CALGARY TRANSIT

**ANNUAL CUSTOMER
SATISFACTION SURVEY
2011**

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Submitted to

Calgary Transit

By

HarGroup Management Consultants, Inc.

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Executive Summary

Calgary Transit conducts an annual Customer Satisfaction Survey to assess Calgarians' use, perceptions and expectations for Transit services. Calgarians who use Transit services at least once a week qualify to be respondents for the survey. As has been the case with previous survey waves, a total of 500 interviews were conducted for the 2011 Customer Satisfaction Survey, which was conducted in October. The survey was administered to respondents by telephone. HarGroup Management Consultants was engaged to field the survey and report the results.

Key Findings

Perceptions of Services in 2011 are Mostly Consistent with Previous Surveys; However a Downward Trend is observed for Value for Money
The 2011 Survey results show general consistency in satisfaction with the quality of Calgary Transit's overall services. Indeed, approximately seven out of ten respondents (67%) gave Calgary Transit a rating of 'excellent' or 'good,' which is similar to ratings observed from customers over the past decade. When considering various service attributes examined in the survey, customer ratings are also similar to historical results, particularly over the past three years. Nonetheless, there is a noticeable downward trend observed in ratings toward the value for money service attribute when data are considered over the past ten years.

Captive Riders Expect More from Calgary Transit than Choice Riders
Detailed analysis of the 2011 survey data revealed that Captive Riders, those customers who have no other transportation alternative, may have higher expectations of Calgary Transit than Choice Riders or customers who have alternatives. Essentially, for both of these customers, there are high expectations for service attributes such as being on time, service frequency and value for money. However, Captive Riders also have high expectations for connections and transfers, length of travel time, and services to places I want to go. All of these service attributes, including the three shared between the two customer groups, are notable in that they received lower than average satisfaction ratings from their respective customer groups. In some respects, these service attributes represent gaps that these customer groups perceive in what is being offered by Calgary Transit. While Choice Riders have narrow or focussed expectations of Calgary such as ensure that there are reasonable schedules so I can affordably get to my destination on time, Captive Riders views are much broader as they depend on Calgary Transit to them around the city and do so in an effective and efficient manner.

Executive Summary, continued...

Providing a Mix of Information Services is Important, but Newer Services Introduced by Calgary Transit Show Signs of Early Success

Calgary Transit provides various opportunities for its customers and other Calgarians to obtain information about its services. Some of these information services are used by larger portions of customers such as the Calgary Transit website and the TeleRide System. Detailed analysis of the data about information services reveals that almost half of customers use more than one service to obtain information about Calgary Transit; thus signifying the importance of providing a mix of opportunities to customers. There are, however, early indications that information services recently implemented by Calgary Transit such as Calgary Transit on Twitter and e-mail alerts are popular among those who use these services. For instance, the frequency of which customers use these services is typically higher than frequency observed for customers who use other information services. As well, and possibly more revealing, users of the Calgary Transit on Twitter and e-mail alerts give higher satisfaction ratings for these services than what is observed for other information services.

Use of Information Services does not necessarily represent Higher Levels of Satisfaction among Customers

Approximately two-thirds of customers use information services and a third does not. Interestingly, customers who use information services provided similar satisfaction ratings to overall services as customers who do not; although customers who do not were more likely to rate overall services as excellent compared to customers who use information services. Nonetheless, customers who use information services were significantly less likely to rate Calgary Transit as being on time than customers who do not use these services. Indeed, 48% of customers who use the services rated being on time as excellent or good, while 71% of those who do not use information services gave ratings of excellent or good. There is no indication from the survey data as to why these results occurred; however, one idea may be that customers who use information services expect more from these services than what they perceive to be receiving.

1.0 INTRODUCTION

For over a decade, Calgary Transit has conducted customer satisfaction surveys to gain insights into Calgarians' use and perceptions of its services. The surveys provide Calgary Transit with information about public transit use among Calgarians, customers' needs and expectations for service delivery, as well as potential areas or priorities for improvement. Calgary Transit uses the information for planning future services within the city. This report presents the results of the 2011 Customer Satisfaction Survey.[1]

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

- *To measure travel behaviour among Transit customers.*
- *To measure customers' perceptions of service performance.*
- *To measure customers' satisfaction with various service factors.*
- *To identify customers' perceptions about 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 provision.*
- *To assess factors that contribute to customers choosing to use Transit services.*

HarGroup Management Consultants, Inc. was engaged by Calgary Transit to field the survey and report the survey results.

1.1   Survey Methodology

The Calgary Transit Satisfaction Survey has been conducted annually since 1992.

The survey instrument used in these surveys has maintained basic content and a consistent structure with limited modifications from year to year (a copy of the 2011 instrument is presented in Appendix A). As well, the methodology of the survey has been consistently applied each year except that fielding periods of the surveys have varied, ranging from September to December (see Appendix B). In 2011, the survey was conducted in October.

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[1] The annual survey is part of a longitudinal measurement system that includes a biennial non-user survey. The non-user survey was not conducted in 2011.

Survey specifications include:

- A total of 500 interviews fielded with Calgarians who are at least 15 years of age and had ridden Calgary Transit buses or CTrains regularly (at least once a week on average).

- Potential respondents are selected from the Calgary population using a computerized random-digit dialling process, including cellular phones to ensure complete randomization of the survey samples.

Analysis of the final call results shows that approximately 43% of potential respondents qualified for the 2011 Customer Satisfaction Survey (see Appendix C). Basic extrapolation of these results would suggest that the total population of regular customers is estimated to be approximately 385,000 (Table 1.1).

Table 1.1: Estimated Transit Customers (Aged 15 and Older)										
Factors	**Survey Year**									
	2011	**2010**	**2009**	**2008**	**2007**	**2006**	**2005**	**2004**	**2003**	**2002**
Calgary Civic Census	896,000	882,000	877,000	857,000	836,000	815,000	785,000	750,000	741,000	728,000
Transit Users	43%	43%	44%	48%	47%	38%	43%	39%	36%	38%
Estimated number of Transit customers	385,000	378,000	382,000	411,000	393,000	310,000	337,000	293,000	267,000	276,000
Non-Users	57%	57%	56%	52%	53%	62%	57%	61%	64%	62%
Estimated number of Non-Users	511,000	504,000	495,000	445,000	443,000	505,000	447,000	458,000	475,000	451,000

A sample size of 500 yields a margin of error of ±4.4% within a 95% confidence interval, for the Calgary Transit regular customer population (as defined for the survey). Expressed differently, if the survey were to be conducted within the same population again, in 19 surveys out of 20 the results would likely remain within ±4.4% of the results presented in this report. The margins of error are computed for the entire samples and analyses based on sample subsets will generally not achieve the same level of confidence.

Respondents' Profile

Demographic data are gathered from respondents to gauge possible changes in user characteristics. These data are presented in Appendix D. Generally, characteristics of respondents from the 2011 Survey are consistent with those observed in previous survey years. For example, Transit customers are much more likely to be younger than the Calgary population in general. It should be noted, however, that the data presented in the respondent profile in Appendix D, as well as throughout this report, have been weighted due to a slight over representation of respondents (both customers and non-users) who were aged 55 to 64 and under representation aged 25 to 34 (also presented in Appendix D is information about weighting implications to the data).

Calgary Transit has designated Service Areas throughout Calgary that are illustrated in Figure 1.1. Using the demographic data from the survey, the sample is over representative of northwest Calgarians (6% over representation). This over representation is similar to previous survey data, which may suggest that residents in northwest Calgary are more likely to use Calgary Transit services compared to residents of other Service Areas.

Figure 1.1 Service Area Boundaries
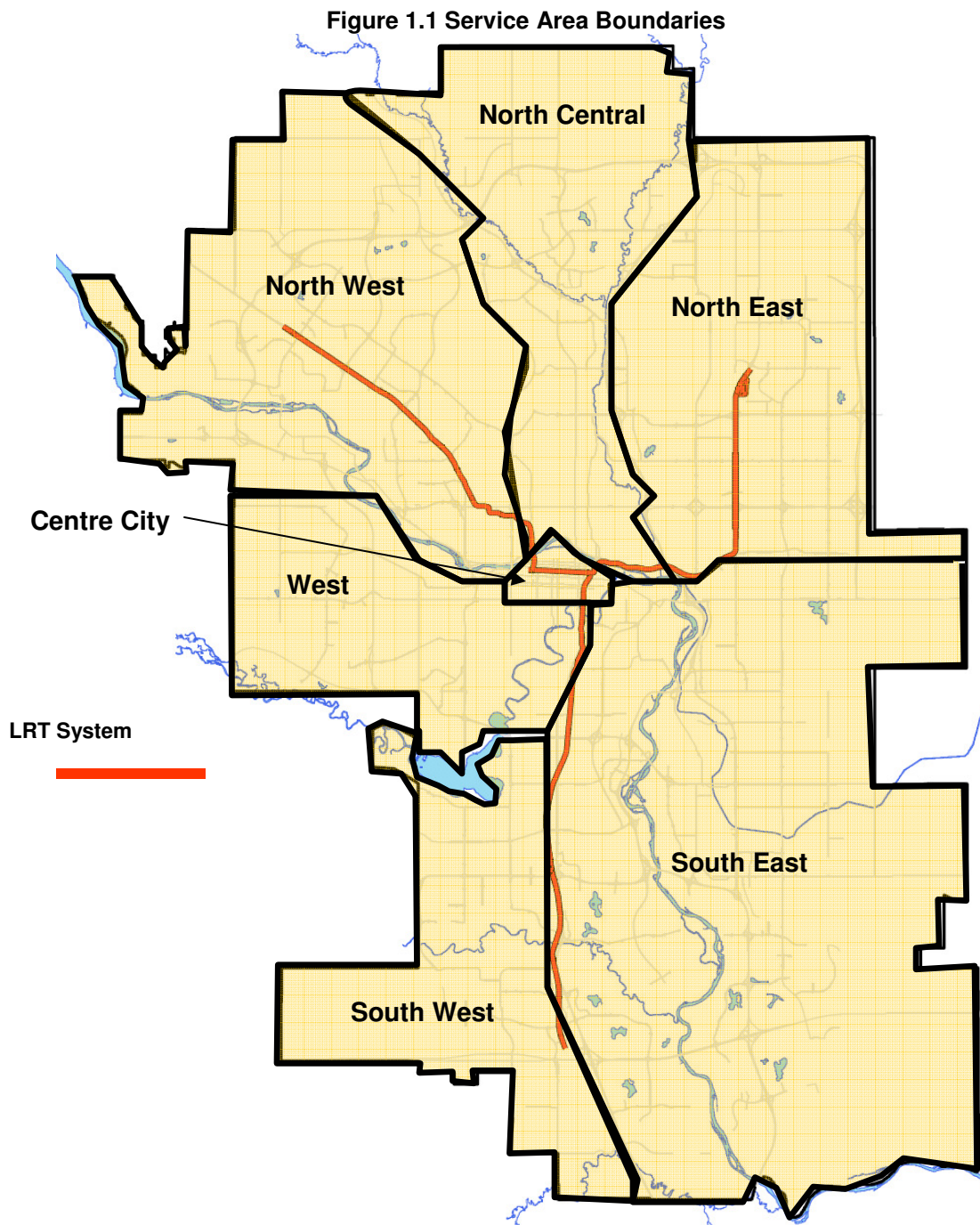
1.2 Factors to Consider for the 2011 Survey

Several factors are worth noting in considering the information presented in this report about the 2011 survey findings.

- *Unplanned Summer Maintenance* – In mid to late July 2011, the CTrain system experienced some mechanical issues that resulted in unplanned maintenance. For at least two weekdays, rush hour travel was strongly affected and these mechanical repairs effectively shut down parts of the LRT system.
- *Renovations and New Stations* – In 2011, Calgary Transit reopened a number of CTrain stations that were being updated or expended such as Whitehorn, Southland, and Erlton Stations and several stations long 7th Avenue (the 7th Avenue Refurbishment Project, which involved opening the 4th Street and City Hall Stations and removing the Olympic Plaza Station).
- *New Fare Payment Options* – In 2011, nearly all CTrain stations were equipped with fare payment machines that accept credit and debit cards and give change to customers purchasing cash fares on platforms. Additionally, Calgary Transit unveiled its planned electronic fare collection system called "CONNECT", which has begun to be installed throughout Transit buses.
- *West LRT* – In 2010, the construction of the West LRT began and construction on the project has become increasingly visible in 2011. The West LRT is expected to open to Transit customers at the end of 2012.
- *Park and Ride Fees Discontinued* – Effective April 2011, City Council voted to remove the $3 fee for all parking stalls at Park and Ride lots. Some stalls were converted to free parking (first come first serve), while others were portioned for a reservation system by which customers can reserve a parking stall for a monthly fee.

1.3 Reporting

The remaining sections of the report present the results of the 2011 Customer Satisfaction Survey. Basic frequencies of survey question results are presented in the report. As well, various statistical procedures have been used within the analyses to assess significance of contrasting responses of respondents. These analyses provide additional insight into the data and allow for a greater degree of certainty in statements of inference.

As noted earlier in this section, the data presented in this report have been weighted to effectively represent the age distribution of the Calgary population

Data from previous survey waves are also presented for comparative purposes.

2.0 OVERALL SERVICE PERFORMANCE

Over the past decade, customers have been asked to rate Calgary Transit's overall quality of services. To gauge performance, survey respondents have been asked how they would rate the overall service provided by Calgary Transit in the seven days prior to being interviewed.

Data presented in Figure 2.1 reveal that approximately seven out of ten 2011 survey respondents (67%) gave a rating of 'excellent' or 'good'. A further quarter gave a rating of 'satisfactory', which translates into 93% of customers providing a positive rating to Calgary Transit services.

Figure 2.1: Overall Service Quality Performance Rating
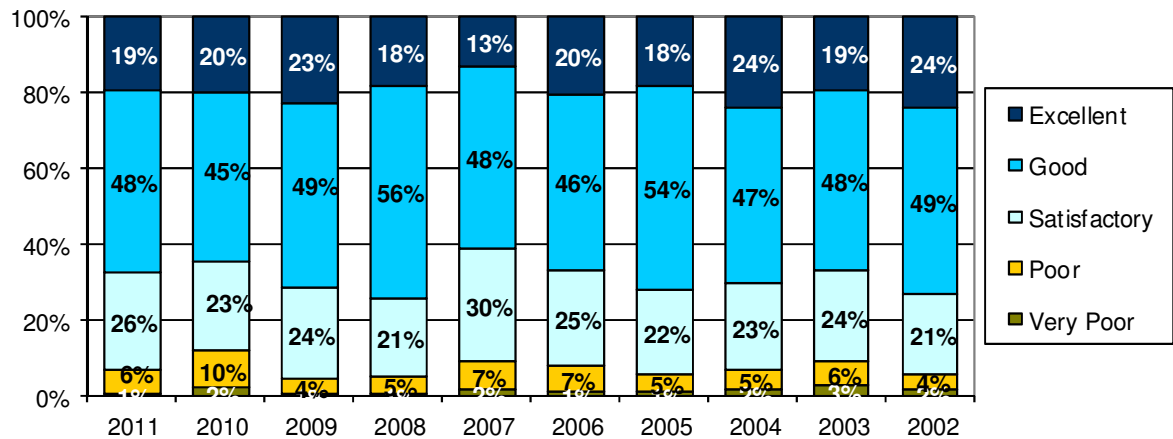
Analysis of the data gathered over the past decade reveals that satisfaction with overall quality of services has been fairly consistent over the past decade with minor increasing and decreasing fluctuations.

3.0 CUSTOMERS' PERCEPTIONS OF SPECIFIC SERVICE OFFERINGS

Customers were asked to rate specific service attributes of Calgary Transit's performance, service components and experiences and fleet and facilities. The issues examined address a range of service offerings provided through Calgary Transit Divisions. This section of the report presents customers' perceptions of these service offerings and explores perceived gaps for services.

3.1 Ratings of Service Attributes

Customer ratings for various service attributes in the 2011 survey are presented in Figure 3.1 on the next page. On the whole, the data suggest that respondents have favourable impressions of Transit's performance. For example, most respondents rated all but one service attribute as being either 'excellent' or 'good'. Indeed, 'not being overcrowded' was the only the attribute that did not rate well among most respondents, with about a third (35%) rating it as 'excellent' or 'good'.

Nonetheless, the ratings provided to service attributes of 'service frequency' and 'being on time' are worth noting as just over half of respondents providing a rating of 'excellent' or 'good.' These two attributes are noteworthy because they are rated lower than most of the others, but, as will be presented later in the section, represent important aspects of services among customers.

Detailed analysis of 2011 ratings reveals that southwest residents rated "not being overcrowded" lower than residents of other Service Areas within the city (Appendix E).

Considering the data from a historical perspective, there have been fluctuations observed in the data over the years (Figure 3.2). However, over the past two or three years, however, ratings of attributes have been fairly consistent from a statistical perspective (e.g. differences in the data over the past two or three years have not been statistically significant). Still, taking into account ratings over the past decade, the following observations are worth noting:

- **Being on time** - Over the past two years, the ratings for being on time are statistically the same. However, these ratings are significantly lower than those observed previously.

Figure 3.1: Performance Ratings of Service Attributes

	Excellent	Good	Satisfactory	Poor	Very Poor
Having access to bus stops/C Train stations (n=520)	29%	48%	17%	5%	1%
Convenience of purchasing tickets and passes (n=495)	33%	44%	19%	4%	0%
Having courteus and helpful staff (n=479)	25%	47%	22%	5%	1%
Providing for customer safety and security (n=513)	21%	48%	22%	8%	1%
Start and stop times for service on routes you use (n=509)	18%	51%	22%	8%	1%
Directness of trip (number of transfers) (n=489)	22%	46%	24%	6%	2%
Providing scheduling and route information (n=498)	19%	48%	24%	9%	1%
Service to places I want to go (n=518)	19%	47%	25%	7%	1%
Cleanliness (n=518)	13%	52%	27%	6%	1%
Convenience of connections and transfers (n=438)	16%	46%	27%	10%	2%
Value for money (n=517)	18%	40%	27%	12%	3%
Length of travel time (n=521)	13%	45%	29%	10%	3%
Being on time (n=514)	13%	40%	30%	14%	3%
Service frequency (n=517)	12%	40%	34%	11%	2%
Not being overcrowded (n=518)	7%	28%	32%	24%	9%

Figure 3.2: Historical Performance Ratings of Service Attributes
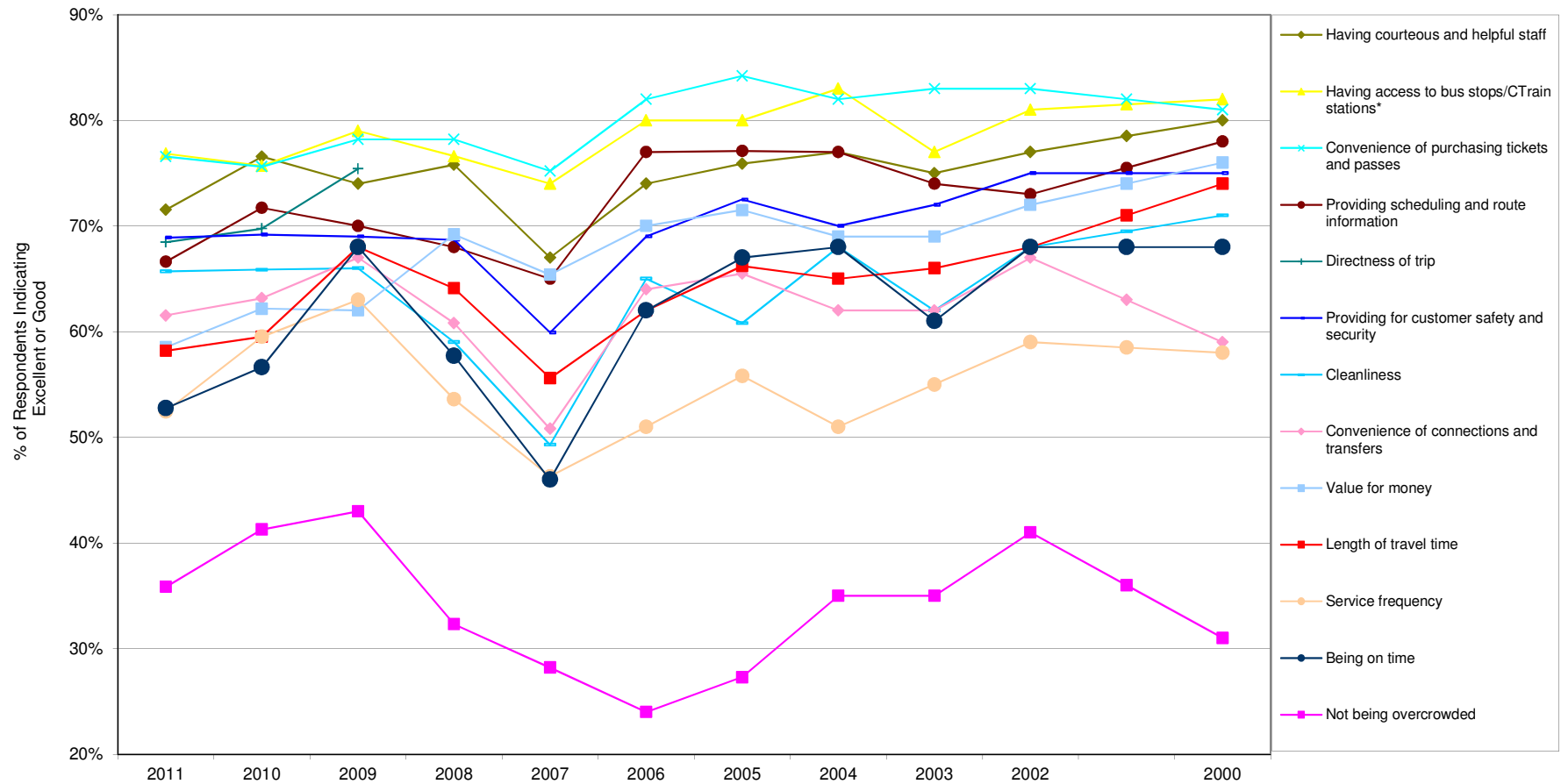
*Note: Change in wording in 2010

- ***Value for money*** - Over the past three years, ratings are statistically similar. However, these ratings are significantly lower than those previously observed.

- ***Not being overcrowded*** - Ratings over the past three years have been better than was observed between 2005 and 2008.

Table 3.1 presents alternative analysis of the overall ratings presented above. Service attributes are grouped by various Calgary Transit Divisions that have responsibility (or at least are mostly responsible) for delivering. On the whole, the analysis reveals that there has been no movement in the ratings provided for each division between 2010 and 2011. In other words, service attributes for safety and security are highest, followed by transit planning facilities, facilities, operations and, finally, service design. It is worth noting, however, that service design is influenced by the low rating that respondents offered for 'not being overcrowded.'

Table 3.1: Divisional Service Attributes				
		% Stating Excellent or Good		
Division	**Service Attributes**	**2011**	**2010**	**2009**
Safety and Security	Providing for customer safety and security	69	69	70
Transit Planning Facilities	Having access to bus stops/CTrain stations	77	76	n/a
	Directness of trip (number of transfers)	68	70	75
	Convenience of connections and transfers	62	68	67
	Length of travel time	58	60	68
Facilities	Cleanliness	66	66	66
Operations	Courteous and helpful staff	72	77	73
	Being on time	53	56	67
Service Design	Convenience of purchasing tickets and passes	77	75	78
	Stop and start times on routes you use	69	66	69
	Service to places I want to go	67	72	n/a
	Providing scheduling and route information	67	72	70
	Value for money	59	62	61
	Service frequency	52	60	63
	Not being overcrowded	36	42	43
Note: Organized by average response for all items				

3.2   Importance of Service Attributes

Respondents were asked to rate the importance of various Calgary Transit service attributes. Figure 3.3 presents rankings among attributes based on responses of being most, second most, or third most important. The two attributes identified as being highest in importance (rated as either first, second or third most important) according to 2011 survey respondents were 'being on time' (58%) and 'service frequency' (37%).

Figure 3.3: Importance of Service Attributes
(% of Respondents)

Being on time	36%	14%	8%
Service frequency	16%	13%	8%
Not being overcrowded	4%	12%	8%
Providing for customer safety and security	6%	9%	7%
Cleanliness	2%	7%	9%
Value for money	3%	6%	8%
Length of travel time	3%	5%	7%
Directness of trip (number of transfers)	5%	4%	3%
Having courteous & helpful staff	4%	2%	4%
Convenience of connections and transfers	2%	3%	5%
Having access to bus stops/CTrain stations (Prompt, if n	4%	3%	3%
Service to places I want to go	2%	3%	3%
Providing scheduling and route information	2%	2%	2%
Start and stop times for service on routes you use	2%	1%	2%
Convenience of purchasing tickets and passes	1%	1%	1%

Legend:
■ Most Important　□ 2nd Most Important
■ 3rd Most Important

Over the past two surveys, 'being on time' and 'service frequency' have been ranked as the two most important attributes among respondents, as presented in Table 3.2. Indeed, the rankings of these two attributes dramatically exceed those of other attributes, especially 'being on time,' which in some respects demonstrates the extent that these service attributes mean to customers. It is worth noting that these two attributes have historically (since 1999) been ranked

most important since 1999 (see Appendix E - prior to 2010 respondents were asked to identify their top two service attributes rather than top three).

Table 3.2: Importance of Service Attributes (Most, Second and Third Most Important)		
Service Attributes	**% of Respondents**	
	2011	**2010**
Being on time	58	54
Service frequency	37	37
Not being overcrowded	24	24
Providing for customer safety and securty	22	26
Cleanliness	18	17
Value for money	17	17
Length of travel time	15	15
Directness of trip	12	10
Having courteous and helpful staff	10	16
Convenience of connections and transfers	10	12
Having access bus stops/CTrain stations	10	7
Service to places I want to go	8	7
Providing scheduling and route information	6	5
Start and stop times for service	5	5
Convenience of purchasing tickets and passes	4	5
Note: In surveys prior to 2010, only most and second most important service attributes have been measured. Attributes are listed in order as presented in Figure 3.3.		

3.3   Comparisons of Customer Expectations and Perceived Performance of Services Attributes

Since 2006, analysis has been conducted to compare customers' expectations for services to their perceptions of how well Calgary Transit performs these services. The purpose of this analysis is to assess whether or not Calgary Transit is meeting or exceeding customers' expectations, particularly for those services that they consider to be most important to them. Essentially, services are ranked highest to lowest based on customers' expectations (relative importance) of priority. These rankings are compared to their perceptions of Calgary Transit performance (satisfaction ratings) to determine if services that are of higher priority to customers are also perceived to be performed well. If a higher ranked service attribute receives a performance rating that is lower than most other service attributes, then it is identified as a service attribute that may not be fully meeting customer expectations. Alternatively, a service attribute that ranks low in customer expectations but higher than average in performance ratings might be identified as a service attribute in which Calgary Transit exceeds customer expectations. These kinds of results can be used by Calgary Transit to better understand whether or not customer expectations are being met and, possibly, if allocation of resources might be considered.

The analysis begins with comparative assessments of stated and relative importance of service attributes to customers' perceptions of services provided

by Calgary Transit (see Appendix E)[2]. This analysis shows that there are some similarities between stated and relative rankings of importance, especially for service attributes such as 'being on time,' 'service frequency', 'providing for customer safety and security', and 'not being overcrowded;' however there are also other service attributes that become more prominent such as 'value for money', 'having courteous and helpful staff,' and 'convenience of connections and transfers' when relative importance rankings are considered. Similar findings have been observed in the 2006 to 2010 survey results. The consistencies of these findings among previous surveys emphasize the suitability of these examinations, although it should be noted that there is instability in some of the longitudinal results and, as such, some caution should be used in observing these results.

Further insight can be gained about service attributes and how respondents perceive Calgary Transit to be addressing service priorities. Comparing customer expectations (relative importance ratings) to that of perceived Calgary Transit performance (satisfaction ratings) reveals possible service attribute priorities that might be considered in future service planning of Calgary Transit. This analysis is presented in Figure 3.4 for the 2011 survey results (Appendix E includes survey results from 2006 to 2010). Essentially, the analysis identifies service attributes in which customers have higher than average expectations and perceive lower than average performance (Q1), higher than average expectations and perceive higher than average performance (Q2), lower than average expectations and lower than average performance (Q3) and lower than average expectations and higher than average satisfaction (Q4). There are various ways to interpret these data such as service attributes in Q4 may be given lower priority in future planning and in Q1 higher priority.

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[2] Note: Similar analyses with data from the 2006 to 2010 data are also presented in Appendix E.

Figure 3.4: Expectations/Performance Comparisons 2011

(Axes set at 39% Expectation and 3.7 Performance)

**Q1 – Higher Expectation/
Lower Performance**
A. Service frequency
B. Value for money
C. Being on time
D. Convenience of
connections and transfers
H. Length of travel time

**Q2 – Higher Expectation/
Higher Performance**
F. Providing courteous and
helpful staff
M. Cleanliness

**Q3 – Lower Expectation/
Lower Performance**
J. Not being overcrowded

**Q4 – Lower Expectation/
Higher Performance**
E. Start and stop times for
service on routes
N. Providing scheduling and
route information
O. Directness of trip
P. Providing for customer
safety and security
Q. Convenience of
purchasing tickets and
passes
S. Service to places I want
to go
T. Having access to bus
stops/CTrain stations

Table 3.3 takes all of the information that has been developed between 2006 and 2011 and identifies similarities and differences drawn from these analyzes. Several interesting observations become apparent when considering the findings across the various years in which the analysis has been performed.

- **Being on Time, Service Frequency, Convenience of Connections and Transfers** – These service attributes have consistently been placed in Q1 (Higher Expectations/Lower Performance) since 2006

- **Cleanliness** - Had been in Q3 or Q4 between 2006 and 2010, but moved into Q2 (Higher Expectation/Higher Performance) in 2011.

- **Service to Places I Want to Go, Start and Stop Times for Service** - Had been in Q2 and Q3 respectively in 2010, both moved to Q4 (Lower Expectation/Higher Performance) in 2011.

| Table 3.3: Expectations/Performance Comparisons						
Classification	**Year**					
	2011	**2010**	**2009**	**2008**	**2007**	**2006**
Q1. Higher Expectation/ Lower Performance✲	• Being on time • Service frequency • Convenience of connections and transfers • Length of travel time	• Being on time • Service frequency • Convenience of connections and transfers • Length of travel time	• Being on time • Service frequency • Convenience of connections and transfers	• Being on time • Service frequency • Convenience of connections and transfers	• Being on time • Service frequency • Convenience of connections and transfers • Length of travel time	• Being on time • Service frequency • Convenience of connections and transfers • Length of travel time
	• Value for money		• Value for money • Start and stop times for service	• Not being overcrowded		
Q2. Higher Expectation/ Higher Performance	•Having courteous and helpful staff	•Having courteous and helpful staff •Services to places I want to go •Having access to bus stops/CTrains	•Having courteous and helpful staff	• Having courteous and helpful staff • Providing for customer safety and security • Value for money	• Providing for customer safety and security • Value for money	• Having courteous and helpful staff • Providing for customer safety and security • Value for money
	• Cleanliness		• Length of travel time	• Length of travel time	• Providing scheduling and route information	
Q3. Lower Expectation/ Lower Performance	• Not being overcrowded	• Not being overcrowded	• Not being overcrowded • CTrain station amenities • Bus stop amenities	• CTrain station amenities • Bus stop amenities	• Not being overcrowded	• Not being overcrowded
		• Cleanliness • Value for money • Stop and start times for service			• Cleanliness	• Cleanliness
Q4. Lower Expectation/ Higher Performance	• Convenience of purchasing tickets and passes • Providing scheduling and route information • Having access to bus stops/CTrain stations	• Convenience of purchasing tickets and passes • Providing scheduling and route information	• Easy to access vehicles • Convenience of purchasing tickets and passes • Providing scheduling and route information • Cleanliness	• Easy to access vehicles • Convenience of purchasing tickets and passes • Providing scheduling and route information • Cleanliness • Easy access bus stops	• Easy to access vehicles • Convenience of purchasing tickets and passes • Easy access bus stops	• Easy to access vehicles • Convenience of purchasing tickets and passes • Providing scheduling and route information • Easy access bus stops
	• Providing for customer safety and security • Directness of trip • Start and stop times for service • Service to places I want to go	• Providing for customer safety and security • Directness of trip	• Providing for customer safety and security • Directness of trip	• Route layout	• Providing courteous and helpful staff	

Note: For each classification, two types of responses are presented. The upper row shows responses that have been identified for classifications at least three times over the past five survey years. The second row presents changes that have occurred among years (no more than two survey years in five).
✲Possible area to concentrate on.

Further analysis presented in Figure 3.5 compares overall satisfaction with value for money ratings. Typically, these two measures have followed similar patterns in terms of increases and decreases. However, in 2011 the two ratings diverged slightly. Indeed, the difference between these two measures is greater than it typically has been, but not as great as it was in 2009, which saw the greatest difference between the two ratings in the past decade. Be that as it may, the 2011 rating for value for money is the lowest observed since the comparative analysis has been conducted. Actually, as indicated in the analysis associated with Figure 3.2, the ratings for value for money over the past two years are significantly lower than has been seen in the past.

**Figure 3.5: Comparison of Satisfaction
And Value for Money Ratings**
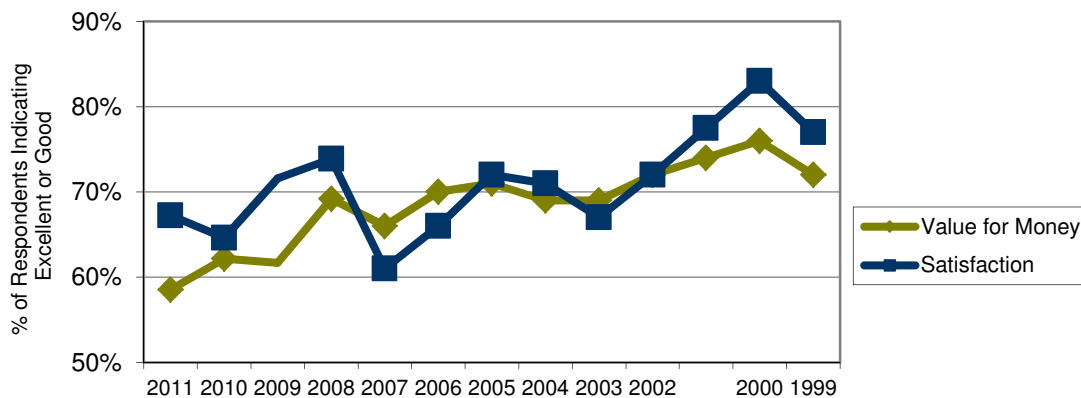
3.4   Service Components and Experiences

Survey respondents were presented with a series of questions about service components and experiences to further gauge their perceptions of Transit services. Responses to these queries are presented in Figure 3.6. For the most part, based on the 2011 results, these data suggest that the majority of respondents have favourable impressions about the service components and experiences that were tested. Actually, almost all respondents strongly or somewhat agreed that Transit operators operate vehicles safely and that peace officers on the CTrain demonstrate professionalism (each 95%), bus drivers are knowledgeable about the service they provide (93%), their experience while travelling on Calgary Transit vehicles is usually pleasant (92%), they feel safe when travelling on Transit (91%), and that there is generally a bus or CTrain station within reasonable distance of their origin and destination (90%).

