



2016 Weekend Ridership Survey

Citizens' View

Prepared for The City of Calgary by:

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Methodology and Key Findings



Overview Methodology

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 9th, 2016 to 2262 panelists and closed on May 13, 2016.
- 630 panelists completed the survey and an additional 71 panelists started the survey but did not complete it.
 - *24% of respondents completed this survey on a mobile device.*
- **The following findings are qualitative in nature. 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 further quantitative research.**



The screenshot shows a web browser window with the URL <https://www.citizensviewcalga...> and a tab titled "Citizens' View - Sig...". The page header features the Calgary logo and the text "Citizens' View Calgary's online panel". Below the header, there is a "Sign in to Citizens' View" link. The main content area includes the text "Join today to help shape City programs and services through surveys, discussions and engagement activities." followed by a "Join Now" button. To the right, a large red speech bubble contains the text "YOU HAVE OPINIONS WE WANT TO HEAR THEM". Below the text, there are icons of four people's heads and several speech bubbles.



Key Findings



29% of respondents use Calgary Transit at least once a week, or more.

76% of respondents had a favorable overall reaction to the potential advertisements.

The potential advertisements received the highest level of agreement with statements that asked about how strongly the messages are associated with children and family:

- **94%** agree that the advertising appeals to children;
- **90%** agree that the advertising appeals to families with children;
- **85%** agree that the potential advertisements convey the message that Calgary Transit can be a fun experience for kids; and,
- **82%** agree that taking Calgary Transit with family can be a fun adventure.



Key Findings

The potential advertisements resonate among families with children.

31% of respondents report having children under eighteen years of age currently living in their home. Given the strong resonance among families with children, the level of respondents who feel the advertisement is directed at them (**35%**), is unsurprising.

- Of the **35%** of respondents who agree that the potential advertisements are “*directed at people like me,*” over half (60%) have children under eighteen years of age.

60% of respondents agree that the potential advertisements are *something they would expect from Calgary Transit*, while less than half, (**43%**) agree that the potential advertisements *suggested something new about transit, that I did not think about before.*

Detailed Results



Potential Advertisements

All participants were shown these potential advertisements prior to answering the survey.

