Citizens View Survey:
Traffic Report Optimization
REPORT: June 2018

Prepared for The City of Calgary by:

Ipsos Public Affairs

Table of Contents

Methodology

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Ipsos conducted an online survey with Citizens' View panelists.

Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.

The survey was launched on May 17 to 3,444 panelists. A total of 926 came to the survey site, among whom 56 (2% of the total outgo) dropped out and 870 (25% of the outgo) panelists completed the survey by May 23. Panelists who do not drive were excluded from the survey.

The following findings may not be statistically representative of all Calgarians. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without research with a representative sample of citizens.
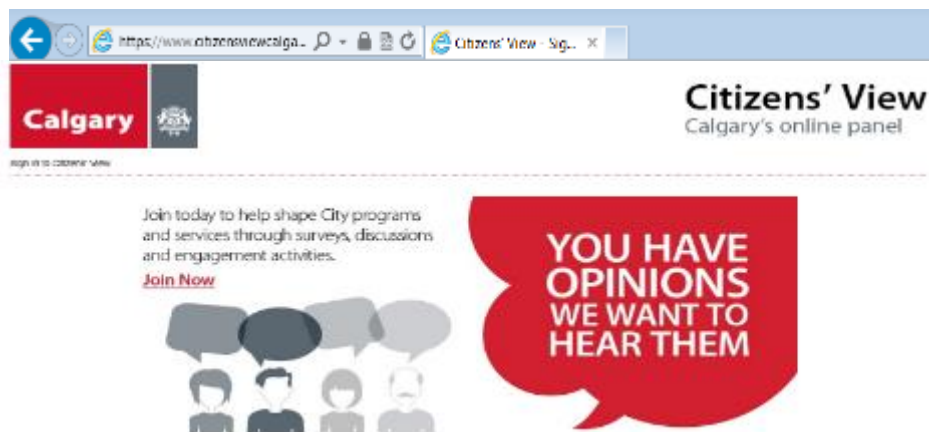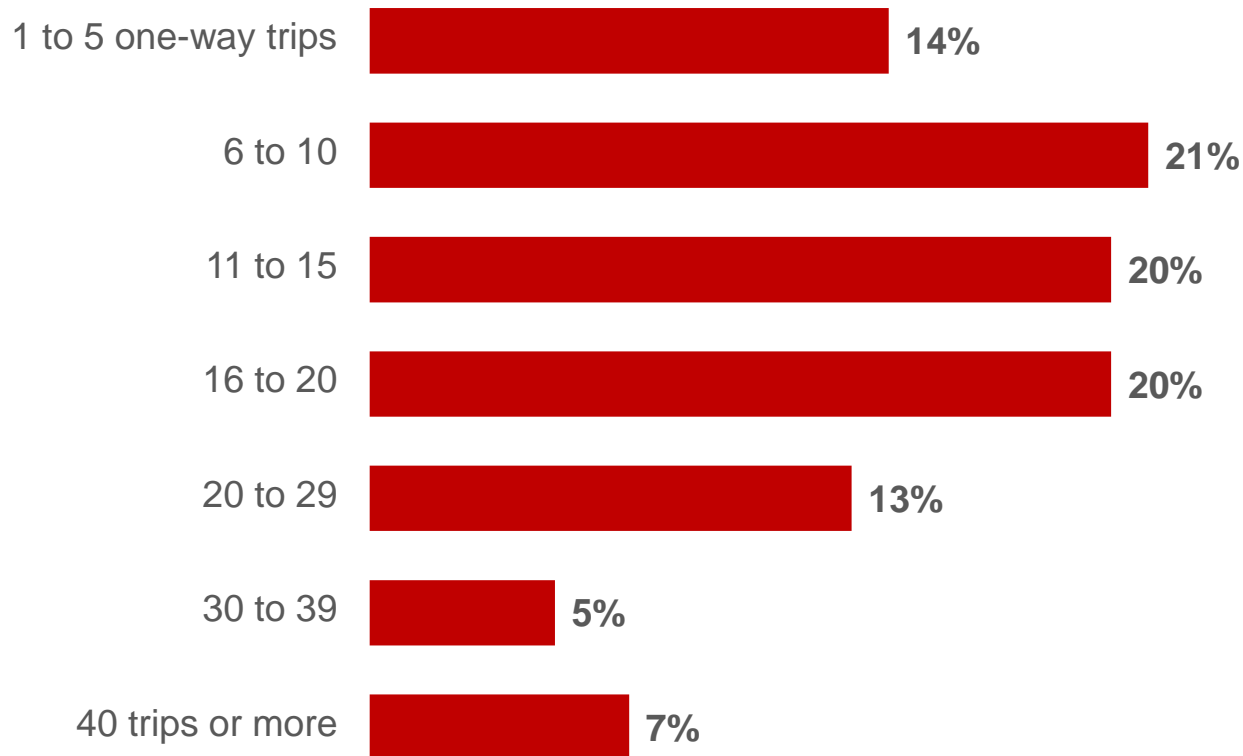
Summary of Findings

Overview of Findings

- The majority of panelists who drive access traffic information, with one-third accessing it at least half of the time that they make a trip when they are driving. Around three-in-ten access traffic information never or almost never.

- Nearly one-half of panelists access traffic information using radio, TV or newspapers at least several times per week, while one-quarter use an app on a smart phone and 13% a GPS with traffic information that often. Virtual assistance and websites accessed on a computer are used by smaller segments of panelists who drive.

- Two-thirds of panelists who use websites use Google maps, while around one-third use each of AMA road reports and news websites. Only 16% mention using the Calgary.ca Traffic Report.

- When it comes to apps, Google maps is the dominant source for travel information, mentioned by 83% of app users.

- When panelists who drive use real time traffic information, they are most likely to be looking for the best route to take under current traffic conditions. Accidents, construction and traffic flow are also frequently mentioned.

- Usage of the Traffic Report on The City of Calgary Website is quite low, with only 6% of respondents who make at least one driving trip per week stating that they have ever used it.

- When non-users of the Traffic Report are provided with a description of the site and asked how likely they would be to use it in future, only 11% state that they would be very likely to do so. The reasons for lack of interest predominantly revolve around preferences for other sources, including both online sources and traditional media.

Average Number of One-Way Trips Per Week Made Driving a Car or Other Vehicle

Category	Percentage
1 to 5 one-way trips	14%
6 to 10	21%
11 to 15	20%
16 to 20	20%
20 to 29	13%
30 to 39	5%
40 trips or more	7%

Q1. In an average week, how many times do you drive a car, van or truck to locations outside your home? Please count each direction of travel, for example driving to and from work would count as two trips. Only include trips where you are the driver, not trips where someone else is driving you.

Note: The interview was ended if the panelist did not drive or preferred not to answer Q1.