Figure 3.6: Service Components
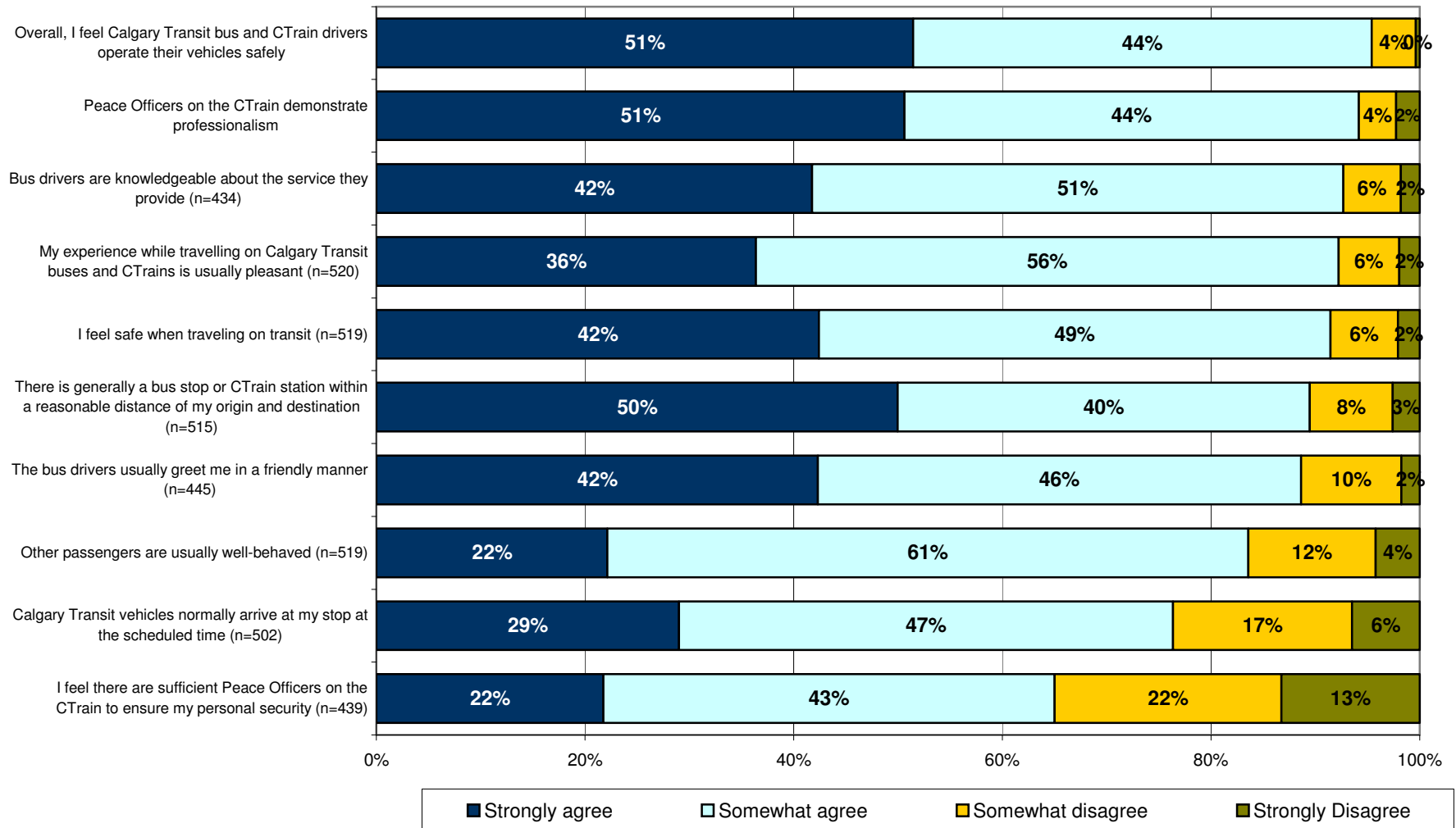
Figure 3.7: Historical Comparison of Service Component and Experiences Ratings
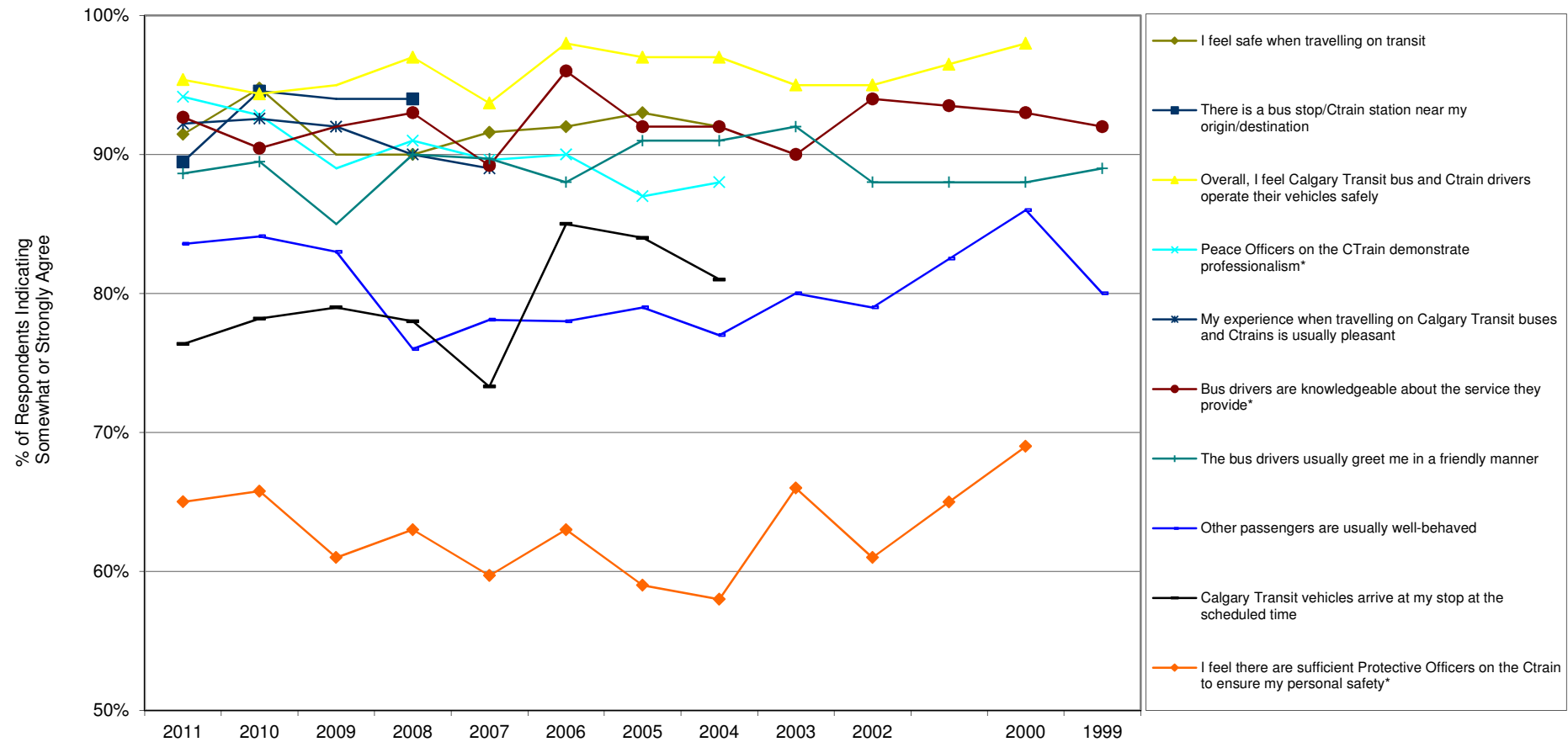
Historically, (Figure 3.7) though year to year ratings of these service components have fluctuated somewhat over the past decade, they have remained within similar ranges, except for the following (see Appendix E):

- ***Peace Officers on the CTrain demonstrate professionalism*** - Over the past two years, the ratings for this component have been statistically the same. However, these ratings are significantly higher than those observed previously.

- ***I feel safe when traveling on transit*** - A notable increase in ratings the past two years compared to previous years.

3.5   Fleet and Facilities

Figure 3.8 presents data that show over half of the respondents surveyed provided ratings of 'excellent' or 'good' for all of the items regarding fleet and facilities that were introduced to them. The most favourably rated items, however, include cleanliness of LRT Park and Ride lots (75%) and BRT Park and Ride lots (70%), cleanliness of CTrain interiors (69%), and cleanliness of bus interiors (68%).

Figure 3.8: Perceptions of Fleet and Facilities
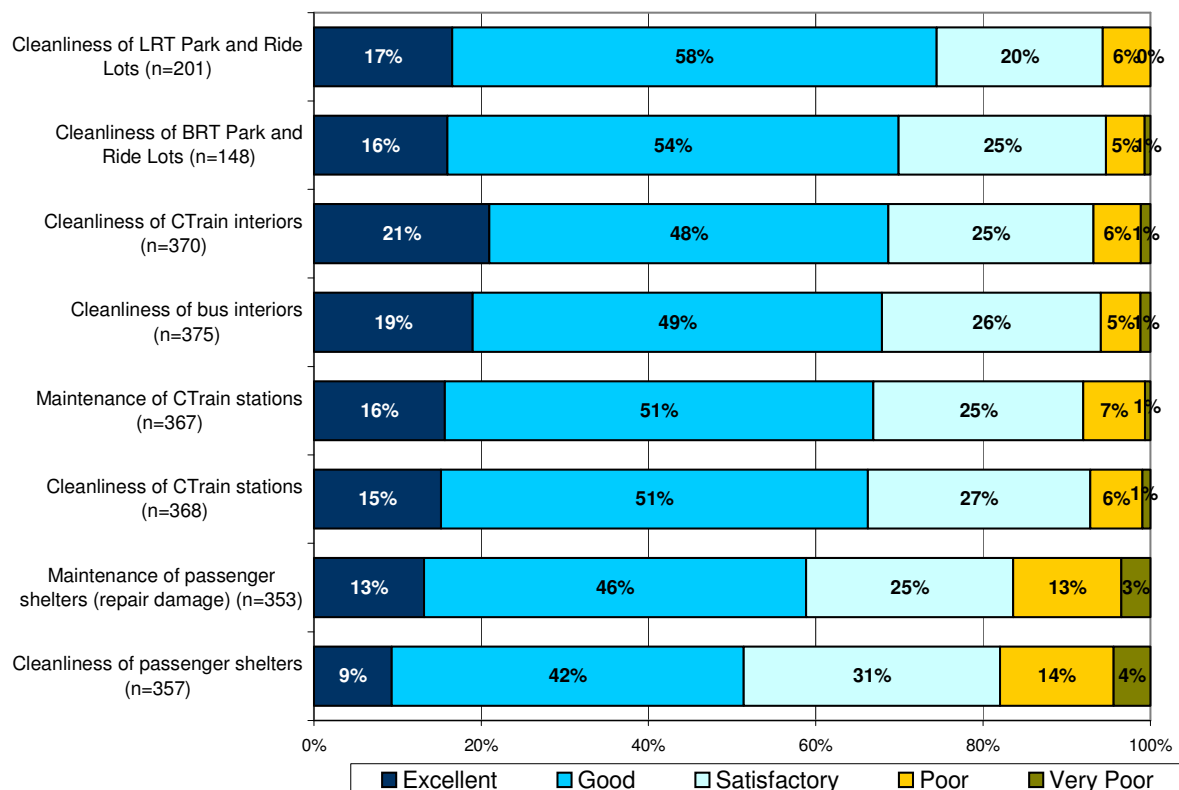
Figure 3.9 reveals historical comparisons of fleet and facilities ratings over the past decade. Essentially, aside from a drop in 2007, these ratings have remained constant throughout the survey waves explored here. Actually, the only rating that appears to have changed slightly in the last few surveys is that of maintenance of passenger shelters, which has shown a slight increasing trend since 2008 (see Appendix E).

Figure 3.9: Historical Comparisons of Fleet and Facilities Ratings
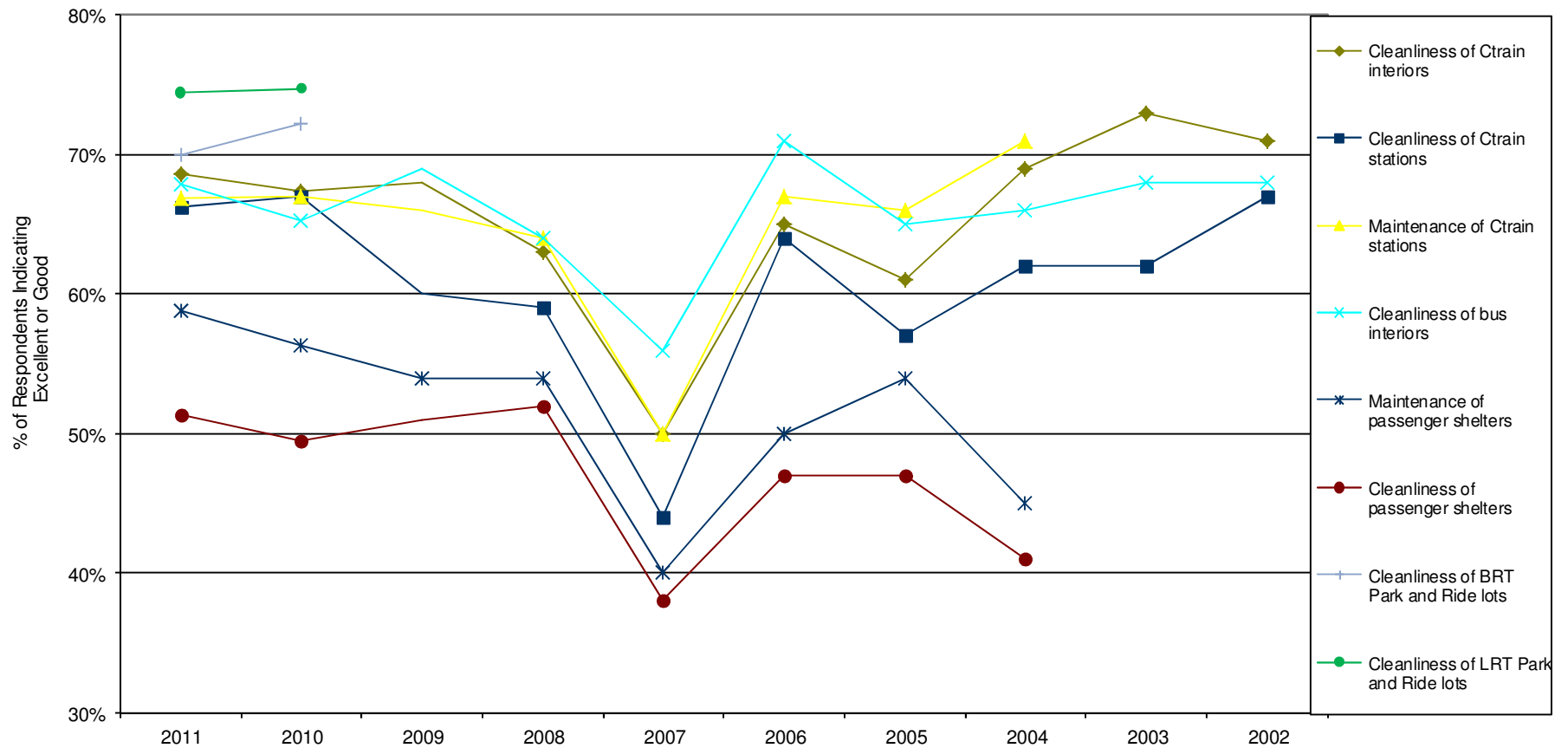
3.6   Perceived Change in Service

The majority of respondents (63%) to the 2011 survey asserted that overall Transit service in their community had remained the same in the year prior to the survey (Figure 3.10), which is similar to historical findings. In terms of improved services, approximately one in four (26%) suggested that Transit service was better, which is among one of the higher proportions of respondents agreeing that Transit services have improved.

Figure 3.10: Perceived Change in Transit Service During Past Year
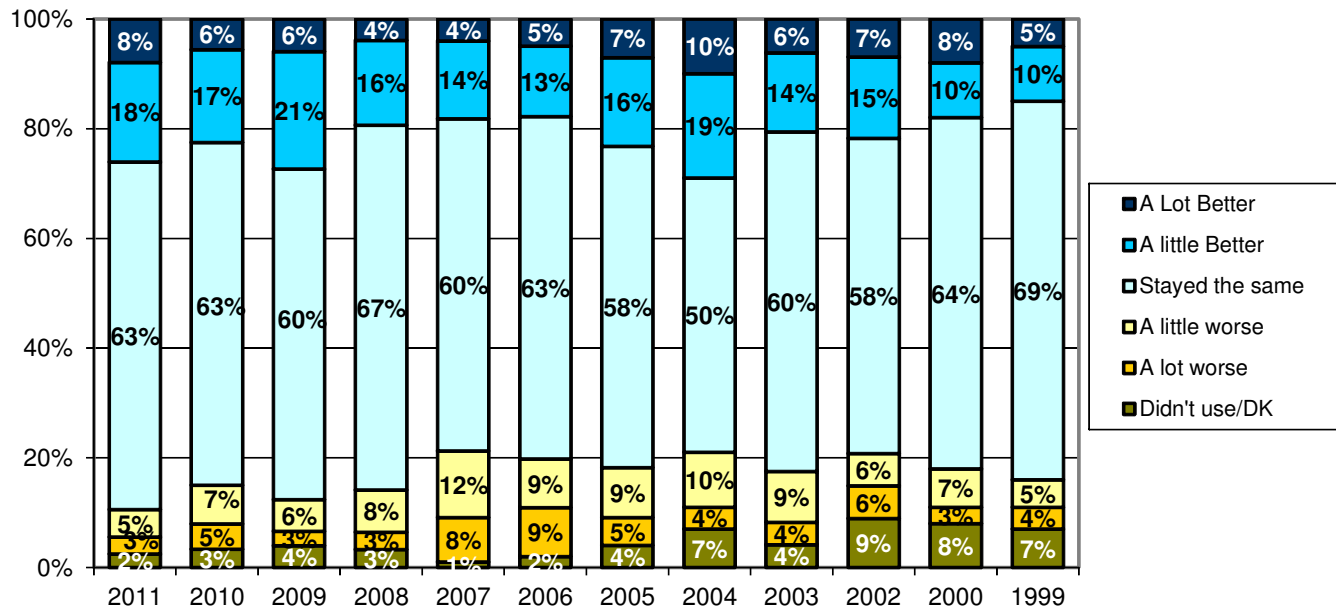
Historically, Transit customers have generally cited increased service frequency as the primary reason they perceived services to have improved (Table 3.4) and the 2011 data provides no exception, with nearly a third (29%) of respondents providing this answer. 'Being on time', 'new services', and 'expansion of CTrain service/CTrain line extension' were also commonly cited.

Similarly, respondents who indicated that services were worse over the past year were asked why. Table 3.5 reveals the reasons offered by respondents. The most commonly cited reasons were 'CTrain breakdowns/service disruptions', 'overcrowded', and 'service frequency'. While 'overcrowded' and 'service frequency' are typically cited as reasons for a perceived worsening in Transit services, 'CTrain breakdowns and service disruptions' is a new item that was offered by respondents. It is interesting to note that Calgary Transit acknowledged these kinds of technical issues and presented them to the public on its website (http://www.calgarytransit.com/html/ctrain_alert_20110719.html) and through Twitter in 2011.

Table 3.4: Reasons for Perceived Changes A lot or a little better												
Reasons	**% of Respondents**											
	2011 (n=127)	**2010** (n=108)	**2009** (n=94)	**2008** (n=94)	**2007** (n=84)	**2006** (n=85)	**2005** (n=105)	**2004** (n=140)	**2003** (n=100)	**2002** (n=108)	**2000** (n=89)	**1999** (n=76)
Service frequency	29	24	28	27	31	32	47	29	42	31	43	28
Being on time	15	24	18	16	23	9	6	7	10	11	12	15
New services	11	4	17	9	11	17	19	38	11	18	0	0
Expansion of CTrain service/CTrain line extension	10	8	4	0	0	0	0	0	0	0	0	0
Having access to bus stops/CTrain stations ***	8	7	0	3	2	2	4	1	3	4	0	7
Service to places I want to go***	7	5	7	3	5	6	9	14	9	18	26	11
Providing for customer safety and security	5	6	4	7	4	2	1	1	2	2	1	3
Length of travel time	4	8	4	2	1	7	3	1	4	4	5	5
Start/stop times for service on routes you use***	4	1	0	0	0	0	1	1	2	0	0	0
Having courteous and helpful staff	3	8	5	13	13	6	8	9	9	7	9	15
Not being overcrowded	3	2	4	9	8	2	7	1	3	1	3	7
Providing schedule and route information	2	2	3	0	2	3	1	1	1	1	0	5
Value for money	2	1	0	0	4	1	0	1	0	2	1	3
Directness of trip (number of transfers)	1	6	3	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Cleanliness	1	5	7	4	4	2	0	1	3	1	0	4
Reliability of service	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Convenience of connections and transfers	1	1	2	6	6	5	8	11	4	6	10	15
Convenience of Purchasing Tickets and Passes	1	0	0	1	0	2	0	0	0	0	0	0
Other	6	0	0	2	2	1	6	3	3	4	6	4
Don't know	3	8	2	4	0	0	4	0	1	7	0	7
***Worded differently than in previous years												

Table 3.5: Reasons for Perceived Changes A little or a lot worse												
Reasons	% of Respondents											
	2011 (n=41)	**2010** (n=56)	**2009** (n=42)	**2008** (n=52)	**2007** (n=100)	**2006** (n=82)	**2005** (n=68)	**2004** (n=67)	**2003** (n=63)	**2002** (n=56)	**2000** (n=51)	**1999** (n=45)
CTrain breakdowns/ service disruptions	22	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Overcrowded	20	14	28	40	46	46	52	27	19	25	53	64
Service frequency	17	25	13	27	24	17	22	43	42	16	10	27
Not being on time	11	27	15	15	20	11	13	6	14	13	10	11
Lack of value for money	8	9	3	0	0	0	0	3	0	7	8	4
Lack of parking availability	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lack of customer safety and security	5	7	7	6	7	5	0	2	5	2	6	7
Not having access bus stops/ CTrain stations***	4	4	5	0	0	0	0	0	0	0	0	0
Directness of trip (number of transfers)	3	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Length of travel time	3	9	8	6	4	2	7	8	0	7	0	2
Service to places I want to go***	2	2	12	8	3	7	12	9	8	14	4	0
Start and stop times for service	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Inconvenient connections and transfers	2	4	0	2	2	0	4	5	3	7	2	4
Staff not courteous or helpful	0	7	3	4	6	1	2	3	6	5	2	4
Scheduling and route information	0	4	5	0	4	1	0	3	3	2	2	0
Lack of new services	0	4	5	4	3	1	4	3	0	4	0	0
Lack of cleanliness	0	4	3	4	2	0	6	2	0	4	2	4
Lack of expansion of CTrain services/Ctrain line extension	0	2	2	0	0	0	0	0	0	0	0	0
Other	7	0	7	4	4	0	3	5	12	2	14	2
Don't know	3	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

3.7   Unregistered Complaints

Approximately one in four respondents (26%) considered contacting Calgary Transit within the three months prior to being surveyed to lodge a service complaint, but did not actually do so (Figure 3.11), which is similar to levels reported in previous survey waves.

Figure 3.11: Unregistered Complaints
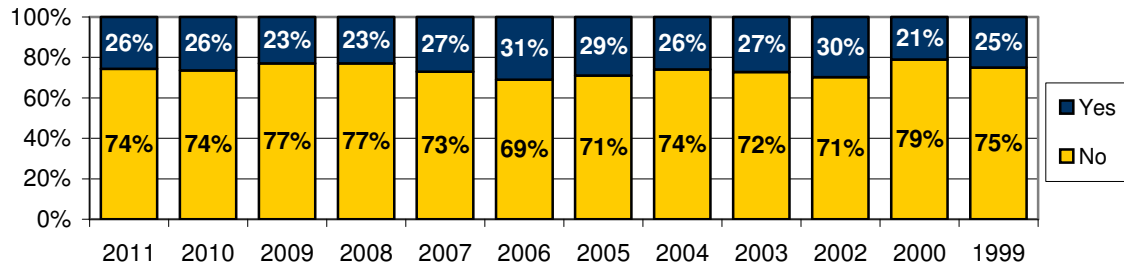
Data presented in Table 3.6 reveal that the most commonly cited reasons for not registering a complaint was that the issue was not important enough or that the respondents did not believe that complaining would do any good, which are historically the most common reasons for not registering a complaint.

Table 3.6: Reasons for Not Registering Complaint												
	% of Responses											
Reasons	**2011** (n=122)	**2010** (n=124)	**2009** (n=122)	**2008** (n=140)	**2007** (n=140)	**2006** (n=154)	**2005** (n=159)	**2004** (n=144)	**2003** (n=135)	**2002** (n=153)	**2000** (n=108)	**1999** (n=104)
Wasn't important enough	32	22	33	13	16	15	31	14	26	26	41	36
Didn't think it would do any good	30	23	35	44	42	34	31	37	30	26	32	37
Forgot	15	12	12	9	7	9	7	13	11	20	10	14
Couldn't get through on complaints line	7	9	9	12	17	20	16	15	16	7	9	17
Didn't know how to make a complaint/didn't know phone number	6	22	7	8	8	14	11	15	6	9	6	8
Didn't have time/too busy	<1	6	2	6	4	5	4	5	8	5	n/a	n/a
Someone else complained	<1	2	1	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Didn't have enough information/bus#/Driver name etc	<1	<1	2	6	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	10	4	0	2	1	4	6	3	2	8	4	-
Total	100	100	100	100	100	100	100	100	100	100	100	100

4.0 CHARACTERISTICS OF TRANSIT USE

This section of the report examines Transit use among regular Transit customers.

4.1   Transit Use

As can be seen in Figure 4.1, just under half (43%) of Calgarians aged 15 and over were regular Transit customers in 2011. This proportion is consistent with those reported since 2009.

Figure 4.1: Regular Transit Customers
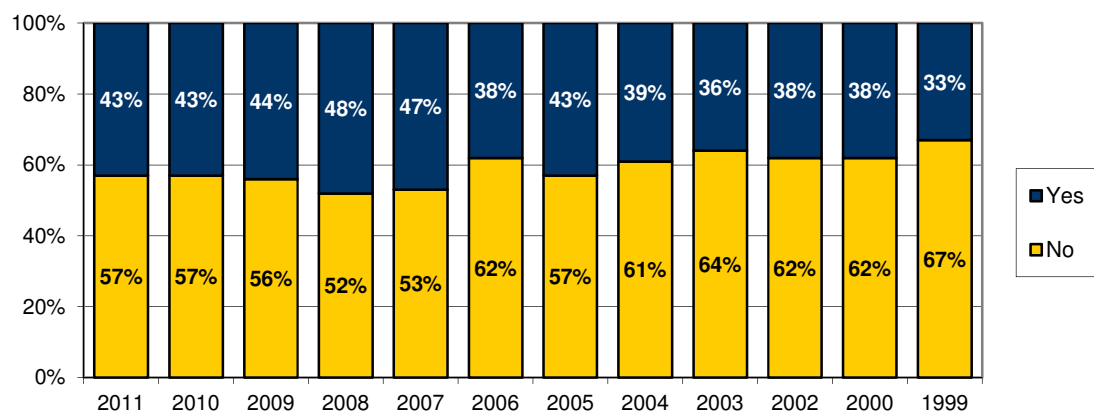
4.2   Frequency and Duration of Transit Use

The average number of weekly trips using Transit services among customers in the 2011 survey was 8.3 (Table 4.1). This is generally consistent with previous survey results, which have ranged from approximately 7 to 9 trips per week.

Table 4.1: Weekly Transit Use By Regular Transit Customers													
(Average Trips Per Week)													
Frequency of Use - Weekly		**% of Respondents**											
		2011	**2010**	**2009**	**2008**	**2007**	**2006**	**2005**	**2004**	**2003**	**2002**	**2000**	**1999**
(n=)		521	500	500	500	500	500	500	500	504	500	502	500
One to Three Times		16	14	27	23	16	21	25	20	21	20	22	12
Four to Seven Times		21	19	24	26	25	18	21	24	24	23	18	20
Eight to Ten Times		50	53	36	43	47	46	41	41	38	40	43	47
More than Ten Times		13	14	13	9	12	16	13	16	17	17	17	21
Total		100	100	100	100	100	100	100	100	100	100	100	100
Average Weekly Frequency of Use	**Mean=**	**8.3**	**8.5**	**7.2**	**7.3**	**8.2**	**8.5**	**7.6**	**7.9**	**8.3**	**8.1**	**8.2**	**9.0**
	s.d=	5.5	4.7	4.9	4.4	5.2	5.9	5.0	4.7	6.5	5.3	5.0	4.4
Note: A one-way trip is counted as one trip and a trip to and from a destination as two trips.													

Just over half of regular Transit customers (55%) indicated that they had been using Transit services for more than five years (Figure 4.3). These data are generally consistent with most other years.

Figure 4.3: Duration of Transit use
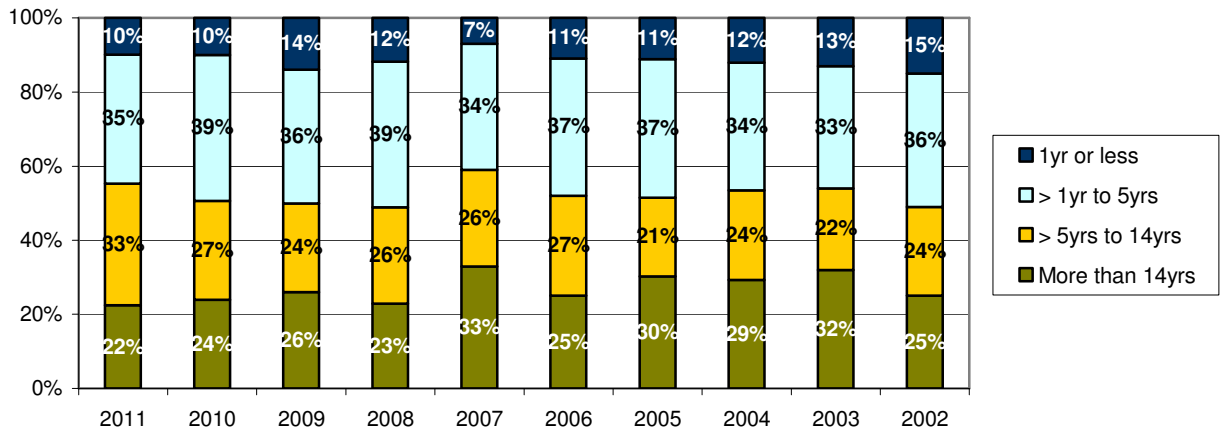
Note: Mean, median and standard deviation statistics presented in Appendix E.

4.3   Means of Transit Used

Among 2011 survey respondents, the average (mode response) customer used both buses and CTrains (43%) as shown in Figure 4.5. This proportion is generally consistent with those observed in previous years, particularly since 2005.

Figure 4.4: Modes of Transit Used
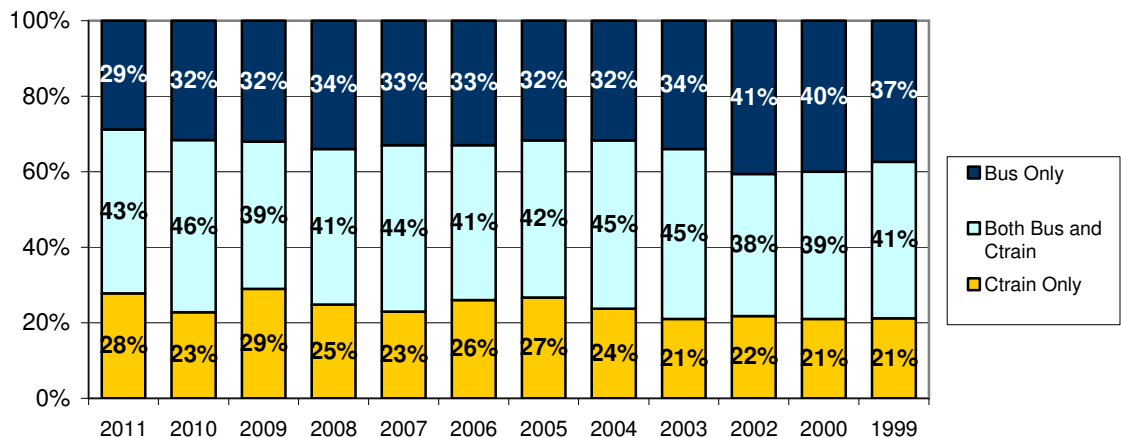
Figure 4.5 shows typical modes of transportation used by respondents among various Service Areas. In four of the Service Areas (North West, North East, South West and South East), respondents typically use both buses and CTrains, while in North Central and West Service Areas they use mainly buses only. City

Centre respondents typically use CTrains only (see Appendix E for survey data). The lack of LRT lines in North Central and West Service Areas likely influence why respondents of these areas primarily use buses. Similarly, the availability of CTrain stations within the downtown core may be a motivating factor for residents of the Centre City area to use CTrains only.

