

# Calgary Transit Pass Survey

## Citizens' View Panel

### Prepared for The City of Calgary by:

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## Methodology



# Methodology

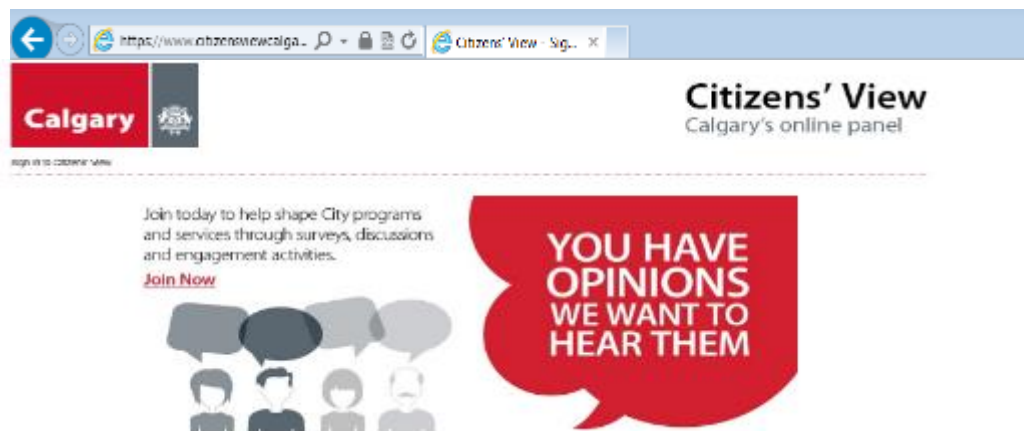
Ipsos conducted an online survey with Citizens' View panelists.

[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 in field June 12 – 19, 2017 and sent to 2602 panelists. 736 panelists completed the survey and an additional 52 panelists started the survey but did not complete it. Results in this report are based on all valid responses from participants who completed the entire survey.

28% of panelists completed the survey on a mobile device, while 72% used a desktop or laptop computer.

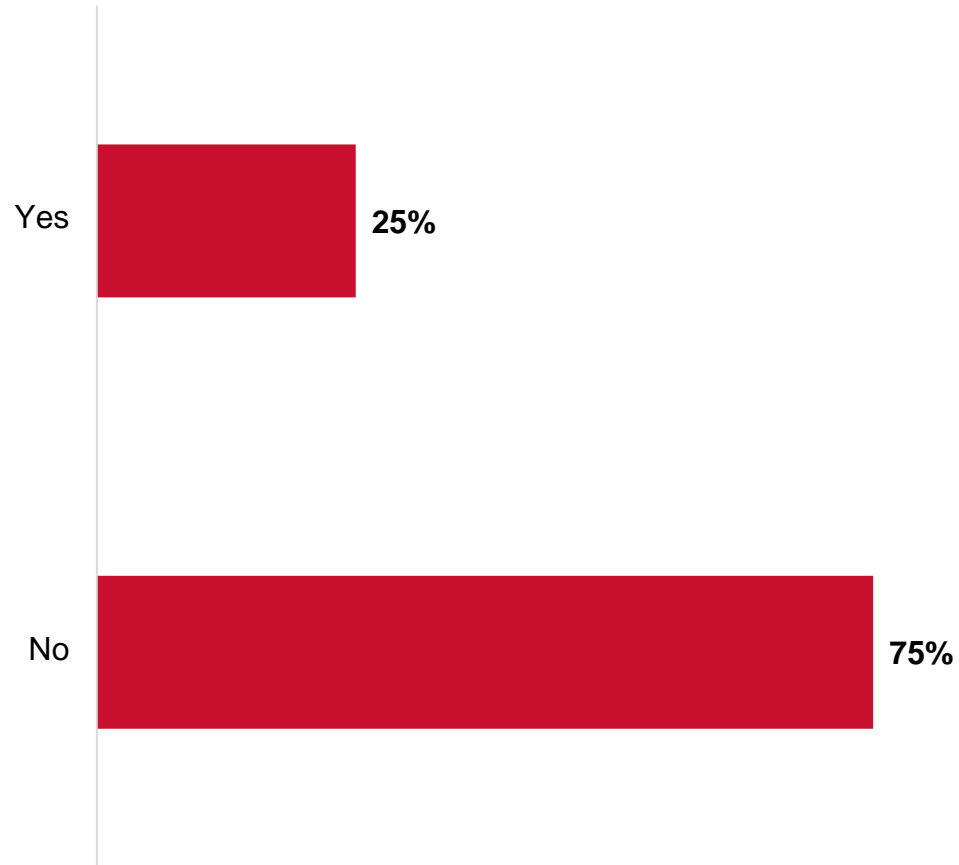
**The following findings are qualitative in nature. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without further quantitative research.**