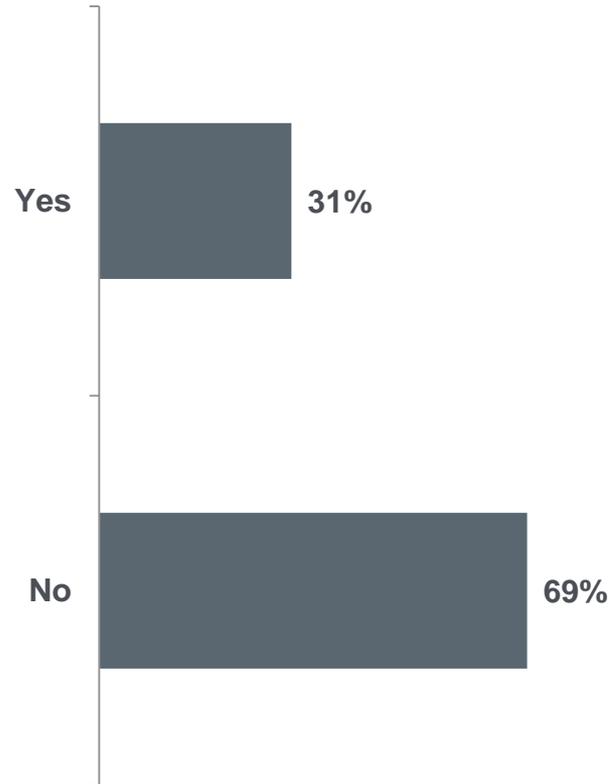


Detailed Results





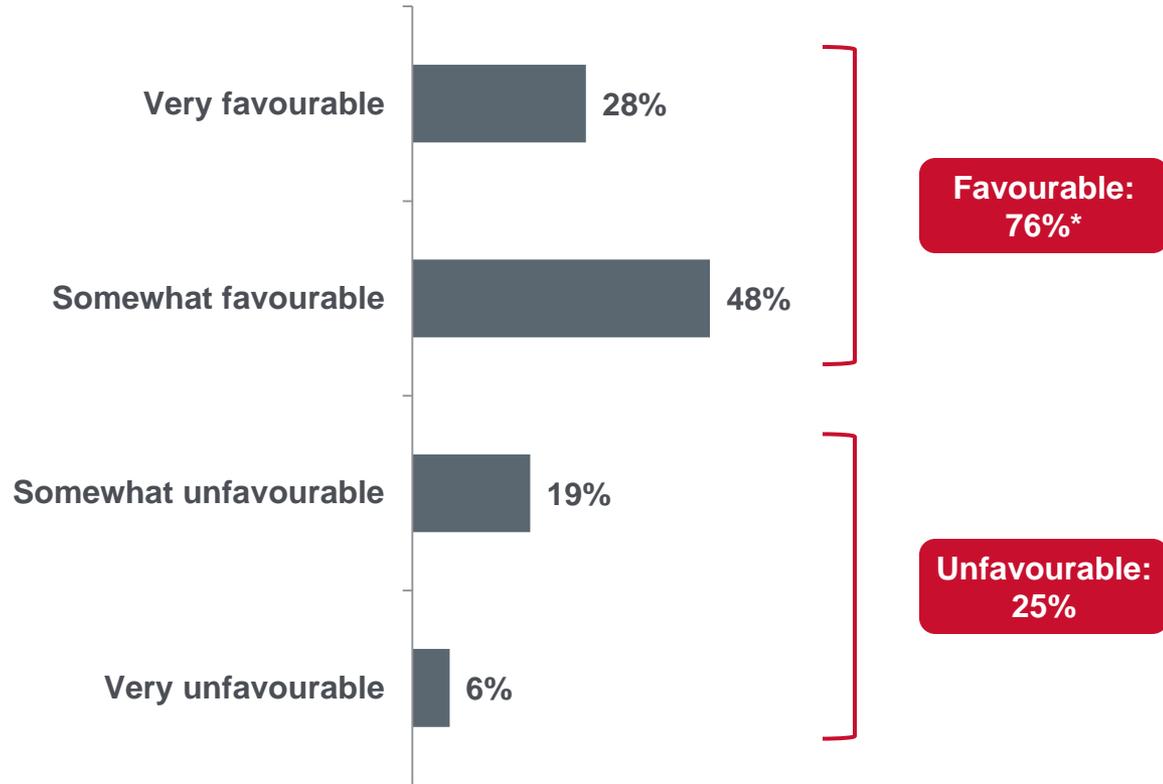
Children in Household



Q1. Do you have children under the age of 18 living in your household?: (Base: All respondents, n=630)



Overall Reaction to The Potential Advertising



**Rounding*

Q4. What was your overall reaction to the advertising?: (Base: All respondents, n=630)

Impression of Advertisements' Call To Action

Below are a random selection of quotes.
Please see attached spreadsheet for full list of verbatim responses.



“Trying to motivate people with kids to use transit to access all the wonderful activities for families available in Calgary.”

“Have fun on transit. Get crazy and misbehave on transit?”

“Go to the website and see how transit can be good for kids.”

“The ad is so busy, I cannot tell.”