Figure 4.5: Typical Modes of Transportation among Service Areas
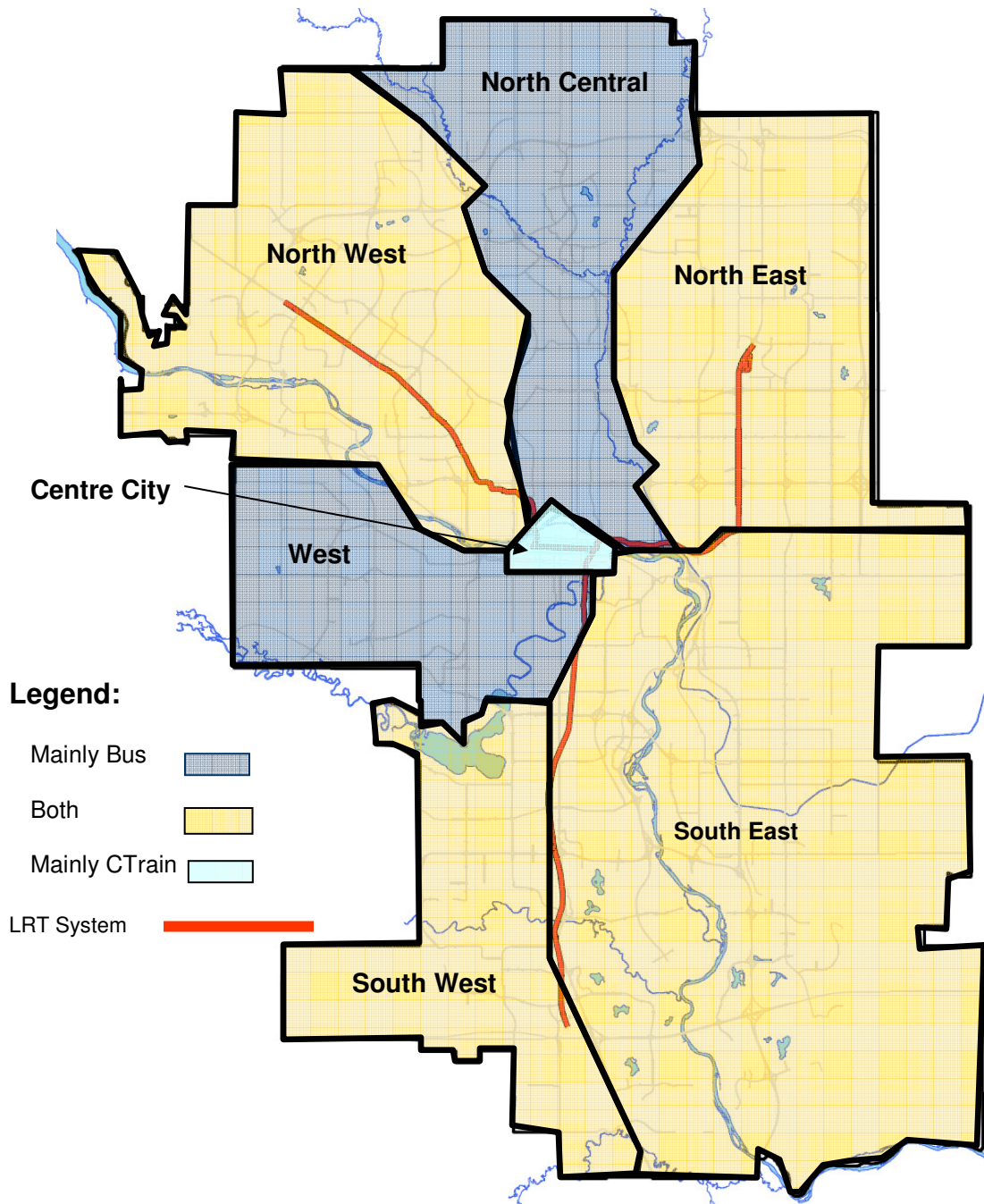
4.4   Travel Periods

Transit customers were queried as to what time period they use Calgary Transit most often. 'Rush Hour Only' was the most common response with just over half of respondents (54%) offering this travel time (Figure 4.6). This has historically been the most common time during which Transit customers stated that they were most likely to travel (see Appendix E).

Figure 4.6: Most Frequent Travel Time
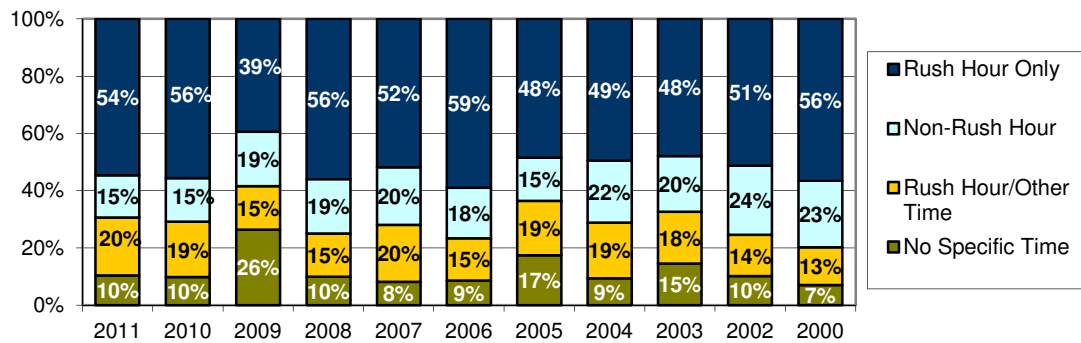
As can be seen in Table 4.2, 'Rush Hour' customers use Transit more frequently than do other user segments; in particular, customers who use Transit during 'Rush Hour and Other Times.' This finding is consistent with results associated with previous surveys.

Table 4.2: Weekly Transit Use By Travel Periods (Average Trips Per Week)					
		% of Respondents			
Year	**Measure**	**Rush Hour Only**	**Non-Rush Hour**	**Rush Hour/Other Time**	**No Specific Time**
2011	Mean	8.9	5.9	9.4	6.9
	s.d.	5.9	3.8	4.9	5.1
2010	Mean	8.7	6.7	9.7	8.0
	s.d.	3.2	5.1	4.5	8.9
2009	Mean	8.4	5.2	8.9	5.6
	s.d.	3.8	4.0	5.1	5.8
2008	Mean	7.9	4.7	9.4	6.2
	s.d.	3.9	4.0	5.2	4.1
2007	Mean	9.0	5.2	9.6	5.2
	s.d.	3.9	5.4	6.6	5.4
2006	Mean	9.0	6.5	10.6	5.4
	s.d.	5.3	5.0	7.9	4.8
2005	Mean	8.6	4.1	9.4	5.8
	s.d.	4.1	3.2	6.2	5.2
2004	Mean	8.9	5.0	9.4	6.5
	s.d.	3.9	4.2	5.5	4.7
2003	Mean	9.2	5.8	10.1	6.6
	s.d.	5.5	6.4	7.4	7.5
2002	Mean	8.9	5.9	9.8	6.5
	s.d.	4.4	4.7	7.4	5.5

Figure 4.7 shows the proportion of respondents indicating that they travel during rush hour ('rush hour only' and 'rush hour and other times'). While this proportion has fluctuated over the years, the 2011 data is similar to recent years, aside from the data found in 2009 which displayed a large decrease in rush hour customers.

Figure 4.7: Rush Hour Customers
Annual Comparisons
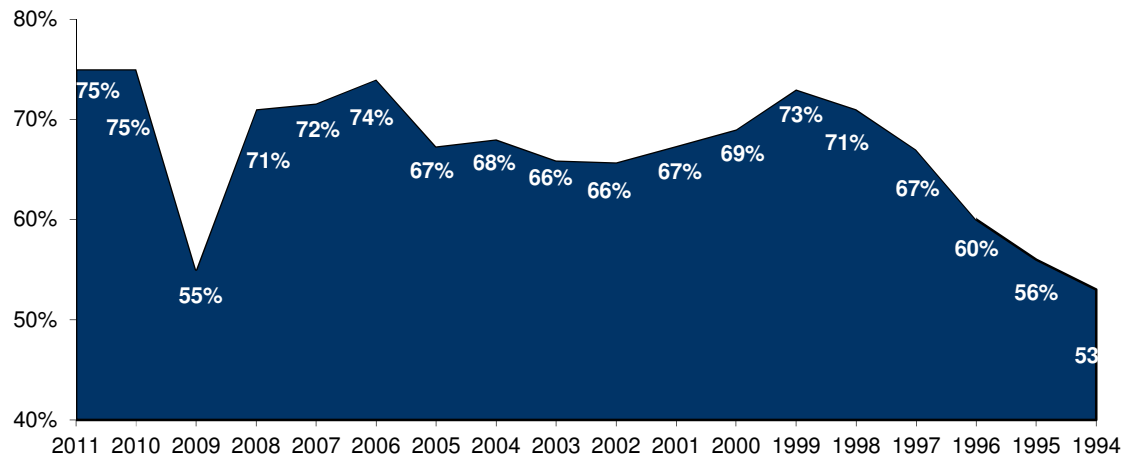
As is evidenced by data presented in Figure 4.8, respondents who use Transit during time periods other than Rush Hour generally do so during the weekday midday (69%). The proportion of customers using Transit during these times has fluctuated historically (note, the number of respondents is considerably lower than 500, see Appendix E), though customers who use Transit in the weekday midday typically make up the majority of users who ride Transit during non-rush hour periods.

Figure 4.8: Travel Periods – Other than Rush Hour
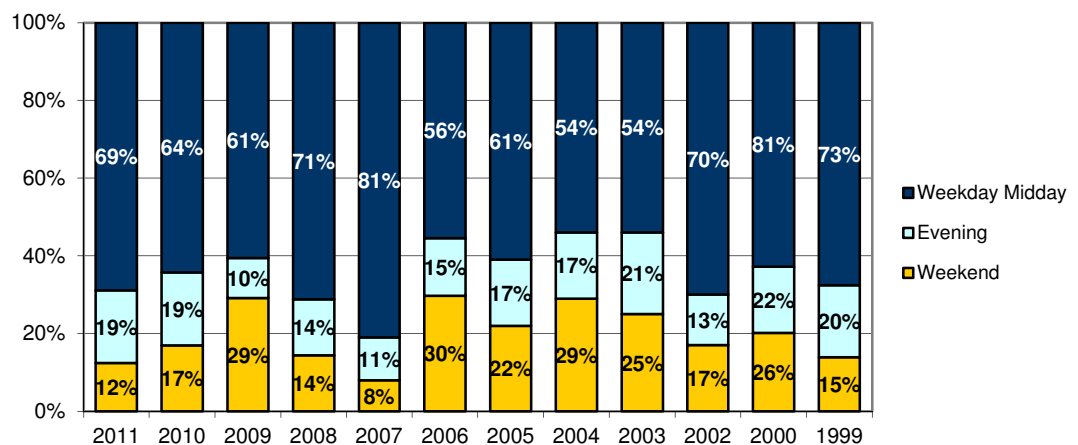
4.5   Trip Purpose

Figure 4.9 shows data about purposes for which respondents used Transit services. Historically, work has been the main purpose that respondents were using Transit services, followed by school, and this is the case for 2011.

Figure 4.9: Trip Purpose
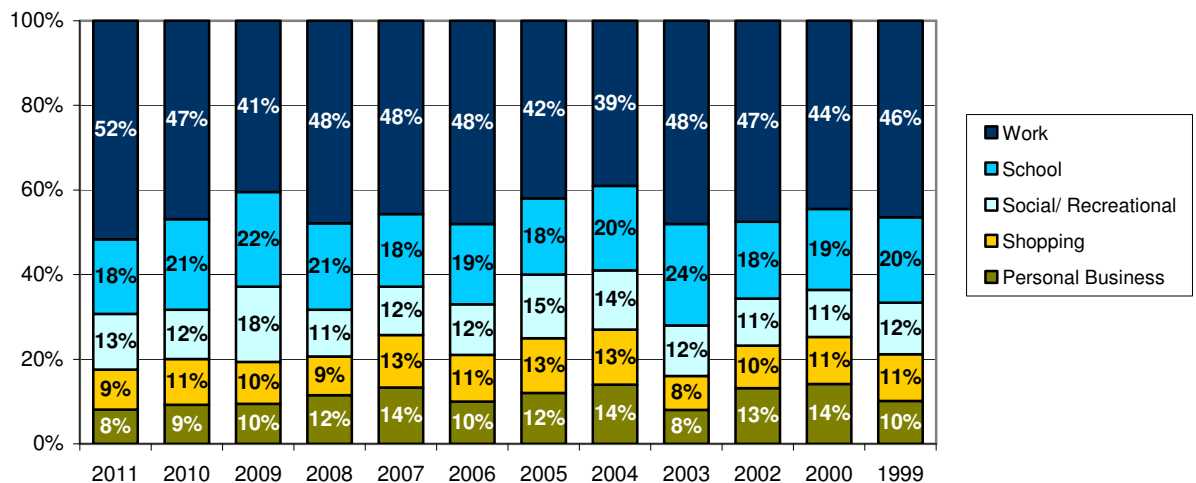
4.6   Travel Patterns

In the survey, respondents were asked a series of questions that can be used to depict typical trips taken by customers using Calgary Transit. As will be seen, these travel patterns have been used to estimate length of travel time using Calgary Transit among customers.

To begin, respondents were asked how they typically get to the first bus stop or CTrain station as part of their Transit trips (Table 4.2). These data show that a significant majority of users (81%) walk to their first bus or CTrain, and some drive and either use park and ride (11%) or park nearby (5%).

Table 4.3: Method Used to Get to Bus Stop/CTrain Station		
Method Used	**2011** (n=500)	**2010** (n=500)
Walk	81	82
Drive, use park and ride	11	10
Drive, park nearby	5	4
Passenger in another vehicle (carpool, kiss n ride, etc)	3	3
Cycle	1	<1
Other	<1	<1
Total	100	100

For respondents who walk to their first bus or CTrain, it usually takes them about six minutes (average: 5.8 minutes, Table 4.4) to reach a bus stop or CTrain station. In some regards, these data, and the level of precision offered in the respondents' answers (e.g. quite a few respondents stated 2, 3, 4, etc. minutes as the length of time their walk takes), may suggest that some Transit customers are exceedingly engaged and, possibly, sensitive about their trip experiences. They seem to know exactly much time it takes them to get to their bus stop or CTrain station and may expect the same kind of precision of Calgary Transit; possibly helping to explain why respondents put so much emphasis on the service attribute of "being on time" (see Figure 3.3).

Table 4.4: Length of Typical Walk to First Bus/CTrain		
	% of Respondents	
Number of minutes	**2011** (n=428)	**2010** (n=415)
0 to 2 minutes	26	26
3 to 4 minutes	16	14
5 minutes	29	28
6-9 minutes	7	6
10 minutes	14	17
More than 10 minutes	8	9
Total	100	100
Average Length of Walk	**Mean=5.8 Median=5.0** s.d=4.9	**Mean=5.9 Median=5.0** s.d=4.63

Nonetheless, further analysis shows that respondents who walk to CTrain stations take about 8 minutes (average of 8.1 minutes, s.d. 5.2) and bus stops take six minutes (average of 5.6 minutes, s.d. 4.4).

Respondents were also asked to estimate the length of time it takes to travel on a typical trip when using Calgary Transit. Table 4.6 shows that the average travel time in 2011 was about 37 minutes, which is just slightly lower than the average travel time of 39 minutes reported in 2010.

Table 4.3: Length of Typical Trip Time		
	% of Respondents	
Number of minutes	**2011** (n=496)	**2010** (n=498)
15 minutes or less	18	15
16 to 30 minutes	36	34
31 to 45 minutes	23	26
46 to 60 minutes	15	17
More than 60 minutes	9	8
Total	100	100
Average Length of Trip Time	**Mean=37.4 Median=30.0** s.d=23.6	**Mean=39.2 Median=35.0** s.d=26.4

Further analysis shows that the average length of trip for respondents who mainly use both buses and CTrains is considerably longer than those who use only buses or CTrains. Figure 4.10 shows that the average trip for bus and CTrain users is 48 minutes, which is more than 15 minutes longer than trip taken by bus or CTrain only users. In comparing average travel time for bus and CTrain only users, the findings are similar at about a half hour (31 minutes for bus only and 29 minutes for CTrain only users).

Figure 4.10: Average Trip Times by Method(s) of Transportation Used
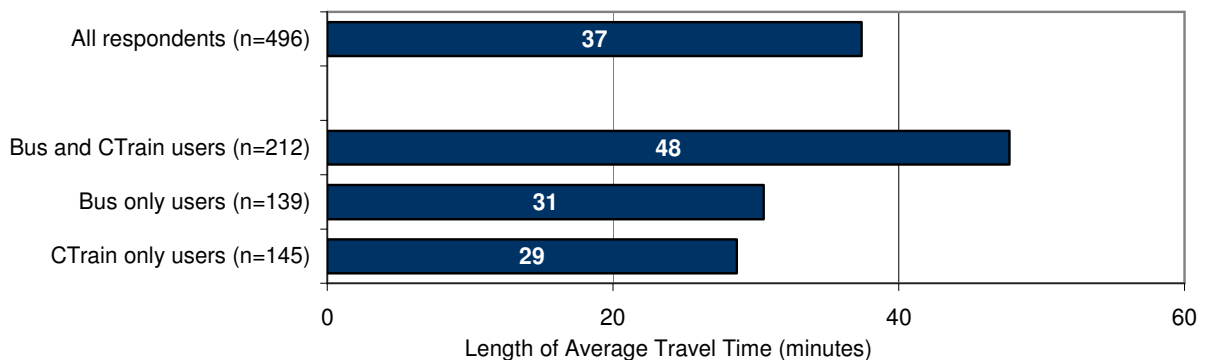
Figure 4.11 shows that Transit customers who use both buses and CTrains are most likely to use buses before they use CTrains.

Figure 4.11: Use of Buses and CTrains
(n=521)
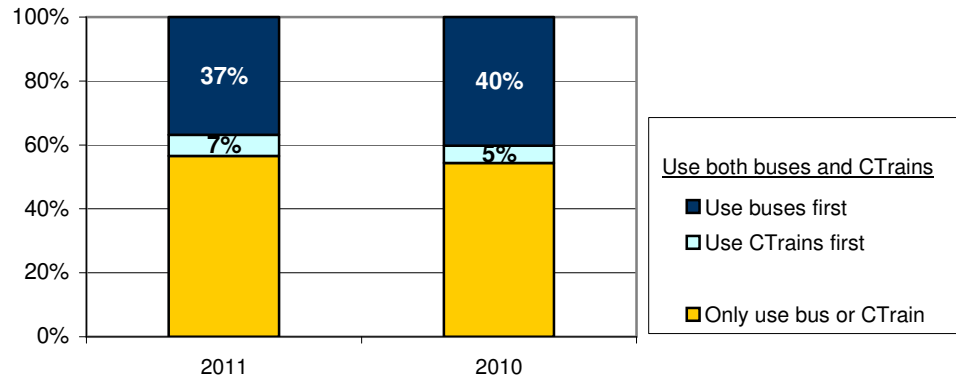
A further set of questions asked respondents to identify their experience with using transfers. Figure 4.12 reveals that most customers do not use transfers (45%). However, of those who do, they are most likely to use one or two transfers.

Figure 4.12: Number of Transfers
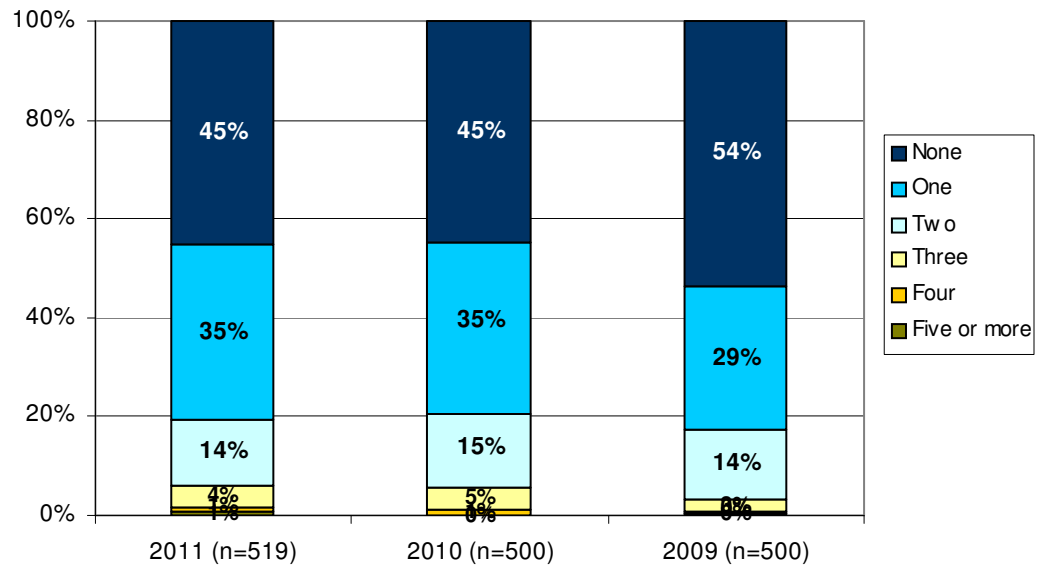
Respondents who incorporate transfers into their Calgary Transit trips are willing to wait just over ten minutes (12 minutes in both 2010 and 2011) to transfer to another Calgary Transit vehicle (Table 4.6).

Table 4.6: Length of Time Willing to Wait for Transfer		
	% of Respondents	
Number of minutes	**2011** (n=284)	**2010** (n=276)
About 5 minutes (0-7 minutes)	25	22
About 10 minutes (8-12 minutes)	34	41
About 15 minutes (13-17 minutes)	27	25
About 20 minutes or more (18 minutes or more)	14	12
Total	100	100
Average Length of Time Willing to Wait	Mean=12.3 Median=10.0 s.d=6.6	Mean=11.8 Median=10.0 s.d=6.6

Taking into account all of the information presented above, it is possible to estimate the travel times of various types of Calgary Transit customers (Figure 4.13). Essentially, the average trip for a customer is about 47 minutes including walking to the bus stop/CTrain, traveling on a bus or CTrain and waiting for a transfer.[3] Travel times for customers who use both buses and CTrains are considerably longer than those who use only buses or CTrains. Indeed, the travel time is estimated to be almost double for those who use both buses and CTrains. As well, bus and CTrain users who use buses first are more likely to have longer trips than those who use CTrains first.

Figure 4.13: Average Trip Times by Method(s) of Transportation Used

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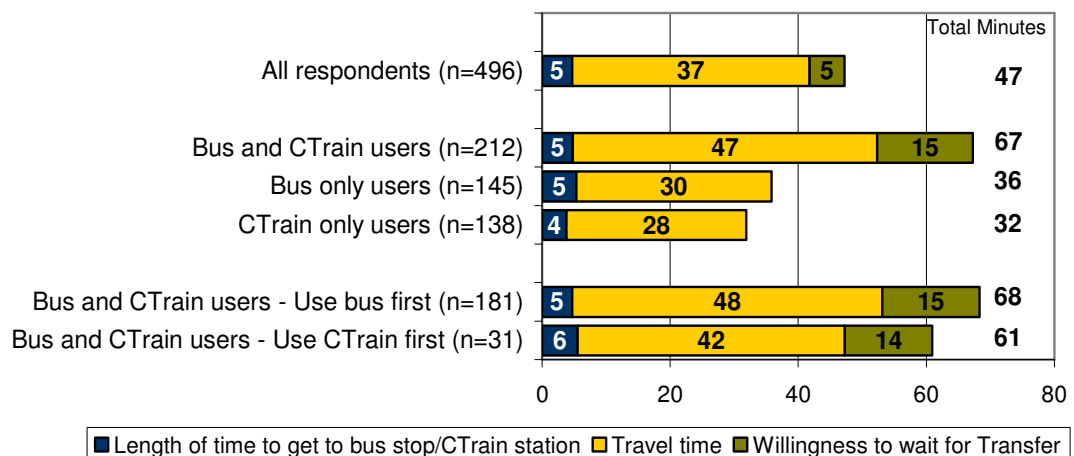
[3] Note: The calculation for transfer waiting time is the average length of time willing to wait for a transfer taking into account the average number of transfers taken per trip.

5.0 CUSTOMER CHOICE AND COMMITMENT

Transit customers are asked a series of questions to examine reasons for using Transit services and their commitment to using Transit rather than other transportation options. This section of the report explores these issues by considering reasons for using Transit, influences on choice, continued use and willingness to recommend Transit services.

5.1   Main Reason for Transit Use (Captive and Choice Riders)

Over the past decade, Calgary Transit has used a question to understand reasons for why Calgarians use Transit services. The data presented in Table 5.1 show the results of this question over the past decade. Several responses in particular have been used to identify Calgarians who have limited choice but to use Calgary Transit services, and these have been termed Captive Riders (those who cited not having a car available or not driving).   Over the years, Captive Riders have been the most commonly identified segment representing approximately a quarter to a third of respondents (31% in 2011). Choice Riders, comprising all non-captive riders, choose to use Calgary Transit rather than other transportation options at their disposal.   Essentially, the proportions of respondents giving each main reason for using Calgary Transit in 2011 are mainly consistent with data from the past decade (see Figure 4.11).

Table 5.1: Main Reason for Using Transit												
% of Respondents												
Reasons	2011 (n=520)	2010 (n=495)	2009 (n=495)	2008 (n=499)	2007 (n=499)	2006 (n=498)	2005 (n=494)	2004 (n=499)	2003 (n=495)	2002 (n=501)	2000 (n=502)	1999 (n=500)
Captive Riders	31	33	25	32	29	30	29	36	33	36	34	38
Less expensive	25	22	17	19	14	18	20	18	22	17	13	19
Avoid parking	19	19	18	21	24	22	18	15	18	15	29	17
Convenient service*	6	7	22	16	18	16	19	17	13	18	12	11
Avoid traffic	8	7	6	5	5	4	3	6	6	5	5	7
Faster travel time	5	4	4	2	4	4	4	4	5	2	3	3
Environmental reasons	2	3	4	5	6	2	2	1	1	2	2	1
Transit pass included in tuition	1	1	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Comfortable/Relaxing	<1	2	1	<1	<1	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	2	4	4	<1	1	4	5	3	2	5	2	2
Total	100	100	100	100	100	100	100	100	100	100	100	100

*Note: Specifications of convenience service as incorporated in 2010, which resulted in coding into other categories.
If a respondent is not identified as a Captive Rider, they are a choice rider in that they choose to use Calgary Transit rather than other transportation options. Choice Riders include respondents who provided answers other than Captive Riders.

Detailed analysis of use among Captive Riders reveals distinctive characteristics among these customers. In particular, the following characteristics distinguish Captive Riders from Choice Users. Essentially, some of these data suggest that Captive Riders' use of Calgary Transit is much more comprehensive than that Choice Riders. However, these data may also reveal that age is also a relevant factor for Captive Riders (e.g. ages that are less likely to represent the working population - younger and seniors - are more likely to be Captive Riders) :

- More likely to use buses (or less likely to use CTrain only)
- More likely to use Transit during non-rush hour periods (or less likely to use Transit during rush hour only)
- More likely to use Transit for a variety of purposes (or less likely to use Transit strictly for work)
- Make more trips on average (9.3 trips per week) than Choice Users (average of 7.9 trips per week)
- More likely to make transfers on their most frequent trip
- More likely to be younger and seniors (aged 65+)

5.2 Differences in Perceptions of Transit among Captive and Choice Riders

Using analysis previously employed in this report about expectations and perceived performance, it becomes apparent that Captive Riders view some service attributes of Calgary Transit differently than Choice Riders. In general, Figure 5.1 reveals that Captive Riders have higher expectations for some service attributes than Choice Riders. Even so, when considering data associated with high expectations and low performance ratings (Q1), Captive Riders are more likely than Choice Riders to perceive gaps in service for convenience of connections and transfers, length of travel time, and service to places I want to go. In some respects, these data may reveal that they place greater value on some of the services offered by Calgary Transit as they rely on these services to get around the city. Conversely, Choice Riders focus on a few service attributes such as service frequency, value for money and being on time and, in some regards, these are lacking for them.

.

Figure 5.1: Expectations/Performance Comparisons 2011
Captive vs. Choice Users
(Axes set at Mean Average Expectation and Mean Average Performance)

A. Service frequency
B. Value for money
C. Being on time
D. Convenience of connections and transfers
E. Start and stop times for service on routes
F. Providing courteous and helpful staff
H. Length of travel time
J. Not being overcrowded
M. Cleanliness
N. Providing scheduling and route information
O. Directness of trip
P. Providing for customer safety and security
Q. Convenience of purchasing tickets and passes
S. Service to places I want to go
T. Having access to bus stops/CTrain stations

5.3   Choice to Use Transit

Starting in 2009, respondents have been offered a series of statements about influences of choice to use Calgary Transit. Figure 5.2 presents respondents opinions about their choice to use Transit services. These data reveal that approximately eight out of ten respondents (83%) consider Transit to be an important choice in their lives and lifestyle and that availability of Transit services influences their choice of where they live (79%). About seven in ten consider using Transit for each trip they take (68%). Further, about six out of ten respondents (59%) use Transit to go to multiple places throughout their journey. These findings would suggest that Transit is an influential part of their lives. That

being said, respondents who agreed with these issues were more likely to state that they somewhat agreed rather than strongly agreed. This finding would suggest that although Transit is important to these respondents it may not be necessarily essential in the same way that it is to others who participated in the survey.

Figure 5.2: Influences of Choice
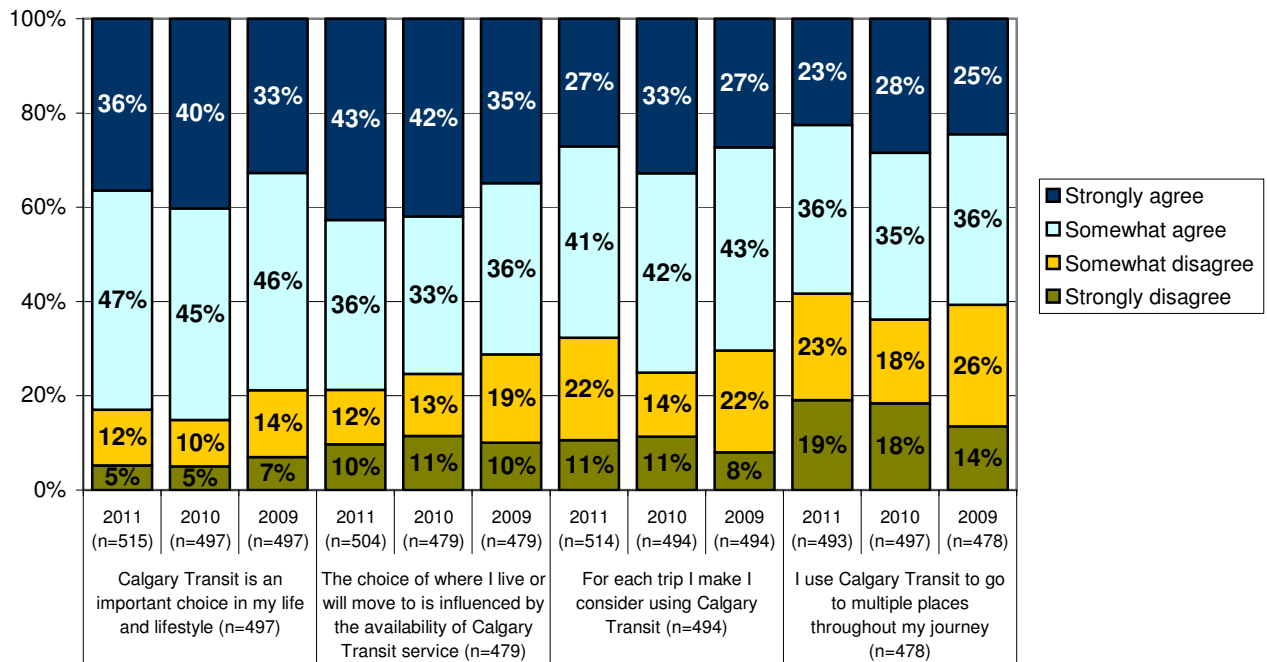
Still, when comparing the above information to reasons for why customers use Transit, Captive Riders were more likely to identify with the statements 'for each trip I make I consider using Calgary Transit' and 'I use Calgary Transit to go to multiple places throughout my journey'. Additionally, respondents who use Calgary Transit because they do not have a car available, because they see Calgary Transit as providing convenient service and for environmental reasons are more likely to agree that 'the choice of where [they] live or will move to is influenced by the availability of Calgary Transit services' (see Appendix E).

5.4 Customer Commitment

Respondents were presented with a series of statements to assess their level of commitment to using Transit services. Those surveyed were asked to select the statement that most closely reflects their feelings toward using Calgary Transit. The statements posed to respondents are presented below, preceded by 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 many 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.

Almost two in five respondents (39%) to the 2011 survey identified with the statement associated with being 'committed' customers (Figure 5.3). Just over half of respondents (53%) selected the statement that groups them as 'ambivalent'. These proportions have tended to fluctuate throughout the years and those reported in 2011 represent slightly more ambivalent respondents than those who could be described as committed.

Figure 5.3: Customer Commitment
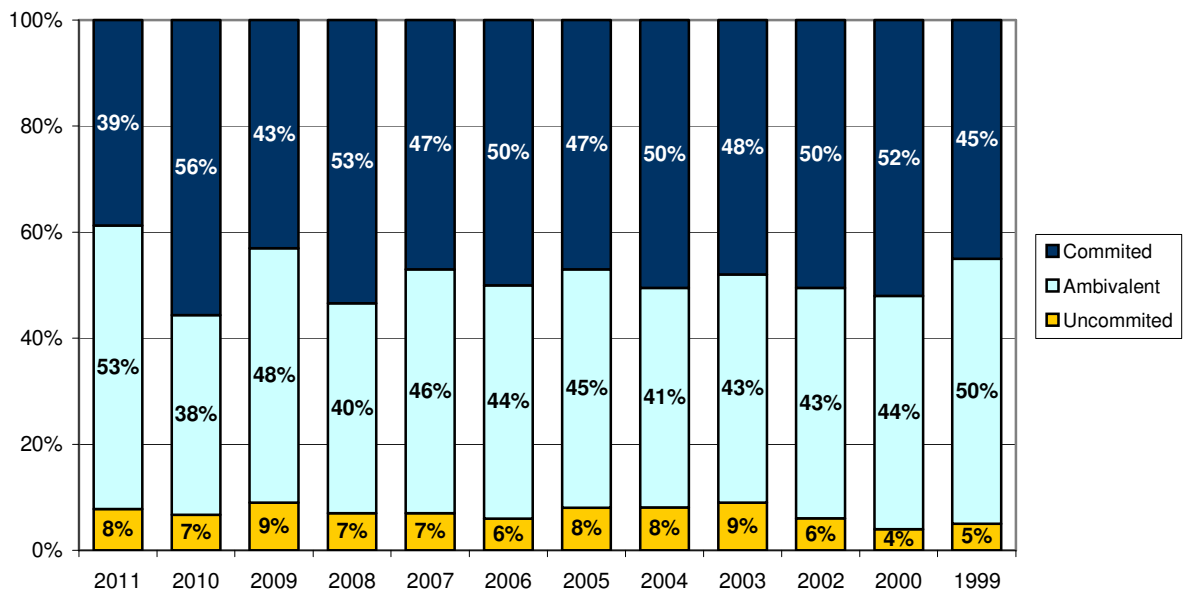
5.5   Customers' Recommendation of Transit

Another form of measuring customer commitment or loyalty is to consider their willingness to recommend Transit services to family or friends. Figure 5.4 shows that nearly seven in ten (69% - frequently/sometimes) of those surveyed recommend Transit services, while less than a third (31%) never do so. For the most part, these findings are similar to those observed previously.

