

**REPORT**

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**CALGARY TRANSIT  
CUSTOMER SATISFACTION  
AND NON-USER SURVEY  
2010**

**HARGROUP MANAGEMENT CONSULTANTS**



**REPORT**

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CUSTOMER SATISFACTION  
AND NON-USER SURVEY  
2010**

Submitted to

**The City of Calgary  
Calgary Transit**

By

***HarGroup Management Consultants, Inc.***

February 2010



# **Table of Contents**

|                                                                                                   |    |
|---------------------------------------------------------------------------------------------------|----|
| Executive Summary .....                                                                           | i  |
| 1.0 INTRODUCTION.....                                                                             | 1  |
| 1.1 Survey Methodology .....                                                                      | 1  |
| 1.2 Factors to Consider for the 2007 Survey.....                                                  | 4  |
| 1.3 Reporting.....                                                                                | 4  |
| 2.0 OVERALL SERVICE PERFORMANCE .....                                                             | 5  |
| 3.0 CUSTOMERS' PERCEPTIONS OF SPECIFIC SERVICE OFFERINGS .....                                    | 6  |
| 3.1 Ratings of Service Attributes.....                                                            | 6  |
| 3.2 Importance of Service Attributes .....                                                        | 9  |
| 3.3 Comparisons of Customer Expectations and Perceived Performance of<br>Service Attributes ..... | 11 |
| 3.4 Service Components and Experiences .....                                                      | 15 |
| 3.5 Fleet and Facilities .....                                                                    | 18 |
| 3.6 Perceived Change in Services .....                                                            | 20 |
| 3.7 Unregistered Complaints.....                                                                  | 22 |
| 4.0 CHARACTERISTICS OF TRANSIT USE.....                                                           | 24 |
| 4.1 Transit Use.....                                                                              | 24 |
| 4.2 Frequency and Duration of Transit Use .....                                                   | 24 |
| 4.3 Means of Transit Used.....                                                                    | 26 |
| 4.4 Travel Patterns.....                                                                          | 28 |
| 4.5 Travel Periods.....                                                                           | 29 |
| 4.6 Trip Purpose .....                                                                            | 30 |
| 4.7 Occasional Users and Non-Users.....                                                           | 30 |
| 5.0 CHOICE AND COMMITMENT TO TRANSPORTATION OPTIONS .....                                         | 34 |
| 5.1 Calgary Transit Customers.....                                                                | 34 |
| 5.1.1 Main Reason for Transit Use.....                                                            | 34 |
| 5.1.2 Choice to Use Transit.....                                                                  | 35 |
| 5.1.3 Customer Commitment .....                                                                   | 35 |
| 5.1.4 Customers' Recommendations of Transit .....                                                 | 37 |
| 5.2. Non-Users Commitment to Current Modes of Transportation .....                                | 37 |
| 6.0 SERVICE EXPANSION AND FUNDING.....                                                            | 39 |
| 7.0 INFORMATION SERVICES.....                                                                     | 42 |
| 8.0 SAFETY AND SECURITY .....                                                                     | 47 |
| 9.0 Park 'N' Ride Lots.....                                                                       | 49 |
| 10.0 CONCLUDING REMARKS .....                                                                     | 51 |
| APPENDICES                                                                                        |    |



## **Executive Summary**

Calgary Transit conducts annual Customer Satisfaction and biennial Non-User Surveys to assess Calgarians' use, perceptions and expectations for Transit services. The 2010 survey was conducted in November 2010 with both customers and non-users. Calgarians who use Transit services at least once a week regularly qualified for the customer survey and all others, including those who may have used Transit occasionally, were considered non-users. As has been the case with previous surveys, a total of 500 interviews were conducted with customers and 500 with non-users for the 2010 Survey. The survey was administered to respondents by telephone (including landlines and cell phones). HarGroup Management Consultants Inc. was engaged to field the survey and report the results.

### **Key Findings**

#### ***In 2010, Service Reliability Influences Customers' Satisfaction Ratings***

There was a small decrease in customers' overall satisfaction ratings in 2010 compared to previous years. Detailed analysis revealed that customers' perceptions of Transit 'being on time,' which were also lower than usual, strongly influenced the 2010 overall satisfaction ratings. Since the fielding occurred during the first snow fall of the 2010/2011 winter season, and respondents' were asked to rate satisfaction based on the week prior to being interviewed, it is likely that challenges for Calgary Transit to be on time during the first snowfall affected customers ratings. The measure of 'being on time' has always been known to be an significant factor in the Customer Satisfaction Surveys as it has always ranked highest in importance of service attributes among respondents. However, this finding provides strong evidence that service reliability is a salient issue that affects customers' perceptions of Calgary Transit; much more so than any other service attribute.

#### ***Fewer Customers Observe New Services Being Implemented and More Perceive Calgary Transit Not Being on Time***

When asked about changes observed in Transit services over the past year, most survey respondents stated that nothing had changed. However, among those who felt that services had improved, there was a noticeable decline in the proportion of respondents who stated new services as their reason compared to previous years. Conversely, there was a sizable increase in the proportion of respondents who indicated Transit not being on time was why they thought Transit services were worse than previous years.

#### ***Customers Typically Walk to Bus Stops or CTrain Stations to take a 35 Minute Trip involving a Combination of Buses and CTrains***

Several questions posed to respondents provide insight into customers' typical trips. Usually, respondents get to their bus stop or CTrain station by walking. Indeed, about eight out of ten respondents get to Transit services by walking, while one out of ten drive to and park at Park 'n' Ride lots. About a third of customers use buses only and a quarter CTrains only; however among the half of customers who use both buses and CTrains, their first use is typically a bus rather than a CTrain. Even so, the typical one-way trip when using Calgary Transit is 35 minutes. If they need to transfer, they are willing to wait approximately 10 minutes to access another Calgary Transit vehicle.

*Executive Summary, continued...*

***About Three out of Ten Customers Use Park 'n' Ride Lots and a Third of These Would be Willing to Pay for a Reserved Parking Space***

The survey results reveal that about three out of ten customers have used Park 'n' Ride lots in the past year. Among these customers, about a third indicated they would be willing to pay a fee to reserve guaranteed parking spaces on a monthly basis. This proportion of respondents represents about 4% of customers.

***About Nine out of Ten Calgarians Use Computers and the Internet and about Four out of Ten Use Smart Phones***

Calgary Transit is considering employing various technologies to communicate better with Calgarians. To assist with identifying appropriate approaches, respondents were asked about use of personal and work computers, the Internet and smartphones. The survey results reveal that almost all respondents, whether regular Transit customers or non-users, use personal or work computers and the Internet virtually every day. Use of smartphones is less prominent; however the survey results suggest four out of ten respondents use smartphones and, if they do, it is constantly throughout the day.

## **1.0 INTRODUCTION**

Calgary Transit conducts annual customer satisfaction and biennial non-user 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 2010 Customer Satisfaction and Non-User Survey.

HarGroup Management Consultants, Inc. was engaged by Calgary Transit to field the 2010 survey and report the results.

### **1.1 Survey Methodology**

The Calgary Transit Satisfaction (and Non-User) 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 2010 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).