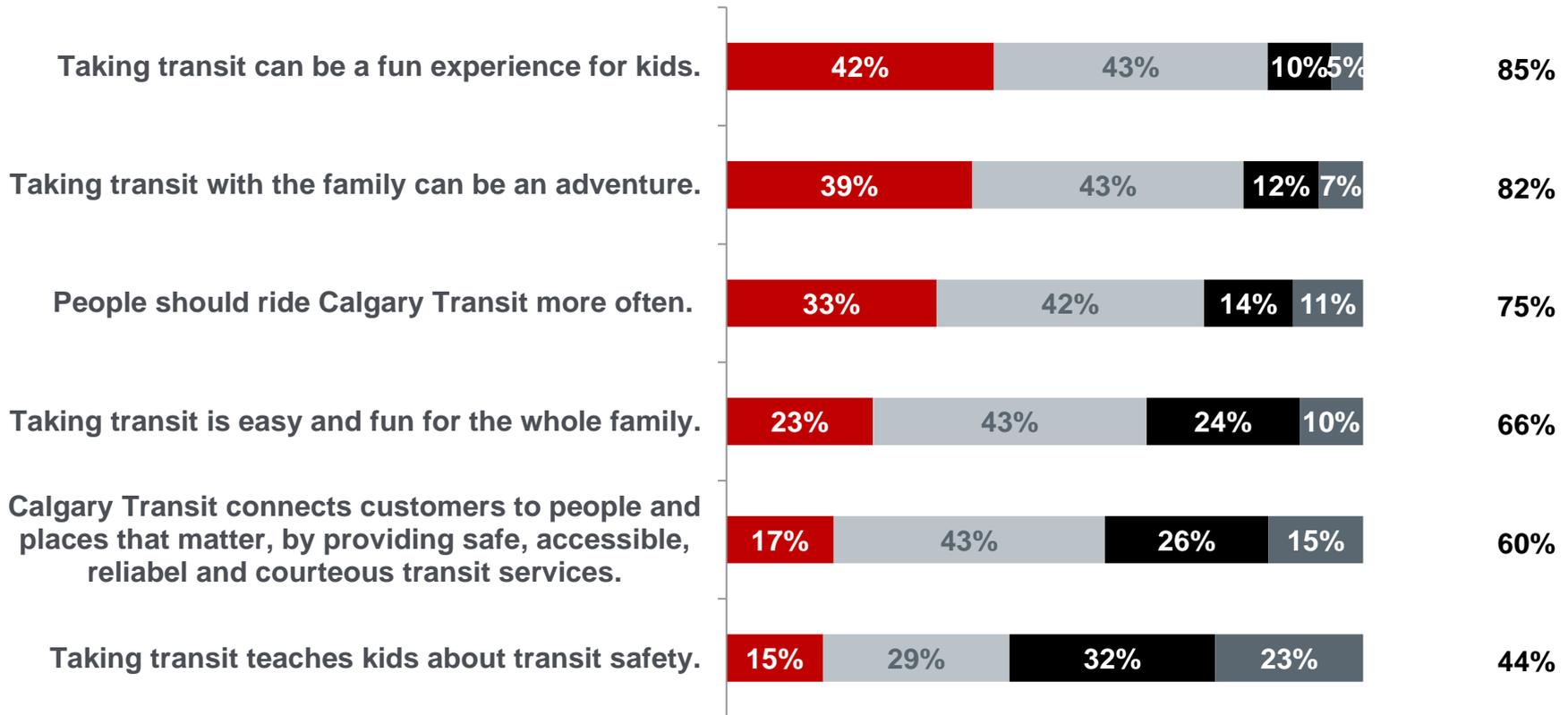
Q5. What do you think the advertisement is trying to motivate people to do? (Base: All respondents, n=630)



Overall Reaction to The Advertising

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

% Agree



Q6. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree, that the following messages were conveyed by the advertisement?: (Base: All respondents, n=630)



Impression of “All Aboard”

Below are a random selection of quotes.
Please see attached spreadsheet for full list of verbatim responses.



"That everyone, even kids and families, can ride transit."

"Everyone should hop on transit and GO!"

"It brings to mind group transit trips to an exciting destination."

"Everyone is welcome to ride on Calgary transit."

