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# Calgary Transit: 2014 Customer Satisfaction and Non-User Report



Prepared for The City of Calgary  
by:



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THE CITY OF  
**CALGARY**  
CORPORATE SERVICES

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## CONTEXT AND OBJECTIVES

### Context:

Calgary Transit has provided citizens with public transportation options for more than 100 years. Calgary's growth has seen major developments with its public transportation system. The City continues to plan for future growth and has developed the Route Ahead, a 30-year strategic plan for transit in Calgary.

While growth and new transit development continues, so does the monitoring of customer satisfaction with Calgary Transit. The City has proactively been measuring customer satisfaction for many years to identify areas of strength to maintain and to pinpoint opportunities for improvement through customer feedback surveys.

Calgary Transit has conducted customer satisfaction surveys to gain insights into Calgarians' use and perceptions of its services since 1992. The surveys provide Calgary Transit with information about public transit use among Calgarians, customers' needs and expectations for service delivery, as well as identifying potential areas for improvement. Calgary Transit uses the information in order to remain responsive to Calgarians' transit needs.

This report presents the results of the 2014 Calgary Transit Customer Satisfaction and Non-User Survey.

### Objectives:

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

- To measure travel behaviours among Transit customers;
- To measure customers' perceptions of service performance;
- To measure customers' satisfaction with various service factors;
- To identify customers' perceptions about the importance of service factors;
- To examine customers' perceptions of customer service provided by Transit representatives;
- To examine customer loyalty among Transit users;
- To examine customers' priorities for service provisions;
- To assess factors that contribute to customers choosing to use Transit services;
- To assess non-users' travel behaviors; and,
- To examine non-users' reasons for not using Transit.

## METHODOLOGY

The Calgary Transit customer satisfaction surveys have used a telephone methodology since 1992. The content and structure of the questionnaires have generally been maintained over the past two decades and a copy of the 2014 survey 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 and that mobile phones have been accessed in addition to landline phones in recent years.

In 2014, the most significant modification to the survey questionnaire involved changing performance scales to satisfaction scales. Whereas respondents formerly rated performance on a scale from 1 to 5 where 1=very poor and 5=excellent, respondents now rate satisfaction on a scale from 1 to 5 where 1=very dissatisfied and 5=very satisfied. This change can have an impact upon the validity of comparing 2014 results to previous tracking data.

The 2014 survey specifications include:

### Target Audience

- **400 Calgary Transit users:**

- Calgaryans aged 15 and older who on average use Calgary Transit at least once per week
  - Parental consent was obtained for respondents aged 15 to 17 years

- **400 Non-users**

- Calgaryans aged 15 years and older who do not use Calgary Transit

### Data Collection

- Telephone interviews were conducted between October 20<sup>th</sup> and November 5<sup>th</sup>, 2014
- Random digit dialing using a Computer Assisted Telephone Interviewing system
- 44% cell-phone sample, and 56% landline phone sample
- 17-minute average interview duration

### Margin of Error

- **Calgary Transit users (n=400):**  $\pm 4.9\%$  19 times out of 20
- **Non-users (n=400):**  $\pm 4.9\%$  19 times out of 20
- **Reader's Note:** Previous survey waves were conducted with n=500 for each target audience

### Data Analysis

- Results were weighted by age and gender according to Statistics Canada census data

## EXECUTIVE SUMMARY

**Calgary Transit is intrinsically linked to customers' daily lives. Transit continues to be a relevant and necessary service.**

The average Calgary Transit customer is using Calgary Transit almost 7 times per week, and not just during rush-hour periods. Customers are increasingly using Calgary Transit for commutes to work, but also to go to social events or to shop. Calgary Transit continues to play an important role in customers' choice of location of residence and in their lifestyles: Calgary Transit is part of their daily lives.

**Customer convenience is the key driver of satisfaction with Calgary Transit. Improvements to customer convenience will, in turn, improve overall satisfaction.**

Many factors are involved with customer convenience and overall, Calgary Transit receives solid satisfaction ratings in this area. However, certain opportunities exist to improve service convenience. For example, the length of time that customers are willing to wait for a transfer is trending lower since 2011, denoting that customers have less patience and higher expectations. The most important service features of Calgary Transit involve convenience factors (being on time, service frequency), but satisfaction in these areas is only moderate, offering opportunities for improvement. On a positive note, the third most common reason to use Calgary Transit is because of the convenient service, which has improved significantly since last year. Overall, key drivers of satisfaction reveal that Calgary Transit must at least maintain or improve upon convenience factors related to the length of travel time, service frequency, and the provision of services to customers' preferred destinations in order to maintain and improve upon overall satisfaction with Calgary Transit.

**Communications plays an essential role in satisfaction, but is not currently Calgary Transit's strength.**

Satisfaction with the quality of information provided by Calgary Transit is moderate. Customers are technologically enabled, but usage of Calgary Transit online information sources, Apps and social media is not widespread. In addition, one-half of current customers are not loyal to Calgary Transit as a mode of transportation and could be targeted with key messaging from Calgary Transit as to the benefits of continuing to use Transit as their main transportation option. Among non-customers, one-third are not loyal to their current mode of transportation and again, key messaging related to the benefits of using Calgary Transit could lure new or lapsed Transit users back to Calgary Transit. The survey shows that the key motivating messages should focus on the convenience factors. As well, the printed system Transit map is seen to be useful and even more so in 2014 than in 2013. Calgary Transit should consider continuing to print this information tool. The key driver analysis reveals that communications is not a strength, but rather an area in which to improve if increases to overall satisfaction are to take place.

**Overall satisfaction with Calgary Transit has improved over the past few years. Improvements to customer convenience and communications can elevate customer satisfaction even higher in future.**

Overall satisfaction with Calgary Transit currently sits at 75% (identical to 75% in 2013), and has shown steady improvements both to overall satisfaction and the intensity levels of satisfaction since 2011. The ratio of Calgary Transit service becoming better:worse over the past year is more than 4:1, and perceptions of Calgary Transit are also quite positive in nature. There is also an increase in the likelihood to 'frequently' recommend Calgary Transit to others. Overall, the key driver analyses show that improvements to customer convenience and communications will have the biggest impact upon the continued increase in overall satisfaction with Calgary Transit.

## CALGARY TRANSIT USERS

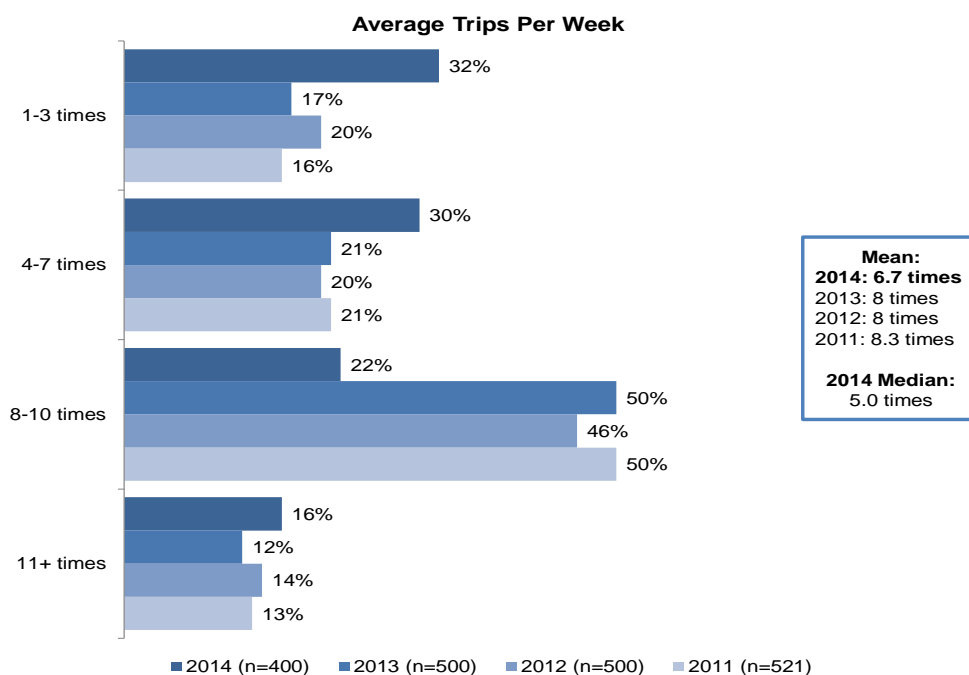
### USAGE OF CALGARY TRANSIT

This section of the report examines Calgary Transit usage by the following parameters:

- Frequency of using Calgary Transit within a typical week;
- Modes of Calgary Transit most commonly used;
- Number of transfers used in a typical trip;
- Length of time willing to wait for a transfer;
- Length of typical trip time;
- Method of accessing Calgary Transit;
- Length of walk time to first Calgary Transit bus stop or CTrain station;
- Usage of Calgary Transit by time of day;
- Types of Calgary Transit fares most commonly used;
- Loyalty in using Calgary Transit versus other modes of transportation;
- Reasons for using Calgary Transit; and,
- Purpose of the trip.

### Frequency of Using Calgary Transit

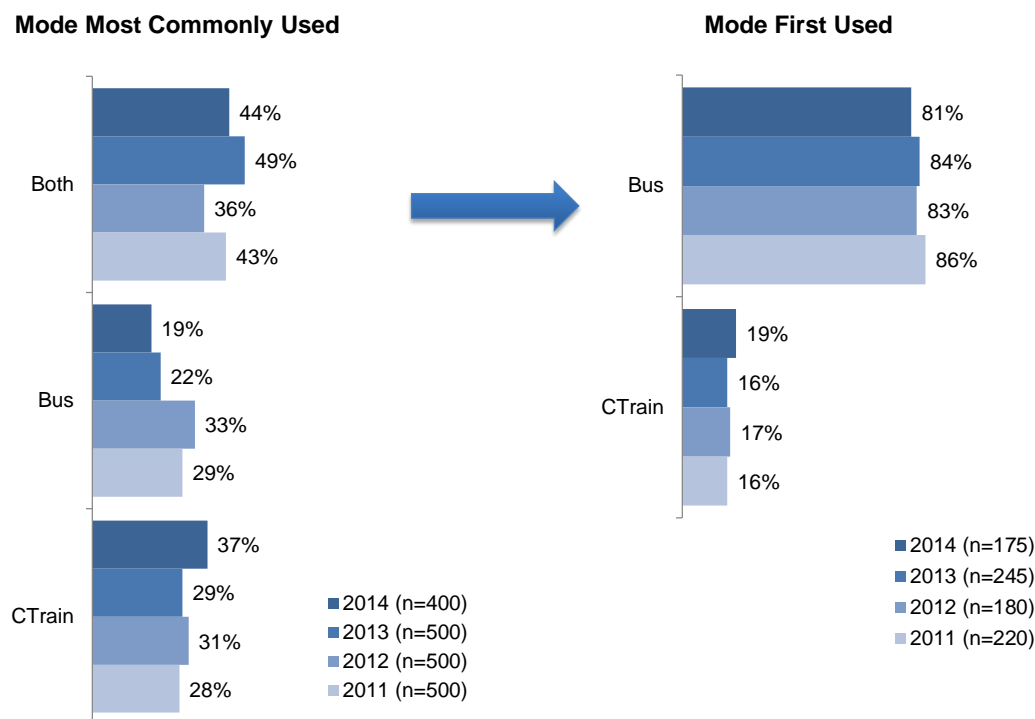
Calgary Transit users take Calgary Transit an average of 6.7 times per week, which has declined from an average of approximately 8 trips per week over the past 3 years. More specifically, roughly one-third (32%) use Calgary Transit between 1 and 3 times per week, 30% use Calgary Transit between 4 and 7 times per week, 22% take Calgary Transit between 8 and 10 times per week, and 16% use Calgary Transit 11 times or more each week. In 2014, the median number of trips taken per week is 5.0.



Base: Calgary Transit Users (n=400)  
Q4. 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.

## Modes of Transit Most Commonly Used

The plurality (44%) of Calgary Transit users typically uses both the bus and CTrain, somewhat decreased since last year (49%). In addition, 37% of Calgary Transit users report that they only use the CTrain, which has increased from 29% in 2013. Further, 19% of Calgary Transit users report only using the bus, which is similar to last year (22%), but decreased from 33% in 2012.



Base: Calgary Transit Users (n=400)

Note: Question 5 - Slight change in wording from 2013 survey

Note: Mode first used among transit users who use both a bus and CTrain for 2011, 2012, and 2013 originally reported based on n=500 (2013:

Bus, 41%, CTrain, 8%; 2012: Bus, 30%, CTrain, 6%; 2011: Bus, 37%, CTrain, 7%)

Q5. Do you mainly use the bus, the CTrain or both?

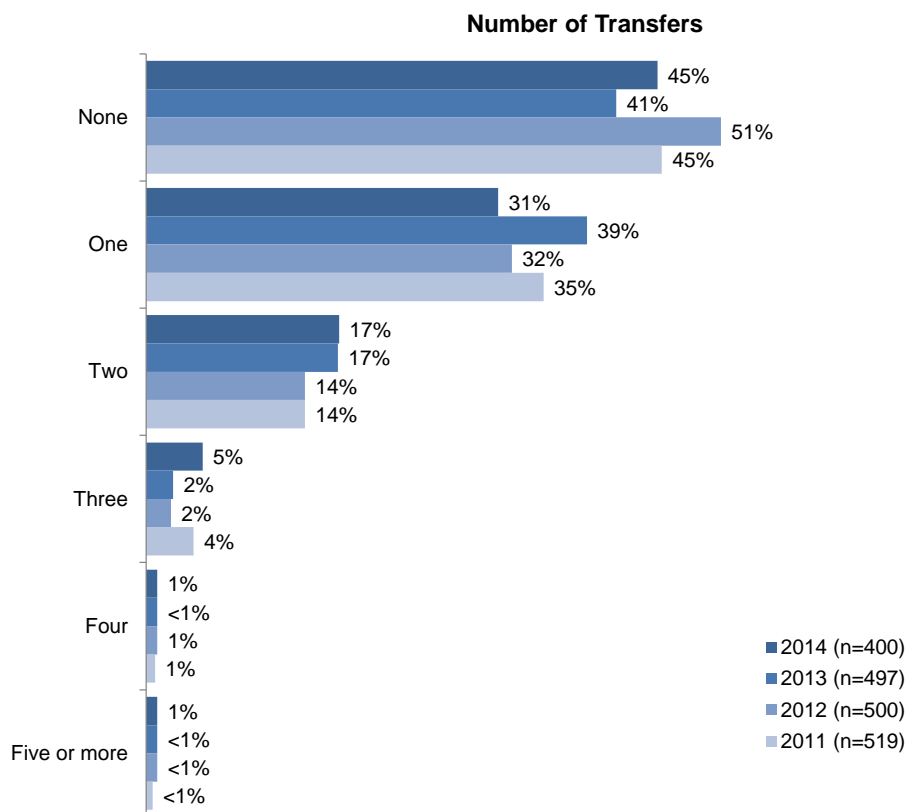
Q23. Which is the transit mode you take first on a typical trip using Calgary Transit?

Among those who use both the bus and CTrain during their trip, the majority (81%) uses the bus for the first leg of their trip, and the remaining 19% start their journey on the CTrain, which is consistent with previous years.

## Transfers

Just over one-half (55%) of Calgary Transit users are making at least one transfer during a typical trip, whereas almost one-half (45%) of Calgary Transit users are reaching their typical destination via a direct route. Overall, 31% of Calgary Transit users are making just one transfer during their trip, 17% say they make 2 transfers during a typical trip, and 7% make 3 or more transfers.

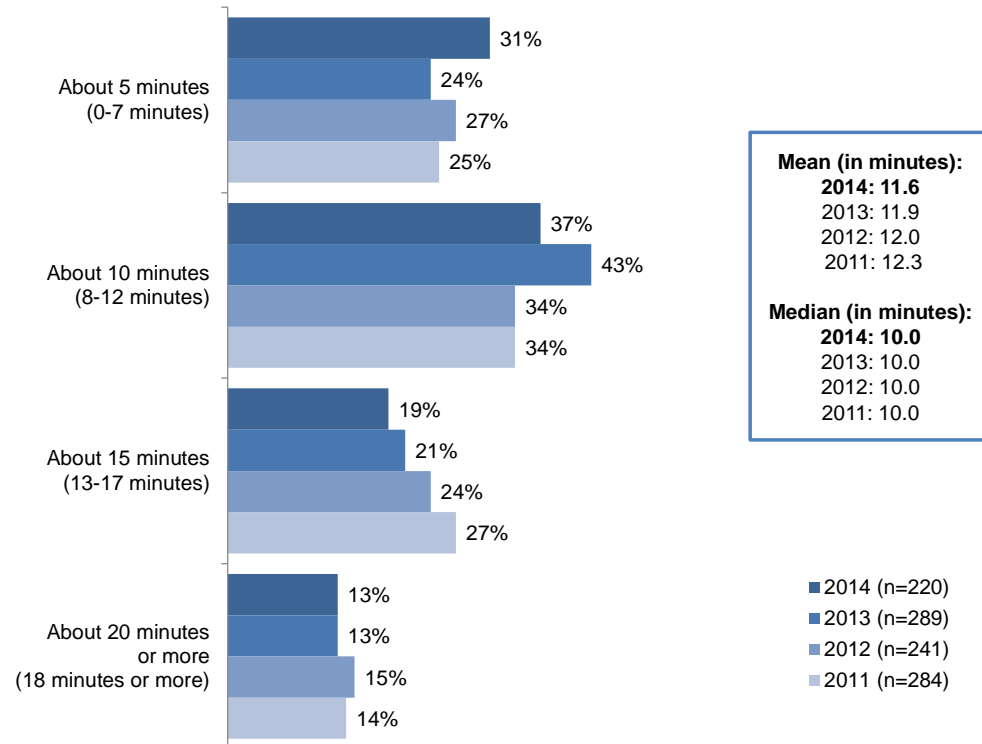
The need to transfer has declined slightly since last year (from 59% in 2013 to 55% in 2014). Further, the proportion of Calgary Transit users who typically makes just one transfer during their trips has declined from a peak of 39% in 2013 to 31% in 2014, which is similar to 2012 levels (32%).



## Length of Time Willing to Wait for Transfers

When asked to identify the length of time they are willing to wait for a transfer, Calgary Transit users will wait 11.6 minutes, on average. The median wait that Calgary Transit users are willing to withstand is 10.0 minutes, consistent with previous survey waves since 2011. Calgary Transit users' willingness to wait has been steadily trending downward from the willingness to wait 12.3 minutes in 2011, denoting a wearing down in Calgary Transit users' patience levels for waits for transfers, as well as increased customer expectations for frequent service.

**Length of Time Willing to Wait for Transfers – Of Users That Make Transfers**



Base: Calgary Transit Users Who Use Transfers (n=220)

Note: 2013 data equals more than 100% based on tracking data

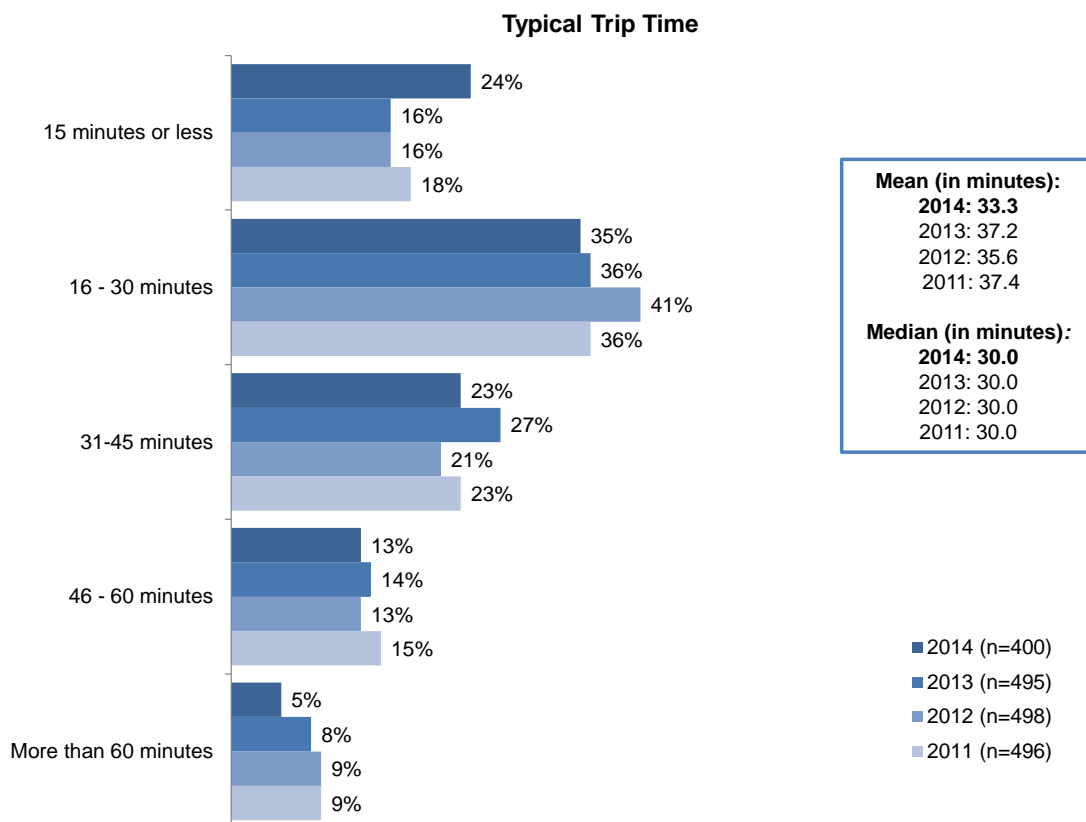
Q22. How many minutes are you willing to wait for a transfer to another Calgary Transit vehicle?

## Length of Typical Trip Time

The mean average duration of trips is 33.3 minutes, which has slightly decreased from 37.2 minutes in 2013, and represents the shortest average trip duration over the past 4 years. The median trip duration in 2014 is 30 minutes, identical to the median trip duration over the past 3 years.

The majority (59%) of Calgary Transit users estimate their typical trip duration to be 30 minutes or less. More specifically, almost one quarter (24%) of Calgary Transit users' typical trip durations are short taking 15 minutes or less, and 35% report that their typical trip durations are between 16 and 30 minutes.

Another 23% of Calgary Transit users estimate their typical trip duration to be 31 to 45 minutes, 13% say that their typical trip duration is between 46 and 60 minutes, and 5% say that their typical trip duration is longer and lasts more than 60 minutes.



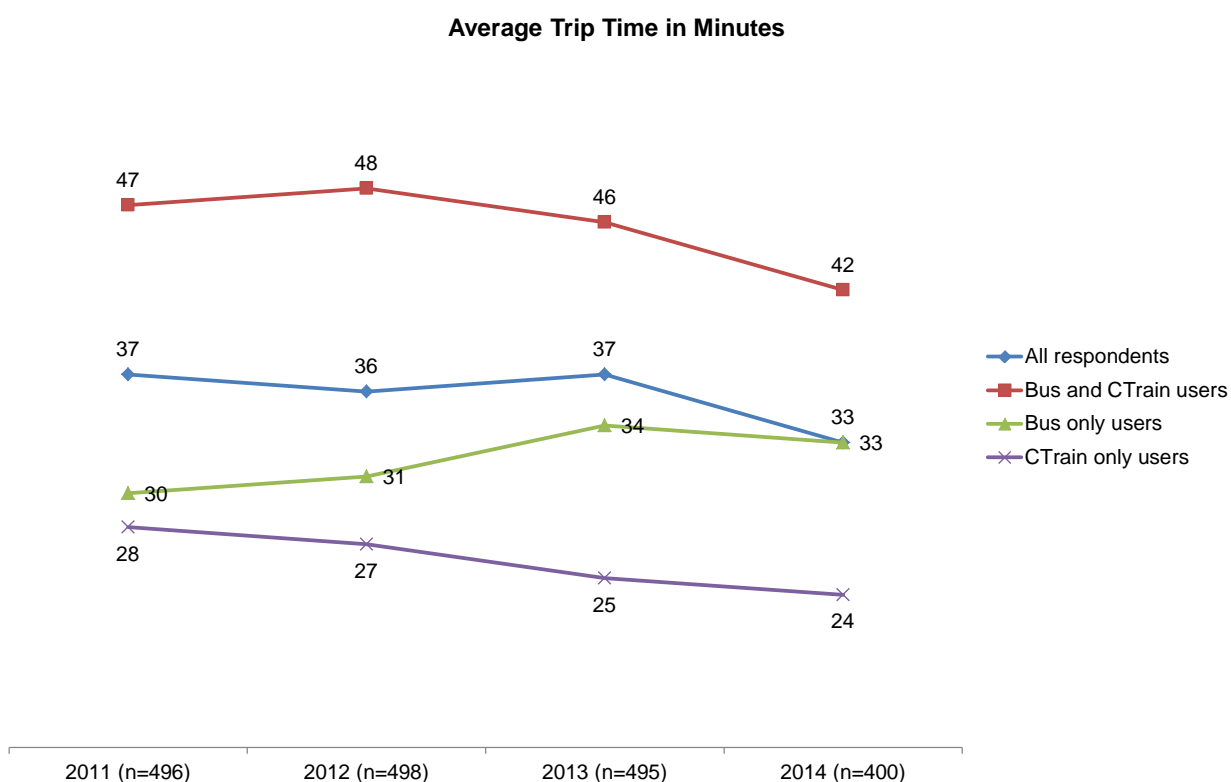
Base: Calgary Transit Users (n=400)

Q7. Please tell me how many minutes it takes you to make a typical one-way trip using Calgary Transit from when you board the first transit vehicle until you get off the last vehicle of your trip. (slight change in wording in 2014)

## Tracking Typical Trip Duration

In 2014, Calgary Transit users report somewhat shorter average trip durations (33 minutes) than in 2013 (37 minutes), 2012 (36 minutes), or in 2011 (37 minutes). Calgary Transit routes appear to be slightly more time-efficient in 2014 than in the previous few years.

The shortest trip durations are found among those who use CTrain services only (24 minutes), which has shown continuous efficiencies in trip times over the past 4 years, declining from an average trip duration of 28 minutes in 2011. In comparison, those who only use bus service find themselves on trips of 33 minutes on average, which has remained fairly consistent over the past several years (34% in 2013, 31% in 2012 and 30% in 2011). The average trip duration rises to 42 minutes among those who need to use both bus and CTrain services to reach their destination, which shows continued positive declines in trip durations from a high of 48 minutes in 2012 and from 46 minutes in 2013.