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

#### **Customer Satisfaction Survey**

- *To measure travel behaviour among Transit customers and non-users.*
- *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 non-user commitment to chosen modes of travel.*
- *To examine customers' priorities for service provision.*
- *To assess factors that contribute to customers choosing to use Transit services.*

#### **Non-User Survey**

- *To determine past ridership of Calgary Transit.*
- *To identify reasons for stopping Transit use.*
- *To identify transportation methods used by Non-Users.*
- *To examine loyalty to alternate transportation methods by Non-Users.*
- *To identify service factors that might encourage Transit use.*

Survey specifications include:

- The survey was conducted by telephone.
- A total of 500 interviews conducted 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). An additional 500 interviews conducted with Calgarians who do not use Calgary Transit regularly (termed non-users).
- Potential respondents are selected from the Calgary population using a computerized random-digit dialling process to ensure complete randomization of the survey samples. Both landline and cell phone numbers are included in the samples.

Analysis of the final call results shows that approximately 43% of potential respondents qualified as regular customers for the 2010 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 378,000 (Table 1.1).

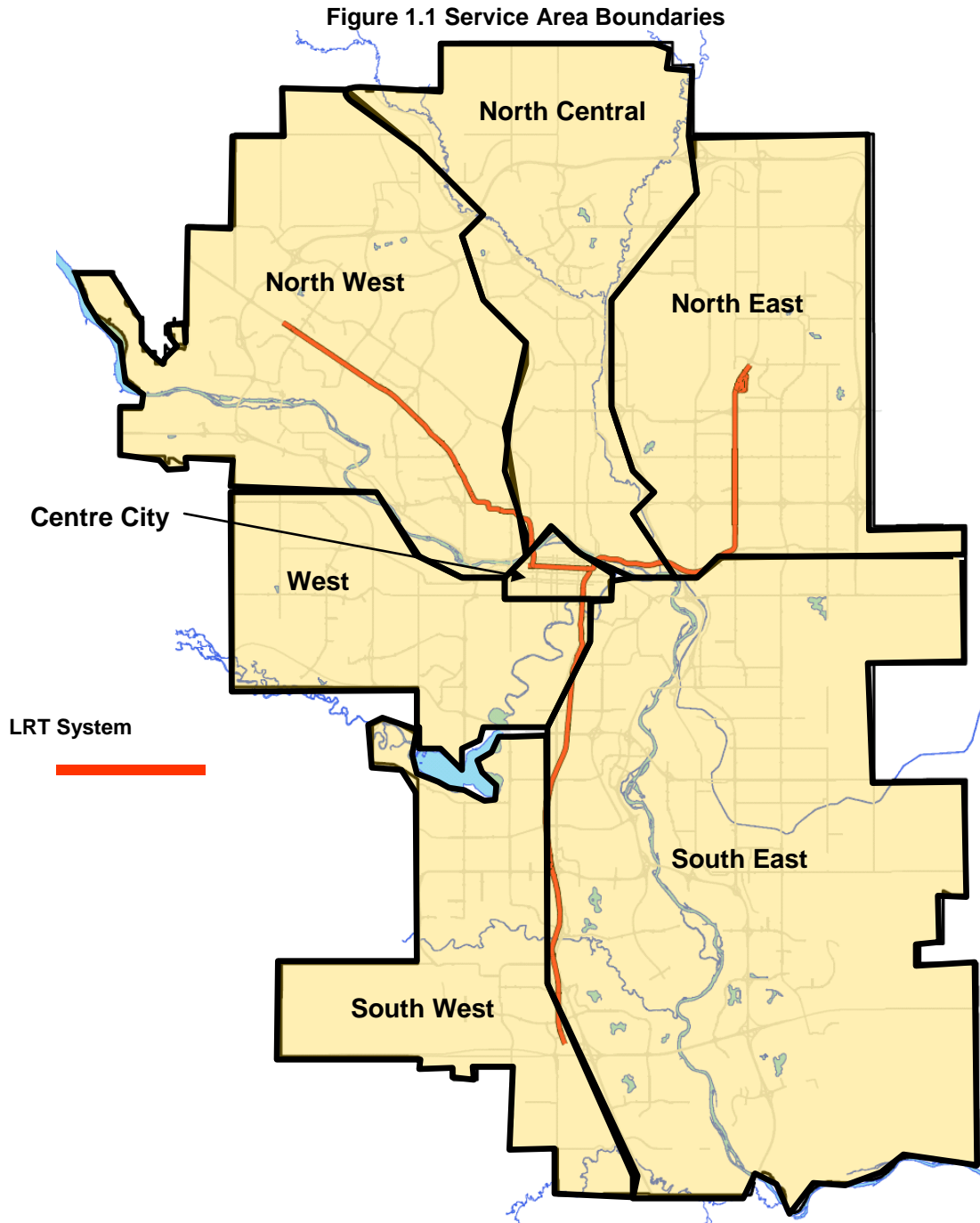
| <b>Table 1.1: Estimated Transit Customers</b><br>(Aged 15 and Older) |                    |             |             |             |             |             |             |             |             |
|----------------------------------------------------------------------|--------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Factors</b>                                                       | <b>Survey Year</b> |             |             |             |             |             |             |             |             |
|                                                                      | <b>2010</b>        | <b>2009</b> | <b>2008</b> | <b>2007</b> | <b>2006</b> | <b>2005</b> | <b>2004</b> | <b>2003</b> | <b>2002</b> |
| Calgary Civic Census                                                 | 882,000            | 877,000     | 857,000     | 836,000     | 815,000     | 785,000     | 750,000     | 741,000     | 728,000     |
| Transit Users                                                        | 43%                | 44%         | 48%         | 47%         | 38%         | 43%         | 39%         | 36%         | 38%         |
| Estimated number of Transit customers                                | 378,000            | 382,000     | 411,000     | 393,000     | 310,000     | 337,000     | 293,000     | 267,000     | 276,000     |
| Non-Users                                                            | 57%                | 56%         | 52%         | 53%         | 62%         | 57%         | 61%         | 64%         | 62%         |
| Estimated number of Non-Users                                        | 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  $\pm 4.4\%$  within a 95% confidence interval, for the Calgary Transit regular customer and non-user populations (as defined for the survey). Expressed differently, if the survey were to be conducted within the same populations again, in 19 surveys in 20 the results would likely remain within  $\pm 4.4\%$  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 2010 Customer Satisfaction Survey are consistent with those observed in previous survey years. For example, Transit customers are more likely to be younger.

Calgary Transit has designated Service Areas throughout Calgary that are illustrated in Figure 1.1. Using the demographic data from the survey, the 2010 sample is over represented among northwest Calgarians (5% over representation). This over representation is similar to the 2008 and 2009 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.

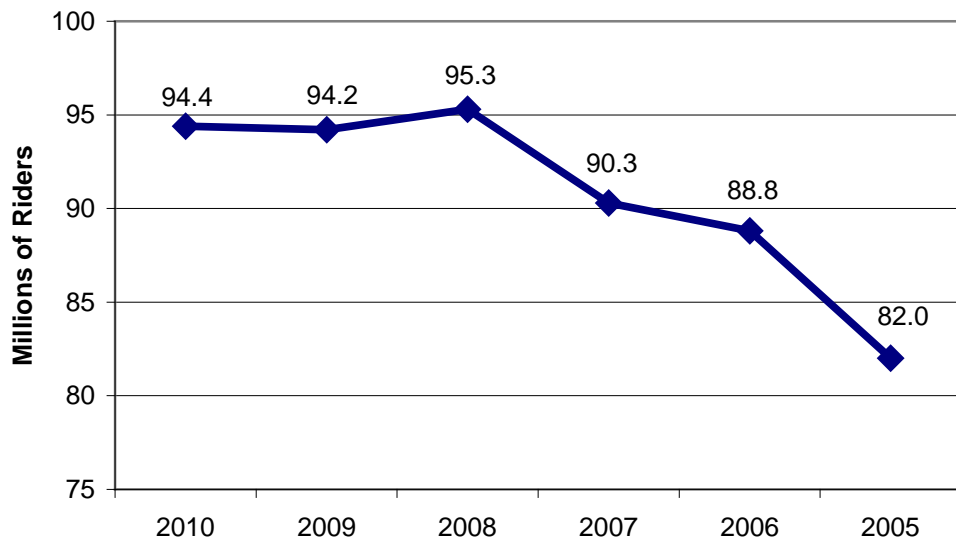


## 1.2 Factors to Consider for the 2010 Survey

Several factors are worth noting in considering the information presented in this report about the 2010 survey findings.