## Detailed Results

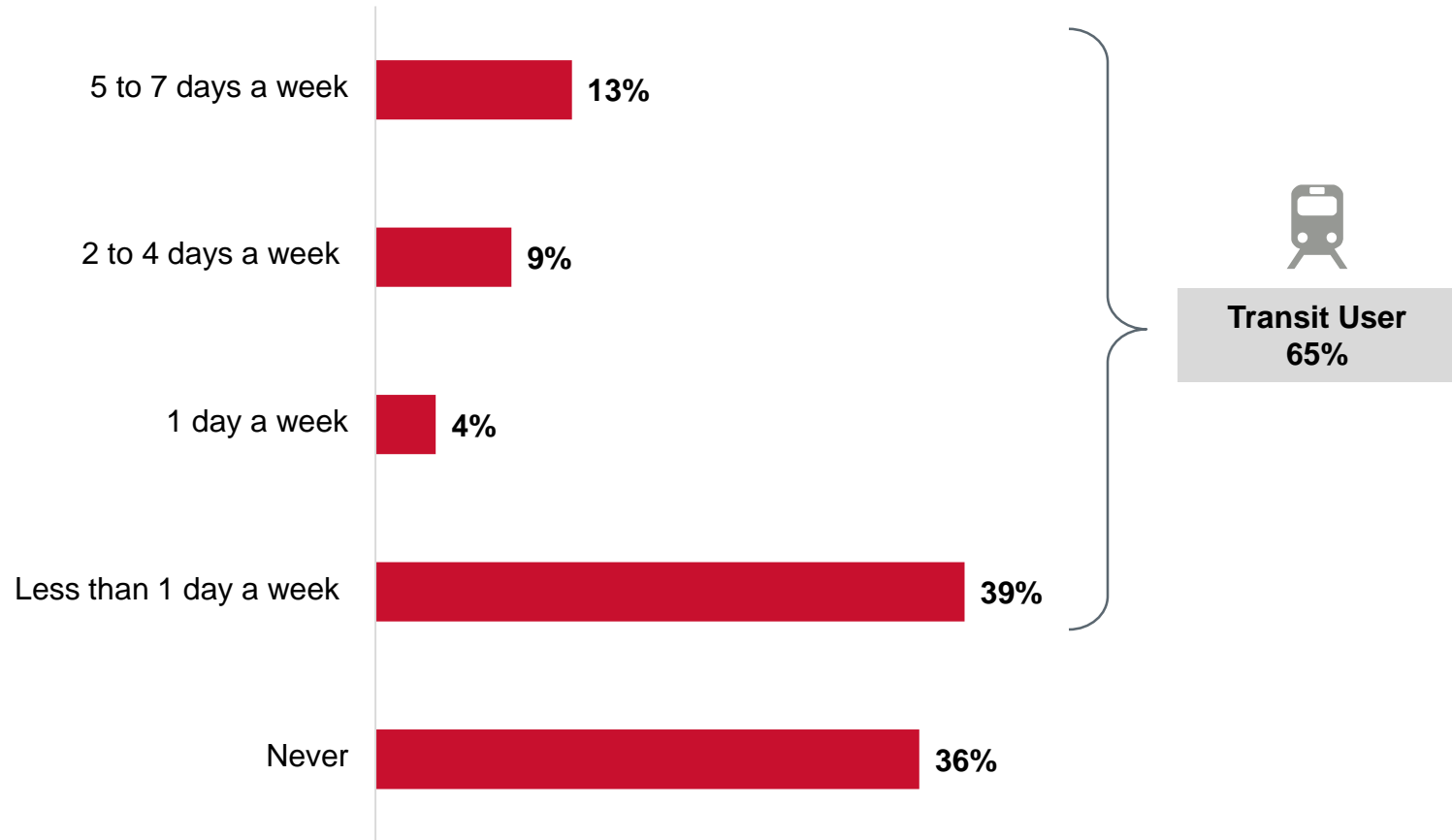
## Children in Household



Q1. Do you have children under the age of 18 living in your household?

Base: All respondents n=736

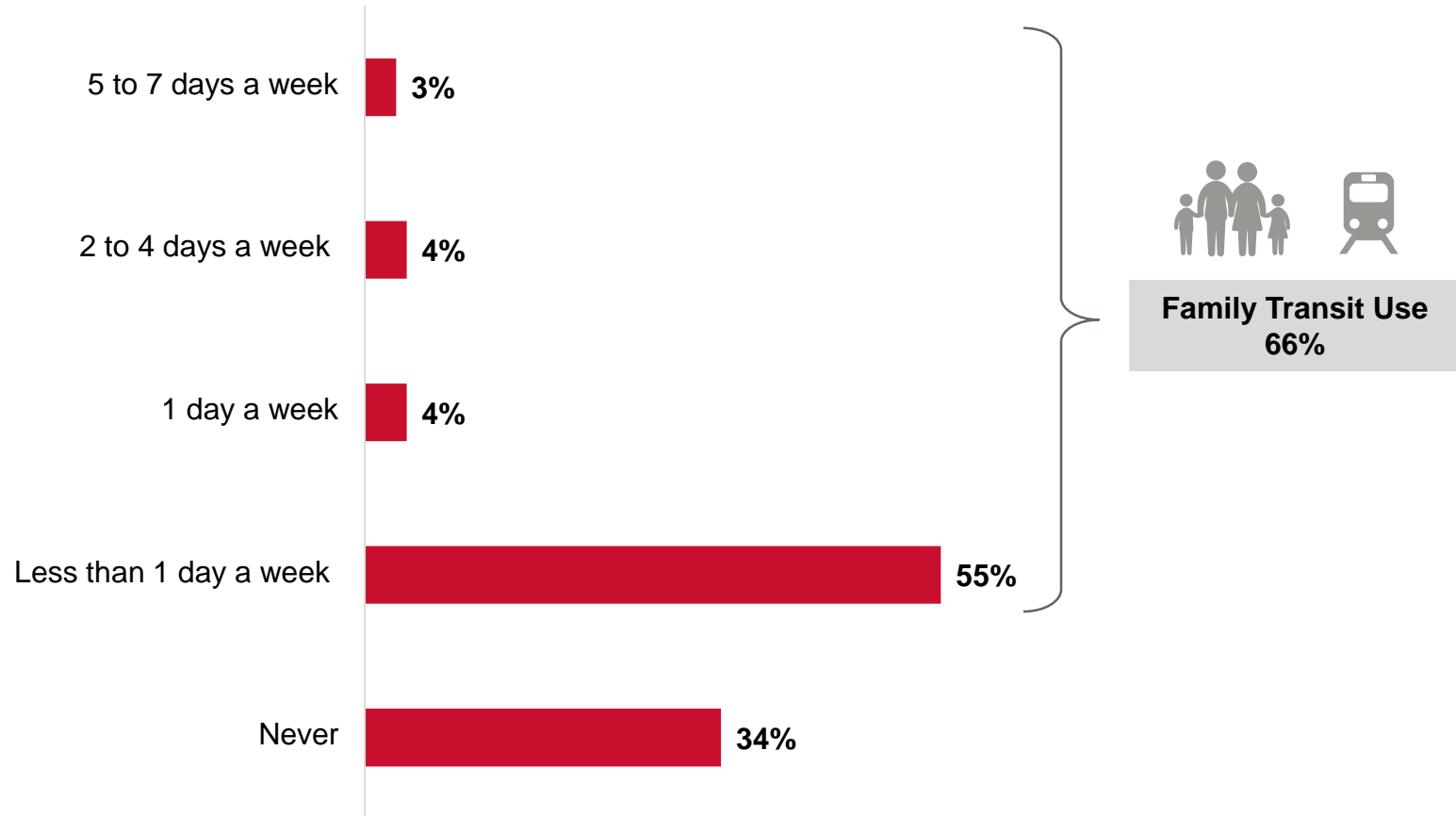
## Personal Transit Use



Q2. Typically, how often do you take Calgary Transit – this includes buses and/or C-Trains? Choose one.