Base: Calgary Transit Users (n=400)

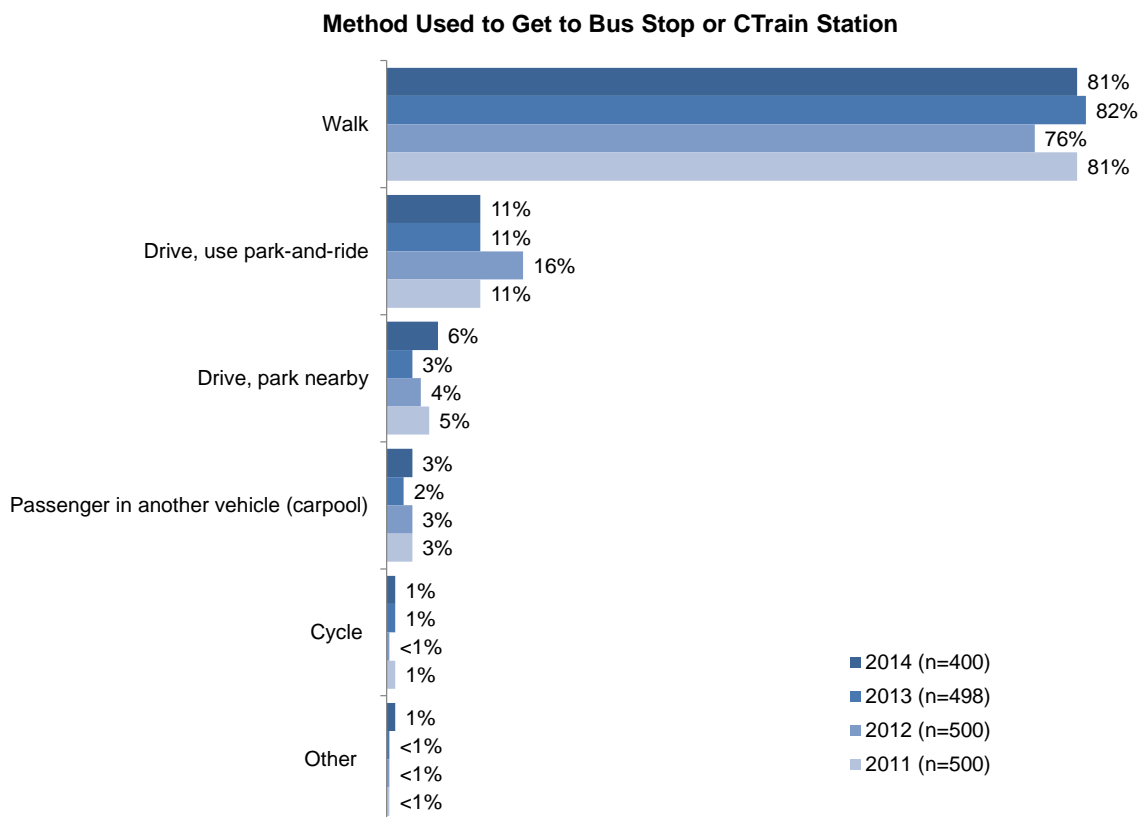
Note: Question 7 - Slight change in wording from 2013 survey

Q7. Please tell me how many minutes it takes you to make a typical one-way trip using Calgary Transit from when you board the first transit vehicle until you get off the last vehicle of your trip.

## Getting To Calgary Transit

### Method Used to Get to Bus Stop or CTrain Station

Most (81%) Calgary Transit users walk to the bus stop or CTrain station to access Calgary Transit. Certain Calgary Transit users drive and use a park-n-ride lot (11%), or drive and park nearby the bus stop or CTrain station (6%). A small proportion of Calgary Transit users currently carpool (3%) or cycle (1%) to the bus stop or CTrain station. Methods used to get to the first mode of Transit are consistent with 2013 trends.



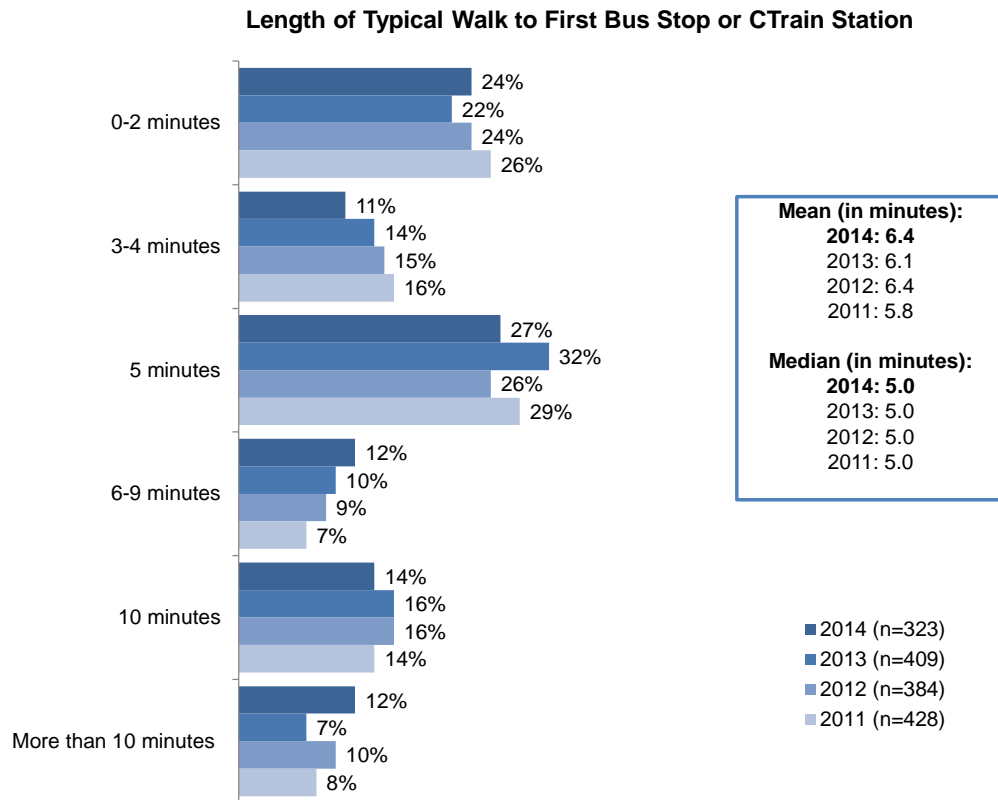
Base: Calgary Transit Users (n=400)

Note: Multiple responses allowed (top one or two responses), total will equal more than 100%

Q20. How do you typically get to the first bus or CTrain vehicle when you use Calgary Transit?

## Length of Typical Walk to First Bus Stop or CTrain Station

On average, Calgary Transit users who walk to the bus stop or CTrain station need 6.4 minutes to access Calgary Transit services. This 'walk' duration remains fairly consistent since 2012 (6.1 minutes in 2013 and 6.4 minutes in 2012), but is slightly increased from 5.8 minutes in 2011. The median length of walk to customers' first bus stop or CTrain station is 5.0 minutes, consistent with the median walk duration over the past 3 years.



Base: Calgary Transit Users who walk to first bus or CTrain (n=323)

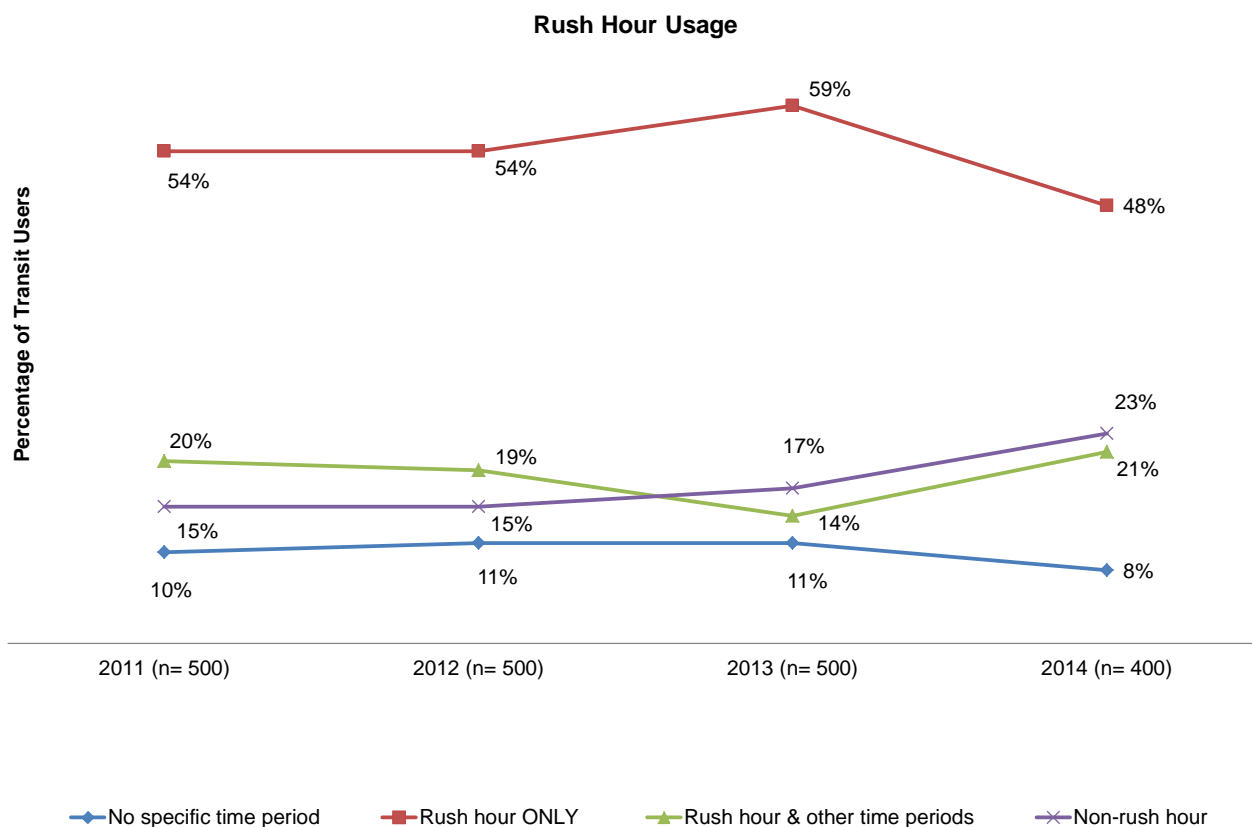
Note: 2013 data equals more than 100% based on tracking data

Q21. 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?

## Usage by Time of Day

### Rush Hour Usage of Calgary Transit

In total, 69% of Calgary Transit users are taking trips during rush-hour. Usage of Calgary Transit *only* during rush hour peaked at 59% last year (2013), and has now declined to 48% in 2014. Usage of Calgary Transit during rush hour *and* during other times of the day was at an all-time low in 2013 (14%) and has since risen to 21% which is a similar level as was found in 2011 (20%) and 2012 (19%). Further, almost one-quarter (23%) of Calgary Transit users report that they use Calgary Transit during non-rush hour periods. An additional 8% of Calgary Transit users say that there is no specific timer period in which they use Calgary Transit services.

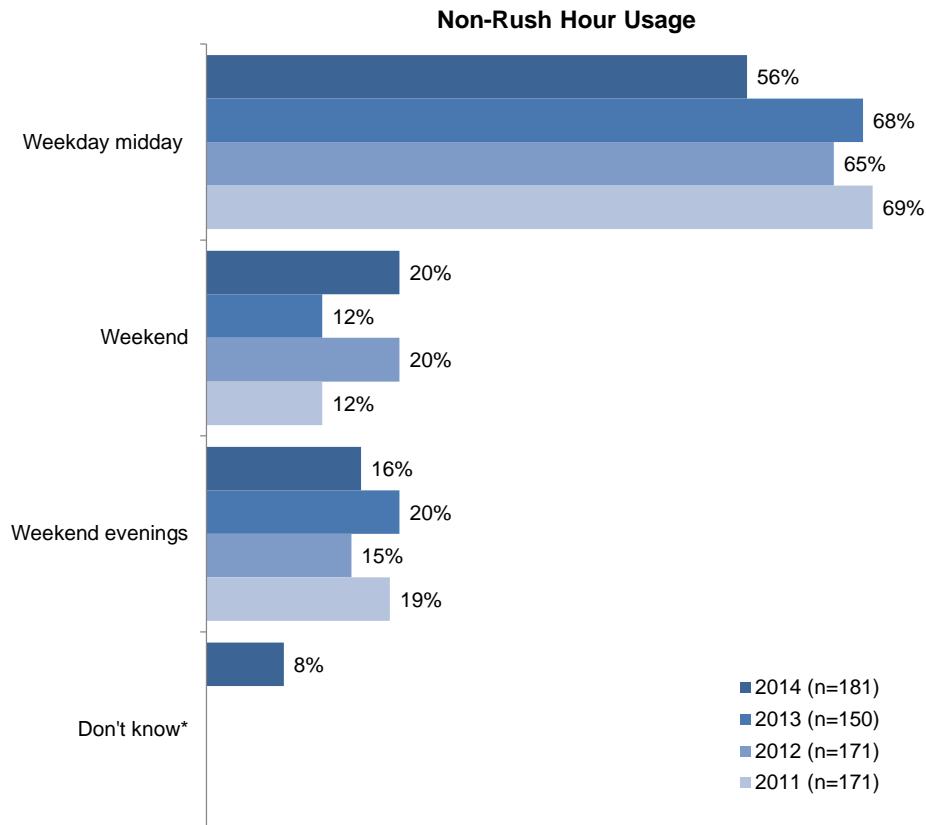


Base: Calgary Transit Users (n=400)

Q10. During what time period do you use Calgary Transit most often – rush hour or some other time period?

## Non-Rush Hour Usage of Calgary Transit

Among those who take Calgary Transit during non-rush hour times, the majority (56%) is using Transit during weekdays midday. More than one-third (36%) of Calgary Transit users typically access Calgary Transit during the weekends, including 16% who use Calgary Transit during weekend evenings.



Base: Calgary Transit non-rush hour users (n=181)

Note: \* = New response in 2014

Q11. While taking transit during non-rush hour times, would that be on a weekday midday, weekday evenings or a weekend?

## Transit Fare Used Most Often

The majority (58%) of Calgary Transit users pays their fares as pass-holders, including 32% of Transit users typically pay their fare via an adult monthly pass, 10% with a seniors pass, 9% through a youth monthly pass, 5% through a U-pass, 1% via a 'student' pass, and 1% via a low-income transit pass.

The remaining Calgary Transit users prefer to pay their fare by purchasing a book of tickets (29%), via cash (7%), day passes (3%), or by purchasing individual tickets (1%). As well, 1% of respondents admit that they do not typically pay their Transit fare.

### Transit Fare Used Most Often

	2011 (n=500)	2012 (n=500)	2013 (n=499)	2014 (n=400)
Adult monthly pass	35%	30%	34%	32%
Ticket from a book of tickets	32%	30%	27%	29%
Senior citizen pass	7%	6%	6%	10%
Youth monthly pass	8%	7%	7%	9%
Cash	12%	13%	13%	7%
Universal pass/U-Pass	9%	14%	13%	5%
Day pass	<1%	<1%	1%	3%
Don't pay	1%	0%	<1%	1%
Individual tickets	-	-	-	1%
Student pass	-	-	-	1%
Low income transit pass	<1%	1%	2%	1%
Don't know	<1%	0%	<1%	1%
Other	1%	0%	0%	1%

Base: Calgary Transit Users (n=400)

Q12. Which transit fare do you use most often?

Slight differences in payment methods are seen over the past several years and include:

- With a growing ageing population, slightly more Calgary Transit users are using a senior citizen's pass in 2014 (10%) than in 2013 (6%) and will be an interesting trend to watch.
- Using cash to pay for transit fares appears to be trending downward: in 2013, 13% of Calgary Transit users were using cash to pay their transit fare compared to 7% in 2014.
- The use of U-passes has also somewhat declined in 2014 (5%) versus 13% in 2013.

## Reasons for Using Calgary Transit

The main reasons for using Calgary Transit involve not having a vehicle or not driving (21%), wanting to avoid parking (20%), because Calgary Transit offers a convenient option for transportation (20%), and that Transit is a less expensive option (13%). Other less common reasons for using Calgary Transit include avoiding traffic (6%), attaining a faster travel time (5%), saving money due to high gasoline prices or parking rates (4%), or for environmental reasons (2%). Other reasons (7%) for using Calgary Transit primarily include that it is comfortable and relaxing, the U-pass is included with tuition, having physical limitations (visual impairments), and not enjoying driving and/or not enjoying driving downtown.

Results show some notable differences in 2014 compared to previous survey waves. First, a significantly smaller proportion of respondents indicate that they take transit because they do not own a vehicle or do not drive (21% in 2014 vs. 36% in 2013), which indicates a smaller 'captive rider' audience in 2014 than has been apparent in previous years. Second, a notably higher proportion of respondents explain that they take Calgary Transit because of its convenient service than was the case last year (20% in 2014 vs. 4% in 2013), which lends credibility to messaging related to the convenience of using Calgary Transit. As well, 13% of respondents explain that they take Calgary Transit because it is less expensive than other options, notably lower than 22% in 2013 and in 25% in both 2012 and 2011.

### Reasons For Using Calgary Transit

	2011 (n=520)	2012 (n=496)	2013 (n=489)	2014 (n=400)
No car/don't drive (captive riders)	31%	32%	36%	21%
Avoid parking	19%	22%	19%	20%
Convenient service	6%	4%	4%	20%
Less expensive	25%	25%	22%	13%
Avoid traffic	8%	6%	9%	6%
Faster travel time	5%	5%	5%	5%
Save gas/high gasoline prices/high parking rates*	N/A	N/A	N/A	4%
Environmental reasons	2%	4%	2%	2%
No Particular Reason*	N/A	N/A	N/A	1%
Comfortable/relaxing	<1%	2%	3%	1%
Transit pass included in tuition (U-Pass)	1%	1%	1%	1%
Don't know	N/A	N/A	N/A	<1%
Other	2%	1%	1%	7%

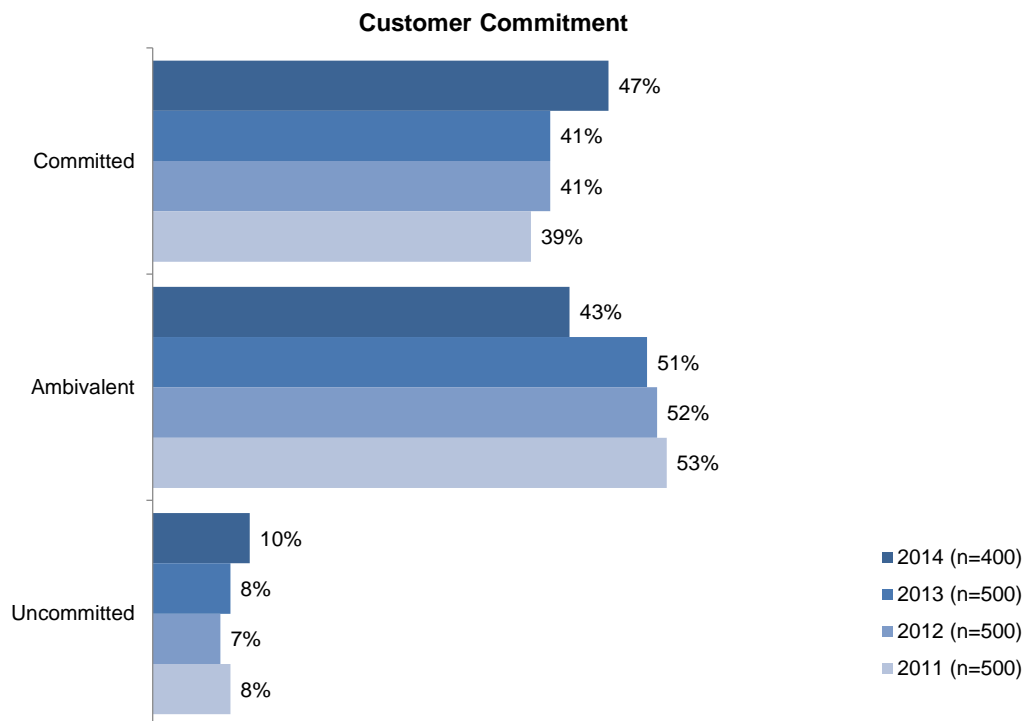
Base: Calgary Transit Users (n=400)

Note: \* = new in 2014

Q8. What is your **one main reason** for using Calgary Transit instead of alternative forms of transportation?

## Loyalty in Using Calgary Transit

Almost one-half (47%) of Calgary Transit users express loyalty in feeling that there are many good reasons for taking Calgary Transit and no good reasons for changing to another method. A similar proportion of respondents (43%), however, are not entirely loyal feeling that there are many good reasons to take Calgary Transit, and that there are many good reasons to change. An additional 10% feel that there are few good reasons to take Calgary Transit and many good reasons to change to another method of transportation.



Base: Calgary Transit Users (n=400)

Note: Below are the statements presented to respondents, preceded by the 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.

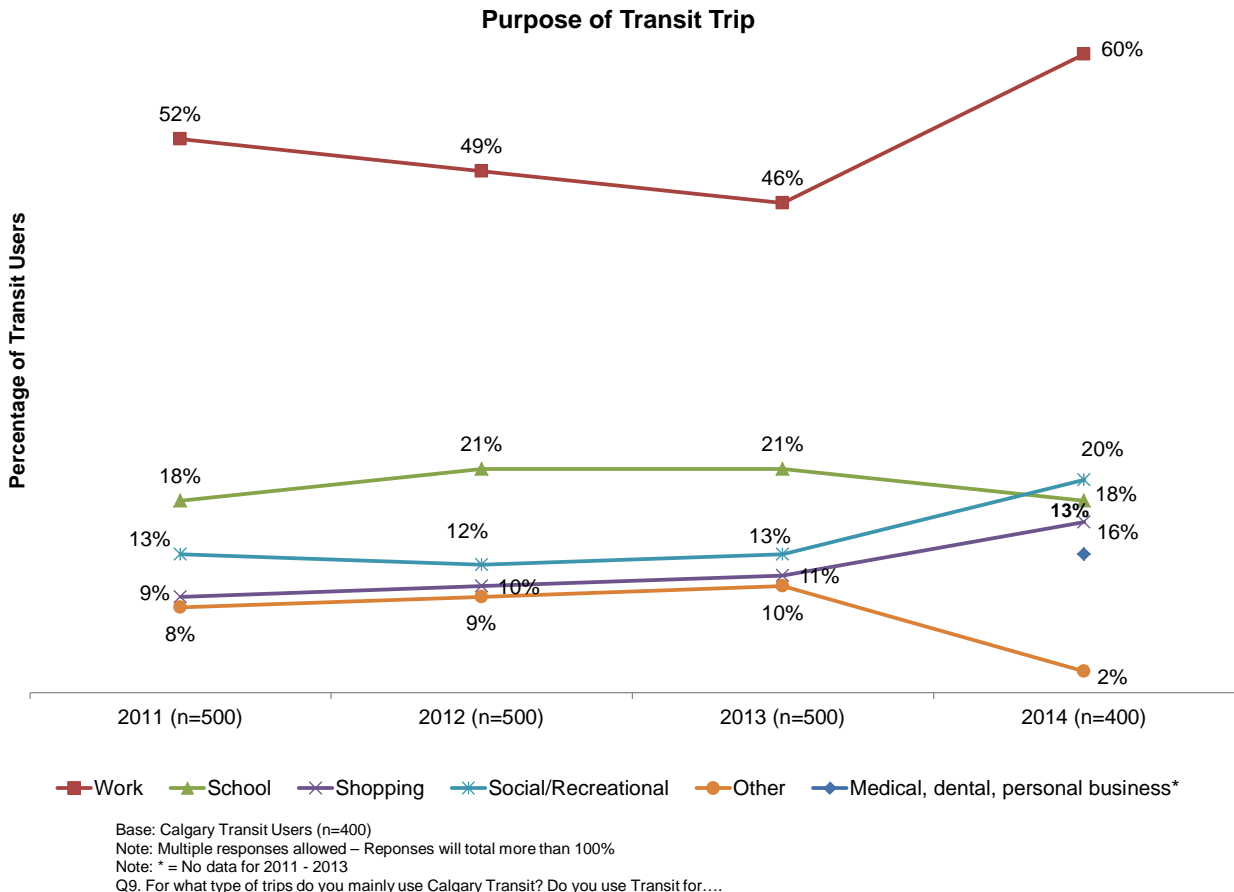
Ambivalent – There are many good reasons to continue to use Calgary Transit, but there are also good reasons to change to another method of travel.

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.

Q34. 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.

## Purpose of Transit Trip

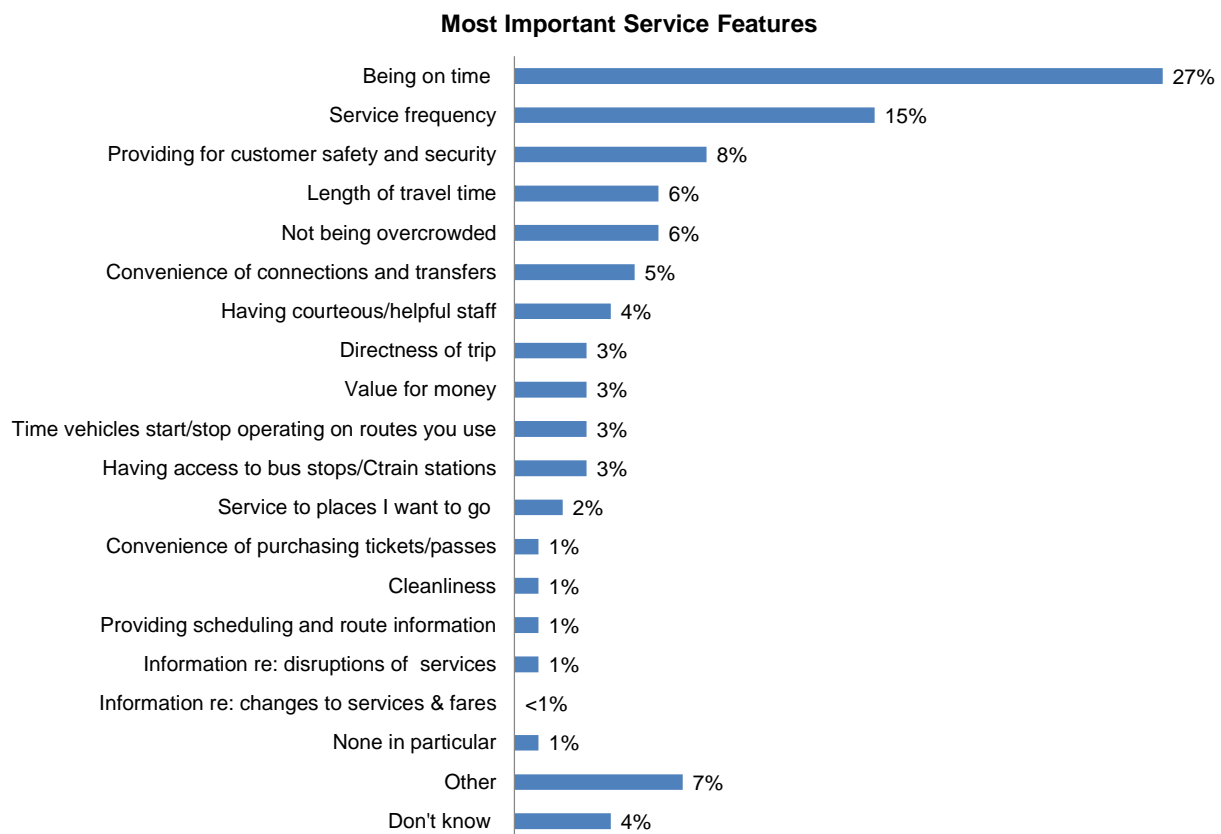
Most (60%) Transit users report that the main purpose of their trip is to get to and from work, which has notably increased from 46% in 2013. Calgary Transit is also being used to reach destinations for social or recreational purposes (20%), which is also on an upward trend from 13% in 2013. Calgary Transit is also used for the purpose of getting to school (18%), similar to usage over the past few years, for shopping (16%), which has somewhat increased since last year (11% in 2013), or to get to medical or other appointments (13%). Using Transit to reach destinations for social or recreational purposes has somewhat increased since last year (from 13% in 2013 to 20% in 2014).



## IMPORTANCE OF CALGARY TRANSIT SERVICE FEATURES

When asked to identify the most important Calgary Transit service factor, the single most commonly identified service feature is the timeliness of service (27%), followed by the frequency of service (15%). Other important service features include providing for customer safety and security (8%), length of travel time (6%), not being overcrowded (6%), and the convenience of connections and transfers (5%). Service features which are relatively lower in the overall importance rankings are having helpful staff (4%), the directness of the trip (3%), receiving value for money (3%), the time that vehicles start and stop operating (3%), and having access to bus stops and CTrain stations (3%).