Figure 5.4: Frequency of Transit Recommendations
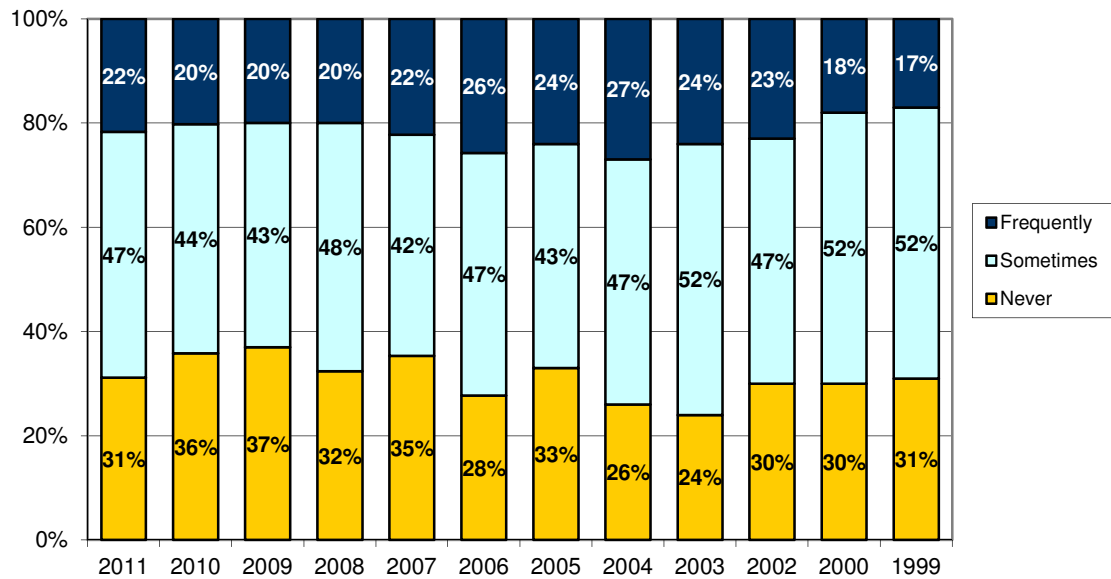
However, respondents who were 'committed' customers were more likely than 'ambivalent' or 'uncommitted' to recommend Transit services frequently, a trend that has been reported previously (see Appendix E).

6.0 SERVICE EXPANSION AND FUNDING

Calgary Transit has examined respondents' priorities for service expansion and whether respondents support fee increases to fund these opportunities. This section of the report presents findings associated with these queries.

6.1 Service Expansion Priorities

Respondents were given an opportunity to articulate what they think is the top priority for Calgary Transit to invest in for further service improvements Table 6.1 shows that respondents thought investments in service design and fleet and facilities were most important. These two types of improvements account for just over half (54%) of the improvements that were suggested by respondents.

<table>
<tr><td colspan="6" align="center">Table 6.1: Service Expansion Priorities</td></tr>
<tr><td rowspan="2"></td><td colspan="2" align="center">% of Responses</td><td rowspan="2"></td><td colspan="2" align="center">% of Responses</td></tr>
<tr><td>2011
(n=515)</td><td>2010
(n=453)</td><td>2011
(n=515)</td><td>2010
(n=453)</td></tr>
<tr><td>Priority Category</td><td></td><td></td><td>Specific Priority</td><td></td><td></td></tr>
<tr><td rowspan="8">Service Design</td><td rowspan="8">30</td><td rowspan="8">29</td><td>More frequent bus service</td><td>6</td><td>6</td></tr>
<tr><td>More current service information (disruptions, etc)</td><td>5</td><td>3</td></tr>
<tr><td>More on-time service</td><td>4</td><td>6</td></tr>
<tr><td>More frequent CTrain service</td><td>4</td><td>2</td></tr>
<tr><td>More/earlier/later bus/CTrain service</td><td>4</td><td>4</td></tr>
<tr><td>Ensure there is no overcrowding</td><td>3</td><td>4</td></tr>
<tr><td>More frequent service (non-specific)</td><td>2</td><td>4</td></tr>
<tr><td>Make connections better/easier</td><td>2</td><td>1</td></tr>
<tr><td rowspan="5">Fleet/Facilities</td><td rowspan="5">24</td><td rowspan="5">25</td><td>Improve fleet (cleaning/maintenance/new vehicles)</td><td>7</td><td>5</td></tr>
<tr><td>More/bigger buses</td><td>7</td><td>9</td></tr>
<tr><td>More/bigger CTrains</td><td>6</td><td>8</td></tr>
<tr><td>More available parking at Ctrain stations</td><td>2</td><td>0</td></tr>
<tr><td>More shelter facilities</td><td>2</td><td>3</td></tr>
<tr><td rowspan="8">Routes/Planning</td><td rowspan="8">14</td><td rowspan="8">16</td><td>Expanded service (generally)</td><td>3</td><td>3</td></tr>
<tr><td>Expand CTrain line (generally)</td><td>3</td><td>5</td></tr>
<tr><td>Improve bus routes</td><td>3</td><td>2</td></tr>
<tr><td>More direct routes</td><td>2</td><td>3</td></tr>
<tr><td>LRT to the airport</td><td>1</td><td><1</td></tr>
<tr><td>Southeast LRT</td><td>1</td><td>2</td></tr>
<tr><td>West LRT</td><td>1</td><td>1</td></tr>
<tr><td>Expand Northwest LRT</td><td><1</td><td>1</td></tr>
<tr><td>Safety/Security</td><td>10</td><td>11</td><td>More/better security</td><td>10</td><td>11</td></tr>
<tr><td rowspan="2">Public Awareness</td><td rowspan="2">5</td><td rowspan="2">3</td><td>Improve information services</td><td>4</td><td>2</td></tr>
<tr><td>Provide schedule information at bus stops/CTrain stations</td><td>1</td><td>1</td></tr>
<tr><td rowspan="2">Staff</td><td rowspan="2">3</td><td rowspan="2">2</td><td>Better training for drivers</td><td>1</td><td>1</td></tr>
<tr><td>More friendly/courteous drivers</td><td>1</td><td>2</td></tr>
<tr><td>Costs/Fares</td><td>2</td><td>5</td><td>Lower fares/don't increase fares</td><td>2</td><td>2</td></tr>
<tr><td>Nothing/Satisfied</td><td>8</td><td>3</td><td>Nothing/satisfied</td><td>8</td><td>3</td></tr>
<tr><td>Other</td><td>4</td><td>6</td><td>Other</td><td>4</td><td>6</td></tr>
<tr><td>Total</td><td>100</td><td>100</td><td>Total</td><td>100</td><td>100</td></tr>
<tr><td>Number of responses</td><td>751</td><td>584</td><td>Number of responses</td><td>751</td><td>584</td></tr>
</table>

6.2   Funding Service Expansion

Respondents were queried on their willingness to support fare increases within the context of the aforementioned service expansion priorities. In 2011, just over half of respondents (56%) stated that they would be in favour (fully or conditionally) of a fare increase whereby funds generated would be directly applied to service improvements (Figure 6.2). This proportion is very similar to that seen in 2010, though support for fare increases has fluctuated over the years.

Figure 6.2: Support for Fare Increases to Fund Service Additions
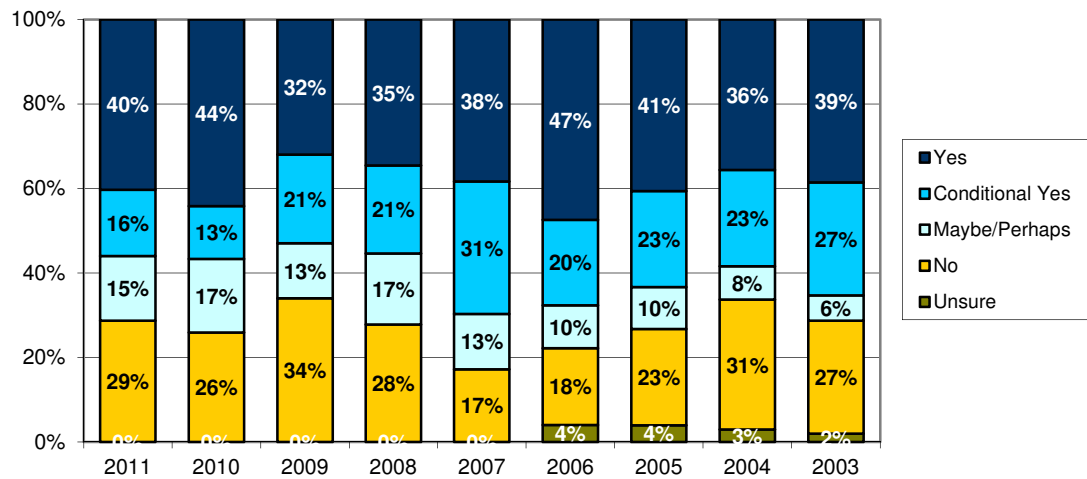
Note: Previous data are presented for this query, even though the question changed somewhat in 2010.

Respondents who answered that they would conditionally support a fare increase in the future were queried about the factors on which that support depended (Table 6.2). For about a third of them (31%), the fare increase would have to be perceived as reasonable (could not be too much). Other common responses were that customers would need to be able to see improvements (15%), that Calgary Transit would be accountable – that they could verify that the funds were being used for improvements (14%), and that the additional money went to increasing fleet (10%).

Table 6.2: Factors For Supporting Fare Increases		
	% of Responses	
Condition	**2011** (n=64)	**2010** (n=55)
As long as increase are not too much	31	26
Customers could see improvements	15	30
Accountable (could verify funds are used for improvements)	14	5
Went to increasing fleet (trains/buses)	10	9
Revenue directly applied to specific improvements	5	14
Fare increase can be justified/no other way to raise funds	3	5
Other	21	7
Total	100	100
Number of Responses	67	57

All of the respondents reached (including non-users) were asked if they thought additional Transit service should be paid for by an increase in property taxes or fares (Figure 6.3). An increase in Transit fares was thought to be most appropriate by respondents to the 2011 survey, with almost two thirds (62%) agreeing with this position. Similar findings were observed in previous surveys.

Figure 6.3: Appropriateness of Potential Funding Sources
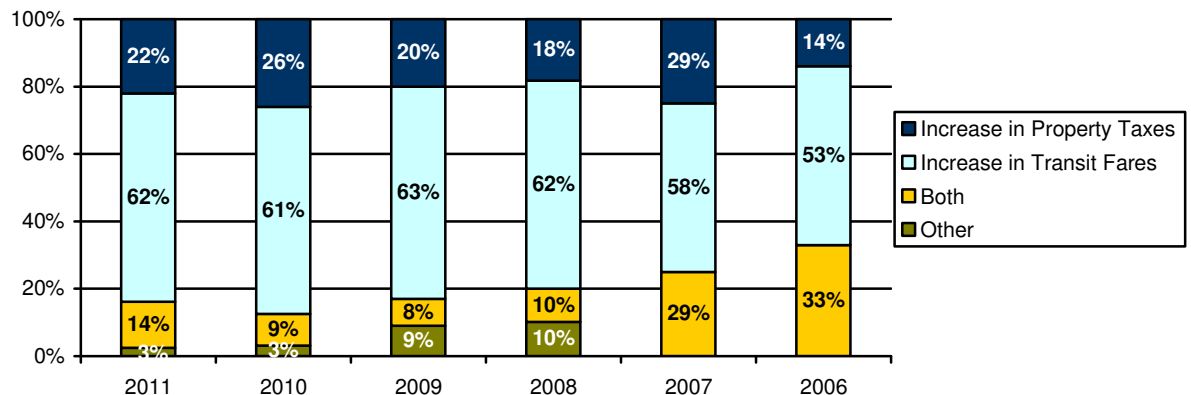
Further analysis revealed that there is a significant difference between what sources of new funding customers see as appropriate compared to non-users. Figure 6.4 shows that customers are more likely to assert that an increase in property taxes is most appropriate (29%) than are non-users of Calgary Transit (17%).

Figure 6.4: Appropriateness of Potential Funding Sources by Transit Use
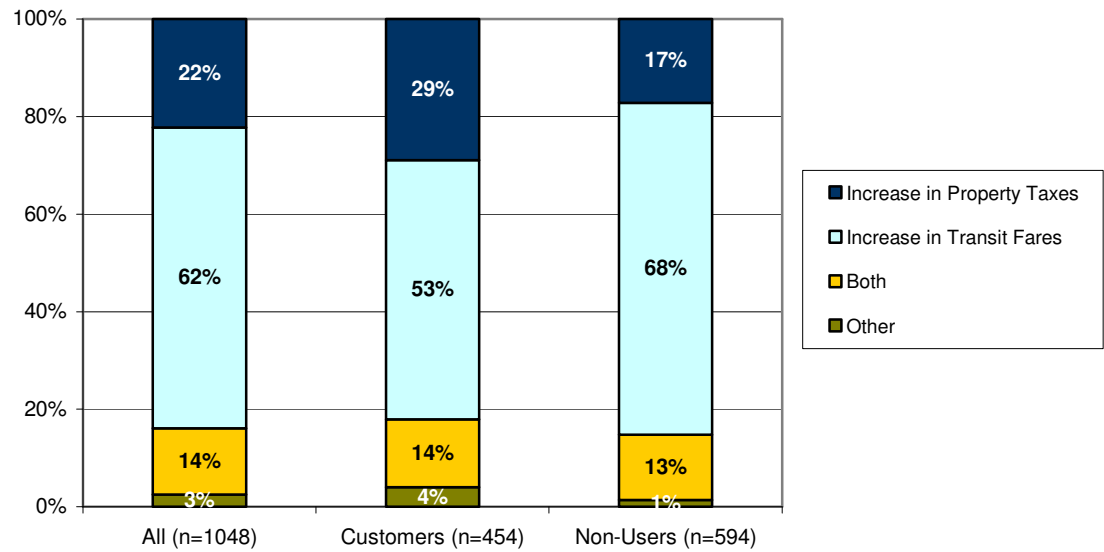
7.0 INFORMATION AND COMMUNICATION SERVICES

There are various methods, sources, and forms that Calgary Transit uses to provide information or communicate with customers about services. Recently, Calgary Transit has used new information services such as e-mail alerts and Twitter to get in touch with customers. To determine use and performance of these information services, survey respondents were asked to identify use, frequency of use, as well as what rating they would assign for the quality of information provided.

Before examining these issues, however, it is worth noting use of technology among respondents. Figure 7.7 shows that many respondents reported using the Internet (89%) and personal or work computers (85%), and some using smartphones (41%) in their everyday life. Interestingly, respondents who use smartphones appear to be frequent users compared to those using other types of technology.

Figure 7.1: Use of Technology
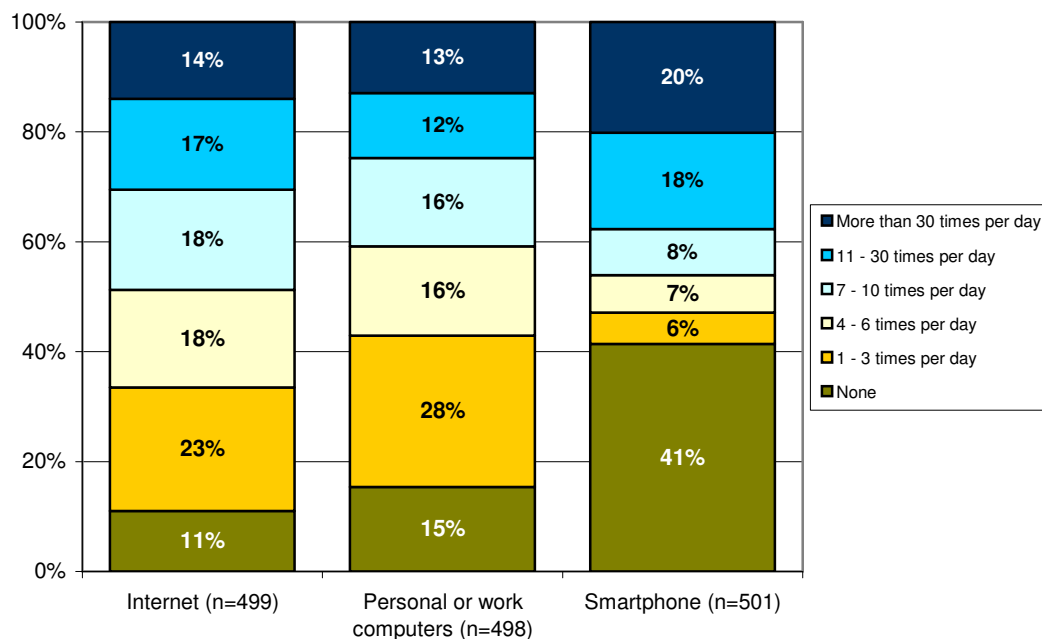
7.1 Use of Information Services

Data presented in Figure 7.2 represent the proportions of respondents who used various sources or forms of Transit information, as well as their frequency of use. In 2011, most customers reported having used the Calgary Transit Web Site (55%), followed by use of the TeleRide System (49%), Calgary Transit on Google Transit (20%), and the Customer Call Centre (14%). Less commonly used were Calgary Transit on Twitter (4%) and email alerts (3%).

The TeleRide System was used most frequently by respondents (an average of 7.4 times per month), followed by the Calgary Transit Website (3.2 times per month) and Calgary Transit on Google Transit (1.3 times per month).

Figure 7.2: Use of Information Services/Times Per Month

	Mean Times Per Month
Use Calgary Transit web site (n=519) — 45% / 32% / 23%	3.2
Use TeleRide System (n=519) — 51% / 14% / 35%	7.4
Use Calgary Transit on Google Transit (n=518) — 80% / 10% / 10%	1.3
Use Customer Call Centre (n=520) — 87% / 10% / 4%	0.6
Use Calgary Transit on Twitter (n=518) — 96% / 1% / 3%	0.4
Use Calgary Transit email alerts (n=516) — 97% / 2% / 1%	0.3

Legend: ■ 0 ■ 1 to 3 ■ 4 or more
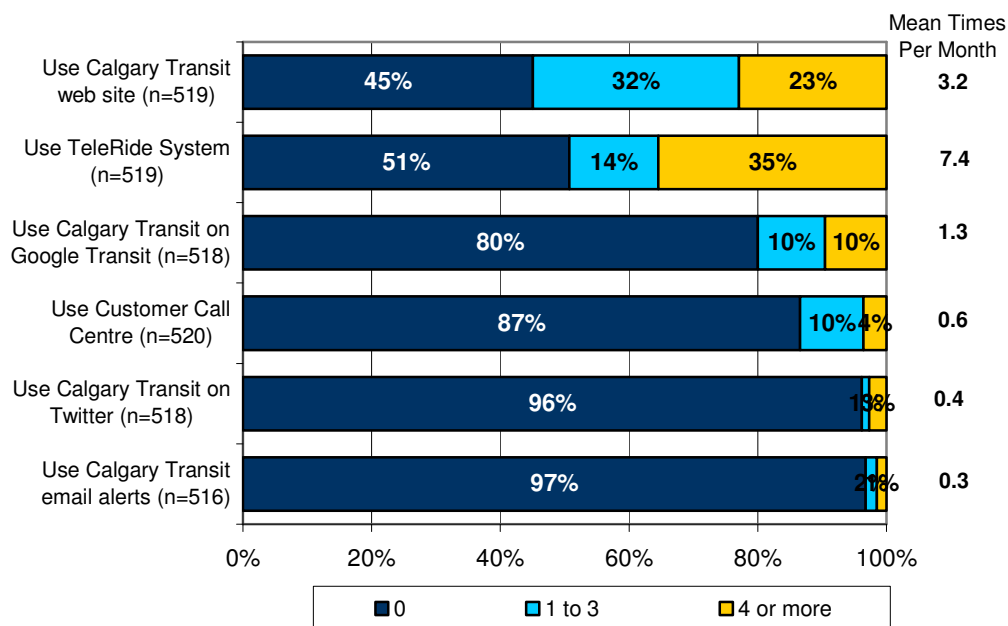
Significant differences were observed among Service Areas for some of the different information sources investigated. Analysis shows that (see Appendix E for detailed cross tabulations):

- Customer call centre used more often among North East and Centre City residents
- TeleRide system used more by North Central and North East residents (as well as Captive Riders)
- Twitter used more by North East residents

Figure 7.3 presents longitudinal data of average times used per month for various information sources. Despite fluctuations in some of the exact values,

over the past decade the relative popularity of each method of communication has remained the same – customers tend to use the TeleRide System most, followed by the Calgary Transit website, recently Google Transit, and finally the customer call centre. Actually, trends that possibly indicate slight changes are that the customer call centre appears to have been used somewhat less frequently on average and the website somewhat more frequently on average over the past decade.

Figure 7.3: Historical Comparisons of Use of Information Services
(Mean Times Used per Month)
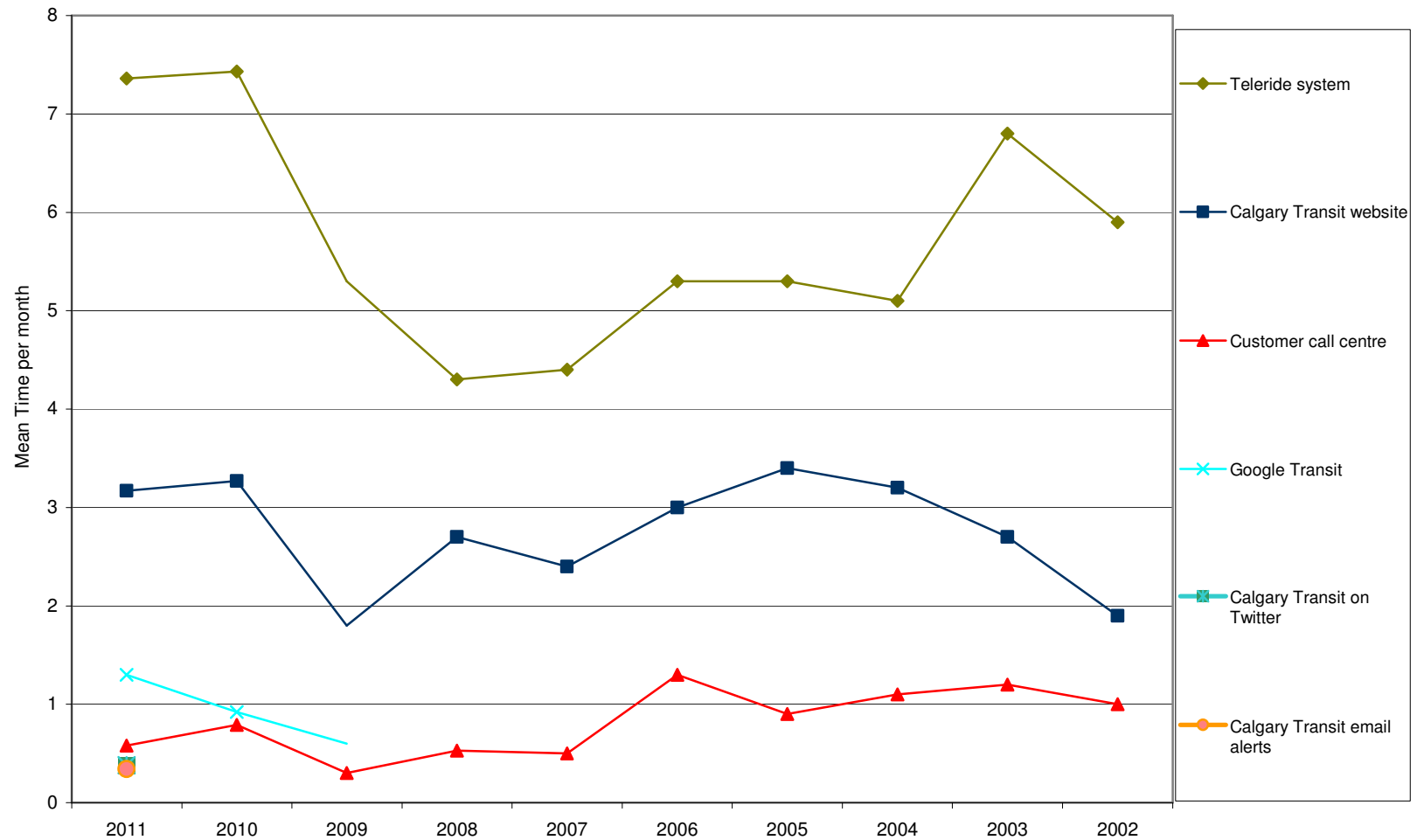
Table 7.1 reveals the average use of information sources among respondents who actually use each source of information. Interestingly, when the communication methods are ranked in order of mean times used per month for all respondents as well as for respondents who use each source, different patterns emerge. In both instances, the TeleRide system is used most frequently by respondents. However, when analysing use by all respondents, Calgary Transit web site, Calgary Transit on Google Transit, and the Customer Call Centre are the next most often used. Among those who use each method, the next most frequently used methods are Calgary Transit email alerts, Calgary Transit on Twitter, and Calgary Transit on Google Transit. Essentially, the analysis shows that those customers who are using some of the more recent methods introduced by Calgary Transit such as Calgary Transit on Twitter and e-mail alerts are using them fairly extensively. This finding may be important to acknowledge, especially if these methods become more established among customers.

Table 7.1: Average Use of Information Sources			
Method	**% of Customers Using Method**	**Mean Times Used per Month**	
		All Respondents	**Users of Each Method**
TeleRide System*	49	7.4	14.9
Calgary Transit website+~	55	3.2	5.8
Calgary Transit on Google Transit*+~	20	1.3	6.5
Customer Call Centre	14	0.6	4.4
Calgary Transit on Twitter*	4	0.4	9.9
Calgary Transit email alerts	3	0.3	10.4
*More common among regular smartphone users +More common among regular internet users ~More common among regular personal/work computer users			

It is interesting to note that smartphone users were more likely to use TeleRide, Calgary Transit on Google Transit, and Calgary Transit on Twitter. Internet and personal/work computer users were more likely to use the Calgary Transit website and Calgary Transit on Google Transit.

Further analysis of the survey data reveals the importance of offering a mix of information services to customers. Table 7.2 shows that almost half of respondents (47%) indicated that they use more than one information service. The most common combinations of information sources include the TeleRide and Calgary Transit website; TeleRide, Calgary Transit website and Calgary Transit on Google Transit; and Calgary Transit website and Calgary Transit on Google Transit (note: a full listing of information mixes can be found in Appendix E).

| Table 7.2: Number of Information Services Used by Calgary Transit Customers ||
Number of Information	% of Respondents (n=520)
No information sources used	21
1 source	32
2 sources	30
3 sources	13
4 sources	2
5 sources	1
Total	100

Those respondents who use one or more information services (79%) were compared against those who do not use any (21%). It is worth noting that those who use the information services are more likely (see Appendix E):

- To be younger
- Live in households considered to be young adult, early nest, nest with youth (family life stage)
- To be bus users (less likely to be CTrains only customers)

It is interesting to note that respondents who use information services were less likely to be satisfied with the service attribute of 'being on time' than those who did not use information services, especially since overall satisfaction with Calgary Transit services generally was similar among these two groups (Figure 7.4).

Figure 7.4: Selected Service Attributes vs. Use of Listed Information Services
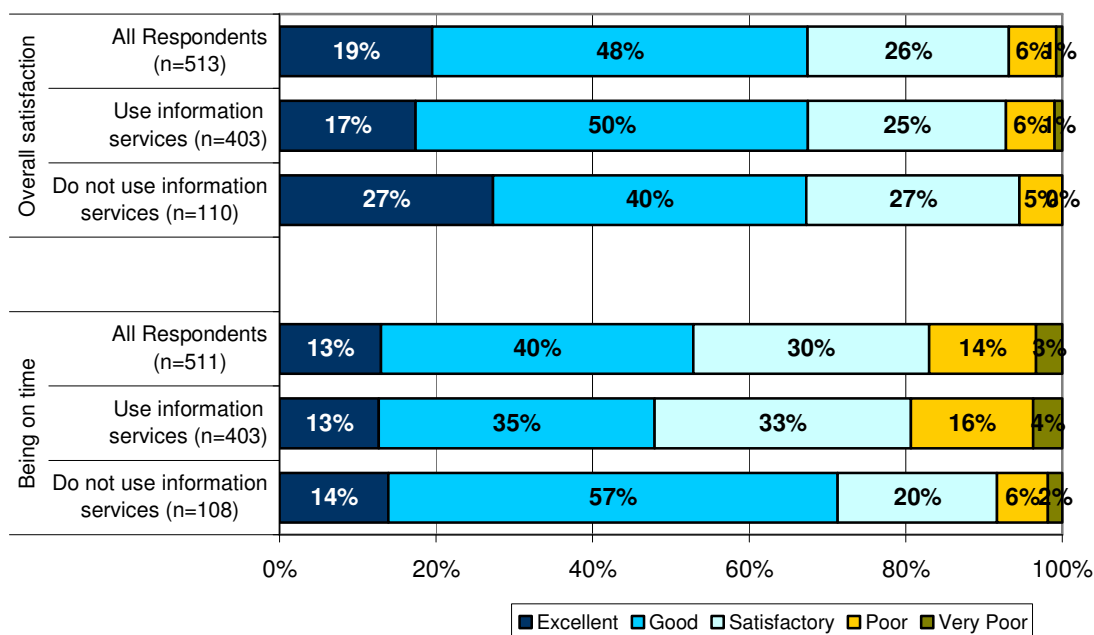
7.2   Quality of Information Services

Respondents who reported using the information services were, for the most part, satisfied with the quality of information yielded from their accessed source or sources. Data presented in Figure 7.5 reveal that a significant majority of respondents rated Calgary Transit on Twitter (80%), Calgary Transit on Google Transit (79%), and Calgary Transit email alerts (76%) as excellent or good. Customer Call Centre (75%), Calgary Transit web site (73%), and the TeleRide system (69%) were rated somewhat lower with approximately three quarters or fewer respondents stating that they were 'excellent' or 'good'. However, though some of these services are rated somewhat lower than others, it's important to note that all of them were rated well by at least seven in ten respondents. Further, newer information services such as Calgary Transit on Twitter and Calgary Transit email alerts have been rated as having somewhat higher quality than more traditional services, especially Calgary Transit on Twitter when the rating of "excellent" is considered (45%).

Figure 7.5: Rating of Information Sources
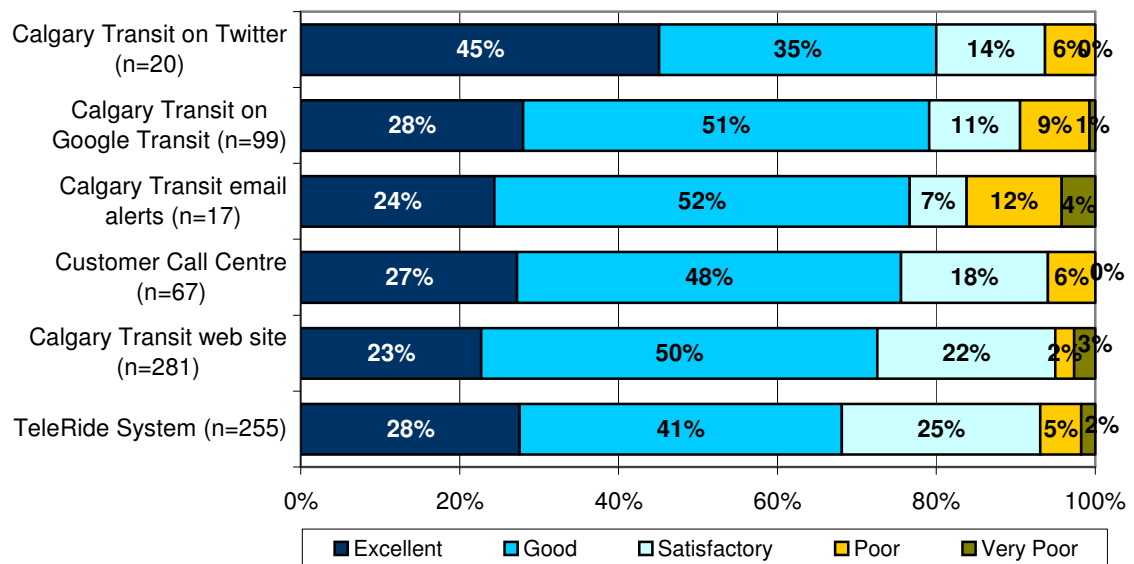
Overall, there have been downward trends in the ratings of information services over the past decade, particularly the TeleRide service, as can be seen in Figure 7.6. However, ratings for Calgary Transit on Google Transit and the Calgary Transit website has been relatively consistent (differences are not statistically significant) over the past three years.

