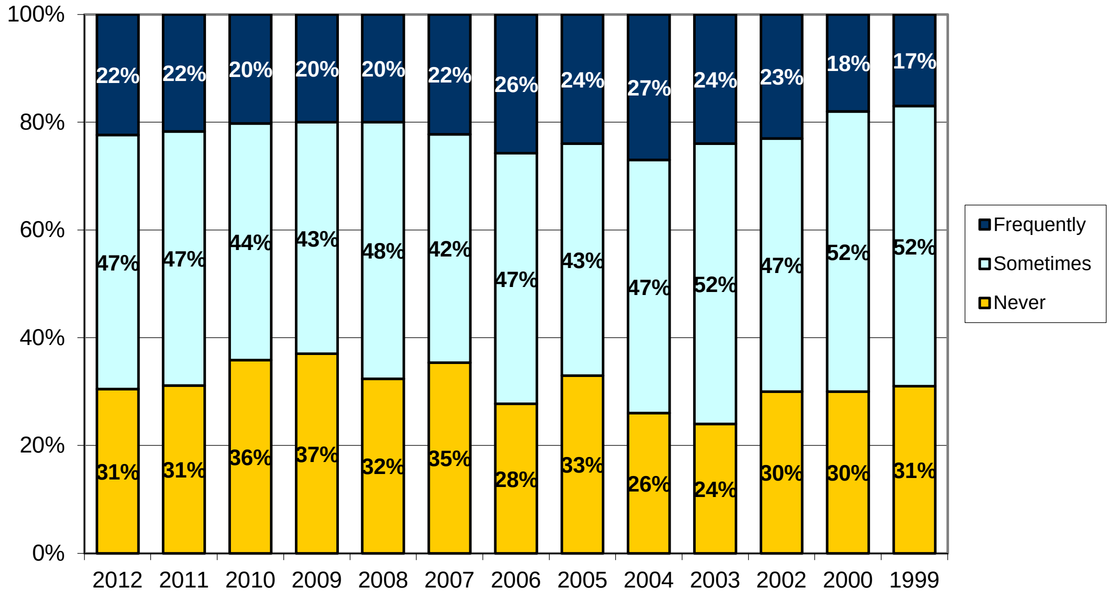
Figure 5.3: Customer Commitment



5.4 Customers' Recommendation of Transit

Another form of measuring customer commitment or loyalty is to consider their willingness to recommend Transit services to family or friends. Figure 5.4 shows that nearly seven in ten (69% - frequently/sometimes) of those surveyed recommend Transit services, while less than a third (31%) never do so. For the most part, these findings are similar to those observed previously.

Figure 5.4: Frequency of Transit Recommendations



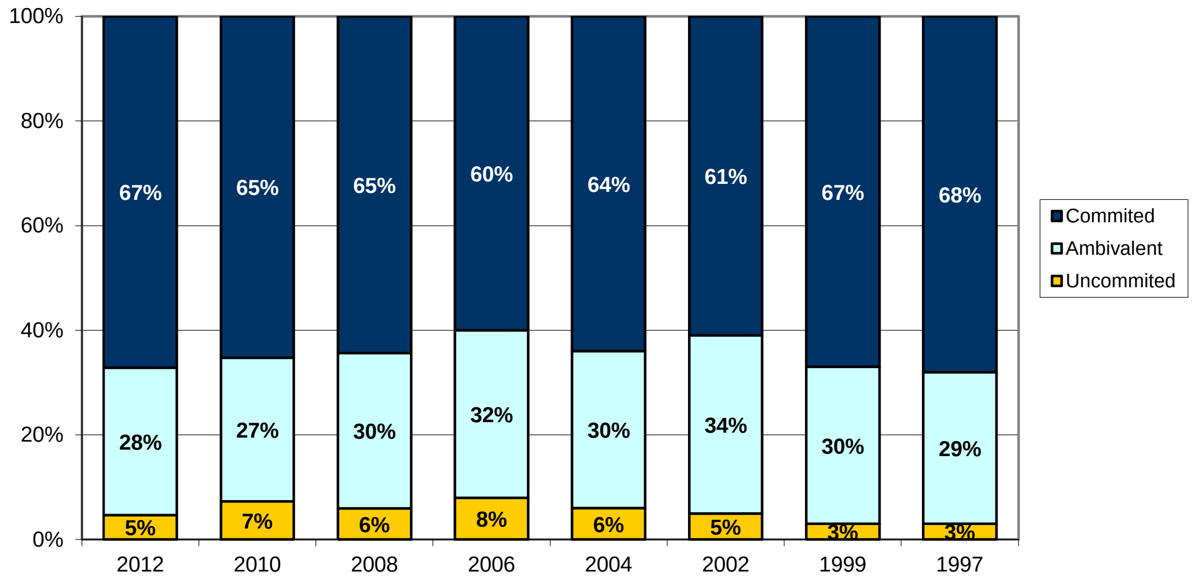
5.5 Non-Users Commitment to Current Modes of Transportation

Non-user respondents were presented with a similar set of statements intended to gauge their level of commitment to their current modes of transportation. The statements posed to non-user respondents, preceded by terms used to describe the segments of respondents who selected the statement as most closely representing their feelings, are presented below.

- ***Committed*** - There are many good reasons to continue using this method as I am now doing, and no good reasons to change to another.
- ***Ambivalent*** - There are many good reasons to continue to use this method as I am doing, but there are also many good reasons to change.
- ***Uncommitted*** - There are few good reasons to continue to use this method as I am now doing, and there are many good reasons to change.

Figure 5.5 shows the proportions of respondents associated with each group described above. Approximately two-thirds (67%) of non-users chose the statement that classifies them as being committed to their current mode of transportation, which is generally consistent with findings observed in previous surveys. Approximately a quarter (28%) of non-users surveyed selected the statement grouping them as 'ambivalent' respondents. These findings are consistent with those observed in the last few surveys.

Figure 5.5: Non-User Commitment to Current Mode of Transportation



6.0 SERVICE EXPANSION AND FUNDING

Calgary Transit has examined respondents' priorities for service expansion and whether respondents support fee increases to fund these opportunities. This section of the report presents findings associated with these queries.

6.1 Service Expansion Priorities

Respondents were given an opportunity to articulate their opinions about top priorities for Calgary Transit to invest in for further service improvements. Table 6.1 shows that respondents thought investments in service design and fleet and facilities were most important. These two types of improvements account for just over half (56%) of the improvements that were suggested by respondents.

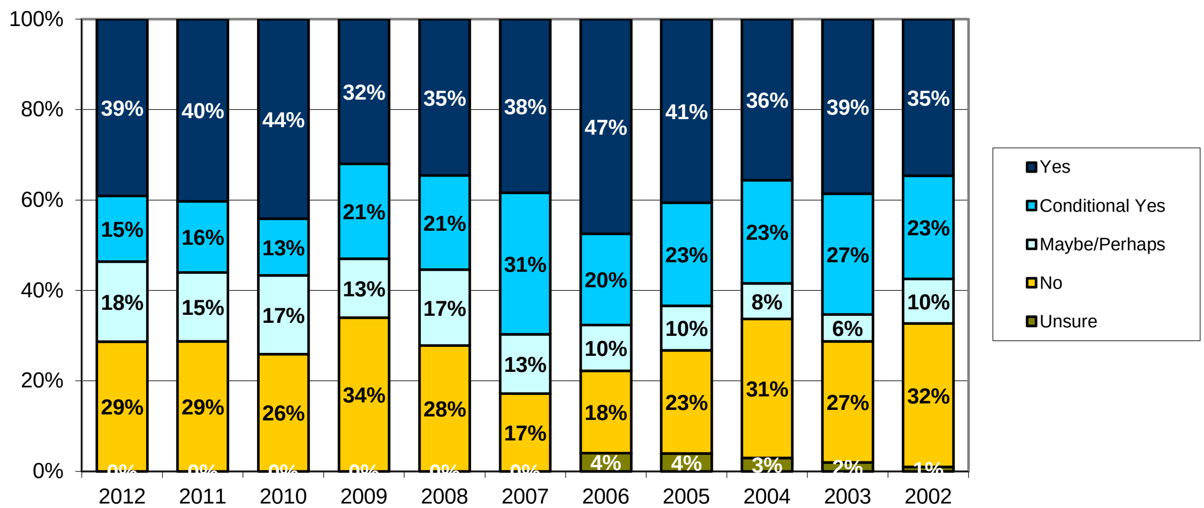
Table 6.1: Service Expansion Priorities

Priority Category	% of Responses 2012 (n=456)	2011 (n=515)	2010 (n=453)	Specific Priority	% of Responses 2012 (n=456)	2011 (n=515)	2010 (n=453)
Service Design	30	30	29	More frequent bus service	7	6	6
				More on-time service	5	4	6
				Ensure there is no overcrowding	5	3	4
				More current service information (disruptions, etc)	4	5	3
				More/earlier/later bus/CTrain service	3	4	4
				More frequent CTrain service	2	4	2
				More frequent service (non-specific)	2	2	4
				Make connections better/easier	2	2	1
Fleet/Facilities	26	24	25	More/bigger CTrains	8	6	8
				Improve fleet (cleaning/maintenance/new vehicles)	6	7	5
				More/bigger buses	6	7	9
				Improve shelter/station facilities (heating, cleaning etc.)	3	n/a	n/a
				More available parking at Ctrain stations	2	2	0
				More shelter facilities	1	2	3
Routes/Planning	17	14	16	Expand CTrain line (generally)	5	3	5
				Expanded service (generally)	4	3	3
				More direct routes	2	2	3
				Southeast LRT	2	1	2
				Expand Northwest LRT	2	<1	1
				Improve bus routes	1	3	2
				LRT to the airport	1	1	<1
				West LRT	0	1	1
Safety/Security	7	10	11	More/better security	7	10	11
Public Awareness	4	5	3	Improve information services	4	4	2
				Provide schedule information at bus stops/CTrain stations	<1	1	1
Costs/Fares	3	2	5	Lower fares/don't increase fares	2	2	2
				Electronic fare payment system	1	n/a	n/a
				Free parking/reduced rates at CTrain stations	1	n/a	n/a
Staff	2	3	2	Better training for drivers	1	1	1
				More friendly/courteous drivers	1	1	2
Nothing/Satisfied	6	8	3	Nothing/satisfied	6	8	3
Other	2	4	6	Other	2	4	6
Total	100	100	100	Total	100	100	100
Number of responses	679	751	584	Number of responses	679	751	584

6.2 Funding Service Expansion

Respondents were queried on their willingness to support fare increases within the context of the aforementioned service expansion priorities. In 2012, just over half of respondents (54%) stated that they would be in favour (fully or conditionally) of a fare increase whereby funds generated would be directly applied to service improvements (Figure 6.1). This proportion is very similar to that seen in the past two years (2010 and 2011 – see Appendix E), though support for fare increases has fluctuated over the years.