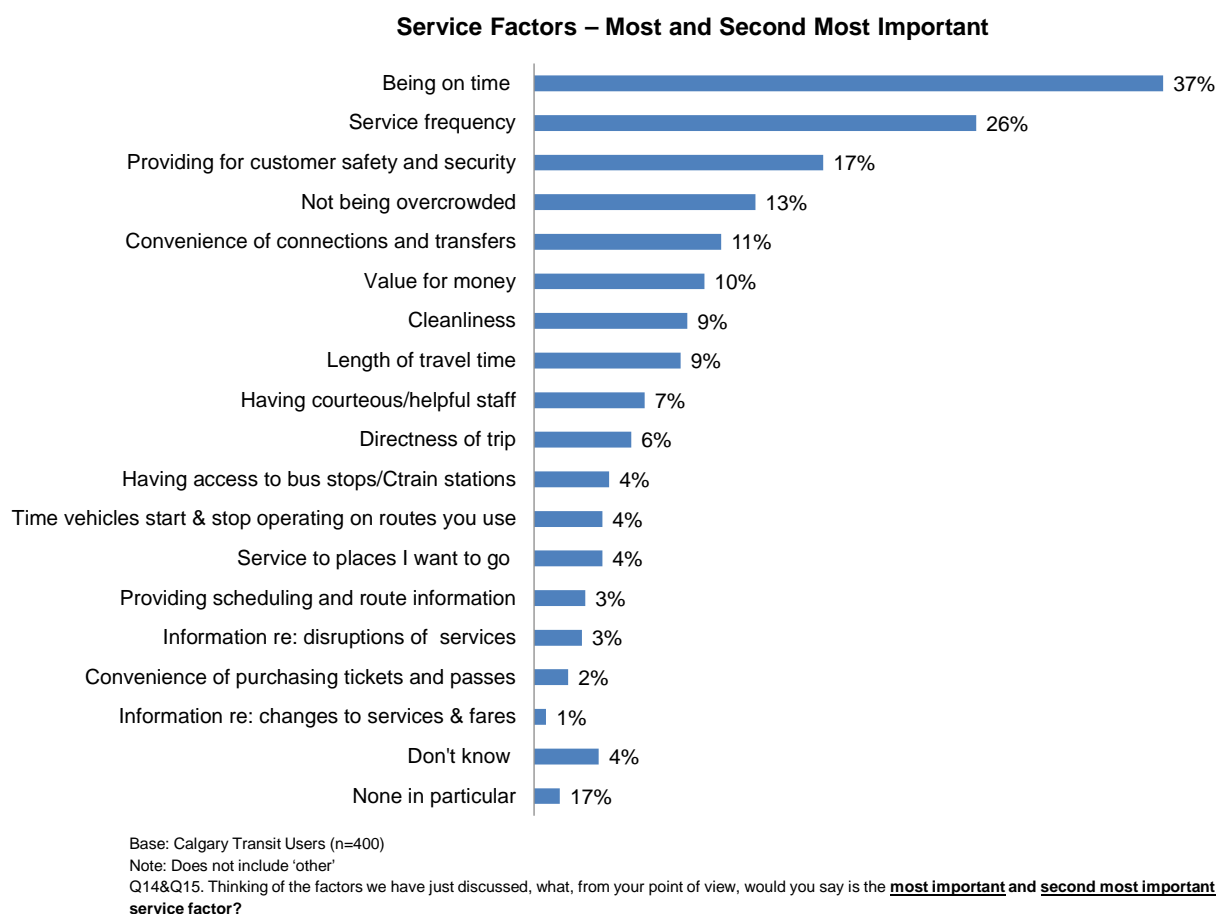
Few respondents point to other features as being the most important Calgary Transit service features, such as offering service to places customers want to go (2%), the convenience of purchasing tickets and passes (1%), cleanliness (1%), providing scheduling and route information (1%), providing information about disruptions to service (1%), and providing information about changes to services and fares (<1%).



Base: Calgary Transit Users (n=400)

Q14. Thinking of the factors we have just discussed, what, from your point of view, would you say is the one most important service factor?

Respondents were further asked to identify the second most important service factor related to Calgary Transit service. After totaling the first and second most important Calgary Transit service features, timeliness of service (37%) is clearly the most important service factor. On a secondary level, service frequency (26%) is also highly important, followed by providing for customer safety and security (17%), not being overcrowded (13%), the convenience of connections and transfers (11%), and receiving value for the money paid for the Calgary Transit fare or pass (10%).



Overall, service factors of relatively lower importance involve cleanliness (9%), the length of travel time (9%), helpful staff (7%), and the directness of the route (6%). Also of relative lower importance are factors related to easy access to bus stops or CTrain stations (4%), the time Calgary Transit vehicles start and stop (4%), and servicing destinations that customers wish to access (4%).

Further, providing scheduling and route information (3%), providing information about service disruptions (3%), the convenience of purchasing tickets or passes (2%), and receiving information about changes to services and fares (1%) are less important when thinking about Calgary Transit services.

Since 2011, the top 4 important Calgary Transit services have remained the same: being on time; service frequency; safety; and, not being overcrowded. The importance of being on time has notably declined to 37% from a high of 56% in 2013. The importance of service frequency (26%) is in line with 2011 numbers (28%), but is slightly lower than in 2012 or 2013 (32%, respectfully). The importance of providing for customer safety has slightly increased from 13% in 2013 to 17% in 2014. Further, the importance of not being over-crowded has declined from 21% in 2012 and from 16% in 2013 to a low of 13% in 2014.

### **Importance of Service Attributes – Tracking Data (Most and Second Most Important)**

<b>Service Attributes</b>	<b>2011 (n=500)</b>	<b>2012 (n=500)</b>	<b>2013 (n=500)</b>	<b>2014 (n=400)</b>
Being on time	49%	52%	56%	37%
Service frequency	28%	32%	32%	26%
Providing for customer safety and security	15%	15%	13%	17%
Not being overcrowded	16%	21%	16%	13%
Convenience of connections and transfers	5%	10%	5%	11%
Value for money	9%	10%	10%	10%
Length of travel time	9%	11%	9%	9%
Cleanliness	8%	6%	6%	9%
Having courteous/helpful staff	6%	11%	11%	7%
Directness of trip	9%	12%	7%	6%
Service to places I want to go	5%	6%	7%	4%
Time vehicles start & stop operating on routes you use	3%	3%	5%	4%
Having access to bus stops/CTrain stations	7%	5%	4%	4%
Information re: disruptions of services	N/A	N/A	4%	3%
Providing scheduling and route information	4%	3%	2%	3%
Convenience of purchasing tickets and passes	2%	2%	2%	2%
Information re: changes to services & fares	N/A	N/A	1%	1%
None in particular	N/A	N/A	N/A	2%
Don't know	N/A	N/A	N/A	4%
Other	N/A	N/A	1%	17%

Base: Calgary Transit Users (n=400)

Q14&Q15. Thinking of the factors we have just discussed, what, from your point of view, would you say is the **most important and second most important service factor?**

## OVERALL SATISFACTION

Overall satisfaction with Calgary Transit has remained solid since last year (75% in both 2014 and 2013), maintaining the increase in overall satisfaction that Calgary Transit has garnered since 2011 (67%). A slightly higher proportion of respondents are 'very' satisfied with ratings of 5 out of 5 than was reported in 2013 (31% vs. 25%, respectively), which has notably improved since 2011 (19%). This increase could be indicating a continuous positive upward trend in the intensity of satisfaction with Calgary Transit, or could be a result of the wording changes measuring 'satisfaction' in 2014 vs. 'performance' in previous survey waves.

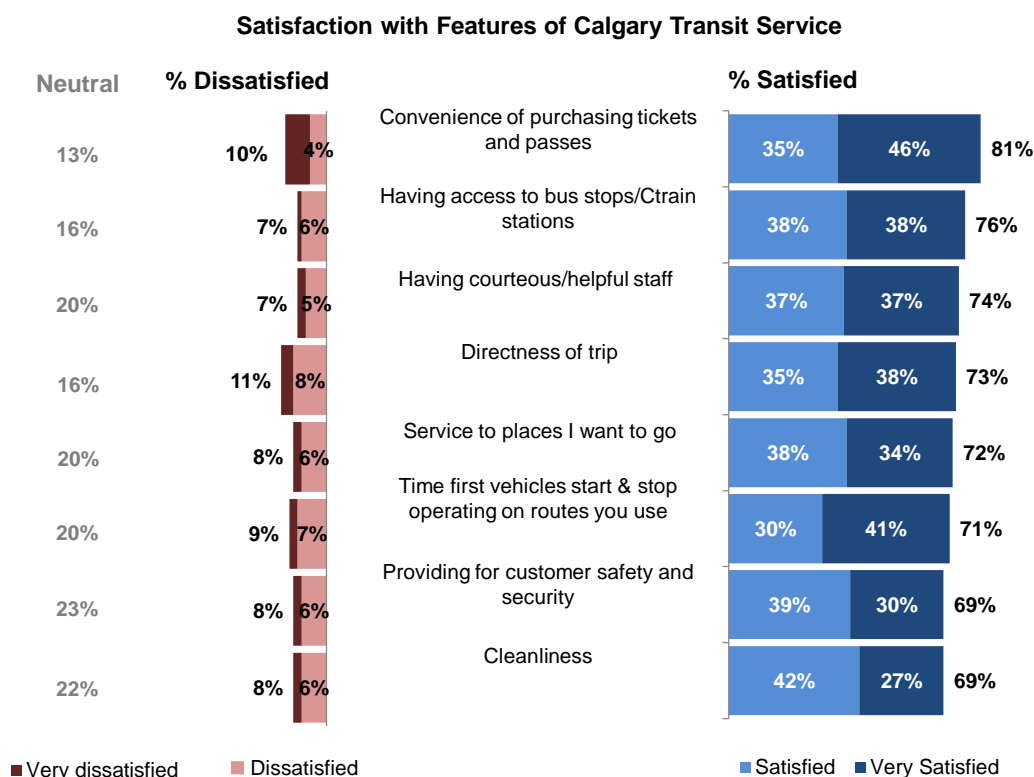


Respondents who are significantly more satisfied tend to be those who reside in the NW (84%), those who have shorter trip durations (81%), and those who have not had any reason to complain (81%). Conversely, those who tend to be significantly more dissatisfied include residents in the SE (14%), frequent users who take 8 or more trips each week (10%) and those who have wanted to complain, but did not (14%).

## Satisfaction with Features of Calgary Transit Service

Respondents were asked to rate their satisfaction with a series of 17 features of Calgary Transit services. The reader should be reminded that question wording changed in 2015 to measure 'satisfaction' versus measuring 'performance' in previous survey waves.

In 2014, the features for which Calgary Transit users express the highest satisfaction levels include the convenience of purchasing tickets and passes (81%), and having access to bus stops or CTrain stations (76%). Satisfaction for the directness of the trip (73%), having helpful staff (73%), service to places users want to go (72%), and the time the transit vehicle starts and stops operating (71%) are also ranked relatively higher. In addition, almost 7-in-10 Calgary Transit users are satisfied with the provision of customer safety and security (69%), with the convenience of connections and transfers (69%), and with cleanliness (69%).



Base: Calgary Transit Users (n=400)

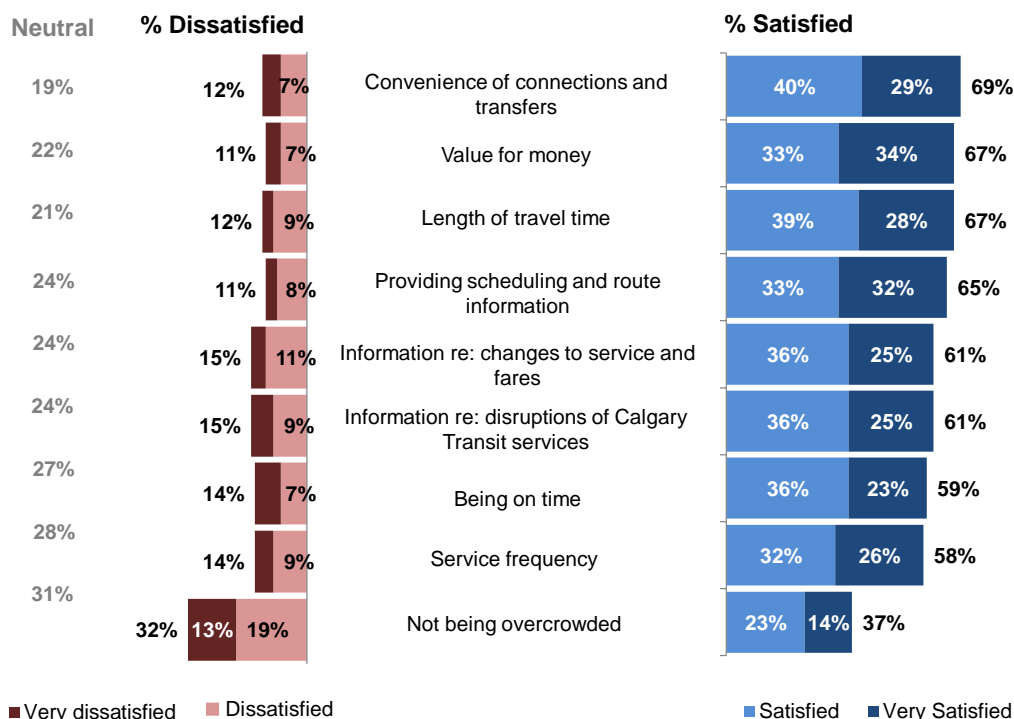
Note: New scale in 2014, use caution when interpreting results

Q13. I am now going to read you a list of different aspects of Calgary Transit service. For each one, based on your **most recent** experience, I would like you to tell me how satisfied or dissatisfied you were with each service aspect, using a scale of 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied".

Roughly two-thirds of Calgary Transit users are satisfied with convenience of connections and transfers (69%), value for money (67%), the length of travel time (67%), and with Calgary Transit providing scheduling and route information (65%). Satisfaction is relatively lower for the provision of information about changes to service and fares (61%), providing information about Calgary Transit service disruptions (61%), being on time (59%), or for service frequency (58%). The lowest levels of satisfaction are for Calgary Transit not being overcrowded (37% are satisfied, 32% are dissatisfied and 31% are neutral).

Being on time and service frequency are the two most important features of Calgary Transit service delivery; however, users' satisfaction with these two key service features is only moderate.

### Satisfaction with Features of Calgary Transit Continued



Base: Calgary Transit Users (n=400)

Note: New scale in 2014, use caution when interpreting results

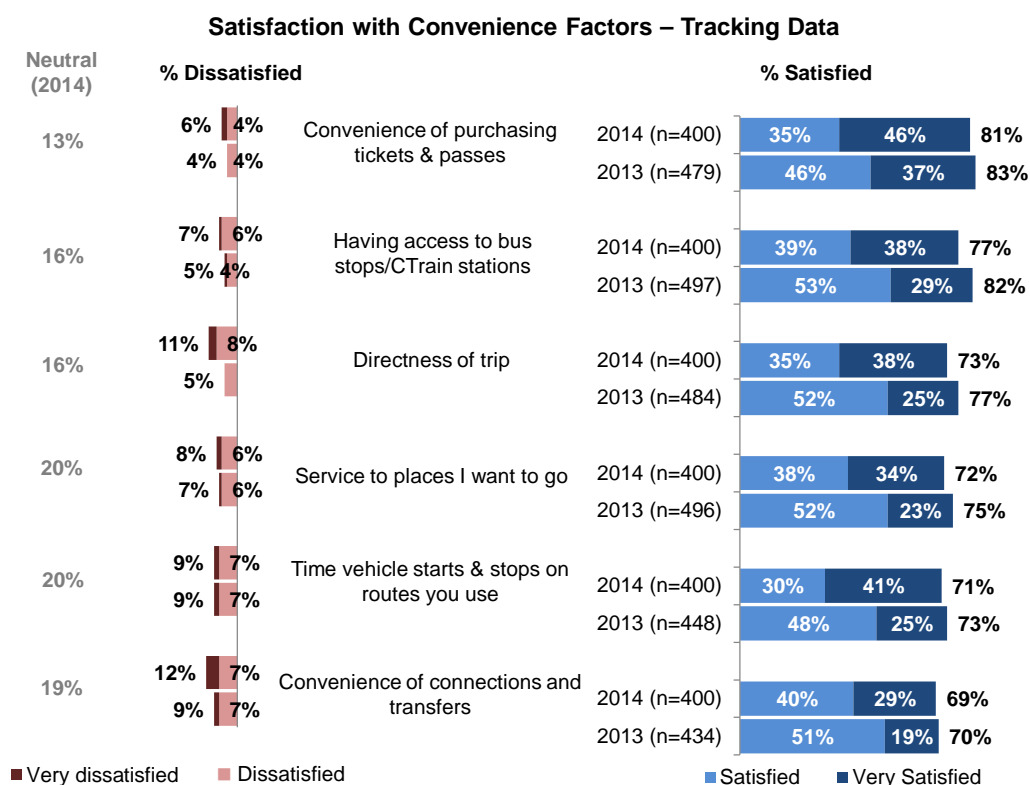
Q13. I am now going to read you a list of different aspects of Calgary Transit service. For each one, based on your **most recent** experience, I would like you to tell me how satisfied or dissatisfied you were with each service aspect, using a scale of 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied".

## Tracking Satisfaction with Convenience Factors

Of all Calgary Transit service features assessed, those related to convenience factors receive relatively higher satisfaction scores. In comparison to 2013 results, overall satisfaction with these service features is slightly lower, while the intensity of satisfaction has increased for all factors related to Calgary Transit's convenience of service.

Two notable differences in overall satisfaction with convenience factors emerge over the past year. First, more than three-quarters (77%) of Calgary Transit users are satisfied with the convenience of having access to bus stops or CTrain stations, and overall satisfaction has somewhat declined since 2013 (82%). At the same time, the intensity of satisfaction with the ability to access bus stops and CTrain stations has increased since last year (from 29% very satisfied in 2013 to 38% very satisfied in 2014). The reader should be reminded that the question wording changed in 2014 to rate 'satisfaction' versus 'performance'; therefore, the differences in results may be a result of these differences.

The second notable difference is a slight decline in overall satisfaction with the directness of the trip (73% in 2014, slightly declined from 77% in 2013), yet the intensity of satisfaction is higher in 2014 than in 2013 (38% and 25%, respectively).



Base: Calgary Transit users (n=400)

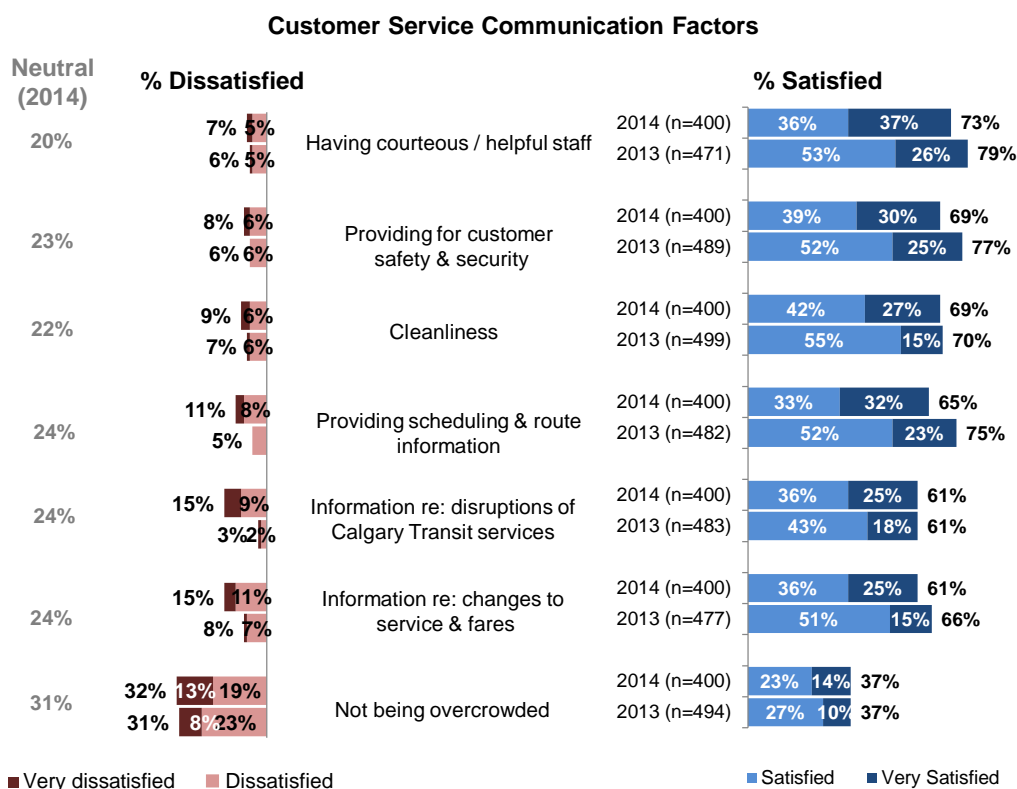
Note: New scale in 2014, use caution when interpreting results

Q13. I am now going to read you a list of different aspects of Calgary Transit service. For each one, based on your **most recent** experience, I would like you to tell me how satisfied or dissatisfied you were with each service aspect, using a scale of 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied".

Overall satisfaction has remained stable for the convenience of purchasing tickets and passes (81% in 2014 and 83% in 2013), for Calgary Transit providing service to preferred destinations (72% in 2014 and 75% in 2013), for the time Calgary Transit vehicles start and stop offering service (71% in 2014 and 73% in 2013), and for the convenience of connections and transfers (69% in 2014 and 70% in 2013).

## Satisfaction: Customer Service and Communications Factors

When reviewing satisfaction with customer service and communications attributes for Calgary Transit since last year, survey respondents express similar and relatively moderate satisfaction levels since 2013 in several areas, lower satisfaction levels in certain areas, and higher intensity levels in the satisfaction scores for all factors evaluated. Once again, tracking differences could be attributed to the change in using a satisfaction versus performance measurement in 2014.



Base: Calgary Transit Users (n=400)

Note: New scale in 2014, use caution when interpreting results.

Q13. I am now going to read you a list of different aspects of Calgary Transit service. For each one, based on your **most recent** experience, I would like you to tell me how satisfied or dissatisfied you were with each service aspect, using a scale of 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied".

Calgary Transit users are most satisfied with having courteous and helpful staff (73%), although this is lower than the 79% rating received in 2013, and at the same time receives higher intensity levels of satisfaction in 2014 (37%) than in 2013 (26%). The majority of Calgary Transit users are also satisfied with the provision of customer safety and security (69%), which has declined slightly from 77% in 2013. As well, 69% of Transit users are satisfied with cleanliness, which has remained constant since 2013 (70%), and which has seen notable increases to the intensity levels of satisfaction over the past year (27% in 2014, increased from 15% in 2013).

Satisfaction is slightly lower for Calgary Transit providing scheduling and route information (65%), which has declined by 10 percentage points since 75% in 2013, yet receives higher intensity levels of satisfaction in comparison to last year (32% in 2014 and 23% in 2013). The provision of information regarding Calgary Transit service disruptions, however, has seen consistent overall satisfaction ratings in 2014 and 2013 (61%, respectively), yet the intensity levels of satisfaction are higher in 2014 (25%) than in 2013 (18%). Satisfaction with information regarding changes to services and fares parallels that of the provision of information regarding disruptions (61% for both), yet has slightly declined from 66% in 2013.

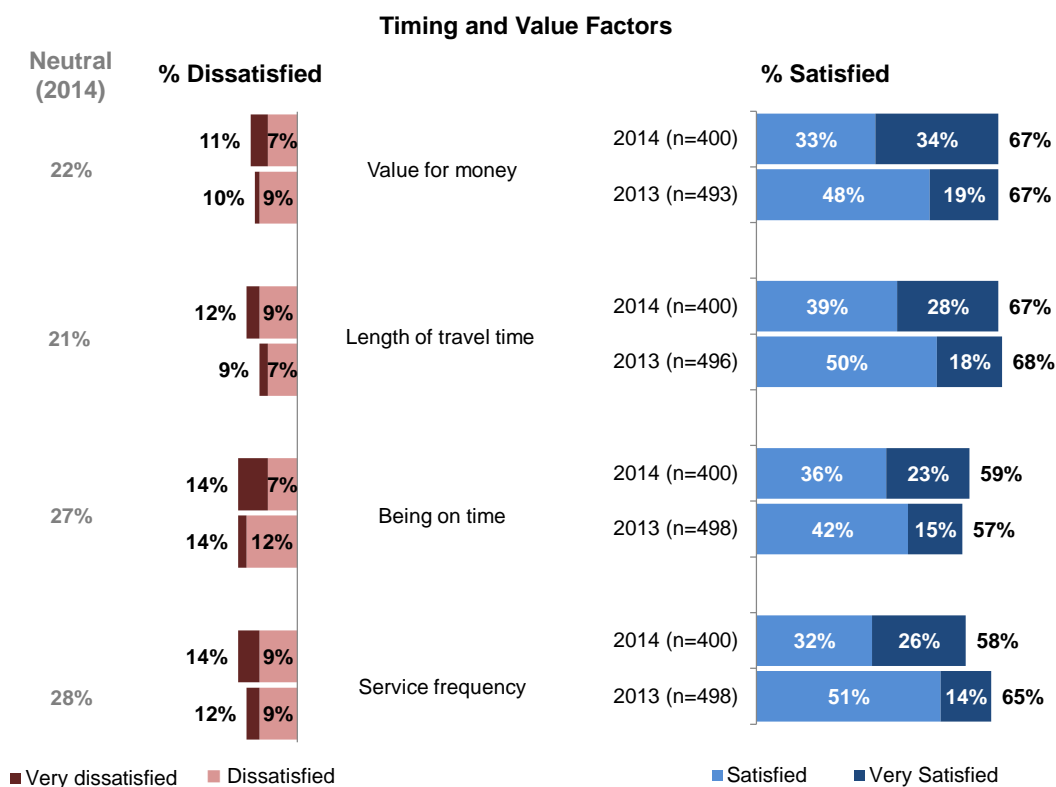
Of all Calgary Transit service features assessed, just 37% of respondents are satisfied with Calgary Transit not being overcrowded, identical to 2013 measures.

## Tracking Satisfaction: Timing and Value Factors

With respect to tracking satisfaction with factors related to value and timing, overall satisfaction is relatively lower in comparison with other service features and has generally been maintained since last year. At the same time, the intensity of satisfaction for these timing and value factors has improved in all areas since 2013.

More specifically, slightly more than two-thirds (67%) of respondents currently see value for the price paid for the Calgary Transit ride they received, identical to 2013 (67%), but seeing an increase in the overall intensity of perceived value in 2014 (34%) compared to 2013 (19%). Slightly more than two-thirds (67%) of respondents are also satisfied with the length of travel time, similar to 2013 results (68%), which is also seeing increased intensity ratings in 2014 (28% are very satisfied) versus 2013 (18% are very satisfied).

Almost six-in-ten (59%) are satisfied with Calgary Transit being on time, comparable to 57% expressing this sentiment last year. However, the intensity of satisfaction for the timeliness of service is stronger in 2014 (23%) than in 2013 (15%). Satisfaction is lowest for the frequency of service offered (58%) and has declined from 65% since last year.



