



Video Testing Survey Report

A Citizens' View Online Survey

Prepared for The City of Calgary by:

Contact:

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Research Coordinator, CSC
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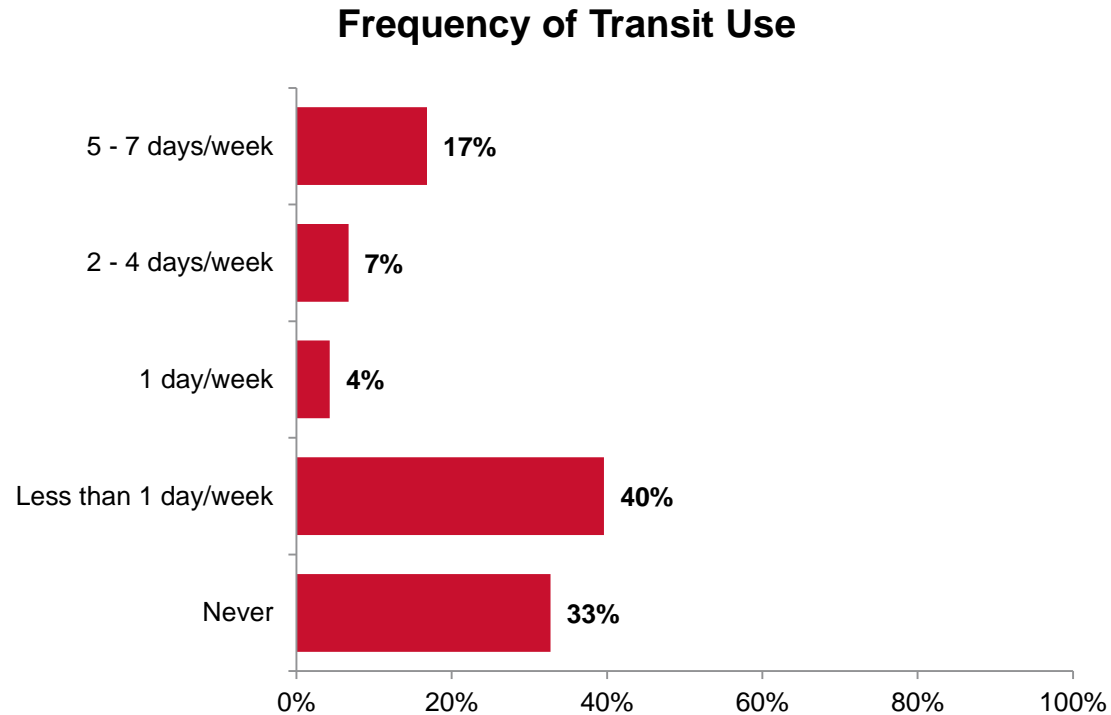
Kristen Brown
Research Coordinator, CSC
kristen.brown@calgary.ca

Methodology

- Ipsos Reid conducted an online survey with Citizens' View panelists.
- [Citizens' View](#) is The City's online panel that encourages citizens to participate in shaping City programs and services through surveys, discussions and engagement activities.
- The survey was conducted March 16 – 18, 2016. It was sent to all 2,240 panelists.
- 493 panelists completed the survey.

NOTE: The following findings are qualitative in nature. The results should be regarded as directional and should not be projected to the larger population.