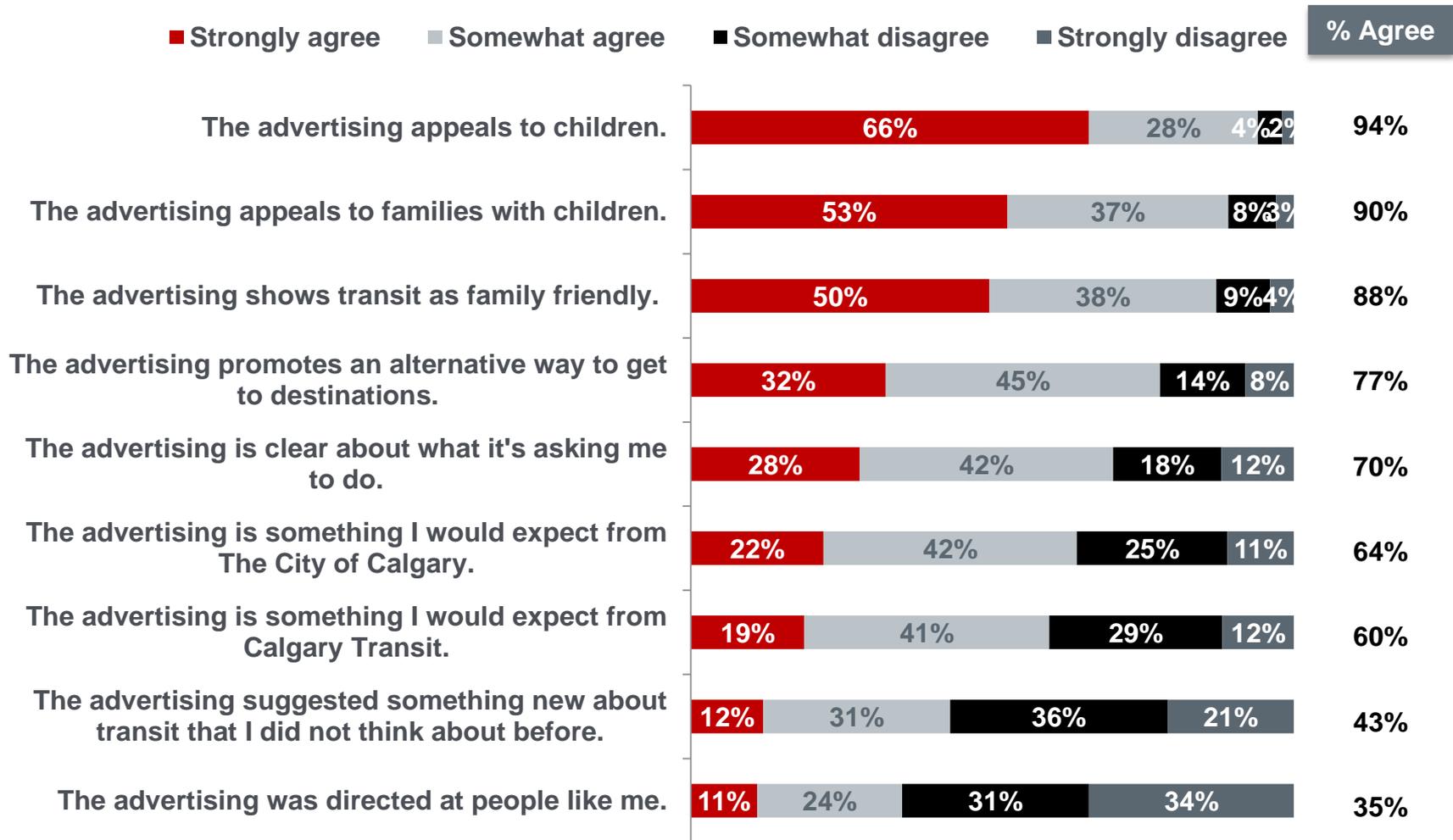
"All Aboard is traditionally associated with trains, but also knowing that Calgary Transit includes more than just the C-Train, I think you mean that everyone should hop on public transit."



Q7. What would you say we mean when we say the words “All Aboard” in the advertisements?(Base: All respondents, n=630)