Base: Total Respondents (n=870)

Proportion of Trips Made During Rush Hour

75% to 100%   **14%**

50% to 74%   **23%**
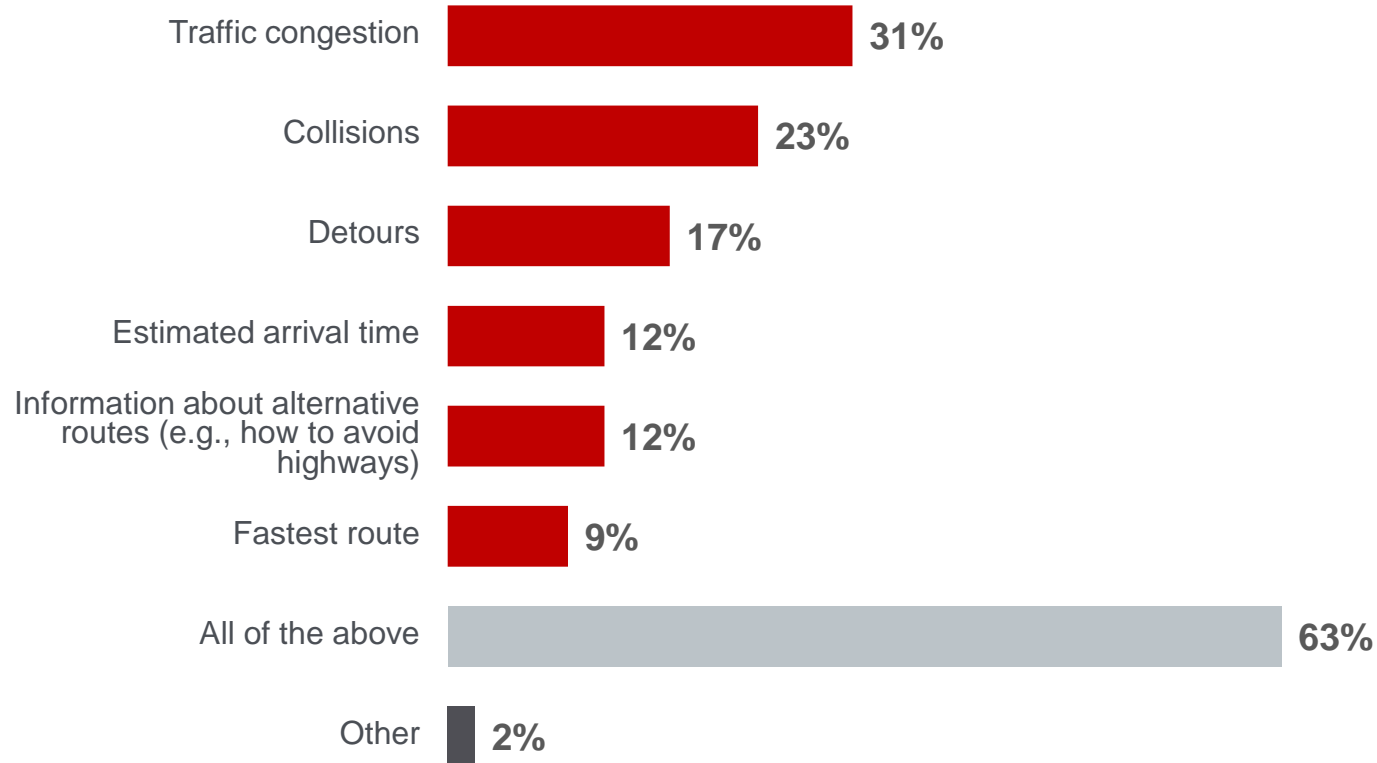
25% to 49%   **20%**

Less than 25%   **42%**
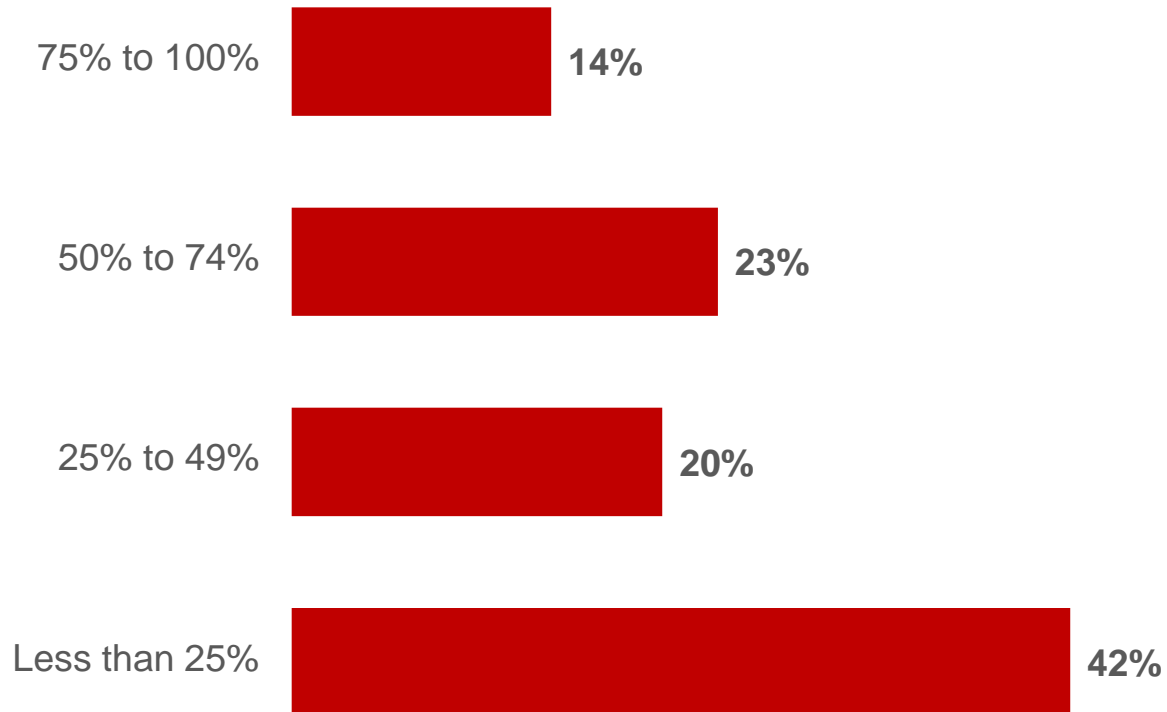
Q2. How many of these trips do you make during rush hour? (Rush hour is 6:30 to 9:30 in the morning and 3:30 to 6:30 in the afternoon, Mondays to Fridays.)

Base: Total Respondents (n=870)

What Comes to Mind Thinking of 'Real Time Traffic Information'

Category	Percentage
Traffic congestion	31%
Collisions	23%
Detours	17%
Estimated arrival time	12%
Information about alternative routes (e.g., how to avoid highways)	12%
Fastest route	9%
All of the above	63%
Other	2%

Q3. Thinking of the phrase 'real time traffic information', what comes to your mind? Please select all that apply.

Base: Respondents who make at least one trip per week driving a car or other vehicle (n=870)