Typical Frequency of Transit Use

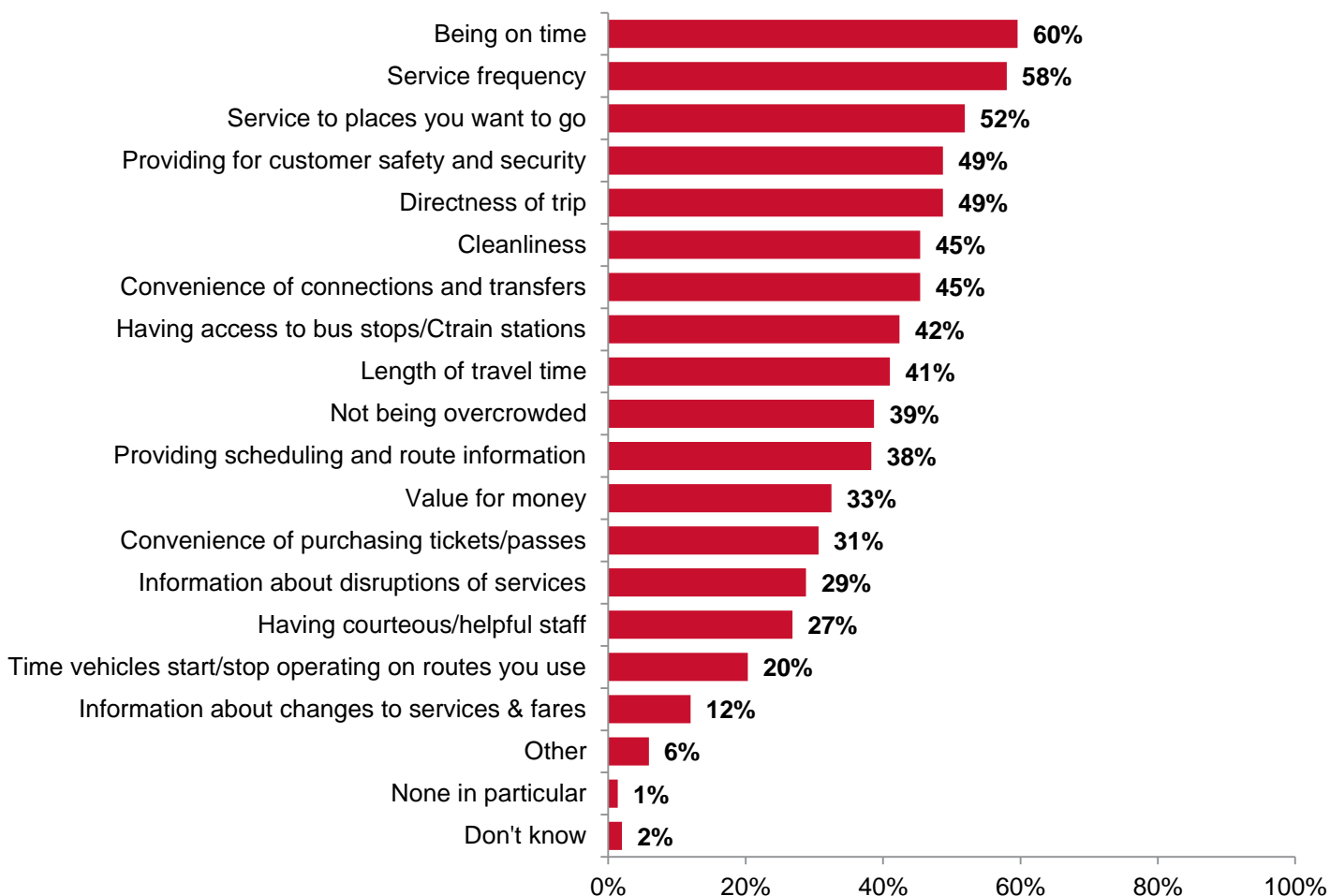


Typically, how often do you take Calgary Transit – this includes buses and/or C-Trains? (n=493)

Most Important Attributes re: Calgary Transit

Most Important Service Attributes

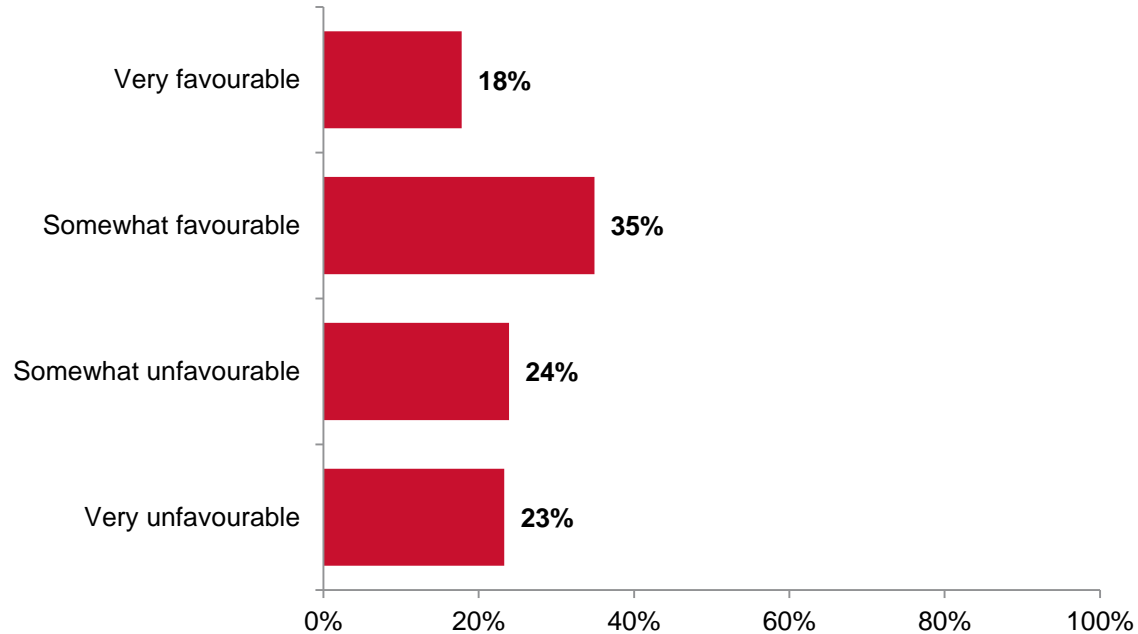
(multiple responses allowed)



Thinking of what you know about Calgary Transit, what would you say are the most important attributes? (n=493)