- **Weather during Survey Fielding** - Calgary experienced its first winter snow storm during the fielding process of the survey.
- **Initial Phases of 7 Avenue Refurbishment Project Complete** - Some of the CTrain stations along 7th Avenue have opened after being refurbished in 2009 and 2010.
- **Construction of West LRT** - Construction of the West LRT line commenced in 2010.
- **2010 Ridership Consistent with 2009** - Annual ridership in 2010 was consistent with that of 2009 (Figure 1.1).
- 

Figure 1.1: Calgary Transit Ridership



Source: calgarytransit.com

## 1.3 Reporting

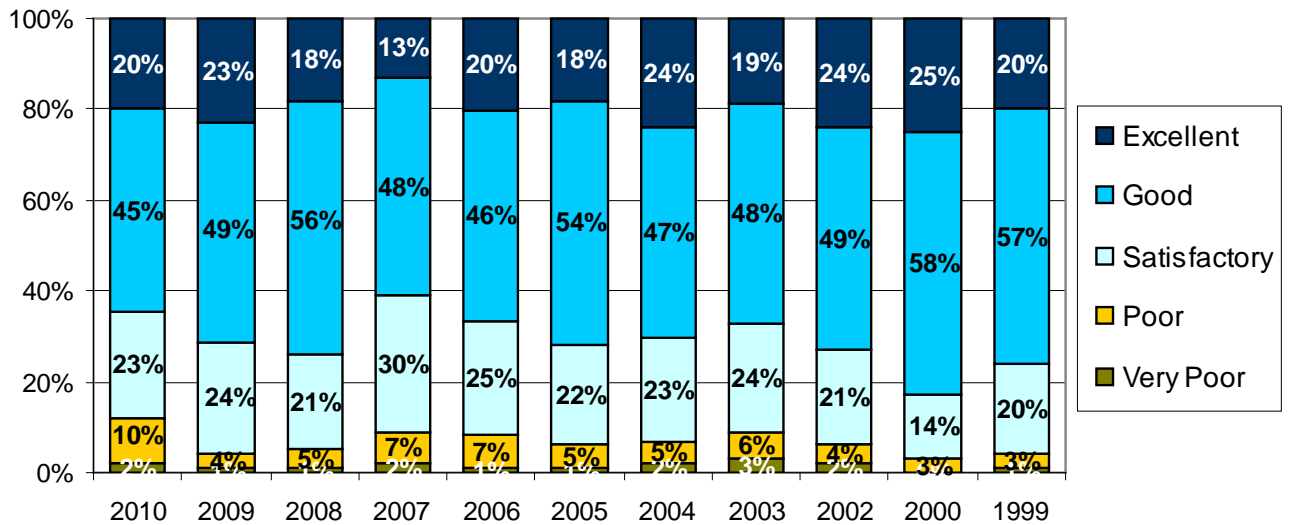
The remaining sections of the report present the results of the 2010 Customer Satisfaction and Non-User Survey. Basic frequencies of survey question results are presented in the report. As well, various statistical procedures have been used within the analyses to assess significance of contrasting responses of respondents. These analyses provide additional insight into the data and allow for a greater degree of certainty in statements of inference.

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

## 2.0 OVERALL SERVICE PERFORMANCE

Since Calgary Transit has employed the Customer Satisfaction Survey, customers have been asked to rate the overall quality of Calgary Transit services. Essentially, respondents are asked how they would rate the overall services provided by Calgary Transit in the seven days prior to being interviewed. Data presented in Figure 2.1 reveal that approximately two-thirds of 2010 respondents (65%) gave a rating of 'excellent' or 'good'. A further quarter gave a rating of 'satisfactory', which translates into approximately nine in ten (88%) of customers providing a positive rating to Calgary Transit services.

**Figure 2.1: Overall Service Quality Performance Rating**



The 2010 findings are slightly lower than those observed in the 2009 and 2008 surveys. These results should be considered in relation to the timing of the survey. In 2010, the first snow storm of the winter season occurred in Calgary. As will be observed in subsequent sections of this report, reliability of service is an important factor contributing to customer satisfaction, particularly with the 2010 survey finding. Since the question asks about satisfaction in the seven days prior to being interviewed, it is quite possible that weather may have contributed to the decline in satisfaction ratings for 2010 with Calgary Transit having challenges maintaining schedules during the snow storm.

## **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. 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 2010 survey are presented in Figure 3.1 on the next page. On the whole, these data suggest that respondents have favourable impressions of Transit's performance as the majority of respondents provided a rating of either 'excellent' or 'good' to the service attributes. 'Not being overcrowded' was the only the attribute that did not rate well among most respondents, with fewer than half (42%) rating it as 'excellent' or 'good'. Actually, in considering overall positive responses which involves 'excellent,' 'good' and 'satisfactory,' a significant majority of respondents expressed favour with service attributes, including 'not being overcrowded.' Further, respondents were more likely to state 'excellent' or 'good' rather than simply 'satisfactory.'

Taking into account historical measurements, the 2010 survey data are representatively consistent with findings observed over the past decade. For the most part, the data show periodic increases and decreases in ratings; however, over the period of measurements (1999 to 2010), the ratings reflect a stable pattern of findings. Nonetheless, one particular service attribute worth noting between 2009 and 2010 is 'being on time,' which experienced a significant decline in 2010. Actually, the rating provided in 2010 is one of the lowest recorded over the time this attribute has been measured (see Appendix E).

Detailed analysis of the 2010 survey data suggests that the service attribute 'being on time' had much more influence on the overall customer satisfaction rating than other service attributes (see Appendix E). This finding is somewhat specific to the 2010 survey results as 'being on time' was one of several service attributes that were influential to overall customer satisfaction ratings in other years (e.g. 2009 also had 'courteous and helpful staff,' 'not being overcrowded,' 'directness of trip' and bus stop amenities' as being primary influences). This analysis provides support to the suggestion that weather during the fielding period may have influenced overall customer satisfaction ratings provided by respondents.