Base: Calgary Transit Users (n=400)

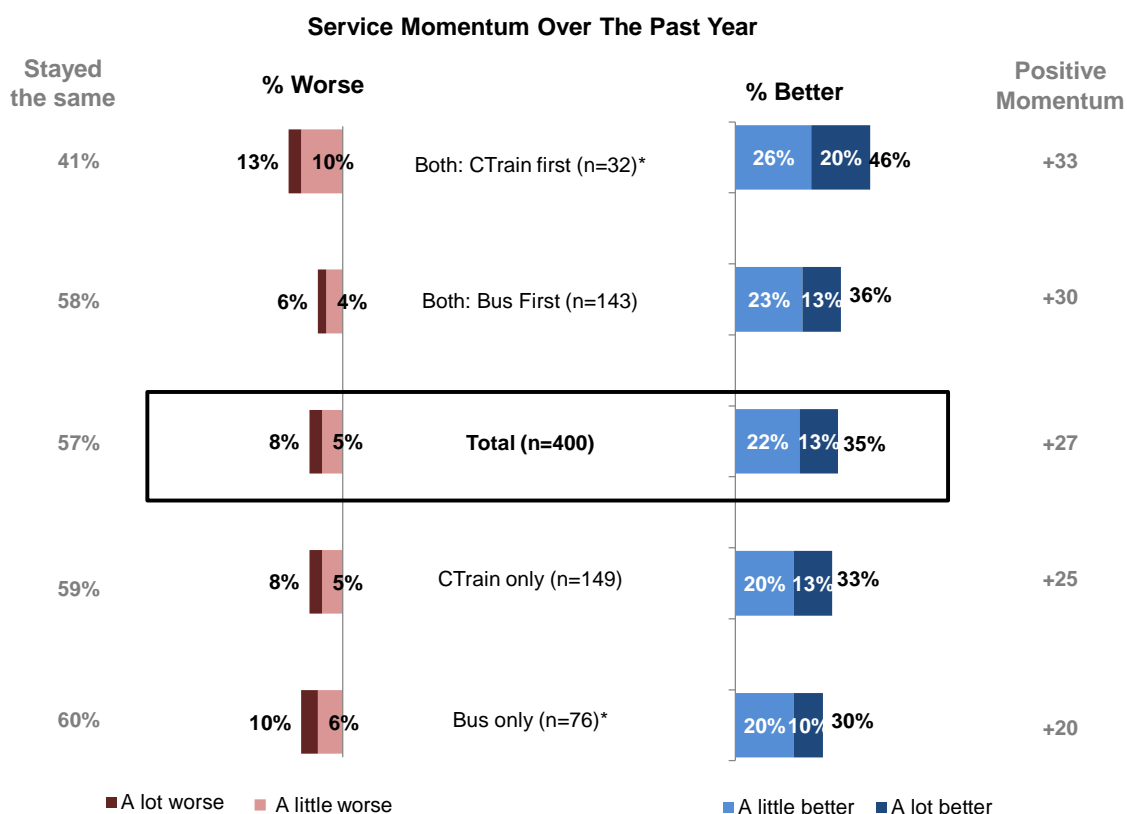
Note: New scale in 2014, use caution when interpreting results

Q13. I am now going to read you a list of different aspects of Calgary Transit service. For each one, based on your **most recent** experience, I would like you to tell me how satisfied or dissatisfied you were with each service aspect, using a scale of 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied".

## Service Momentum over the Past Year

Over the past year, the majority of Transit users feel that service has stayed the same (57%). A significantly higher proportion of respondents, however, feel that Calgary Transit service has become better (35%) vs. worse (8%) over the past year. Those who use CTrain service first and need both bus and CTrain service for their trip are more likely to feel that Calgary Transit service has become better over the past year (46%) than are those who first access Transit via bus stops (36%).

Further, one-third (33%) of those who only use CTrain services feel that Calgary Transit services have improved over the past year versus 8% of this subset of Transit users who feel it has become worse. Those who only use bus services are least likely to feel that Calgary Transit services have improved (30%) and 10% of bus-only users feel that service has become worse over the past year.



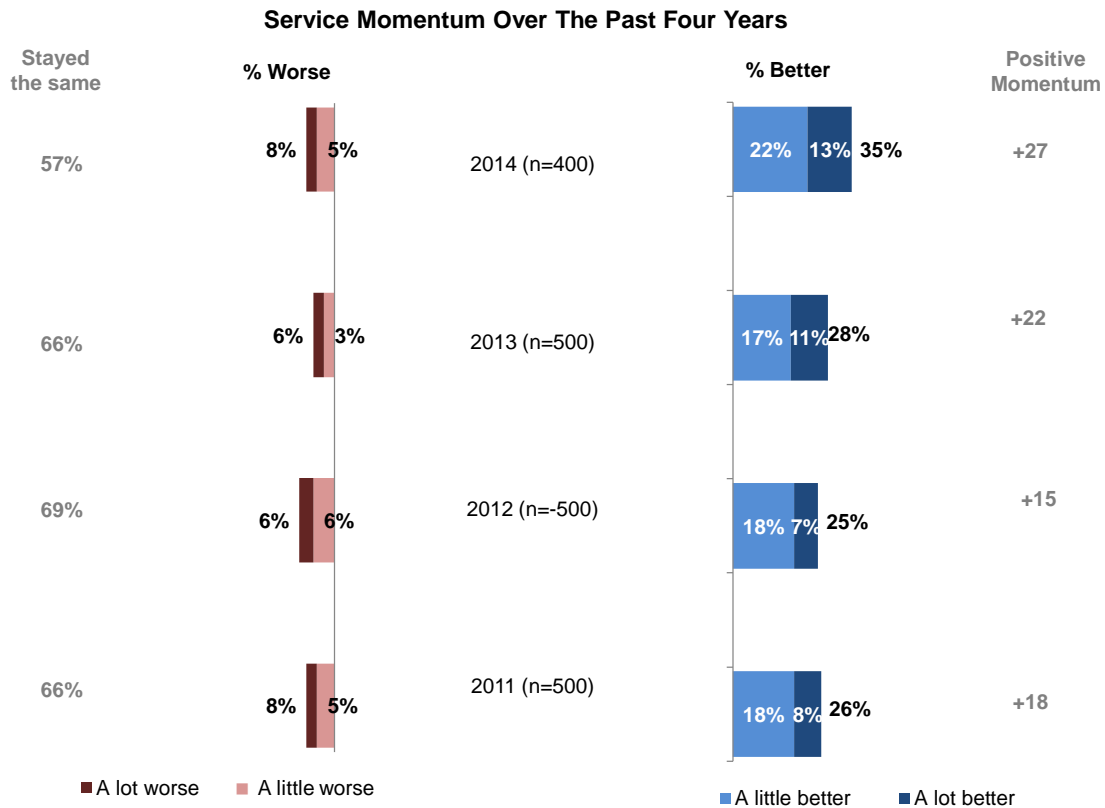
Base: Calgary Transit Users

\*Use caution when interpreting data due to small sample size.

Q17. 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?

## Tracking Calgary Transit Service Momentum

In 2014, 35% of Transit users feel that service has improved over the past year, increased from 28% in 2013 and from roughly one-quarter of customers noting service improvements in 2012 (25%) and 2011 (26%). There is clearly positive momentum in customers' views of Calgary Transit service improvement over the past several years. The highest positive momentum scores are seen in 2014, in comparison to the past several years.



Base: Calgary Transit Users (n=400)

Note: 2011-2013 reflect data inclusive of "don't know" responses included in the base whereas 2014 data does not.

Q17. 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.

## **Reasons for Improved Calgary Transit Service**

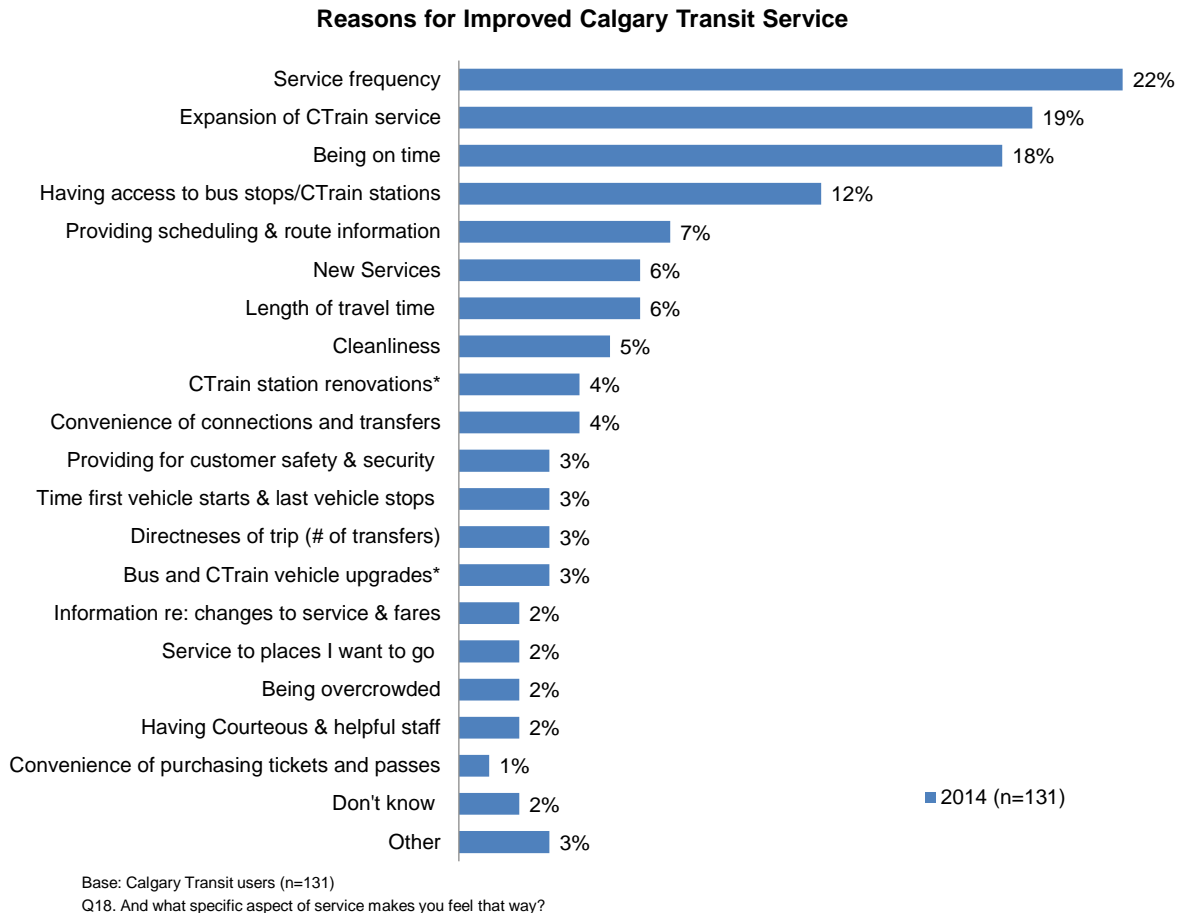
Among Transit users who feel that Calgary Transit services have become better over the past year, the key reasons for citing improvements lie with improved frequency of service (22%), expansions to C-Train services (19%), and with the timeliness of Calgary Transit adhering to schedules (18%). On a secondary level, reasons for reporting improvements in Calgary Transit service also stem from having easy access to bus stops and CTrain stations (12%), Calgary Transit providing scheduling and route information (7%), bringing in new services (6%), and for the length of the travel time on their route (6%).

Other cited reasons for improvements include cleanliness (5%), CTrain station renovations (4%), and the convenience of connections and transfers (4%). Fewer respondents feel that improvements are a result of bus and CTrain vehicle upgrades (3%), providing for customer safety and security (3%), the timing of when Transit vehicles start and stop (3%), and the directness of the trip (3%). Certain respondents mention that Calgary Transit has become better because of the information provided regarding changes to services and fares (2%), the provision of routes to preferred destinations (2%), not being as overcrowded (2%), having helpful staff (2%), and because of the convenience of purchasing tickets and passes (1%).

## Reasons for Improved Calgary Transit Service

Over the past few years, the key reasons for improved Calgary Transit service have remained the same and have consistently focused on service frequency, CTrain expansion and the timeliness of service.

In 2013, CTrain service expansion was the primary reason (25%) for improved Calgary Transit service, which has somewhat declined in prominence in 2014 (19%). In addition, in 2014, 12% of respondents explain that Calgary Transit has improved because of easy access to bus stops or CTrain stations, which has increased from 4% in 2013.

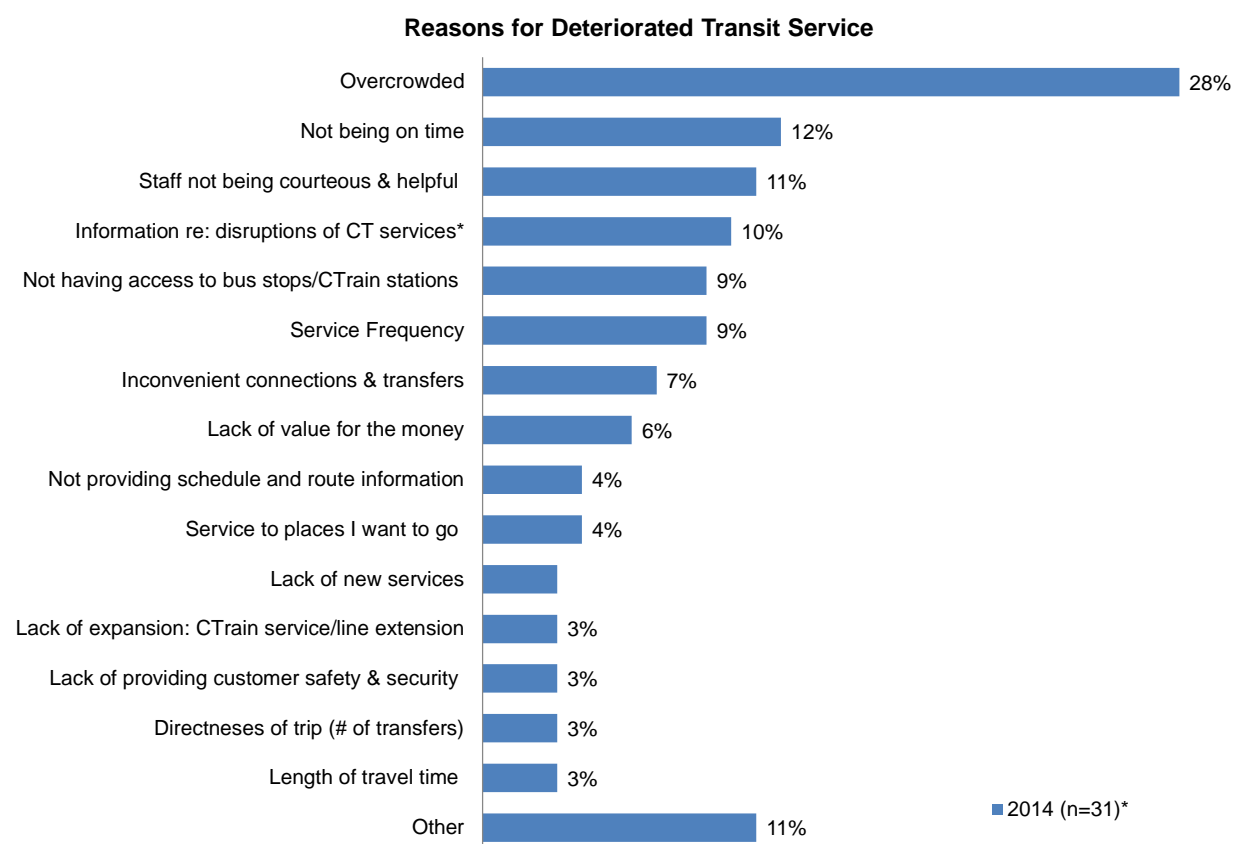


	2011 (n=127)	2012 (n=117)	2013 (n=142)	2014 (n=131)
<b>Service frequency</b>	<b>29%</b>	<b>23%</b>	<b>23%</b>	<b>22%</b>
<b>Expansion of CTrain service</b>	<b>10%</b>	<b>19%</b>	<b>25%</b>	<b>19%</b>
<b>Being on time</b>	<b>15%</b>	<b>18%</b>	<b>16%</b>	<b>18%</b>
Having access to bus stops/CTrain stations	8%	9%	4%	12%
Providing scheduling & route information	2%	5%	4%	7%
Length of travel time	4%	3%	5%	6%
New Services	11%	7%	9%	6%
Cleanliness	1%	3%	3%	5%
Convenience of connections and transfers	1%	2%	3%	4%
CTrain station renovations*	N/A	N/A	N/A	4%
Bus and CTrain vehicle upgrades*	N/A	N/A	N/A	3%
Directnesses of trip (# of transfers)	1%	7%	0%	3%
The time the first vehicle starts & last vehicle stops	4%	1%	0%	3%
Providing for customer safety & security	5%	3%	3%	3%
Having courteous & helpful staff	3%	4%	5%	2%
Not being overcrowded	3%	6%	6%	2%
Service to places I want to go	7%	4%	3%	2%
Information re: changes to service & fares	N/A	N/A	N/A	2%
Convenience of purchasing tickets and passes	1%	2%	N/A	1%
Don't know	3%	N/A	5%	2%
Other	6%	3%	N/A	3%

## Reasons for Deteriorated Transit Service

Just 8% of Calgary Transit users believe that service has become worse over the past year (reader's note: small sample size and results are directional in nature). Among this very small sample, the key reason for the perceived deterioration in service lies with overcrowding (28%). Certain Calgary Transit users also cite the timeliness of not adhering to schedules (12%), unhelpful staff (11%), a lack of information about Calgary Transit disruptions (10%), a lack of access to bus stops or CTrain stations (9%), and service infrequency (9%) as reasons behind Calgary Transit service becoming worse over the past year.

A relatively smaller proportion of Calgary Transit users explain that service has deteriorated because of inconvenient connections and transfers (7%), lack of value for money (6%), not providing schedule and route information (4%), not offering routes to places customers want to go (4%), the lack of new services (3%), the lack of expansion of CTrain services (3%), the lack of provision of safety for passengers (3%), the lack of directness of the trip (3%), and because of the length of travel time (3%).



Base: Calgary Transit users who believe service has got worse (n=31)\*

\*Use caution when interpreting data due to small sample size.

Q18. And what specific aspect of service makes you feel that way?

Since 2011, the primary reason for perceiving Calgary Transit services as becoming worse involves overcrowding on bus and CTrain lines.

Sample sizes are small so tracking data is directional in nature. The most notable differences since last year involve 3 particular areas. First, the lack of timely service was noted by 23% of Calgary Transit users as a reason for a decline in service last year, and has decreased to 12% in 2014, denoting that the timeliness of service is somewhat less of an issue in 2014 than it was in 2013. Secondly, the lack of service frequency has steadily decreased as a reason for overall declines in Calgary Transit service since 29% in 2012 to 9% in 2014, indicating that service frequency is less of an issue this year in comparison to the last few years.

The third difference, and making its mark in 2014, involves the lack of information about disruptions of Calgary Transit services being noted as a reason for a decline in service by 10% of respondents. With social media capabilities and the availability of Apps, some Calgary Transit users seem to be developing an expectation that this type of information is being proactively provided by Calgary Transit.

### Tracking Reasons for Deteriorated Transit Service

	2011 (n=41)*	2012 (n=48)*	2013 (n=30)*	2014 (n=31)*
Overcrowded	20%	33%	30%	28%
Not being on time	11%	17%	23%	12%
Staff not being courteous & helpful	0%	4%	13%	11%
Information re: disruptions of CT services*	N/A	N/A	0%	10%
Service Frequency	17%	29%	13%	9%
Not having access to bus stops or CTrain stations	4%	6%	3%	9%
Inconvenient connections & transfers	2%	4%	7%	7%
Lack of value for the money	8%	0%	0%	6%
Service to places I want to go	2%	2%	0%	4%
Not providing schedule and route information	N/A	N/A	3%	4%
Length of travel time	3%	6%	7%	3%
Directness of trip (# of transfers)	3%	4%	0%	3%
Lack of providing customer safety & security	5%	2%	3%	3%
Lack of expansion of CTrain service/CTrain line extension	N/A	2%	7%	3%
Lack of new services	N/A	N/A	3%	3%
Other	7%	8%	0%	11%

Base: Calgary Transit users who believe service has got worse (n=31)\*

\*Use caution when interpreting data due to small sample size.

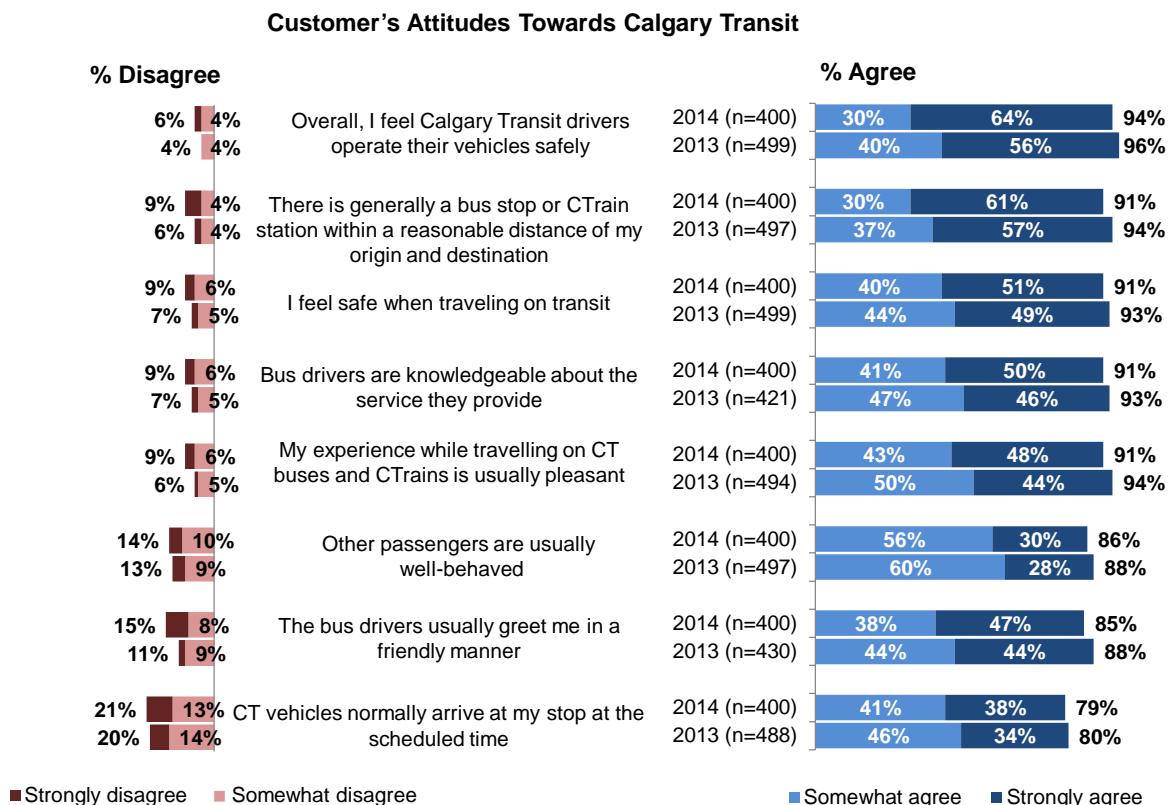
Q18. And what specific aspect of service makes you feel that way?

## ATTITUDES TOWARDS CALGARY TRANSIT

In general, users' attitudes towards Calgary Transit have remained consistent since last year; however, perceptions of Calgary Transit may be showing a positive upward trend with some increased intensity levels in 2014 compared to last year.

Calgary Transit users have strong positive attitudes towards Calgary Transit's service delivery. The vast majority (94%, similar to 96% in 2013) of Calgary Transit users report that Calgary Transit vehicle operators perform their duties in a safe manner (including 64% who 'strongly' agree). Further, 91% of Calgary Transit users believe that there is a bus stop or CTrain station in close proximity to their location, and an identical proportion (91%) of respondents express that they feel safe taking Calgary Transit, that bus drivers are knowledgeable about the service they provide (91%); and that their Calgary Transit trip is usually pleasant (91%), all of which maintain similar agreement levels as were gleaned in 2013.

In addition, a strong majority (86%) of Calgary Transit users believe that other passengers are well-behaved; and a similar proportion (85%) feel that bus drivers greet Calgary Transit customers in a friendly manner, both of which are similar to 2013 results. Finally, 79% of Transit users feel that Calgary Transit vehicles normally arrive on time at their scheduled stops, similar to 80% in 2013.

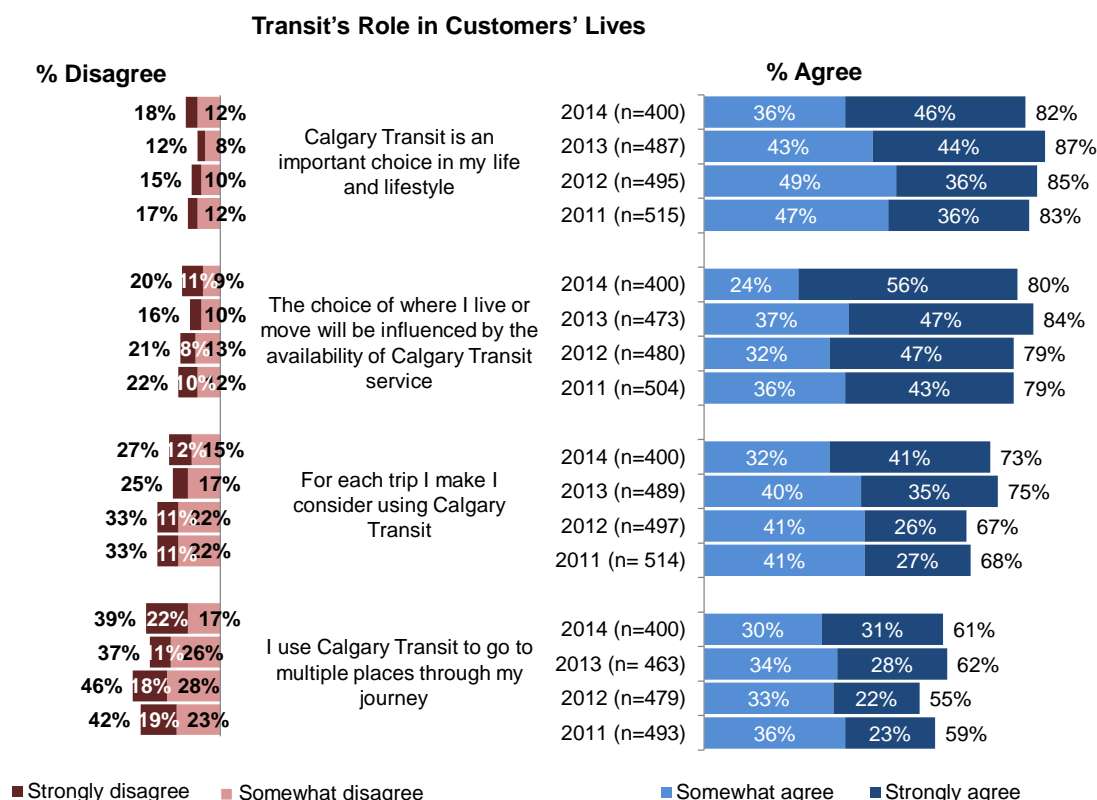


Base: Calgary Transit users (n=400)

Q24. 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.

Other attitudes explored reveal that 82% of Calgary Transit users feel that Calgary Transit is an important part of their life and lifestyle, and that 80% of Calgary Transit users feel that the choice of where they live or will move to is influenced by Calgary Transit availability, representing a significant impact upon their choice of residency.

Further, for every trip that Calgary Transit users take, the majority (73%) consider taking Calgary Transit. A slightly smaller majority (61%) of Calgary Transit users take transit for multiple stops throughout their journey.

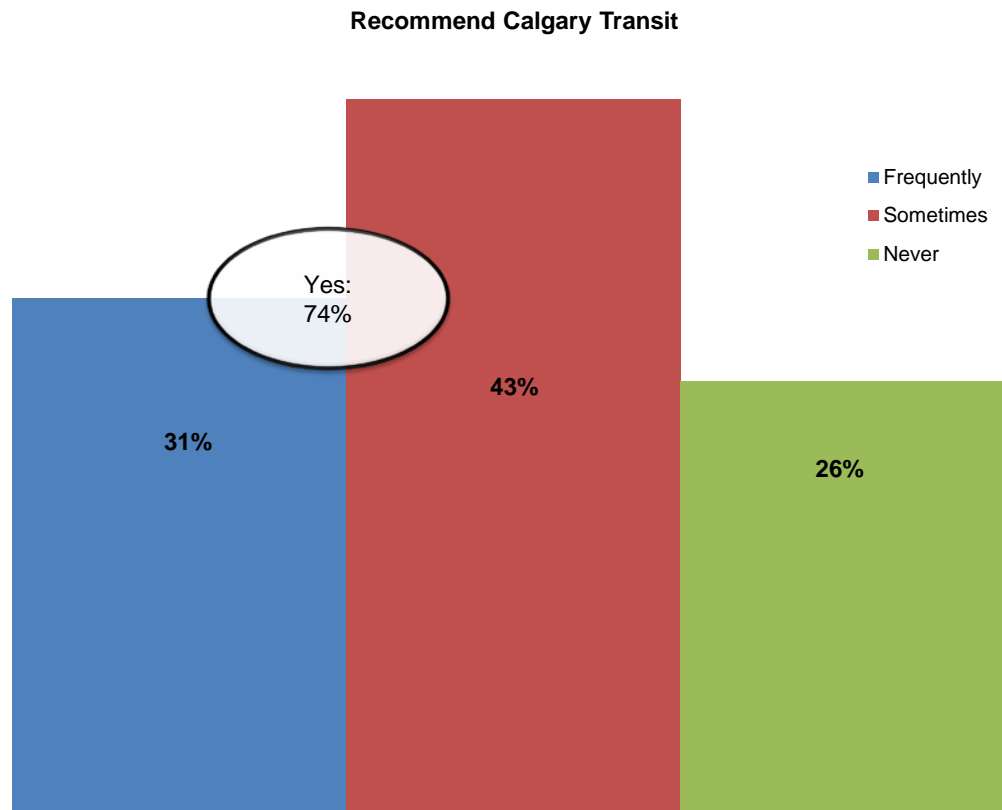


Base: Calgary Transit users (n=400)  
 Q19. Calgary Transit is interested in how Calgary Transit fits into your life. For each of the following statements, please tell me if you **strongly agree, somewhat agree, somewhat disagree or strongly disagree**. If any of the statements are not applicable, please tell me.