Riding the CTrain to the Big Game

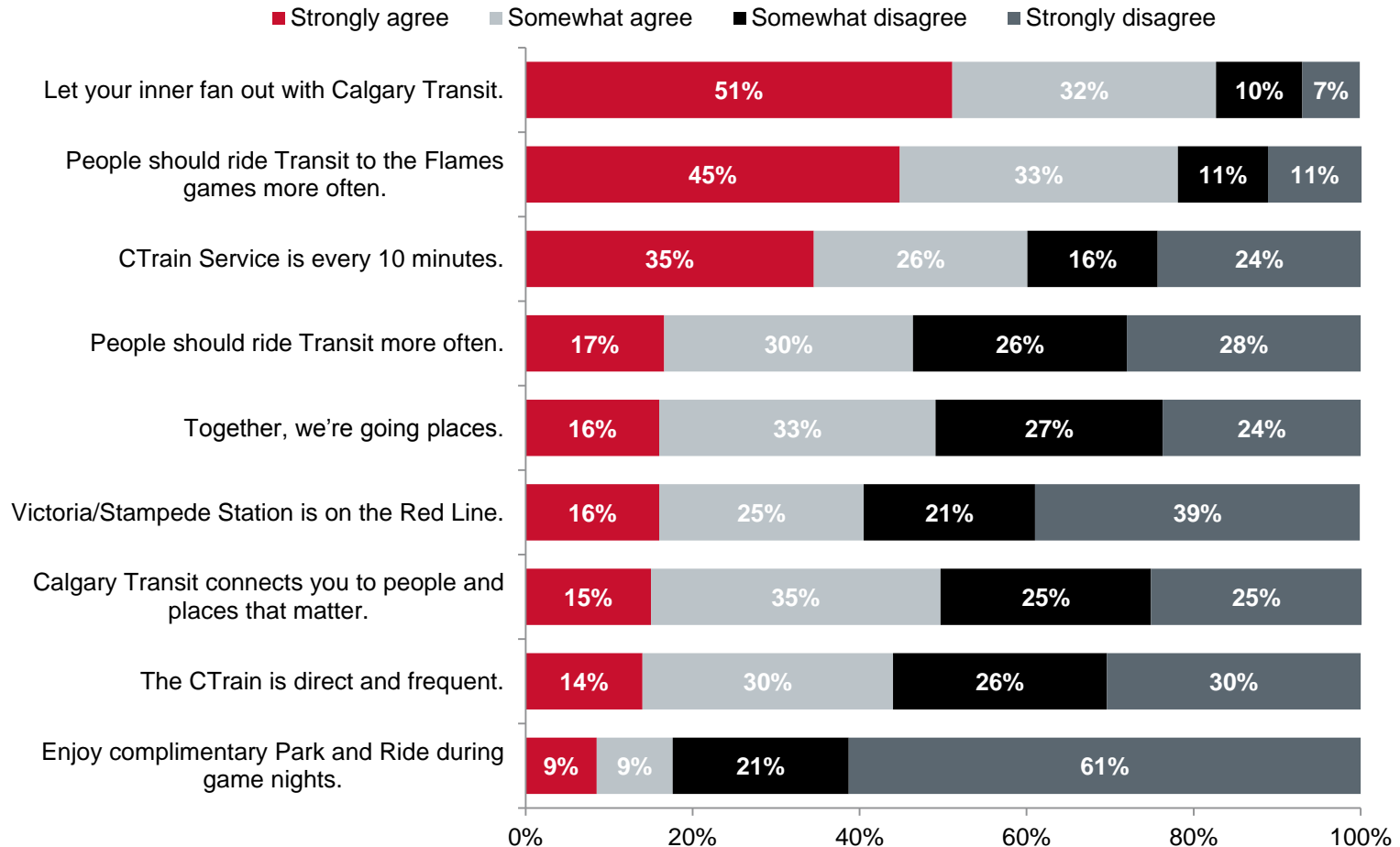
Overall Reaction to Video



What was your overall reaction to the video? (n=493)

Riding the CTrain to the Big Game

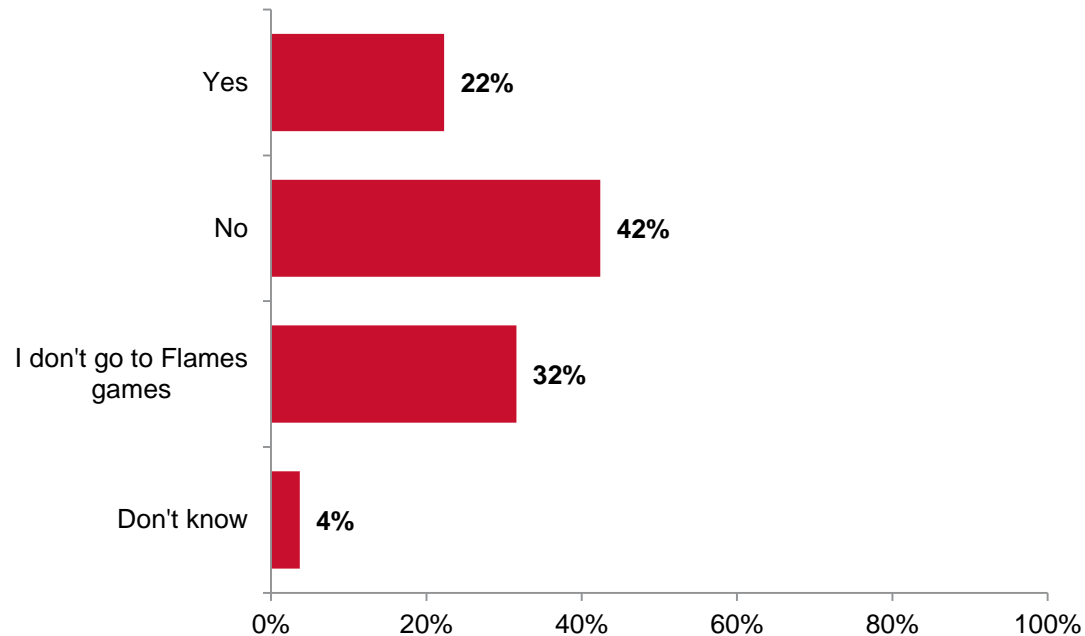
Messages Conveyed



Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree, that the following key messages were conveyed by the video? (n=493)

Riding the CTrain to the Big Game

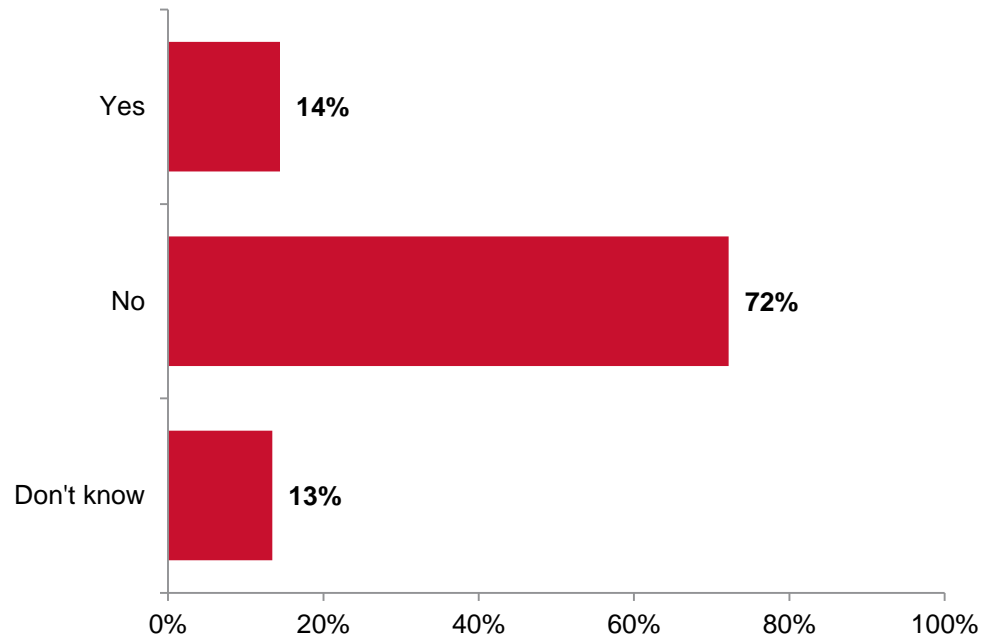
Would Entice Respondent to Ride Transit to Flames Game



Would this video entice you to ride Calgary Transit to a Flames game? (n=493)