Figure 6.1: Support for Fare Increases to Fund Service Additions



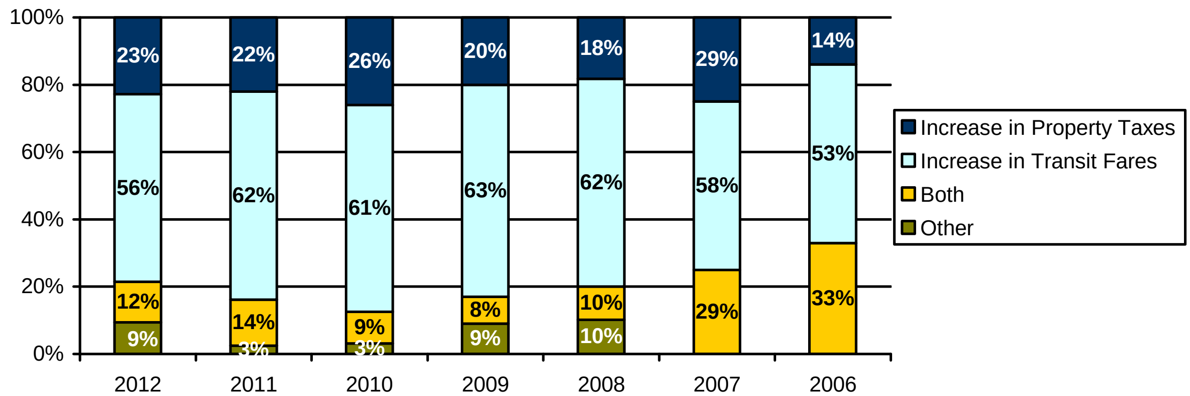
Note: Previous data are presented for this query, even though the question changed somewhat in 2010.

Respondents who answered that they would conditionally support a fare increase in the future were queried about the factors on which that support depended (Table 6.2). For about one in four (25%), the fare increase would have to be perceived as reasonable (could not be too much). Other common responses were that customers would need to be able to see improvements (18%), that revenue would be directly applied to specific improvements (15%), that Calgary Transit would be accountable – that they could verify that the funds were being used for improvements (11%), and that the additional money went to increasing fleet (10%).

Table 6.2: Factors For Supporting Fare Increases			
	% of Responses		
Condition	**2012** (n=63)	**2011** (n=64)	**2010** (n=55)
As long as increase are not too much	25	31	26
Customers could see improvements	18	15	30
Revenue directly applied to specific improvements	15	5	14
Accountable (could verify funds are used for improvements)	11	14	5
Went to increasing fleet (trains/buses)	10	10	9
Fare increase can be justified/no other way to raise funds	7	3	5
Other	13	21	7
Total	100	100	100
Number of Responses	71	67	57

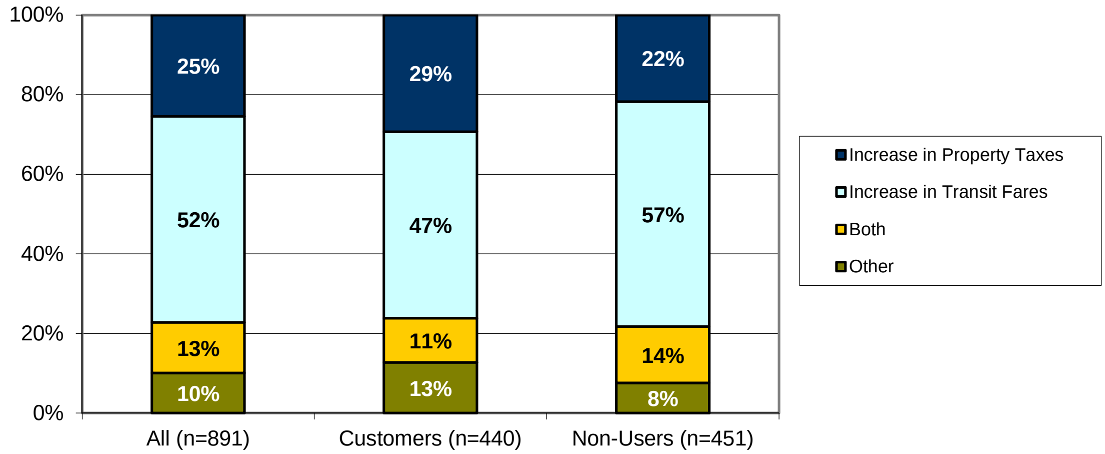
All of the respondents reached (including non-users) were asked if they thought additional Transit service should be paid for by an increase in property taxes or fares (Figure 6.2). An increase in Transit fares was thought to be most appropriate by respondents to the 2012 survey, with more than half (56%) agreeing with this position. Similar findings were observed in previous surveys.

Figure 6.2: Appropriateness of Potential Funding Sources



Further analysis revealed that there is a slight difference between what sources of new funding customers see as appropriate compared to non-users. Figure 6.3 shows that customers are more likely to assert that an increase in property taxes is most appropriate (29%) than are non-users of Calgary Transit (22%). This finding has been observed in previous surveys.

Figure 634: Appropriateness of Potential Funding Sources by Transit Use

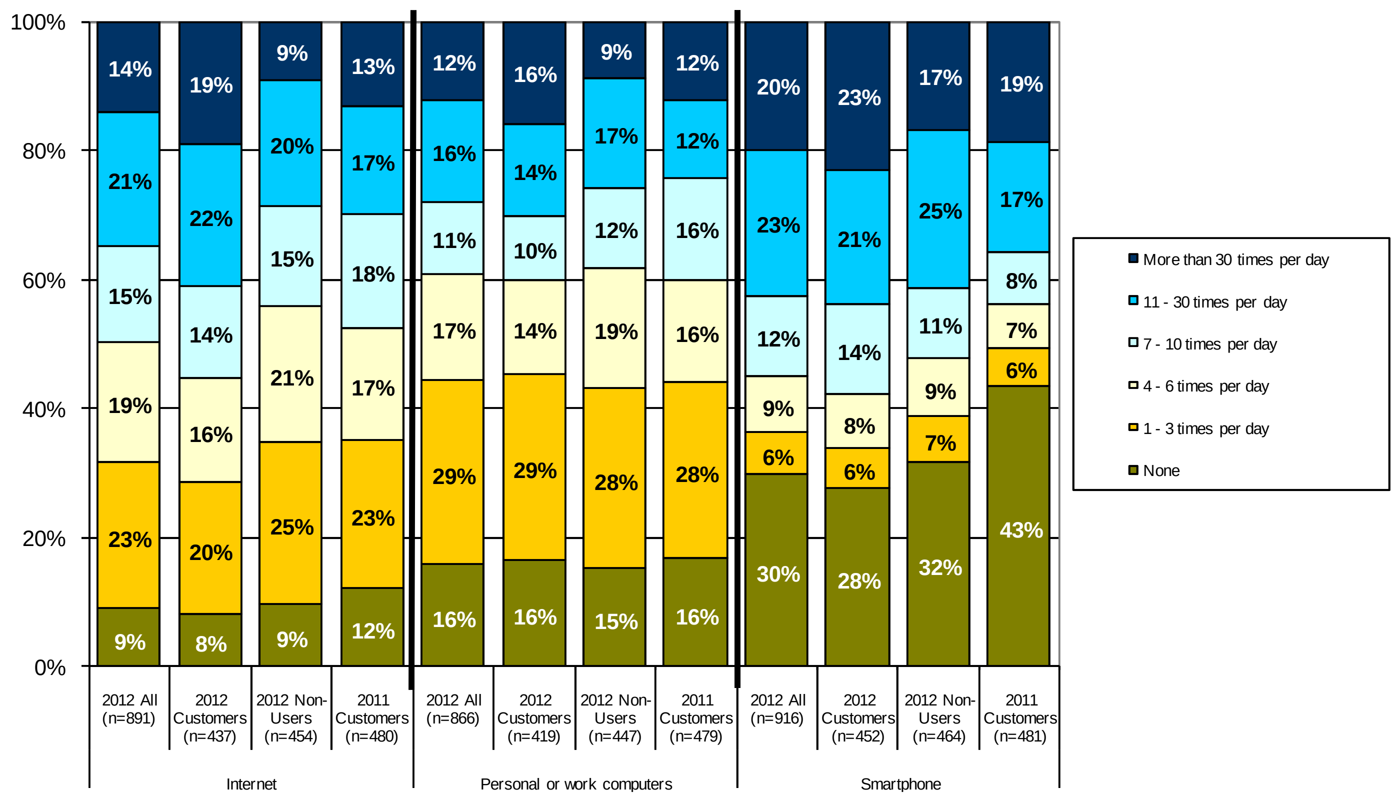


7.0 INFORMATION AND COMMUNICATION SERVICES

There are various methods, sources, and forms that Calgary Transit uses to provide information or communicate with customers about services. Keeping track of use is critical to ensure that Calgary Transit is up to date on customers' use of these information services, which is particularly relevant given the continual changes that occur with technology (e.g. mobile computing). To measure use and performance of information services, survey respondents were asked about methods, sources and forms, frequency, as well as what rating they would assign for the quality of information provided.

Figure 7.1 shows that many 2012 respondents (both Transit customers and non-users) reported use of the Internet (91%), personal or work computers (84%), and to a slightly lesser extent, smartphones (70%). However, it is worth noting that respondents who use smartphones appear to be frequent users compared to those use of other technology. Detailed analysis suggests that Transit customers are more likely than non-users to use the technology that was examined in the survey. Further, the data suggests increased use of these types of technology among customers over the past year, especially smartphone use (72% use in 2012 compared to 57% in 2011).

Figure 7.1: Use of Technology



7.1 Use of Information Services

Data in Figure 7.2 represent the proportions of respondents who used various methods, sources or forms of Transit information, as well as their frequency of use. In 2012, most customers reported using the Calgary Transit Web Site (53%), followed by the TeleRide System (41%), Calgary Transit on Google Transit (27%), and the Customer Call Centre (11%). Less commonly used were Calgary Transit on Twitter (6%) and email alerts (4%).

The TeleRide System was used most frequently by respondents (an average of 6.3 times per month), followed by the Calgary Transit Website (2.5 times per month) and Calgary Transit on Google Transit (1.9 times per month).