Base: All respondents n=736

# Family Transit Use



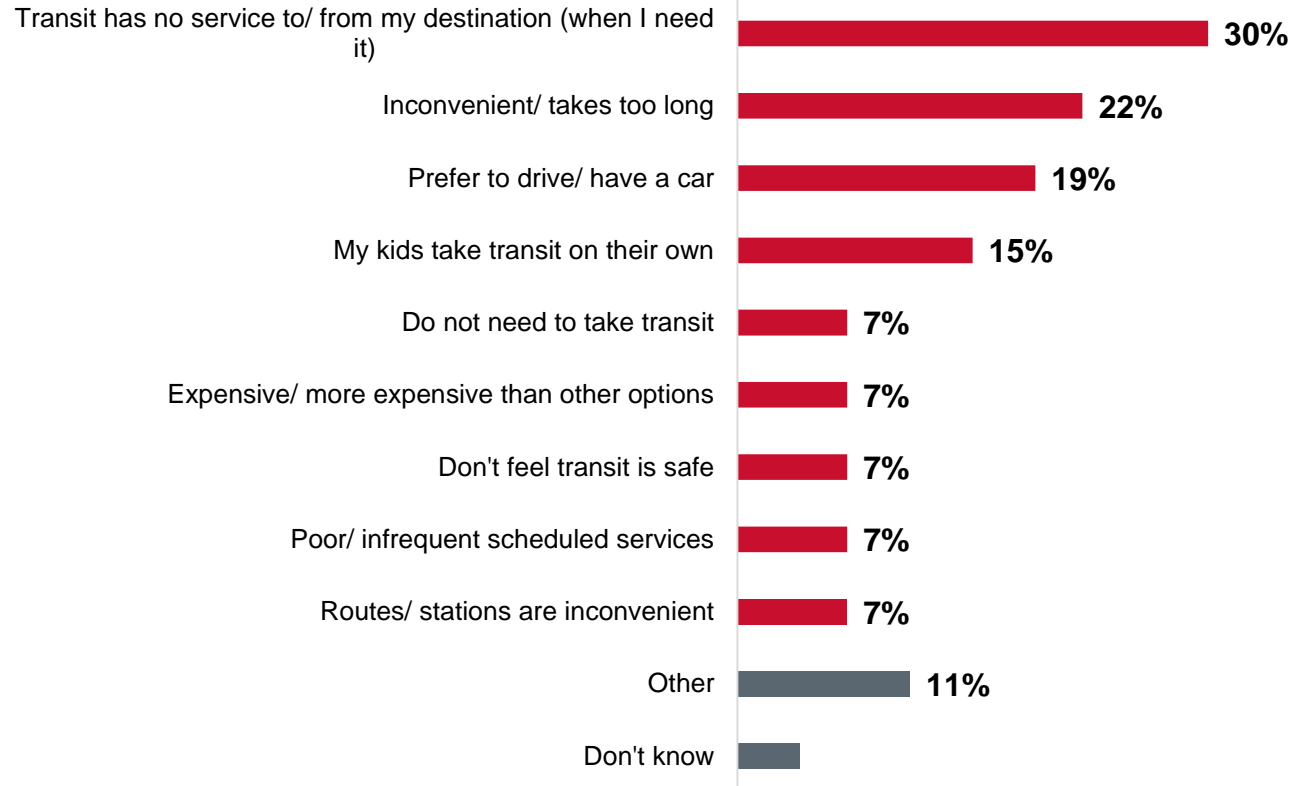
Q3. Typically, how often do you take Calgary Transit with one or more members of your family– this includes buses and/or C-Trains? Choose one.

Base: Transit Users n=478



# Reasons for Not Taking Transit with Family

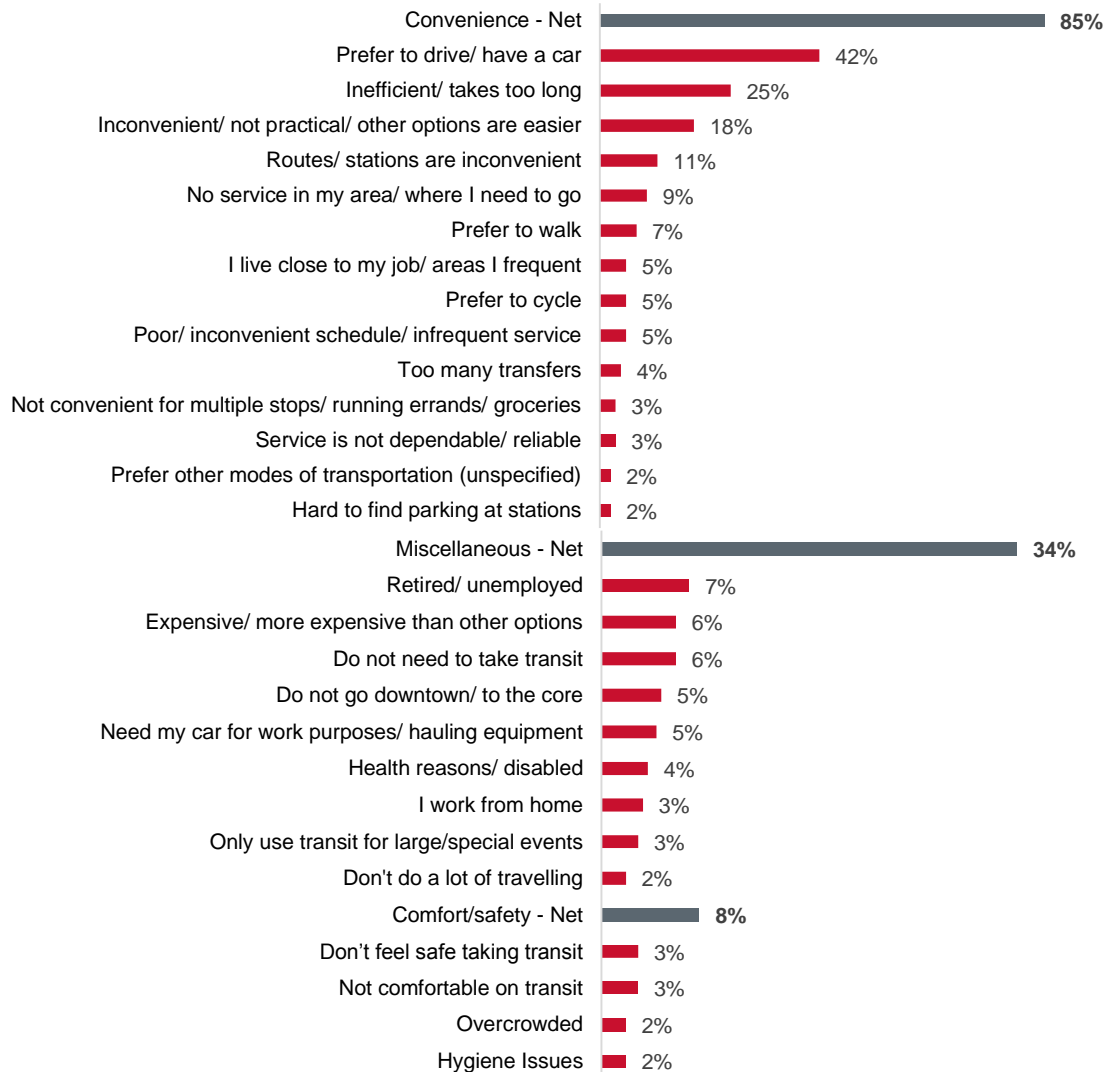
Open End



Q3A. What are the reason(s) that you do **not** take Calgary Transit with your family? Open End

Base: Transit users with children, who do not take Calgary Transit with their family n=27\*\* **Caution: small base size\*\***

# Reasons for Not Taking Calgary Transit



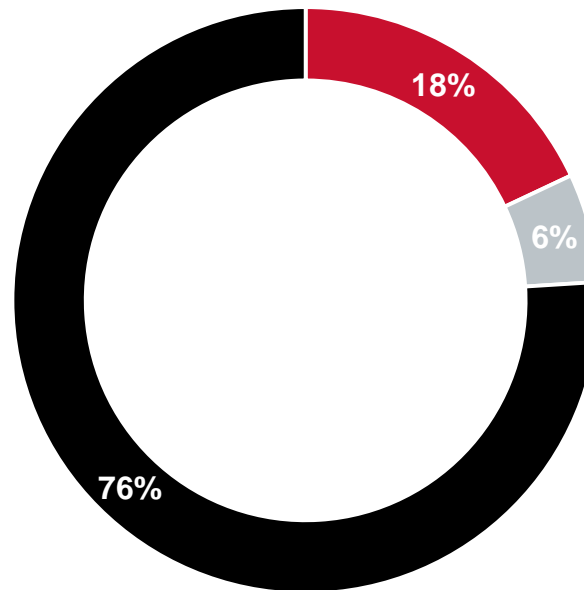
Q4. Why do you **not** take Calgary Transit?