Riding the CTrain to the Big Game

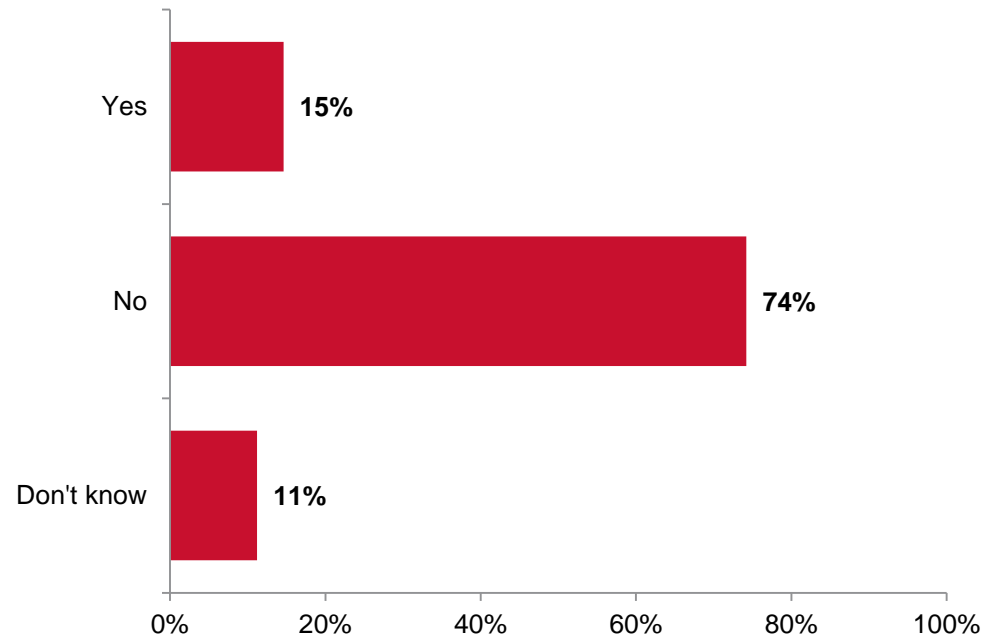
Would Entice Respondent to Ride Transit at Other Times



Would this video entice you to ride Calgary Transit at other times? (n=493)

Riding the CTrain to the Big Game

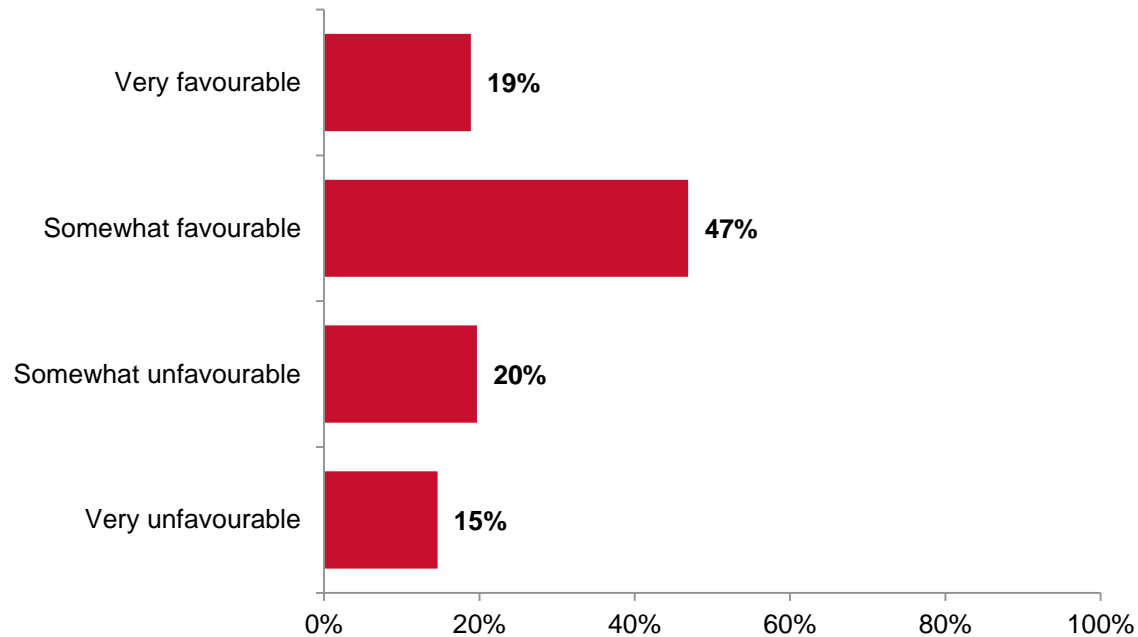
Aligns With Code of Conduct



Calgary Transit includes information about rider etiquette on its website. Specifically, the website says “Taking transit means sharing space. Literally and figuratively, we’re all in it together, so it’s important that you treat your fellow riders with courtesy and respect. Even the simplest actions can ensure that everyone, including you, has a more positive transit experience.” Do you think this video aligns with the code of conduct expected from Transit riders? (n=493)

He Scores!