How Often Access Traffic Information

Always — 8%

Most of the time — 18%

About half of the time — 18%

Once in a while — 28%

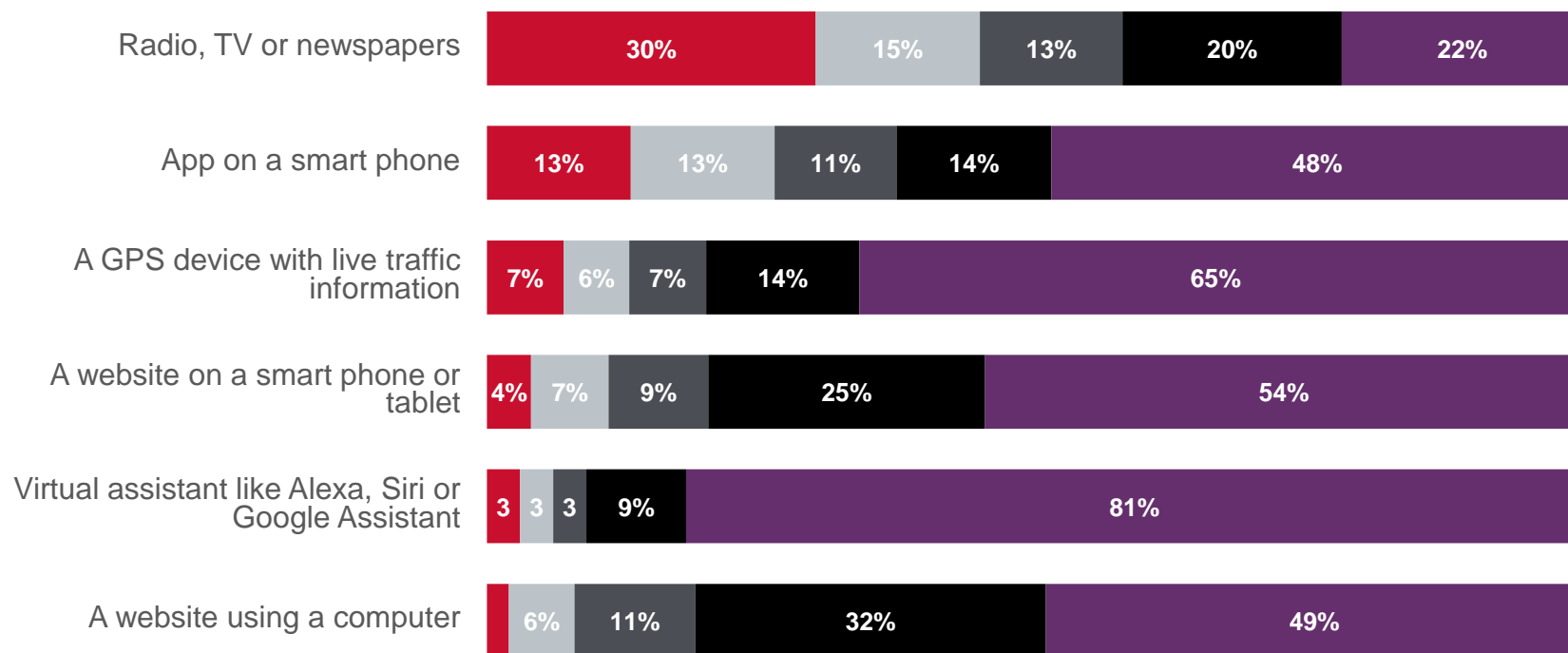Almost never — 19%

Never — 9%
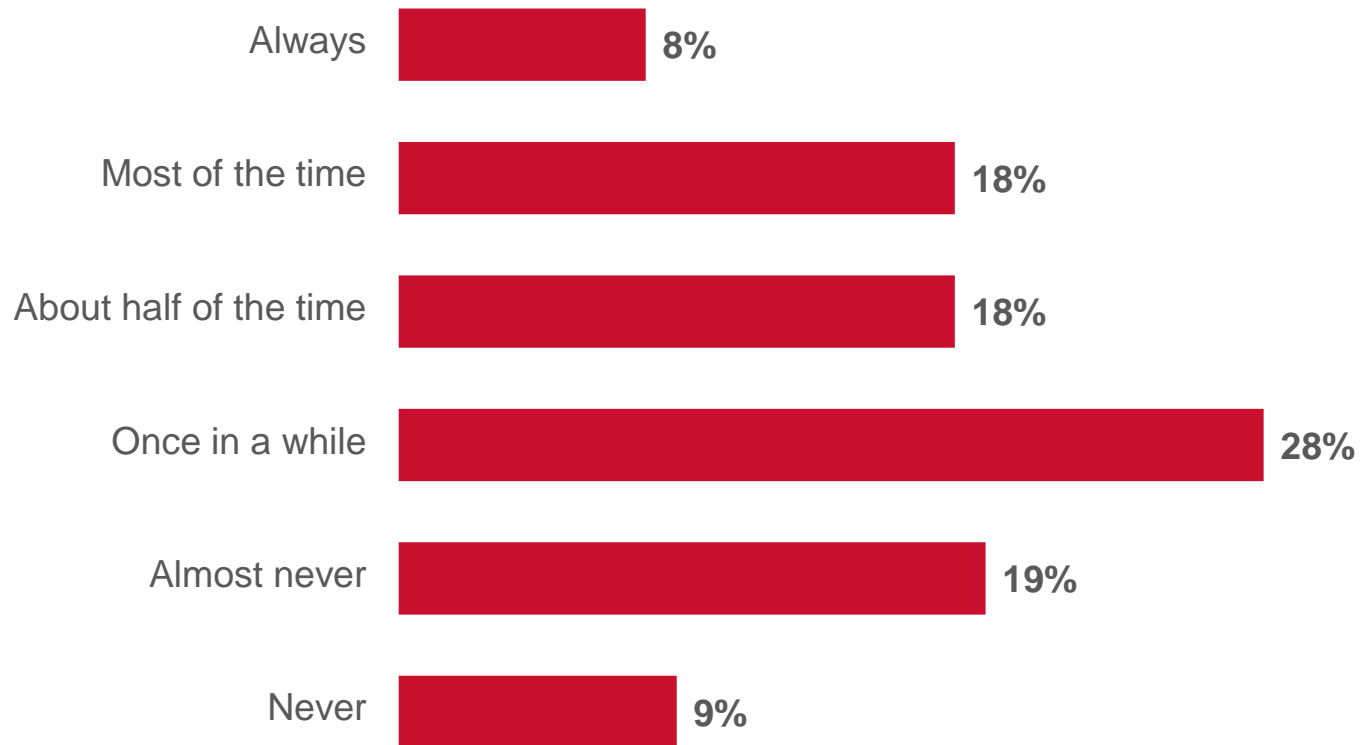
Q4. During or before a trip when you are driving, how often do you access traffic information?
Base: Respondents who make at least one trip per week driving a car or other vehicle (n=870)

Frequency of Using Media for Traffic Information

■ Daily ■ Several / Week ■ Several / Month ■ Less ■ Never ■ Prefer not to answer

Medium		
Radio, TV or newspapers	30% 15% 13% 20% 22%	
App on a smart phone	13% 13% 11% 14% 48%	
A GPS device with live traffic information	7% 6% 7% 14% 65%	
A website on a smart phone or tablet	4% 7% 9% 25% 54%	
Virtual assistant like Alexa, Siri or Google Assistant	3 3 3 9% 81%	
A website using a computer	6% 11% 32% 49%	

Q5. How often do you use the following media to find traffic information?