Base: Respondents who "never" take Calgary Transit n=261

Mentions <2% not mentioned

# Prevalence of Monthly Transit Pass

■ Yes, one person in my family   ■ Yes, more than one person in my family   ■ No

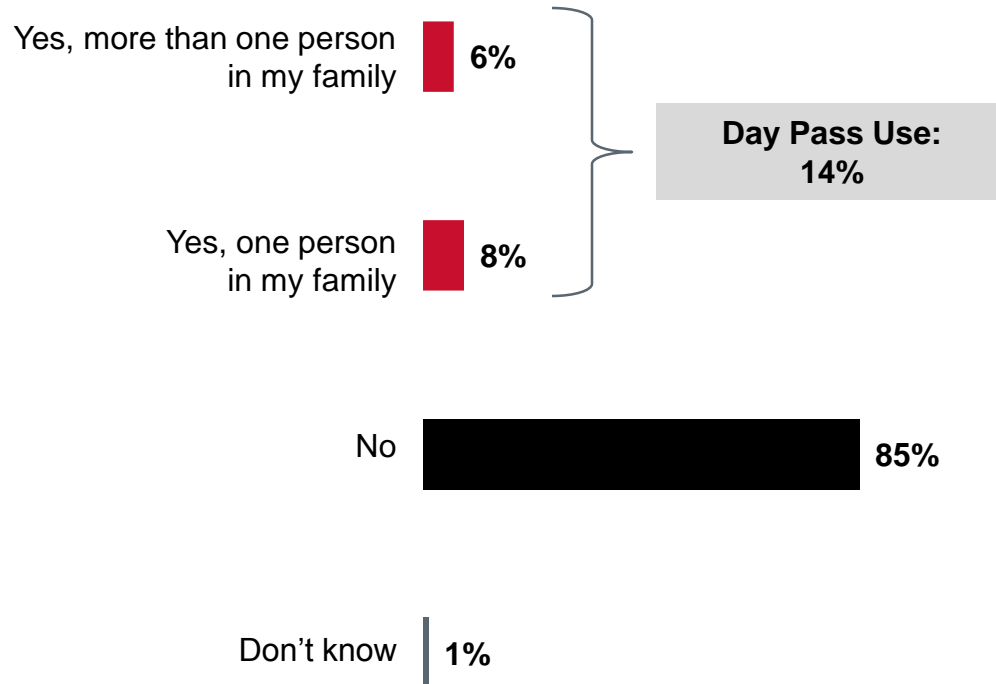


7 in 10 respondents and their family members do not have a monthly transit pass, while one quarter (24%) of respondents say that at least one member of their family has a monthly transit pass.

Q5. Do you, or anyone in your household have a monthly transit pass?

Base: All respondents n=736

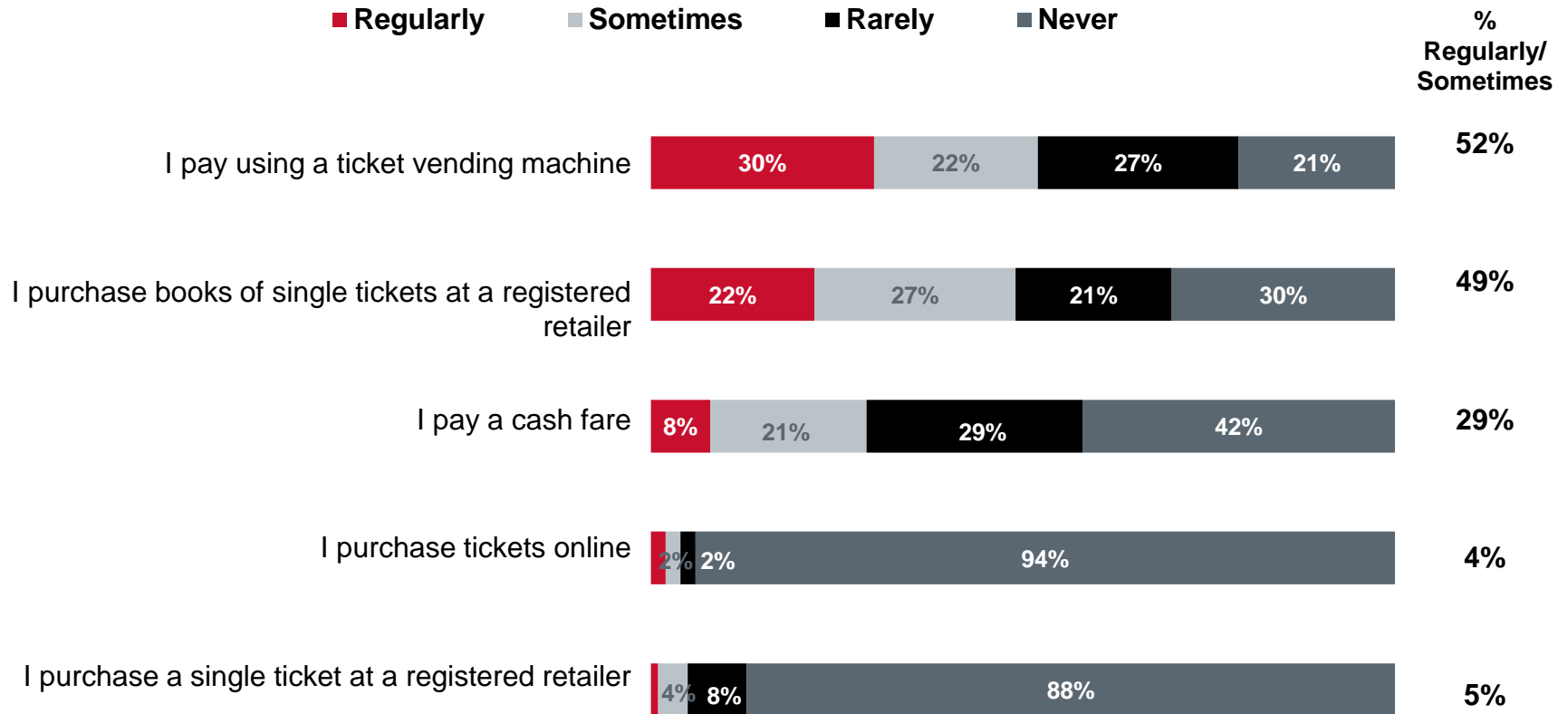
## Prevalence of Calgary Transit Day Pass



Q6. As you may know, Calgary Transit currently offers a day pass at the price of \$10/day for adults and \$7/day for youth for unlimited rides all day until the end of service. Have you, or anyone in your household used a day pass? Base: All respondents n=736