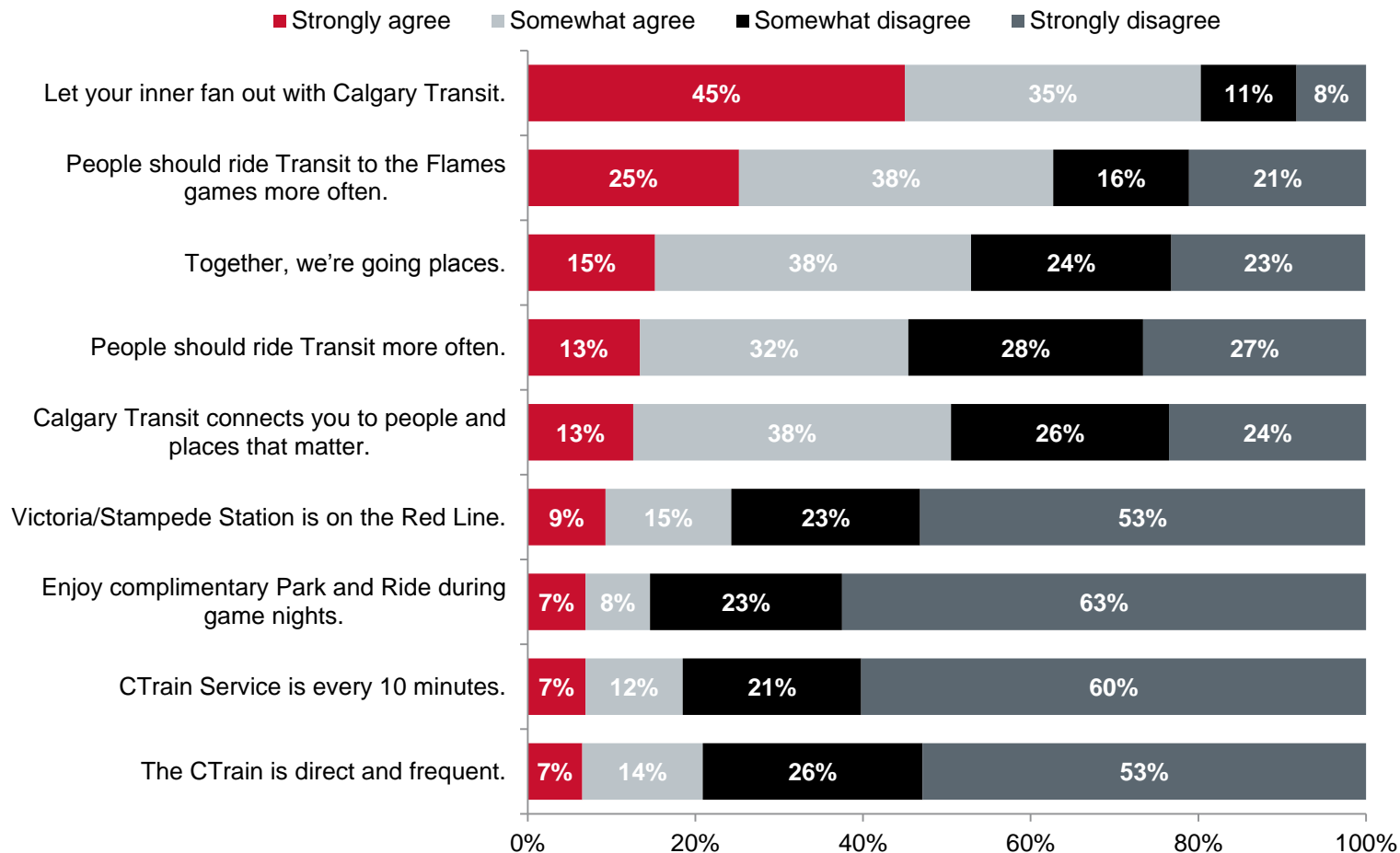
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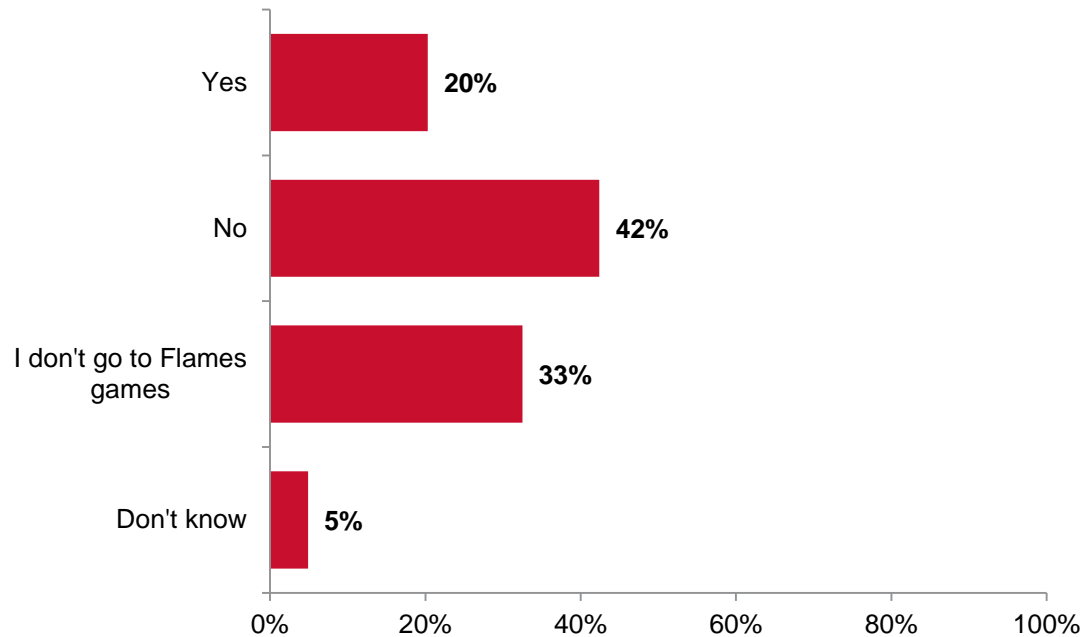
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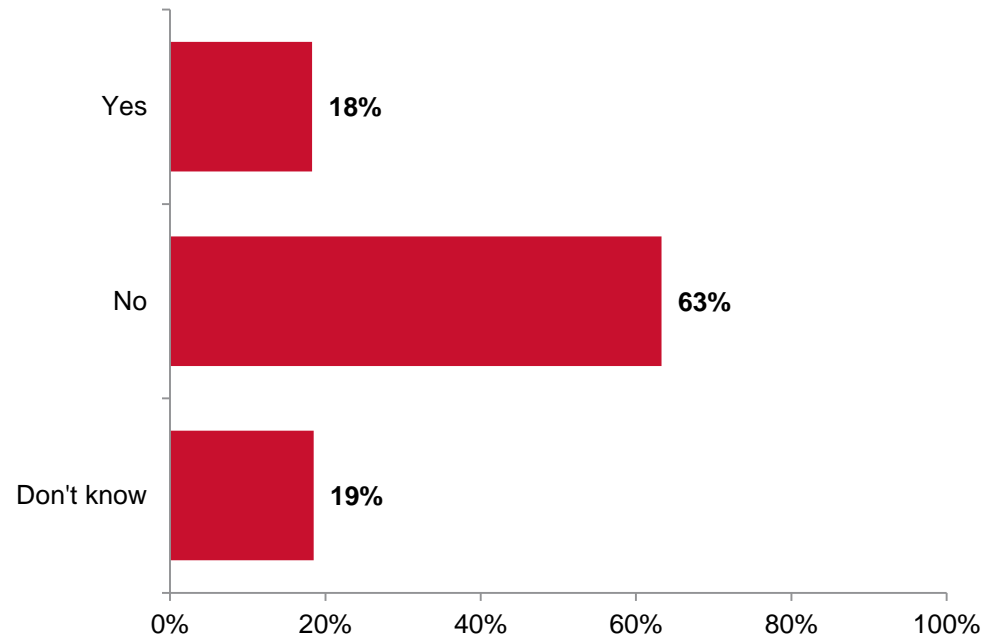