Base: Respondents who make at least one trip per week driving a car or other vehicle (n=870)
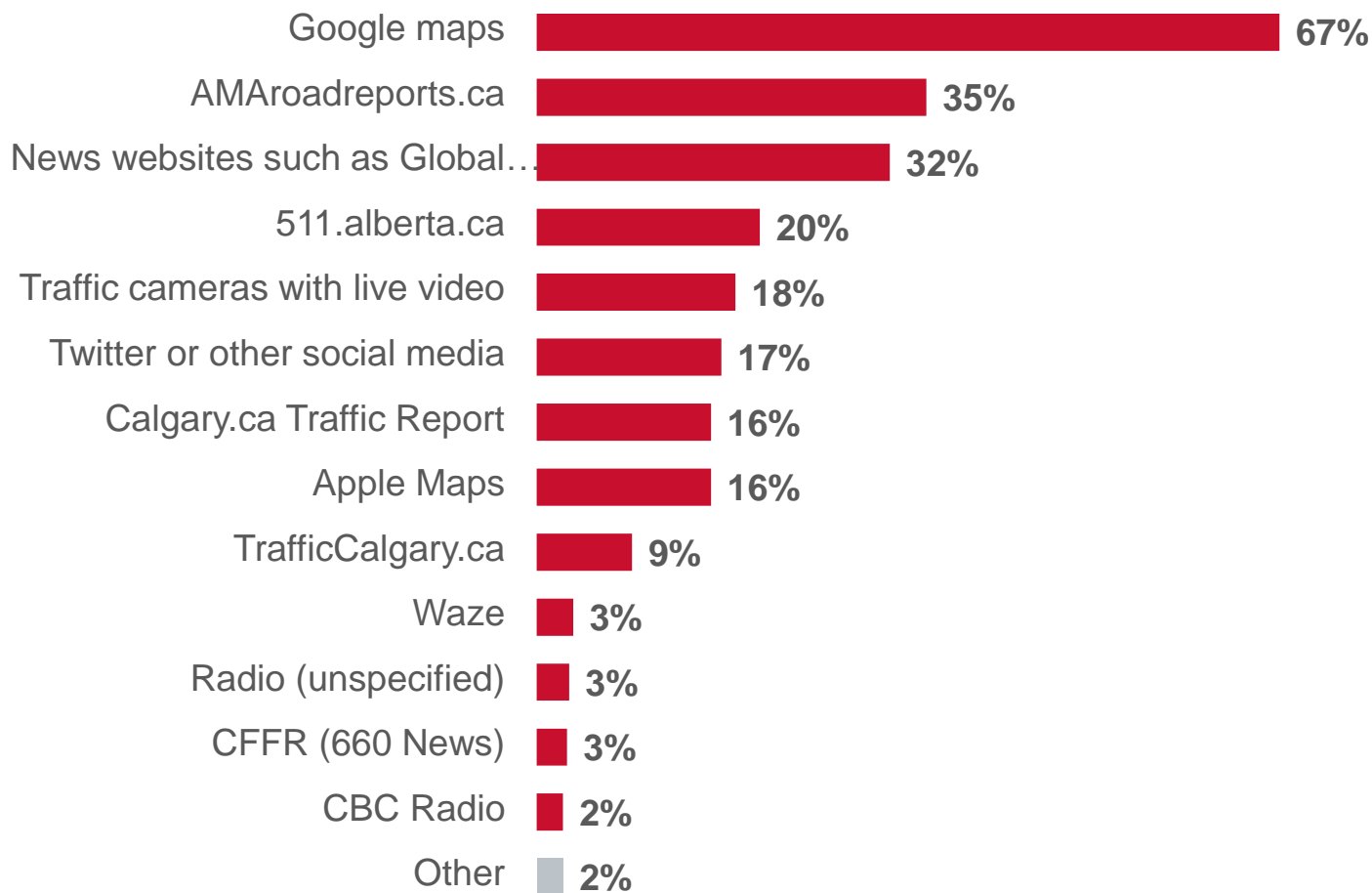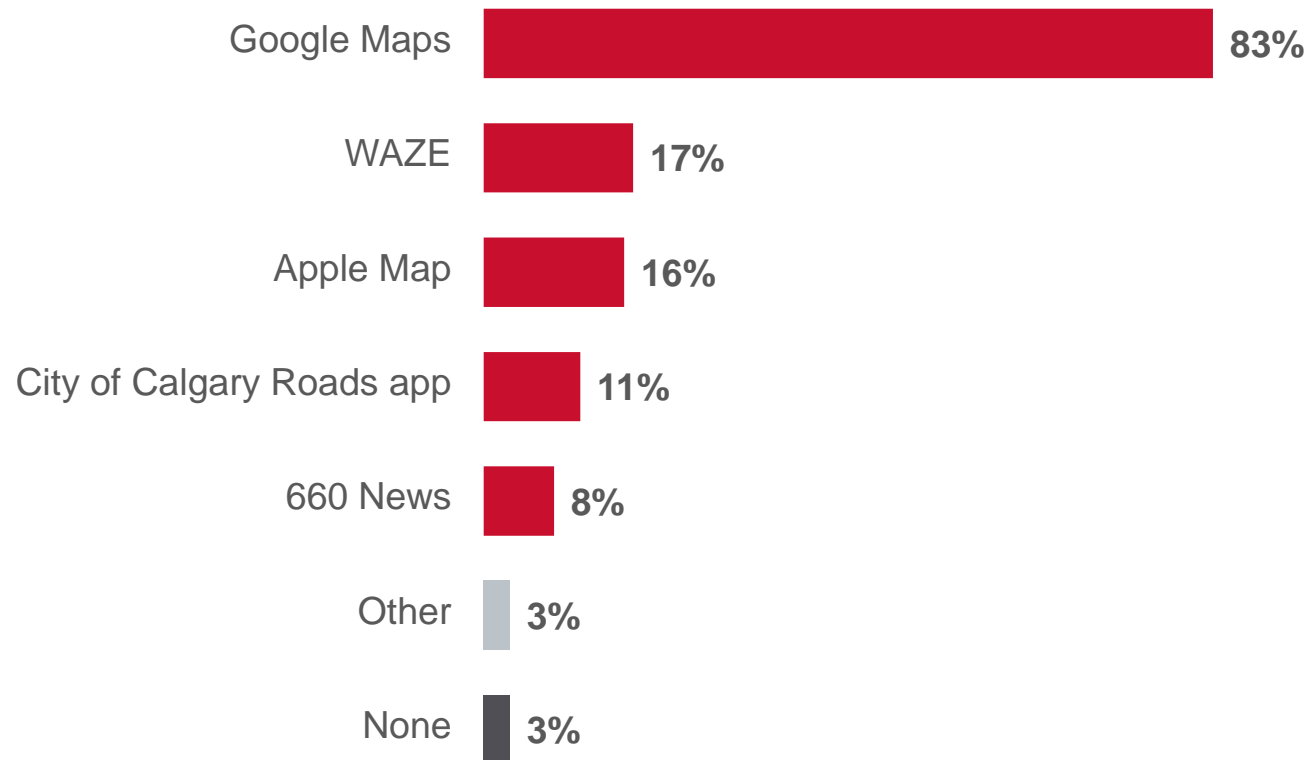
Websites or Tools Used for Traffic Information

Website/Tool	Percentage
Google maps	67%
AMAroadreports.ca	35%
News websites such as Global…	32%
511.alberta.ca	20%
Traffic cameras with live video	18%
Twitter or other social media	17%
Calgary.ca Traffic Report	16%
Apple Maps	16%
TrafficCalgary.ca	9%
Waze	3%
Radio (unspecified)	3%
CFFR (660 News)	3%
CBC Radio	2%
Other	2%

Q6. Which websites / tools do you use for traffic information? Please select all that apply.

Base: Respondents who access traffic information on a 'website on a computer' or 'website on a smart phone' at least occasionally. (n=547)

Apps Used for Traffic Information

| App	Percentage
Google Maps	83%
WAZE	17%
Apple Map	16%
City of Calgary Roads app	11%
660 News	8%
Other	3%
None	3%

Q7. Which apps do you use for traffic information? Please select all that apply.