Figure 7.6: Historical Comparisons of Information Source Ratings
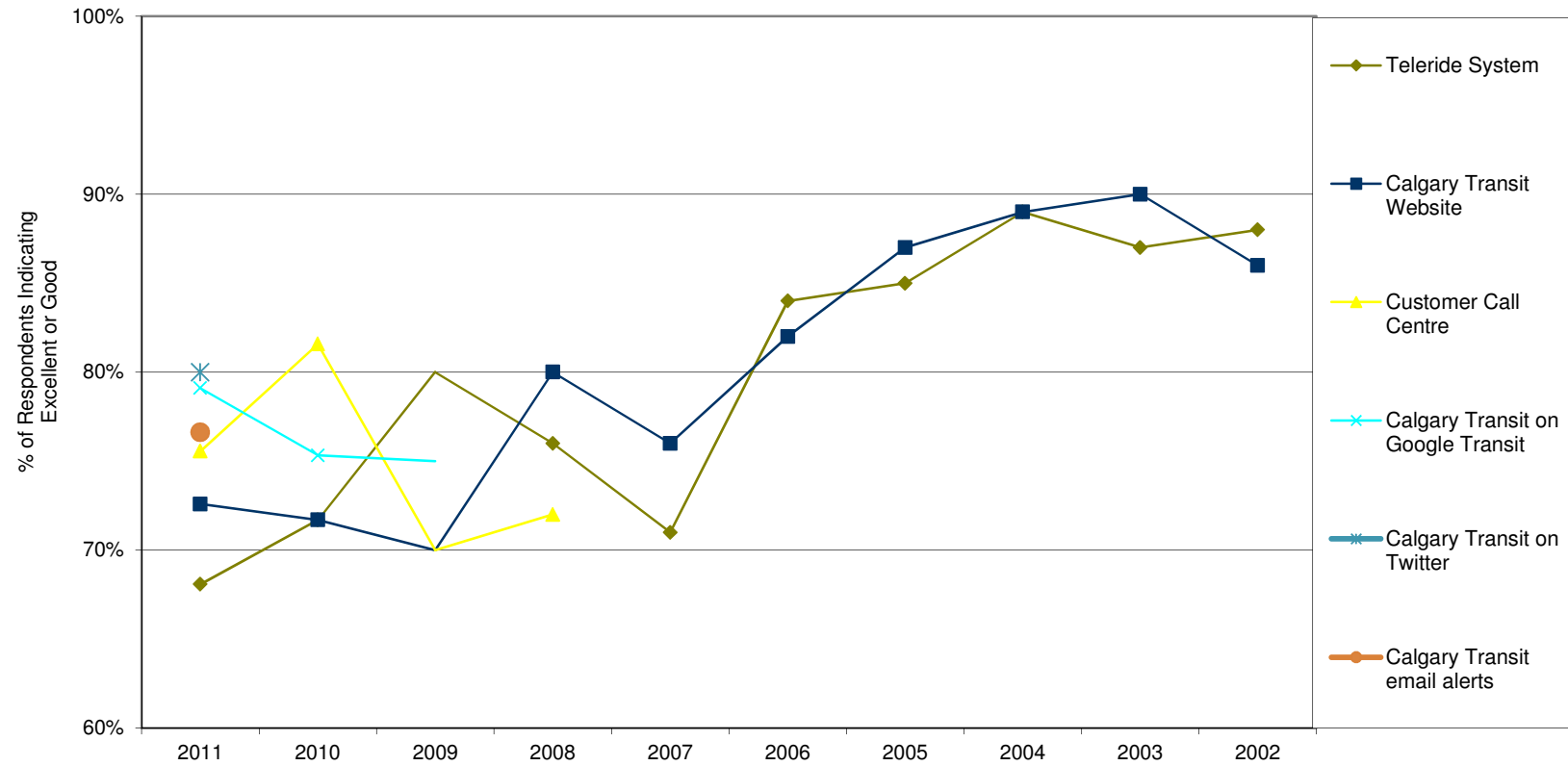
8.0 SAFETY AND SECURITY

Calgary Transit has been measuring safety and security issues in a separate survey (Safety, Security and Cleanliness Survey) to that of the Annual Customer Satisfaction Survey for the past few years. A few of the questions asked in the Safety, Security and Cleanliness Survey have been introduced to the Customer Satisfaction Survey since 2009. This section of the report presents these findings.

Figure 8.1 presents respondents' perceptions of safety and security on buses/shelters and CTrains/stations at various times of the day. Overall, these data suggest that most respondents feel safe while using Transit services, particularly before 6:00 PM.

Figure 8.1: Perceptions of Safety and Security at Different Travel Times
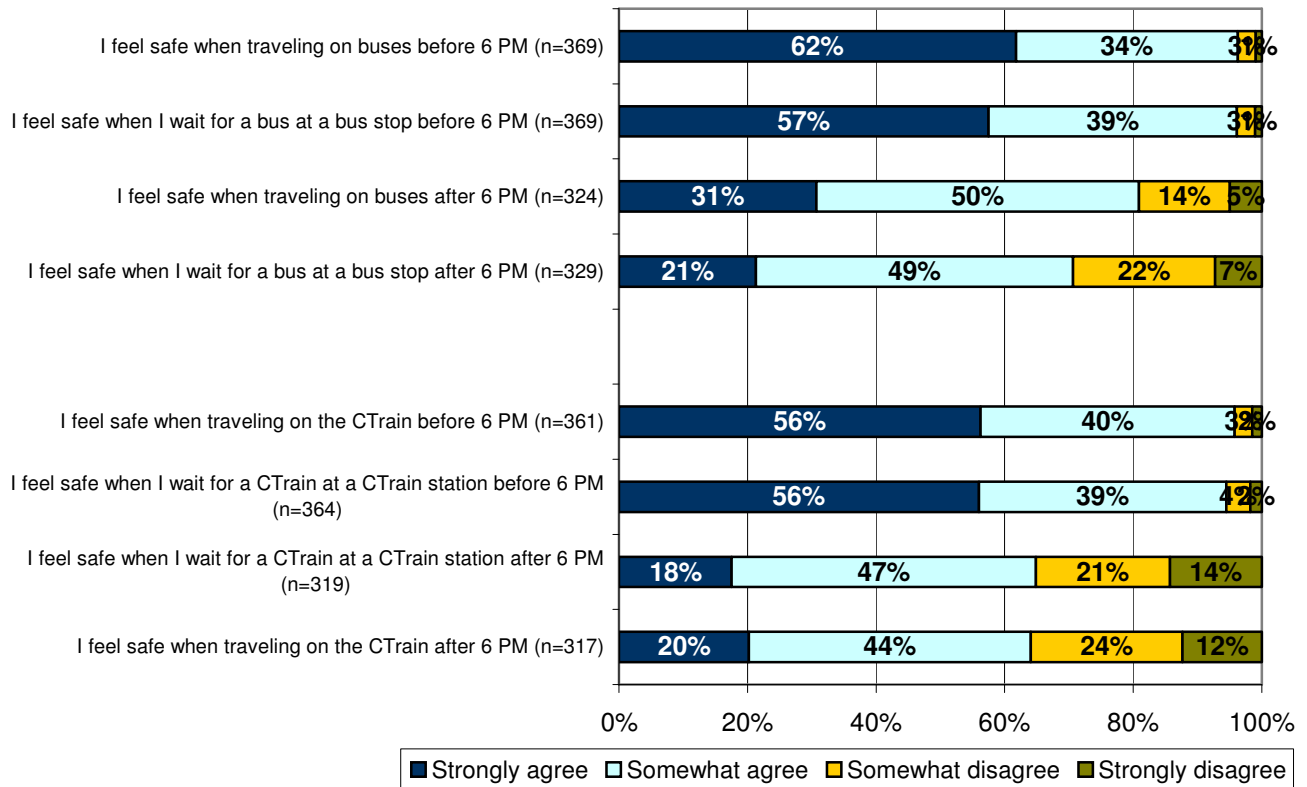
Figure 8.2 shows historical comparisons of these safety and security ratings. Basically, these ratings have remained mainly steady in each of the three years that these items have been included in the customer satisfaction survey. Interestingly, the item "I feel safe when traveling on the CTrain after 6 PM" was agreed upon by somewhat fewer respondents in 2011 than in 2010.

Figure 8.2: Historical Comparisons of Safety and Security Ratings
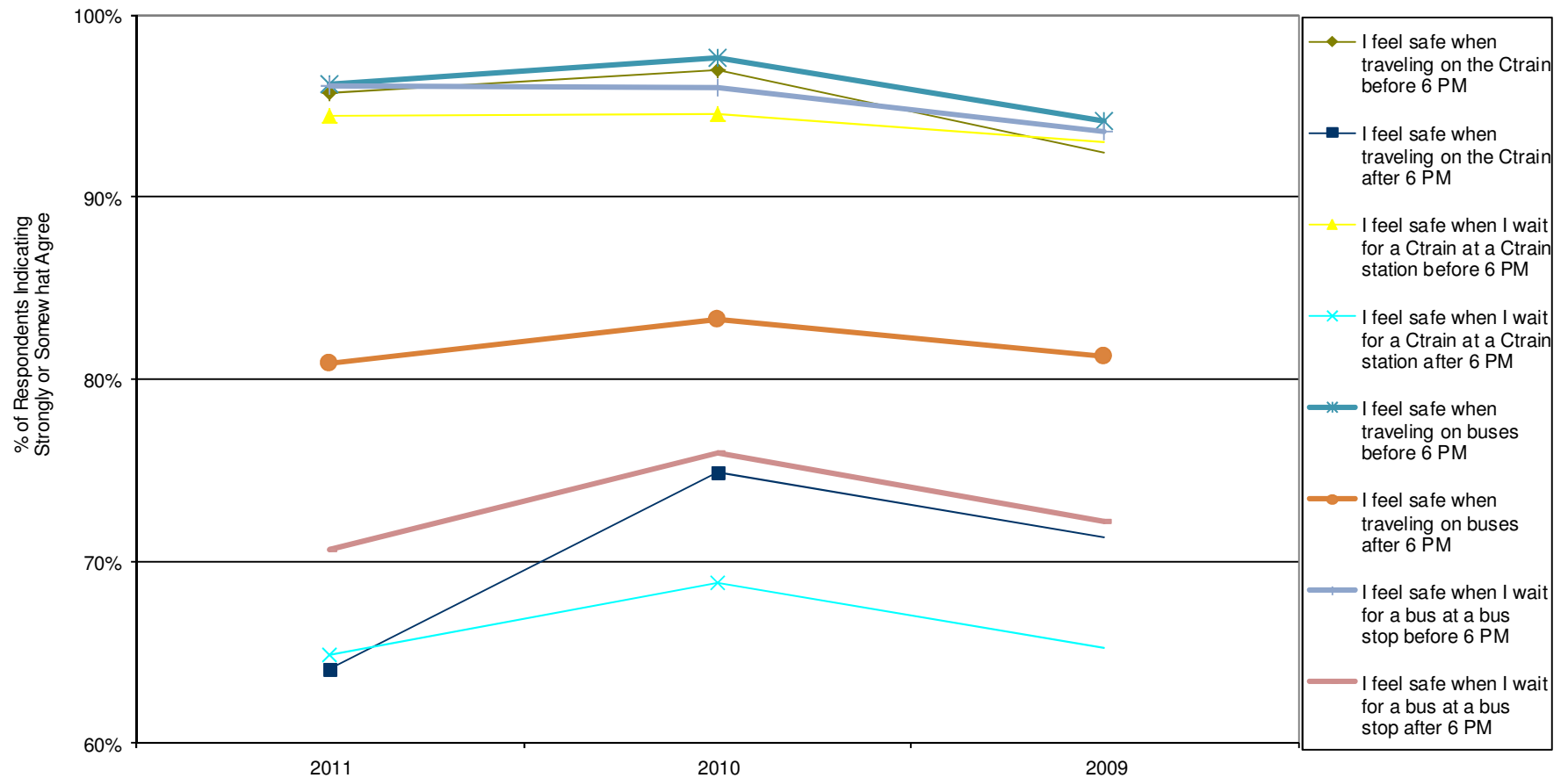
The data presented above are very similar to the findings of the 2011 Safety, Security and Cleanliness Survey (see Appendix E – note some of the wording of the items is different in the Safety, Security and Cleanliness Survey due to the addition of clarification of downtown vs. non-downtown use).

Figure 8.3 presents respondents' general perceptions of safety and security in terms of CTrains. Most respondents agreed that the CTrain system is safe and that CTrain stations are sufficiently lit.

Figure 8.3: Perceptions of CTrains
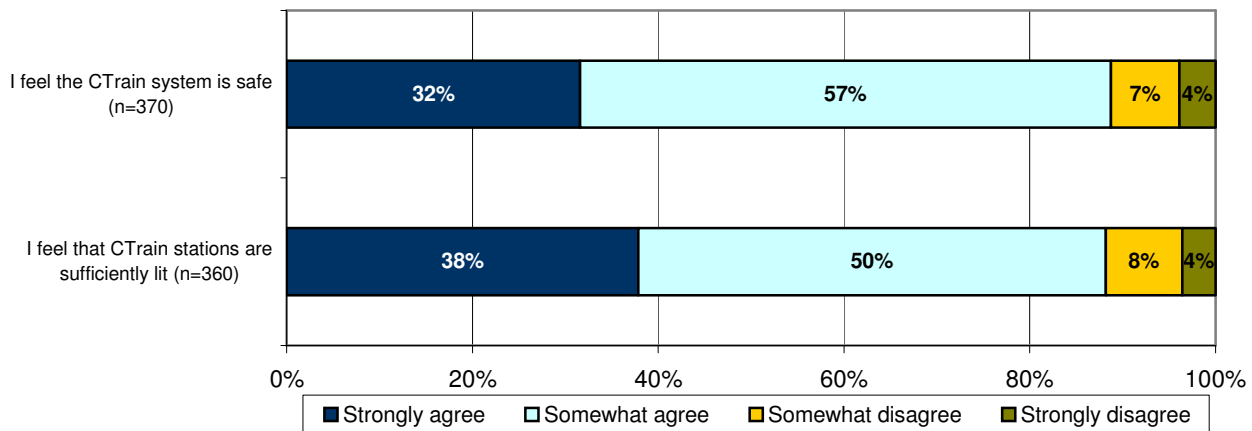
Again, the data presented above with respect to sufficient lighting at CTrain stations are similar to information gathered in the Safety, Security and Cleanliness Surveys.

Finally, survey respondents were asked about nuisance behaviours while using Calgary Transit (Figure 8.4). For the most part, most respondents agreed that Transit vehicles and CTrain stations are free of nuisance behaviours, although they were most likely to agree with this idea with respect to buses. As with the other data presented in this section, these findings are generally consistent with previous measurements (see Figure 8.5)

Figure 8.4: Nuisance Behaviours while Using Calgary Transit
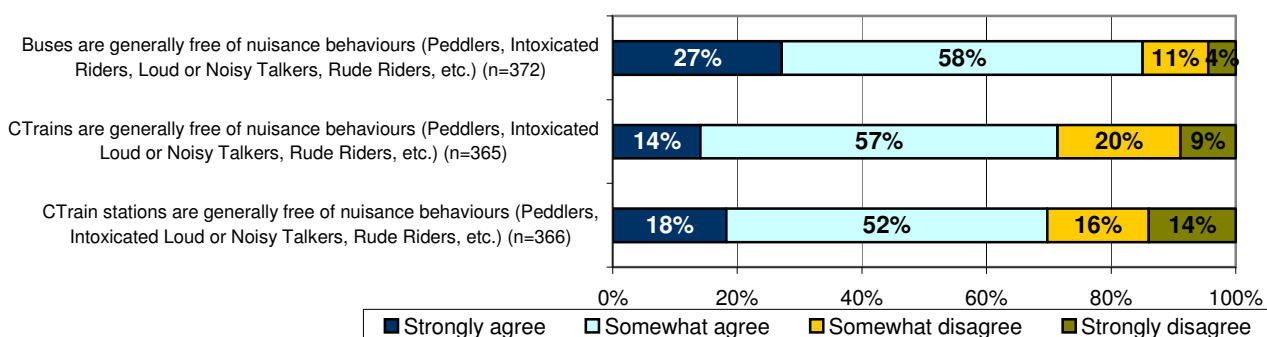
Figure 8.5: Historical Comparisons of Perceptions of CTrains/Nuisance Behaviours
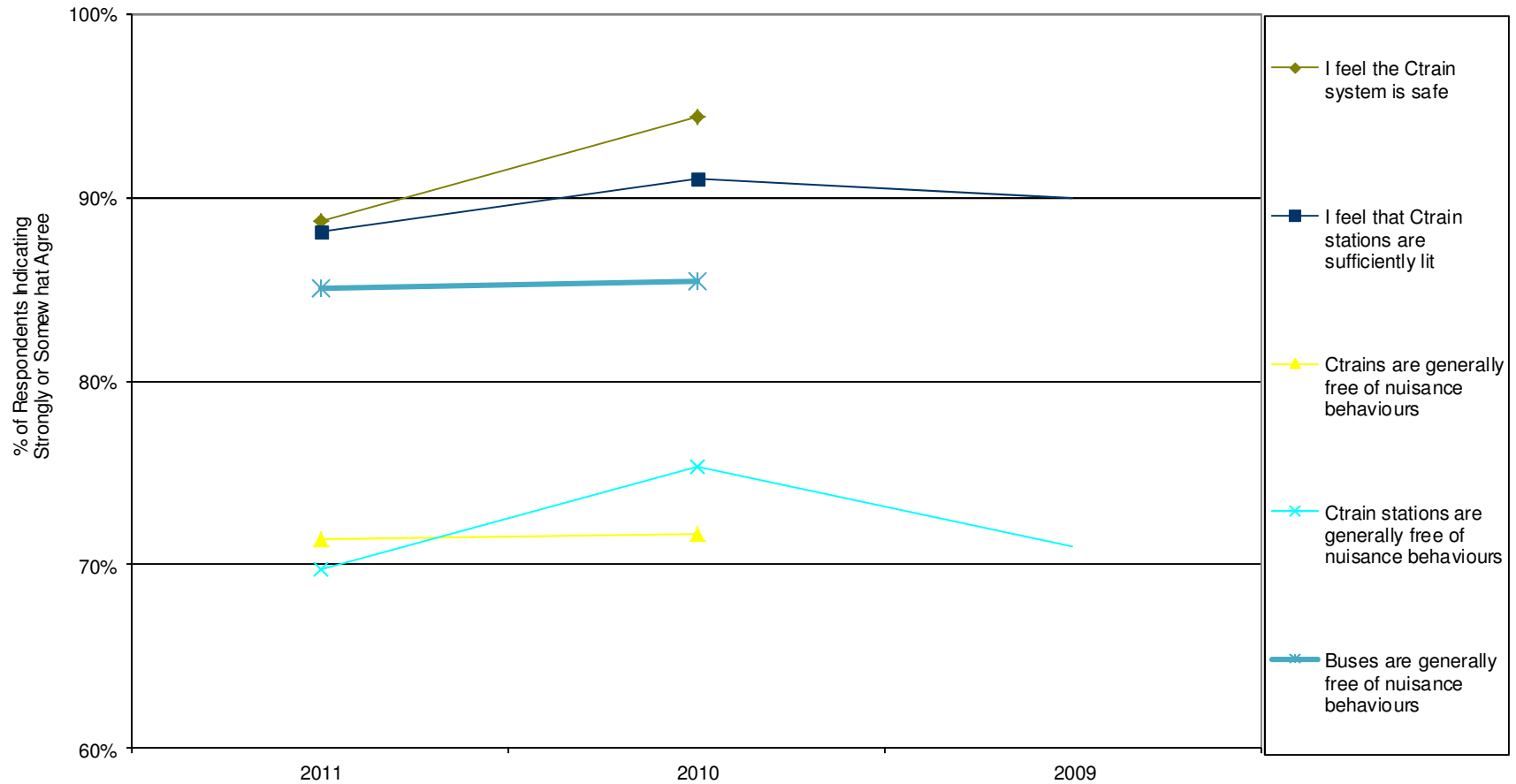
9.0   CONCLUDING REMARKS

Calgary Transit has conducted a Customer Satisfaction Survey with Transit customers each year for the past decade. The 2011 Customer Satisfaction Survey revealed general consistencies in overall satisfaction with Calgary Transit Services among customers compared to previous survey years. Satisfaction ratings were also generally consistent when a variety of service attributes, such as being on time and service frequency, were investigated. It is worth noting, however, that a general decline has been observed for the service attribute of 'value for money.'

The proportion of Calgarians who use Calgary Transit has remained steady in the past three years, and the average number of trips taken by regular Transit customers has been steady for the past two.

The proportion of Captive Riders was similar in 2011 compared to previous years. However, detailed analysis of these customers revealed that they may have higher expectations of Calgary Transit than Choice Riders, particularly for services such as convenience of connections and transfers, length of travel time, and service to places I want to go. In contrast, Choice Riders seem to focus their expectations on being on time, service frequency and value for money.

In terms of information services used by Calgary Transit customers, the Calgary Transit website is used by most customers, followed by the TeleRide System, Calgary Transit on Google Transit, the customer call centre, Calgary Transit on Twitter and Calgary Transit e-mail alerts. However, analysis conducted in 2011 shows that when frequency of use is considered, users of Calgary Transit on Twitter and e-mail do so more frequently than users of most other services. This may be an important finding in the survey data, especially considering that these are relatively new information services for Calgary Transit and Calgarians may consider adopting these services in the future. Nonetheless, analysis reveals that it is important to offer customers a mix of information services as almost half of respondents stated they use more than one.

APPENDIX A

2011 Survey Instrument

NOTE TO THE READER:

- Comments to survey sponsors by consultants are **presented in blue**.
- Instructions to interviewers are presented as **words in red** and are not read to respondents
- For Computer Aided Telephone Interviewing software programming, instructions are presented as **words in green** and are not provided to the interviewers or respondents
- Changes from 2010 survey <mark>highlighted in yellow</mark>.

INTRODUCTION/SCREENING SHEET

Hello, my name is _____. I am calling from HarGroup Research, a Calgary research firm on behalf of Calgary Transit. Today we are conducting an important survey to gather opinions from both users and nonusers of Calgary Transit. May I please speak to the person in your household age 15 or over, and whose birthday falls soonest after today?

REINTRODUCE SURVEY IF NECESSARY

If you have some time (as little as 2 mins, as much as 20 mins), I would like to interview you for this very important survey.

> **IF YES -> CONTINUE**
> **IF NO -> ASK:**
> Could I call back _____?
>
> > **IF YES -> ASK FOR NAME OF PERSON AND RECORD TIME ON CALL SHEET**
> > **IF NO -> THANK AND DISCONTINUE; MARK AS "REFUSED" ON CALL SHEET**

S1. Do you or does a member of your household work for Calgary Transit?
   IF YES, TERMINATE WITH THANK YOU.
   IF NO, CONTINUE.

S2. Are you a permanent resident of the city of Calgary?
   IF YES, TERMINATE WITH THANK YOU.
   IF NO, CONTINUE.

S3. 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.**

   _____ # of rides

If 1 or more, go to QC1A (Transit Customer Questionnaire)
If 0, go to QALL1

CUSTOMER SURVEY QUESTIONNAIRE

QC1A. Which do you mainly use **. . . . . . .** **[READ CATEGORIES]**

> 1 [   ] Bus   2 [   ] CTrain   3 [   ] Both

QC1B. 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."**
>
> 1 [   ] None
> 2 [   ] One
> 3 [   ] Two
> 4 [   ] Three
> 5 [   ] Four
> 6 [   ] Five **(or more if justified)**
> 7 [   ] None

QC1C. How long does it take for you to make a typical one-way trip using Calgary Transit? Please tell us how many minutes it takes you from when you board the first transit vehicle until you get off the last vehicle of your trip.

> # of Minutes: _____

QC2A. 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**
> 01 [   ]   No Particular Reason
> 02 [   ]   Less Expensive/Save Gas/High gasoline prices / High Parking Rates
> 03 [   ]   No Car Available   - CAPTIVE RIDERS
> 04 [   ]   Avoid Traffic
> 05 [   ]   Avoid Parking
> 06 [   ]   Don't Drive   - CAPTIVE RIDERS
> 07 [   ]   Convenient Service (Specify) _____
> 08 [   ]   Faster Travel Time
> 09 [   ]   Comfortable/Relaxing
> 10 [   ]   Environmental Reasons
> 11 [   ]   Transit Pass included in Tuition (U-Pass)
> 11 [   ]   Other   (Specify) _____
> 12 [   ]   Don't Know

QC2B. For what type of trips do you <u>mainly</u> use Calgary Transit?   Do you use Transit for . . .
[READ CATEGORIES - TAKE NO MORE THAN 2 RESPONSES]

> 1 [   ]   Work
> 2 [   ]   School
> 3 [   ]   Shopping
> 4 [   ]   Medical, dental, personal business
> 5 [   ]   Social/recreational
> 6 [   ]   Other (specify)_____

QC3A. 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]

1 [   ] No Specific Time Period   >>>>> **SKIP TO QC3C**
2 [   ] Rush Hour ONLY   >>>>> **SKIP TO QC3C**
3 [   ] Rush hour and other Time Periods >>>>> **GO TO QC3B**
4 [   ] Non-Rush Hour   >>>>> **GO TO QC3B**

QC3B. While taking transit during non rush hour times, would that be on a weekday midday, evening or a weekend?

1 [ ] Weekday midday   2 [ ] Evening   3 [ ] Weekend   4[ ] Don't Know

QC3C. Which transit fare do you use most often?
DON'T READ - TAKE NO MORE THAN 2 RESPONSES; PROBE TO ENSURE THAT PROPER PASS TYPE IS GIVEN

01 [   ] Youth Monthly Pass   06 [   ] Ticket from a book of tickets
02 [   ] Universal Pass/U-Pass   07 [   ] Cash
03 [   ] Senior Citizen Pass   08 [   ] Low Income Transit Pass
04 [   ] Adult Monthly Pass   09 [   ] Don't Pay
05 [   ] Day Pass   10 [   ] Other (Please specify _____)
                                      11 [   ] Don't Know

QC4. Now I would like to ask your opinion on some specific aspects of Calgary Transit service. I am going to read you a list of different aspects of service. For each one, based on your recent experience, I would like you to tell me if it was **excellent, good, satisfactory, poor or very poor.**   ROTATE

	Excellent	Good	Satisfactory	Poor	Very Poor	Refused
a) Having Courteous & Helpful Staff	1	2	3	4	5	6
b) Being on Time	1	2	3	4	5	6
c) Cleanliness	1	2	3	4	5	6
d) Not Being Overcrowded	1	2	3	4	5	6
e) Service Frequency	1	2	3	4	5	6
f) Value for Money	1	2	3	4	5	6
g) Length of Travel Time	1	2	3	4	5	6
h) Directness of trip (number of transfers)	1	2	3	4	5	6
i) Service to places I want to go	1	2	3	4	5	6
j) Start and stop times for service on routes you use	1	2	3	4	5	6
k) Convenience of Connections and Transfers	1	2	3	4	5	6
l) Providing for Customer Safety and Security	1	2	3	4	5	6
m) Providing Scheduling and Route Information	1	2	3	4	5	6
n) Convenience of Purchasing Tickets and Passes	1	2	3	4	5	6
o) Having access to bus stops / CTrain stations (Prompt, if necessary: being nearby bus stops/CTrain stations)	1	2	3	4	5	6

QC5A. 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.]**

QC5B. And what is the **second most important**?

QC5C. And what is the **third most important**?

MARK [1] FOR 1ST MOST IMPORTANT AND [2] FOR 2ND AND [3] FOR 3RD MOST IMPORTANT QUESTION;   DON'T KNOW = 98   Set up CATI to identify 1st and 2nd and 3rd ranking

Factor	1st Most Important	2nd Most Important	3rd Most Important
Having Courteous & Helpful Staff			
Being on Time			
Cleanliness			
Not Being Overcrowded			
Service Frequency			
Value for Money			
Length of Travel Time			
Directness of trip (number of transfers)			
Service to places I want to go			
Start and stop times for service on routes you use			
Convenience of Connections and Transfers			
Providing for Customer Safety and Security			
Providing Scheduling and Route Information			
Convenience of Purchasing Tickets and Passes			
Having access to bus stops /CTrain stations (Prompt, if necessary: being nearby bus stops/CTrain stations)			
Other			
None in particular			
Don't know			

QC6A. Based on your own experience in the last seven days, how would you rate the overall service provided by the transit system in Calgary?   Do you think it was . . . . .
READ ALL CATEGORIES EXCEPT "DON'T KNOW"

1 [ ] Excellent 2 [ ] Good 3 [ ] Satisfactory 4 [ ] Poor 5 [ ] Very poor 6 [ ] Don't know

QC6B. 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 better/worse?

1 [   ] A lot better
2 [   ] A little better
3 [   ] Stayed the same **>>>> SKIP TO QUESTION QC7**
4 [   ] A little worse
5 [   ] A lot worse
6 [   ] Didn't use in previous years **>>>> SKIP TO QUESTION QC7**
7 [   ] Don't know **>>>> SKIP TO QUESTION QC7**

QC6C. And what specific aspect of service makes you feel that way?
DO NOT READ - ACCEPT UP TO 2 RESPONSES ONLY

Having Courteous & Helpful Staff	[　] 01	Providing Scheduling and Route Information	[　] 13
Being on Time	[　] 02	Expansion of CTrain service/CTrain line	[　] 14
Cleanliness	[　] 03	extension	
Being Overcrowded	[　] 04	Convenience of Purchasing Tickets and Passes	[　] 15
Service Frequency	[　] 05	Having access to bus stops / CTrain stations	[　] 16
Value for Money	[　] 06	(Prompt, if necessary: being nearby bus stops/CTrain	
Length of Travel Time	[　] 07	stations)	
Directness of Trip (number of transfers)	[　] 08	New Services	[　] 17
Service to places I want to go	[　] 09	Other　(Specify: _____)	[　] 18
Start and stop times for service on routes you use	[　] 10	Don't Know	[　] 19
Convenience of Connections and Transfers	[　] 11		
Providing for Customer Safety and Security	[　] 12		

QC7A. 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. **ROTATE**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Refused	Not applicable
a) Calgary Transit is an important choice in my life and lifestyle	1	2	3	4	5	6
b) The choice of where I live or will move to is influenced by the availability of Calgary Transit services	1	2	3	4	5	6
c) For each trip I make I consider using Calgary Transit	1	2	3	4	5	6
d) I use Calgary Transit to go to multiple places throughout my journey	1	2	3	4	5	6

QC7B. 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**

1 [　] Walk
2 [　] Drive, use park and ride
3 [　] Drive, park nearby
4 [　] Cycle
5 [　] Passenger in another vehicle (carpool, kiss n ride, etc)
6 [　] Other

IF QC7B INDICATED WALK PLEASE COMPLETE QC7C

QC7C. 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?

_____ Minutes

IF QC1B INDICATES 1 OR MORE TRANSFERS PLEASE COMPLETE QC7D

QC7D. How many minutes are you willing to wait for a transfer to another Calgary Transit vehicle?

_____ Minutes

IF QC1A INDICATES BOTH BUS AND CTrain PLEASE COMPLETE QC7E

QC7E. Which is the transit mode you take first on a typical trip using Calgary Transit? **(READ)**

> 1 [   ] Bus
> 2 [   ] CTrain

QC8. 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. **ROTATE**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Refused	Not applicable
a) The bus drivers usually greet me in a friendly manner	1	2	3	4	5	6
b) Bus drivers are knowledgeable about the service they provide	1	2	3	4	5	6
c) I feel safe when traveling on transit	1	2	3	4	5	6
d) Peace Officers (fare inspectors) on the CTrain demonstrate professionalism	1	2	3	4	5	6
e) Other passengers are usually well-behaved	1	2	3	4	5	6
f) Calgary Transit vehicles normally arrive at my stop at the scheduled time	1	2	3	4	5	6
g) I feel there are sufficient Peace Officers (fare inspectors) on the CTrain to ensure my personal security	1	2	3	4	5	6
h) Overall, I feel Calgary Transit bus and CTrain drivers operate their vehicles safely	1	2	3	4	5	6
i) My experience while travelling on Calgary Transit buses and CTrains is usually pleasant	1	2	3	4	5	6
j) There is generally a bus stop or CTrain station within a reasonable distance of my origin and destination	1	2	3	4	5	6

IF QC1A STATED BUS, COMPLETE QC9A. IF QC1A STATED CTRAIN, COMPLETE QC9B, IF BOTH BUS AND CTRAIN COMPLETE BOTH QC9A AND QC9B

QC9A. Calgary Transit is interested in your perceptions regarding its bus fleet and facilities. Based on your last bus trip, please rate the following being excellent, good, satisfactory, poor, or very poor.

	Excellent	Good	Satisfactory	Poor	Very Poor	Refused / NA
a) Cleanliness of bus interiors	1	2	3	4	5	6
b) Cleanliness of passenger shelters	1	2	3	4	5	6
c) Maintenance of passenger shelters (repair damage)	1	2	3	4	5	6
d) Cleanliness of BRT Park and Ride lots (if applicable)	1	2	3	4	5	6

QC9B. Calgary Transit is interested in your perceptions regarding its CTrain fleet and facilities. Based on your last CTrain trip, please rate the following being excellent, good, satisfactory, poor, or very poor.

	Excellent	Good	Satisfactory	**Poor**	Very Poor	Refused / NA
a) Cleanliness of CTrains interiors	1	2	3	4	5	6
b) Cleanliness of CTrain stations	1	2	3	4	5	6
c) Maintenance of CTrain stations	1	2	3	4	5	6
d) Cleanliness of LRT Park and Ride lots (if applicable)	1	2	3	4	5	6

Calgary Transit is also interested in your views on safety and security. I'd like to ask you how strongly you agree or disagree with a few statements concerning safety and security. 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.

QC10A.   IF QC1A = 2 (CTrain) or QC1A = 3 (both) ASK: ROTATE

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Refused	Not applicable
a) I feel the CTrain system is safe						
b) I feel safe when traveling on the CTrain before 6 PM	1	2	3	4	5	6
c) I feel safe when traveling on the CTrain after 6 PM	1	2	3	4	5	6
d) I feel safe when I wait for a CTrain at a CTrain station before 6 PM	1	2	3	4	5	6
e) I feel safe when I wait for a CTrain at a CTrain station after 6 PM	1	2	3	4	5	6
f) CTrain stations are generally free of nuisance behaviours (peddlers, intoxicated loud or noisy talkers, rude riders, etc.)	1	2	3	4	5	6
g) CTrains are generally free of nuisance behaviours (peddlers, intoxicated riders, loud or noisy talkers, rude riders, etc.)	1	2	3	4	5	6
h) I feel that CTrain stations are sufficiently lit	1	2	3	4	5	6

QC10B. If QC1A=1 (bus) or QC1A = 3 (both) ASK: ROTATE

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Refused	Not applicable
a) I feel safe when traveling on buses before 6 PM	1	2	3	4	5	6
b) I feel safe when traveling on buses after 6 PM	1	2	3	4	5	6
c) I feel safe when I wait for a bus at a bus stop before 6 PM	1	2	3	4	5	6
d) I feel safe when I wait for a bus at a bus stop after 6 PM	1	2	3	4	5	6
e) Buses are generally free of nuisance behaviours (peddlers, intoxicated riders, loud or noisy talkers, rude riders, etc.)	1	2	3	4	5	6

QC11A. 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?

   1 [   ] YES   2 [   ] NO **>>>>>> SKIP TO QC12**

QC11B. **IF YES, ASK:** 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]

   1 [   ] I couldn't get through on the complaints line
   2 [   ] I didn't know how to make a complaint
   3 [   ] I didn't think it would do any good to complain
   4 [   ] I forgot
   5 [   ] I didn't know the number to call to make a complaint
      (**note to interviewer: this is different from category #2)**
   6 [   ] It wasn't important enough/ I couldn't be bothered
   7 [   ] Other _____

QC12. Calgary Transit provides information to customers in a number of ways. I would like to ask you about your use of these information sources. In an average month, how many times would you access/use the following information sources:
   READ ALL.

   a) Customer Call Centre (262-1000)?   [   ] times per month
   b) TeleRide System (974-4000)?   [   ] times per month
   c) Calgary Transit web site (www.calgarytransit.com)?   [   ] times per month
   d) Calgary Transit on Google Transit?   [   ] times per month
   e) Calgary Transit on Twitter?   [   ] times per month
   f) Calgary Transit email alerts?   [   ] times per month

QC13. **[FOR INFORMATION SOURCES THE RESPONDENT ACCESSED IN AN AVERAGE MONTH]** How would you rate the quality of the information provided by these sources?