Figure 3.1: Performance Ratings of Service Attributes

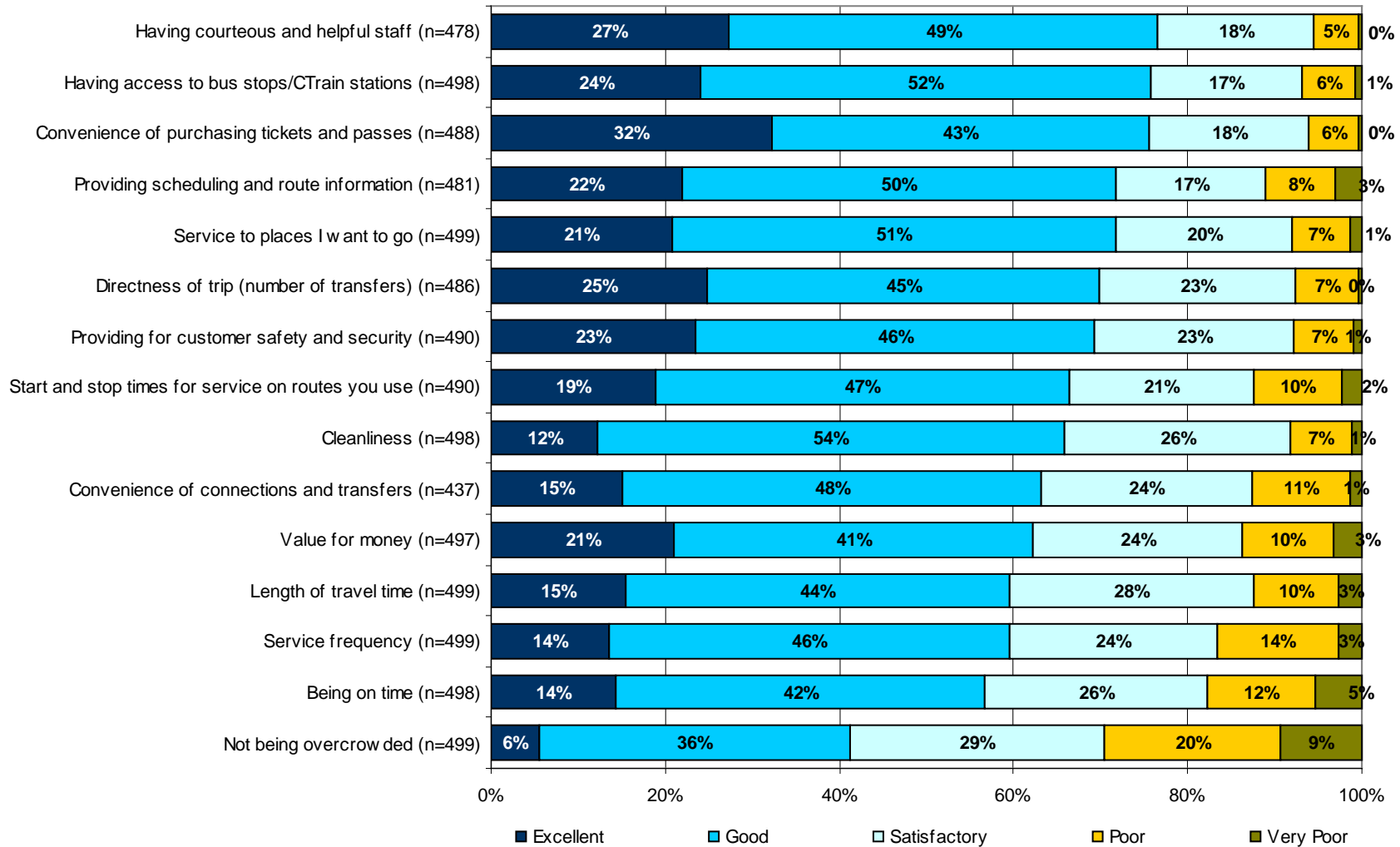
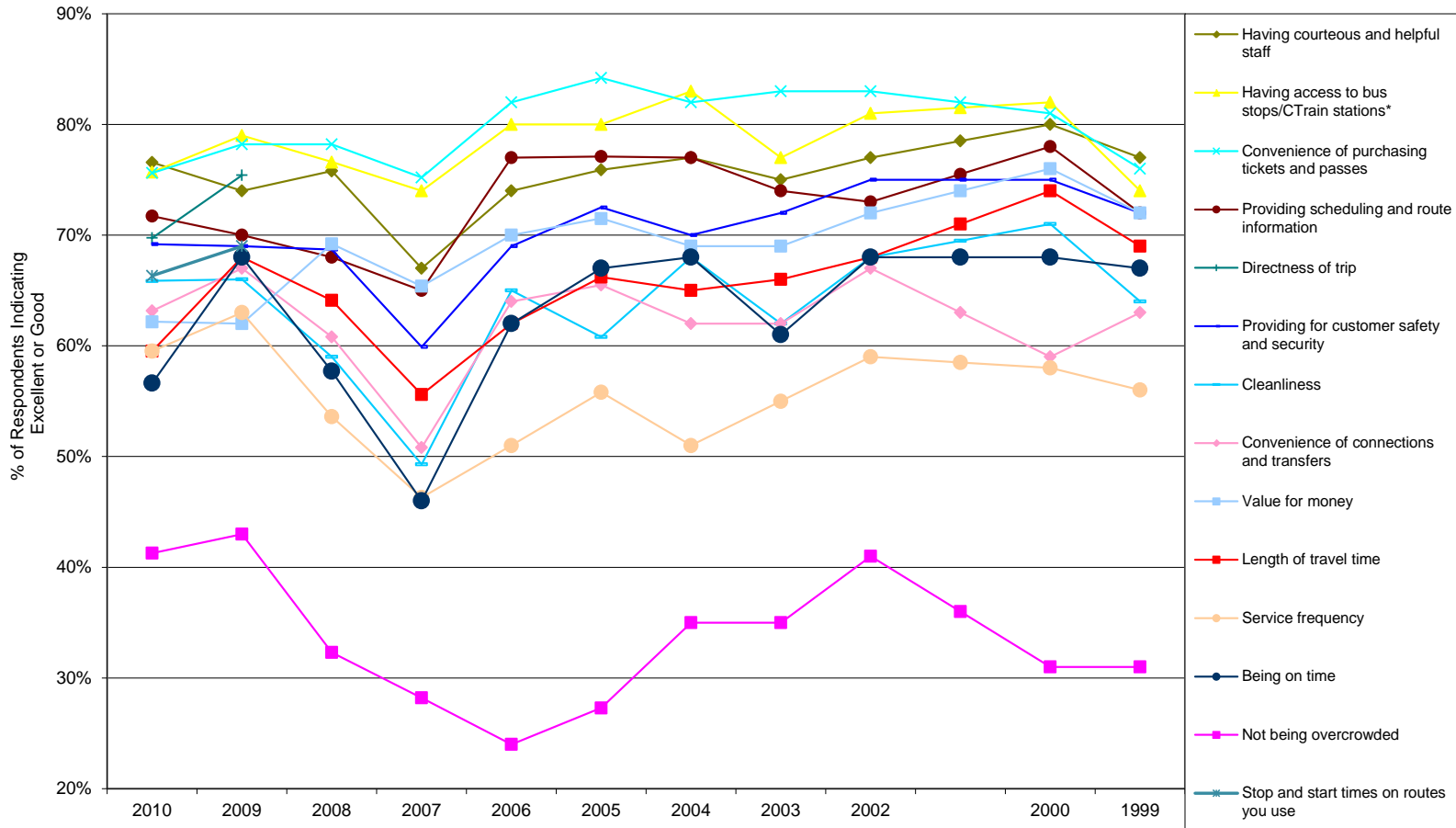


Figure 3.2: Historical Performance Ratings of Service Attributes



\*Note: Change in wording in 2010.