Base: Respondents who access traffic information on an 'app on a smart phone' at least occasionally. (n=451)

Whether Get Alerts or Push Notifications with Traffic Information

Yes
18%

No, not interested in this feature
33%

No, but I would be interested in this feature
49%
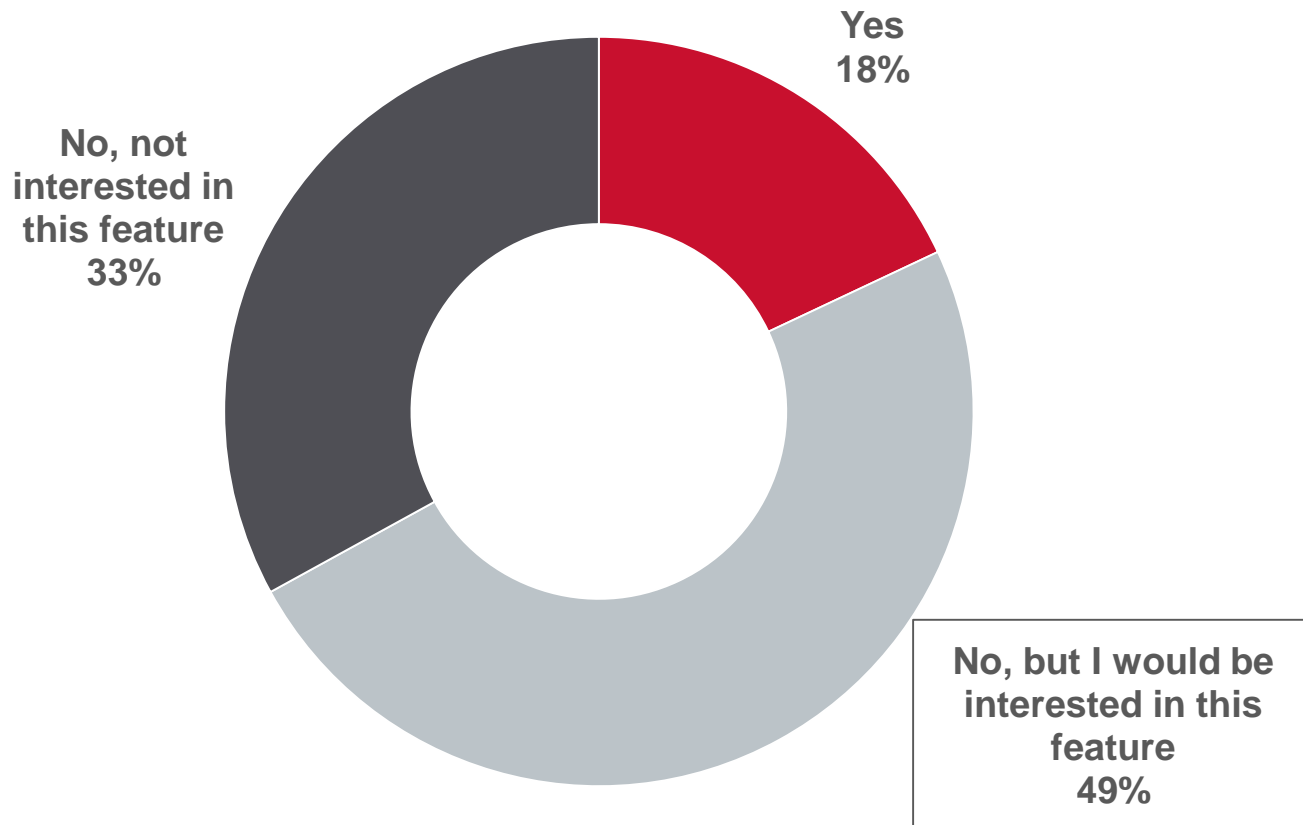
Q8. Do you get alerts or push notifications with traffic information?
Base: Respondents who access traffic information on an 'app on a smart phone' at least occasionally. (n=451)

Type of Traffic Information Usually Looking For
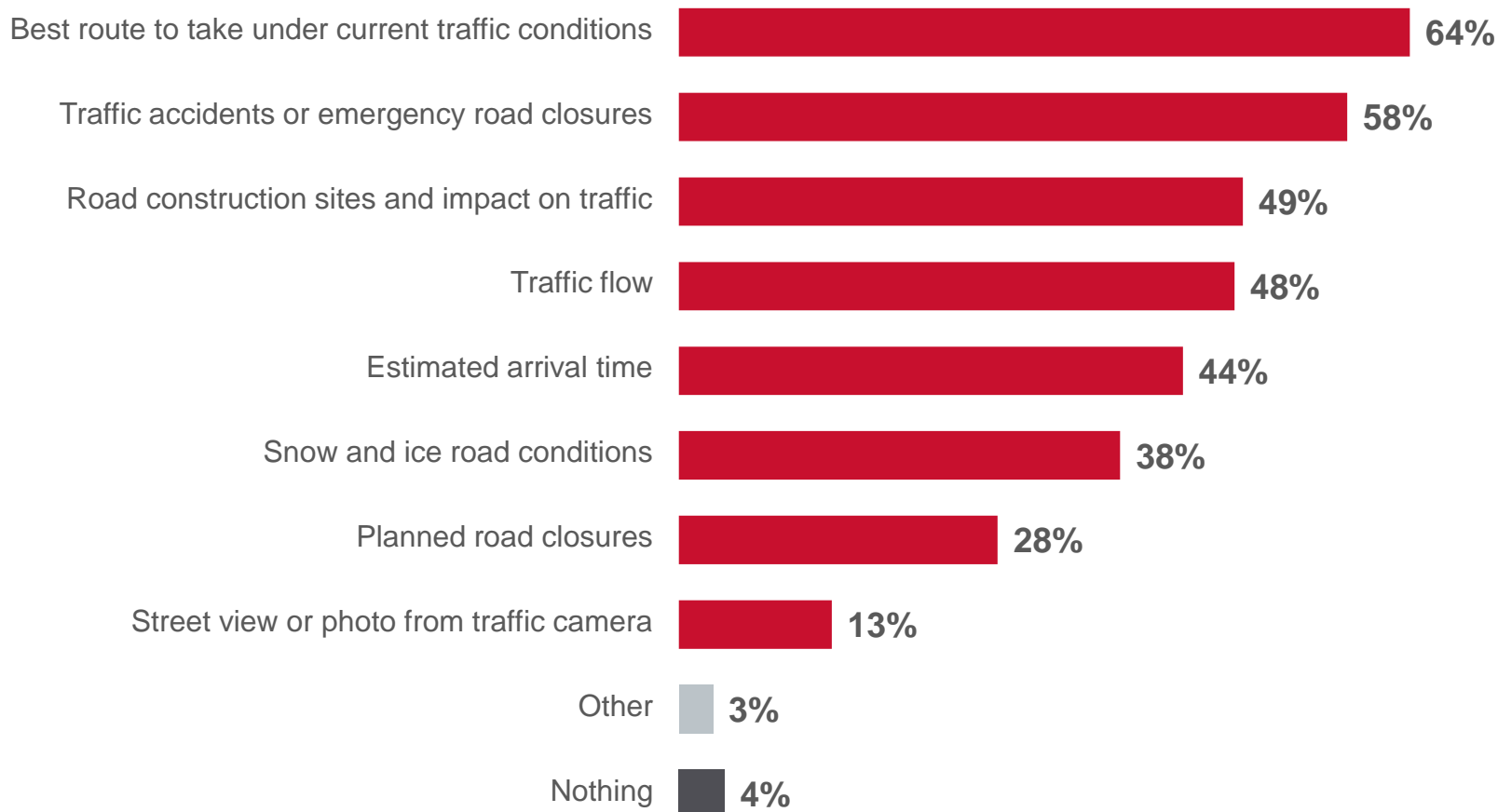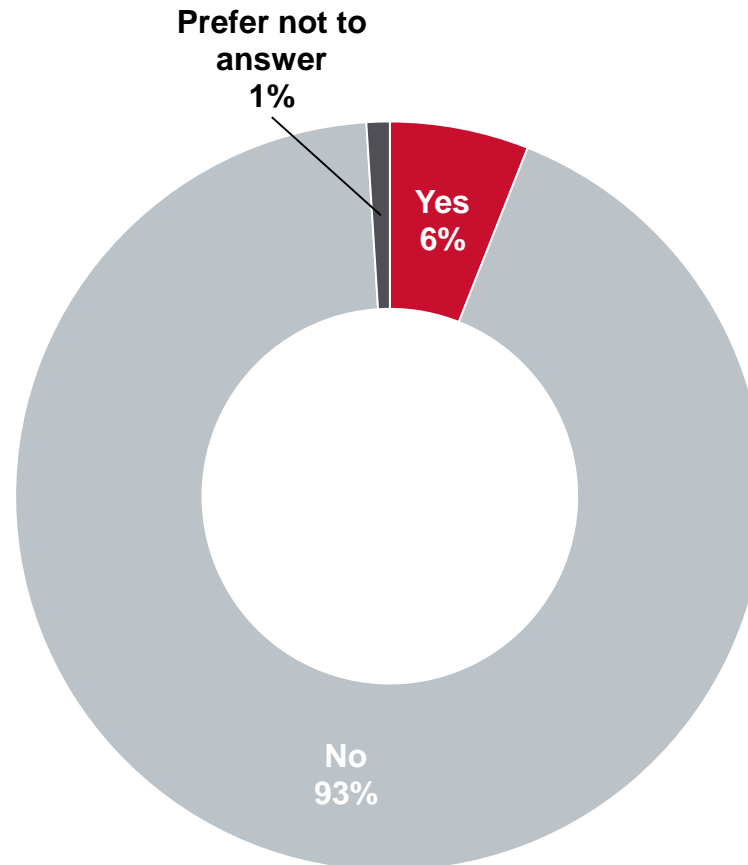