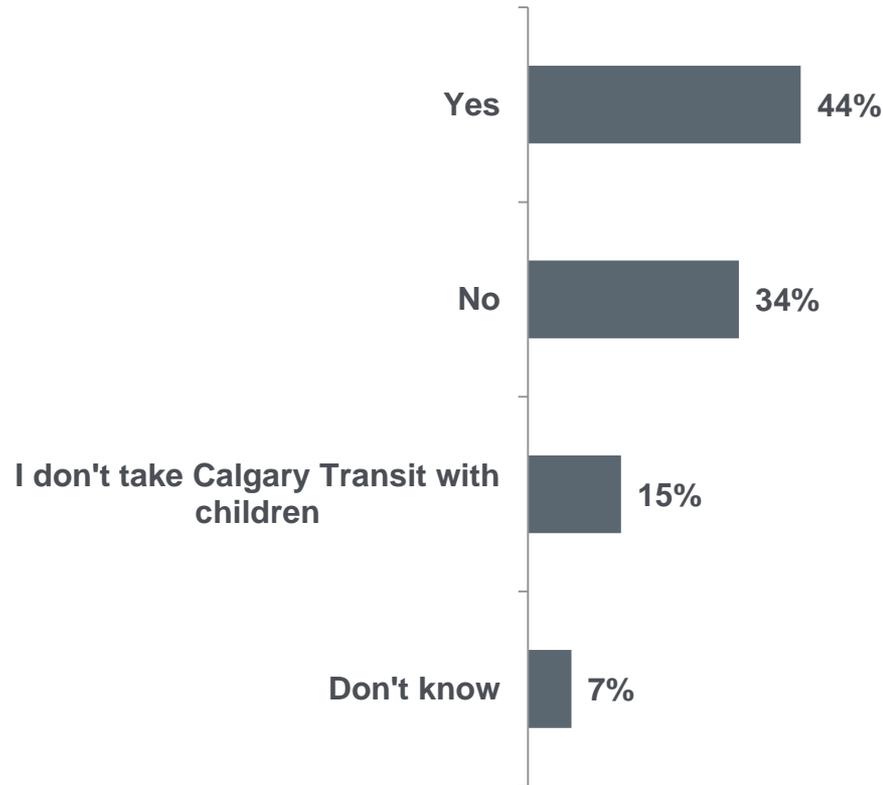
Level of Agreement



Q8. Please tell us if you agree or disagree with each of the following statements. (Base: All respondents, n=630)



Ridership With Children

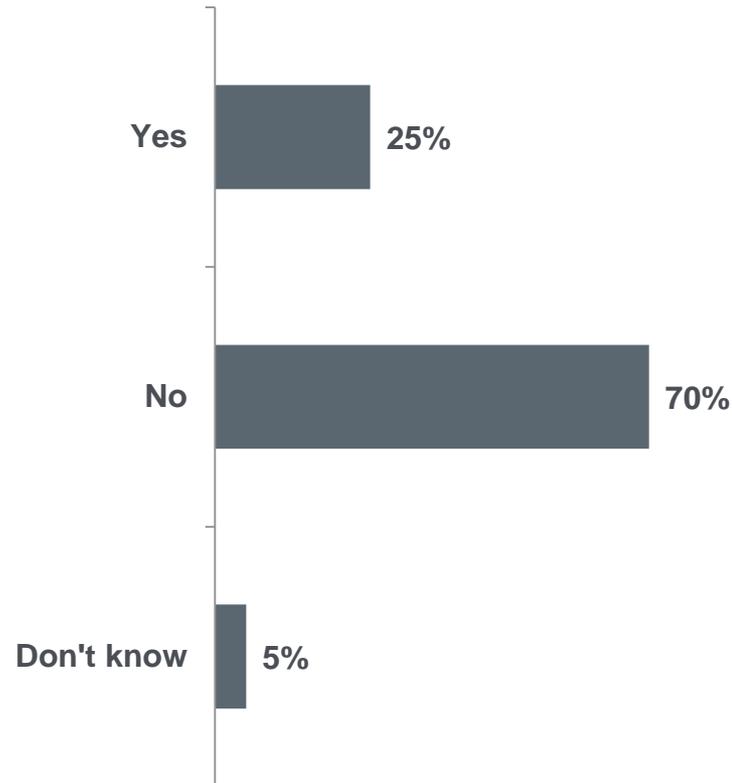


Caution: Small base size.

Q9. Does this advertisement make you want to ride Calgary Transit with the children living in your household?: (Base: Respondents with children n=195)



Increased Awareness About Calgary Transit



Q10. Does this advertisement increase your awareness of travel alternatives?: (Base: All respondents n=630)



Additional Thoughts

Below are a random selection of quotes.
Please see attached spreadsheet for full list of verbatim responses.



"I'm glad to see The City encouraging more people to take public transportation."

"I am not a fan of depicting public transit as "fun" (in both these ads and the ones that show a Calgary Flames party on the C-train.) I take public transit every day and I wouldn't be a happy customer if it really was an adventure everyday with people partying and being loud!"

"I like the idea of appealing to children but the ad is just too busy and confusing....may cause sensory overload for some children...If you simplified it a bit, I think all children and adults would find it more appealing."