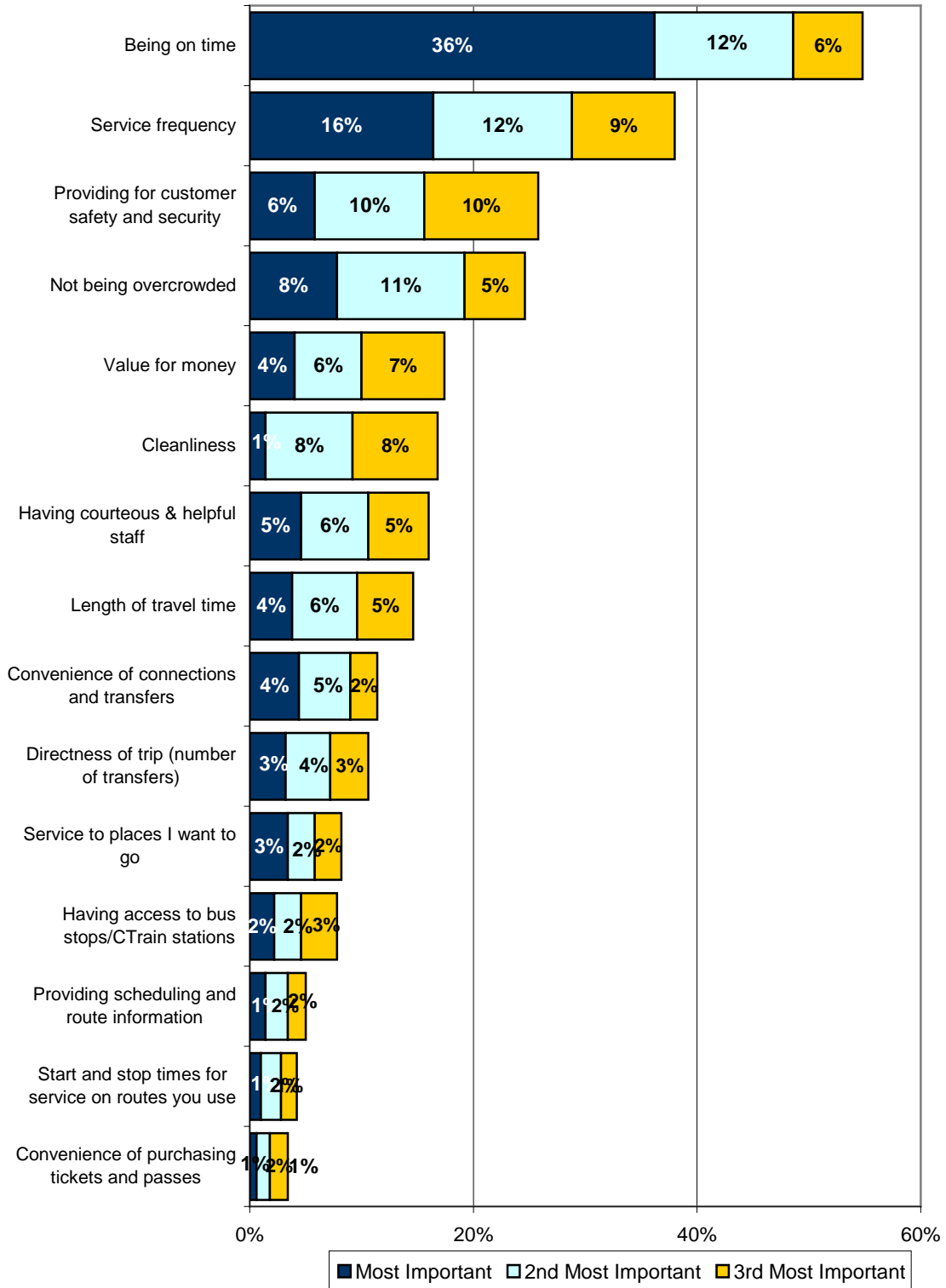
Table 3.1 presents alternative analysis to the service attribute ratings presented above. In this analysis, service attributes are grouped for various Calgary Transit Divisions that have responsibility (or at least mostly responsible) for delivery. For all Divisions, there are service attributes that respondents rated highly; still, a few service attributes for some of the Divisions are rated lower by respondents (for example, attributes such as 'being on time' and 'not being overcrowded'). The intent of this analysis is to assist Divisions with identifying service attributes that they may be responsible for and, possibly, identifying additional attributes that might be explored with respondents.

| <b>Table 3.1: Divisional Service Attributes</b>   |                                              |                                    |             |
|---------------------------------------------------|----------------------------------------------|------------------------------------|-------------|
| <b>Division</b>                                   | <b>Service Attributes</b>                    | <b>% Stating Excellent or Good</b> |             |
|                                                   |                                              | <b>2010</b>                        | <b>2009</b> |
| Safety and Security                               | Providing for customer safety and security   | 69                                 | 69          |
| Transit Planning                                  | Easy access to bus stops/CTrain stations     | 76                                 | 79          |
|                                                   | Directness of trip (number of transfers)     | 70                                 | 75          |
|                                                   | Convenience of connections and transfers     | 63                                 | 67          |
|                                                   | Length of travel time                        | 60                                 | 68          |
| Operations                                        | Courteous and helpful staff                  | 77                                 | 73          |
|                                                   | Being on time                                | 57                                 | 67          |
| Facilities                                        | Cleanliness                                  | 66                                 | 66          |
| Service Design                                    | Convenience of purchasing tickets and passes | 76                                 | 78          |
|                                                   | Providing scheduling and route information   | 72                                 | 70          |
|                                                   | Service to places I want to go               | 72                                 | n/a         |
|                                                   | Stop and start times on routes you use       | 66                                 | 69          |
|                                                   | Service frequency                            | 60                                 | 63          |
|                                                   | Value for money                              | 62                                 | 61          |
|                                                   | Not being overcrowded                        | 41                                 | 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 by identifying those that are most, second most and third most important. Figure 3.3 represents the attributes that respondents rated as being important. Two attributes surfaced as being highest in ranking of importance according to 2010 survey respondents, including 'being on time' (54%) and 'service frequency' (37%). Nonetheless, 'being on time' was much more important than any other service attribute examined in the survey with more than half of respondents identifying it.

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



Historically, 'being on time' and 'service frequency' have been ranked as the two most important to respondents. 'Not being overcrowded' has been the third highest attribute of importance to respondents; however, as indicated in previous reports, there has been a noticeable decline for this attribute since the 2008 survey.