Figure 7.2: Use of Information Services/Times Per Month

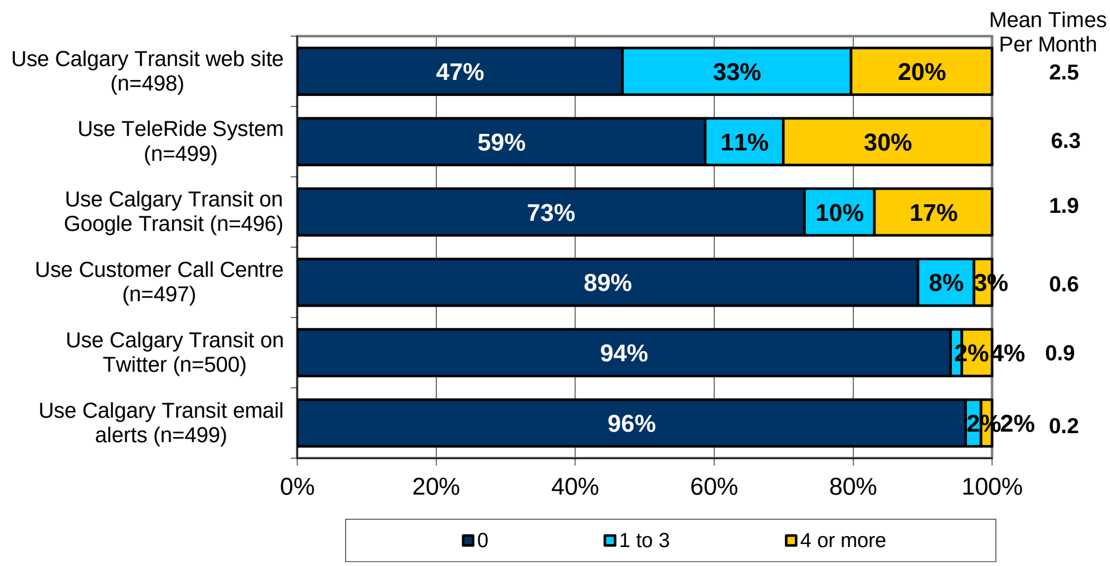


Figure 7.3 presents longitudinal data of average times used per month for various information sources. Overall, the relative popularity of each method of communication has remained the same over the past decade. For example, customers tend to use the TeleRide System most, followed by the Calgary Transit website, recently Google Transit and Twitter, and finally the customer call centre. However, there is a noticeable change for use of the Teleride system, Calgary Transit website, Google Transit, and Calgary Transit on Twitter. Recently, declines are observed for the Teleride system and Calgary Transit website, while increases are apparent for Google Transit and Calgary Transit on Twitter.

Figure 7.3: Historical Comparisons of Use of Information Services
(Mean Times Used per Month)

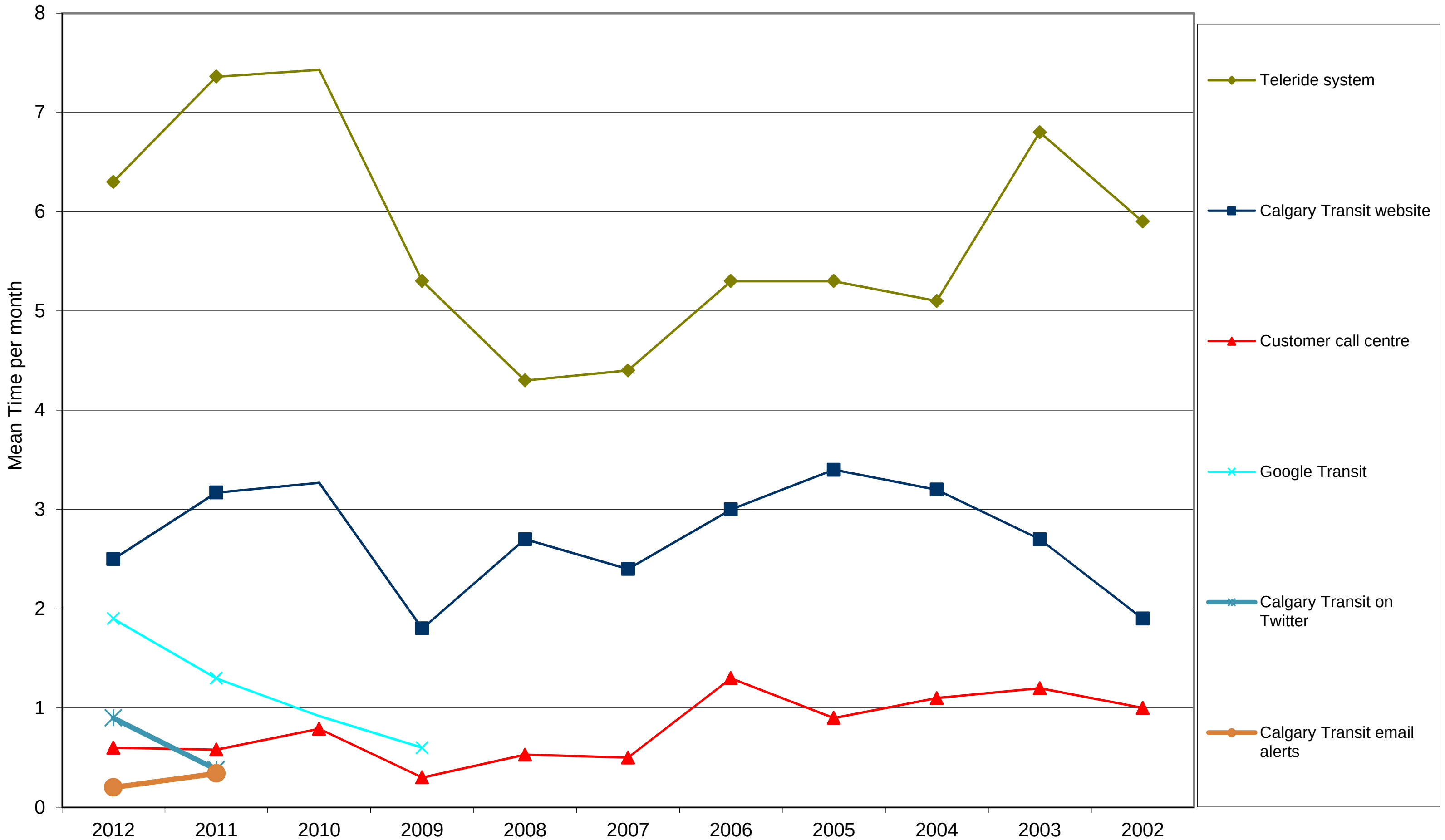


Table 7.1 reveals the average use of information sources among respondents who actually use each type of information. Interestingly, when the communication methods are ranked in order of mean times used per month for all respondents, as well as for respondents who use each source, different patterns emerge. The TeleRide system is used most frequently by respondents, both for all respondents and for users. However, Calgary Transit on Twitter is also used most frequently by users, while it has one of the lower frequency averages for use by all respondents. When analysing use by all respondents, the next most often used after the TeleRide system are Calgary Transit web site, Calgary Transit on Google Transit, and Calgary Transit on Twitter. Among those who use each method, the next most frequently used methods after the TeleRide System and Calgary Transit on Twitter are Calgary Transit on Google Transit, Customer Call Centre and Calgary Transit email alerts. Essentially, the analysis shows that those customers who are using some of the more recent methods introduced by Calgary Transit such as Calgary Transit on Twitter and Calgary Transit on Google Transit are using them fairly extensively. This finding, and the overall pattern of use of Calgary Transit on Twitter and Google Transit, is important to acknowledge, especially since use of smartphones is growing among customers. Both of these services are accessible on many smartphones, which was identified earlier becoming more popular among customers.

Table 7.1: Average Use of Information Sources

	% of Customers Using Method		Mean Times Used per Month			
			All Respondents		Users of Each Method	
Method	**2012**	**2011**	**2012**	**2011**	**2012**	**2011**
TeleRide System*	41	49	6.3	7.4	15.3	14.9
Calgary Transit website+~	53	55	2.5	3.2	4.6	5.8
Calgary Transit on Google Transit*+~	27	20	1.9	1.3	7.1	6.5
Calgary Transit on Twitter*	6	4	0.9	0.4	15.3	9.9
Customer Call Centre	11	14	0.6	0.6	5.2	4.4
Calgary Transit email alerts	4	3	0.2	0.3	5.0	10.4

*More common among regular smartphone users
+More common among regular internet users
~More common among regular personal/work computer users

It is interesting to note that smartphone users were more likely to use Calgary Transit website, Calgary Transit on Twitter and Calgary Transit e-mail alerts. Internet users were more likely to use the Calgary Transit website and Calgary Transit on Google Transit and personal/work computer users were more likely to use Calgary Transit website.

Further analysis of the survey data reveals the importance of offering a mix of information services to customers. Table 7.2 shows that almost half of respondents (44%) indicated that they use more than one information service. The most common combinations of information sources include the TeleRide and

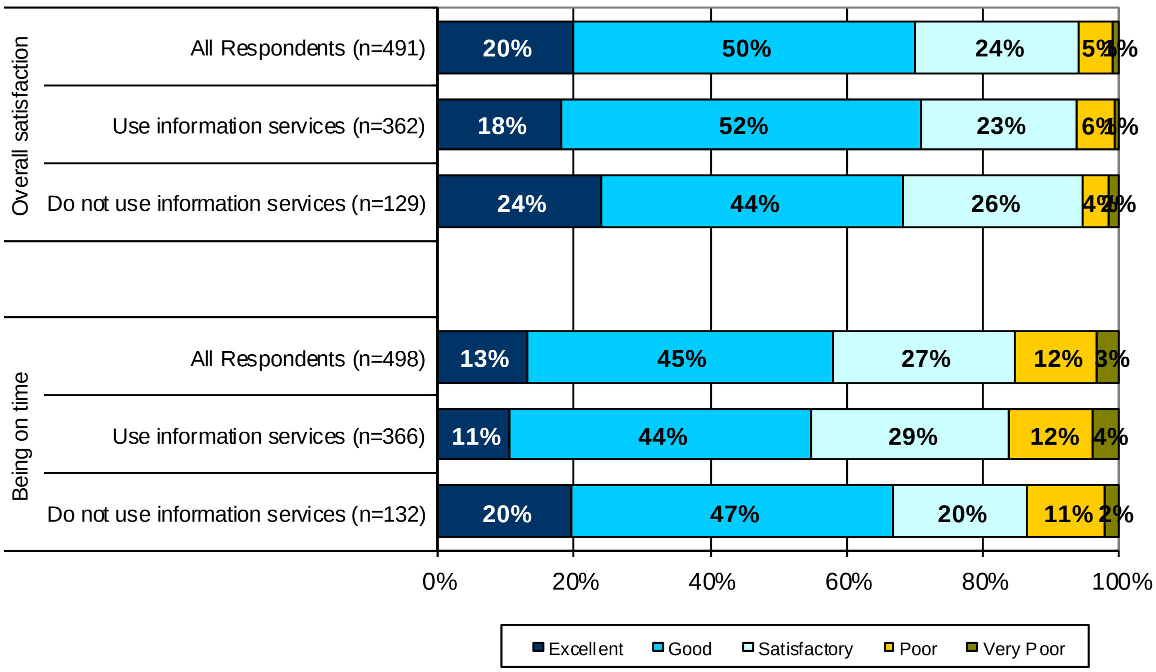
Calgary Transit website; TeleRide, Calgary Transit website and Calgary Transit on Google Transit; and Calgary Transit website and Calgary Transit on Google Transit (note: a full listing of information mixes can be found in Appendix E). These findings are consistent with those observed in 2011.

Table 7.2: Number of Information Services Used by Calgary Transit Customers

Number of Information	**% of Respondents 2012**	**% of Respondents 2011**
No information sources used	27	21
1 source	30	32
2 sources	25	30
3 sources	14	13
4 sources	4	2
5 sources	1	1
Total	100	100

It is interesting to note that the degree to which respondents who use information services were satisfied with the service attribute of ‘being on time’ was slightly less than for those who did not use information services. In the 2012 survey, there was a greater degree of dissatisfaction with ‘being on time’ among users as compared to non-users of information services. Overall satisfaction with Calgary Transit services generally was similar among these two groups (Figure 7.4). These findings are consistent with what was observed in the 2011 survey results (see Appendix E).