Over the past few years, agreement levels with attributes related to Calgary Transit's role in customers' lives reveal similar patterns. However, there is a slight decrease in 2014 among customers who feel that Calgary Transit is an important choice in their life and lifestyles (82%) versus 2013 (87%). A slight decline in agreement is also seen for Calgary Transit users feeling that the choice of where they live or move to will be influenced by the availability of Calgary Transit (84% in 2013 vs. 80% in 2014).

## Recommending Calgary Transit

Calgary Transit users are promoters of the transportation services they receive. Roughly three-quarters (74%) of Calgary Transit users recommend Calgary Transit either frequently (31%) or sometimes (43%) to others. The remaining one-quarter (26%) of Calgary Transit users report that they never recommend Calgary Transit to others.



Base: Calgary Transit Users (n=400)  
Q35. How often do you recommend Calgary Transit service to your friends or family?

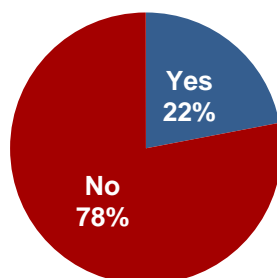
Since last year, Transit customers appear to be more likely to *frequently* recommend Calgary Transit (23% in 2013, increased to 31% in 2014). The proportion of Transit users who would at least sometimes recommend Calgary Transit to others has remained consistent since last year (75% in 2013 and 74% in 2014), maintaining the increase since 2012 (69%) and 2011 (69%).

Recommendations	2011	2012	2013	2014
Frequently	22%	22%	23%	31% ↑
Sometimes	47%	47%	52%	43%
Never	31%	31%	25%	26%

## Complaints

Within the past 3 months, 22% of Calgary Transit users acknowledge that they were faced with a situation wherein they wanted to complain about Calgary Transit services, but did not register their complaint. Conversely, the majority (78%) of Transit users were not recently involved in any situations in which they felt a complaint to Calgary Transit was necessary.

### Wanted to Contact Calgary Transit to Complain But Did Not



Base: Calgary Transit users (n= 400)

Note: Use caution when interpreting small sample size

Q25. 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?

Reasons for not complaining	% of those with concerns who did not complain( n=88)*
I didn't think it would do any good to complain	30%
It wasn't important enough/I couldn't be bothered	29%
Lack of time	15%
I couldn't get through on the complaints line	8%
I didn't know how to make a complaint	7%
I forgot	7%
I didn't know the number to call to make a complaint	4%
Other	8%

Base: Calgary Transit users (n= 88)

Note: Use caution when interpreting small sample size

Q26. Why did you not contact Calgary Transit with your complaint? (up to 2 responses)

Among the minority who felt that they had a legitimate complaint, they did not actively place their complaint primarily because they felt that placing a complaint would not make a difference (30%), or that their complaint was not important enough to merit the effort (29%). In addition, a smaller proportion of those who had a complaint but did not voice it explain that they did not have enough time to follow through on the process (15%), that they could not get through on the complaint line (8%), that they didn't know how to make a complaint (7%) and/or what number to call (4%), or that they 'forgot' to follow-up on the complaint (7%).

Over the past few years, the reported incidence of wanting to place a complaint about Calgary Transit service, but not following through has remained similar, with somewhat of a decline from 26% in 2011 to 22% in 2014.

- 22% in 2014
- 22% in 2013
- 24% in 2012
- 26% in 2011

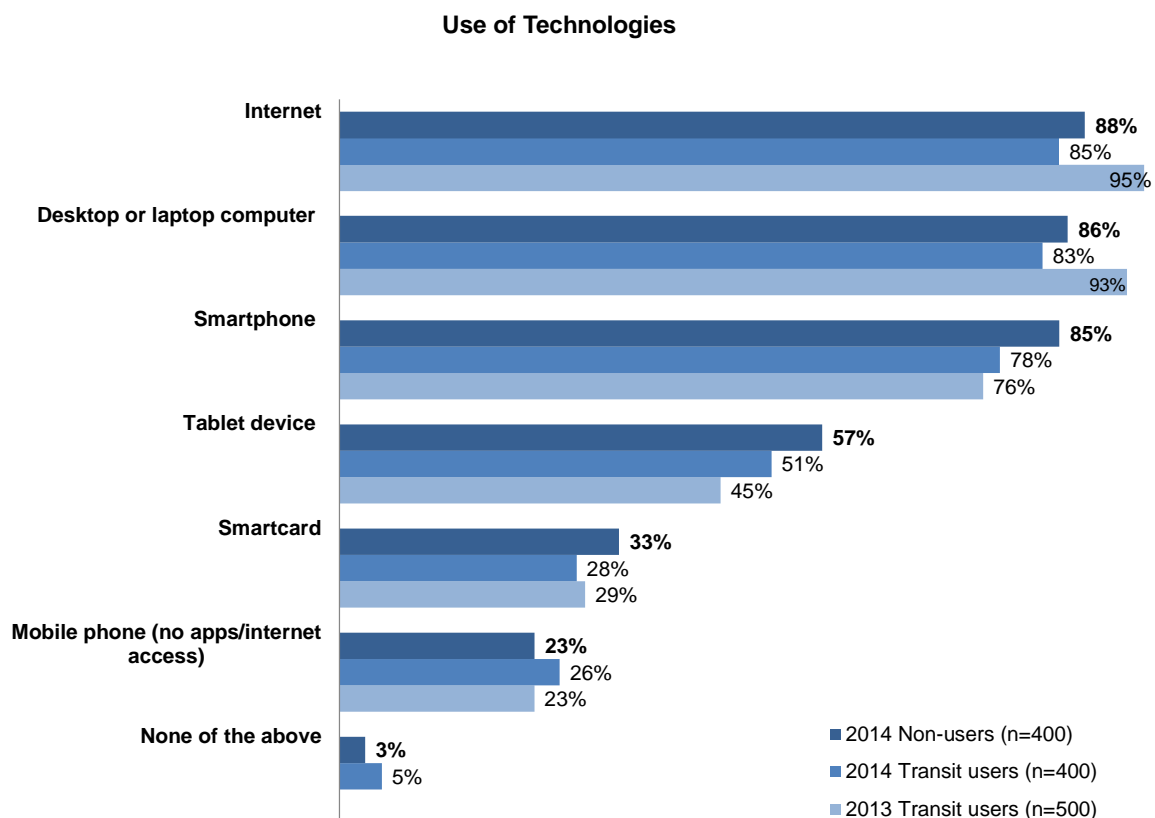
## INFORMATION SOURCES

### Technologies Used

Calgary Transit sought to understand what technologies, both mobile and permanent, which Calgary Transit users and non-users have at their disposal. Overall, it is interesting to note that non-users have a slightly higher propensity to use technological devices than do Calgary Transit users.

Internet usage is widespread among both non-users (88%) and Calgary Transit users (85%); however, this has decreased among users since 95% in 2013. Similar usage levels are also found for desktop or laptop computers (86% non-users and 83% users), yet is lower among Calgary Transit users than was found in 2013 (93%). Usage of smartphones is also strong, but is somewhat higher among non-users (85%) than among transit users (78%).

Further, 57% of non-users and 51% of Calgary Transit users are using tablets, and smaller proportions are using smart cards (33% of non-users vs. 28% of users), which has somewhat increased from 29% in 2013 to 33% in 2014. Roughly one-quarter of respondents use just a mobile phone without any other Internet access (26% of Calgary Transit users vs. 23% of users).



Base: Calgary Transit users (n=400) and non-users (n=400)

Note: Multiple responses allowed

Note: Tracking data only available for 2013

Q52. Do you use the following technologies in your everyday life?

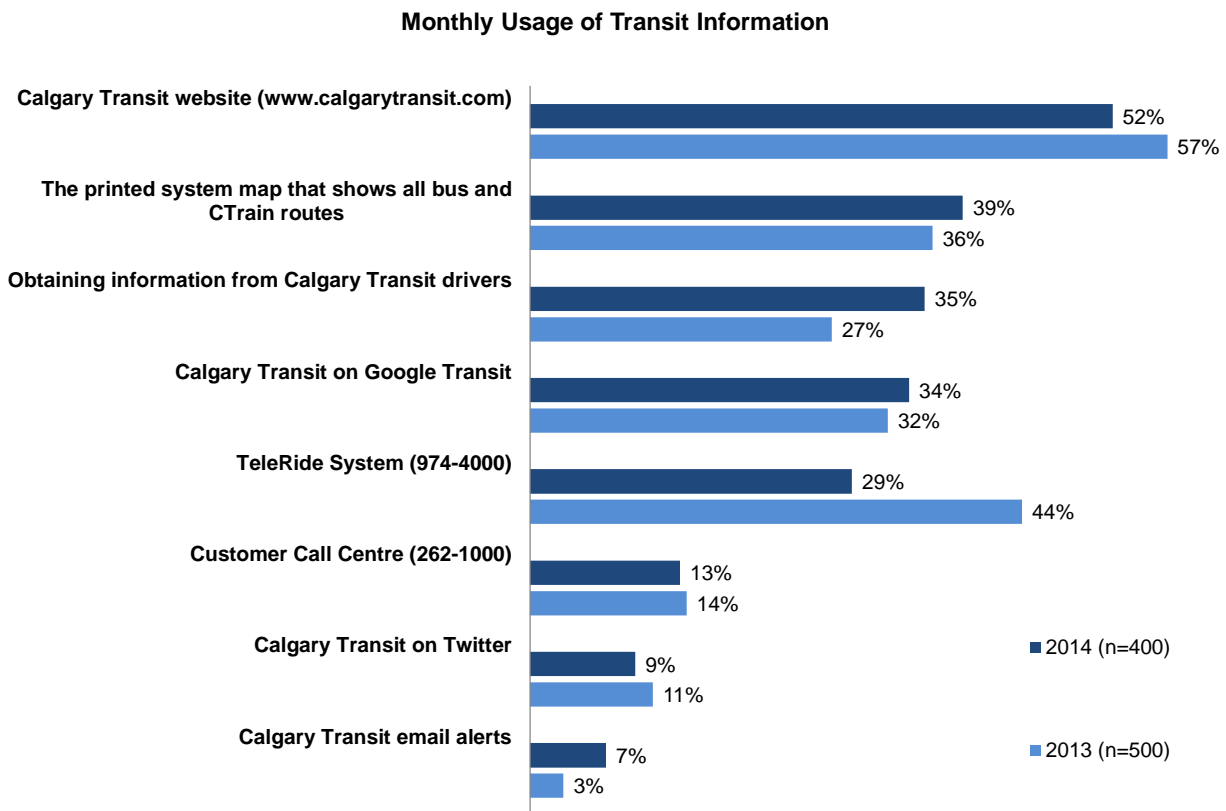
Almost all non-users (97%) and Transit users (95%) are using at least one of the technological devices regularly.

## Calgary Transit Information Sources Used

Many options exist for the citizens of Calgary to learn about Calgary Transit, their schedules, fares and routes. Among current Calgary Transit users, the primary source of information about services provided rests with the website: calgarytransit.com. Monthly usage of Calgary Transit's website has slightly declined from 57% in 2013 to 52% in 2014.

The printed system map that shows all of the bus and CTrain routes is used by 39% of Calgary Transit users, which is similar to 2013 (36%), and 35% obtain information from Calgary Transit drivers, increasing from 27% in 2013. In addition, 34% of Calgary Transit users use Google Transit, and 29% use the TeleRide system phone number, which has substantially decreased from 44% in 2013.

Fewer Transit users are using the Calgary Transit Customer Call Centre for information (13%), Twitter (9%) or email alerts (7%, up from 3% in 2013).



Base: Calgary Transit Users (n=400)

Note: Percentages reflect users who use Transit Information at least once per month.

Q27. Calgary Transit provides information to customers in a number of ways. In an average month, how many times would you use the following information sources?

## Satisfaction with Transit Information

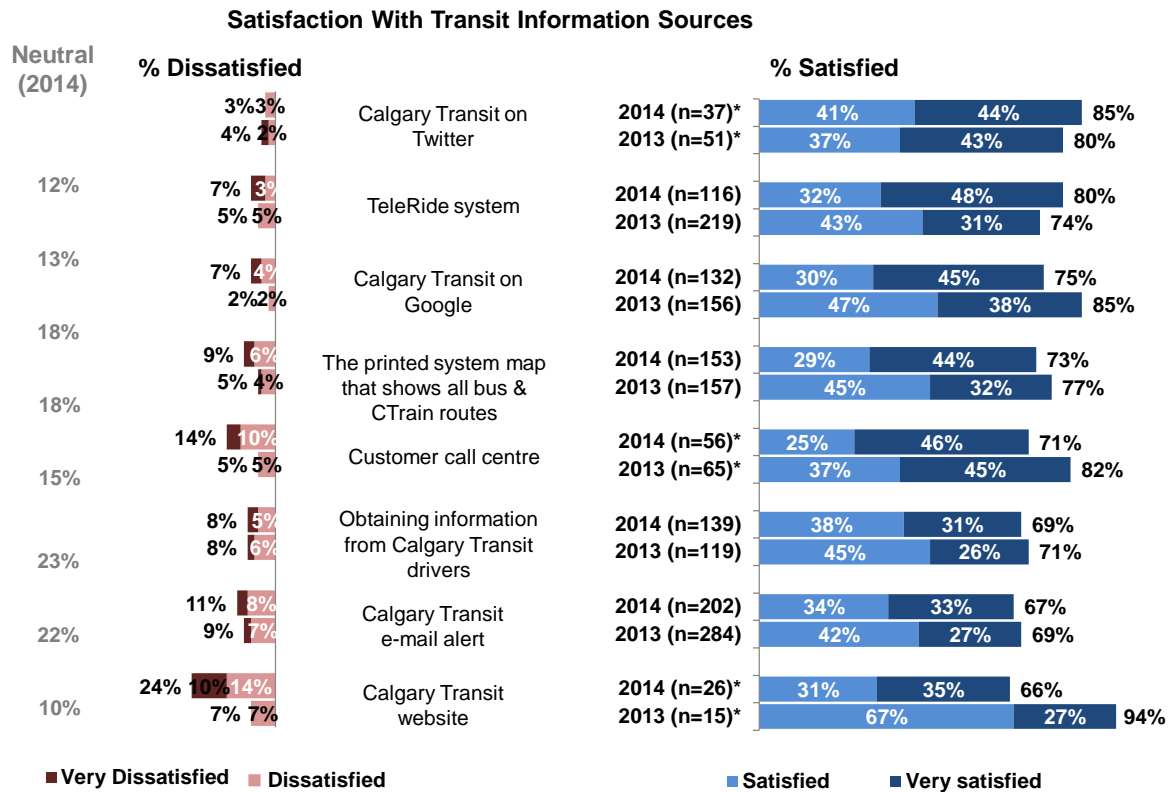
### Satisfaction with Information Sources

Although used by a small proportion (9%) of transit users, Calgary Transit's Twitter feed garners the highest satisfaction ratings (85%) of all information sources measured. Next, 80% of respondents are satisfied with Calgary Transit's TeleRide system phone number, with 29% of Calgary Transit users accessing this information source over the past year. Three-quarters (75%) of respondents are satisfied with Calgary Transit via Google Transit, which is used as an information source by 34% of transit users.

Slightly less than three-quarters of respondents (73%) are satisfied with the printed system map that shows all bus and CTrain routes (used by 39% of respondents), 71% are satisfied with the Customer Call Centre which is used by a smaller proportion (13%) of transit users, and 69% are satisfied with obtaining information from Calgary Transit drivers which occurs among 35% of Calgary Transit users.

The primary source of information used involves Calgary Transit's website (52% of Calgary Transit users have used the website this past year), and two-thirds (67%) of respondents are satisfied with the website which represents the largest opportunity for improvement with Calgary Transit communications. Email alerts are used the least (7%) of all information sources assessed, and 66% are satisfied with the email alerts they have received this past year.

Overall, satisfaction levels have remained consistent since 2013. However, there is a 10 percentage point decrease in the satisfaction with Google Transit since 2013 (85% in 2013, 75% in 2014) and an 11 percent point decrease in satisfaction with the Call Centre, (82% in 2013, 71% in 2014). The satisfaction of email alerts has had the largest decrease of 28 percent points since 2013 (94%) to 66% in 2014, but has very small sample sizes upon which to validate tracking results in this area.



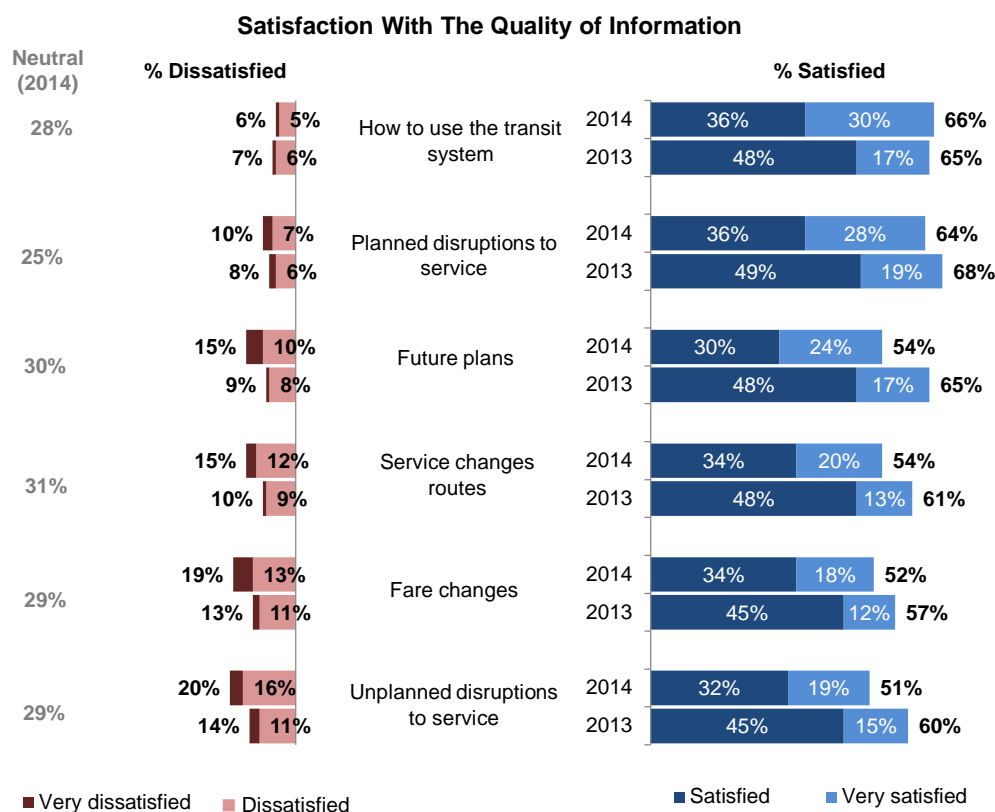
Base: Calgary Transit users (n=400)

Q28. How satisfied or dissatisfied are you with the quality of the information provided by the information sources that you use? Please use a scale of 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied"

## Satisfaction with the Quality of Information

The survey also asked a series of questions to assess the *quality* of information provided by Calgary Transit in various areas. In comparison with satisfaction levels for Calgary Transit service factors, overall satisfaction with the *quality* of information provided is lower and represents an opportunity for improvement for Calgary Transit to pursue.

Satisfaction is highest for the quality of information Calgary Transit relays regarding how to use the transit system (66%), followed by information to alert Transit users about planned service disruptions (64%). In addition, slightly more than one-half of Transit users are satisfied with information provided by Calgary Transit pertaining to future plans (54%), service changes (54%), fare changes (52%), and unplanned service disruptions (51%).



Base: Calgary Transit Users 2014 (n=400), 2013 (n=500)

Note: New rating scale for 2014, use caution when interpreting data

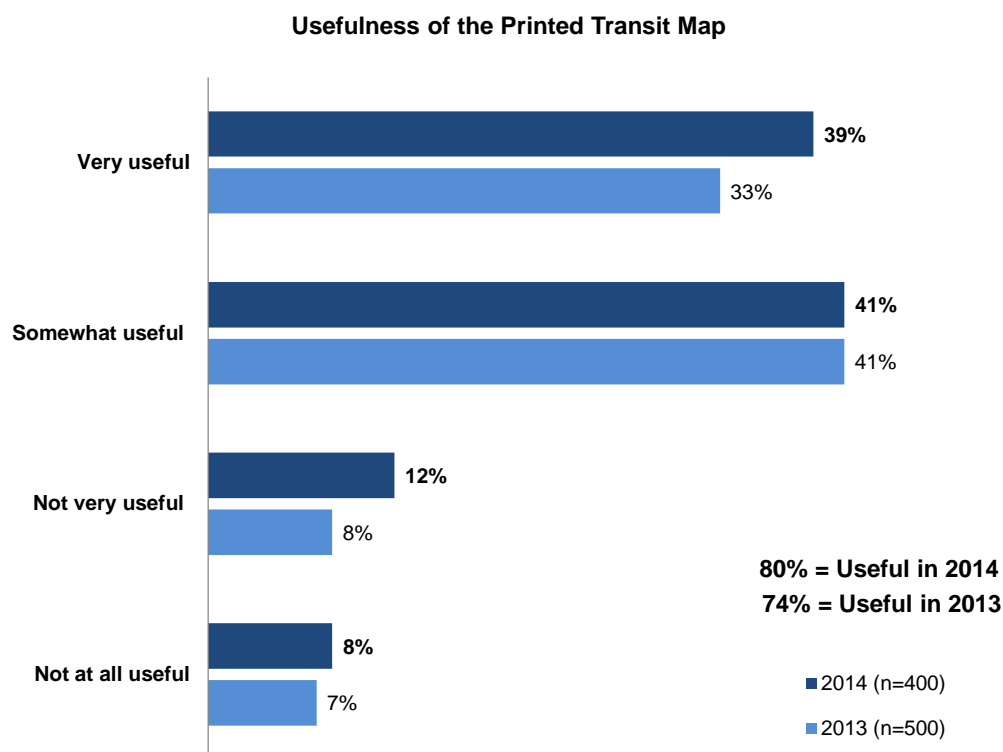
Q30. How satisfied or dissatisfied are you with the quality of information being made available from Calgary Transit on the following issues?  
Please use a scale of 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied".

In general, satisfaction with the quality of information in 2014 is similar to last year's results but may be impacted by the change in question wording from 'performance' measures in previous years to 'satisfaction' measure in 2014.

Most notably, overall satisfaction with the quality of information regarding future plans has decreased from 2013 (65%) to 54% in 2014. However, the intensity level (very satisfied) is higher in 2014 at 24% than in 2013 at 17%. Additionally, satisfaction with the quality of information regarding future changes to routes has decreased from 65% in 2013 to 54% in 2014, although the intensity of satisfaction has increased over the past year (17% in 2013 increased to 24% in 2014). As well, satisfaction with the quality of information regarding fares has declined somewhat since last year (57% in 2013 vs. 52% in 2014). Finally, satisfaction with the quality of information regarding unplanned disruptions to service has declined since last year (from 60% in 2013 to 51% in 2014).

## Usefulness of the Printed Transit Map

In addition to other information sources assessed, the 2014 Calgary Transit Customer Satisfaction Survey aimed to measure the usefulness of the printed system map that shows all of the bus and CTrain routes. Fully 80% of Transit users feel that this printed map is either 'very' useful (39%) or 'somewhat' useful (41%). Conversely, 20% of respondents feel that the printed system map is either 'not very' useful (12%) or 'not at all' (9%) useful.



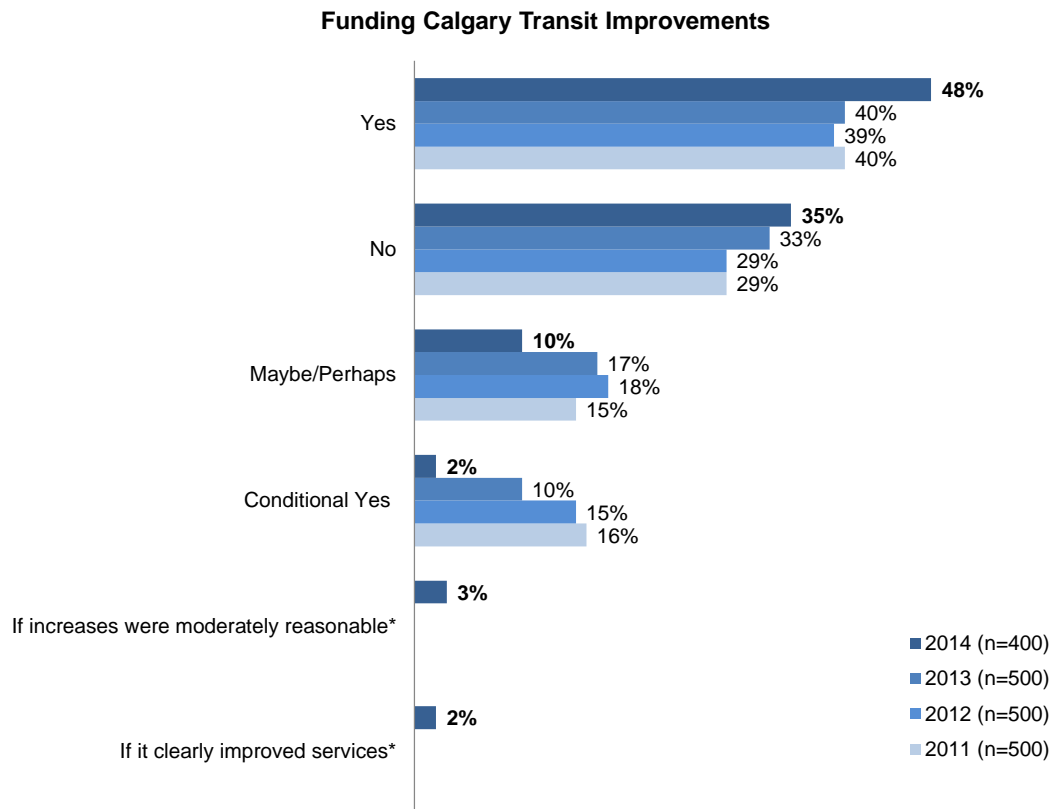
Base: Calgary Transit Users 2014 (n=400), 2013 (n=500)

Q29. Would you say that the printed system map that shows all bus and CTrain routes is very useful, somewhat useful, not very useful, or not at all useful to have available to you as a transit user?

Assessing the usefulness of the printed system map was a new measure introduced in the 2013 survey. In comparison to last year's results, it appears that the printed system map is even more useful to Calgary Transit customers in 2014 (74% in 2013, 80% in 2014).