Category	Percentage
Best route to take under current traffic conditions	64%
Traffic accidents or emergency road closures	58%
Road construction sites and impact on traffic	49%
Traffic flow	48%
Estimated arrival time	44%
Snow and ice road conditions	38%
Planned road closures	28%
Street view or photo from traffic camera	13%
Other	3%
Nothing	4%

Q9. When you are using a website, app, virtual assistant or GPS, what type of information are you usually looking for? (Please select all that apply.)
Base: Respondents who access any form of traffic information at least occasionally. (n=826)

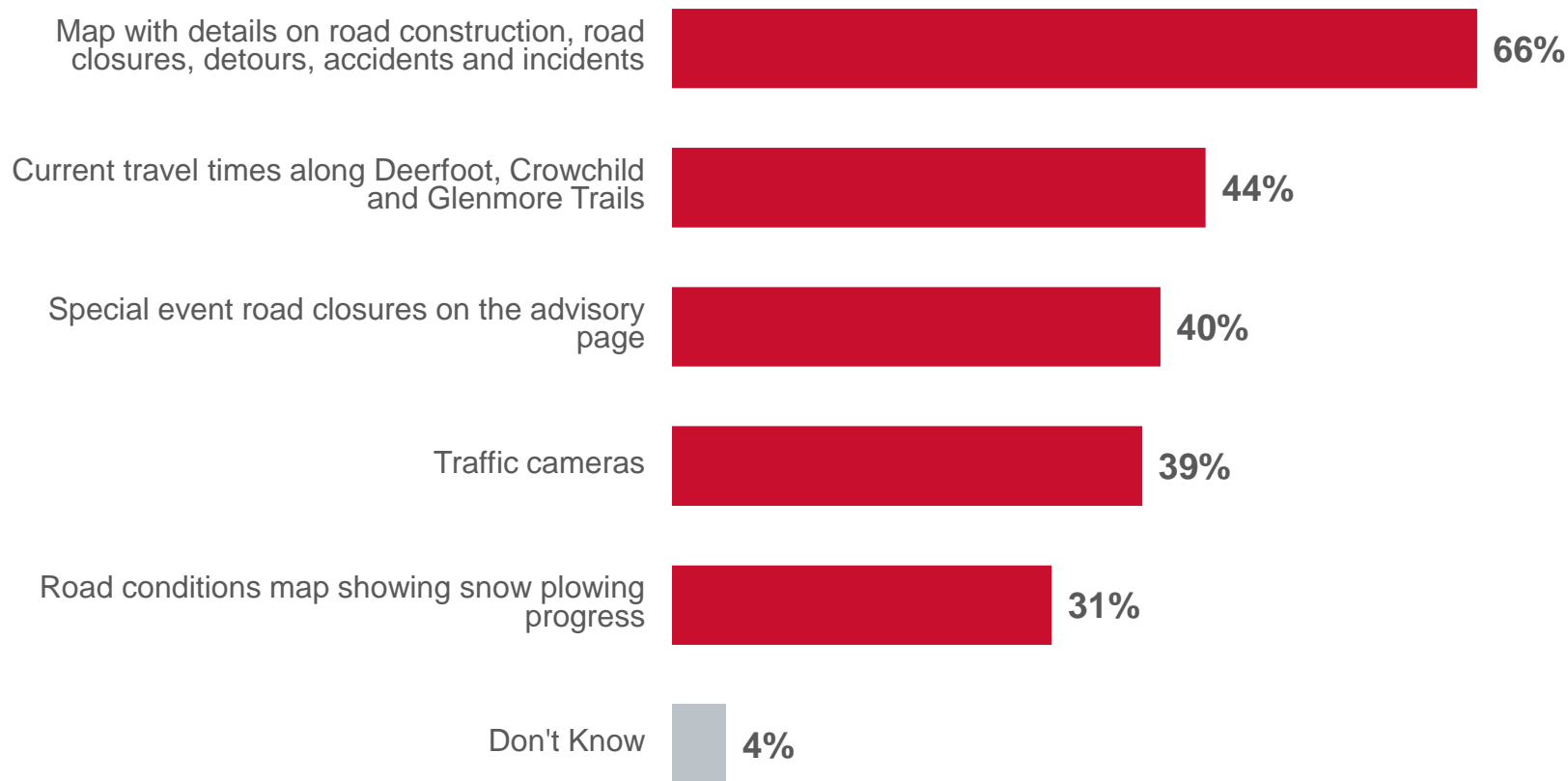# Whether Ever Use the Traffic Report on The City of Calgary Website

Prefer not to
answer
1%

Yes
6%

No
93%

Q10. Do you ever use the Traffic Report on The City of Calgary's website? It can be accessed at:
http://www.calgary.ca/Transportation/Roads/Pages/Traffic/Advisories-closures-and-detours/Calgary-traffic-report.aspx
Base: Respondents who make at least one trip per week driving a car or other vehicle (n=784)

Features Used on Calgary.ca Traffic Report

Map with details on road construction, road closures, detours, accidents and incidents — **66%**