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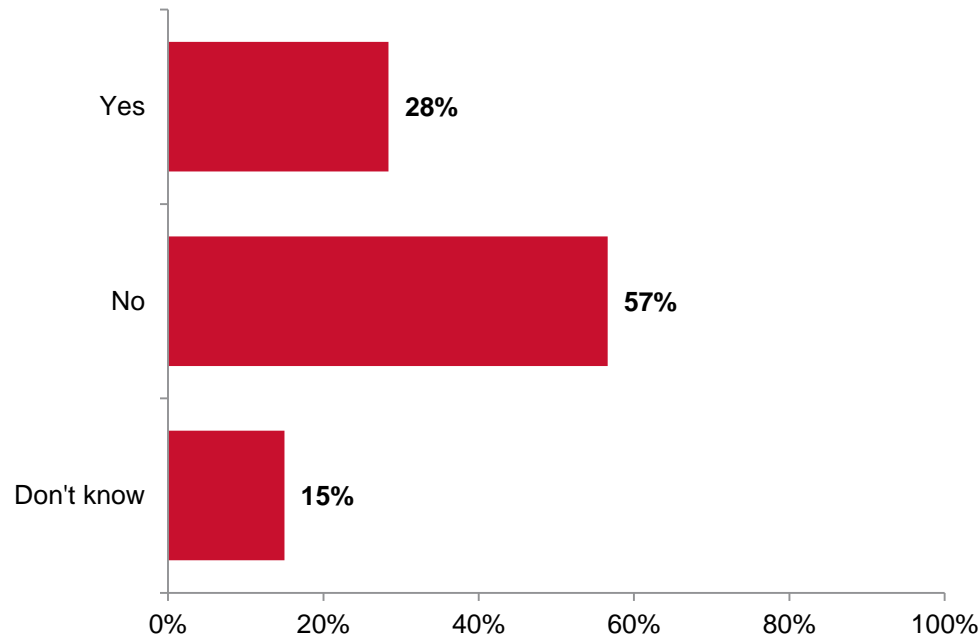
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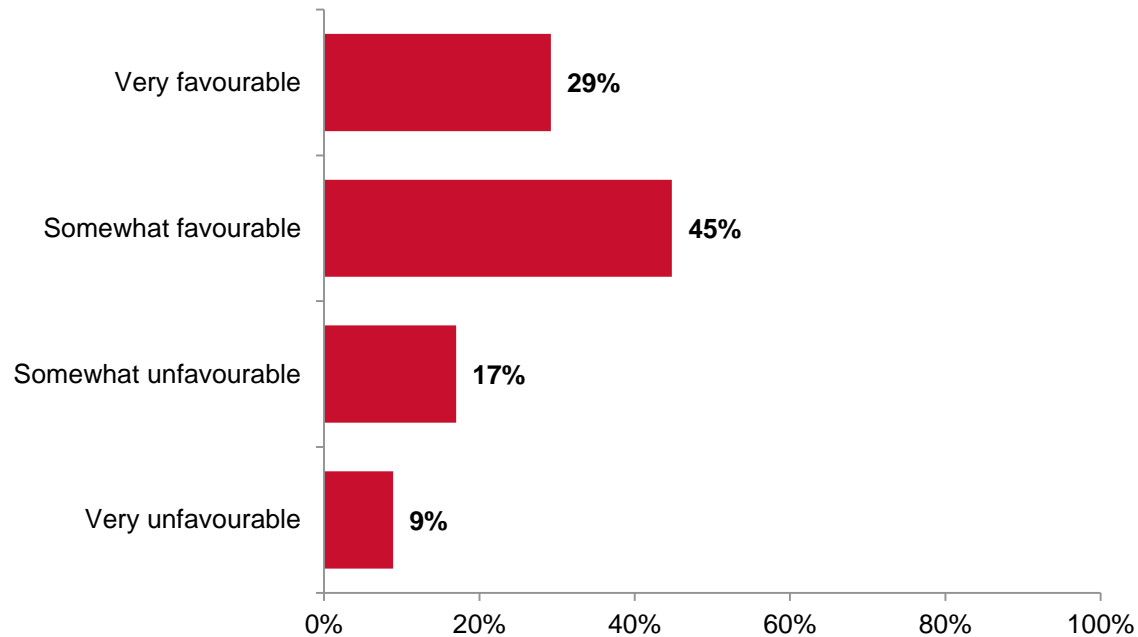
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Line Change