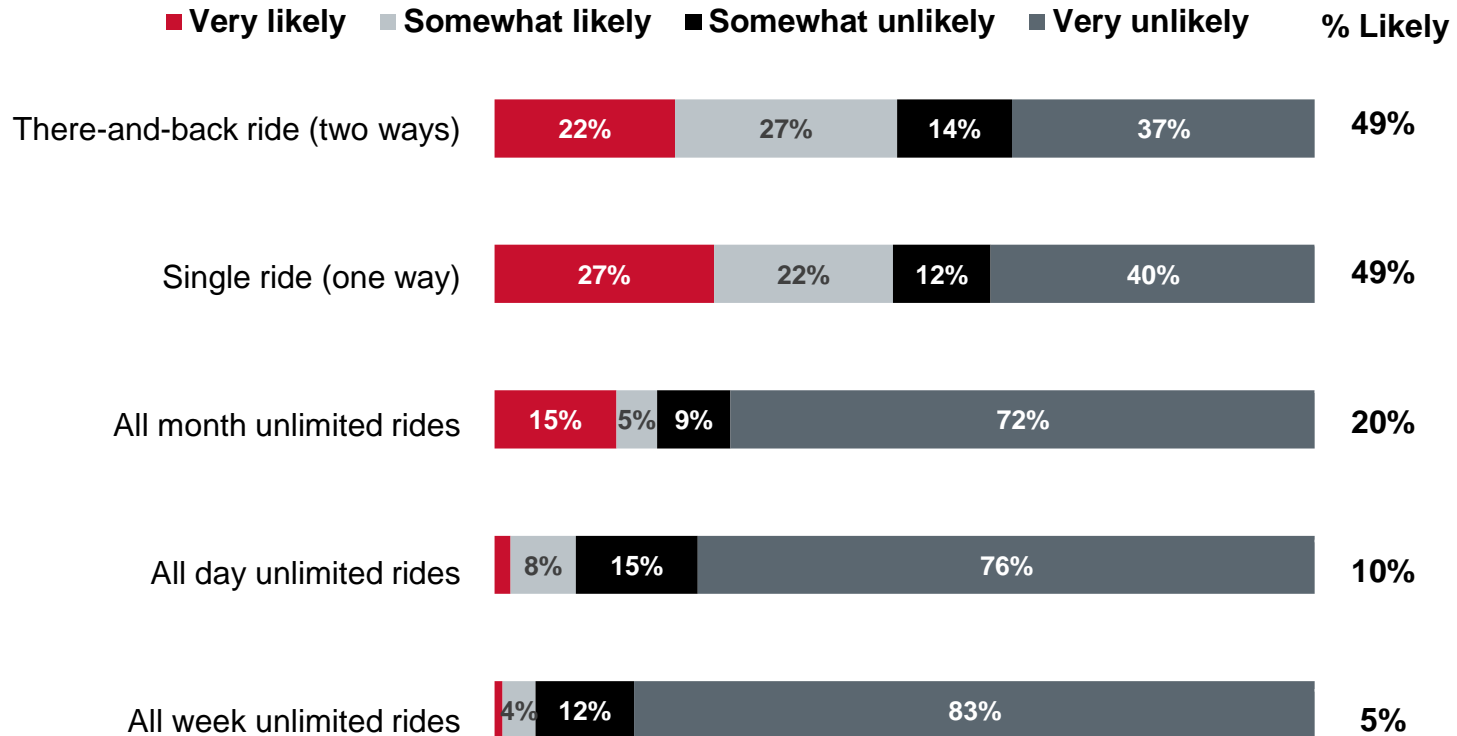


# Preferred Means of Paying for Transit Rides



Q7. How do you pay for your Calgary Transit rides? Base: Transit Users n=478

## Likelihood of Purchasing Different Types of Transit Fares



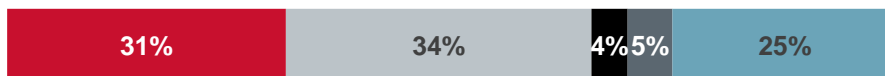
Q8. In the next year, how likely are you to purchase each of the different types of Calgary Transit fares? Base: All respondents n=736

# Attitudes Toward Calgary Transit Family/Group Pass

Please note, at this question respondents were reminded: *As a reminder, today, Calgary Transit offers a day pass at the price of \$10/day for adults and \$7/day for youth for unlimited rides all day until the end of service.*

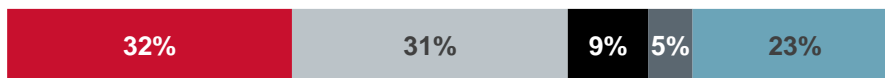
■ Strongly agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ I don't know 
 % Agree

The Group/Family day pass should be available to use for: 1 adult and up to 4 youths (ages 6-17) OR 2 adults and up to 3 youths (ages 6-17).



65%

The City of Calgary should offer Group/Family day passes for every day of the week.



63%

A Group/Family day pass should cost \$20.00.



54%

The City of Calgary should offer Group/Family day passes that can only be used on Saturday, Sunday or statutory holidays.

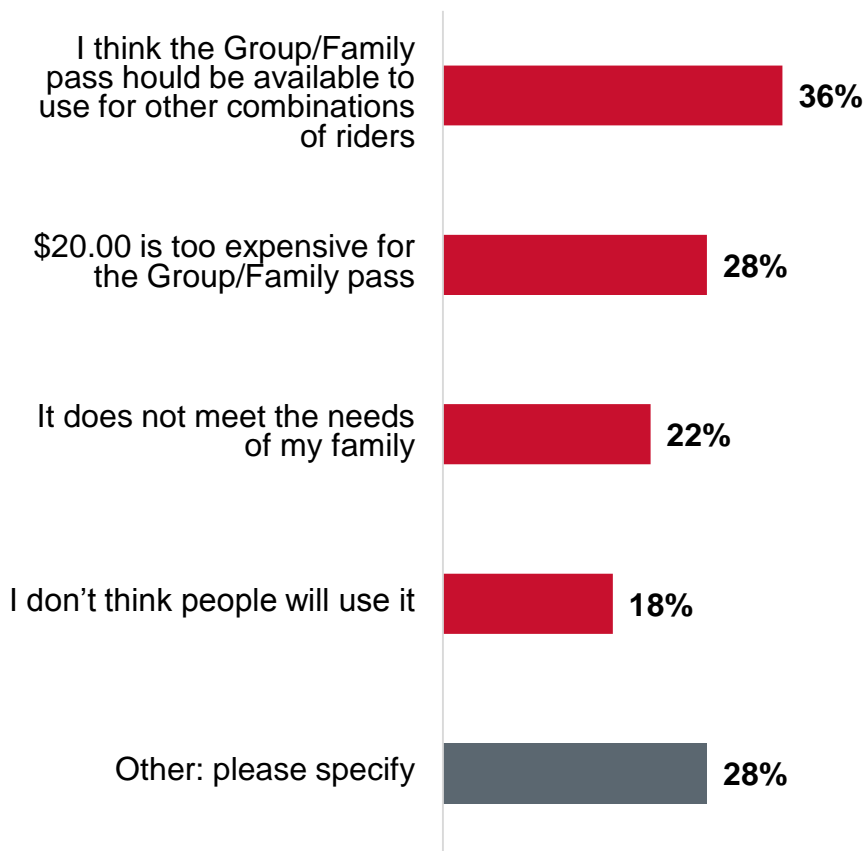


46%

Q9. Please let us know if you agree or disagree with the following statements Base: All respondents n=736

# Disagreement with Family/Group Pass

## Disagreement Toward \$20.00 Family/Group Pass



Q10. Why do you disagree? Please select all the reasons why.

Base: Respondents who strongly/somewhat disagree to any at Q9, n=464



# Disagreement with Family/Group Pass Cont'd.

## Verbatim Responses

### *Other: Please specify*

### Verbatim Reasons Why Respondents Disagree with the Family/Group Pass

As a single I'm tired of subsidizing families. they have more money than I do.