Current travel times along Deerfoot, Crowchild and Glenmore Trails — **44%**

Special event road closures on the advisory page — **40%**

Traffic cameras — **39%**

Road conditions map showing snow plowing progress — **31%**

Don't Know — **4%**

Q11. You mentioned that you use Calgary.ca Traffic Report, which can be accessed at:
http://www.calgary.ca/Transportation/Roads/Pages/Traffic/Advisories-closures-and-detours/Calgary-traffic-report.aspx
Base: Respondents who use Calgary.ca Traffic Report (n=135)

Suggestions for Improvements to the Calgary.ca Traffic Report
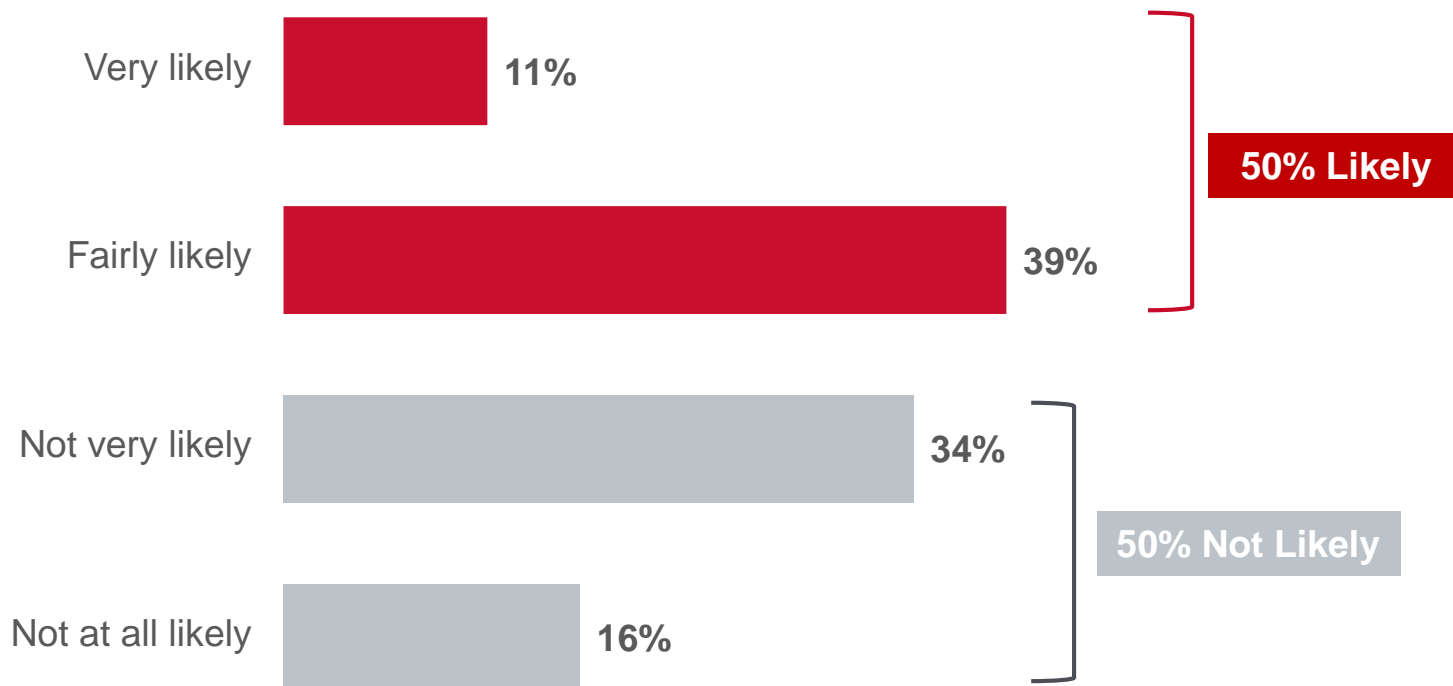
Suggestions for improvements include:

- *"Road conditions (road construction, road closures, detours, accidents, incidents)"*

- *"Update data more frequently/ more timely information"*

- *"Easier to use/ less confusing"*

- *"Radio updates"*

- *"An app would be good"*

- *"Better zooming ability"*

Q12. Do you have any suggestions for improvements or other information that you would like to see on the Calgary.ca Traffic Report? (Optional)
Base: Respondents who use the Calgary.ca Traffic Report and made a suggestion (n=29)

Very likely — 11%

Fairly likely — 39%

50% Likely

Not very likely — 34%

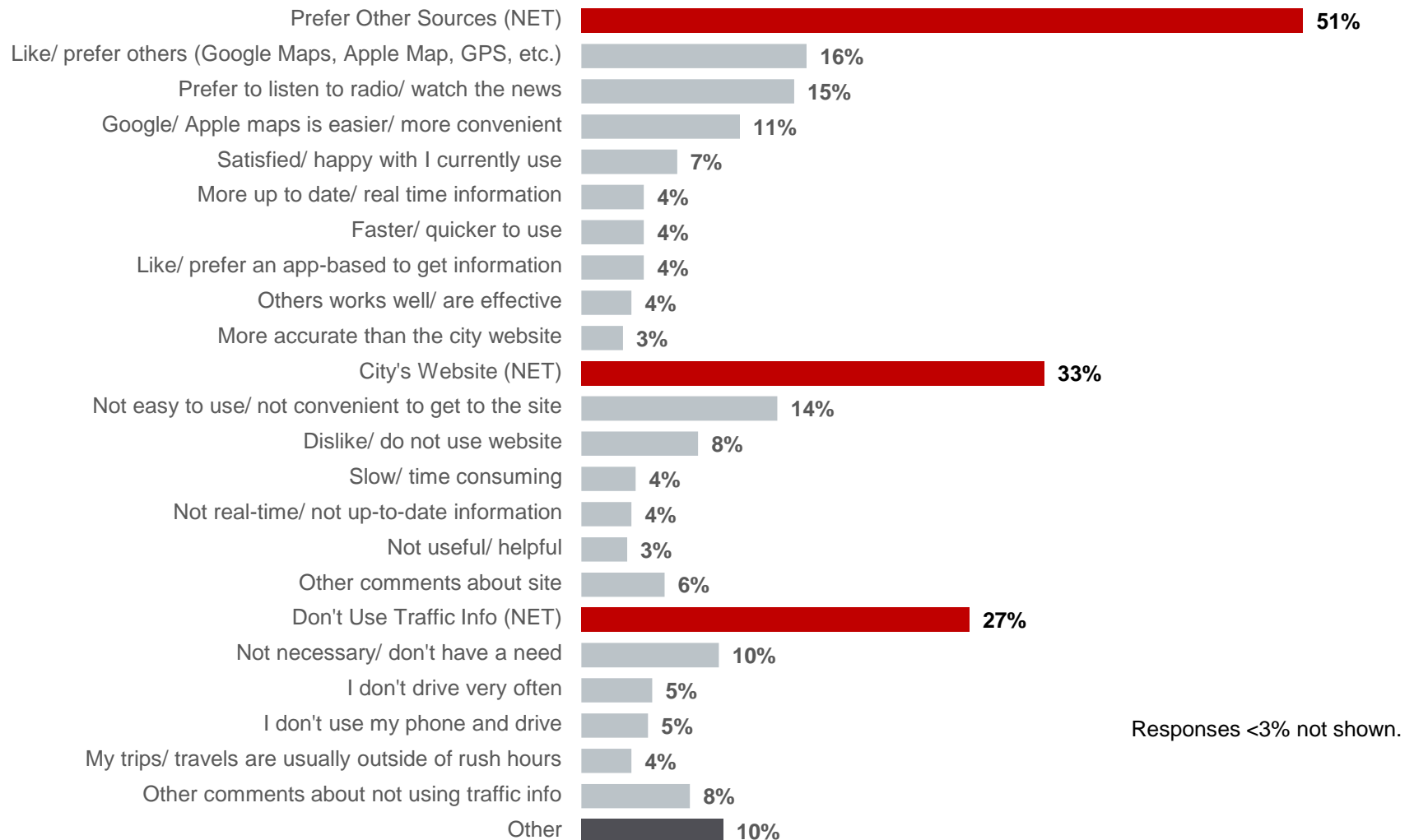Not at all likely — 16%

50% Not Likely

Q13. The traffic report on The City of Calgary's website includes: A map with details on road construction, road closures, detours, accidents and incidents; Traffic cameras along major routes and other key intersections

Current travel times along Deerfoot, Crowchild and Glenmore Trails; Special event road closures on the advisory page, and Road conditions map showing snow plowing progress. Now that you know about the traffic report information on the City of Calgary's website, how likely are you to use it?