	Excellent	Good	Satisfactory	**Poor**	Very Poor	Refused
a) Customer Call Centre	1	2	3	4	5	6
b) TeleRide System	1	2	3	4	5	6
c) Calgary Transit web site	1	2	3	4	5	6
d) Calgary Transit on Google Transit	1	2	3	4	5	6
e) Calgary Transit on Twitter	1	2	3	4	5	6
f) Calgary Transit email alerts	1	2	3	4	5	6

QC14. In your opinion, what is the top priority for Calgary Transit to invest in for further service improvements?

   _____

QC15. 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 [   ] Maybe/Perhaps   [   ] No

   IF CONDITIONAL "YES", Specify
condition(s):_____

QC16. 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..

    1 [   ] There are many good reasons to continue using Calgary Transit, and no good reasons to change to another method of travel.

    2 [   ] 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.

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

QC17. How often do you recommend Calgary Transit service to your friends or family?
        [READ CATEGORIES]

    1 [   ] Frequently   2 [   ] Sometimes   3 [   ] Never

QALL1. 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?

    1 [   ] Increase in property taxes
    2 [   ] Increase in transit fares
    3 [   ] Both (DO NOT READ)
    4 [   ] Don't know (DO NOT READ)
    5 [   ] Other (specify:_____) (DO NOT READ)

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.

D1. What age group are you in?
        [READ GROUP CATEGORIES]

    [ ] 1 15 to 19 yrs
    [ ] 2 20 to 24 yrs
    [ ] 3 25 to 34 yrs
    [ ] 4 35 to 44 yrs
    [ ] 5 45 to 54 yrs
    [ ] 6 55 to 64 yrs
    [ ] 7 65 or over
    [ ] 8 Refused
    (IF S3=0, go to Thank)

D2.   What community do you live in?
        _____

D3. What is your postal code?
    ____ ____ ____ ____ ____ ____

D4.   **(REGULAR TRANSIT USERS ONLY)** For how many years have you been a regular Calgary Transit user?

# of years: _____

D5. And which of the following income groups includes your annual household income, before taxes, in 2010? **[READ LIST]**

1 [ ] Less than $15,000   6 [ ] $55,000 to less than $65,000
2 [ ] $15,000 to less than 25,000   7 [ ] $65,000 to less than $75,000
3 [ ] $25,000 to less than 35,000   8 [ ] $75,000 to less than $85,000
4 [ ] $35,000 to less than 45,000   9 [ ] $85,000 to less than $100,000
5 [ ] $45,000 to less than 55,000   10 [ ] $100,000 or more
                                           11 [ ] Refused/Don't know

D6.   How many members of your household are in the following age groups? (READ)

___newborn to 12
___13 to 19
___ 20 to 24
___ 25 to 44
___ 45 to 64
___ 65 or older

D7.   How many times per day do you use the following technologies in your everyday life? **[READ LIST]**

Smartphone (examples: iPhone, Blackberry, Android phone)   [   ] times per day
Internet   [   ] times per day
Personal or Work Computer   [   ] times per day

D8.   How many vehicles does your household have available for everyday use?

# of vehicles: _____

Thank Thank you for participating in this survey today. May I have your first name in case my supervisor wants to confirm this interview: _____

Thank you for your time and for participating in the survey today. Have a good evening (afternoon).

D9.   Male [ ] 1 Female [ ] 2

Telephone Number: (###) ###-####
Interviewer #: ___

APPENDIX B

Survey Fielding Periods

2011	October 17 to 27
2010	November 10 to 25
2009	November 10 to 19
2008	November 4 to 31
2007	December 7 to 19
2006	October 13 to 31
2005	December 5 to 20
2004	September 9 to 25
2003	November 24 to December 3
2002	October 2 to 9

APPENDIX C

CALL RESULTS SUMMARY

Call Summary		
Final Call Result	**Number**	**Proportion**
Customer Satisfaction Survey	521	43%
Non-User Monitoring	690	57%
Total	**1211**	**100%**

APPENDIX D

RESPONDENT PROFILE

Characteristics	Descriptions	Latest Civic Census	% of Survey Respondents											
			2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2000	1999
Gender	Male	50	50	47	49	45	43	46	48	39	50	49	47	46
	Female	50	50	53	51	55	57	54	52	61	50	51	53	54
	Total	100	100	100	100	100	100	100	100	100	100	100	100	100
Age	15 to 19 years	7	14	20	20	18	15	19	20	22	22	21	20	23
	20 to 24 years	9	16	10	10	13	12	10	11	11	13	11	10	13
	25 to 34 years	20	22	18	20	20	17	21	16	17	13	17	15	20
	35 to 44 years	20	16	19	20	19	16	19	18	16	16	18	21	18
	45 to 54 years	19	15	13	16	14	16	14	15	14	16	16	15	12
	55 to 64 years	13	10	10	5	8	13	9	9	7	8	6	8	2
	Over 64 years	12	7	9	8	8	10	8	10	12	12	11	12	11
	Refused	-	<1	<1	<1	<1	1	<1	1	1	1	0	1	1
	Total	100	100	100	100	100	100	100	100	100	100	100	100	100
Household Income	Less than $15,000		3	5	4	6	5	5	5	7	7	7	8	7
	$15,000 to < $25,000		6	6	5	5	5	4	6	10	9	9	8	11
	$25,000 to < $35,000		6	7	4	5	6	7	7	7	9	10	10	9
	$35,000 to < $45,000		6	5	5	4	5	9	6	6	7	8	9	7
	$45,000 to < $55,000		7	5	4	4	8	6	6	8	5	8	10	7
	$55,000 to < $65,000	n/a	3	4	3	6	5	5	5	6	4	6	8	7
	$65,000 to < $75,000		4	5	3	5	5	5	4	3	19	21	22	17
	$75,000 to < $85,000		4	5	3	4	5	4	4	5	-	-	-	-
	$85,000 to < $100,000		5	6	4	6	5	7	5	6	-	-	-	-
	$100,000 or more		21	18	18	15	16	14	12	8	-	-	-	-
	Refused/Don't know		33	32	46	15	33	35	40	35	41	31	27	35
	Total		100	100	100	100	100	100	100	100	100	100	100	100
Area of Residence	Northwest	21	27	25	29	27								
	North Central	13	10	13	10	10								
	Northeast	14	15	16	10	4								
	City Centre	4	5	4	3	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	West	16	12	13	18	20								
	Southwest	11	12	10	14	15								
	Southeast	22	19	17	16	19								
	Total	100	100	100	100	100								
Family Life Stage	Young Adults		23	18	19	21								
	Early Nest		19	23	28	24								
	Nest with Youth		20	27	21	23								
	Late Nest	n/a	17	7	11	8	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Mid-aged adult(s)		11	14	13	13								
	Seniors(s)		7	9	8	8								
	Refused		3	1	1	3								
	Total		100	100	100	100								
Vehicle Ownership	(Mean average) All		1.6	1.8										
	Transit Users	n/a	1.6	1.6	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Non-users		n/a	1.9										

(table title: **Calgary Transit Customer - Respondent Profile**)

Implications of Data Weighting for Customers and Non-Customers			
Age Groups	**% of Data**		
	Raw	**Weighted**	**Calgary Census**
15 to 19 years	8	7	7
20 to 24 years	7	9	9
25 to 34 years	15	20	20
35 to 44 years	20	20	20
45 to 54 years	19	19	19
55 to 64 years	17	12	13
65 or over	13	12	12
Refused	1	1	n/a
Total	100	100	100

APPENDIX E

ADDITIONAL DATA

Data Associated with Section 2.0:

Overall service provided by the Transit system in Calgary

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	968 19.9%	116 24.0% dFg	94 19.2% F	119 24.3% dFg	85 17.7% acfh	96 19.6% F	63 12.9% ABCdE gHIJ	89 18.2% acf	109 22.9% dF	97 20.0% F	100 20.3% F
Good	2372 48.8%	235 48.7% g	233 47.6% dg	228 46.5% dG	261 54.3% bcelj	226 46.1% dG	235 48.3% g	273 55.7% abCEfh IJ	231 48.6% g	217 44.7% DG	233 47.3% dG
Satisfactory	1166 24.0%	102 21.1% F	119 24.3% f	111 22.7% F	106 22.0% F	123 25.1%	148 30.4% AbCDG hi	102 20.8% F	114 24.0% f	114 23.5% f	127 25.8%
Poor	285 5.9%	21 4.3% el	30 6.1% i	23 4.7% el	24 5.0% I	38 7.8% acgH	33 6.8% h	22 4.5% el	17 3.6% Efl	48 9.9% AbCDG Hj	29 5.9% i
Very Poor	73 1.5%	9 1.9%	13 2.7% ghj	9 1.8%	5 1.0%	7 1.4%	8 1.6%	4 0.8% b	4 0.8% b	10 2.1%	4 0.8% b
Mean SD	2.20 0.88	2.11 0.88 beFI	2.25 0.93 acgH	2.13 0.90 beFI	2.17 0.81 Fi	2.25 0.91 acgH	2.36 0.85 ACDG HJ	2.14 0.79 beFI	2.11 0.82 BEFI	2.29 0.96 ACdGH	2.20 0.86 F

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Data Associated with Section 3.1:

Convenience of purchasing tickets and passes

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	1625 33.8%	163 34.0%	176 35.6% gh	189 39.1% FGHi	183 38.5% fGHi	181 37.5% fGH	147 30.8% Cde	136 28.5% bCDE	135 28.2% bCDE	157 32.2% cd	158 33.3%
Good	2218 46.1%	234 48.9%	240 48.5%	207 42.9% gh	217 45.7%	214 44.3%	212 44.4%	238 49.8% ci	237 49.6% c	212 43.4% g	207 43.6%
Satisfactory	726 15.1%	52 10.9% FHIJ	61 12.3% FhiJ	65 13.5% Fij	57 12.0% FhIJ	65 13.5% Fij	95 19.9% ABCDE g	71 14.9% f	82 17.2% Abd	89 18.2% AbcDe	89 18.7% ABcDe
Poor	212 4.4%	24 5.0%	15 3.0% gi	21 4.3%	16 3.4%	20 4.1%	20 4.2%	27 5.6% b	22 4.6%	28 5.7% b	19 4.0%
Very Poor	31 0.6%	6 1.3%	3 0.6%	1 0.2%	2 0.4%	3 0.6%	4 0.8%	6 1.3%	2 0.4%	2 0.4%	2 0.4%
Mean SD	1.92 0.85	1.91 0.87	1.85 0.80 FGHI	1.84 0.83 FGHIj	1.81 0.80 FGHIj	1.86 0.84 fGhi	2.00 0.87 BCDe	2.01 0.88 BCDE	1.99 0.82 BCDe	1.99 0.88 BCDe	1.95 0.85 cd

Significance Tests Between Columns: Lower case: p<.05 Upper case: p<.01

Having courteous and helpful staff

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	1121 23.9%	115 24.1% f	125 25.5% F	124 26.4% F	112 24.2% f	115 24.7% f	82 18.1% aBCdeI J	102 21.9%	101 21.3% i	130 27.2% Fh	115 25.1% F
Good	2374 50.5%	253 52.9%	242 49.3%	238 50.6%	239 51.7%	226 48.6%	224 49.3%	251 53.9% j	249 52.4%	236 49.4%	216 47.2% g
Satisfactory	920 19.6%	83 17.4% f	96 19.6%	82 17.4% f	88 19.0%	96 20.6%	107 23.6% aci	87 18.7%	95 20.0%	86 18.0% f	100 21.8%
Poor	223 4.7%	21 4.4%	21 4.3%	18 3.8% f	19 4.1%	18 3.9% f	32 7.0% ce	24 5.2%	25 5.3%	24 5.0%	21 4.6%
Very Poor	59 1.3%	6 1.3%	7 1.4%	8 1.7%	4 0.9%	10 2.2% gi	9 2.0% gi	2 0.4% ef	5 1.1%	2 0.4% ef	6 1.3%
Mean SD	2.09 0.85	2.06 0.84 F	2.07 0.86 F	2.04 0.86 F	2.06 0.82 F	2.10 0.89 F	2.26 0.90 ABCDE GhIJ	2.08 0.80 F	2.12 0.84 f	2.02 0.83 F	2.10 0.87 F

Significance Tests Between Columns: Lower case: p<.05 Upper case: p<.01

Providing for customer safety and security

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	1012 20.6%	117 23.6% FGh	114 22.8% FGh	116 23.5% FGh	101 20.7% Fg	113 23.4% FGh	69 14.2% ABCDE IJ	76 15.7% ABCdE Ij	86 17.6% abcei	115 23.5% FGh	105 21.4% Fg
Good	2394 48.8%	255 51.4%	247 49.4%	228 46.2% g	253 51.8%	221 45.9% g	222 45.7% g	257 53.0% cefi	253 51.6%	224 45.7% g	234 47.7%
Satisfactory	1058 21.6%	83 16.7% eFij	101 20.2% F	106 21.5% f	101 20.7% F	107 22.2% af	138 28.4% ABcDe Ghj	97 20.0% F	105 21.4% f	113 23.1% a	107 21.8% af
Poor	346 7.1%	31 6.3% f	27 5.4% Fg	32 6.5%	24 4.9% Fgh	30 6.2% f	48 9.9% aBDe	43 8.9% bd	40 8.2% d	33 6.7%	38 7.7%
Very Poor	91 1.9%	10 2.0%	11 2.2%	11 2.2%	9 1.8%	11 2.3%	9 1.9%	12 2.5%	6 1.2%	5 1.0%	7 1.4%
Mean SD	2.21 0.91	2.12 0.91 FGh	2.15 0.91 Fg	2.18 0.94 Fg	2.15 0.87 Fg	2.18 0.94 F	2.40 0.91 ABCDE HIJ	2.29 0.92 Abcdi	2.24 0.88 aF	2.16 0.90 Fg	2.20 0.91 F

Significance Tests Between Columns: Lower case: p<.05 Upper case: p<.01

Providing scheduling and route information

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	1145 23.7%	127 26.0% Fghj	138 27.8% FGHiJ	140 28.6% FGHiJ	134 28.0% FGHiJ	123 25.2% fj	90 18.9% ABCDe	96 20.1% aBCD	98 20.1% aBCD	106 22.0% bcd	93 19.5% aBCDe
Good	2305 47.6%	228 46.7%	226 45.6%	236 48.3%	235 49.1%	226 46.2%	217 45.5%	229 47.9%	243 49.8%	239 49.7%	226 47.5%
Satisfactory	913 18.9%	89 18.2% Fj	82 16.5% FJ	69 14.1% FghJ	73 15.2% FghJ	87 17.8% Fj	121 25.4% ABCDE I	97 20.3% cd	99 20.3% cd	83 17.3% Fj	113 23.7% aBCDei
Poor	400 8.3%	40 8.2%	41 8.3%	41 8.4%	29 6.1% g	41 8.4%	40 8.4%	49 10.3% d	40 8.2%	38 7.9%	41 8.6%
Very Poor	78 1.6%	4 0.8% ei	9 1.8%	3 0.6% el	8 1.7%	12 2.5% acj	9 1.9%	7 1.5%	8 1.6%	15 3.1% aCJ	3 0.6% el
Mean SD	2.17 0.93	2.11 0.91 Fgj	2.11 0.96 Fgj	2.04 0.90 eFGHIJ	2.04 0.91 eFGHIJ	2.17 0.98 cdf	2.29 0.93 ABCDe	2.25 0.94 abCD	2.22 0.91 CD	2.20 0.97 CD	2.23 0.88 abCD

Significance Tests Between Columns: Lower case: p<.05 Upper case: p<.01

Cleanliness

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	682 13.7%	85 17.0% dFgi	69 13.8% F	87 17.5% dFgi	60 12.1% aceF	83 16.7% dFgi	34 6.8% ABCDE GHIJ	60 12.1% aceF	74 14.9% F	61 12.2% aceF	69 13.9% F
Good	2457 49.3%	254 50.7% F	243 48.5%	256 51.4% F	242 48.7% F	240 48.3% f	212 42.5% ACdHIJ	233 46.9% i	253 50.8% F	267 53.6% Fg	257 51.7% F
Satisfactory	1343 27.0%	125 25.0% F	141 28.1% c	112 22.5% bdFg	144 29.0% c	120 24.1% F	162 32.5% ACEhi	147 29.6% c	128 25.7% f	129 25.9% f	135 27.2%
Poor	427 8.6%	33 6.6% Fg	38 7.6% F	34 6.8% F	42 8.5% F	45 9.1% F	80 16.0% ABCDE GHIJ	50 10.1% aFj	39 7.8% F	35 7.0% F	31 6.2% Fg
Very Poor	74 1.5%	4 0.8%	10 2.0%	9 1.8%	9 1.8%	9 1.8%	11 2.2%	7 1.4%	4 0.8%	6 1.2%	5 1.0%
Mean SD	2.35 0.87	2.24 0.84 bDFG	2.36 0.88 acF	2.24 0.88 bDFG	2.39 0.87 ACF	2.31 0.92 F	2.64 0.91 ABCDE GHIJ	2.42 0.88 ACFhj	2.29 0.84 Fg	2.31 0.82 F	2.29 0.82 Fg

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Convenience of connections and transfers

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	717 16.2%	82 18.3% Fg	70 14.9% cf	89 19.9% bFG	86 19.2% Fg	80 17.7% F	43 10.1% AbCDE HiJ	57 13.2% aCd	75 17.0% F	66 15.1% f	69 16.5% F
Good	2043 46.3%	221 49.4% cF	219 46.6%	189 42.3% ah	207 46.3%	208 45.9%	173 40.7% AgHi	205 47.6% f	220 49.8% cF	210 48.1% f	191 45.7%
Satisfactory	1053 23.8%	98 21.9% F	115 24.5% f	89 19.9% Fj	90 20.1% Fj	100 22.1% F	133 31.3% AbCDE hi	109 25.3%	104 23.5% f	106 24.3% f	109 26.1% cd
Poor	474 10.7%	36 8.1% Cf	51 10.9%	64 14.3% AHj	46 10.3%	52 11.5%	56 13.2% aH	45 10.4%	34 7.7% CF	49 11.2%	41 9.8% c
Very Poor	130 2.9%	10 2.2% f	15 3.2%	16 3.6% i	18 4.0% i	13 2.9%	20 4.7% ahlj	15 3.5% i	9 2.0% f	6 1.4% cdFg	8 1.9% f
Mean SD	2.38 0.98	2.26 0.93 bFG	2.41 0.97 aFh	2.39 1.07 F	2.34 1.03 F	2.36 0.99 F	2.62 0.99 ABCDE GHIJ	2.43 0.96 AFh	2.28 0.91 bFg	2.36 0.92 F	2.35 0.93 F

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Value for Money

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	1051 21.2%	125 25.3% fGHj	114 22.7% gh	122 24.5% GHj	115 23.3% gh	108 22.0%	96 19.5% a	87 17.5% AbCd	86 17.3% AbCd	104 20.9%	94 19.0% ac
Good	2270 45.8%	232 47.0%	232 46.1%	220 44.3% g	238 48.2% ij	236 48.2% ij	226 45.9%	257 51.7% chIJ	220 44.4% g	205 41.2% deG	204 41.1% deG
Satisfactory	1149 23.2%	91 18.4% cFHiJ	108 21.5%	118 23.7% a	106 21.5%	109 22.2%	125 25.4% A	111 22.3%	130 26.2% A	120 24.1% a	131 26.4% A
Poor	411 8.3%	38 7.7%	40 8.0%	30 6.0% hiJ	31 6.3% hiJ	31 6.3% hiJ	44 8.9%	39 7.8%	51 10.3% cde	52 10.5% cde	55 11.1% CDE
Very Poor	75 1.5%	8 1.6% f	9 1.8% f	7 1.4% f	4 0.8% lj	6 1.2% i	1 0.2% abchlJ	3 0.6% lj	9 1.8% f	16 3.2% DeFG	12 2.4% dFg
Mean SD	2.23 0.93	2.13 0.94 HIJ	2.20 0.94 hiJ	2.15 0.91 HIJ	2.13 0.87 fHIJ	2.17 0.88 HIJ	2.24 0.88 dj	2.22 0.85 hj	2.35 0.94 AbCDE g	2.34 1.02 AbCDE	2.37 0.99 ABCDE fg

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Length of travel time

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	796 16.0%	88 17.6% f	82 16.3%	83 16.7%	99 19.9% FgJ	78 15.8%	61 12.3% aDh	74 14.8% d	86 17.2% f	77 15.4%	68 13.6% D
Good	2353 47.2%	251 50.3% fi	253 50.4% fi	241 48.5%	230 46.3%	228 46.1%	209 42.3% abgH	246 49.3% f	253 50.6% Fij	220 44.1% abh	222 44.4% h
Satisfactory	1307 26.2%	126 25.3% f	114 22.7% Fj	127 25.6% f	110 22.1% eFij	137 27.7% d	156 31.6% aBcDgh	125 25.1% f	126 25.2% f	140 28.1% d	146 29.2% bd
Poor	412 8.3%	26 5.2% bdeFgIJ	43 8.6% a	35 7.0% f	43 8.7% a	42 8.5% a	53 10.7% AcH	42 8.4% a	28 5.6% FiJ	49 9.8% Ah	51 10.2% AH
Very Poor	114 2.3%	8 1.6%	10 2.0%	11 2.2%	15 3.0%	10 2.0%	15 3.0%	12 2.4%	7 1.4%	13 2.6%	13 2.6%
Mean SD	2.34 0.92	2.23 0.85 eFgIJ	2.29 0.91 Fj	2.30 0.90 Fj	2.29 0.98 Fj	2.35 0.91 afh	2.50 0.95 ABCDeGH	2.34 0.91 aF	2.23 0.85 eFIJ	2.40 0.95 AH	2.44 0.94 AbcdH

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Being on Time

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	806 16.2%	102 20.5% bFGIJ	77 15.3% af	84 16.9% F	96 19.4% Fgij	96 19.4% Fgij	53 10.7% AbCDE H	68 13.8% Adeh	92 18.5% Fgj	71 14.3% Ade	67 13.6% Adeh
Good	2212 44.5%	234 47.1% Fj	231 45.8% Fj	254 51.2% eFglJ	236 47.6% Fj	213 43.0% cfh	175 35.3% ABCDe GHi	217 43.9% cF	246 49.4% eFiJ	211 42.4% Cfh	195 39.6% abCdH
Satisfactory	1260 25.4%	117 23.5% Fj	137 27.2% h	111 22.4% FJ	112 22.6% FJ	120 24.2% fj	154 31.0% ACDeH	126 25.5%	106 21.3% bFJ	128 25.7%	149 30.2% aCDeH
Poor	533 10.7%	31 6.2% bFGIJ	49 9.7% aF	37 7.5% FGiJ	41 8.3% FGiJ	47 9.5% F	97 19.6% ABCDE GHIJ	66 13.4% ACDFH	38 7.6% FGiJ	61 12.2% AcdFh	66 13.4% ACDFH
Very Poor	156 3.1%	13 2.6% i	10 2.0% I	10 2.0% I	11 2.2% I	19 3.8%	17 3.4%	17 3.4%	16 3.2%	27 5.4% aBCD	16 3.2%
Mean SD	2.40 0.98	2.23 0.93 bFGIJ	2.37 0.92 aFiJ	2.26 0.90 FGIJ	2.26 0.94 FGIJ	2.35 1.02 FgiJ	2.70 1.01 ABCDE GHIJ	2.49 1.00 ACDeF H	2.28 0.96 FGIJ	2.52 1.05 AbCDe FH	2.53 0.99 ABCDE FH

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Service frequency

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	638 12.8%	78 15.6% eFg	61 12.1%	71 14.3% F	77 15.6% eFg	55 11.1% ad	43 8.7% ACDhij	53 10.7% ad	67 13.5% f	68 13.6% f	65 13.1% f
Good	2089 42.0%	215 43.0% h	215 42.7% h	186 37.4% HI	199 40.2% H	200 40.4% H	187 37.6% HI	212 42.9% h	247 49.6% abCDE FgJ	229 45.9% CF	199 40.1% H
Satisfactory	1324 26.6%	129 25.8% J	129 25.6% fJ	124 24.9% fJ	119 24.0% FJ	121 24.4% fJ	156 31.4% bcDeHI	145 29.4% hi	115 23.1% FgJ	119 23.8% FgJ	167 33.7% ABCDE HI
Poor	754 15.2%	63 12.6% CEf	76 15.1%	94 18.9% AHiJ	84 17.0% hJ	93 18.8% AHiJ	89 17.9% aHJ	71 14.4%	59 11.8% CdEF	70 14.0% ce	55 11.1% CDEF
Very Poor	169 3.4%	15 3.0%	22 4.4% hj	22 4.4% hj	16 3.2%	26 5.3% gHiJ	22 4.4% hj	13 2.6% e	10 2.0% bcEf	13 2.6% e	10 2.0% bcEf
Mean SD	2.54 1.01	2.44 1.00 CEF	2.57 1.03 fH	2.62 1.08 AHij	2.52 1.05 eFh	2.67 1.07 AdHIJ	2.72 1.00 AbDGH IJ	2.55 0.95 FH	2.39 0.93 BCdEF G	2.46 0.98 cEF	2.49 0.93 cEF

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Not being overcrowded

N=5005	Total		Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	341 6.9%	51 10.2% DEFGI	35 7.0%	43 8.7% dEFG	26 5.2% AcH	21 4.2% ACHj	23 4.6% ACHj	22 4.5% ACHj	52 10.4% DEFGI	28 5.6% AH	40 8.0% efg
Good	1372 27.6%	156 31.2% DEF	140 27.9% dEI	130 26.3% ehI	110 22.1% AbgHIj	99 20.0% ABcGH IJ	118 23.6% AHI	137 27.8% dEI	164 32.8% cDEF	178 35.7% BCDEF Gj	140 28.2% dEi
Satisfactory	1402 28.2%	131 26.2%	149 29.7%	133 26.9%	139 27.9%	131 26.4%	127 25.5% hj	134 27.2%	158 31.6% f	145 29.1%	155 31.2% f
Poor	1256 25.2%	112 22.4% EFh	123 24.5% eFH	126 25.5% efH	138 27.7% HI	156 31.5% AbcHIj	164 32.9% ABcgHI J	130 26.4% fHi	86 17.2% aBCDE FGJ	101 20.2% DEFg	120 24.1% eFH
Very Poor	607 12.2%	50 10.0% DE	55 11.0% DE	63 12.7% ehj	85 17.1% ABHIJ	89 17.9% ABcHIJ	67 13.4% Hij	69 14.0% HiJ	40 8.0% cDEFG	47 9.4% DEfg	42 8.5% cDEfG
Mean SD	3.08 1.13	2.91 1.16 cDEFG	3.05 1.11 DEFH	3.07 1.17 aDEFHi	3.29 1.14 ABCHI J	3.39 1.12 ABCG HIJ	3.27 1.10 ABCHI J	3.18 1.12 AEHIJ	2.80 1.09 BCDEF Gj	2.92 1.08 cDEFG	2.97 1.09 DEFGh

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

			City Area							
			North west	North Central	North east	South east	South west	West	Centre City	Total
Not Being Overcrowded	Excellent	Count	10	3	7	5	2	9	1	37
		%	7.5%	5.8%	9.1%	5.3%	3.6%	15.0%	4.3%	7.5%
	Good	Count	37	18	24	26	10	17	10	142
		%	27.8%	34.6%	31.2%	27.7%	17.9%	28.3%	43.5%	28.7%
	Satisfactory	Count	47	18	26	27	17	18	8	161
		%	35.3%	34.6%	33.8%	28.7%	30.4%	30.0%	34.8%	32.5%
	Poor	Count	33	4	15	24	21	15	3	115
		%	24.8%	7.7%	19.5%	25.5%	37.5%	25.0%	13.0%	23.2%
	Very Poor	Count	6	9	5	12	6	1	1	40
		%	4.5%	17.3%	6.5%	12.8%	10.7%	1.7%	4.3%	8.1%
	Total	Count	133	52	77	94	56	60	23	495
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Importance of Service Attributes (Most & Second Most Important)											
Service Attributes	**% of Respondents**											
	2011✥✥	**2010**	**2009**	**2008**	**2007**	**2006**	**2005**	**2004**	**2003**	**2002**	**2000**	**1999**
Being on time	49	49	50	50	55	45	43	47	57	47	41	48
Service frequency	28	29	26	33	35	37	37	40	35	29	33	30
Not being overcrowded	16	19	18	21	32	31	29	20	15	16	14	18
Providing for customer safety and security	15	16	14	18	14	12	12	12	13	13	9	10
Cleanliness	8	9	11	14	10	8	10	8	7	7	5	8
Value for money	9	10	11	11	8	9	9	11	12	9	11	9
Length of travel time	9	10	7	7	4	7	8	8	5	6	8	9
Directness of trip	9	7	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Having access bus stops/CTrain stations✥	7	5	4	3	3	4	5	2	4	3	5	5
Having courteous and helpful staff	6	9	12	15	9	11	8	11	11	15	10	11
Convenience of connections and transfers	5	9	16	8	7	14	14	16	12	13	14	10
Service to places I want to go	5	6	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Providing scheduling and route information	4	3	2	2	5	8	4	4	5	2	5	4
Start and stop times for service	3	3	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Convenience of purchasing tickets and passes	2	2	1	1	1	2	1	2	2	1	-	3
Note: In surveys previous to 2010, only most and second most important service attributes have been measured. As such, the data presented in this table provide results for these two responses using the 2010 data. ✥ In surveys previous to 2010, the item was 'Easy access to bus stops.' ✥✥Listed in order as presented in Figure 3.3.												

Data Associated with Section 3.3:

Correlated versus Stated Importance of Service Attributes (2011)

Correlated	Stated	
49%	49%	Being on time
48%	28%	Service frequency
32%	16%	Providing for customer safety and security
34%	16%	Not being overcrowded
45%	10%	Value for money
39%	10%	Directness of trip
39%	8%	Length of travel time
39%	8%	Cleanliness
42%	8%	Having courteous & helpful staff
37%	7%	Having access to bus stops/CTrain stations
40%	6%	Convenience of connections and transfers
35%	5%	Service to places I want to go
35%	5%	Providing scheduling and route information
35%	3%	Start and stop times for service
33%	2%	Convenience of purchasing tickets and passes

Legend: ■ Stated Importance □ Correlated Importance

Correlated versus Stated Importance
of Service Attributes (2010)

Correlated	Stated*	
57%	49%	Being on time
49%	29%	Service frequency
42%	9%	Courteous and helpful staff
42%	10%	Length of travel time
42%	9%	Convenience of connections
41%	6%	Services to places I want to go
31%	5%	Having access to bus stops/CTrains
40%	9%	Cleanliness
40%	16%	Providing for customer safety and security
38%	3%	Stop and start times for
38%	19%	Not being overcrowded
37%	3%	Providing scheduling and route information
34%	7%	Directness of trip
24%	2%	Convenience of purchasing tickets and passes

□ Correlated Importance ■ Stated Importance

*Note: Most and 2nd most important ratings.

**Correlated versus Stated Importance
of Service Attributes (2009)**

Correlated	Stated	
45%	50%	Being on time
42%	26%	Service frequency
35%	18%	Not being overcrowded
40%	18%	Convenience of Connections /Transfers
30%	14%	Providing for customer safety and security
48%	12%	Courteous and helpful staff
36%	11%	Cleanliness
42%	11%	Value for money
39%	8%	Route Layout
39%	7%	Length of travel time
34%	5%	Directness of trip
37%	4%	Easy access bus stops
36%	2%	Start and stop times for service
35%	2%	Providing scheduling and route information
25%	2%	Easy access to vehicles
27%	1%	CTrain station amenities
30%	1%	Bus stop amenities
29%	1%	Convenience of purchasing tickets and passes

Legend: Correlated Importance / Stated Importance

Correlated versus Stated Importance
of Service Attributes (2008)

Correlated	Stated	
41%	50%	Being on time
42%	33%	Service frequency
38%	21%	Not being overcrowded
37%	18%	Providing for customer safety and security
42%	15%	Having courteous and helpful staff
33%	14%	Cleanliness
38%	11%	Value for money
34%	10%	Route layout
40%	8%	Convenience of Connections and transfers
39%	7%	Length of travel time
24%	3%	Easy access bus stops
33%	3%	Bus stop amenities
35%	2%	CTrain station amenities
31%	2%	Providing scheduling and route information
29%	1%	Easy access to vehicles
22%	1%	Convenience of purchasing tickets and passes

Legend: ■ Correlated Importance ■ Stated Importance

Correlated versus Stated Importance
of Service Attributes (2007)

Correlated	Stated	
47%	56%	Being on time
48%	36%	Service frequency
30%	33%	Not being overcrowded
38%	14%	Providing for customer safety and security
31%	10%	Cleanliness
37%	9%	Having courteous and helpful staff
38%	8%	Value for money
43%	8%	Route layout
46%	7%	Convenience of Connections and transfers
38%	5%	Providing for scheduling and route information
48%	4%	Length of travel time
36%	3%	Easy access bus stops
31%	2%	Easy to access vehicles
27%	0%	Convenience of purchasing tickets and passes

□ Correlated Importance ■ Stated Importance

Correlated versus Stated Importance
of Service Attributes (2006)

Correlated	Stated	
46%	45%	Being on time
40%	37%	Service frequency
29%	31%	Not being overcrowded
49%	14%	Convenience of Connections and transfers
38%	12%	Providing for customer safety and security
42%	11%	Having courteous and helpful staff
38%	9%	Value for money
42%	9%	Route layout
31%	8%	Cleanliness
35%	8%	Providing for scheduling and route information
38%	7%	Length of travel time
36%	4%	Easy access bus stops
32%	3%	Easy to access vehicles
23%	2%	Convenience of purchasing tickets and passes

Legend: ☐ Correlated Importance ■ Stated Importance

Data Associated with Section 3.3:

Service attributes presented in Quadrant 1 (Q1) in the following Figures represent areas where disparities exist between customers' expectations and their ratings of Transit performance.   The service attributes positioned in Quadrant 2 (Q2) are generally satisfactory compared to other attributes. The attributes presented in Quadrants 3 (Q3) and 4 (Q4) represent lower priorities in terms of disproportionate gaps between members' expectations and the service performance. As such, these service attributes are considered to be less of a priority for improvement than those positioned in Quadrants 1 and 2.