\$20 is too cheap for the Group/Family Pass.....Calgary Transit should be charging more for their services so that it is user pay.....many Calgarians never use Transit services and users should cover more of the overall cost.

free transit passes for seniors instead

It shouldn't be just weekends. It should be available ALL week!

I may have made wrong choices on previous screen and why can't I return. It seems like a good idea but I have no data to really offer an opinion

\$20 seems too cheap. \$30 would be better. Group passes should be available when events are happening or weekends.

every day of the week.

I live alone and don't usually get around the city with other people so it doesn't really apply to me.

I don't think tax payers should have to subsidize transit users anymore than we already do.

Already well used on weekday with commuters and weekend would suit more leisure trips.

I think you should be able to use this pass whenever you need it - not just special events

Why limit it to just weekends?

Family passes should be available all the time. And \$20 seems high to me.

If a family uses transit on a daily basis a monthly family rate could be offered. I see this group/family pass as an occasional option, like weekends and holidays.

i think people who use transit should pay full value just like anyone else has to.

I'm sorry - I thought i agreed with everything except limiting it to weekends so this question becomes irrelevant. It doesn't relate to my family because I have no kids but I think it's a great idea and should be available everyday

Transit should recover 100 percent of the cost of ridership

I think this should be an option offered 7 days a week. We live in a large city where more people have various days off such as a Tuesday and Wednesday and not the traditional Saturday and Sunday.

It needs to be for more kids in the family. Many families have more than 3 kids.

I think it should be more than 20.00 for weekdays

I don't think you are charging enough

CTS should be more affordable \$20 is to much for our senior and low income population which is the major contributing passengers .

Not just on weekends!

Add to the congestion on C-train or bus for working folk.

I think you'll find large numbers of people buying the pass when they aren't a family and taking the chance that they won't get caught. But at least they've paid something

I suppose, rather than trying to ride for free...

I think the pass should be available every day of the week. No need to limit it to certain days, especially for tourists.

I dont understand which question this relates to as I rsponded to multiple items on the page before. Your survey is flawed in structure.

Q10. Why do you disagree? Please select all the reasons why.

Base: Respondents who strongly/somewhat disagree at Q9 n=99

# Disagreement with Family/Group Pass Cont'd.

## Verbatim Responses

### *Other: Please specify*

### Verbatim Reasons Why Respondents Disagree with the Family/Group Pass

While the price is fair, everything considered, it could reasonably be lower. Also, group/family passes should be available for a greater number of days and combinations of people than the options specified.

fare should be higher they are taking away seats from full paying customers. if you are going to have kids be prepared to pay your share for them

Family passes should be paid for and not subsidized.

I thought I did agree to some or most the questions. Poorly written survey

\$20 is a really good deal for group/family pass. I think people would pay even if the cost was a little more (as long as it's a deal compared to regular day pass).

It would be abused

I can't remember what I disagreed with on the previous page but I think it was having the group pass only on weekends. That seems overly limited as, in thinking about tourists who are likely to use it, that is very restrictive for their trip.

the passes should be available all week not just weekends

to many people on one pass

As a group of 3 adults and one youth, we wanted to travel to an event at the BMO Centre. It was cheaper for us to park at the site (\$15) than it was to buy round-trip tickets for the group of us.

So why should a family get to pay the same as 2 adults but their 3 kids or youths go free? Just because we don't (couldn't) have kids, why should we lose out? And definitely NOT during peak hours. It's bad enough on the 301/116 as it is.

Might have misunderstood the question, not sure as there is not back button. I think the passes should be available everyday of the week. Not just weekends.

Group/family pass should not be limited to weekends.

shouldn't limit to weekends - should encourage transit use every day of the week!

I did not disagree to the last question. I did not know enough to say. I think people would use a Group Family Pass. I don't know what other combination of riders could be included.

I would want the fee to reflect the actual cost of operations.

I don't think it is necessary to have the Family pass available for all time periods. Maybe weekends and school holidays only.

I grew up in a family of 6, your combinations exclude larger family groups which are in greater need of affordable family passes. Passes should be available all days so families can use them to do things like access parks, calgary zoo or appointments.

Do not want prices of annual passes to rise to subsidize Group/Family passes.

They would only use the pass on weekends due to work commitments of parents.

I didn't disagree, I don't know why I'm being asked why I disagreed....

Family size varies - as long as it's parents and their children they should be covered by the pass

Edmonton Transit day pass is \$9.50, although it only includes children under 12. I think \$12-15 would be more responsible for Calgary.

Why not have it available for other days also?

Q10. Why do you disagree? Please select all the reasons why.

Base: Respondents who strongly/somewhat disagree at Q9, n=99

# Disagreement with Family/Group Pass Cont'd.

## Verbatim Responses

### *Other: Please specify*

### Verbatim Reasons Why Respondents Disagree with the Family/Group Pass

Should be more expensive, why do groups get to pay a reduced fare?? I do not get a reduced fare and ride every day.

A Family pass during the week would complicate the fare process among all the travellers commuting for work.

I think it sounds like a good idea, I just don't have a strong opinion on it.

I don't see the value of a group pass as anything other than special event use.

I don't really have enough information but I do know that all day transit passes in other major cities in North America and abroad have offered exceptional value when a tourist in major centres.

If a family needs to use transit they shouldn't be punished for what day they need it.

\$20 seems too cheap for the value

There is no good reason to restrict the pass to weekends.

One question asks for any day, the next asks for only weekends. In an ideal world every day would be great. I don't know if that's realistic.

I think during the week could be \$20 & weekends possibly less expensive.

I think it should be for 2 adults and 2 youths or 2 adults and 3 children under 12 or 1 adult and 3 youths or 1 adult and 4 children.

It should be available for any combination of family, any day of the week!

A group of up to five people as suggested for \$20 per day unlimited use is much too cheap.

Transit fees are too expensive however you look at it. I and many other Calgarians cannot afford it at all, we are working poor. And the wealthy wouldn't be caught dead on public transit.

what about families with 2 parents and 4 children?

Should be available all week

Don't know what I disagreed - though \$20 day pass for families seems a good idea

Families should not be restricted to weekend use

I don't think any combination passes should be available. Equal costs for all riders.

Why only weekends and holidays....many of our family breadwinners are unemployed so why not all 7 days so they can take their families out and about.... Likewise tourists come for weekdays as well as weekends.

I would have liked to know what the "Group" definition was. I'm not in a 'family' dynamic. But it all seemed quite reasonable but not to the detriment of a couple of single riders.

Should be available whenever people need it - why restrict it to holidays and weekends?

pass should be available any day and not just holidays

I have no problem with a price increase but an increase of 100% seems a little severe.

Families should be able to use the pass any day of the week. Why make it more expensive on certain days?

During the summer tourists would use the family pass any day of the week, not just weekends

Q10. Why do you disagree? Please select all the reasons why.

Base: Respondents who strongly/somewhat disagree at Q9, n=99

# Disagreement with Family/Group Pass Cont'd.

## Verbatim Responses

### *Other: Please specify*

### Verbatim Reasons Why Respondents Disagree with the Family/Group Pass

Is \$20 enough?