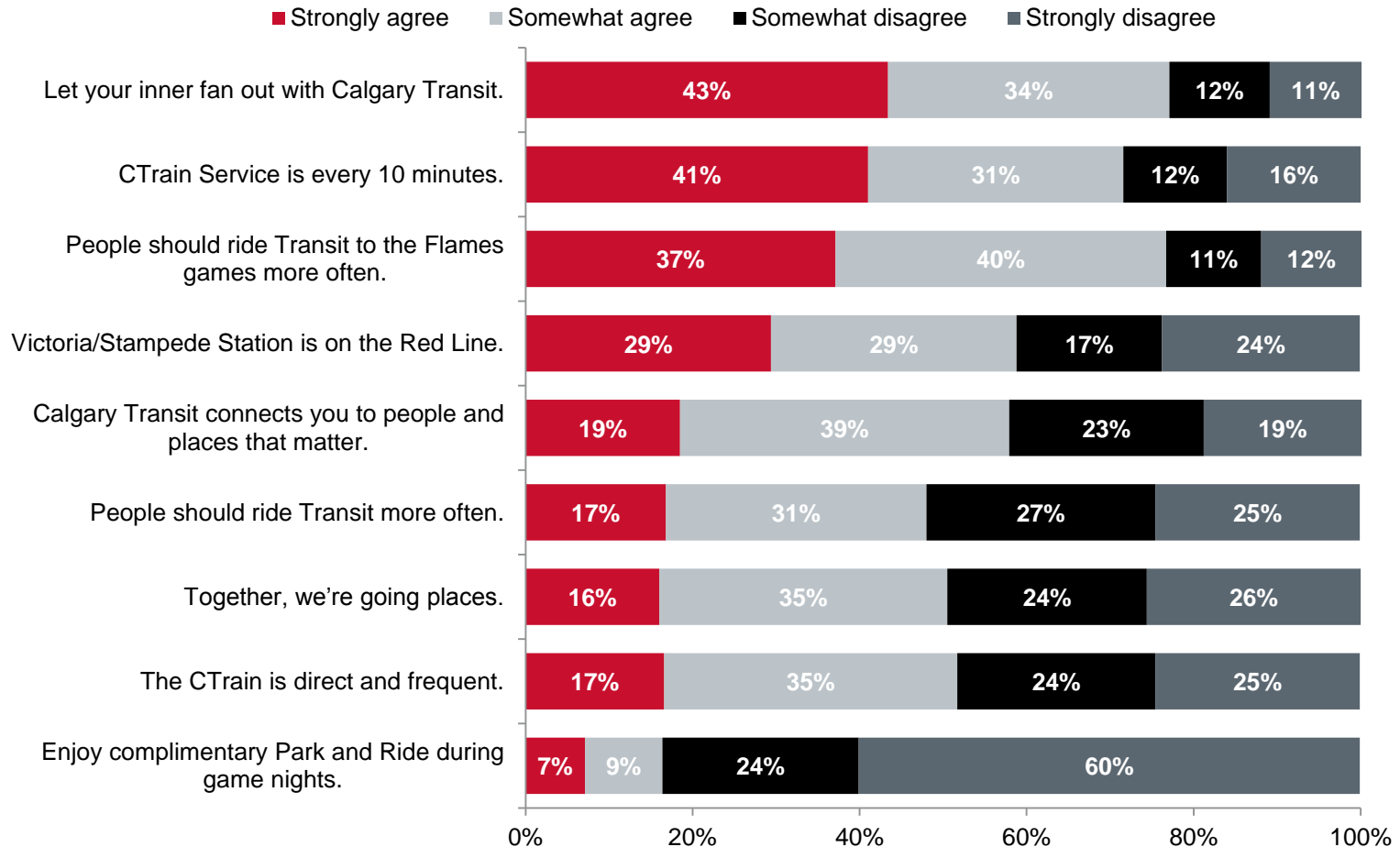
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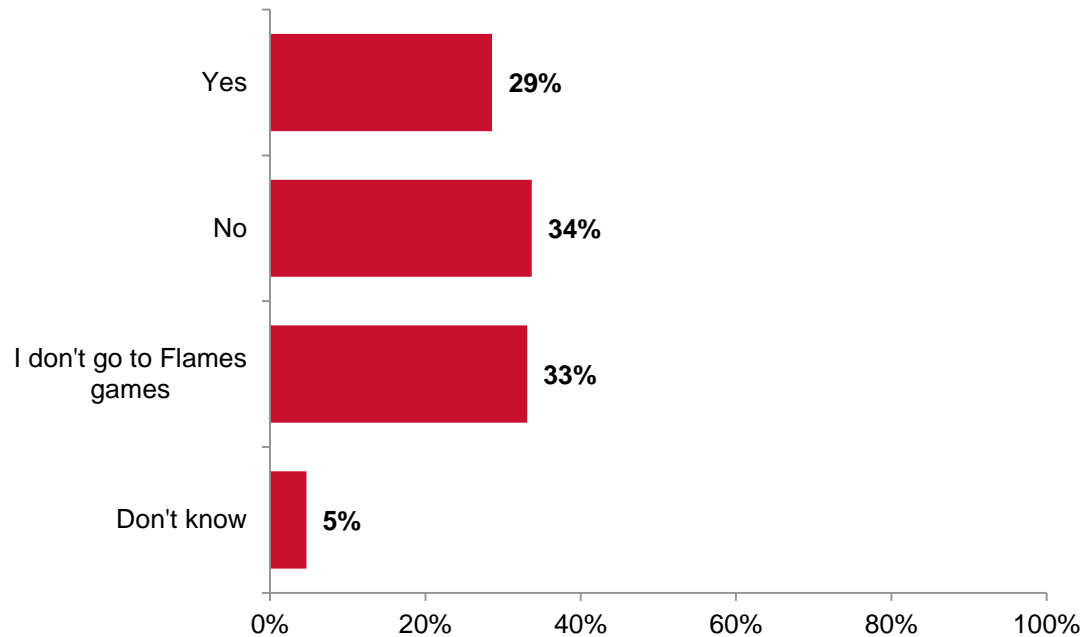
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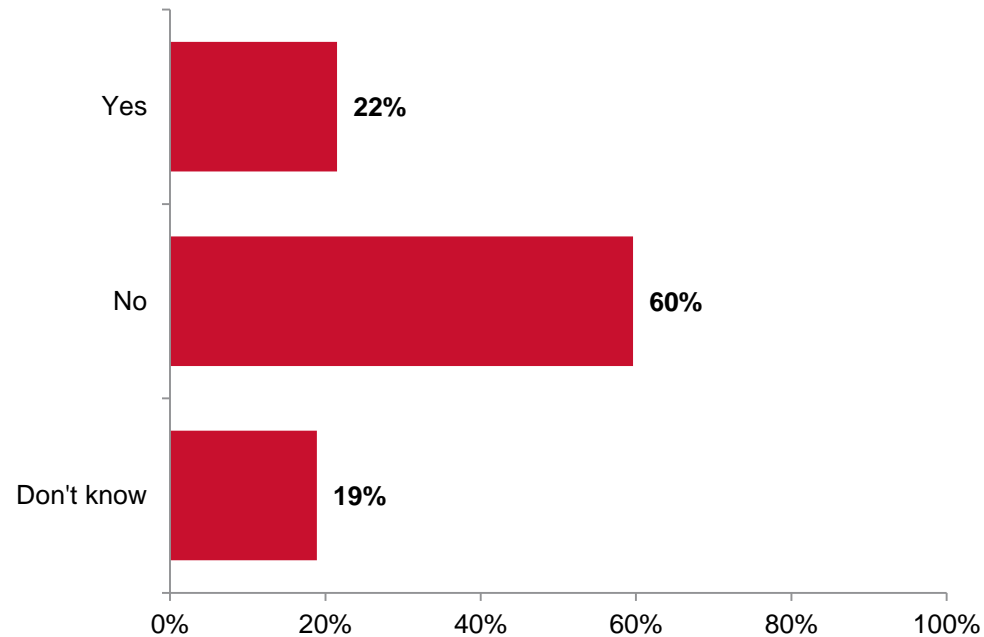
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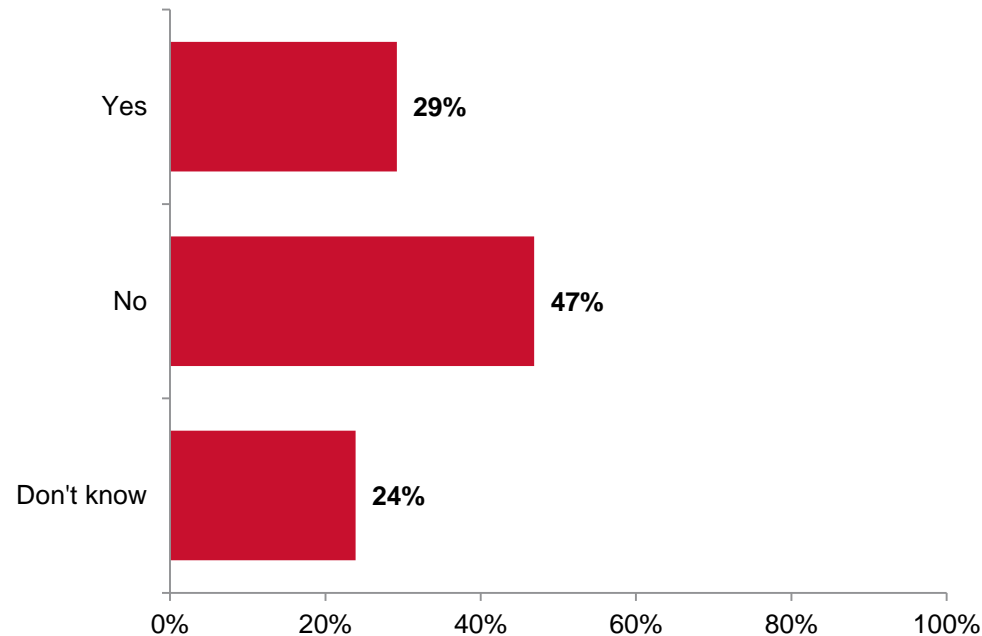
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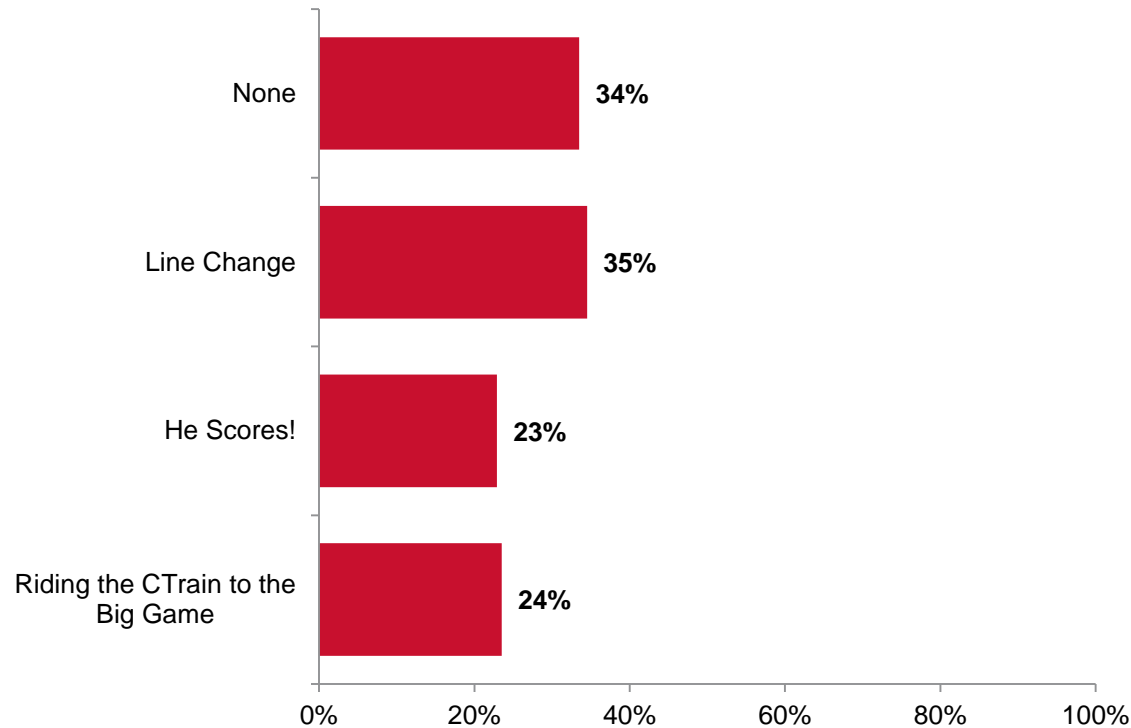
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Video(s) to Increase Ridership/Enhance Image

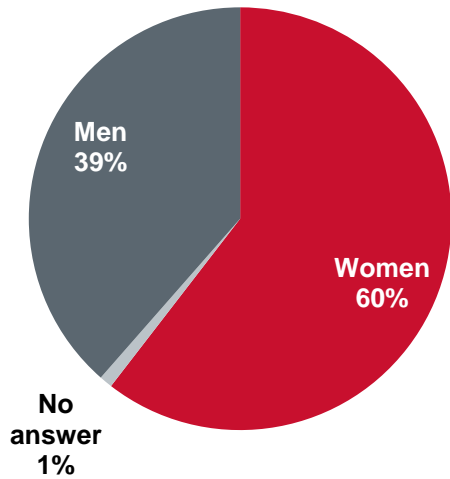
**Video(s) that Respondent Thinks Would
Increase Transit Ridership and
Enhance Calgary Transit's Image**
(multiple responses allowed)



Please select the video(s) that you think would increase Transit ridership and enhance Calgary Transit's image. (n=493)

Respondents' Age and Gender

Gender



Age