Figure 3.4: Expectations/Performance Comparisons 2010

(Axes set at 40% Expectation and 3.7 Performance)
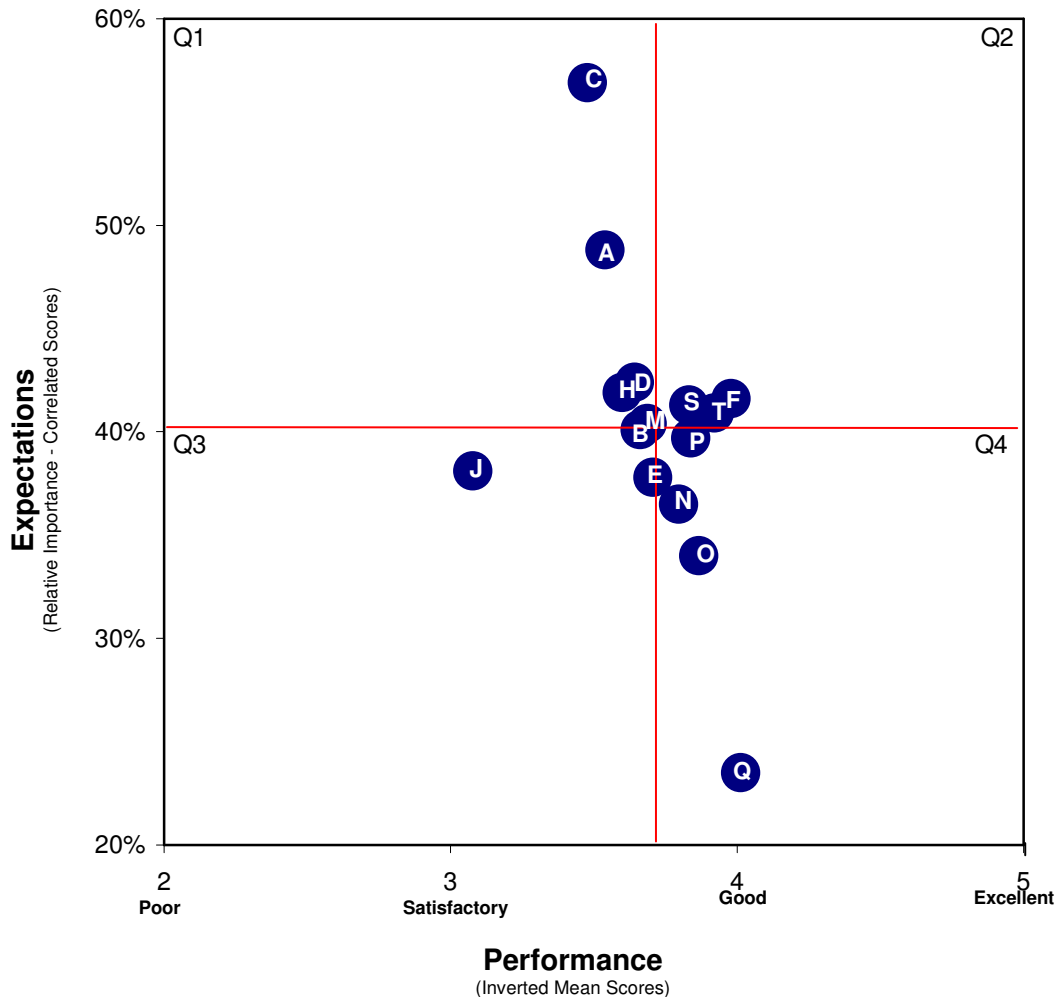
Q1 – Higher Expectation/ Lower Performance
A. Service frequency
C. Being on time
D. Convenience of connections and transfers
H. Length of travel time

Q2 – Higher Expectation/ Higher Performance
F. Providing courteous and helpful staff
S. Services to places I want to go
T. Having access to bus stops/CTrains

Q3 – Lower Expectation/ Lower Performance
B. Value for money
E. Start and stop times for service
J. Not being overcrowded
M. Cleanliness

Q4 – Lower Expectation/ Higher Performance
N. Providing scheduling and route information
O. Directness of trip
P. Providing for customer safety and security
Q. Convenience of purchasing tickets and passes

Figure 3.4: Expectations/Performance Comparisons 2009
(Axes set at 36% Expectation and 3.7 Performance)
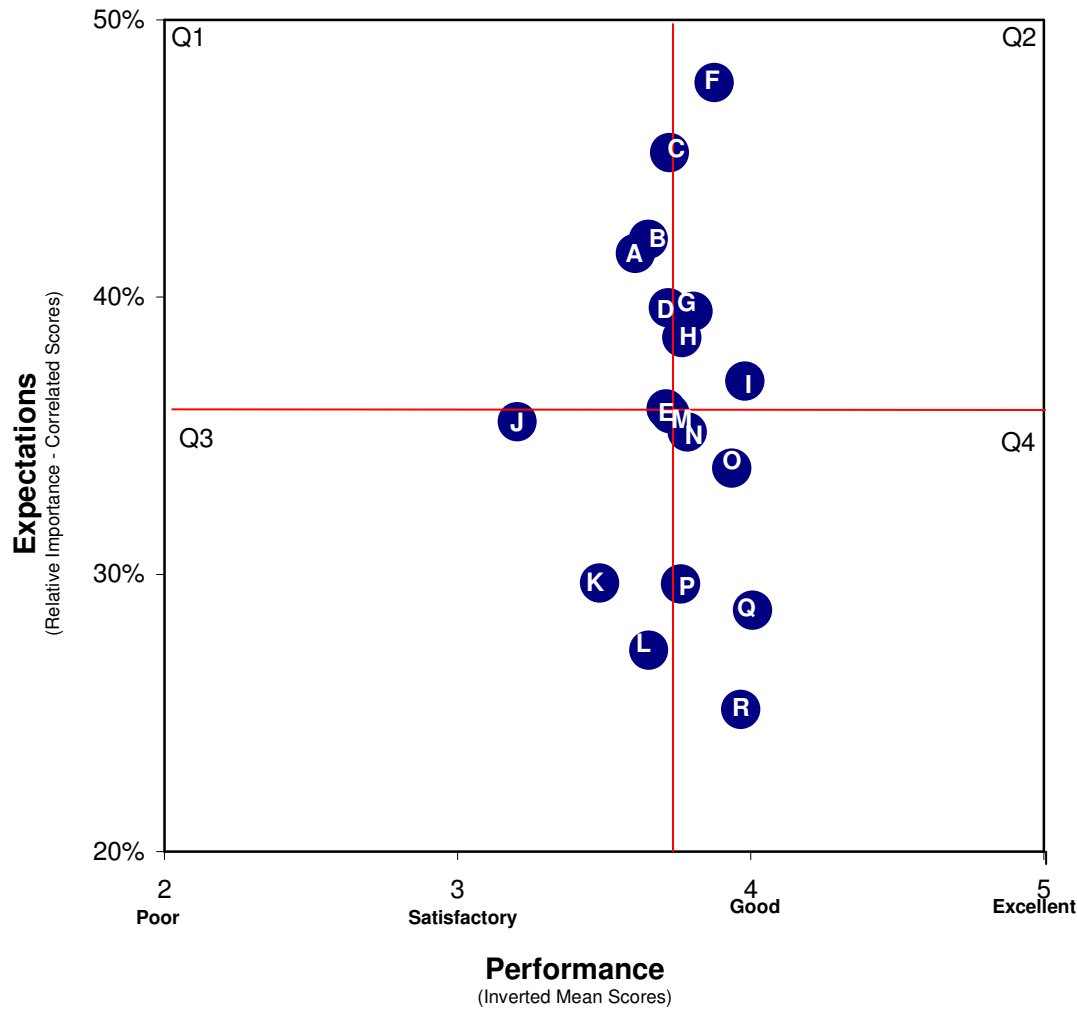
Q1 – Higher Expectation/ Lower Performance
A. Service frequency
B. Value for money
C. Being on time
D. Convenience of connections and transfers
E. Start and stop times for service

Q2 – Higher Expectation/ Higher Performance
F. Providing courteous and helpful staff
G. Route layout
H. Length of travel time
I. Easy access bus stops

Q3 – Lower Expectation/ Lower Performance
J. Not being overcrowded
K. Bus stop amenities
L. CTrain station amenities

Q4 – Lower Expectation/ Higher Performance
M. Cleanliness
N. Providing scheduling and route information
O. Directness of trip
P. Providing for customer safety and security
Q. Convenience of purchasing tickets and passes
R. Easy to access vehicles

Expectations/Performance Comparisons 2008

(Axes set at 35% Expectation and 3.8 Performance)

Expectations
(Relative Importance - Correlated Scores)

Performance
(Inverted Mean Scores)
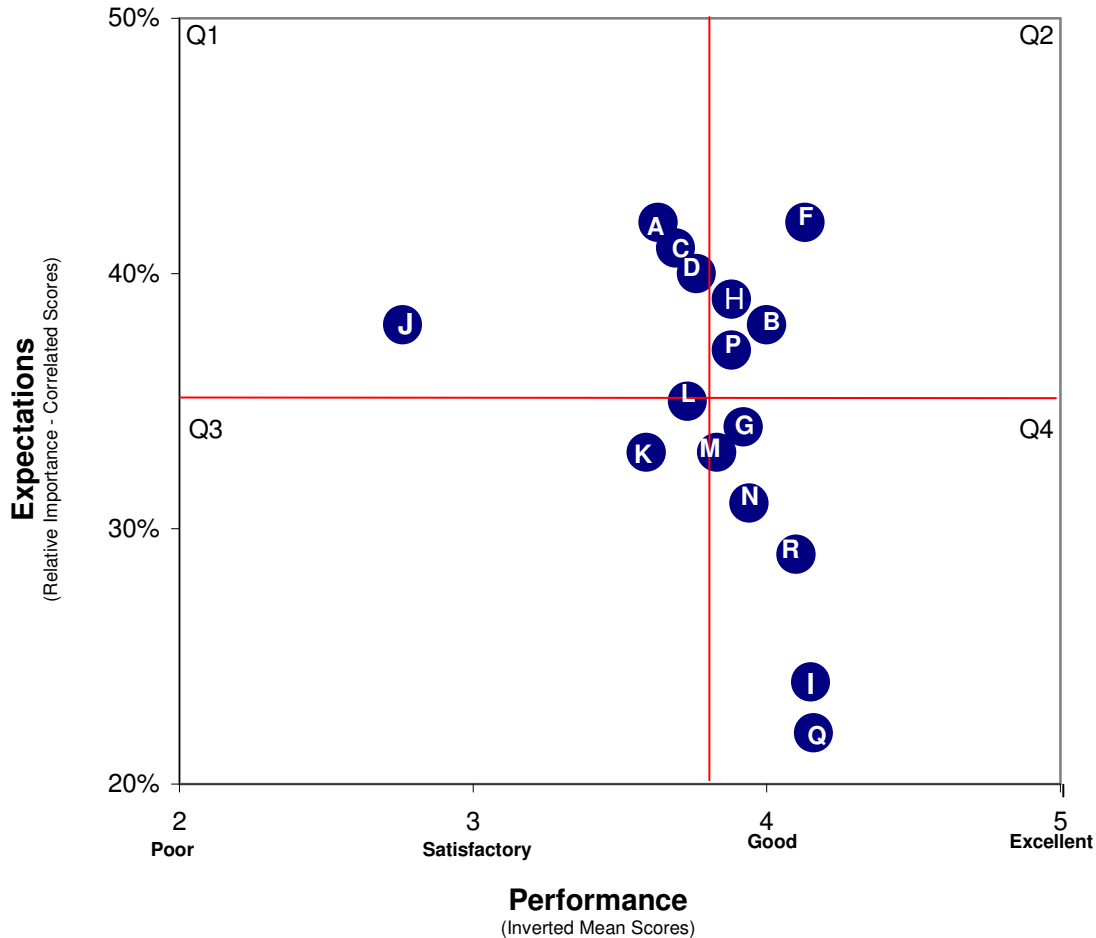
**Q1 – Higher Expectation/
Lower Performance**
A. Service frequency
C. Being on time
J. Not being overcrowded
D. Convenience of connections
and transfers

**Q2 – Higher Expectation/
Higher Performance**
F. Providing courteous and
helpful staff
H. Length of travel time
B. Value for money
P. Providing for customer safety
and security

**Q3 – Lower Expectation/
Lower Performance**
L. Ctrain station amenities
K. Bus stop amenities

**Q4 – Lower Expectation/
Higher Performance**
G. Route layout
M. Cleanliness
N. Providing scheduling and
route information
R. Easy to access vehicles
I. Easy access bus stops
Q. Convenience of purchasing
tickets and passes

Expectations/Performance Comparisons 2007

(Axes set at 38% Expectation and 3.6 Performance)
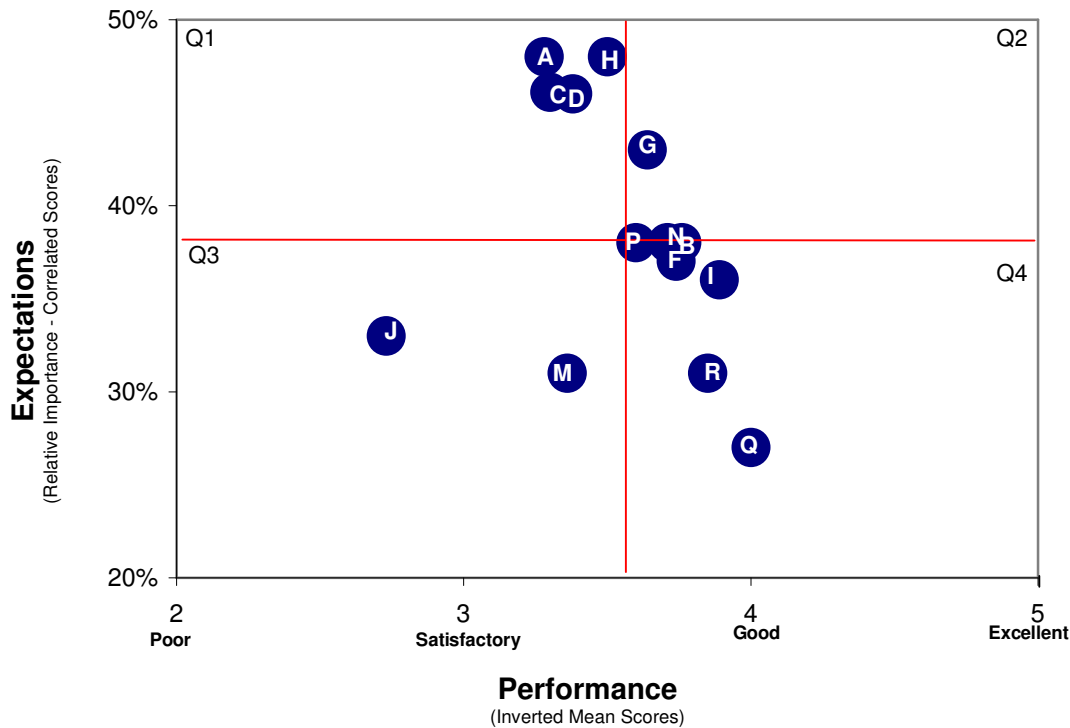
Q1 – Higher Expectation/ Lower Performance
A. Service frequency
C. Being on time
D. Convenience of connections and transfers
H. Length of travel time

Q2 – Higher Expectation/ Higher Performance
G. Route layout
P. Providing for customer safety and security
N. Providing scheduling and route information
B. Value for money

Q3 – Lower Expectation/ Lower Performance
J. Not being overcrowded
M. Cleanliness

Q4 – Lower Expectation/ Higher Performance
F. Providing courteous and helpful staff
I. Easy access bus stops
R. Easy to access vehicles
Q. Convenience of purchasing tickets and passes

Expectations/Performance Comparisons 2006

(Axes set at 37% Expectation and 3.7 Performance)
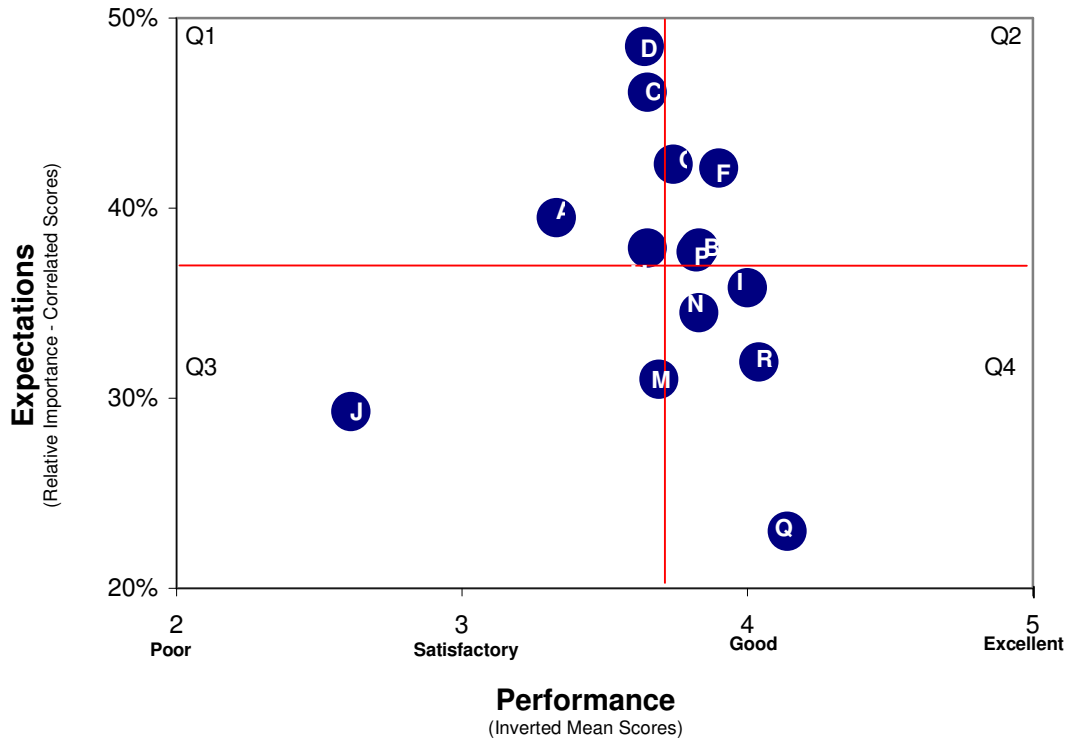
Q1 – Higher Expectation/ Lower Performance
A. Service frequency
D. Convenience of connections and transfers
C. Being on time
H. Length of travel time

Q2 – Higher Expectation/ Higher Performance
G. Route layout
F. Having courteous and helpful staff
P. Providing for customer safety and security
B. Value for money

Q3 – Lower Expectation/ Lower Performance
J. Not being overcrowded
M. Cleanliness

Q4 – Lower Expectation/ Higher Performance
N. Providing scheduling and route information
I. Easy access bus stops
R. Easy to access vehicles
Q. Convenience of purchasing tickets and passes

Data Associated with Section 3.4:

Overall, I feel Calgary Transit bus and CTrain drivers operate their vehicles safely

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	2584 52.0%	263 52.6% FH	286 57.7% FgH	283 56.9% FgH	285 57.7% FgH	281 56.7% FgH	197 39.6% ABCDE GIJ	250 50.3% bcdeFh	217 43.7% ABCDE gIJ	263 52.9% FH	259 52.1% FH
Somewhat agree	2164 43.6%	211 42.2% FH	185 37.3% FGHj	198 39.8% FgH	193 39.1% FgH	199 40.1% FgH	269 54.1% ABCDE gIJ	232 46.7% Bcdef	255 51.3% ABCDE Ij	206 41.4% FH	216 43.5% bFh
Somewhat disagree	159 3.2%	18 3.6% c	17 3.4%	8 1.6% aFhj	13 2.6% f	12 2.4% f	27 5.4% CdeGi	10 2.0% F	20 4.0% c	14 2.8% f	20 4.0% c
Strongly disagree	61 1.2%	8 1.6%	8 1.6%	8 1.6% I	3 0.6% i	4 0.8% i	4 0.8% i	5 1.0% i	5 1.0% i	14 2.8% DefghJ	2 0.4% I
Mean SD	1.54 0.62	1.54 0.65 dFh	1.49 0.65 FH	1.48 0.62 FH	1.46 0.58 aFgHi	1.47 0.59 FHi	1.67 0.61 ABCDE GIJ	1.54 0.59 dFh	1.62 0.61 aBCDE gj	1.56 0.69 deF	1.53 0.60 Fh

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Peace Officers on the CTrain demonstrate professionalism

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	1235 43.6%	0 0.0%	0 0.0%	145 42.5% fj	139 44.7% f	154 44.4% f	120 34.9% cdeIJ	141 40.9% J	156 41.4% J	180 47.9% F	200 50.8% cFGH
Somewhat agree	1318 46.5%	0 0.0%	0 0.0%	153 44.9% f	132 42.4% Fg	153 44.1% F	188 54.7% cDEIJ	174 50.4% dj	179 47.5%	169 44.9% F	170 43.1% Fg
Somewhat disagree	156 5.5%	0 0.0%	0 0.0%	23 6.7% fj	27 8.7% FJ	23 6.6% f	9 2.6% cDeh	17 4.9%	24 6.4% f	19 5.1%	14 3.6% cD
Strongly disagree	126 4.4%	0 0.0%	0 0.0%	20 5.9% ij	13 4.2%	17 4.9% i	27 7.8% gIJ	13 3.8% f	18 4.8% i	8 2.1% ceFh	10 2.5% cF
Mean SD	1.71 0.76	--- ---	--- ---	1.76 0.82 IJ	1.72 0.79 J	1.72 0.79 J	1.83 0.81 gIJ	1.72 0.73 fJ	1.75 0.78 iJ	1.61 0.68 CFh	1.58 0.68 CDEFGH

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

My experience while travelling on Calgary Transit buses and CTrains is usually pleasant

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	827 33.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	132 26.6% ghIJ	164 33.1% f	165 33.3% f	184 36.9% F	182 36.5% F
Somewhat agree	1435 57.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	308 62.0% ij	283 57.1%	290 58.5%	277 55.6% f	277 55.5% f
Somewhat disagree	177 7.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	45 9.1%	41 8.3%	32 6.5%	29 5.8%	30 6.0%
Strongly disagree	47 1.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	12 2.4%	8 1.6%	9 1.8%	8 1.6%	10 2.0%
Mean SD	1.78 0.66	--- ---	--- ---	--- ---	--- ---	--- ---	1.87 0.66 ghIJ	1.78 0.66 f	1.77 0.65 f	1.72 0.64 F	1.74 0.66 F

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

I feel safe when traveling on transit

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	1670 42.1%	0 0.0%	0 0.0%	230 46.6% FGH	245 49.5% FGHij	234 47.6% FGH	162 32.7% CDEIJ	188 38.0% CDE	183 36.9% CDEi	214 43.1% dFh	214 43.0% dF
Somewhat agree	1959 49.4%	0 0.0%	0 0.0%	223 45.1% Fghi	213 43.0% FGHI	213 43.3% FGHI	292 58.9% CDEgiJ	258 52.1% cDEf	262 52.8% cDE	257 51.7% cDEf	241 48.4% F
Somewhat disagree	241 6.1%	0 0.0%	0 0.0%	25 5.1% h	30 6.1%	33 6.7% i	24 4.8% h	37 7.5% I	42 8.5% cfI	17 3.4% eGHj	33 6.6% i
Strongly disagree	93 2.3%	0 0.0%	0 0.0%	16 3.2%	7 1.4% f	12 2.4%	18 3.6% d	12 2.4%	9 1.8%	9 1.8%	10 2.0%
Mean	1.69	---	---	1.65	1.59	1.64	1.79	1.74	1.75	1.64	1.68
SD	0.69	---	---	0.72 Fgh	0.67 FGH	0.72 Fgh	0.69 CDEIJ	0.70 cDei	0.68 cDeI	0.64 FgH	0.69 F

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

There is generally a bus stop or CTrain station within a reasonable distance of my origin and destination

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	974 49.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	225 46.3% I	222 45.0% I	280 56.5% GHj	247 50.1% i
Somewhat agree	857 43.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	234 48.1% IJ	240 48.7% IJ	189 38.1% GH	194 39.4% GH
Somewhat disagree	100 5.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	17 3.5% J	22 4.5% j	21 4.2% j	40 8.1% Ghi
Strongly disagree	37 1.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	10 2.1%	9 1.8%	6 1.2%	12 2.4%
Mean	1.59	---	---	---	---	---	---	1.61	1.63	1.50	1.63
SD	0.68	---	---	---	---	---	---	0.66 I	0.66 I	0.64 GHJ	0.74 I

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

The bus drivers usually greet me in a friendly manner

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	1811 40.6%	202 44.2% FH	207 43.4% FH	185 40.7% fh	190 44.1% FH	184 41.5% fh	144 33.2% ABcDe gIJ	175 39.6% f	153 34.3% ABcDei J	188 42.1% Fh	183 43.0% FH
Somewhat agree	2141 48.0%	199 43.5% Fgh	213 44.7% Fh	218 47.9% f	202 46.9% F	206 46.5% F	245 56.5% ABcDEI J	222 50.2% a	228 51.1% ab	212 47.4% F	196 46.0% F
Somewhat disagree	391 8.8%	40 8.8%	43 9.0%	38 8.4%	33 7.7% h	39 8.8%	34 7.8% h	35 7.9% h	54 12.1% dfgi	35 7.8% h	40 9.4%
Strongly disagree	115 2.6%	16 3.5% d	14 2.9%	14 3.1%	6 1.4% a	14 3.2%	11 2.5%	10 2.3%	11 2.5%	12 2.7%	7 1.6%
Mean SD	1.73 0.73	1.72 0.77 h	1.71 0.75 h	1.74 0.74	1.66 0.68 FH	1.74 0.75	1.80 0.69 Dj	1.73 0.70	1.83 0.73 abDgiJ	1.71 0.72 h	1.70 0.71 fH

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Other passengers are usually well-behaved

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	1132 22.8%	145 29.3% dFGHij	130 26.1% FG	119 24.1% Fg	115 23.4% aF	125 25.2% FG	80 16.1% ABCDE hij	91 18.4% ABcE	104 21.1% Af	112 22.5% af	111 22.3% af
Somewhat agree	2821 56.9%	245 49.5% FGHIJ	270 54.1% fhij	263 53.2% FHIJ	274 55.7% f	261 52.6% FHIJ	308 62.0% AbCdE	286 57.8% A	302 61.4% AbCE	306 61.6% AbCE	306 61.4% AbCE
Somewhat disagree	747 15.1%	71 14.3%	73 14.6%	78 15.8% i	81 16.5% i	78 15.7% i	82 16.5% i	93 18.8% IJ	74 15.0%	56 11.3% cdefG	61 12.2% G
Strongly disagree	255 5.1%	34 6.9% Hj	26 5.2% h	34 6.9% Hj	22 4.5%	32 6.5% H	27 5.4% h	25 5.1% h	12 2.4% AbCEfg	23 4.6%	20 4.0% ac
Mean SD	2.03 0.76	1.99 0.84 fg	1.99 0.79 fg	2.05 0.82	2.02 0.76	2.03 0.82	2.11 0.73 abHIJ	2.11 0.75 abhIJ	1.99 0.68 Fg	1.98 0.72 FG	1.98 0.71 FG

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Calgary Transit vehicles normally arrive at my stop at the scheduled time

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	1088 28.4%	0 0.0%	0 0.0%	153 32.0% Fh	163 34.6% FgH	144 30.0% F	88 18.4% CDEG HIJ	128 26.9% dF	124 25.5% cDF	144 29.6% F	144 29.9% F
Somewhat agree	1933 50.4%	0 0.0%	0 0.0%	233 48.7%	232 49.3%	238 49.6%	263 54.9% ij	241 50.6%	261 53.7%	236 48.6% f	229 47.6% f
Somewhat disagree	528 13.8%	0 0.0%	0 0.0%	58 12.1% f	53 11.3% Fj	61 12.7% f	86 18.0% cDeI	68 14.3%	71 14.6%	52 10.7% FJ	79 16.4% dI
Strongly disagree	288 7.5%	0 0.0%	0 0.0%	34 7.1% i	23 4.9% fgI	37 7.7%	42 8.8% d	39 8.2% d	30 6.2% I	54 11.1% cDHJ	29 6.0% I
Mean SD	2.00 0.85	--- ---	--- ---	1.94 0.85 F	1.86 0.80 eFGHIj	1.98 0.86 dF	2.17 0.83 CDEgH iJ	2.04 0.86 Df	2.01 0.81 DF	2.03 0.92 Df	1.99 0.84 dF

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

I feel there are sufficient Peace Officers on the CTrain to ensure my personal security

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	793 20.3%	83 21.4% f	99 25.1% dFH	76 20.1%	63 17.8% b	81 20.8%	58 15.1% aBeIj	76 20.1%	73 17.6% B	94 22.8% F	90 21.4% f
Somewhat agree	1627 41.6%	156 40.3%	160 40.5%	144 38.0%	145 41.1%	153 39.3%	171 44.6%	163 43.0%	179 43.1%	177 43.0%	179 42.6%
Somewhat disagree	882 22.5%	91 23.5%	89 22.5%	76 20.1%	85 24.1%	86 22.1%	80 20.9%	87 23.0%	107 25.8%	87 21.1%	94 22.4%
Strongly disagree	610 15.6%	57 14.7% c	47 11.9% CdeF	83 21.9% aBGHIJ	60 17.0% b	69 17.7% b	74 19.3% Bghij	53 14.0% Cf	56 13.5% Cf	54 13.1% Cf	57 13.6% Cf
Mean SD	2.33 0.97	2.32 0.97	2.21 0.95 CDeFh	2.44 1.04 Blj	2.40 0.97 Bi	2.37 1.00 b	2.44 0.97 Blj	2.31 0.95	2.35 0.92 b	2.25 0.95 CdF	2.28 0.95 cf

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Data Associated with Section 3.5:

Cleanliness of CTrain Interiors

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	636 15.3%	89 20.1% dEFGhi	79 17.9% eFG	87 19.8% dEFGhi	58 13.9% acJ	52 11.9% AbCJ	43 10.0% ABCJ	45 10.7% ABCJ	61 13.9% acJ	48 14.1% acj	74 21.0% DEFGHi
Good	2082 50.1%	223 50.5% F	241 54.6% dF	214 48.7% F	197 47.2% bfh	232 53.2% F	171 39.6% ABCdEGHIj	216 51.6% F	238 54.3% dF	181 53.2% F	169 47.9% f
Satisfactory	1051 25.3%	95 21.5% dFg	91 20.6% DFg	112 25.5% f	119 28.5% aB	107 24.5% f	137 31.7% ABceHij	118 28.2% ab	103 23.5% F	81 23.8% f	88 24.9% f
Poor	314 7.6%	28 6.3% F	23 5.2% F	22 5.0% F	34 8.2% F	35 8.0% F	66 15.3% ABCDEGHIJ	32 7.6% F	29 6.6% F	27 7.9% F	18 5.1% F
Very Poor	74 1.8%	7 1.6%	7 1.6%	4 0.9% F	9 2.2%	10 2.3%	15 3.5% Cij	8 1.9%	7 1.6%	3 0.9% f	4 1.1% f
Mean SD	2.30 0.88	2.19 0.88 DEFG	2.18 0.84 DEFG	2.18 0.84 DEFG	2.37 0.90 ABCFJ	2.36 0.88 ABCFJ	2.63 0.97 ABCDEGHIJ	2.38 0.85 ABCFJ	2.28 0.84 F	2.28 0.84 F	2.18 0.86 DEFG

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Cleanliness of Bus Interiors

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	640 14.6%	60 13.1% ij	67 14.1%	72 15.7% f	50 11.7% IJ	70 15.6%	50 11.2% clJ	59 13.1% ij	70 15.3%	73 18.9% aDFg	69 19.2% aDFg
Good	2241 51.3%	250 54.6% Fi	254 53.5% Fi	234 51.1%	228 53.3% fi	245 54.6% Fi	200 44.7% ABdEH	229 50.9%	247 53.8% Fi	179 46.4% abdeh	175 48.6%
Satisfactory	1155 26.4%	118 25.8%	119 25.1%	125 27.3%	122 28.5% f	105 23.4%	136 30.4% eh	122 27.1%	110 24.0% f	105 27.2%	93 25.8%
Poor	269 6.2%	22 4.8% F	28 5.9% F	23 5.0% F	17 4.0% Fg	26 5.8% F	52 11.6% ABCDEgHIJ	32 7.1% df	27 5.9% F	23 6.0% F	19 5.3% F
Very Poor	65 1.5%	8 1.7%	7 1.5%	4 0.9%	11 2.6% e	3 0.7% d	9 2.0%	8 1.8%	5 1.1%	6 1.6%	4 1.1%
Mean SD	2.29 0.84	2.28 0.81 F	2.27 0.83 F	2.24 0.81 F	2.32 0.83 eFj	2.21 0.80 dFg	2.49 0.91 ABCDEgHIJ	2.34 0.86 efj	2.24 0.82 F	2.25 0.88 F	2.21 0.85 dFg

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Maintenance of CTrain Stations

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	435 13.5%	0 0.0%	0 0.0%	81 18.6% eFGh	61 15.0% F	56 13.1% cf	35 8.3% CDehIJ	43 10.5% Cj	55 12.7% cf	50 14.9% F	54 15.4% Fg
Good	1643 51.0%	0 0.0%	0 0.0%	224 51.5% F	208 51.2% F	231 54.1% F	177 41.7% CDEG HIJ	216 52.7% F	231 53.3% F	175 52.1% F	181 51.7% F
Satisfactory	832 25.8%	0 0.0%	0 0.0%	98 22.5% F	100 24.6% F	100 23.4% F	145 34.2% CDEgH IJ	112 27.3% f	111 25.6% F	80 23.8% F	86 24.6% F
Poor	271 8.4%	0 0.0%	0 0.0%	28 6.4% F	31 7.6% F	33 7.7% F	59 13.9% CDEG HiJ	33 8.0% F	31 7.2% F	29 8.6% f	27 7.7% F
Very Poor	40 1.2%	0 0.0%	0 0.0%	4 0.9%	6 1.5%	7 1.6%	8 1.9%	6 1.5%	5 1.2%	2 0.6%	2 0.6%
Mean SD	2.33 0.86	--- ---	--- ---	2.20 0.85 FGh	2.29 0.87 F	2.31 0.85 F	2.59 0.89 CDEG HIJ	2.37 0.83 CF	2.31 0.83 cF	2.28 0.84 F	2.26 0.83 F

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Cleanliness of CTrain Stations

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	526 12.7%	75 16.8% eFG	60 13.6% FG	66 14.9% FG	52 12.6% Fg	52 12.0% aFg	26 6.1% ABCDE HIJ	32 7.7% ABCde hIJ	56 12.8% Fg	53 15.6% FG	54 15.4% FG
Good	1977 47.6%	221 49.6% F	213 48.4% F	209 47.1% F	180 43.7% egj	224 51.5% dF	162 37.8% ABCEG HIJ	211 50.7% dF	206 47.0% F	171 50.3% F	180 51.3% dF
Satisfactory	1142 27.5%	95 21.3% bDFgh	120 27.3% aF	118 26.6% F	133 32.3% AEi	98 22.5% DFgh	155 36.1% ABCEg hIJ	119 28.6% aef	126 28.8% aef	86 25.3% dF	92 26.2% F
Poor	426 10.3%	45 10.1% F	37 8.4% F	42 9.5% F	39 9.5% F	48 11.0% fj	71 16.6% ABCDe HIJ	50 12.0% J	45 10.3% Fj	27 7.9% F	22 6.3% eFGh
Very Poor	80 1.9%	10 2.2%	10 2.3%	9 2.0%	8 1.9%	13 3.0% gij	15 3.5% ghij	4 1.0% ef	5 1.1% f	3 0.9% ef	3 0.9% ef
Mean SD	2.41 0.90	2.31 0.94 dFG	2.37 0.90 F	2.37 0.92 F	2.44 0.90 aFiJ	2.42 0.94 Fij	2.74 0.93 ABCDE GHIJ	2.48 0.84 AFIJ	2.40 0.88 Fj	2.28 0.85 deFG	2.26 0.82 DeFGh