What if the family wants to go to the zoo on a weekday? I also think then pass should be \$4.99 or \$9.99, this way it encourages families to use transit. \$20 is too much when you can park at the zoo for less. No, I am NOT suggesting raising the parking

The intent of Group/Family pass should be to increase ridership, particularly on slower weekends. It should offer a good cost-effective transportation solution for those who might use it.

I think the Group/family pass may be too expensive for some families.

Should only be used for weekends and summer

What about seniors with grand kids?

It should be available any day of the week. Not everyone works a M-F 9-5 job and gets weekends off.

20.00 is too cheap considering 2 adults and 3 youth can ride on the same pass.

I don't disagree. I thought I selected that I don't have enough information to comment

Should not be restricted to specific days

This doesn't correlate to my answers on the previous page... the only one I disagreed with is "should only be on weekends". To which I say, families go to the zoo during the week too.

Regular fares only during the week to provide a revenue stream and keep operating costs down.

This sounds too complicated to administrate/police for rider compliance. It would be almost cheaper to park downtown anyway-the cost is similar. I think this is a bad idea.

Week days should be only available for single ride, there are business people that use transit weekdays.

Why subsidize transit! Make users pay the actual cost. Typical socialist losers, keep raising my taxes to provide "free" stuff.

NO one in their right mind would want to take their family on a C-Train or a city bus.

why should my fare supplement a "family" fare? I already supplement seniors, low income, enough is enough. I take transit because I can not afford to park downtown. I am not rich.

If you offer it then it should be offered for any day of the week. Why have it just for weekdays or just have for weekends? That is silly. Either offer it to don't offer it; but, if you offer it, offer for all days.

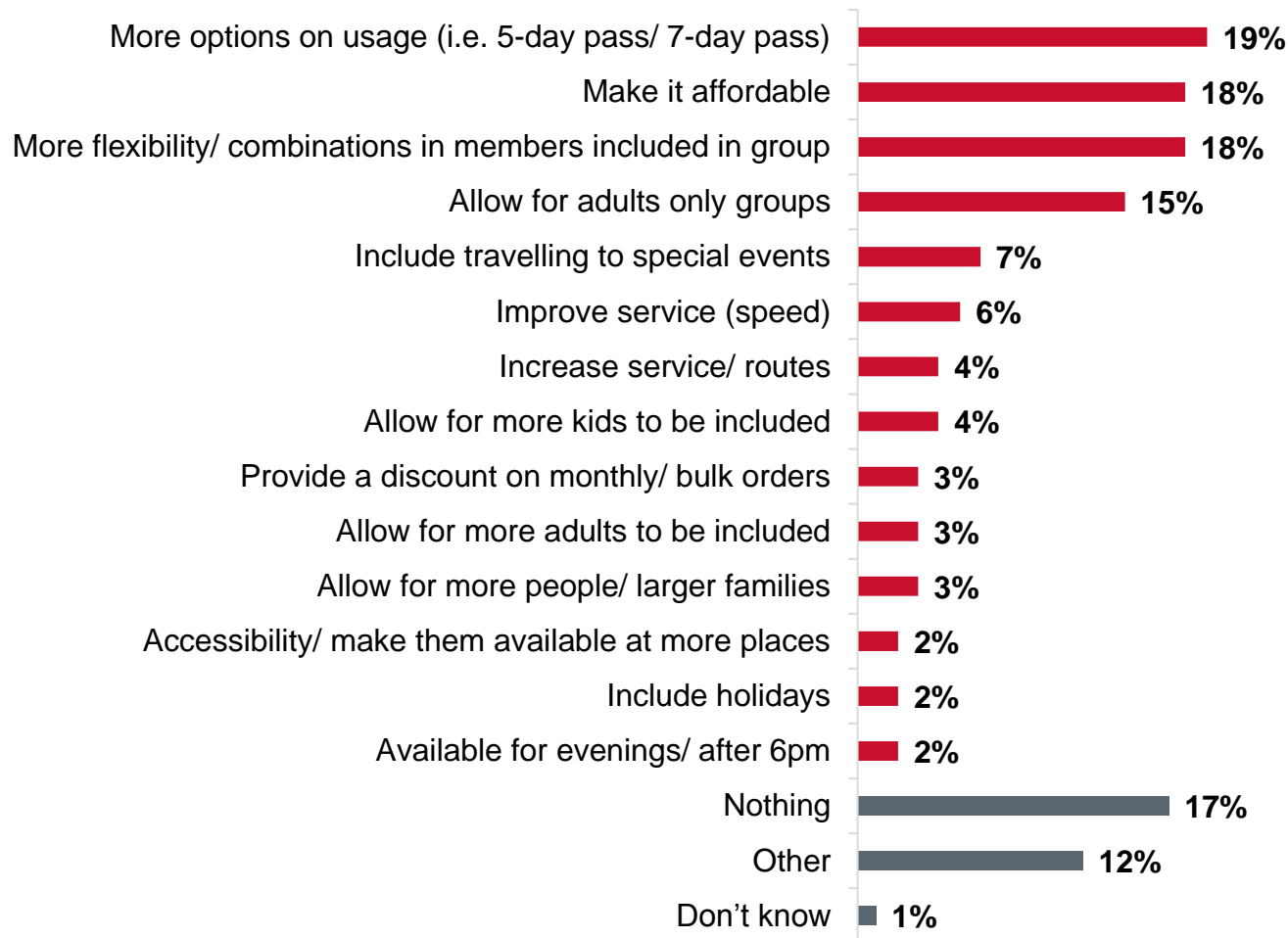
I think a family pass should be available any day, not just on weekends.

Q10. Why do you disagree? Please select all the reasons why.

Base: Respondents who strongly/somewhat disagree at Q9, n=99

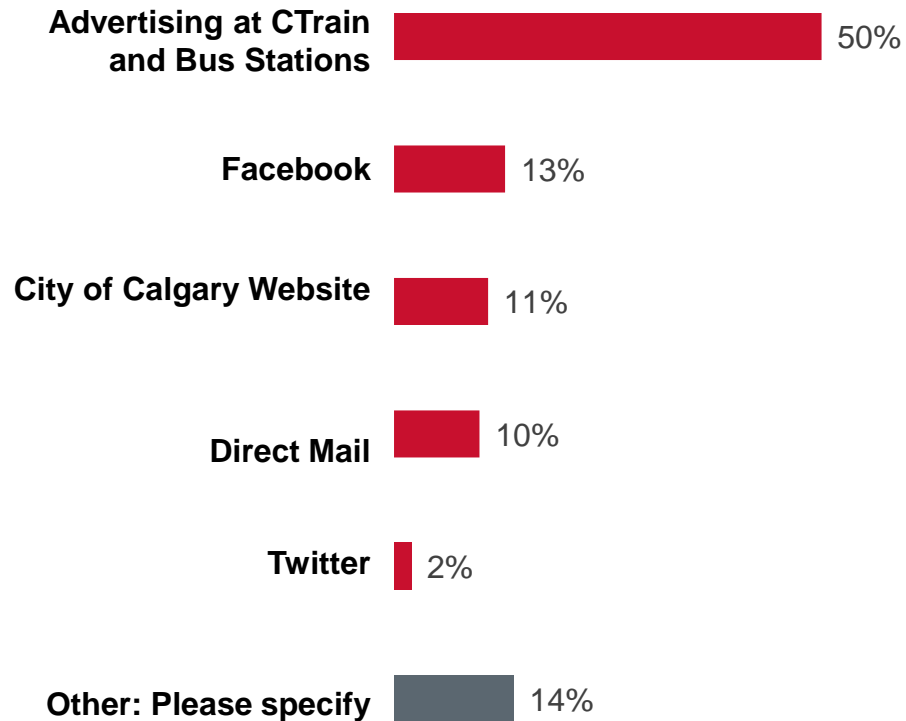


## Desired Modifications for the Proposed Family/Group Pass



Q11. Aside from price, how could the Group/Family pass better meet your needs? Base: Respondents who agree "it does not meet the needs of my family" and/or "I think the Group/Family pass should be available to use for other combinations of riders" at Q10 n=181

## Preferred Source of Information



Q12. What is the best way to inform Calgarians about new pass products available for Calgary Transit? Base: All respondents n=736

# Preferred Source of Information

***Other: Please specify Desired Sources of Information***

Radio advertising

TV or press

Whatever means is cheapest.