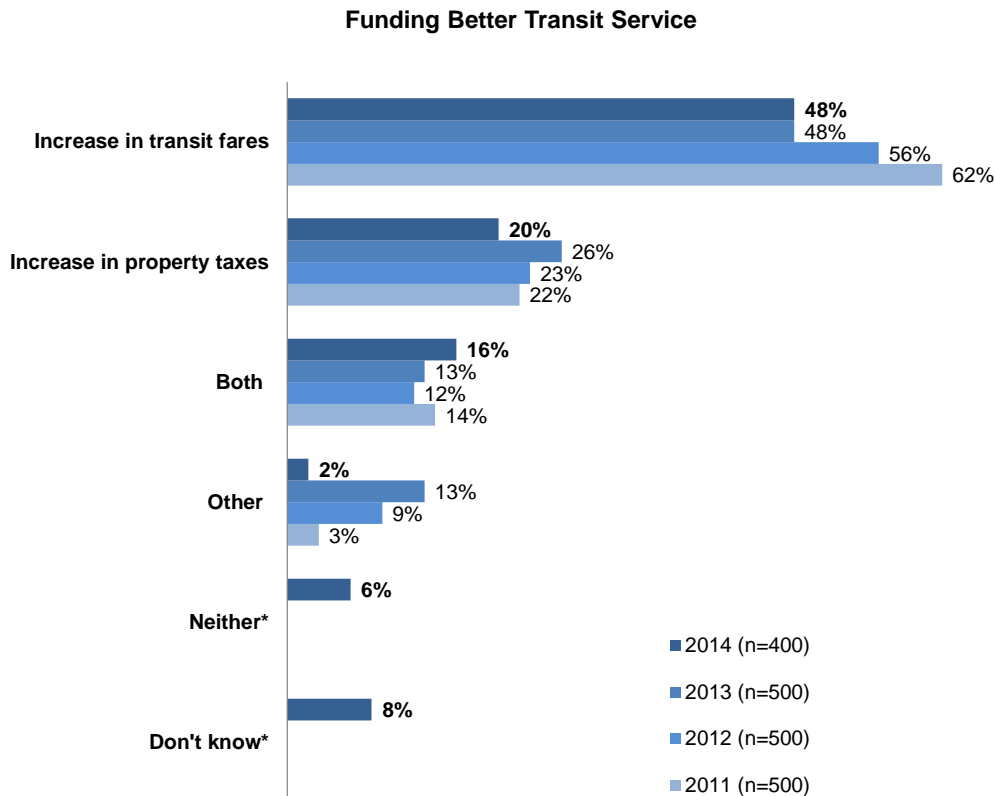
## Funding Calgary Transit: Customers and Non-Users

In order to fund additional priorities sought by Calgary Transit users, almost one-half (48%) would be in favour of a fare increase if the funds generated were directly applied to improvements. Conversely, 35% would oppose a fare increase for these circumstances, and 17% are uncertain (10%) or place conditions upon the situation (7%).



Base: Calgary Transit Users (n=400)

Q32. Since it would take additional revenue to fund the priorities you mentioned above (Q30), would you be in favour of a fare increase if the funds generated were directly applied to these improvements?



Base: Calgary Transit Users (n=400)

Note: \* = New response in 2014

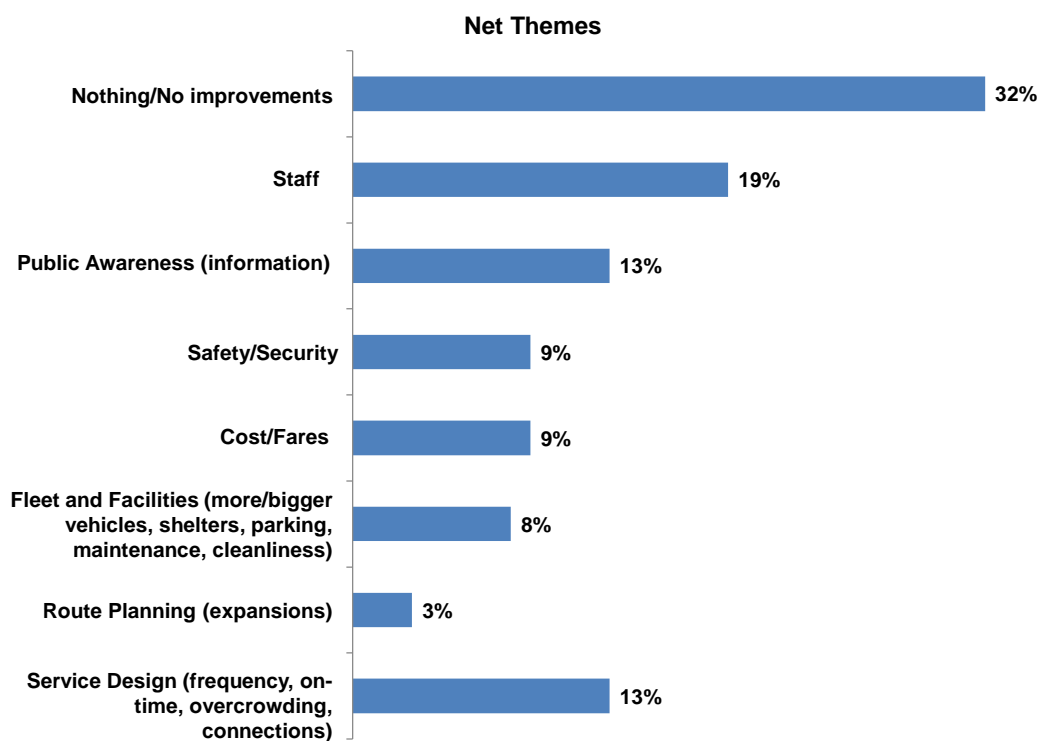
Q33. In your opinion, do you think better transit service should be paid for by an increase in property taxes or by an increase in transit fares?

While not all Calgary Transit users may be specifically aware of how much funding Calgary Transit receives from user fees (fares) versus municipal property taxes, more than double the amount of Calgary Transit users would prefer improvements to the system to be funded by increased transit fares (48%) versus increased property taxes (20%). An additional 16% of respondents feel that transit system improvements should be funded by both increased user fees and property taxes, while 6% feel that neither source should be funding improvements. Certain respondents are undecided (8%) or offer alternative funding options, such as increasing fares for Non-Calgarians, reallocating how taxes are distributed, or reviewing the budget allocation within Transit itself.

The increase in property taxes garnered less support in 2014 (20%) than in 2013 (26%), but is in-line with previous years (23% in 2012, 22% in 2011). New to 2014 is the option of neither, which 6% of Transit users feel that neither fares nor property taxes should be increased.

## Recommended Improvements to Calgary Transit

The most common improvements that Calgary Transit customers recommend involve service design elements (32%), such as offering more frequent service, ensuring on-time service, reducing the levels and frequency of overcrowding, extended service hours, and better connections. Calgary Transit users also recommend making improvements to route planning (19%), including extensions to bus routes and CTrain lines (i.e. to the airport and various quadrants of the city). As well, 13% of respondents point to Calgary Transit's fleet and facilities for improvement, such as acquiring more and/or bigger vehicles, improving bus shelters and CTrain stations, providing additional parking, and monitoring the cleanliness and maintenance of the fleet.



Base: Calgary Transit Users (n=400)

Q31. In your opinion what is the most important thing you would like to see Calgary Transit change or improve?

Certain Calgary Transit customers also suggest improving costs (9%), for example, lowering or stabilizing fares, introducing electronic fare options, and free or reduced parking fees at CTrain stations. An additional 9% of respondents recommend improving the safety and security of its customers, and 8% suggest improving public awareness of Calgary Transit, including proactively providing information about service disruptions or schedule information. Finally, 3% of recommended improvements involve Calgary Transit staff to be more friendly, better trained and to generally improve customer service.

Specific recommended improvements are found in the table below.

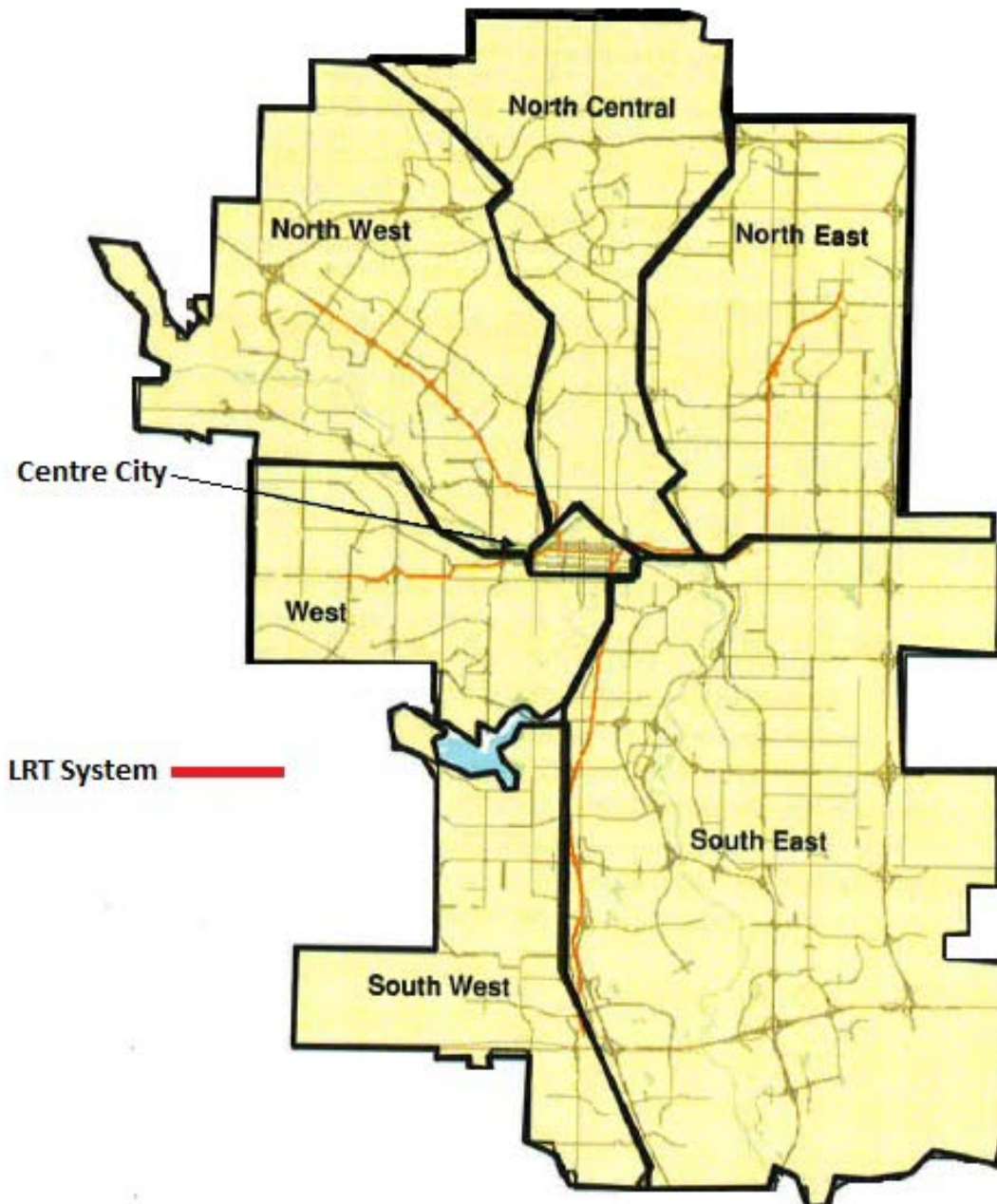
<b>SERVICE DESIGN (n=400)</b> <b>32%</b>		<b>FLEET/FACILITIES (n=400)</b> <b>13%</b>		<b>ROUTES PLANNING (n=400)</b> <b>19%</b>	
More frequent service	18%	More/bigger CTrains/busses	5%	Expand CTrain line	9%
More on-time service	9%	Improve shelter/station facilities (heating, cleaning)	3%	Expand service (generally)	6%
Reduce overcrowding	5%	More available parking at CTrain stations	2%	Improve bus routes	5%
More/earlier/later bus or CTrain service	6%	Improve maintenance of fleet	1%	LRT to airport	2%
Make connections better/easier	3%	Improve cleanliness of fleet	1%	Southeast LRT	1%
		Age/new vehicles	1%	Expand Northwest LRT	1%
		More shelter facilities	1%	West LRT	<1%
<b>PUBLIC AWARENESS (n=400)</b> <b>8%</b>		<b>COST/FARES (n=400)</b> <b>9%</b>		<b>STAFF (n=400)</b> <b>3%</b>	
Improve information services	6%	Lower fares/don't increase fares	7%	More friendly/courteous drivers	2%
More current service information (disruptions, etc.)	4%	Electronic fare payment system	2%	Improve customer service	<1%
Provide schedule information at bus stops/CTrain stations	2%	Free parking/reduced rates at CTrain stations	1%	Better training for drivers	<1%
<b>NOTHING/SATISFIED (n=400)</b> <b>13%</b>		<b>SAFETY (n=400)</b> <b>9%</b>		<b>OTHER (n=400)</b> <b>18%</b>	
Nothing/Satisfied	13%	More/better security	9%	Other	18%

Base: All Calgary Transit user respondents (n=400)

Q31. In your opinion what is the most important thing you would like to see Calgary Transit change or improve?

## SERVICE AREA DIFFERENCES

Certain differences in perceptions and satisfaction exists amongst Calgary Transit service areas:



Significant differences for each service area follow:

**Northwest:**

- More likely (40%) to ride Calgary Transit 1 to 3 times in an average week
- More likely (28%) to make a typical one-way trip using Calgary Transit that is 15 minutes or less
- More likely (30%) state their main reason for using Calgary Transit as being 'convenient service'
- More likely to mainly use Calgary Transit to get to school (19%)
- More likely to be satisfied with the cleanliness of Calgary Transit (79%)
- More likely to be satisfied with length of travel time (77%)
- More likely to be satisfied with Calgary Transit providing services to places they want to go (82%)
- More likely to be satisfied (90%) with the convenience of purchasing tickets and passes
- More likely to disagree that Calgary Transit is an important choice in their lives and lifestyles (19%)
- More likely to disagree that the choice of where they live or will move to is influenced by the availability of Calgary Transit services (23%)
- More likely to disagree that they use Calgary Transit to go to multiple places throughout their journeys (45%)
- The walk that NW Calgary Transit users take to get to their first bus or CTrain is more likely to be greater than 10 minutes (15%)
- More likely to *strongly* agree that they feel safe when traveling on transit (62%)
- More likely to *strongly* agree that other passengers on transit are usually well-behaved (39%)
- More likely to be satisfied with the information provided by the Customer Call Centre (100%)
- More likely to be satisfied with the information provided by the TeleRide System (69%)
- More likely to have annual household incomes of more than \$120,000 (20%)

**North Central:**

- More likely to mainly use the bus (47%)
- More likely to mainly use Calgary Transit to get to school (19%)
- More likely to be dissatisfied with Transit being overcrowded (39%)
- More likely to state service frequency (41%) as being the combined most and second most important service factor for Calgary
- More likely to disagree that Calgary Transit is an important choice in their lives and lifestyles (29%)
- More likely to disagree (31%) that the choice of where they live or will move to is influenced by the availability of Calgary Transit services
- More likely to disagree that they consider using Calgary Transit for each trip they make (36%)

- More likely to disagree that they use Calgary Transit to go to multiple places throughout their journeys (53%)
- Users who wait for transfers are more likely to be willing to longer on average (16.4) in North Central Calgary

#### **Northeast:**

- More likely to mainly use both the bus and CTrain (57%)
- More likely to have a longer average trip duration (36.2 minutes)
- More likely to state that they 'don't drive' as being the main reason for using Calgary Transit (20%)
- More likely to mainly use Calgary Transit to get to school (31%)
- More likely to use youth monthly passes (22%)
- More likely to be dissatisfied with the timeliness of Calgary Transit (23%)
- More likely to be dissatisfied with Transit being overcrowded (39%)
- More likely to list timeliness (50%) as the combined most and second most important service factors for Calgary Transit
- More likely to say service has become better (47%) over the past year
- More likely to agree that Calgary Transit is an important choice in their lives and lifestyles (94%)
- More likely to agree (92%) that the choice of where they live or will move to is influenced by the availability of Calgary Transit services
- More likely to agree that they consider using Calgary Transit for each trip they make (86%)
- More likely to agree that they use Calgary Transit to go to multiple places through their journeys (84%)
- More likely to have annual household incomes of between \$25,000 and \$40,000 (25%)

#### **Southeast:**

- More likely to ride Calgary Transit 11 times or more in an average week (26%)
- More likely to make a typical one-way trip using Calgary Transit that is 15 minutes or less (26%)
- More likely to mainly use Calgary Transit to get to school (16%)
- More likely to use Transit in rush hour only (61%)
- More likely to be dissatisfied with the timeliness of Calgary Transit (24%)
- More likely to be dissatisfied with the cleanliness of Calgary Transit (16%)
- More likely to be dissatisfied with Transit being overcrowded (41%)
- More likely to be dissatisfied with Transit providing scheduling and route information (20%)
- More likely to be disappointed with the convenience of purchasing tickets and passes for transit (17%)
- More likely to be dissatisfied with their access to bus stops and CTrain stations (18%)
- More likely to be dissatisfied with the overall service provided by the transit system in Calgary (14%)

- More likely to disagree that they consider using Calgary Transit for each trip they make (35%)
- More likely to disagree that they use Calgary Transit to go to multiple places throughout their journeys' (52%)
- The TeleRide System (974-4000) is more likely to be used by Transit users in the SE (38%)

#### **Southwest:**

- More likely to ride Calgary Transit 8 to 10 times in an average week (36%)
- More likely to make two transfers (29%)
- More likely to make a typical one-way trip that is 31 to 45 minutes (36%)
- More likely to have a longer average trip duration for a typical one-way trip (38.9 minutes)
- More likely to be dissatisfied with Transit being overcrowded (52%)
- More likely to cite 'not being overcrowded' as the combined most and second most important Calgary Transit service factor (26%)
- More likely to say service had stayed the same this past year (69%)
- More likely to disagree that they use Calgary Transit to go to multiple places throughout their journeys (40%)
- Higher usage of the TeleRide System (974-4000) (44%)

#### **West:**

- More likely to ride Calgary Transit 1 to 3 times an average week (44%)
- More likely to make no transfers on their most frequent trip (56%)
- More likely to estimate their typical one-way trip as 15 minutes or less (34%)
- More likely to be satisfied with the cleanliness of Calgary Transit (79%)
- West Calgary users are more likely to *strongly* disagree (21%) that they use Calgary Transit to go to multiple places throughout their journeys'
- Transit users in the West are more likely to have household incomes of more than \$120,000 before taxes (30%)

#### **Central:**

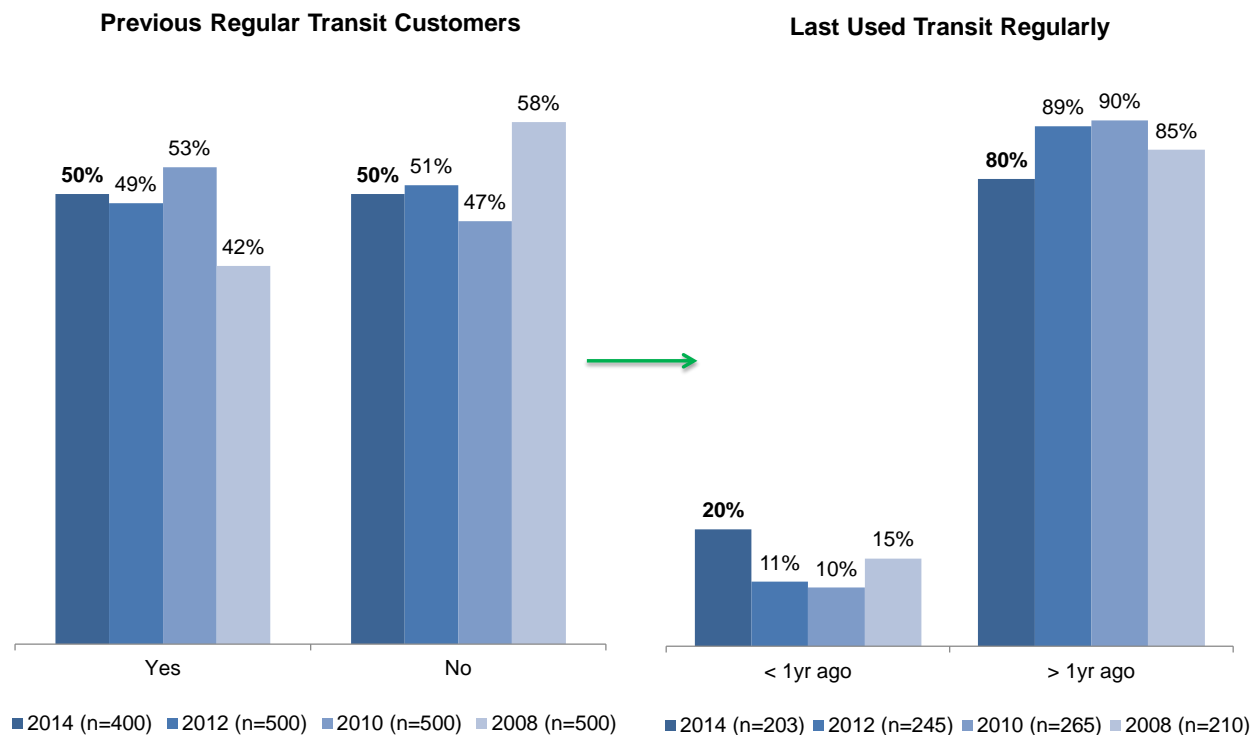
- Central Calgary Transit users are more likely to mainly use the bus (43%)
- More likely to make a typical one-way trip using Calgary Transit that is 15 minutes or less (29%)
- Transit users in Central Calgary are more likely to be satisfied with the information provided by the Customer Call Centre (100%)

## NON-USERS OF CALGARY TRANSIT

### USAGE

#### Former Calgary Transit Usage

One-half (50%) of non-users say that they formerly used Calgary Transit regularly. Of these respondents, 20% stopped using Calgary Transit within the past year, while the remaining 80% of former Transit users report that they stopped using Calgary Transit more than one year ago.



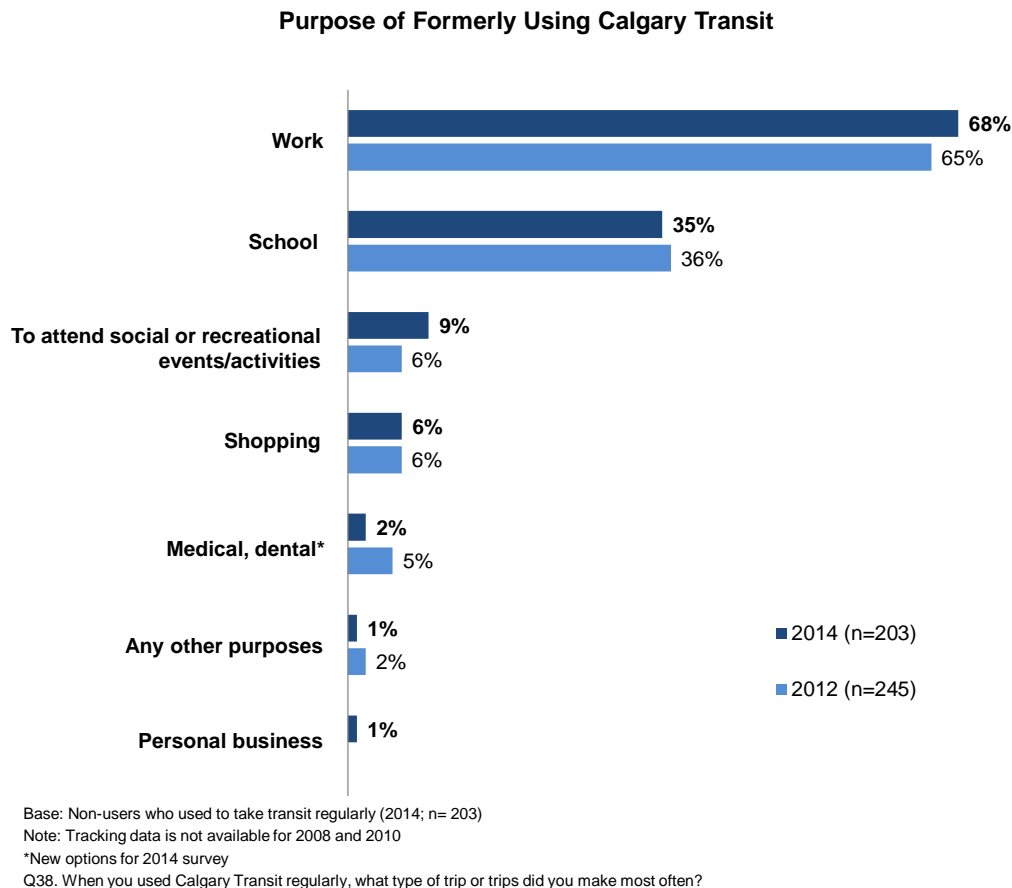
Base: Non Calgary Transit users (n=400)

Q36. Have you ever used Calgary Transit on a regular basis – that is, at least once a week?

Q37. How long ago did you stop using Calgary Transit regularly? Was it ...

## Purpose of Formerly Using Calgary Transit

Among those who used to regularly use Calgary Transit, the primary purpose of their trips involved getting to work (68%) or to school (35%). Lapsed users in 2014 were significantly more likely than were respondents in previous survey waves to have used Calgary Transit to commute to work (68% in 2014 vs. 46% in 2013) or to school (35% in 2014 vs. 21% in 2013).



A small proportion of former Calgary Transit customers formerly used Calgary Transit to attend a social or recreational function (9%, slightly increased from 6% in 2012), to go shopping remained consisted (6 % in both 2014 and 2012), or for medical or dental appointments (2%).

## Reasons for Discontinuing Transit Use

Just more than one-half (53%, decreased from 63% in 2012) of lapsed Calgary Transit users, explain that they stopped using Calgary Transit because of having different preferences and the ability to use a car, such as cars being more convenient, recently purchasing a vehicle, needing a vehicle for work, receiving a parking space at work, or using different means of transportation.

For what reasons did you stop using Calgary Transit on a regular basis?				
	2014 (n=203)	2012 (n=241)	2010 (n=262)	2008 (n=212)
<b>CAR RELATED/OTHER TRANSPORTATION</b>	<b>53%</b>	<b>63%</b>	<b>63%</b>	<b>63%</b>
Car is more convenient	23%	18%	-	-
Purchased car/now can afford car	20%	31%	-	-
Require car for work	6%	5%	-	-
Got parking space at work	6%	3%	-	-
Use different means of transportation	4%	3%	-	-
<b>CHANGE IN SITUATION</b>	<b>42%</b>	<b>37%</b>	<b>37%</b>	<b>31%</b>
Location change	25%	16%	-	-
Stopped working/not working	9%	10%	-	-
Only used for school/no longer in school	4%	7%	-	-
Working at home	2%	3%	-	-
Employed out of town	1%	2%	-	-
Personal mobility problems	<1%	<1%	-	-
<b>TRANSIT SERVICE</b>	<b>19%</b>	<b>22%</b>	<b>23%</b>	<b>24%</b>
Transit service not convenient	8%	7%	-	-
Transit too slow	5%	3%	-	-
No service to destination / from home	4%	4%	-	-
CTrain too crowded	2%	3%	-	-
Transit service not available at time I need to travel	1%	2%	-	-
Buses too crowded	1%	1%	-	-
Lack of parking at Park'n'Ride	1%	<1%	-	-
Introduction of Park'n'Ride fees	1%	<1%	-	-
Concern for personal security	<1%	<1%	-	-
Other	3%	1%	-	-

Base: Non-users who used to take transit regularly (n= 203)

Q39. For what reasons did you stop using Calgary Transit buses or CTrains on a regular basis?