Base: Respondents who do not use the Calgary.ca Traffic Report (n=735)

Reasons Would Not Be Likely to Use the Traffic Report on The City's Website

Reason	%
Prefer Other Sources (NET)	**51%**
Like/ prefer others (Google Maps, Apple Map, GPS, etc.)	16%
Prefer to listen to radio/ watch the news	15%
Google/ Apple maps is easier/ more convenient	11%
Satisfied/ happy with I currently use	7%
More up to date/ real time information	4%
Faster/ quicker to use	4%
Like/ prefer an app-based to get information	4%
Others works well/ are effective	4%
More accurate than the city website	3%
City's Website (NET)	**33%**
Not easy to use/ not convenient to get to the site	14%
Dislike/ do not use website	8%
Slow/ time consuming	4%
Not real-time/ not up-to-date information	4%
Not useful/ helpful	3%
Other comments about site	6%
Don't Use Traffic Info (NET)	**27%**
Not necessary/ don't have a need	10%
I don't drive very often	5%
I don't use my phone and drive	5%
My trips/ travels are usually outside of rush hours	4%
Other comments about not using traffic info	8%
Other	10%

Responses <3% not shown.

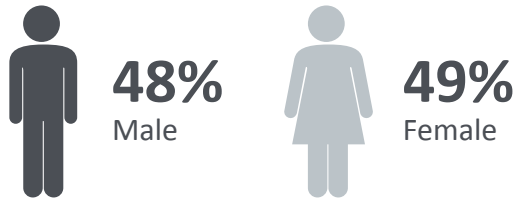Q14. Please tell us why are you **NOT LIKELY** to use the Traffic Report on The City's website? (Optional)
Base: Respondents who answered the question (n=340)
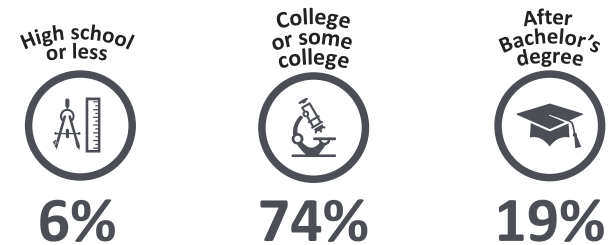
Characteristics and Attitudes Toward the Survey
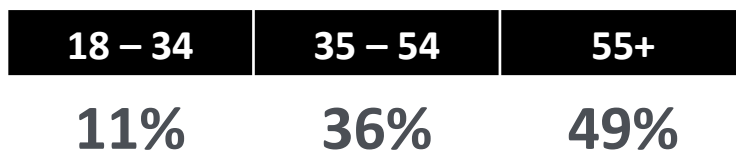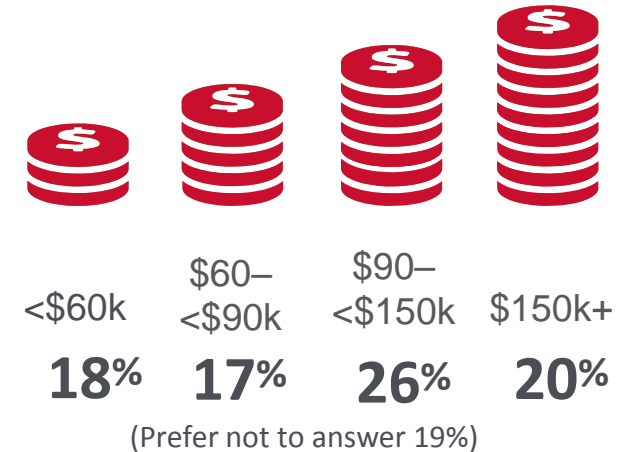
Demographic Characteristics

Gender

48% Male **49%** Female

(Prefer not to answer 3%)

Education

High school or less **6%**

College or some college **74%**

After Bachelor's degree **19%**

Age

18 – 34	35 – 54	55+
11%	**36%**	**49%**

Income

<$60k **18%**

$60–<$90k **17%**

$90–<$150k **26%**

$150k+ **20%**

(Prefer not to answer 19%)

Base: Total Respondents (n=870)

Family Characteristics

Household Size

One	Two	Three	Four	Five+
16%	45%	17%	15%	6%
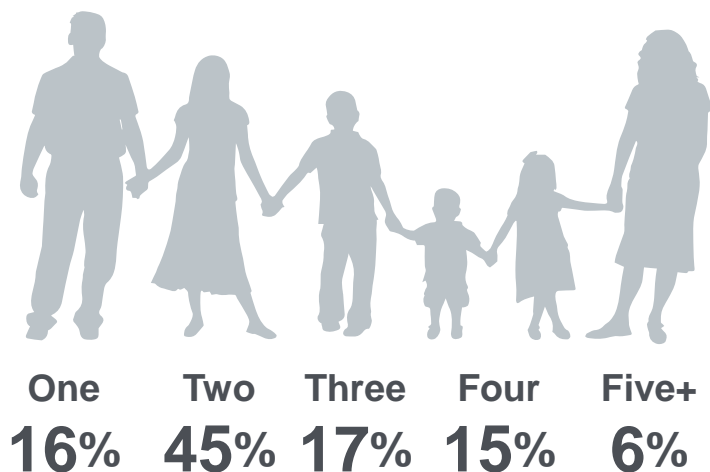
Lived in The City of Calgary…

Less than 1 year	1%
1 to 5 years	7%
6 to 10 years	8%
11 to 15 years	7%
16 to 20 years	8%
21 to 25 years	9%
More than 25 years	61%

Base: Total Respondents (n=870)
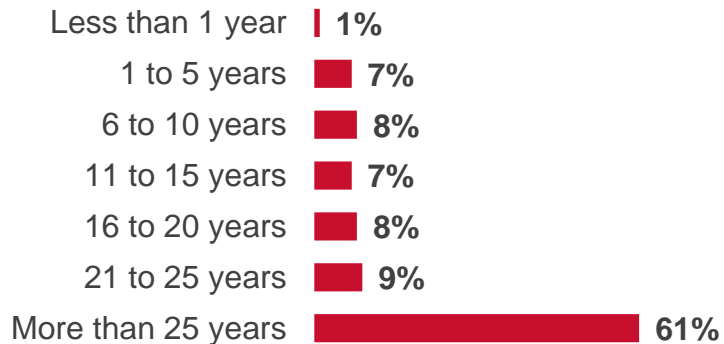
Own
87%

Rent
10%

Other
2%

Prefer not to answer
1%