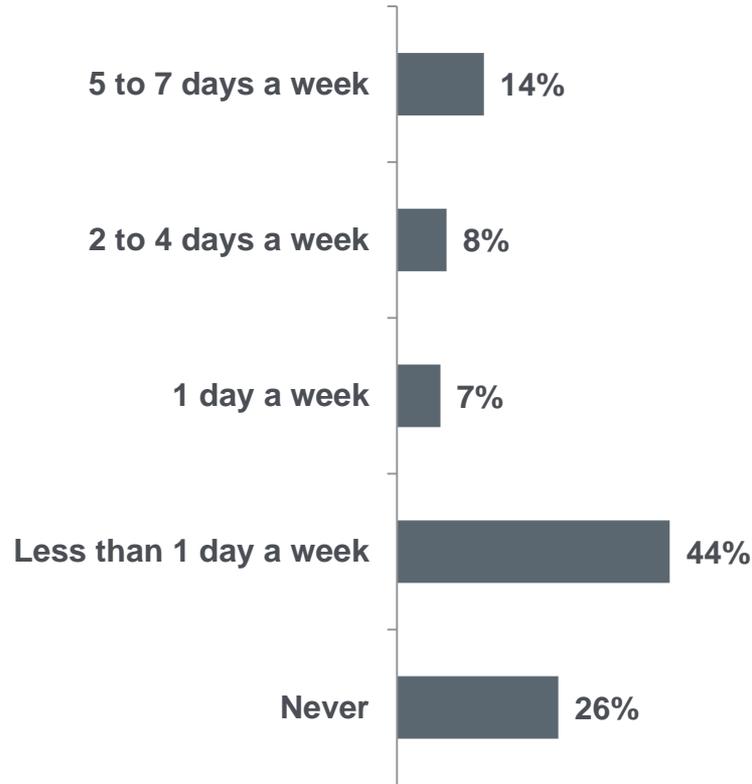
"The concept is great actually. Looks like something worth working on and continuing to refine the key messages that wish to be conveyed."



Q11. Do you have any additional thoughts or comments about the advertising that was shown today? (Base: All respondents, n=630)



Frequency of Transit Use



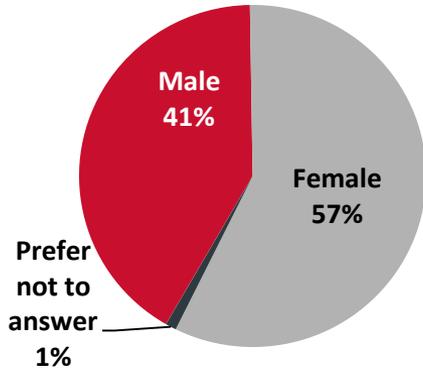
Q11. Typically, how often do you take Calgary Transit – this includes buses and/or C-Trains?: (Base: All respondents n=630)



Demographics



Gender



Age

Age Group	Percentage
18 to 24	3%
25 to 34	12%
35 to 44	23%
45 to 54	27%
55 to 64	23%
65 or more	13%

Education

Education Level	Percentage
Completed high school or less	7%
Some post secondary or college diploma	25%
Completed university undergraduate or post-graduate degree	65%
No response	1%

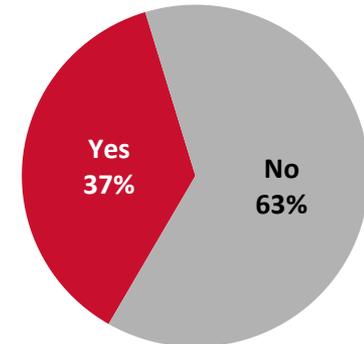
Income

Income Range	Percentage
<\$30,000	4%
\$30,000 to <\$45,000	5%
\$45,000 to <\$60,000	7%
\$60,000 to <\$75,000	6%
\$75,000 to <\$90,000	10%
\$90,000 to <\$105,000	9%
\$105,000 to <\$120,000	10%
\$120,000 or more	32%
No response	17%

People in Household

Number of People	Percentage
1	15%
2	42%
3	18%
4	18%
5	5%
6 or more	1%

Children in Household



Note: Total may not sum to 100% due to rounding.



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