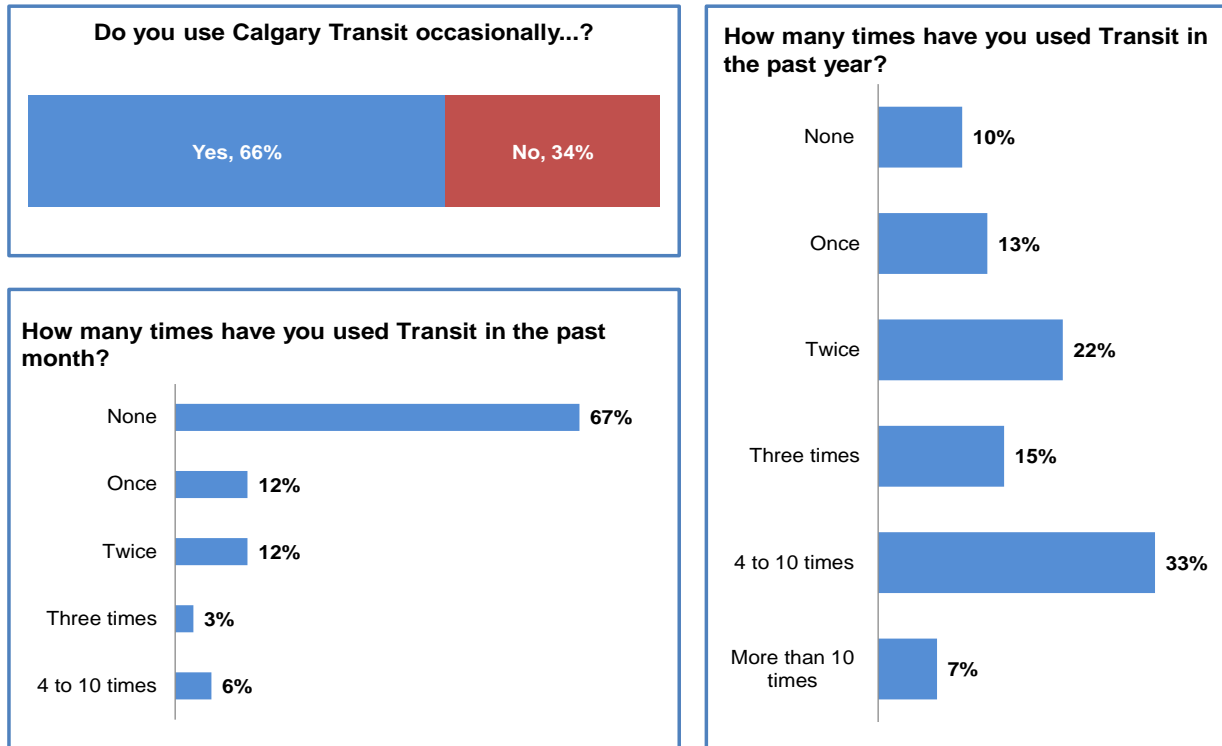
More than 4-in-10 respondents (42%), also mention that they stopped using Calgary Transit because of changes in their personal situations, including changes in their locations of residence or work, no longer working or in school, or having personal mobility issues. The halt in using Calgary Transit because of changes to personal situations has increased since 2012 (37%),

A smaller proportion of non-users (19%), which has been decreasing since 2008, explains that the reason for discontinued transit use is because of Calgary Transit service, including the inconvenience of service, slow service, lack of service to desired locations, overcrowding, times of service, lack of parking and parking fares, and concern for personal security.

## Occasional Calgary Transit Use

Among non-users surveyed, two-thirds (66%) report that they use Calgary Transit occasionally. Within the past month, the majority (67%) have not used Calgary Transit, however.

Within the past year, most (90%) former customers have used Calgary Transit at least once, including 40% who used Transit 4 or more times during the past year. One-half (50%) of former Transit customers have used Transit under 3 times or less this past year (15% three times, 22% twice, and 13% once).



Q40. Do you currently use Calgary Transit occasionally – for example, for sports events, during Stampede, New Year's Eve or other special events?  
(Base: Non users of Calgary Transit n=400)

Q41. How many times have you used Transit in the past month? (Base: Non users who use transit occasionally, n=266)

Q42. How many times have you used Transit in the past year? (Base: Non users who have not used in Transit in the last month, n= 164)

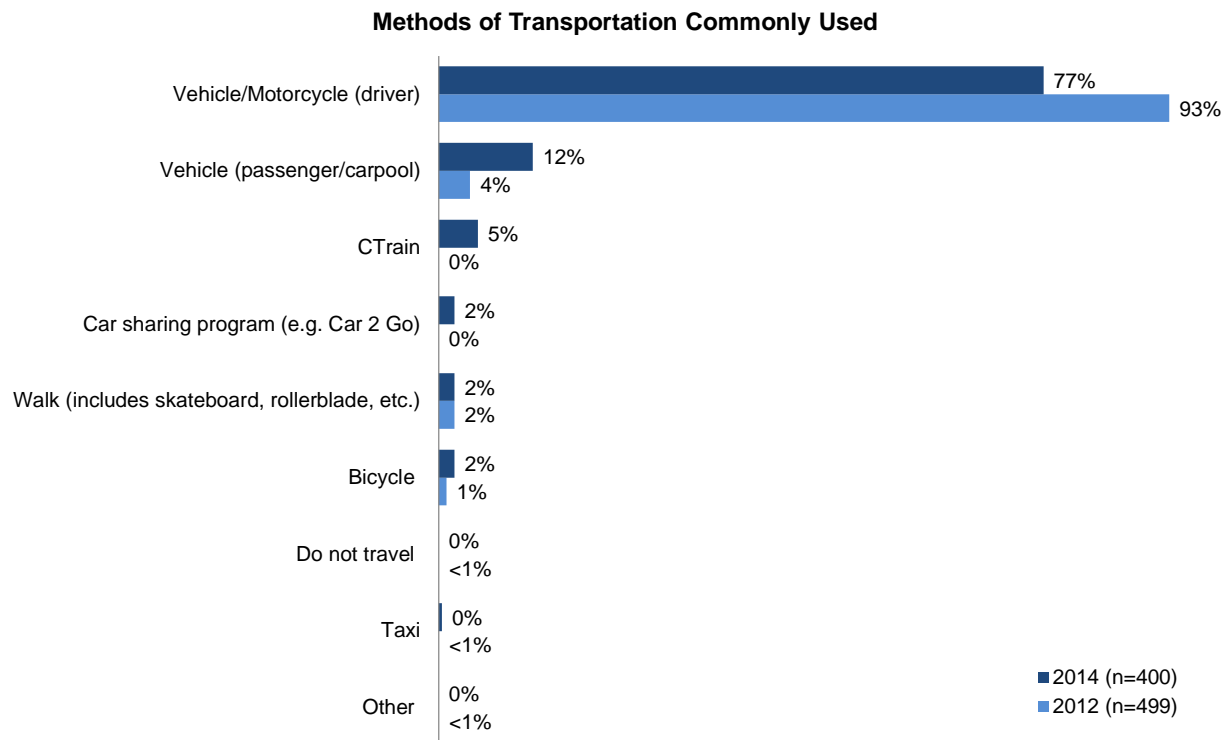
FREQUENCY OF USE		2012 (n=317)	2010 (n=322)	2008 (n=318)
In the past month	0 Times	77	73	68
	One to Three Times	20	23	25
	Four or More Times	3	4	7
In the past year		2012 (n=243)	2010 (n=231)	2008 (n=210)
	0 Times	14	10	15
	One to Three Times	46	46	41
	Four to Six Times	24	31	34
	Seven or More Times	16	12	10

## NON-USERS' MODES OF TRANSPORTATION

### Methods of Transportation Commonly Used

More than three-quarters (77%) of non-transit users are driving vehicles instead of using Calgary Transit, which has decreased from 93% in 2012. An additional 12% are participating in carpools, which has increased from 4% in 2012. Interestingly, some (5%) non-user respondents do not see the CTrain as part of Calgary Transit, citing the CTrain as their common mode of transportation.

Smaller proportions of non-users' primary modes of transportation include car sharing programs such as Car-2-Go (2%), walking (2%), skateboarding or rollerblading (2%), or cycling (2%).



Base: Non-users of Calgary Transit (n=400)

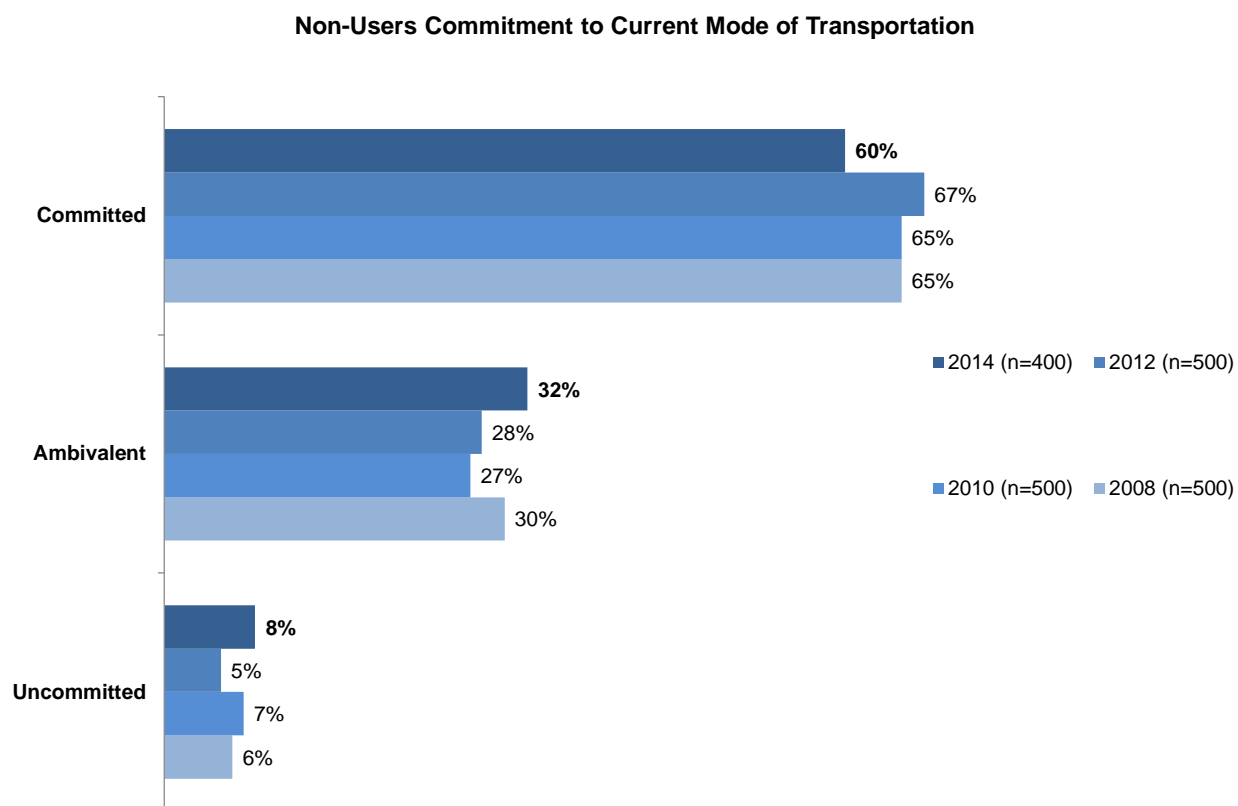
Q43. What one method of transportation do you use most often for travelling within The City of Calgary?

## Loyalty Towards Common Modes of Transportation

Most non-users of Calgary Transit are using a vehicle. Reflecting on their choice, 60% believe that there are many good reasons to continue to use this mode of transportation and no good reasons to change to another transportation option. In comparison to Transit customers, non-users appear to be more loyal to their mode of transportation (60% among non-users and 47% among Transit customers who feel this way about taking Calgary Transit).

Further, one-third (32%) of non-users feel that there are many good reasons to continue to use their primary mode of transportation, but that there are many good reasons to consider change. This represents an opportunity for Calgary Transit to tap into those open to alternative transportation options.

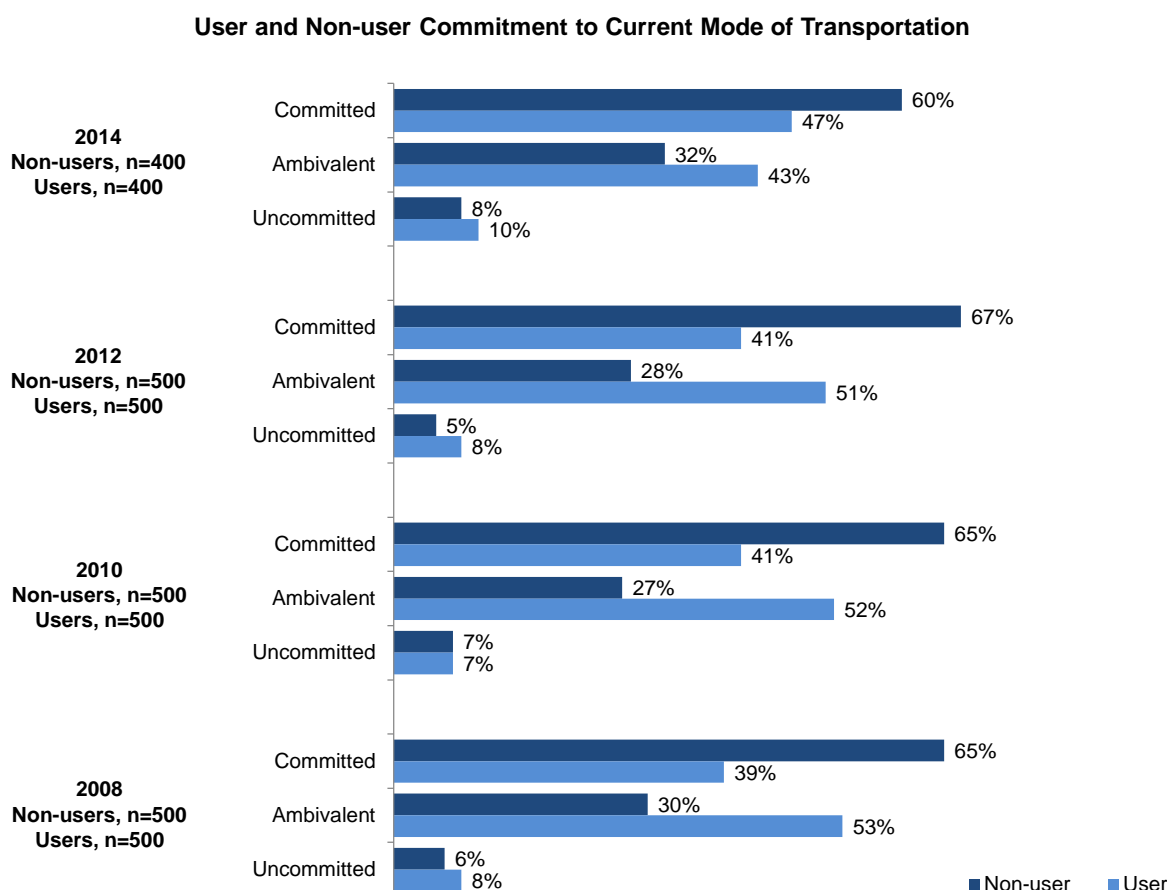
Few non-users (8%) feel that there are compelling reasons to not continue with their common modes of transportation, and that there are good reasons to change their transportation behaviours.



Base: Non-users of Calgary Transit (n=400)

Q44. 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 [INSERT METHOD USED IN Q43], can you please tell me whether Statement A, Statement B, or Statement C provides the best description of the way you feel.

The proportion of non-users who are loyal to their current mode of transportation is notably lower (60%) than in previous years (67% in 2013, and 65% in each of 2010 and 2008).



In 2014, non-users of Calgary Transit are more committed (60%) than are users of Calgary Transit (47%) to their current mode of transportation: year over year this is a prevailing trend for committed users (2012: non-users, 67%, users 41%, 2010: non-users 65%, users 41%, 2008: non-users 65%, users 39%).

The opposite is true for ambivalent respondents. In 2014, users are more likely (43%) than are non-users (32%) to be ambivalent to their current mode of transportation. This trend is seen in previous years as well, wherein users are more likely to be ambivalent to their commitment to their current mode of transportation than are non-users (2012: non-users, 28%, users 51%, 2010: non-users 27%, users 52%, 2008: non-users 30%, users 53%).

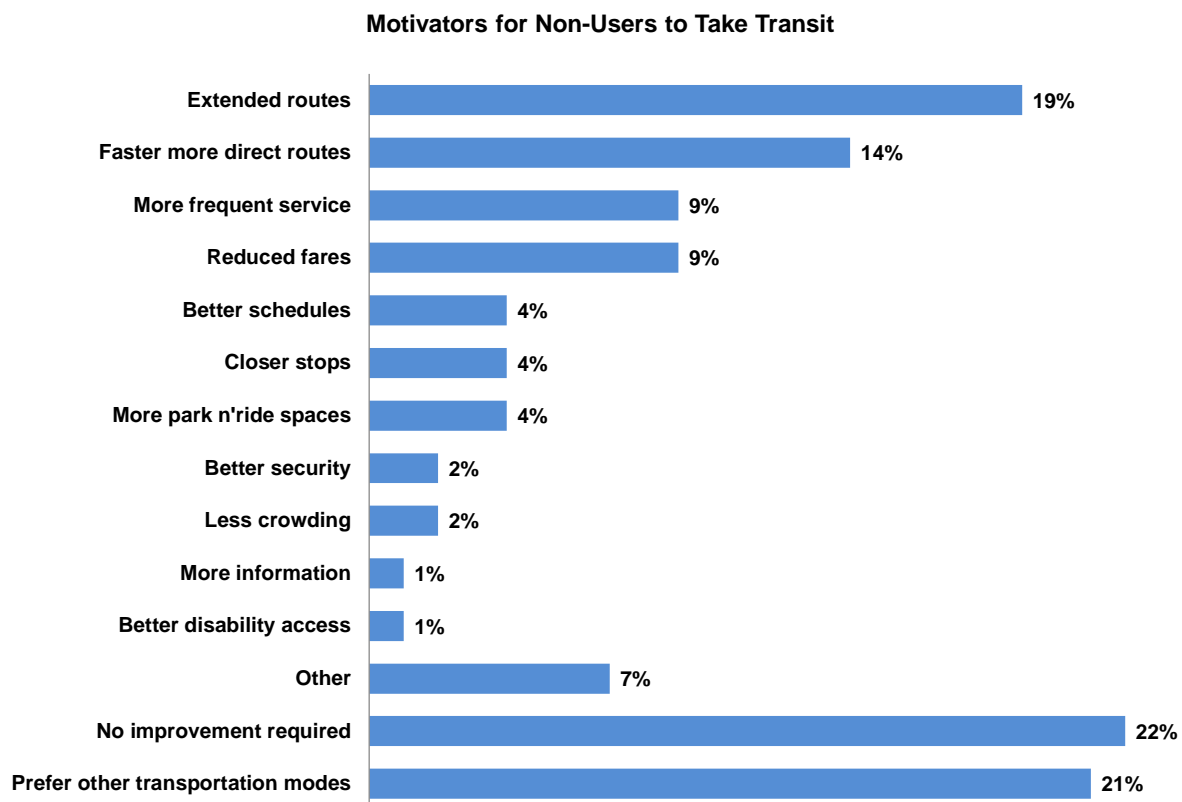
Year over year, users and non-users are similar in being uncommitted to their current mode of transportation (2014: non-users, 8%, users: 10%, 2012: non-users, 5%, users 8%, 2010: non-users 7%, users 7%, 2008: non-users 6%, users 8%)

## MOTIVATORS FOR NON-USERS TO TAKE TRANSIT

Among non-users of Calgary Transit, several improvements need to take place in order for them to increase their likelihood of taking Transit over their preferred modes of transportation. The key improvements lie with extending bus and CTrain routes (19%) and offering more direct routes (14%), such as reducing travel times and offering better connections.

In order to increase the likelihood of using Calgary Transit among non-users, improvements also need to be made to provide more frequent service (9%), and to reduce fares (9%), including tickets, passes and parking.

Other motivators to increase the likelihood of using Calgary Transit involve better scheduling or extended hours (4%), closer bus stops or CTrain stations to their location of origin, and more park'n'ride spaces (4%). A few non-users would also want to see better security (2%), less overcrowding (2%), more information about services (1%), or improved access for the disabled (1%) in order to increase their likelihood of considering Calgary Transit as an option.



Base: Calgary Transit Non users (n= 400)

Q45. In your opinion, what should Calgary Transit do to increase the likelihood of you becoming a regular transit user?

Overall, 22% of non-users do not feel that any improvements will influence their likelihood of using Calgary Transit in future, and a similar proportion (21%) say that they prefer other modes of transportation.

Overall, motivators for non-users to take transit are similar to previous years and focus on two key factors: extended routes; and, faster and more direct routes.

Certain differences over the past several survey waves emerge. First, the motivator of offering faster and more direct routes has slightly decreased from 2012 (17%) to 14% in 2014. Additionally, the motivator of reducing fares has slightly increased as a motivator for non-users to take transit from 6% in 2012 to 9% in 2014, yet is still lower than 15% in 2010.

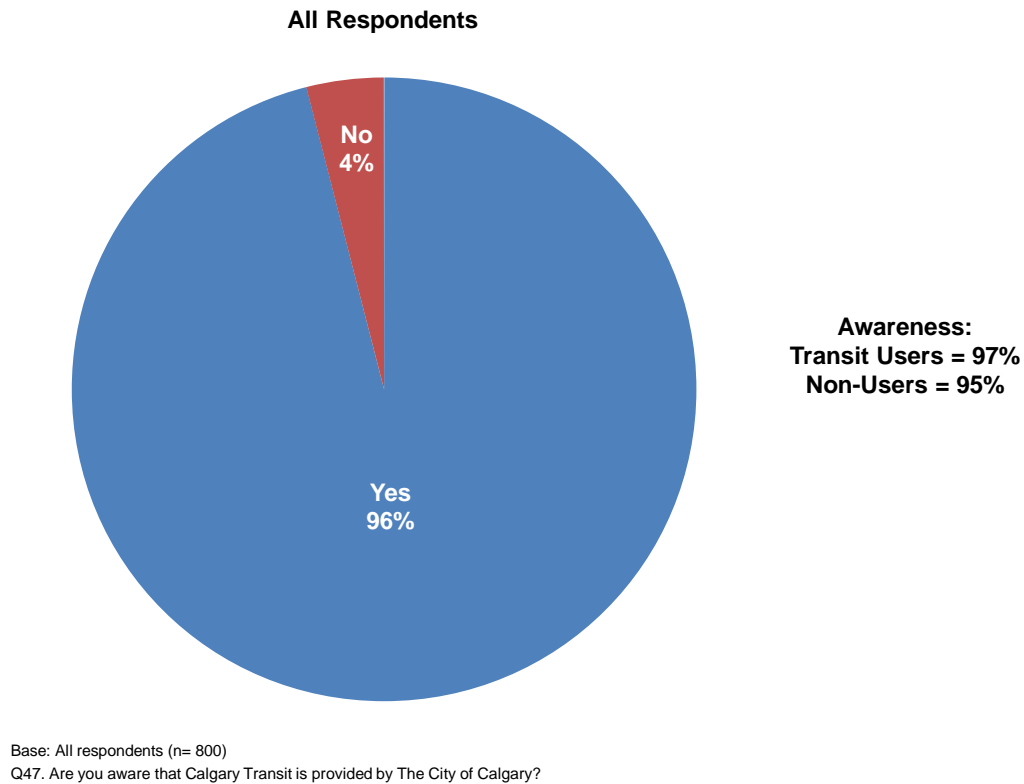
Furthermore, the proportion of non-users who simply prefer other transportation modes has substantially decreased from 2012 (41%) to 21% in 2014.

### Motivators for Non-Users to Take Transit - Tracking Data

	2008 (n=500)	2010 (n=481)	2012 (n=473)	2014 (n=400)
Extended routes	15%	20%	20%	19%
Faster more direct routes	15%	16%	17%	14%
Reduced fares	1%	15%	6%	9%
More frequent service	18%	9%	9%	9%
More park'n'ride spaces	N/A	1%	2%	4%
Closer stops	7%	1%	4%	4%
Better schedules	5%	2%	7%	4%
Less crowding	N/A	2%	3%	2%
Better security	5%	2%	1%	2%
Better disability access	1%	1%	1%	1%
More information	2%	1%	1%	1%
Prefer other transportation modes	22%	30%	41%	21%
No improvement required	35%	19%	12%	22%
Other	N/A	N/A	2%	7%

## AWARENESS OF TRANSIT SERVICE PROVIDER

New to the 2014 survey, Calgary Transit sought to confirm whether Calgarians were aware that Calgary Transit services were provided by The City of Calgary. In total, almost all (96%) respondents are aware that Calgary Transit is a municipal service, including 97% of Calgary Transit customers and 95% of non-users.