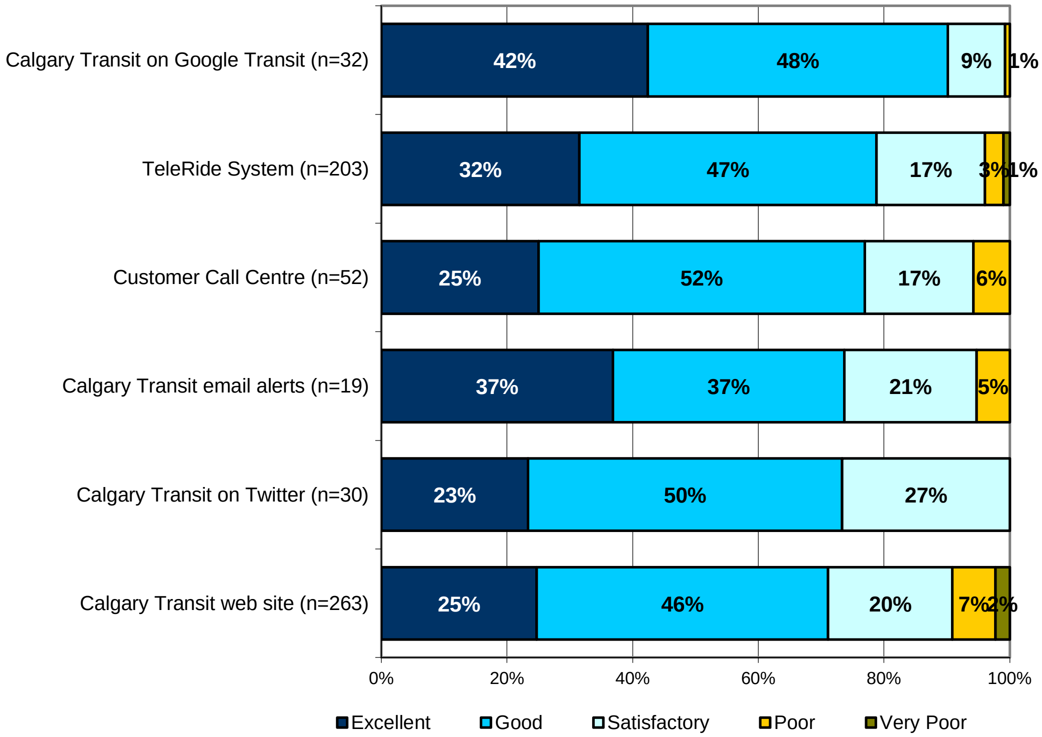
Figure 7.4: Selected Service Attributes vs. Use of Listed Information Services



7.2 Quality of Information Services

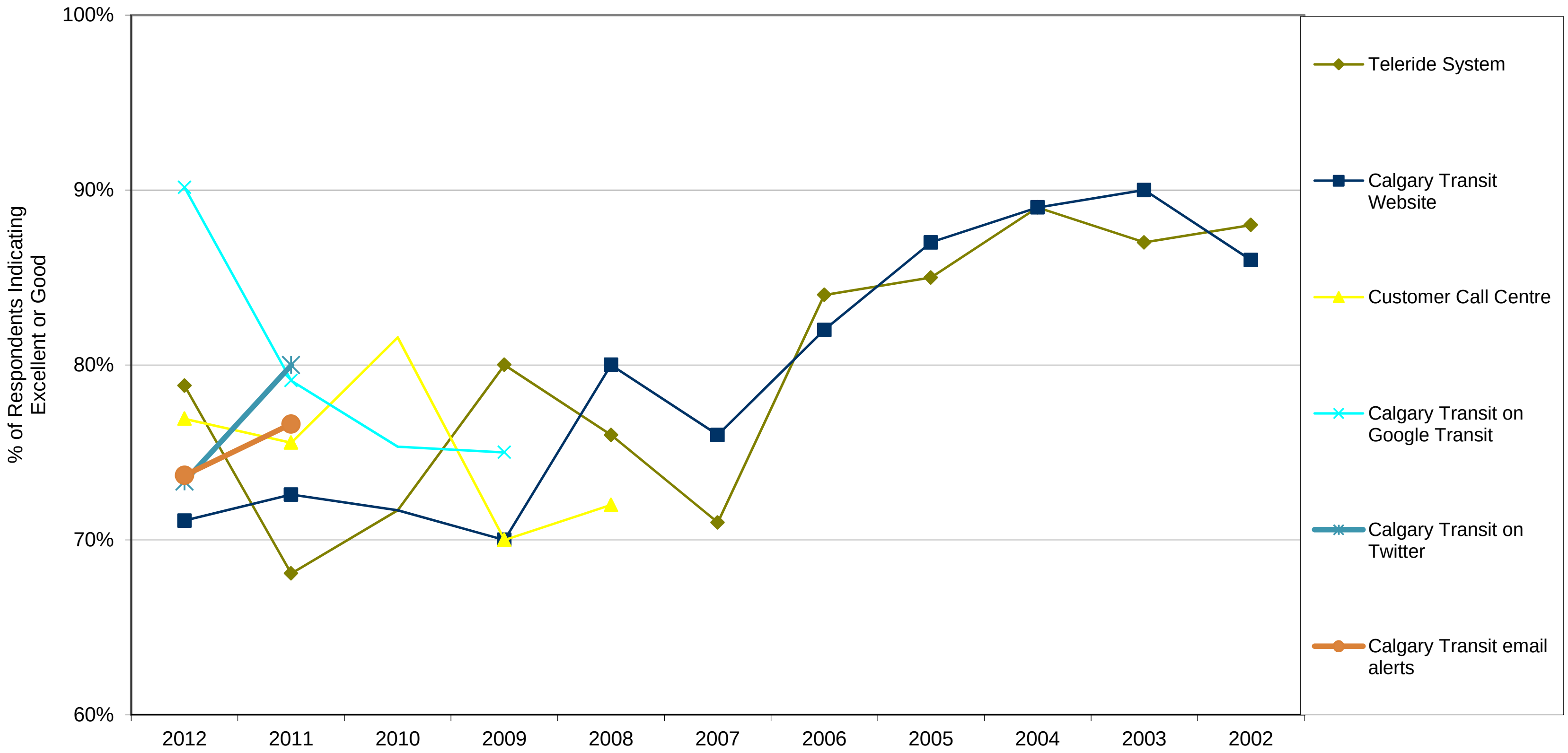
Respondents who reported using the information services were, for the most part, satisfied with the quality of information yielded from their accessed source or sources. Data presented in Figure 7.5 reveal that a significant majority of respondents rated Calgary Transit on Google Transit (90%), TeleRide system (79%), and Customer Call Centre (77%) as excellent or good. Calgary Transit email alerts (74%), Calgary Transit on Twitter (73%), and Calgary Transit web site (71%) were rated somewhat lower with approximately three quarters or fewer respondents stating that they were 'excellent' or 'good'. However, though some of these services are rated somewhat lower than others, it's important to note that all of them were rated well by at least seven in ten respondents. It is worth noting that Calgary Transit introduced a new travel planning application on its website just prior to the survey being fielded in 2012.

Figure 7.5: Rating of Information Sources



Overall, there have been downward trends in the ratings of information services over the past decade, particularly the Calgary Transit website, as can be seen in Figure 7.6. However, ratings for Calgary Transit on Google Transit have increased significantly over the past two years.

Figure 7.6: Historical Comparisons of Information Source Ratings



8.0 SAFETY AND SECURITY

Calgary Transit has been measuring safety and security issues in a separate survey (Safety, Security and Cleanliness Survey) to that of the Annual Customer Satisfaction Survey for the past few years. A few of the questions asked in the Safety, Security and Cleanliness Survey have been introduced to the Customer Satisfaction Survey since 2009. This section of the report presents these findings.

Figure 8.1 presents respondents' perceptions of safety and security on buses/shelters and CTrains/stations at various times of the day. Overall, these data suggest that most respondents feel safe while using Transit services, particularly before 6:00 PM.