| <b>Table 3.2: Importance of Service Attributes</b><br>(Most & Second Most Important)                                                                                                                                                                                                                                          |                         |             |             |             |             |             |             |             |             |             |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Service Attributes</b>                                                                                                                                                                                                                                                                                                     | <b>% of Respondents</b> |             |             |             |             |             |             |             |             |             |             |
|                                                                                                                                                                                                                                                                                                                               | <b>2010**</b>           | <b>2009</b> | <b>2008</b> | <b>2007</b> | <b>2006</b> | <b>2005</b> | <b>2004</b> | <b>2003</b> | <b>2002</b> | <b>2000</b> | <b>1999</b> |
| Being on time                                                                                                                                                                                                                                                                                                                 | 49                      | 50          | 50          | 55          | 45          | 43          | 47          | 57          | 47          | 41          | 48          |
| Service frequency                                                                                                                                                                                                                                                                                                             | 29                      | 26          | 33          | 35          | 37          | 37          | 40          | 35          | 29          | 33          | 30          |
| Not being overcrowded                                                                                                                                                                                                                                                                                                         | 19                      | 18          | 21          | 32          | 31          | 29          | 20          | 15          | 16          | 14          | 18          |
| Providing for customer safety and security                                                                                                                                                                                                                                                                                    | 16                      | 14          | 18          | 14          | 12          | 12          | 12          | 13          | 13          | 9           | 10          |
| Length of travel time                                                                                                                                                                                                                                                                                                         | 10                      | 7           | 7           | 4           | 7           | 8           | 8           | 5           | 6           | 8           | 9           |
| Value for money                                                                                                                                                                                                                                                                                                               | 10                      | 11          | 11          | 8           | 9           | 9           | 11          | 12          | 9           | 11          | 9           |
| Cleanliness                                                                                                                                                                                                                                                                                                                   | 9                       | 11          | 14          | 10          | 8           | 10          | 8           | 7           | 7           | 5           | 8           |
| Having courteous and helpful staff                                                                                                                                                                                                                                                                                            | 9                       | 12          | 15          | 9           | 11          | 8           | 11          | 11          | 15          | 10          | 11          |
| Convenience of connections and transfers                                                                                                                                                                                                                                                                                      | 9                       | 16          | 8           | 7           | 14          | 14          | 16          | 12          | 13          | 14          | 10          |
| Directness of trip                                                                                                                                                                                                                                                                                                            | 7                       | 5           | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         |
| Service to places I want to go                                                                                                                                                                                                                                                                                                | 6                       | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         |
| Having access bus stops/CTrain stations*                                                                                                                                                                                                                                                                                      | 5                       | 4           | 3           | 3           | 4           | 5           | 2           | 4           | 3           | 5           | 5           |
| Start and stop times for service                                                                                                                                                                                                                                                                                              | 3                       | 2           | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         | n/a         |
| Providing scheduling and route information                                                                                                                                                                                                                                                                                    | 3                       | 2           | 2           | 5           | 8           | 4           | 4           | 5           | 2           | 5           | 4           |
| Convenience of purchasing tickets and passes                                                                                                                                                                                                                                                                                  | 2                       | 1           | 1           | 1           | 2           | 1           | 2           | 2           | 1           | -           | 3           |
| Note: In previous surveys, 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.<br>* Previous surveys the item was 'Easy access to bus stops.'<br>** Listed in order as presented in Figure 3.3. |                         |             |             |             |             |             |             |             |             |             |             |

### **3.3 Comparisons of Customer Expectations and Perceived Performance of Services Attributes**

Detailed analysis is 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. Basically, 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 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 reconsidered.

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)<sup>1</sup>. This analysis shows that there are similarities between stated and relative rankings of importance for service attributes such as 'being on time' and 'service frequency,' however there are also other service attributes that become more prominent when relative importance rankings are considered. Similar findings have been observed in the 2006 to 2009 survey results. The consistencies of these findings among the last four 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 and applying these results.<sup>2</sup>

Using the above data, 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) reveal possible service attributes priorities that might be considered in future service planning of Calgary Transit. This analysis is presented in Figure 3.4 for the 2010 survey results (Appendix E includes survey results from 2006 to 2009). Essentially, the analysis identifies service attributes in which customers have higher expectations and perceive lower than average performance (Q1), higher expectations and perceive higher than average performance (Q2), lower expectations and lower than average performance (Q3) and lower 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. However, over the past few years there have been consistencies in the findings from this analysis. For instance, Table 3.3 shows that 'being on time, 'service frequency,' 'convenience of connections and transfers,' and, for the most part, 'length of travel time' have consistently revealed gaps between respondents

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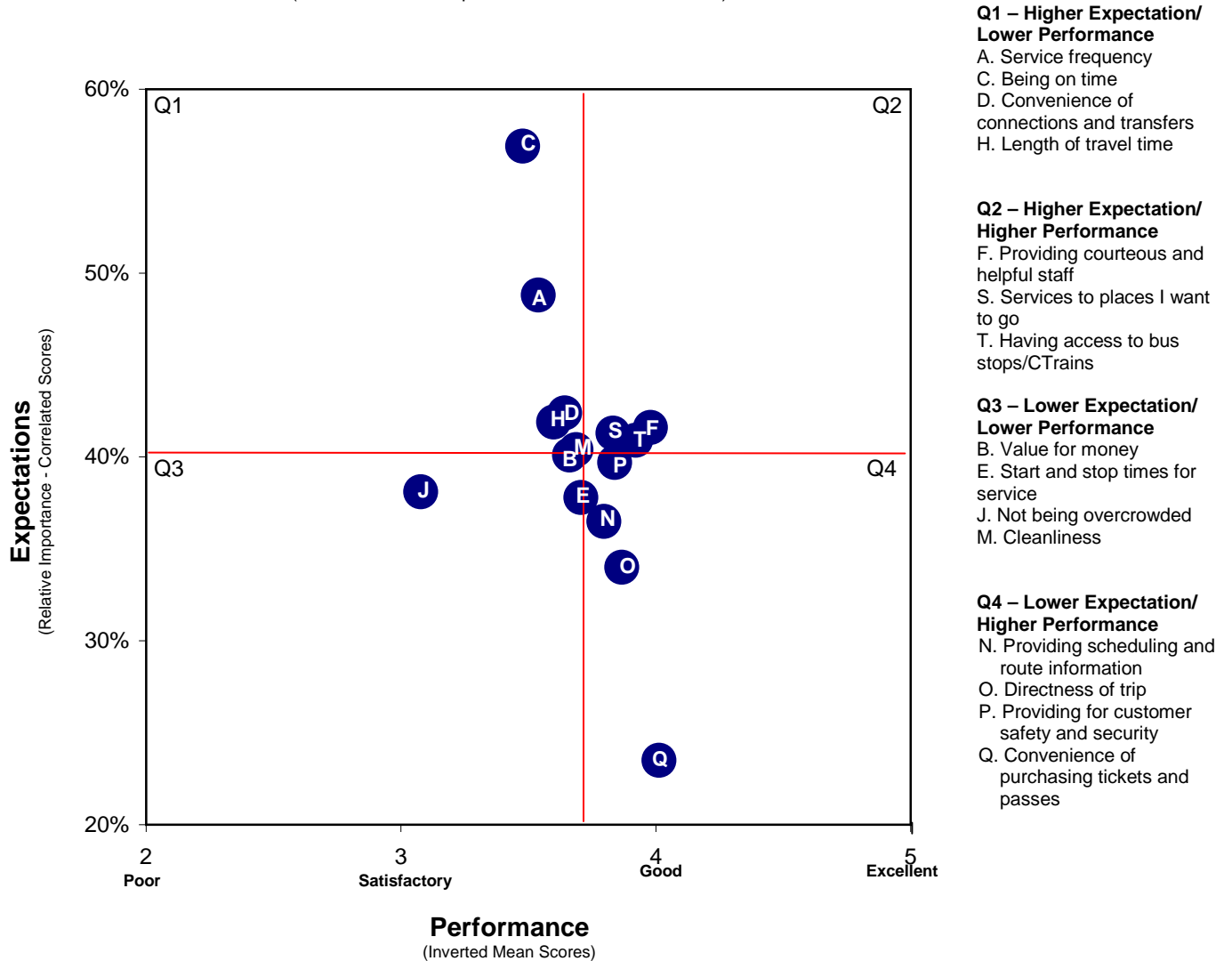
<sup>1</sup> Note: Similar analyses with data from the 2006 to 2008 data are also presented in Appendix E.

<sup>2</sup> As well, there have been changes in the types of service attributes examined over the years.

expectations and service performance. In other words, customers typically have had higher expectations for these service attributes, but rated them lower in terms of Calgary Transit performance. In 2010, these service attributes were identified in this manner once again.