## DRIVERS OF SATISFACTION WITH CALGARY TRANSIT

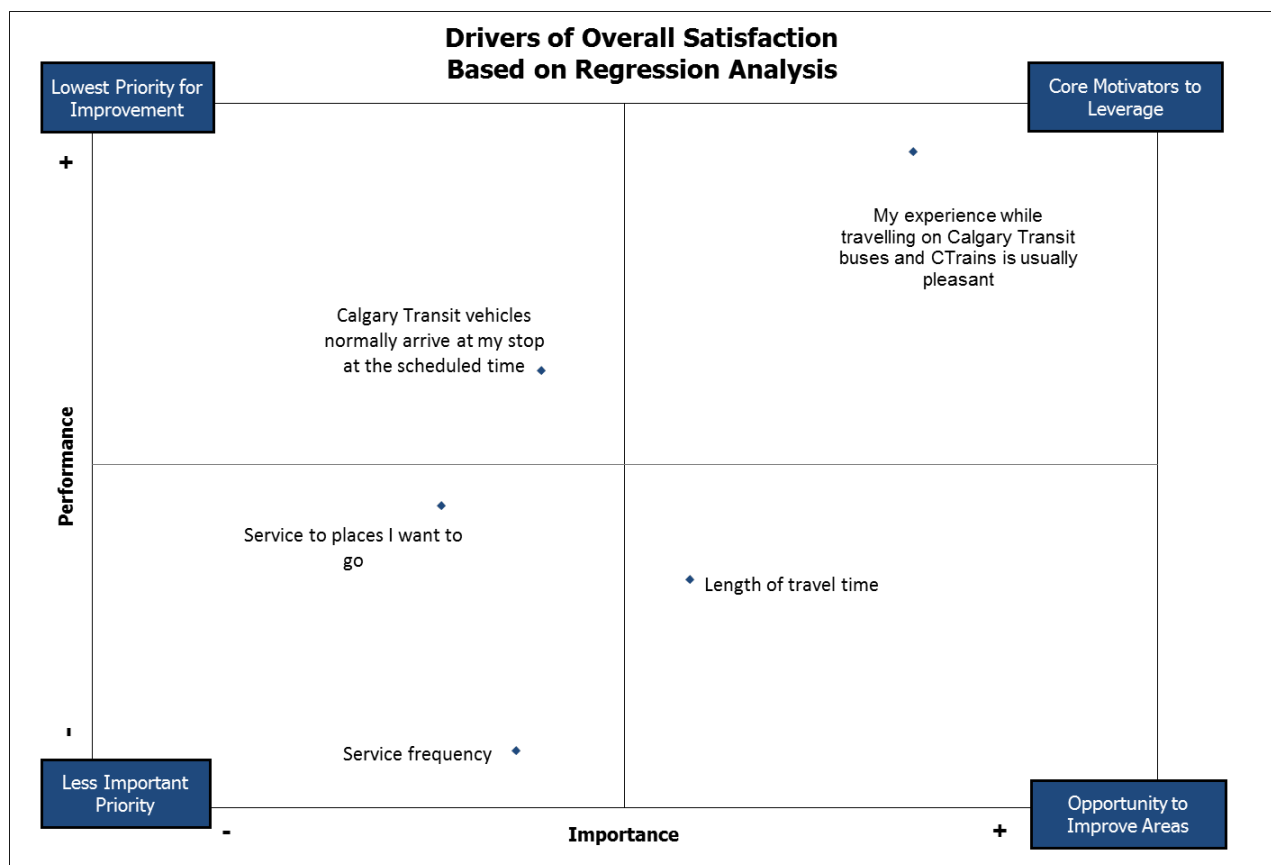
A number of different approaches were taken to explore the key drivers of satisfaction with Calgary Transit. Overall, when all factors are inputted into the equation, the key drivers of satisfaction are highly correlated. Removing some of the multi-co-linearity in the data, the key drivers of satisfaction are focused on:

### ***Areas of maintenance (CT is performing well)***

- Maintaining a pleasant customer experience

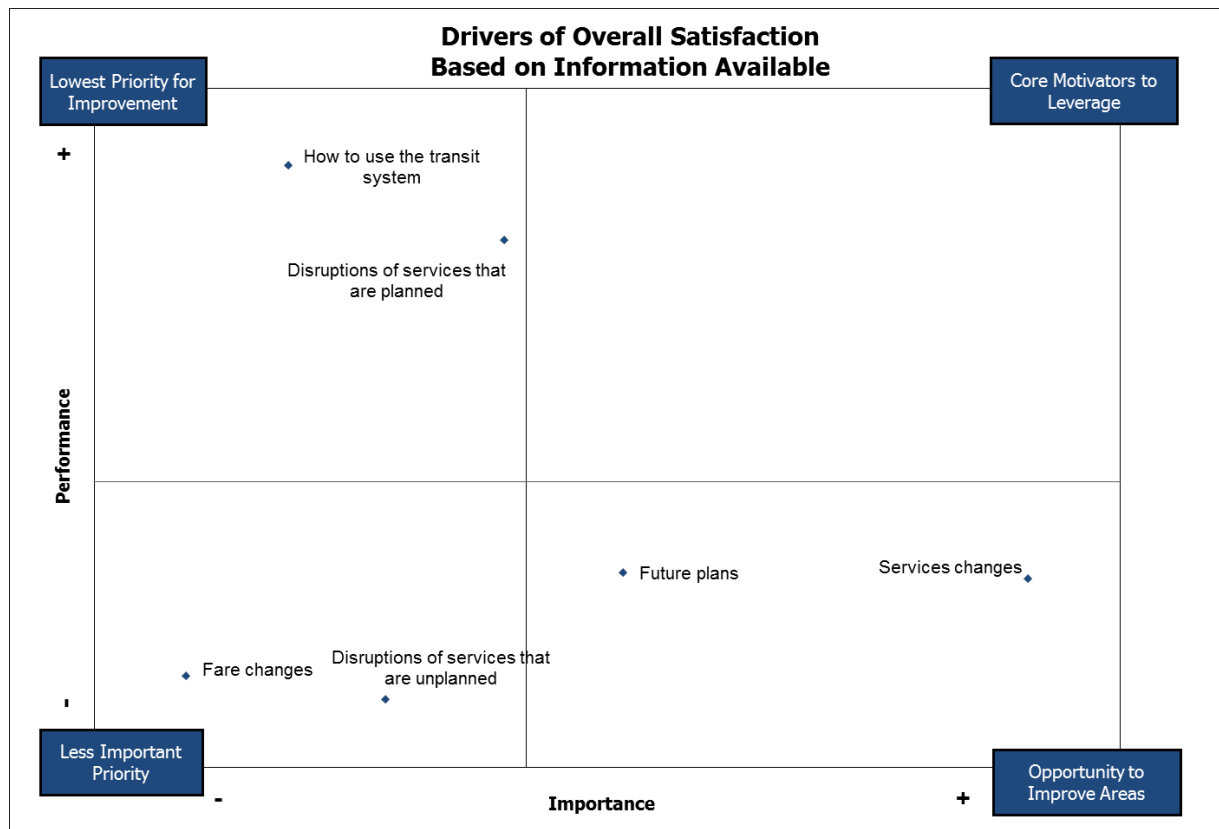
### ***Opportunities for improvement:***

- Length of travel time
- Service frequency
- Services to customers' preferred destinations.



Multi-variate analyses were also conducted based on satisfaction levels with information provision. The output reveals that this is not currently a core strength of Calgary Transit as there are no key attributes to leverage and/or to maintain.

Rather, Calgary Transit should focus on ensuring that information about changes to services or fares is widely distributed, as well as informing the community about future plans for expansion which may impact service levels.



## APPENDIX A

### SURVEY QUESTIONNAIRE

**Calgary Transit  
2014 Customer Satisfaction and Non-User Survey  
October 2014  
40091-107**

#### **QUOTAS:**

**Q4 = 1+ (n=400)**

**Q4 = 0 (n=400)**

#### **INTRODUCTION**

Hello, my name is \_\_\_\_\_. I am calling from Leger Research on behalf of Calgary Transit. Today we are conducting an important survey among Calgarians aged 15 years and older to gather opinions from both users and non-users of Calgary Transit.

Would you be willing to answer our survey today?

**[INTERVIEWERS READ AS NECESSARY]** Should you have any questions about this survey, please call 311 and refer to the 'Calgary Transit Survey'.

Yes **[CONTINUE]**

No **[ASK FOR CALLBACK/THANK YOU FOR YOUR TIME. HAVE A NICE DAY]**

Thank you. We appreciate your time.

The survey is voluntary and will take approximately 5 to 20 minutes to complete depending on your use of Calgary Transit and please be assured that all of your responses will remain confidential, and you will not be personally identified. Should you prefer not to answer a question, please let me know and we will move on to the next question. The personal information herein collected is authorized under Section 33(c) of the Freedom of Information and Protection of Privacy Act, and will be used to understand your satisfaction with, and opinions regarding, Calgary Transit services and programs. Should you have any questions or concerns about the collection or use of this information, please contact Calgary Transit's Document and Records Specialist at 403-268-6656. Please reference the '2014 Calgary Transit Customer Satisfaction Survey' should you elect to do so.

#### **SCREENING**

**[DO NOT READ]** Record Gender

Male

Female

1. In which one of the following age groups do you belong?

Under 15 **[THANK AND END CALL]**

15 to 17 years

18 to 24 years

25 to 34 years

35 to 44 years

45 to 54 years

55 to 64 years

65 or over

**[IF Q1=15-17, ASK Q1A]**

**1A.** May I please speak with a parent or guardian to receive permission to interview you?

**[ASK FOR CALLBACK IF PARENT IS UNAVAILABLE]**

**[READ TO PARENT]**

Calgary Transit is looking to get feedback from Calgarians aged 15 years and older about Transit services. We would like to interview your child for this research but must receive your permission in order to interview anyone under the age of 18. Would you allow me to interview your child for this survey about Calgary Transit services?

Yes **[READ]** Thank you. Could I please have your first name to confirm that we have your permission?

**[MUST ENTER FIRST NAME TO PROCEED]**\_\_\_\_\_

No **[THANK AND END CALL. CALL DISPOSITIONS COLLECT AS 'PARENT REFUSED']**

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

Yes **[THANK & END CALL. CAPTURE CALL DISPOSITIONS AS 'TRANSIT EMPLOYEE']**

No

3. Are you a permanent resident of the city of Calgary?

Yes **[CONTINUE]**

No **[THANK AND END CALL]**

4. 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.**

**[ENTER 0-100]** \_\_\_\_\_ rides

**[IF 1+ CONTINUE: TRANSIT CUSTOMER QUOTA n=400]**

**[IF 0, SKIP TO Q36: NON-USER QUOTA n=400]**

## CUSTOMER SURVEY QUESTIONNAIRE

5. Do you mainly use the bus, the CTrain or both?

Bus  
CTrain  
Both

6. 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."]**

None  
One  
Two  
Three  
Four  
Five or more

7. Please tell me how many minutes it takes you to make a typical one-way trip using Calgary Transit from when you board the first transit vehicle until you get off the last vehicle of your trip.

[ENTER 0-100]\_\_\_\_\_ minutes

8. 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]**

No particular reason  
Less expensive  
Save gas/high gasoline prices /high parking rates  
No car available **[DO NOT READ: CAPTIVE RIDERS]**  
Avoid traffic  
Avoid parking  
Don't drive **[DO NOT READ: CAPTIVE RIDERS]**  
Convenient service (Specify) \_\_\_\_\_  
Faster travel time  
Comfortable/relaxing  
Environmental reasons  
Transit pass included in tuition (U-Pass)  
Other **[SPECIFY]** \_\_\_\_\_  
Don't know

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

Work  
School  
Shopping  
Medical, dental, personal business  
Social/recreational  
Other **[SPECIFY]** \_\_\_\_\_

10. 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]**

No specific time period  
Rush hour ONLY  
Rush hour and other time periods  
Non-rush hour

**[ASK Q11 IF Q10='RUSH HOUR AND OTHER TIME PERIODS' OR 'NON-RUSH HOUR']**

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

Weekday midday  
Weekday evenings  
Weekend  
Don't know

12. Which transit fare do you use **most** often?  
**[DO NOT READ - TAKE NO MORE THAN 2 RESPONSES; PROBE TO ENSURE THAT PROPER PASS TYPE IS GIVEN]**

Youth Monthly Pass  
Universal Pass/U-Pass  
Senior Citizen Pass  
Adult Monthly Pass  
Day Pass  
Ticket from a book of tickets  
Cash  
Low Income Transit Pass  
Don't Pay  
Other **[SPECIFY]** \_\_\_\_\_)  
Don't Know

13. I am now going to read you a list of different aspects of Calgary Transit service. For each one, based on your **most recent** experience, I would like you to tell me how satisfied or dissatisfied you were with each service aspect, using a scale of 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied". **[RANDOMIZE]**

- a) Having courteous & helpful staff
- b) Being on time

- c) Cleanliness
- d) Not being overcrowded
- e) Service frequency
- f) Value for money
- g) Length of travel time
- h) Directness of trip (number of transfers)
- i) Service to places I want to go
- j) The times the first vehicle starts, and the last vehicle stops operating for the day on routes you use.
- k) Convenience of connections and transfers
- l) Providing for customer safety and security
- m) Providing scheduling and route information
- n) Convenience of purchasing tickets and passes
- o) Having access to bus stops / CTrain stations (**Prompt, if necessary:** being near to bus stops/CTrain stations)
- p) Information made available about disruptions of Calgary Transit services
- q) Information made available about changes to Calgary Transit service and fares

5=Very satisfied

4

3

2

1=Very dissatisfied

Don't know/refused

**14.** 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.]**

- a. Having courteous & helpful staff
- b. Being on time
- c. Cleanliness
- d. Not being overcrowded
- e. Service frequency
- f. Value for money
- g. Length of travel time
- h. Directness of trip (number of transfers)
- i. Service to places I want to go
- j. The time the first vehicle starts, and the last vehicle stops operating for the day on routes you use
- k. Convenience of connections and transfers
- l. Providing for customer safety and security
- m. Providing scheduling and route information
- n. Convenience of purchasing tickets and passes
- o. Having access to bus stops /CTrain stations (being near to bus stops/CTrain stations)
- p. Information made available about disruptions of Calgary Transit services
- q. Information made available about changes to Calgary Transit service and fares
- r. Other
- s. None in particular
- t. Don't know

**15. And what is the second most important? [SAME LIST AS Q14 OMITTING THE RESPONSE FROM Q14- DO NOT READ LIST.]**

- a. Having courteous & helpful staff
- b. Being on time
- c. Cleanliness
- d. Not being overcrowded
- e. Service frequency
- f. Value for money
- g. Length of travel time
- h. Directness of trip (number of transfers)
- i. Service to places I want to go
- j. The time the first vehicle starts, and the last vehicle stops operating for the day on routes you use
- k. Convenience of connections and transfers
- l. Providing for customer safety and security
- m. Providing scheduling and route information
- n. Convenience of purchasing tickets and passes
- o. Having access to bus stops /CTrain stations (being near to bus stops/CTrain stations)
- p. Information made available about disruptions of Calgary Transit services
- q. Information made available about changes to Calgary Transit service and fares
- r. Other
- s. None in particular
- t. Don't know

**16. Based on your own experience in the last seven days, how satisfied or dissatisfied are you with the overall service provided by the transit system in Calgary? Please use a scale of "1" to "5" where "1" means very dissatisfied and "5" means "very satisfied".**

5=Very satisfied

4

3

2

1=Very dissatisfied

Don't know/refused

**17. 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 or a little better/worse?

A lot better

A little better

Stayed the same

A little worse

A lot worse

Didn't use in previous years

Don't know

**[ASK Q18 IF Q17=A LOT/A LITTLE BETTER OR A LOT/A LITTLE WORSE]**

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

**[DO NOT READ - ACCEPT UP TO 2 RESPONSES ONLY. ACCEPT THE REVERSE/NEGATIVE OF THE RESPONSE CATEGORY FOR "WORSE"]**

Having courteous & helpful staff

Being on time

Cleanliness

Being Overcrowded

Service Frequency

Value for money

Length of travel time

Directness of trip (number of transfers)

Service to places I want to go

The time the first vehicle starts, and the last vehicle stops operating on the routes you use

Convenience of connections and transfers

Providing for customer safety and security

Providing scheduling and route information/Not providing scheduling and route information

Expansion of CTrain service / CTrain line extension/Lack of CTrain line extension

Convenience of purchasing tickets and passes/Inconvenience of purchasing tickets & passes

Having access to bus stops / CTrain stations (being near to bus stops/CTrain stations)/Not having easy access to bus stops/CTrain stations

Information made available about disruptions of Calgary Transit services/Lack of information about disruptions of transit services

Information made available about changes to Calgary Transit service and fares/Lack of information about changes to transit service and fares

New services

Other **[SPECIFY: \_\_\_\_\_]**

Don't Know

**19. 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.**

**[RANDOMIZE]**

Calgary Transit is an important choice in my life and lifestyle

The choice of where I live or will move to is influenced by the availability of Calgary Transit services

For each trip I make I consider using Calgary Transit

I use Calgary Transit to go to multiple places throughout my journey

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Refused

Not applicable

**20. 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]**

Walk  
Drive, use park-and-ride  
Drive, park nearby  
Cycle  
Passenger in another vehicle (carpool, kiss n ride, etc.)  
Other **[SPECIFY]** \_\_\_\_\_

**[ASK 21 IF Q20 = WALK. OTHERS SKIP TO Q22]**

**21. 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?**

**[ENTER 0-100]**\_\_\_\_\_ minutes

**[ASK Q22 IF Q6 = 1 OR MORE TRANSFERS]**

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

**[ENTER 0-100]**\_\_\_\_\_ minutes

**[ASK Q23 IF Q5 = BOTH BUS AND CTRAIN]**

**23. Which is the transit mode you take first on a typical trip using Calgary Transit? [READ]**

Bus  
CTrain

**24. 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. [RANDOMIZE]**

The bus drivers usually greet me in a friendly manner  
Bus drivers are knowledgeable about the service they provide  
I feel safe when traveling on transit  
Other passengers are usually well-behaved  
Calgary Transit vehicles normally arrive at my stop at the scheduled time  
Overall, I feel Calgary Transit bus and CTrain drivers operate their vehicles safely  
My experience while travelling on Calgary Transit buses and CTrains is usually pleasant  
There is generally a bus stop or CTrain station within a reasonable distance of my origin and destination

Strongly agree  
Somewhat agree  
Somewhat disagree  
Strongly disagree  
Don't know/refused  
Not applicable

**25.** 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?

Yes

No **[SKIP TO Q27]**

**26.** 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]**

I couldn't get through on the complaints line

I didn't know how to make a complaint

I didn't think it would do any good to complain

I forgot

I didn't know the number to call to make a complaint **[NOTE: this is different from category I didn't know how to make a complaint]**

It wasn't important enough/ I couldn't be bothered

Other **[SPECIFY]** \_\_\_\_\_

**27.** Calgary Transit provides information to customers in a number of ways. In an average month, how many times would you use the following information sources: **[READ]**

**[RANDOMIZE]**

Customer Call Centre (262-1000)?

TeleRide System (974-4000)?

Calgary Transit web site ([www.calgarytransit.com](http://www.calgarytransit.com))?

Calgary Transit on Google Transit?

Calgary Transit on Twitter?

Calgary Transit email alerts?

Obtaining information from Calgary Transit Drivers

The printed system map that shows all bus and CTrain routes

**[ENTER 0-100]** \_\_\_\_\_ times **[for each option]**

Don't know what the information service is

Don't know how many times **[INTERVIEWERS NOTE: PROBE FOR BEST ESTIMATE]**

**[ASK FOR EACH ITEM USED 1+ IN Q27]**

**28.** How satisfied or dissatisfied are you with the quality of the information provided by the information sources that you use? Please use a scale of 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied".

Customer Call Centre

TeleRide System

Calgary Transit web site

Calgary Transit on Google Transit

Calgary Transit on Twitter

Calgary Transit email alerts

Obtaining information from Calgary Transit Drivers

The printed system map that shows all bus and CTrain routes

5=Very satisfied  
4  
3  
2  
1=Very dissatisfied

**29.** Would you say that the printed system map that shows all bus and CTrain routes is very useful, somewhat useful, not very useful, or not at all useful to have available to you as a transit user?

Very useful  
Somewhat useful  
Not very useful  
Not at all useful  
**[DO NOT READ]** Don't know

**30.** How satisfied or dissatisfied are you with the quality of information being made available from Calgary Transit on the following issues? Please use a scale of 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied".

**[RANDOMIZE]**

Disruptions of Calgary Transit services that are planned such as station refurbishments, track work, etc.

Disruptions of Calgary Transit services that are unplanned, such as a result of collisions, fatalities, medical emergencies, etc.

Services changes (changes to route destinations, scheduling etc.)

Fare changes

Future plans (LRT network upgrades, service to new communities, improved vehicles, etc.)

How to use the transit system

5=Very satisfied  
4  
3  
2  
1=Very dissatisfied  
Don't know/refused

**31.** In your opinion what is the most important thing you would like to see Calgary Transit change or improve? **[DO NOT READ – PROBE FULLY – SELECT ALL THAT APPLY]**

**SERVICE DESIGN**

More on-time service

Reduce overcrowding

More/earlier/later bus/CTrain service

More frequent service

Make connections better/easier

#### FLEET/FACILITIES

- More/bigger CTrains/buses
- Improve maintenance of fleet
- Improve cleanliness of fleet
- Age/new vehicles
- Improve shelter/station facilities (heating, cleaning etc.)
- More available parking at CTrain stations
- More shelter facilities

#### ROUTES/PLANNING

- Improve bus routes
- Expand CTrain line (generally)
  - Southeast LRT
  - LRT to the airport
  - Expand Northwest LRT
  - West LRT
- Expanded service (generally)

#### COST FARES

- Lower fares/don't increase fares
- Electronic fare payment system
- Free parking/reduced rates at CTrain stations

#### SAFETY/SECURITY

- More/better security

#### PUBLIC AWARENESS

- Improve information services
- More current service information (disruptions, etc.)
- Provide schedule information at bus stops/CTrain stations

#### STAFF

- More friendly/courteous drivers
- Improve customer service
- Better training for drivers

#### NOTHING SATISFIED

- Nothing/satisfied
- Other

**32.** 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 (**SPECIFY CONDITION(S)**\_\_\_\_\_)

Maybe/Perhaps

No

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

Increase in property taxes

Increase in transit fares

Both

Other [**SPECIFY**]\_\_\_\_\_

Don't know

**34.** 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.

A) There are many good reasons to continue using Calgary Transit, and no good reasons to change to another method of travel.

B) 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.

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

**35.** How often do you recommend Calgary Transit service to your friends or family?

Frequently

Sometimes

Never

**[CUSTOMER RESPONDENTS, Q4 = 1+, SKIP TO Q47]**

### **NON-USER QUESTIONNAIRE**

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

Yes

No

**[ASK Q37 IF Q36=YES]**

**37.** How long ago did you stop using Calgary Transit regularly? Was it ...

Less than 1 year ago or

More than 1 year ago

**[ASK Q38 IF Q36=YES]**

**38.** When you used Calgary Transit regularly, what type of trip or trips did you make most often?

**[SELECT UP TO FIRST 2 RESPONSES]**

Work

School

Shopping

Medical, dental

Personal business

To attend social or recreational events or activities

Any other purposes? **[SPECIFY]** \_\_\_\_\_

**[ASK Q39 IF Q36='YES']**

**39. For what reasons did you stop using Calgary Transit buses or CTrains on a regular basis?**

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

**CAR RELATED/OTHER TRANSPORTATION**

Purchased Car/can now afford car

Car is more convenient

Require car for work

Got parking space at work

Use different means of transportation (bike, walking, car-pooling, etc.)

**CHANGE IN SITUATION**

Stopped working/not working (housewife, retired, laid off, etc.)

Only used for school purposes/no longer going to school

Working at home

Location change (work transfer, moved, etc.)

Employed out of town

Personal mobility problems

**TRANSIT SERVICE**

Transit service not convenient

No transit service to my destination / from my home

Transit too slow

CTrain too crowded

Buses too crowded

Lack of parking at Park'n'Ride

Introduction of Park'n'Ride fees

Transit information not available

Concern for personal security

Transit Service not available at time I need to travel (too early/too late)

Other **[SPECIFY]**\_\_\_\_\_

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

Yes

No

**[ASK Q41 IF Q40=YES]**

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

[ENTER 0-100]\_\_\_\_\_times

**[ASK Q42 IF Q41=0]**

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

[ENTER 0-100]\_\_\_\_\_times

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

Vehicle / Motorcycle (driver)

Vehicle (passenger / carpool)

Taxi

Bicycle

Walk (includes skateboard, rollerblade, etc.)

Access Calgary (HandiBus/Shared Ride Taxi)

Car sharing program (Car 2 Go)

Do not travel

Other **[SPECIFY]** \_\_\_\_\_

**[SKIP Q44 IF 'DO NOT TRAVEL' IN Q43]**

**44.** 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 **[INSERT METHOD USED IN Q43]**, can you please tell me whether Statement A, Statement B, or Statement C provides the best description of the way you feel.

- a) There are many good reasons to continue to use this method as I am now doing, and no good reasons to change to another.
- b) 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.
- c) There are few good reasons to continue to use this method as I am now doing, and there are many good reasons to change

**45.** In your opinion, what should Calgary Transit do to increase the likelihood of you becoming a regular transit user? **[DO NOT READ – PROBE FULLY - SELECT ALL THAT APPLY]**

No improvement is required

None/prefer/need cars/ walking/bicycle/motorcycle

**TRANSIT SCHEDULE**

Transit routes provide **later** service on **weekday** evenings

Transit routes provide **later** service on **weekend** evenings

Transit routes provide **earlier** service on **weekday** mornings

Transit routes provide **earlier** service on **weekend** mornings

Transit schedules match my work hours better

**REDUCED FARE**

Bus/CTrain fare is lowered

Reduce or eliminate Park'n'Ride fees

**FASTER, MORE DIRECT, EXPRESS**

If travel time by transit would be comparable to the method I use now

More direct Transit routes

Express bus route is added to serve my neighbourhood

Better transfer connection (shorter wait time at connection)

**MORE FREQUENT SERVICE**

Bus routes run more frequently

**EXTENDED ROUTES**

Bus routes are extended to where I wish to travel

CTrain lines are extended to where I wish to travel

**CLOSER STOPS**

Stops/stations located closer to my home/work/school

**BETTER SECURITY**

Calgary Transit provides better security for my personal safety

**TRANSIT INFORMATION**

Provide better schedule information

**TRANSIT ACCESS**

Provide better access for people with disabilities on buses

Provide better access for people with disabilities at LRT stations

Other **[SPECIFY]**\_\_\_\_\_)

**46.** 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?

Increase in property taxes

Increase in transit fares

**(DO NOT READ)** Both

**(DO NOT READ)** Don't know

**(DO NOT READ)** Other **[SPECIFY]**\_\_\_\_\_)

**[ASK ALL – Users and non-users]**

**47.** Are you aware that Calgary Transit service is provided by The City of Calgary?

Yes

No

**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.

**48.** What community do you live in?

\_\_\_\_\_

**49.** What are the first four characters of your postal code?

\_\_\_\_ \_

**[ASK 49 IF 4=1+. OTHERS SKIP TO 50]**

**50.** For how many years have you been a regular Calgary Transit user?

**[ENTER 0-100]**\_\_\_\_\_ **years**

**51.** And which one of the following income groups best describes your annual household income, before taxes?

Less than \$25,000

\$25,000 to less than \$40,000

\$40,000 to less than \$60,000

\$60,000 to less than \$80,000

\$80,000 to less than \$100,000

\$100,000 to less than \$120,000

More than \$120,000

Refused/prefer not to answer

Don't know

**52.** Do you use the following technologies in your everyday life?

Smartphone (e.g. Iphone, Android, Blackberry)

Mobile phone that does not have Internet access or Apps

Smartcard – A card that may allow for access to a building, or may be tapped to pay for goods or services, etc.

Internet

Desktop or laptop computer (home or work)

Tablet device (IPad)

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

**[ENTER 0-100]** \_\_\_\_ vehicles

### **CLOSING**

On behalf of Calgary Transit, thank you for your time today. Have a good evening (afternoon).

## APPENDIX B

### PROFILE OF RESPONDENTS

#### Gender and Age:

	2011	2012	2013	2014	
				Users	Non-Users
<b>n=</b>	500	500	500	400	400
<b>Gender</b>					
Male	50%	49%	48%	45%	55%
Female	50%	51%	52%	55%	45%
<b>Age</b>					
15 – 17 years	*	*	*	5%	-
18 - 24 years	*	*	*	16%	10%
25 – 34 years	*	*	*	16%	24%
35 - 44	*	*	*	16%	21%
45 - 54	*	*	*	19%	19%
55 – 64	*	*	*	15%	15%
65 or over	*	*	*	13%	11%

#### Annual Household Income and Vehicles in the Household

	2011	2012	2013	2014	
				Users	Non-Users
<b>n=</b>	500	500	500	400	400
<b>Household Income</b>					
Less than \$25, 000	*	*	*	10%	4%
\$25, 000 to less than \$40, 000	*	*	*	12%	9%
\$40, 000 to less than \$60, 000	*	*	*	11%	9%
\$60, 000 to less than \$80, 000	*	*	*	9%	12%
\$80, 000 to less than \$100, 000	*	*	*	11%	10%
\$100, 000 to less than \$120, 000	*	*	*	9%	11%
More than \$120, 000	*	*	*	16%	23%
Don't know	*	*	*	10%	6%
Refused/prefer not to answer	*	*	*	12%	16%
<b>How many vehicles does your household have available for everyday use?</b>					
All	1.6	1.9	1.6	1.5	2.1
Transit users	1.6	1.7	1.6	1.5	--
Non-users	-	2.0	-	--	2.1

## APPENDIX C

### CALL RESULTS SUMMARY – CALL DISPOSITION

Respondents Call Summary		
Final Call Result	Number	Proportion
Customer Satisfaction Survey – Transit Users	400	50%
Non-Users	400	50%
<b>Total</b>	<b>800</b>	<b>100%</b>

Call Disposition Summary		
Final Call Result	Number	Proportion
Complete	800	4%
Contact person is unavailable for duration of project	37	0%
Answering Machine	1511	7%
Line Busy	2	0%
To call back (Date and time unspecified)	781	4%
Cellular phone/pager	68	0%
Duplicate number	16	0%
Definite refusal	103	0%
Fax/modem	24	0%
Appointment (Date and time specified)	126	1%
Incomplete WITH scheduled appointment	36	0%
Incomplete WITH NO possibility to call back	70	0%
Language Barrier	159	1%
Terminate - Occupation	9	0%
Terminate - not sure	1	0%
Terminate - TRANSIT EMPLOYEE	26	0%
Terminate - not Calgary resident	71	0%
No answer	775	4%
Respondent not capable of completing survey (hard of hearing, speech problem, etc.)	65	0%
Non-residential number	99	0%
Number not in service	98	0%
No transit	608	3%
No answer - Predictive Dialer	3455	16%
Line busy - Predictive Dialer	407	2%
Operator- Predictive Dialer	4209	20%
Abandon - Predictive Dialer	100	0%
Answering machine - Predictive Dialer	3493	16%
Fax / modem - Predictive Dialer	144	1%
No results	401	2%
Black list	683	3%
Quota attained	278	1%
Refusal	2599	12%
Wrong contact (person we want to speak with can't be reached at this number)	13	0%
Unknown Result Code	118	1%
<b>Total</b>	<b>21385</b>	<b>100%</b>