Figure 8.1: Perceptions of Safety and Security at Different Travel Times

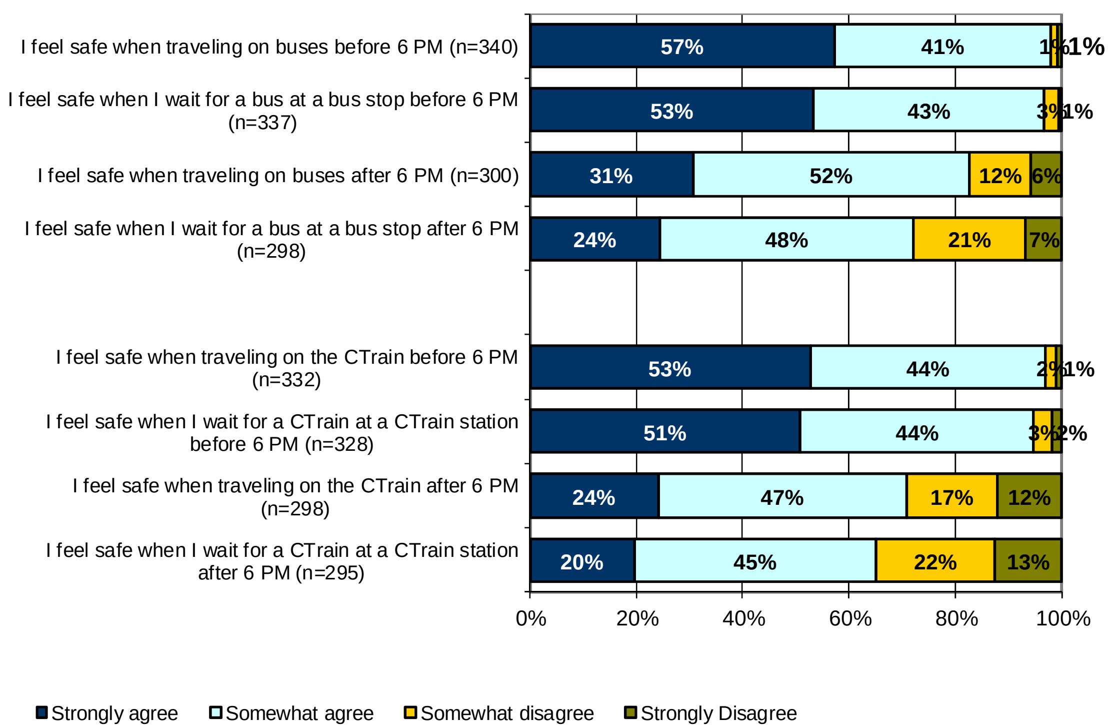
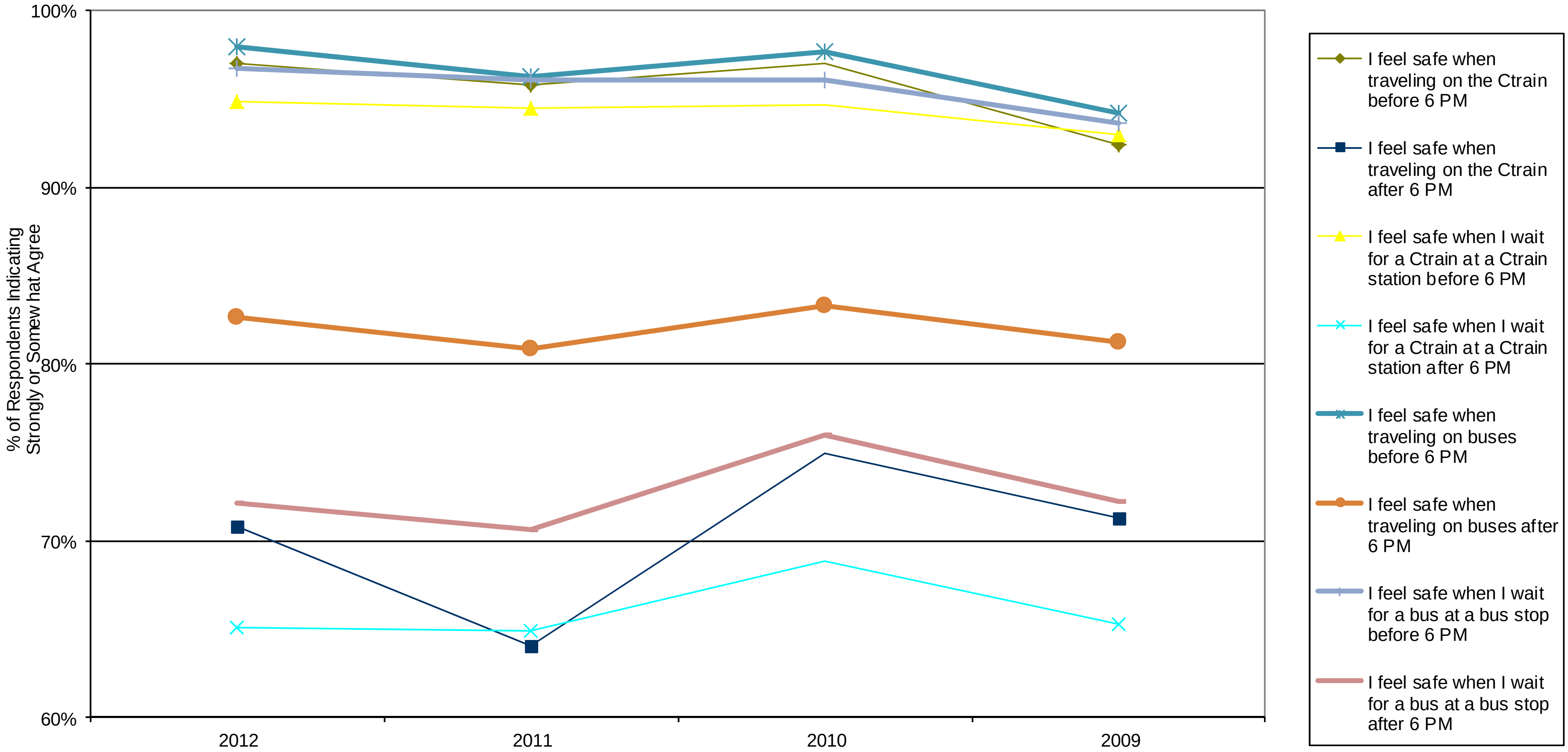


Figure 8.2 shows historical comparisons of these safety and security ratings. Basically, these ratings have remained mainly steady in each of the four years that these items have been included in the customer satisfaction survey.

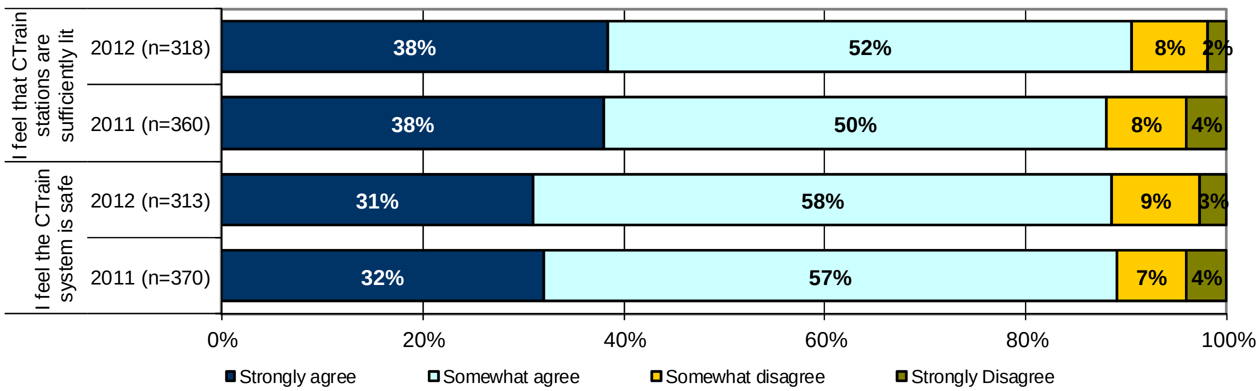
Figure 8.2: Historical Comparisons of Safety and Security Ratings



The data presented above are very similar to the findings of the 2012 Safety, Security and Cleanliness Survey (see Appendix E – note some of the wording of the items is different in the Safety, Security and Cleanliness Survey due to the addition of clarification of downtown vs. non-downtown use).

Figure 8.3 presents respondents' general perceptions of safety and security in terms of CTrains. Most respondents agreed that the CTrain system is safe and that CTrain stations are sufficiently lit.

Figure 8.3: Perceptions of CTrains



Again, the data presented above with respect to sufficient lighting at CTrain stations are similar to information gathered in the Safety, Security and Cleanliness Surveys.

Finally, survey respondents were asked about nuisance behaviours while using Calgary Transit (Figure 8.4). For the most part, most respondents agreed that Transit vehicles and CTrain stations are free of nuisance behaviours, although they were most likely to agree with this idea with respect to buses. As with the other data presented in this section, these findings are generally consistent with previous measurements (see Figure 8.5)

Figure 8.4: Nuisance Behaviours while Using Calgary Transit

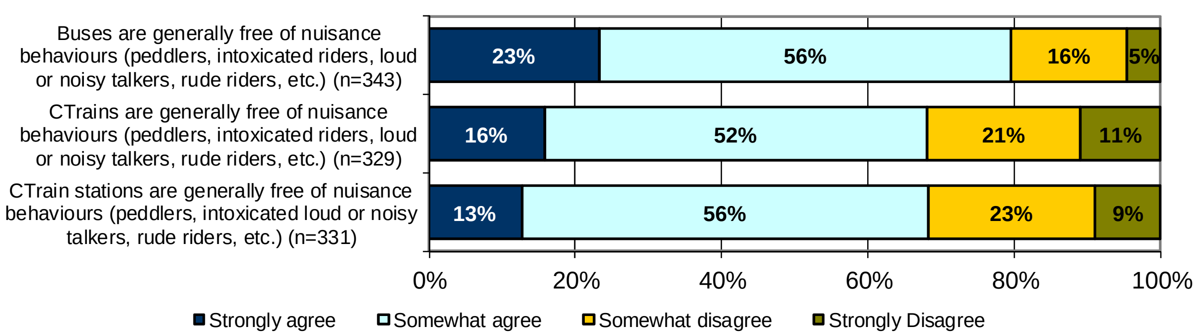
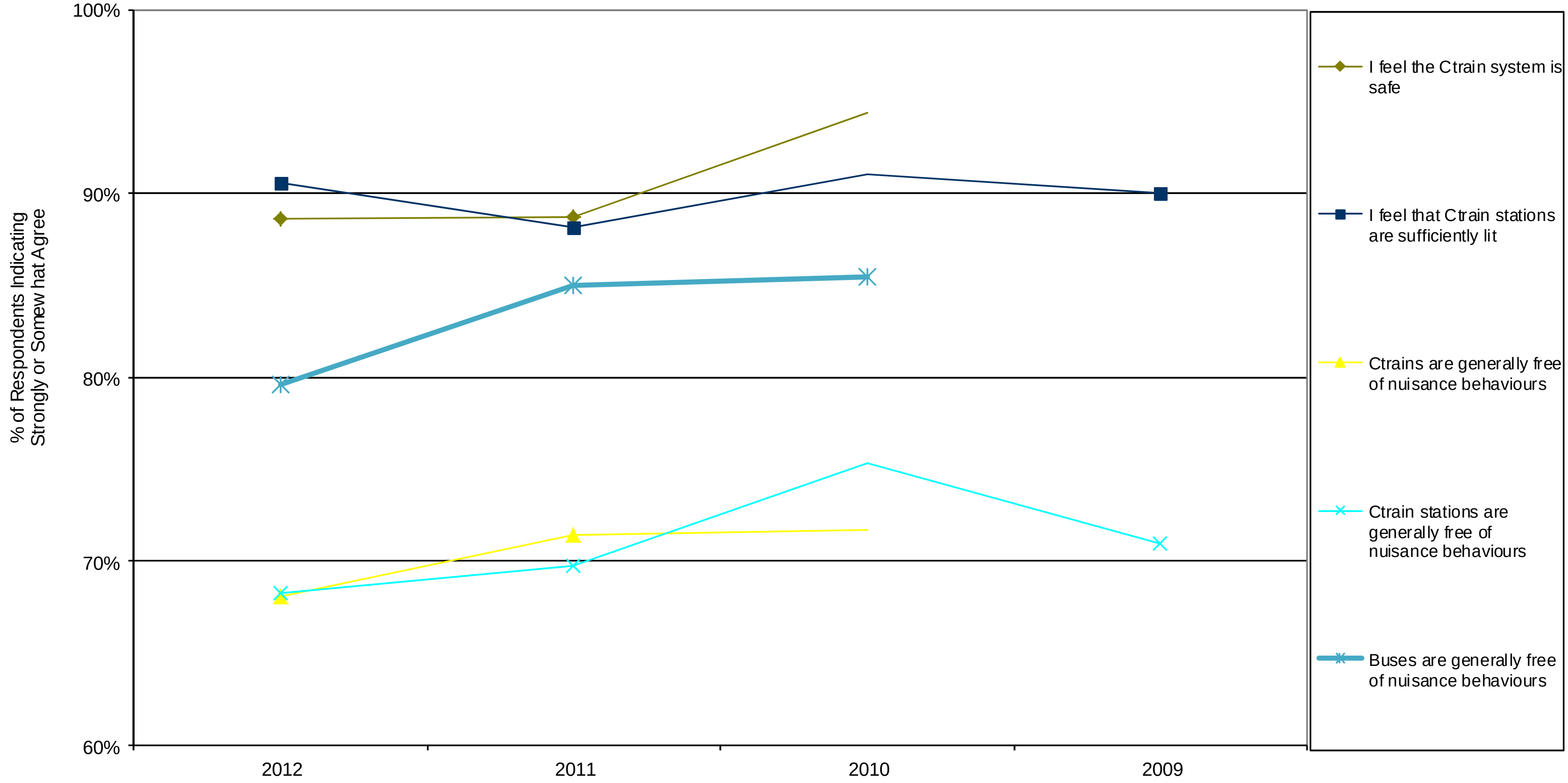


Figure 8.5: Historical Comparisons of Perceptions of CTrains/Nuisance Behaviours



9.0 CONCLUDING REMARKS

Calgary Transit has conducted a Customer Satisfaction and Non-User Survey for the past decade. Considering the results of the 2012 survey, many of the measures examined are consistent with those observed in previous years. Possibly most notable is that overall satisfaction with Calgary Transit Services among customers was similar in 2012 compared to previous survey years. Satisfaction ratings were also generally consistent when a variety of service attributes, such as being on time and service frequency, were investigated. That said, there was a general decline observed for the service attribute of 'being overcrowded' over the past few years.