**Figure 3.4: Expectations/Performance Comparisons 2010**

(Axes set at 40% Expectation and 3.7 Performance)



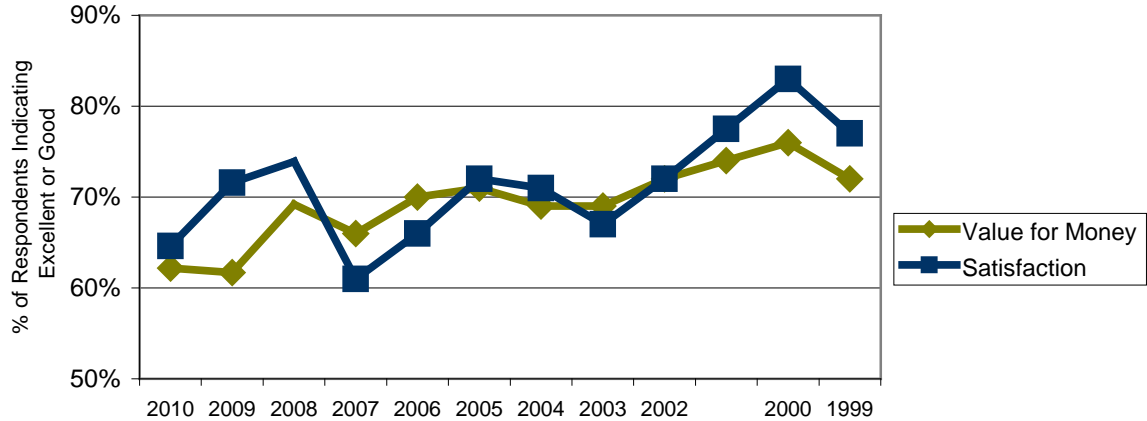
**Table 3.3: Expectations/Performance Comparisons**

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

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. For the most part, these two measures have followed similar patterns in terms of increases and decreases over the years. In 2010, the findings again followed a similar pattern. Interestingly, however, value for money has been at an all time low for the past two years.

**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. On the whole, these data suggest that the majority of respondents have positive impressions about the service components and experiences that were tested. Interestingly, however, the vast majority of respondents (95%) indicated that they 'feel safe when traveling on transit;' however, out of all the items measured in these questions, the item with the lowest rating was 'I feel there are sufficient Peace Officers on the CTrain to ensure my personal safety' (65%).

It may also be notable that the item 'Calgary Transit vehicles arrive at my stop at the scheduled time' was rated lower than other items. However, from a historical perspective (Figure 3.7), the rating for this particular item in 2010 was not the lowest observed.

Actually, historical patterns for respondents' perceptions about all of the service components or experiences have been generally consistent over the past decade (see Appendix E for more details).

Figure 3.6: Service Components

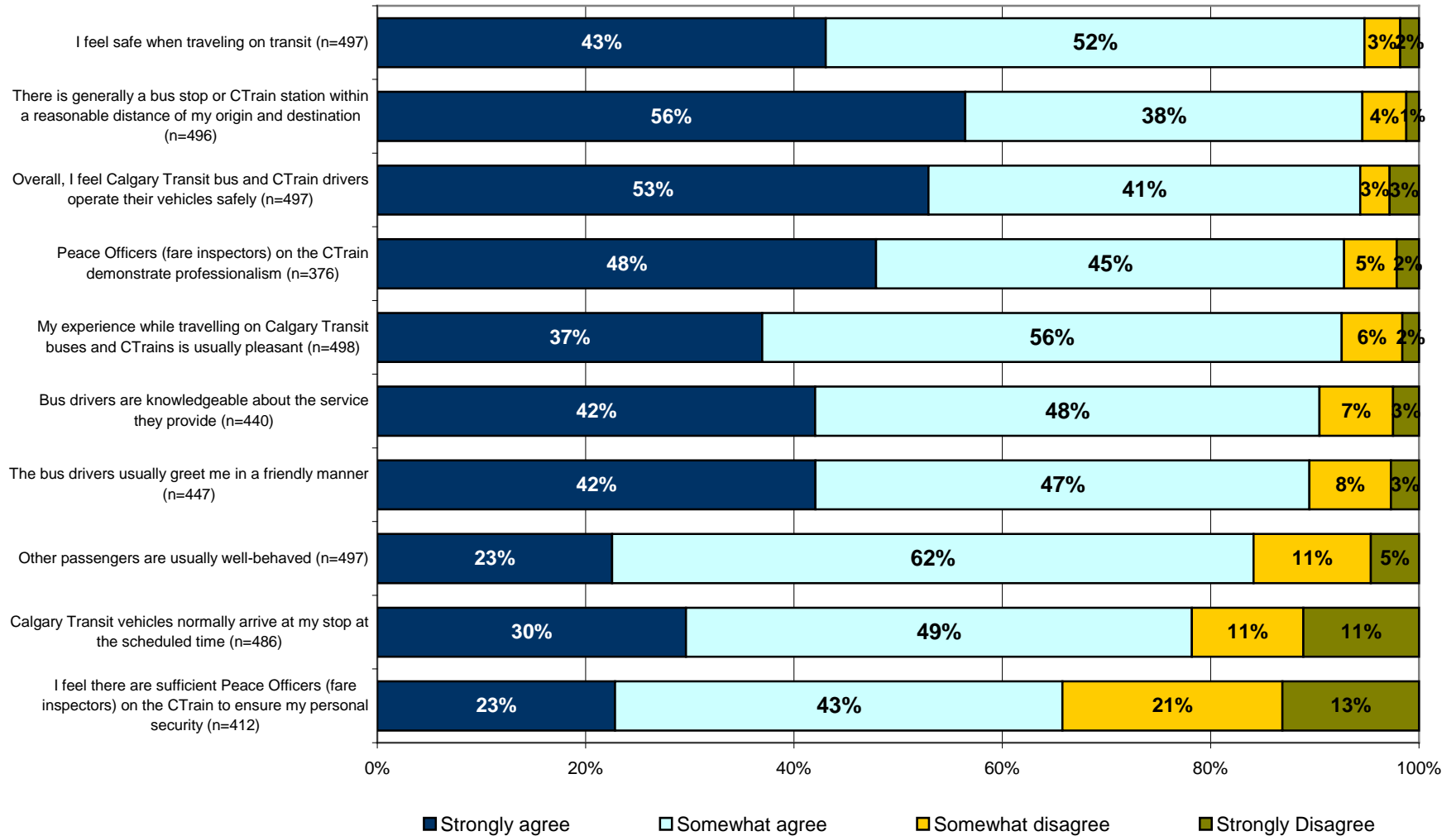
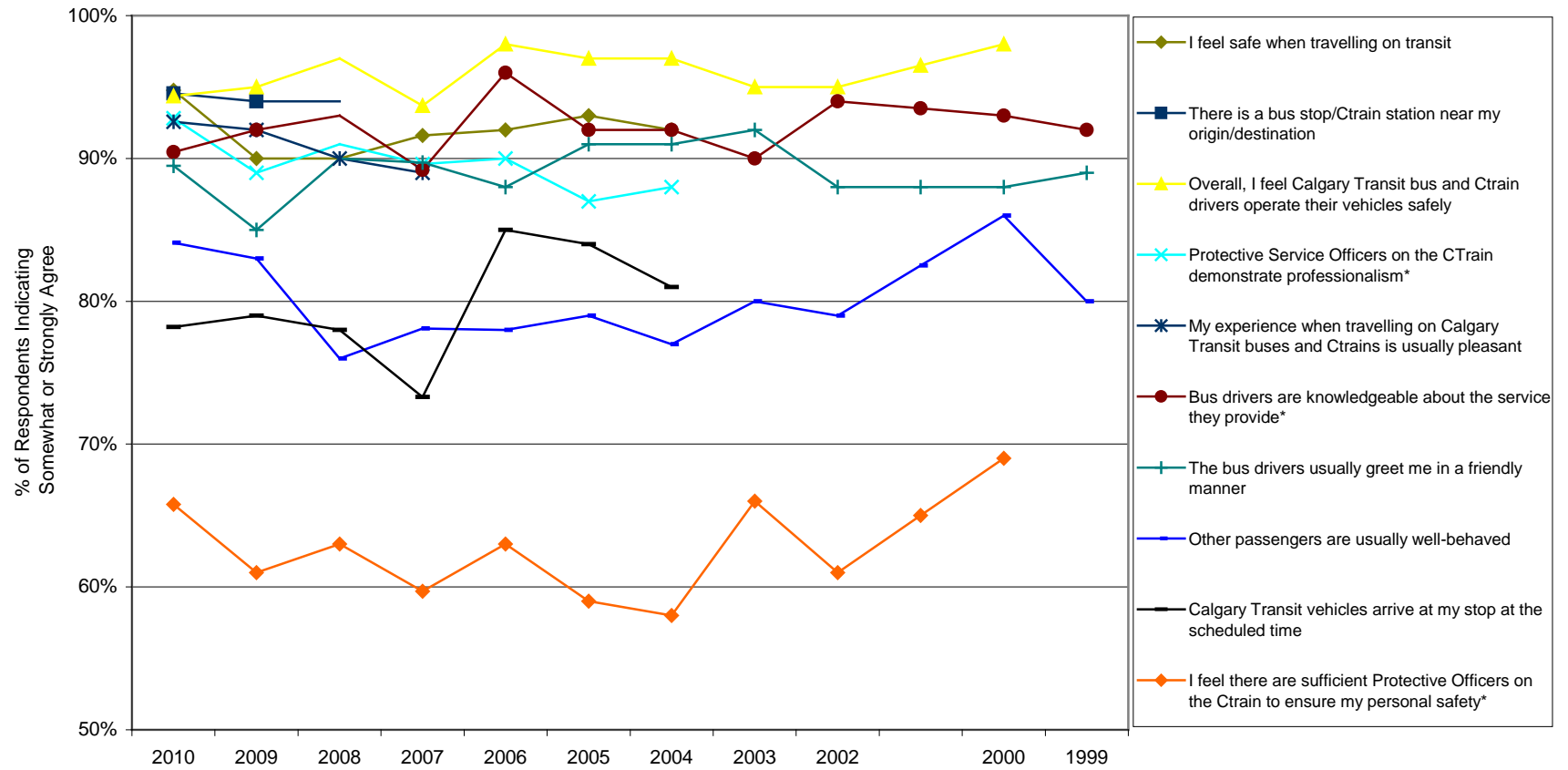