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Maintenance of Passenger Shelters (Repair Damage)

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	400 9.3%	32 7.0% eiJ	42 8.7% j	40 9.0% j	42 10.1% f	50 11.3% aFg	27 6.2% dEhIJ	32 7.1% eiJ	48 10.4% f	41 11.5% aFg	46 13.5% AbcFG
Good	1758 41.1%	172 37.7% Gij	193 40.0% g	160 36.2% dGhiJ	183 44.2% cF	174 39.3% g	148 34.2% DGHIJ	211 46.6% AbCeF	202 43.8% cF	160 44.8% acF	155 45.6% aCF
Satisfactory	1260 29.4%	114 25.0% Fh	140 29.0% f	128 29.0% f	111 26.8% F	133 30.0% f	159 36.7% AbcDe giJ	137 30.2% f	148 32.1% aj	106 29.7% f	84 24.7% Fh
Poor	691 16.1%	108 23.7% BDEfG HIJ	80 16.6% Ahi	89 20.1% dgHIJ	60 14.5% Ac	69 15.6% A	79 18.2% aHIj	68 15.0% Ac	54 11.7% AbCF	40 11.2% AbCF	44 12.9% ACf
Very Poor	173 4.0%	30 6.6% GHij	28 5.8% GHi	25 5.7% GH	18 4.3% Gh	17 3.8% G	20 4.6% Gh	5 1.1% ABCDE Fj	9 2.0% ABCdf	10 2.8% ab	11 3.2% ag
Mean SD	2.64 0.99	2.85 1.07 bDEGH IJ	2.71 1.03 agHIJ	2.77 1.05 DeGHI J	2.59 1.00 ACF	2.61 1.00 AcFj	2.81 0.96 DEGHI J	2.57 0.87 AbCF	2.51 0.90 ABCF	2.49 0.93 ABCF	2.47 0.99 ABCEf

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Cleanliness of Passenger Shelters

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	330 7.7%	28 6.1% dj	36 7.3%	30 6.8%	42 10.1% aF	33 7.5% f	19 4.3% DeHIJ	32 7.0%	43 9.4% F	33 9.2% F	34 9.9% aF
Good	1625 37.8%	136 29.7% bdEGH IJ	180 36.7% ag	149 33.9% Ghj	154 37.2% ag	173 39.1% A	151 34.3% Ghj	206 44.9% AbCdF	191 41.7% Acf	144 40.2% A	141 41.2% Acf
Satisfactory	1277 29.7%	134 29.3%	136 27.8% f	124 28.2%	123 29.7%	119 26.9% f	150 34.1% be	132 28.8%	143 31.2%	111 31.0%	105 30.7%
Poor	830 19.3%	118 25.8% DGHIJ	107 21.8% dgHIJ	108 24.5% DGHIJ	68 16.4% AbCe	97 21.9% dgHIJ	94 21.4% HiJ	75 16.3% AbCe	63 13.8% ABCEF	52 14.5% ABCEf	48 14.0% ABCEF
Very Poor	239 5.6%	42 9.2% EGHiJ	31 6.3% g	29 6.6% g	27 6.5% g	20 4.5% A	26 5.9% g	14 3.1% Abcdf	18 3.9% A	18 5.0% a	14 4.1% A
Mean SD	2.77 1.02	3.02 1.08 BDEG HIJ	2.83 1.05 AGHiJ	2.90 1.06 dGHIJ	2.72 1.06 AcF	2.77 1.02 Afghj	2.90 0.98 DeGHI J	2.64 0.94 ABCeF	2.61 0.97 ABCeF	2.66 1.00 AbCF	2.61 0.98 ABCeF

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Data Associated with Section 3.6:

N=5005	Total				Survey Year						
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
A lot better	294 6.3%	33 7.3% fg	28 6.0% C	48 10.8% BdEFG hI	31 6.8% cf	23 4.9% C	17 3.6% aCdJ	19 4.1% aCj	30 6.3% c	27 5.8% C	38 8.0% Fg
A little better	795 17.1%	75 16.5% h	72 15.5% cH	92 20.7% bEf	75 16.4% h	63 13.5% CHj	69 14.5% cH	75 16.1% h	106 22.1% aBdEF g	81 17.5%	87 18.4% e
Stayed the same	2930 63.1%	290 63.9% C	302 64.9% C	237 53.4% ABdEf GHIJ	281 61.5% cg	299 64.0% C	290 60.9% cg	321 68.7% Cdf	302 62.9% C	300 64.7% C	308 65.1% C
A little worse	392 8.4%	30 6.6% cdF	44 9.5% hJ	46 10.4% ahJ	47 10.3% ahJ	41 8.8% j	60 12.6% AgHIJ	37 7.9% f	29 6.0% bcdF	34 7.3% F	24 5.1% BCDeF
A lot worse	236 5.1%	26 5.7% h	19 4.1% EF	21 4.7% ef	23 5.0% ef	41 8.8% BcdGHi J	40 8.4% BcdGHi J	15 3.2% EF	13 2.7% aEF	22 4.7% ef	16 3.4% EF

Data Associated with Section 3.7:

Have you wanted to complain but did not register the complaint

N=5005	Total				Survey Year						
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Yes	1337 26.8%	148 29.5% gh	138 27.6%	130 26.2%	143 28.8% gh	155 31.1% GH	135 27.0%	115 23.0% adE	113 22.6% adE	130 26.0%	130 26.0%
No	3655 73.2%	353 70.5% gh	362 72.4%	366 73.8%	353 71.2% gh	344 68.9% GH	365 73.0%	385 77.0% adE	387 77.4% adE	370 74.0%	370 74.0%
Mean SD	1.73 0.44	1.70 0.46 gh	1.72 0.45	1.74 0.44	1.71 0.45 gh	1.69 0.46 GH	1.73 0.44	1.77 0.42 adE	1.77 0.42 adE	1.74 0.44	1.74 0.44

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Data Associated with Table 4.3.

2011: Mean score=10.1, Median=7 & S.D.=10.1
2010: Mean score=10.0, Median=6 & S.D.=10.5
2009: Mean score=10.2, Median=6 & S.D.=11.0
2008: Mean score=9.7, Median=5 & S.D =11.2
2007: Mean score=11.7, Median=8 & S.D =10.8
2006: Mean score=10.5, Median=6 & S.D.=11.7
2005: Mean score=11.3, Median=6 & S.D.=11.9
2004: Mean score=11.7, Median=6 & S.D.=12.6
2003: Mean score=11.8, Median=6 & S.D.=12.8
2002: Mean score=10.3, Median=5 & S.D.=11.7

Data Associated with Table 4.5.

Use of Various Modes of Transit				
Area of Residence in Calgary	Survey Year	% of Respondents (Means of Transit)		
		Bus only	Both bus & CTrain	CTrain only
North West	2011 (n=133)	18	47	35
	2010 (n=123)	18	59	23
	2009 (n=144)	22	42	36
	2008 (n=132)	31	39	30
North Central	2011 (n=52)	60	33	8
	2010 (n=66)	64	27	9
	2009 (n=52)	61	25	14
	2008 (n=55)	55	33	13
North East	2011 (n=76)	17	61	22
	2010 (n=76)	17	57	26
	2009 (n=49)	18	43	39
	2008 (n=32)	3	72	25
City Centre	2011 (n=23)	13	39	48
	2010 (n=19)	21	42	37
	2009 (n=16)	31	25	44
	2008 (n=13)	31	62	8
West	2011 (n=61)	79	10	11
	2010 (n=64)	75	13	13
	2009 (n=90)	64	23	12
	2008 (n=95)	63	27	9
South East	2011 (n=95)	20	46	34
	2010 (n=81)	25	53	22
	2009 (n=78)	19	50	31
	2008 (n=84)	24	55	21
South West	2011 (n=57)	14	49	37
	2010 (n=51)	6	47	47
	2009 (n=70)	14	50	37
	2008 (n=74)	15	36	49

Data Associated with Section 4.4:

Time period used most often

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
No specific time period	627 12.5%	51 10.2% bDH	73 14.5% acEFg Hi	47 9.4% bDH	87 17.4% ACEFG HIJ	43 8.6% BDH	41 8.2% BDH	49 9.8% bDH	132 26.4% ABCDEFGIJ	49 9.8% bDH	55 11.0% DH
Rush hour ONLY	2560 51.2%	257 51.3% eH	241 47.8% EgHi	247 49.4% EgHi	241 48.3% EgHi	294 59.0% aBCDfH	259 51.8% eH	278 55.6% bcdH	197 39.4% ABCDEFGIJ	278 55.6% bcdH	268 53.8% H
Rush hour and other time periods	875 17.5%	72 14.4% cdfij	91 18.1%	97 19.4% ae	95 19.0% a	73 14.7% cfij	99 19.8% ae	77 15.4%	76 15.2%	97 19.4% ae	98 19.7% ae
Non-rush hour	938 18.8%	121 24.2% DehIJ	99 19.6%	109 21.8% DIj	76 15.2% ACf	88 17.7% a	101 20.2% di	96 19.2%	95 19.0% a	76 15.2% ACf	77 15.5% Ac
Mean SD	2.42 0.93	2.52 0.97 DHij	2.43 0.96 h	2.54 0.94 DeHij	2.32 0.93 ACFg	2.41 0.88 ch	2.52 0.91 DHij	2.44 0.91 dH	2.27 1.05 AbCeFGij	2.40 0.86 acfh	2.40 0.88 acfh

Significance Tests Between Columns: Lower case: p<.05 Upper case: p<.01

Non rush hour usage times

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Weekday midday	1121 64.4%	131 70.4% BCEF	100 54.3% AFGJ	103 53.9% AFGiJ	100 61.3% F	87 55.8% AFGj	163 81.9% ABCDE GHIJ	111 68.9% BCeF	100 60.6% F	106 64.2% cF	120 70.2% BCEF
Evening	268 15.4%	24 12.9% b	38 20.7% aFH	32 16.8%	28 17.2%	23 14.7%	21 10.6% Bi	24 14.9%	17 10.3% Bi	31 18.8% fh	30 17.5%
Weekend	352 20.2%	31 16.7% bCEFH	46 25.0% aFgJ	56 29.3% AFGIJ	35 21.5% Fj	46 29.5% AFGIJ	15 7.5% ABCDE gHI	26 16.1% bCEfH	48 29.1% AFGIJ	28 17.0% CEFH	21 12.3% BCdEH
Mean SD	1.56 0.81	1.46 0.76 BCEFh	1.71 0.84 AFGiJ	1.75 0.88 AFGiJ	1.60 0.82 Fj	1.74 0.89 AFGiJ	1.26 0.59 ABCDE GHIj	1.47 0.76 BCEFh	1.68 0.90 aFgJ	1.53 0.77 bceF	1.42 0.70 BCdEf H

Significance Tests Between Columns: Lower case: p<.05 Upper case: p<.01

Data Associated with Section 5.3

			City Area							
			Northwest	North Central	Northeast	Southeast	Southwest	West	Centre City	Total
I use Calgary Transit to go to multiple places throughout my journey	Strongly agree	Count	29	7	22	22	11	9	7	107
		%	23.2%	14.0%	29.7%	24.7%	20.0%	16.4%	30.4%	22.7%
	Somewhat agree	Count	38	23	34	27	18	18	12	170
		%	30.4%	46.0%	45.9%	30.3%	32.7%	32.7%	52.2%	36.1%
	Somewhat disagree	Count	26	12	9	22	20	14	2	105
		%	20.8%	24.0%	12.2%	24.7%	36.4%	25.5%	8.7%	22.3%
	Strongly disagree	Count	32	8	9	18	6	14	2	89
		%	25.6%	16.0%	12.2%	20.2%	10.9%	25.5%	8.7%	18.9%
Total		Count	125	50	74	89	55	55	23	471
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

			Main reason for using Calgary Transit											
			Less expensive/save gas/high gasoline prices/high parking	No car available	Avoid traffic	Avoid parking	Don't drive	Convenient service	Faster travel time	Comfortable/ relaxing	Environmental reasons	Transit pass included in Tuition (U-Pass)	Other	Total
The choice of where I live or will move to is influenced by the availability of Calgary Transit services	Strongly agree	Count	55	42	21	38	27	14	7	1	3	1	3	212
		%	43.0%	45.7%	51.2%	40.9%	41.5%	46.7%	25.9%	33.3%	33.3%	16.7%	42.9%	42.3%
	Somewhat agree	Count	43	37	9	32	24	11	13		5	2	3	179
		%	33.6%	40.2%	22.0%	34.4%	36.9%	36.7%	48.1%		55.6%	33.3%	42.9%	35.7%
	Somewhat disagree	Count	13	7	8	10	10	3	6	2	1			60
		%	10.2%	7.6%	19.5%	10.8%	15.4%	10.0%	22.2%	66.7%	11.1%			12.0%
	Strongly disagree	Count	17	6	3	13	4	2	1			3	1	50
		%	13.3%	6.5%	7.3%	14.0%	6.2%	6.7%	3.7%			50.0%	14.3%	10.0%
	Total	Count	128	92	41	93	65	30	27	3	9	6	7	501
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

			Main reason for using Calgary Transit											
			Less expensive/save gas/high gasoline prices/high parking	No car available	Avoid traffic	Avoid parking	Don't drive	Convenient service	Faster travel time	Comfortable/ relaxing	Environmental reasons	Transit pass included in Tuition (U-Pass)	Other	Total
For each trip I make I consider using Calgary Transit	Strongly agree	Count	30	38	5	18	29	5	5		4	1	3	138
		%	23.6%	41.8%	11.9%	18.6%	42.0%	16.1%	18.5%		50.0%	16.7%	33.3%	27.1%
	Somewhat agree	Count	51	35	20	34	31	17	12	1	1	3	3	208
		%	40.2%	38.5%	47.6%	35.1%	44.9%	54.8%	44.4%	33.3%	12.5%	50.0%	33.3%	40.8%
	Somewhat disagree	Count	24	15	12	29	8	7	8	1	3	1	2	110
		%	18.9%	16.5%	28.6%	29.9%	11.6%	22.6%	29.6%	33.3%	37.5%	16.7%	22.2%	21.6%
	Strongly disagree	Count	22	3	5	16	1	2	2	1		1	1	54
		%	17.3%	3.3%	11.9%	16.5%	1.4%	6.5%	7.4%	33.3%		16.7%	11.1%	10.6%
Total		Count	127	91	42	97	69	31	27	3	8	6	9	510
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

			Main reason for using Calgary Transit											
			Less expensive/save gas/high gasoline prices/high parking	No car available	Avoid traffic	Avoid parking	Don't drive	Convenient service	Faster travel time	Comfortable/ relaxing	Environmental reasons	Transit pass included in Tuition (U-Pass)	Other	Total
I use Calgary Transit to go to multiple places throughout my journey	Strongly agree	Count	19	36	2	10	27	6	3		1	4	2	110
		%	16.0%	40.0%	4.7%	11.1%	40.3%	20.7%	11.5%		11.1%	66.7%	22.2%	22.4%
	Somewhat agree	Count	38	38	15	25	26	13	13	1	4	1	2	176
		%	31.9%	42.2%	34.9%	27.8%	38.8%	44.8%	50.0%	50.0%	44.4%	16.7%	22.2%	35.9%
	Somewhat disagree	Count	33	11	14	28	8	5	6		3		3	111
		%	27.7%	12.2%	32.6%	31.1%	11.9%	17.2%	23.1%		33.3%		33.3%	22.7%
	Strongly disagree	Count	29	5	12	27	6	5	4	1	1	1	2	93
		%	24.4%	5.6%	27.9%	30.0%	9.0%	17.2%	15.4%	50.0%	11.1%	16.7%	22.2%	19.0%
Total		Count	119	90	43	90	67	29	26	2	9	6	9	490
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Calgary Transit is an important choice in my life and lifestyle

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	540 36.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	159 32.7% i	200 40.2% h	181 36.6%
Somewhat agree	675 45.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	224 46.1%	223 44.9%	228 46.2%
Somewhat disagree	176 11.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	69 14.2% i	49 9.9% h	58 11.7%
Strongly disagree	86 5.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	34 7.0%	25 5.0%	27 5.5%
Mean	1.87	---	---	---	---	---	---	---	1.95	1.80	1.86
SD	0.84	---	---	---	---	---	---	---	0.87 I	0.81 H	0.83

Significance Tests Between Columns: Lower case: $p<.05$ Upper case: $p<.01$

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

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	571 39.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	167 34.9% ij	201 42.0% h	203 42.0% h
Somewhat agree	507 35.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	174 36.3%	160 33.4%	173 35.8%
Somewhat disagree	211 14.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	90 18.8% iJ	63 13.2% h	58 12.0% H
Strongly disagree	152 10.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	48 10.0%	55 11.5%	49 10.1%
Mean	1.96	---	---	---	---	---	---	---	2.04	1.94	1.90
SD	0.98	---	---	---	---	---	---	---	0.97 j	1.00	0.97 h

Significance Tests Between Columns: Lower case: $p<.05$ Upper case: $p<.01$

For each trip I make I consider using Calgary Transit

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	429 29.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	133 27.3%	162 32.8%	134 27.2%
Somewhat agree	617 41.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	210 43.1%	209 42.3%	198 40.2%
Somewhat disagree	279 18.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	105 21.6% I	67 13.6% HJ	107 21.7% I
Strongly disagree	149 10.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	39 8.0%	56 11.3%	54 11.0%
Mean	2.10	---	---	---	---	---	---	---	2.10	2.03	2.16
SD	0.94	---	---	---	---	---	---	---	0.89	0.96 j	0.95 i

Significance Tests Between Columns: Lower case: $p<.05$ Upper case: $p<.01$

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

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	359 25.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	116 24.5%	136 28.5% j	107 22.7% i
Somewhat agree	506 35.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	171 36.2%	169 35.4%	166 35.2%
Somewhat disagree	312 21.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	122 25.8% I	85 17.8% H	105 22.2%
Strongly disagree	246 17.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	64 13.5% iJ	88 18.4% h	94 19.9% H
Mean SD	2.31 1.03	--- ---	--- ---	--- ---	--- ---	--- ---	--- ---	--- ---	2.28 0.98	2.26 1.06	2.39 1.05

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Data Associated with Figure 5.3

The statement that best describes your feelings

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Committed	687 46.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	216 43.2% I	275 55.7% HJ	196 39.6% I
Ambivalent	685 46.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	238 47.6% I	186 37.7% HJ	261 52.7% I
Uncommitted	117 7.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	46 9.2%	33 6.7%	38 7.7%
Mean SD	1.62 0.63	--- ---	--- ---	--- ---	--- ---	--- ---	--- ---	--- ---	1.66 0.64 I	1.51 0.62 HJ	1.68 0.61 I

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Data Associated with Figure 5.4

			The statement that best describes your feelings			
			Committed	Ambivalent	Uncommitted	Total
How often do you recommend Calgary Transit service to your friends or family	1. Frequently	Count	70	37	5	112
		%	35.7%	13.5%	12.5%	21.9%
	2. Sometimes	Count	79	146	14	239
		%	40.3%	53.1%	35.0%	46.8%
	3. Never	Count	47	92	21	160
		%	24.0%	33.5%	52.5%	31.3%
Total		Count	196	275	40	511
		%	100.0%	100.0%	100.0%	100.0%

How often do you recommend Calgary Transit service to your friends or family

N=5005	Total	2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Frequently	1140 23.0%	114 22.8%	119 23.9%	133 26.9% gHi	120 24.4%	137 27.9% fGHIj	110 22.0% e	100 20.0% cE	98 19.6% CE	100 20.2% cE	109 22.1% e
Sometimes	2277 45.9%	237 47.3%	258 51.8% DFHi	232 47.0%	209 42.5% B	229 46.6%	212 42.4% B	238 47.6%	216 43.2% B	217 43.9% b	229 46.5%
Never	1546 31.2%	150 29.9% bhi	121 24.3% aDFGH lj	129 26.1% dFgHl	163 33.1% BcE	125 25.5% DFgHlj	178 35.6% BCE	162 32.4% Bce	186 37.2% aBCE	177 35.8% aBCE	155 31.4% be
Mean SD	2.08 0.73	2.07 0.72 eh	2.00 0.69 FGHlj	1.99 0.73 dFGHlj	2.09 0.75 ce	1.98 0.73 adFGHI j	2.14 0.75 BCE	2.12 0.71 BCE	2.18 0.73 aBCE	2.16 0.73 BCE	2.09 0.73 bce

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Data Associated with Figure 6.3

Should better transit service should be paid for by an increase in property taxes or by increases in transit fares

N=5005	Total	2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Increase in property taxes	598 24.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	127 25.4%	120 24.0%	103 22.9%	0 0.0%	131 26.2%	117 23.4%
Increase in transit fares	1146 46.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	200 40.0% GI	229 45.8% G	255 56.8% EFiJ	0 0.0%	249 49.8% Egj	213 42.6% Gi
Both	223 9.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	54 10.8% i	39 7.8% j	36 8.0% j	0 0.0%	34 6.8% eJ	60 12.0% fgI
Don't know/refused	337 13.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	90 18.0% glj	80 16.0% I	55 12.2% e	0 0.0%	48 9.6% EF	64 12.8% e
Other	91 3.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	29 5.8% Gi	32 6.4% GIj	0 0.0% EFIJ	0 0.0%	13 2.6% eFG	17 3.4% fG
Neither	54 2.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% IJ	0 0.0% IJ	0 0.0% IJ	0 0.0%	25 5.0% EFG	29 5.8% EFG

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Data Associated with Figure 7.1

			City Area							
			Northwest	North Central	Northeast	Southeast	Southwest	West	Centre City	Total
Recode - Customer Call Centre Y/N	Yes, use	Count	11	5	19	14	5	9	5	68
		%	8.3%	9.6%	24.7%	14.7%	8.8%	14.8%	20.8%	13.7%
	No, do not use	Count	121	47	58	81	52	52	19	430
		%	91.7%	90.4%	75.3%	85.3%	91.2%	85.2%	79.2%	86.3%
Total		Count	132	52	77	95	57	61	24	498
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

			City Area							
			Northwest	North Central	Northeast	Southeast	Southwest	West	Centre City	Total
Recode - TeleRide System Y/N	Yes, use	Count	65	29	50	43	21	26	10	244
		%	48.9%	56.9%	64.9%	45.3%	36.8%	42.6%	43.5%	49.1%
	No, do not use	Count	68	22	27	52	36	35	13	253
		%	51.1%	43.1%	35.1%	54.7%	63.2%	57.4%	56.5%	50.9%
Total		Count	133	51	77	95	57	61	23	497
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

			City Area							
			Northwest	North Central	Northeast	Southeast	Southwest	West	Centre City	Total
Recode - Twitter Y/N	Yes, use	Count	9	1	6	1	2			19
		%	6.8%	1.9%	8.1%	1.1%	3.4%			3.8%
	No, do not use	Count	124	51	68	94	56	61	23	477
		%	93.2%	98.1%	91.9%	98.9%	96.6%	100.0%	100.0%	96.2%
Total		Count	133	52	74	95	58	61	23	496
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Data Associated with Table 7.3

Use of Information Services by Calgary Transit Customers	
Information Services	**% of Respondents** (n=520)
None of the listed communication methods	21
CT web site only	16
TeleRide, CT web site	15
TeleRide only	12
TeleRide, CT web site, CT on Google Transit	8
CT web site, Google Transit	6
Customer call centre, TeleRide	5
Customer call centre, TeleRide, CT web site	3
Google Transit	2
Customer call centre only	2
Customer call centre, TeleRide, CT web site, Google Transit	1
TeleRide, CT web site, Twitter	1
TeleRide, Google Transit	1
Customer call centre, CT web site	1
CT web site, email alerts	1
TeleRide, Twitter	1
TeleRide, CT web site, email alerts	<1
CT web site, Twitter	<1
Email alerts	<1
Customer call centre, TeleRide, Google Transit, CT on Twitter	<1
Customer call centre, TeleRide, CT web site, email alerts	<1
Customer call centre, TeleRide, Google Transit	<1
Customer call centre, Google Transit	<1
TeleRide, web site, Google Transit, Twitter, email alerts	<1
TeleRide, web site, Twitter, email alerts	<1
CT web site, Google Transit, Twitter	<1
Customer call centre, CT web site, Google Transit, Twitter	<1
CT email alerts	<1
CT web site, Google Transit, Twitter, email alerts	<1
Customer call centre, CT web site, email alerts	<1
Twitter, email alerts	<1
Total	100

Data Associated with Section 8.3

			Age							
			1. 15 to 19 years	2. 20 to 24 years	3. 25 to 34 years	4. 35 to 44 years	5. 45 to 54 years	6. 55 to 64 years	7. 65 or over	Total
Information use	Yes, use	Count	65	70	96	68	63	29	17	408
		% within Age	90.3%	85.4%	82.8%	81.9%	78.8%	58.0%	48.6%	78.8%
	No, do not use	Count	7	12	20	15	17	21	18	110
		% within Age	9.7%	14.6%	17.2%	18.1%	21.3%	42.0%	51.4%	21.2%
Total		Count	72	82	116	83	80	50	35	518
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

			1 Year or less	More than 1 year to 5 years	More than 5 years to 14 years	More than 14 years	Total
			Years as a Calgary Transit User				
Information use	Yes, use	Count	41	146	136	78	401
		%	80.4%	82.0%	81.0%	67.8%	78.3%
	No, do not use	Count	10	32	32	37	111
		%	19.6%	18.0%	19.0%	32.2%	21.7%
Total		Count	51	178	168	115	512
		%	100.0%	100.0%	100.0%	100.0%	100.0%

			Young Adult	Early Nest	Nest with Youth	Late Nest	Mid Aged Adults	Seniors	Total
			Family life stage						
Information Use	Yes, use	Count	102	84	94	62	38	20	400
		% within Family life stage	83.6%	84.8%	89.5%	72.1%	64.4%	54.1%	78.7%
	No, do not use	Count	20	15	11	24	21	17	108
		% within Family life stage	16.4%	15.2%	10.5%	27.9%	35.6%	45.9%	21.3%
Total		Count	122	99	105	86	59	37	508
		% within Family life stage	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Data Associated with Figure 7.6

Quality - Customer Call Centre

N=5005	Total	2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
		Survey Year									
Total	5005	501	504	500	500	500	500	500	500	500	500
	100.0%	10.0%	10.1%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Excellent	327	47	47	56	28	30	23	25	23	30	18
	32.4%	36.2%	30.9%	41.8% dEfj	28.3% c	26.1% C	26.7% c	30.1%	34.3%	39.5%	26.9% c
Good	447	55	75	47	45	62	40	35	24	32	32
	44.3%	42.3%	49.3% c	35.1% bE	45.5%	53.9% Ch	46.5%	42.2%	35.8% e	42.1%	47.8%
Satisfactory	173	23	20	21	21	14	18	17	15	11	13
	17.1%	17.7%	13.2%	15.7%	21.2%	12.2%	20.9%	20.5%	22.4%	14.5%	19.4%
Poor	48	3	7	7	4	8	4	4	5	2	4
	4.8%	2.3%	4.6%	5.2%	4.0%	7.0%	4.7%	4.8%	7.5%	2.6%	6.0%
Very Poor	14	2	3	3	1	1	1	2	0	1	0
	1.4%	1.5%	2.0%	2.2%	1.0%	0.9%	1.2%	2.4%	0.0%	1.3%	0.0%
Mean	1.98	1.91	1.97	1.91	2.04	2.03	2.07	2.07	2.03	1.84	2.04
SD	0.90	0.88	0.90	0.99	0.87	0.86	0.88	0.96	0.94	0.86	0.84

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Quality - TeleRide System

N=5005	Total	2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
						Survey Year					
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	865 39.1%	95 46.3% FGhJ	105 46.5% FGhJ	114 52.3% EFGHIJ	103 46.8% eFGhJ	85 37.6% Cdj	70 30.0% ABCD	59 30.3% ABCD	83 36.1% abCd	85 37.9% Cj	66 28.0% ABCDei
Good	911 41.2%	87 42.4%	91 40.3%	81 37.2%	84 38.2%	104 46.0% i	96 41.2%	89 45.6% i	102 44.3%	81 36.2% eg	96 40.7%
Satisfactory	335 15.1%	19 9.3% FghIJ	25 11.1% FIJ	19 8.7% FghIJ	25 11.4% FiJ	26 11.5% FiJ	49 21.0% ABCDE	32 16.4% acj	37 16.1% acj	45 20.1% ABCde	58 24.6% ABCDEgh
Poor	87 3.9%	3 1.5% FGij	4 1.8% fGi	3 1.4% FGij	7 3.2% g	9 4.0%	15 6.4% AbC	15 7.7% ABCdh	7 3.0% g	12 5.4% abc	12 5.1% ac
Very Poor	15 0.7%	1 0.5%	1 0.4%	1 0.5%	1 0.5%	2 0.9%	3 1.3%	0 0.0%	1 0.4%	1 0.4%	4 1.7%
Mean SD	1.86 0.86	1.67 0.74 eFGHIJ	1.69 0.77 eFGhIJ	1.61 0.74 EFGHIJ	1.72 0.82 FGIJ	1.85 0.84 abCFgJ	2.08 0.94 ABCDEh	2.02 0.88 ABCDe	1.87 0.82 AbCfJ	1.94 0.91 ABCDj	2.12 0.93 ABCDEHi

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Quality - Calgary Transit web site

N=5005	Total	2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
						Survey Year					
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Excellent	887 37.5%	70 45.2% GHIJ	108 49.5% efGHIJ	111 50.5% efGHIJ	136 50.9% efGHIJ	106 40.2% bcdGHiJ	84 39.3% bcdgHiJ	71 28.3% ABCDEf	61 24.7% ABCDEF	79 29.8% ABCDEf	61 23.2% ABCDEF
Good	998 42.2%	63 40.6% g	88 40.4% g	83 37.7% Gj	95 35.6% GhJ	110 41.7% g	79 36.9% GJ	130 51.8% abCDeFi	110 44.5% d	111 41.9% g	129 49.0% cDF
Satisfactory	361 15.3%	19 12.3% Hij	17 7.8% FgHIJ	25 11.4% fHiJ	25 9.4% FHIJ	32 12.1% HiJ	39 18.2% BcD	35 13.9% bHj	57 23.1% ABCDEG	53 20.0% aBcDe	59 22.4% aBCDEg
Poor	97 4.1%	3 1.9% chi	4 1.8% cefgHi	0 0.0% abDEFGHIj	8 3.0% Ch	14 5.3% bC	12 5.6% bC	15 6.0% bC	17 6.9% aBCdj	17 6.4% abCj	7 2.7% chi
Very Poor	21 0.9%	0 0.0% j	1 0.5%	1 0.5%	3 1.1%	2 0.8%	0 0.0% ij	0 0.0% iJ	2 0.8%	5 1.9% fg	7 2.7% afG
Mean SD	1.89 0.87	1.71 0.76 fGHIJ	1.63 0.75 EFGHIJ	1.62 0.72 EFGHIJ	1.68 0.85 eFGHIJ	1.85 0.88 BCdHIJ	1.90 0.89 aBCDHiJ	1.98 0.81 ABCDhj	2.15 0.90 ABCDEFg	2.09 0.96 ABCDEf	2.13 0.89 ABCDEFg

Significance Tests Between Columns: Lower case: p<.05   Upper case: p<.01

Data associated with Figure 9.1

Statement	2011 Strongly Agree	2011 Somewhat Agree	(Total)	2010 Strongly Agree	2010 Somewhat Agree	(Total)	2009 Strongly Agree	2009 Somewhat Agree	(Total)	2008 Strongly Agree	2008 Somewhat Agree	(Total)
I feel safe when travelling on buses before 6PM	57%	40%	(97%)	51%	47%	(98%)	55%	43%	(98%)	47%	49%	(96%)
I feel safe when I wait for a bus at non-downtown bus passenger shelter before 6PM	48%	48%	(96%)	44%	53%	(97%)						
I feel safe when I wait for a bus at a downtown bus passenger shelter before 6PM	46%	48%	(94%)	43%	52%	(95%)						
I feel safe when traveling on buses after 6PM	30%	54%	(84%)	31%	54%	(85%)	29%	52%	(81%)	27%	49%	(76%)
I feel safe when I wait for a bus at a non-downtown bus passenger shelter after 6PM	24%	52%	(76%)	20%	54%	(74%)						
I feel safe when I wait for a bus at a downtown bus passenger shelter after 6PM	17%	46%	(63%)	13%	55%	(68%)						
I feel safe when travelling on CTrains before 6PM	63%	34%	(97%)	50%	46%	(96%)	51%	43%	(94%)	41%	53%	(94%)
I feel safe when I wait for a CTrain at a non-downtown station before 6PM	51%	45%	(96%)	47%	49%	(96%)						
I feel safe when I wait for a CTrain at a downtown station before 6PM	53%	41%	(94%)	43%	50%	(93%)						
I feel safe when traveling on CTrains after 6PM	24%	48%	(72%)	19%	55%	(74%)	16%	46%	(62%)	15%	40%	(55%)
I feel safe when I wait for a CT at a non-downtown station after 6PM	22%	50%	(72%)	21%	53%	(74%)						
I feel safe when I wait for a CTrain at a downtown station after 6PM	15%	47%	(62%)	12%	50%	(62%)						

2011 Strongly Agree	Somewhat Agree	
2010 Strongly Agree	Somewhat Agree	
2009 Strongly Agree	Somewhat Agree	
2008 Strongly Agree	Somewhat Agree	

I feel safe when traveling on the CTrain after 6 PM

N=5005	Total	Survey Year									
		2002 A	2003 B	2004 C	2005 D	2006 E	2007 F	2008 G	2009 H	2010 I	2011 J
Total	5005 100.0%	501 10.0%	504 10.1%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%	500 10.0%
Strongly agree	170 18.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	54 17.8%	57 19.1%	59 19.8%
Somewhat agree	460 51.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	162 53.5% j	167 55.9% J	131 44.0% hI
Somewhat disagree	173 19.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	57 18.8%	45 15.1% J	71 23.8% I
Strongly disagree	97 10.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	30 9.9%	30 10.0%	37 12.4%
Mean	2.22	---	---	---	---	---	---	---	2.21	2.16	2.29
SD	0.87	---	---	---	---	---	---	---	0.85	0.85	0.92

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