While many of the measures examined in the survey remained steady in the 2012 with findings observed in the past few years, there are a few trends worth noting. For instance, it appears that there has been a slight increase in customers who use CTrains and Park and Ride lots. These changes may reflect extensions in the lines of CTrains, including the addition of parking stalls at Park and Ride lots, but also the removal of fees to park at Park and Ride lots in 2011.

Another notable trend has to do with technology and use of information methods, sources and form. For instance, the data suggest that more Transit customers are using smartphones. Further, Calgary Transit on Google and Calgary Transit on Twitter are becoming more popular among users while the Teleride system and the Calgary Transit website are becoming less popular. It should be noted, however, that the Teleride system and Calgary Transit website remain the most commonly used among Transit customers.

APPENDIX A

2012 Survey Instrument

NOTE TO THE READER:

- Comments to survey sponsors by consultants are **presented in blue**.
- Instructions to interviewers are presented as **words in red** and are not read to respondents
- For Computer Aided Telephone Interviewing software programming, instructions are presented as **words in green** and are not provided to the interviewers or respondents

INTRODUCTION/SCREENING SHEET

Hello, my name is _________. I am calling from HarGroup Research, a Calgary research firm on behalf of Calgary Transit. Today we are conducting an important survey to gather opinions from both users and nonusers of Calgary Transit. May I please speak to the person in your household age 15 or over, and whose birthday falls soonest after today?

REINTRODUCE SURVEY IF NECESSARY

If you have some time (as little as 2 mins, as much as 20 mins), I would like to interview you for this very important survey.

IF YES -> CONTINUE
IF NO -> ASK:
Could I call back ___________?

IF YES -> ASK FOR NAME OF PERSON AND RECORD TIME ON CALL SHEET
IF NO -> THANK AND DISCONTINUE; MARK AS "REFUSED" ON CALL SHEET

S1. In what year were you born? 19___
IF THE RESPONDENT WAS BORN IN 1995 OR LATER, CONTINUE
IF RESPONDENT WAS BORN IN 1994, CONFIRM 18 YEARS OF AGE AND CONTINUE
IF RESPONDENT IS NOT 18 OR BORN BEFORE 1995, ASK – "MAY I SPEAK TO A PARENT OR GUARDIAN TO RECEIVE PERMISSION TO INTERVIEW YOU."

WHEN SPEAKING TO PARENT OR GUARDIAN – "CALGARY TRANSIT IS LOOKING TO GET FEEDBACK FROM CALGARIANS ABOUT SERVICES THAT ARE PROVIDED. WE WOULD LIKE TO INTERVIEW YOUR CHILD FOR THIS RESEARCH, BUT WE UNDERSTAND HE/SHE IS NOT 18 YEARS OF AGE. BEFORE WE PROCEED WITH THE INTERVIEW, I MUST RECEIVE PERMISSION FROM YOU TO INTERVIEW YOUR CHILD. DO YOU PROVIDE PERMISSION FOR ME TO INTERVIEW YOUR CHILD FOR THIS IMPORTANT SURVEY?

IF YES-> THANK AND PROCEED INTERVIEW WITH CHILD
IF NO-> THANK AND DISCONTINUE; MARK AS "PARENT REFUSED' ON CALL SHEET

S2. Do you or does a member of your household work for Calgary Transit?

IF YES, TERMINATE WITH THANK YOU.
IF NO, CONTINUE.

S3. Are you a permanent resident of the city of Calgary?
IF YES, TERMINATE WITH THANK YOU.
IF NO, CONTINUE.

S4. In an AVERAGE week, that includes all 7 days, how many times would you normally ride Calgary Transit buses AND/OR CTrains? **Please count a one-way trip as one ride and a trip to and from a destination as two rides.**

_____________ # of rides

If 1 or more, go to QC1A (Transit Customer Questionnaire)
If 0, go to QN1 (Non-User Questionnaire)

CUSTOMER SURVEY QUESTIONNAIRE

QC1A. Which do you mainly use .... **[READ CATEGORIES]**

1 [ ] Bus 2 [ ] CTrain 3 [ ] Both

QC1B. For your most frequent transit trip, how many transfers do you make on that trip?

IF NEEDED, DEFINE A TRANSFER AS "The act of getting off of one transit vehicle and boarding another one."

1 [ ] None
2 [ ] One
3 [ ] Two
4 [ ] Three
5 [ ] Four
6 [ ] Five **(or more if justified)**
7 [ ] None

QC1C. How long does it take for you to make a typical one-way trip using Calgary Transit? Please tell us how many minutes it takes you from when you board the first transit vehicle until you get off the last vehicle of your trip.

# of Minutes: _____

QC2A. What is your **one main reason** for using Calgary Transit instead of alternative forms of transportation? **DO NOT READ - IF THEY SAY "CONVENIENCE", PROBE FOR SPECIFIC REASON - E.G - *"Convenient in what way*?"**

TAKE ONE RESPONSE ONLY

01 [ ] No Particular Reason
02 [ ] Less Expensive/Save Gas/High gasoline prices / High Parking Rates
03 [ ] No Car Available - CAPTIVE RIDERS
04 [ ] Avoid Traffic
05 [ ] Avoid Parking
06 [ ] Don't Drive - CAPTIVE RIDERS
07 [ ] Convenient Service (Specify) ______________________________

08 [ ] Faster Travel Time
09 [ ] Comfortable/Relaxing
10 [ ] Environmental Reasons
11 [ ] Transit Pass included in Tuition (U-Pass)
11 [ ] Other (Specify) ____
12 [ ] Don't Know

QC2B. For what type of trips do you mainly use Calgary Transit? Do you use Transit for . . .
[READ CATEGORIES - TAKE NO MORE THAN 2 RESPONSES]

1 [ ] Work
2 [ ] School
3 [ ] Shopping
4 [ ] Medical, dental, personal business
5 [ ] Social/recreational
6 [ ] Other (specify)____________________

QC3A. During what time period do you use Calgary Transit **most often** – rush hour or some other time period?
[TAKE ONLY ONE RESPONSE - IF ASKED, RUSH HOUR IS WEEKDAYS 6:00 - 9:00 AM & 3:00 - 6:00 PM]

1 [ ] No Specific Time Period **>>>>> SKIP TO QC3C**
2 [ ] Rush Hour ONLY **>>>>> SKIP TO QC3C**
3 [ ] Rush hour and other Time Periods **>>>>> GO TO QC3B**
4 [ ] Non-Rush Hour **>>>>> GO TO QC3B**

QC3B. While taking transit during non rush hour times, would that be on a weekday midday, evening or a weekend?

1 [ ] Weekday midday 2 [ ] Evening 3 [ ] Weekend 4[ ] Don't Know

QC3C. Which transit fare do you use most often?
DON'T READ - TAKE NO MORE THAN 2 RESPONSES; PROBE TO ENSURE THAT PROPER PASS TYPE IS GIVEN

01 [ ] Youth Monthly Pass
02 [ ] Universal Pass/U-Pass
03 [ ] Senior Citizen Pass
04 [ ] Adult Monthly Pass
05 [ ] Day Pass
06 [ ] Ticket from a book of tickets
07 [ ] Cash
08 [ ] Low Income Transit Pass
09 [ ] Don’t Pay
10 [ ] Other (Please specify ___________)
11 [ ] Don’t Know

QC4. Now I would like to ask your opinion on some specific aspects of Calgary Transit service. I am going to read you a list of different aspects of service. For each one, based on your recent experience, I would like you to tell me if it was **excellent, good, satisfactory, poor or very poor.** ROTATE

	Excellent	Good	Satisfactory	Poor	Very Poor	Refused
a) Having Courteous & Helpful Staff	1	2	3	4	5	6
b) Being on Time	1	2	3	4	5	6
c) Cleanliness	1	2	3	4	5	6
d) Not Being Overcrowded	1	2	3	4	5	6
e) Service Frequency	1	2	3	4	5	6
f) Value for Money	1	2	3	4	5	6
g) Length of Travel Time	1	2	3	4	5	6
h) Directness of trip (number of transfers)	1	2	3	4	5	6
i) Service to places I want to go	1	2	3	4	5	6
j) Start and stop times for service on routes you use	1	2	3	4	5	6
k) Convenience of Connections and Transfers	1	2	3	4	5	6
l) Providing for Customer Safety and Security	1	2	3	4	5	6
m) Providing Scheduling and Route Information	1	2	3	4	5	6
n) Convenience of Purchasing Tickets and Passes	1	2	3	4	5	6
o) Having access to bus stops / CTrain stations (Prompt, if necessary: being nearby bus stops/CTrain stations)	1	2	3	4	5	6

QC5A. Thinking of the factors we have just discussed, what, from your point of view, would you say is the **one most important** service factor? **[DO NOT READ LIST.]**

QC5B. And what is the **second most important**?

QC5C. And what is the **third most important**?

MARK [1] FOR 1ST MOST IMPORTANT AND [2] FOR 2ND AND [3] FOR 3RD MOST IMPORTANT QUESTION; DON'T KNOW = 98 Set up CATI to identify 1st and 2nd and 3rd ranking

Factor	**1st Most Important**	**2nd Most Important**	**3rd Most Important**
Having Courteous & Helpful Staff			
Being on Time			
Cleanliness			
Not Being Overcrowded			
Service Frequency			
Value for Money			
Length of Travel Time			
Directness of trip (number of transfers)			
Service to places I want to go			
Start and stop times for service on routes you use			
Convenience of Connections and Transfers			
Providing for Customer Safety and Security			
Providing Scheduling and Route Information			

Convenience of Purchasing Tickets and Passes			
Having access to bus stops /CTrain stations (Prompt, if necessary: being nearby bus stops/CTrain stations)			
Other			
None in particular			
Don't know			

QC6A. Based on your own experience in the last seven days, how would you rate the overall service provided by the transit system in Calgary? Do you think it was . . . . .

READ ALL CATEGORIES EXCEPT "DON'T KNOW"

1 [ ] Excellent 2 [ ] Good 3 [ ] Satisfactory 4 [ ] Poor 5 [ ] Very poor 6 [ ] Don't know

QC6B. Thinking of the overall level of Calgary Transit service in your community during the past year, would you say it has become **better, worse, or stayed the same** compared with previous years?