Use the news media and local talk shows

don't care

all of the above

All of the above. But I won't see most of it.

television

newspaper ads

on facebook if able and e-mail Direct Mail

newspaper

Tourism Calgary and hotels, in addition to Facebook, City website and transit website. These types of passes would probably be used more by tourists to Calgary. Or local families for events such as Stampede or football games.

Local news

Ads in the media

Any way, as long as tax dollars aren't used to do so!!

A combination of Facebook/twitter and advertising at stations.

newspaper notices

As an enclosure in monthly utility bill

Newspaper

on the website first - all other medium should point people there. Not everyone has facebook/twitter etc. Put it on a public place and advertise its location using all other means that make sense for that service/product.

Community Newsletters, signage in communities where everyone can see (not just at bus stops where you only see it if you go there).

TV & radio

A combination of these such as Facebook, website, news/radio, in bus/c-train stations etc. in order to reach as many people as possible

In addition to City website and Transit locations / website, another place would be on tourism sites for Calgary.

Radio

Radio

Television and radio

At venues people are likely to use transit for: pubs, movie theatres, the zoo, etc.

Media, including advertising at movie theatres before show time

media. Not everyone is wired

TV/newspapers

Social media

traditional media is still viable

Radio

media

Advertise them on the bus and c-trains

City utilities bill insert

Ads in all daily newspapers.

Don't know

Q12. What is the best way to inform Calgarians about new pass products available for Calgary Transit? Base: All respondents n=736

# Preferred Source of Information

***Other: Please specify Desired Sources of Information***

660 news
All of the above
Multiple approaches, folks.
Brochures should be on the buses and trains. Also at the bus and CTrain stations.
Through a combination of: Twitter, Facebook, Calgary transit advertising, television advertising, print advertising.
on t.v.
billboards, newspaper, email and bus/train routes
A combination of Facebook, City Website and advertising on C-Train & Buses.
Articles/advertising in newspapers such as the Herald or Metro.
All of the Above, depending on the Market trying to be Reached/Penetrated
Radio/tv, plus community newsletters and retailers where passes are sold.
TV news
combination city website and transit stations and 311
I'm not on twitter, i ignore facebook advertising, please don't mail junk mail, I see the calgary site only when I'm looking for something. I would see it on the backs of busses or sides of ctrains?
At family venues, like Heritage Park website, Zoo website, Library website. Places where family tend to go in groups.
TV and Radio
Radio or tv media
The news; television advertising.
Some combination of the above. Personally direct mail and adds on Transit property would reach me the best, perhaps a news story
shopping mall posters... somewhere where you are not advertising to those who already use the service
newspapers, Metro, Herald, TV news, radio interviews
local metro newspaper.   retailers where tickets are sold   at the stations - variety of methods is important to reach most possible buyers. not just one.
all of the above
Media - newspaper and TV and radio
There isnt 1 best way, advert on ctrain and buses, news story, City of Calgary websites are a good start
mailing list
A variety but include twitter and the website. Maybe a few ads and City Facebook.
media
when the news advertises city events, include that info in the segment
All the above
Need to advertise on multiple platforms.
Advertising on social and traditional media.
Email or direct Mail

Q12. What is the best way to inform Calgarians about new pass products available for Calgary Transit? Base: All respondents n=736

# Preferred Source of Information

***Other: Please specify Desired Sources of Information***

Radio and TV advertising

News

Mix of on line (e.g. Twitter, wensite) & posted ads at stations

Calgary Transit website

write it on a pigeons butt and send him flying overhead. that makes about as much sense as direct mail or facebook

All of the above.

Advertising around town. Not everyone has FB or internet. Direct mail, too \$\$ unless its cheaper than ads. Will people think its junkmail? Unless its more cost effective than ads. & Twitter is even less widespread than FB, 6% in AB daily use!

RAIDIO

TV advertising during the news hour

All of the above!! Why pick only one source?? You need to include tv and radio.

the website, text service, and ads at train should all be used

MEDIA

All of the above? Announcements on buses & trains?

Promoting the pass products in schools

In the utilities bill.

A combination of the above.

TV and radio

I don't typically use transit -- but if the right product offering were there I might. Still you won't reach me by advertising at CTrain and bus stations, and I can't tell you more because you don't give enough space to explain in this box.

All of the above, as different people will see it in each place.

How many tax dollars are being wasted by "informing" the public. How about displaying it on the ticket kiosks? Cost? \$0. naa to smart and efficient for the tax dollar black hole downtown... perhaps during a council meeting you could have the mayor tweet i

TV news and on the radio.

on the bus itself

tv and radio ads

Advertising inside CTrains, buses AND stations

Newspaper / Online

Bus stops and billboards

Local News radio/television

Put big advertising on the side of the buses and/or trains

TV, newspaper, radio

News coverage on radio and TV

Radio and community newsletters

I think direct mail and advertising at CTrain and Bus stations equally.

Q12. What is the best way to inform Calgarians about new pass products available for Calgary Transit? Base: All respondents n=736

## Gender

Male	43%
Female	55%

## Education

Completed high school or less	7%
Some post secondary or completed a college diploma	27%
Completed university degree or post-grad degree	65%

## Quadrant

NW	34%
SW	32%
NE	12%
SE	23%

## Age

18 to 24	2%
25 to 34	11%
35 to 44	19%
45 to 54	26%
55 to 64	25%
65 or older	17%

## Income

Less than \$30,000	8%
\$30,000 to <\$45,000	6%
\$45,000 to <\$60,000	8%
\$60,000 to <\$75,000	6%
\$75,000 to <\$90,000	9%
\$90,000 to <\$105,000	8%
\$105,000 to <\$120,000	7%
\$120,000 or more	30%
No response	19%

Base: All respondents (n=736)

# Demographics

## Tenure in Calgary

Less than 5 years	9%
5 to less than 10 years	6%
10 to less than 15 years	7%
15 to less than 20 years	10%
20 or more	67%

## Household Size

1	1%
2	43%
3	15%
4	17%
5 or more	6%

## Own or Rent

Own	84%
Rent	13%
Other	2%
No response	1%

## Pet Ownership

Yes – Cats	22%
Yes – Dogs	27%
Other	7%
No	43%

Base: All respondents (n=736)