IF BETTER OR WORSE ASK: Would that be a lot better/worse?

1 [ ] A lot better
2 [ ] A little better
3 [ ] Stayed the same **>>>> SKIP TO QUESTION QC7**
4 [ ] A little worse
5 [ ] A lot worse
6 [ ] Didn't use in previous years **>>>> SKIP TO QUESTION QC7**
7 [ ] Don't know **>>>> SKIP TO QUESTION QC7**

QC6C. And what specific aspect of service makes you feel that way?

DO NOT READ - ACCEPT UP TO 2 RESPONSES ONLY

Having Courteous & Helpful Staff [ ] 01
Being on Time [ ] 02
Cleanliness [ ] 03
Being Overcrowded [ ] 04
Service Frequency [ ] 05
Value for Money [ ] 06
Length of Travel Time [ ] 07
Directness of Trip (number of transfers) [ ] 08
Service to places I want to go [ ] 09
Start and stop times for service on routes you use [ ] 10
Convenience of Connections and Transfers [ ] 11
Providing for Customer Safety and Security [ ] 12
Providing Scheduling and Route Information [ ] 13
Expansion of CTrain service/CTrain line extension [ ] 14
Convenience of Purchasing Tickets and Passes [ ] 15
Having access to bus stops / CTrain stations [ ] 16
(Prompt, if necessary: being nearby bus stops/CTrain stations)
New Services [ ] 17
Other (Specify: _______) [ ] 18
Don't Know [ ] 19

QC7A. Calgary Transit is interested in how Calgary Transit fits into your life. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. If any of the statements are not applicable, please tell me. **ROTATE**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Refused	Not applicable
a) Calgary Transit is an important choice in my life and lifestyle	1	2	3	4	5	6
b) The choice of where I live or will move to is influenced by the availability of Calgary Transit services	1	2	3	4	5	6
c) For each trip I make I consider using Calgary Transit	1	2	3	4	5	6
d) I use Calgary Transit to go to multiple places throughout my journey	1	2	3	4	5	6

QC7B. How do you typically get to the first bus or CTrain vehicle when you use Calgary Transit? **DO NOT READ, TAKE ONLY TOP ONE OR TWO RESPONSES**

1 [ ] Walk
2 [ ] Drive, use park and ride
3 [ ] Drive, park nearby
4 [ ] Cycle
5 [ ] Passenger in another vehicle (carpool, kiss n ride, etc)
6 [ ] Other

IF QC7B INDICATED WALK PLEASE COMPLETE QC7C

QC7C. You indicated that you typically walk to your first bus or CTrain on your trip. Can you tell me how many minutes you currently take to walk to the first bus or CTrain?

______ Minutes

IF QC1B INDICATES 1 OR MORE TRANSFERS PLEASE COMPLETE QC7D

QC7D. How many minutes are you willing to wait for a transfer to another Calgary Transit vehicle?

______ Minutes

IF QC1A INDICATES BOTH BUS AND CTrain PLEASE COMPLETE QC7E

QC7E. Which is the transit mode you take first on a typical trip using Calgary Transit? **(READ)**

1 [ ] Bus
2 [ ] CTrain

QC8. I'd like to ask you how strongly you agree or disagree with a few statements about Calgary Transit. For each of the following statements, please tell me if you **strongly agree, somewhat agree, somewhat disagree or strongly disagree.** If any of the statements are not applicable, please tell me. **ROTATE**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Refused	Not applicable
a) The bus drivers usually greet me in a friendly manner	1	2	3	4	5	6
b) Bus drivers are knowledgeable about the service they provide	1	2	3	4	5	6
c) I feel safe when traveling on transit	1	2	3	4	5	6
d) Peace Officers (fare inspectors) on the CTrain demonstrate professionalism	1	2	3	4	5	6
e) Other passengers are usually well-behaved	1	2	3	4	5	6
f) Calgary Transit vehicles normally arrive at my stop at the scheduled time	1	2	3	4	5	6
g) I feel there are sufficient Peace Officers (fare inspectors) on the CTrain to ensure my personal security	1	2	3	4	5	6
h) Overall, I feel Calgary Transit bus and CTrain drivers operate their vehicles safely	1	2	3	4	5	6
i) My experience while travelling on Calgary Transit buses and CTrains is usually pleasant	1	2	3	4	5	6
j) There is generally a bus stop or CTrain station within a reasonable distance of my origin and destination	1	2	3	4	5	6

IF QC1A STATED BUS, COMPLETE QC9A. IF QC1A STATED CTRAIN, COMPLETE QC9B, IF BOTH BUS AND CTRAIN COMPLETE BOTH QC9A AND QC9B

QC9A. Calgary Transit is interested in your perceptions regarding its bus fleet and facilities. Based on your last bus trip, please rate the following being excellent, good, satisfactory, poor, or very poor.

	Excellent	Good	Satisfactory	**Poor**	Very Poor	Refused / NA
a) Cleanliness of bus interiors	1	2	3	4	5	6
b) Cleanliness of passenger shelters	1	2	3	4	5	6
c) Maintenance of passenger shelters (repair damage)	1	2	3	4	5	6
d) Cleanliness of BRT Park and Ride lots (if applicable)	1	2	3	4	5	6

QC9B. Calgary Transit is interested in your perceptions regarding its CTrain fleet and facilities. Based on your last CTrain trip, please rate the following being excellent, good, satisfactory, poor, or very poor.

	Excellent	Good	Satisfactory	**Poor**	Very Poor	Refused / NA
a) Cleanliness of CTrains interiors	1	2	3	4	5	6
b) Cleanliness of CTrain stations	1	2	3	4	5	6
c) Maintenance of CTrain stations	1	2	3	4	5	6
d) Cleanliness of LRT Park and Ride lots (if applicable)	1	2	3	4	5	6

Calgary Transit is also interested in your views on safety and security. I'd like to ask you how strongly you agree or disagree with a few statements concerning safety and security. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree. If any of the statements are not applicable, please tell me.

QC10A. **IF QC1A = 2 (CTrain) or QC1A = 3 (both) ASK: ROTATE**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Refused	Not applicable
a) I feel the CTrain system is safe						
b) I feel safe when traveling on the CTrain before 6 PM	1	2	3	4	5	6
c) I feel safe when traveling on the CTrain after 6 PM	1	2	3	4	5	6
d) I feel safe when I wait for a CTrain at a CTrain station before 6 PM	1	2	3	4	5	6
e) I feel safe when I wait for a CTrain at a CTrain station after 6 PM	1	2	3	4	5	6
f) CTrain stations are generally free of nuisance behaviours (peddlers, intoxicated loud or noisy talkers, rude riders, etc.)	1	2	3	4	5	6
g) CTrains are generally free of nuisance behaviours (peddlers, intoxicated riders, loud or noisy talkers, rude riders, etc.)	1	2	3	4	5	6
h) I feel that CTrain stations are sufficiently lit	1	2	3	4	5	6

QC10B. **If QC1A=1 (bus) or QC1A = 3 (both) ASK: ROTATE**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Refused	Not applicable
a) I feel safe when traveling on buses before 6 PM	1	2	3	4	5	6
b) I feel safe when traveling on buses after 6 PM	1	2	3	4	5	6
c) I feel safe when I wait for a bus at a bus stop before 6 PM	1	2	3	4	5	6
d) I feel safe when I wait for a bus at a bus stop after 6 PM	1	2	3	4	5	6
e) Buses are generally free of nuisance behaviours (peddlers, intoxicated riders, loud or noisy talkers, rude riders, etc.)	1	2	3	4	5	6

QC11A. In the past 3 months, was there an occasion when you wanted to contact Calgary Transit to complain about some aspect of service but you did not actually register the complaint?

1 [ ] YES 2 [ ] NO **>>>>>> SKIP TO QC12**

QC11B. **IF YES, ASK:** Why did you not contact Calgary Transit with your complaint?
[DO NOT READ - TAKE UP TO 2 RESPONSES BUT DO NOT PROBE FOR A SECOND]

1 [ ] I couldn't get through on the complaints line
2 [ ] I didn't know how to make a complaint
3 [ ] I didn't think it would do any good to complain
4 [ ] I forgot
5 [ ] I didn't know the number to call to make a complaint
(note to interviewer: this is different from category #2)
6 [ ] It wasn't important enough/ I couldn't be bothered
7 [ ] Other ______________________________

QC12. Calgary Transit provides information to customers in a number of ways. I would like to ask you about your use of these information sources. In an average month, how many times would you access/use the following information sources:
READ ALL.

a) Customer Call Centre (262-1000)? [ ] times per month
b) TeleRide System (974-4000)? [ ] times per month
c) Calgary Transit web site (www.calgarytransit.com)? [ ] times per month
d) Calgary Transit on Google Transit? [ ] times per month
e) Calgary Transit on Twitter? [ ] times per month
f) Calgary Transit email alerts? [ ] times per month

QC13. **[FOR INFORMATION SOURCES THE RESPONDENT ACCESSED IN AN AVERAGE MONTH]** How would you rate the quality of the information provided by these sources?

	Excellent	Good	Satisfactory	**Poor**	Very Poor	Refused
a) Customer Call Centre	1	2	3	4	5	6
b) TeleRide System	1	2	3	4	5	6
c) Calgary Transit web site	1	2	3	4	5	6
d) Calgary Transit on Google Transit	1	2	3	4	5	6
e) Calgary Transit on Twitter	1	2	3	4	5	6
f) Calgary Transit email alerts	1	2	3	4	5	6

QC14. In your opinion, what is the top priority for Calgary Transit to invest in for further service improvements?

____

QC15. Since it would take additional revenue to fund the priorities you mentioned above, would you be in favour of a fare increase if the funds generated were directly applied to these improvements?

[ ] Yes [ ] Conditional Yes [ ] Maybe/Perhaps [ ] No

IF CONDITIONAL "YES", specify condition(s):

____

QC16. With regard to your use of Calgary Transit, I am going to read three statements. Please tell me the one statement that best describes your feelings..

1 [ ] There are many good reasons to continue using Calgary Transit, and no good reasons to change to another method of travel.

2 [ ] There are many good reasons to continue to use Calgary Transit, but there are also many good reasons to change to another method of travel.

3 [ ] There are few good reasons to continue to use Calgary Transit, and there are many good reasons to change to another method of travel.

QC17. How often do you recommend Calgary Transit service to your friends or family? **[READ CATEGORIES]**

1 [ ] Frequently 2 [ ] Sometimes 3 [ ] Never

CUSTOMER RESPONDENTS SKIP TO QALL1

Non-User Questionnaire

QN1. Have you ever ridden Calgary Transit on a regular basis – that is, used Transit at least once a week?

1 [ ] YES 2 [ ] NO **=> SKIP TO QN5A**

QN2. How long ago did you stop using Calgary Transit regularly? Was it …
[READ CATEGORIES]

1 [ ] Less than 1 year ago or 2 [ ] More than 1 year ago

QN3. When you used Calgary Transit regularly, what type of trip or trips did you make most often?
[READ CATEGORIES - SELECT ALL THAT APPLY]

1 [ ] Work
2 [ ] School
3 [ ] Shopping
4 [ ] Medical, dental, personal business
5 [ ] Social/recreational
6 [ ] Other (specify)___________________

QN4. For what reasons did you stop using Calgary Transit buses or CTrains on a regular basis
[PROBE FULLY – DO NOT READ – SELECT ALL THAT APPLY]

CAR RELATED/OTHER TRANSPORTATION
01 [ ] Purchased Car/can now afford car
02 [ ] Car is more convenient
03 [ ] Require car for work
04 [ ] Got parking space at work
05 [ ] Use different means of transportation (bike, walking, car pooling, etc.)

CHANGE IN SITUATION
06 [ ] Stopped working/not working (housewife, retired, laid off, etc.)
07 [ ] Only used for school purposes/no longer going to school
08 [ ] Working at home
09 [ ] Location change (work transfer, moved, etc.)
10 [ ] Employed out of town
11 [ ] Personal mobility problems

TRANSIT SERVICE
12 [ ] Transit service not convenient
13 [ ] No transit service to my destination / from my home
14 [ ] Transit too slow
15 [ ] CTrain too crowded
16 [ ] Buses too crowded
17 [ ] Lack of parking at Park and Ride
18 [ ] Introduction of Park and Ride fees
19 [ ] Transit information not available
20 [ ] Concern for personal security
21 [ ] Transit Service not available at time I need to travel (too early/too late)
22 [ ] Other (specify)______________________

QN5A. Do you currently use Calgary Transit occasionally – for example, for sports events, during Stampede, New Year's Eve or other special events?

1 [ ] YES **IF YES, ASK QN5B** **2** [ ] NO >>>>> **SKIP TO QN6**

QN5B. How many times have you used Transit in the past month?

WRITE IN NUMBER OF TIMES_______________

IF 0 TIMES, ASK QN5C
IF 1 OR MORE TIMES, SKIP TO QN6

QN5C. How many times have you used Transit in the last year?

WRITE IN NUMBER OF TIMES_______________

QN6. What **one** method of transportation do you use **most often** for travelling within the City of Calgary?
[DO NOT READ - SELECT ONE RESPONSE ONLY]

1 [ ] Vehicle / Motorcycle (driver)
2 [ ] Vehicle (passenger / carpool)
3 [ ] Taxi
4 [ ] Bicycle
5 [ ] Walk (includes skateboard, rollerblade, etc)
6 [ ] Access Calgary (HandiBus/Shared Ride Taxi)
7 [ ] Do not travel
8 [ ] Other (specify) ___________________

QN7. With regard to the method of transportation that you use most often, I am going to read three statements. Please tell me the one statement that best describes your feelings. Now thinking about using **[READ NAME OF METHOD BELOW THAT CORRESPONDS TO METHOD MENTIONS ABOVE IN QN6]** … can you please tell me whether Statement A, Statement B, or Statement C provides the best description of the way you feel.

1 [ ] There are many good reasons to continue to use this method as I am now doing, and no good reasons to change to another.

2 [ ] There are many good reasons to continue to use this method as I am now doing, but there are also many good reasons to change.

3 [ ] There are few good reasons to continue to use this method as I am now doing, and there are many good reasons to change

QN8. In your opinion, what should Calgary Transit do to increase the likelihood of you becoming a regular transit user?

[PROBE FULLY – DO NOT READ – SELECT ALL THAT APPLY]

01 [ ] No improvement is required
02 [ ] None/prefer/need cars/ walking/bicycle/motorcycle

TRANSIT SCHEDULE

03 [ ] Transit routes provide **later** service on **weekday** evenings
04 [ ] Transit routes provide **later** service on **weekend** evenings
05 [ ] Transit routes provide **earlier** service on **weekday** mornings
06 [ ] Transit routes provide **earlier** service on **weekend** mornings
07 [ ] Transit schedules match my work hours better

REDUCED FARE

08 [ ] Bus/CTrain fare is lowered
09 [ ] Reduce or eliminate Park and Ride fees

FASTER, MORE DIRECT, EXPRESS

10 [ ] Travel time by transit is comparable to the method I use now

11 [ ] More direct Transit routes
12 [ ] Express bus route is added to serve my neighbourhood
13 [ ] Better transfer connection (shorter wait time at connection)

MORE FREQUENT SERVICE

14 [ ] Bus routes run more frequently

EXTENDED ROUTES

15 [ ] Bus routes are extended to where I wish to travel
16 [ ] CTrain lines are extended to where I wish to travel

CLOSER STOPS

17 [ ] Stops/stations located closer to my home/work/school

BETTER SECURITY

18 [ ] Calgary Transit provides better security for my personal safety

TRANSIT INFORMATION

19 [ ] Provide better schedule information

TRANSIT ACCESS

20 [ ] Provide better access for people with disabilities on buses
21 [ ] Provide better access for people with disabilities at LRT stations
22 [ ] Other (specify____)

QALL1. In your opinion, do you think better transit service should be paid for by an increase in property taxes or by increases in transit fares?

1 [ ] Increase in property taxes
2 [ ] Increase in transit fares
3 [ ] Both (DO NOT READ)
4 [ ] Don't know (DO NOT READ)
5 [ ] Other (specify:__________________________________) (DO NOT READ)

Demographic Questions

The last few questions are being asked so that we can group your answers with others provided in the survey. All responses will be held in strict confidence and will not be attributed to any individual.

D1. What age group are you in?
[READ GROUP CATEGORIES]

[ ] 1 15 to 19 yrs
[ ] 2 20 to 24 yrs
[ ] 3 25 to 34 yrs
[ ] 4 35 to 44 yrs
[ ] 5 45 to 54 yrs
[ ] 6 55 to 64 yrs
[ ] 7 65 or over
[ ] 8 Refused
(IF S3=0, go to Thank)

D2. What community do you live in?
____

D3. What is your postal code?
___ ___ ___ ___ ___ ___

D4. **(REGULAR TRANSIT USERS ONLY)** For how many years have you been a regular Calgary Transit user?

# of years: _______

D5. And which of the following income groups includes your annual household income, before taxes, in 2011? **[READ LIST]**

1 [ ] Less than $15,000
2 [ ] $15,000 to less than 25,000
3 [ ] $25,000 to less than 35,000
4 [ ] $35,000 to less than 45,000
5 [ ] $45,000 to less than 55,000
6 [ ] $55,000 to less than $65,000
7 [ ] $65,000 to less than $75,000
8 [ ] $75,000 to less than $85,000
9 [ ] $85,000 to less than $100,000
10 [ ] $100,000 or more
11 [ ] Refused/Don't know

D6. How many members of your household are in the following age groups? (READ)

___newborn to 12
___13 to 19
___ 20 to 24
___ 25 to 44
___ 45 to 64
___ 65 or older

D7. How many times per day do you use the following technologies in your everyday life? **[READ LIST]**

Smartphone (examples: iPhone, Blackberry, Android phone)	[ ] times per day
Internet	[ ] times per day
Personal or Work Computer	[ ] times per day

D8. How many vehicles does your household have available for everyday use?

# of vehicles: ________

Thank Thank you for participating in this survey today. May I have your first name in case my supervisor wants to confirm this interview: ____________________

Thank you for your time and for participating in the survey today. Have a good evening (afternoon).

D9. Male [ ] 1 Female [ ] 2

Telephone Number: (###) ###-####
Interviewer #: ___

APPENDIX B

Survey Fielding Periods

2012	November 2 to 21
2011	October 17 to 27
2010	November 10 to 25
2009	November 10 to 19
2008	November 4 to 31
2007	December 7 to 19
2006	October 13 to 31
2005	December 5 to 20
2004	September 9 to 25
2003	November 24 to December 3
2002	October 2 to 9

APPENDIX C

CALL RESULTS SUMMARY

Call Summary		
Final Call Result	**Number**	**Proportion**
Customer Satisfaction Survey	500	38%
Non-User Monitoring	820	62%
Total	**1,320**	**100%**

APPENDIX D

RESPONDENT PROFILE

Calgary Transit Customer - Respondent Profile															
Characteristics	Descriptions	Latest Civic Census	% of Survey Respondents												
			2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2000	1999
Gender	Male	50	49	50	47	49	45	43	46	48	39	50	49	47	46
	Female	50	51	50	53	51	55	57	54	52	61	50	51	53	54
	Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Age	15 to 19 years	7	17	14	20	20	18	15	19	20	22	22	21	20	23
	20 to 24 years	9	12	16	10	10	13	12	10	11	11	13	11	10	13
	25 to 34 years	20	21	22	18	20	20	17	21	16	17	13	17	15	20
	35 to 44 years	20	18	16	19	20	19	16	19	18	16	16	18	21	18
	45 to 54 years	19	15	15	13	16	14	16	14	15	14	16	16	15	12
	55 to 64 years	13	9	10	10	5	8	13	9	9	7	8	6	8	2
	Over 64 years	12	7	7	9	8	8	10	8	10	12	12	11	12	11
	Refused	-	<1	<1	<1	<1	<1	1	<1	1	1	1	0	1	1
	Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Household Income	Less than $15,000		3	3	5	4	6	5	5	5	7	7	7	8	7
	$15,000 to < $25,000		5	6	6	5	5	5	4	6	10	9	9	8	11
	$25,000 to < $35,000		7	6	7	4	5	6	7	7	7	9	10	10	9
	$35,000 to < $45,000		5	6	5	5	4	5	9	6	6	7	8	9	7
	$45,000 to < $55,000		6	7	5	4	4	8	6	6	8	5	8	10	7
	$55,000 to < $65,000	n/a	4	3	4	3	6	5	5	5	6	4	6	8	7
	$65,000 to < $75,000		4	4	5	3	5	5	5	4	3	19	21	22	17
	$75,000 to < $85,000		5	4	5	3	4	5	4	4	5	-	-	-	-
	$85,000 to < $100,000		7	5	6	4	6	5	7	5	6	-	-	-	-
	$100,000 or more		20	21	18	18	15	16	14	12	8	-	-	-	-
	Refused/Don't know		36	33	32	46	15	33	35	40	35	41	31	27	35
	Total		100	100	100	100	100	100	100	100	100	100	100	100	100
Area of Residence	Northwest	21	27	27	25	29	27								
	North Central	13	12	10	13	10	10								
	Northeast	14	15	15	16	10	4								
	City Centre	4	4	5	4	3	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	West	16	17	12	13	18	20								
	Southwest	11	9	12	10	14	15								
	Southeast	22	15	19	17	16	19								
	Total	100	100	100	100	100	100								
Family Life Stage	Young Adults		24	23	18	19	21								
	Early Nest		20	19	23	28	24								
	Nest with Youth		27	27	27	21	23								
	Late Nest	n/a	6	10	7	11	8	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Mid-aged adult(s)		14	11	14	13	13								
	Seniors(s)		7	7	9	8	8								
	Refused		3	3	1	1	3								
	Total		100	100	100	100	100								
Vehicle Ownership	(Mean average) All		1.9	1.6	1.8										
	Transit Users	n/a	1.7	1.6	1.6	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Non-users		2.0	n/a	1.9										