Figure 3.7: Historical Comparison of Service Component and Experiences Ratings



### 3.5 Fleet and Facilities

Figure 3.10 presents data that show most respondents who were surveyed provided ratings of 'excellent' or 'good' for aspects of fleet and facilities. Actually, only the item 'cleanliness of passenger shelters' was rated as 'excellent' or 'good' by fewer than half of respondents.

**Figure 3.10: Perceptions of Fleet and Facilities**

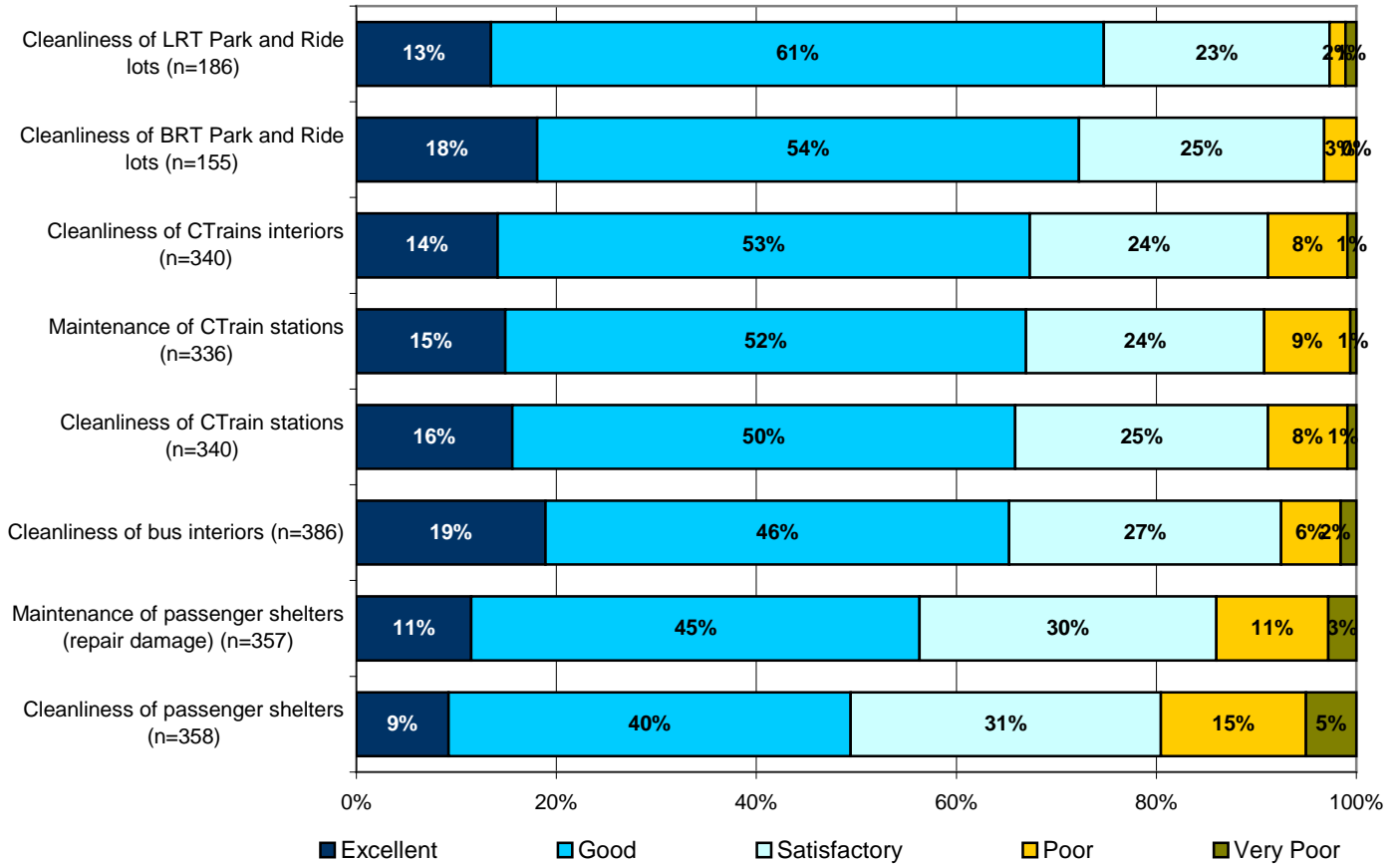
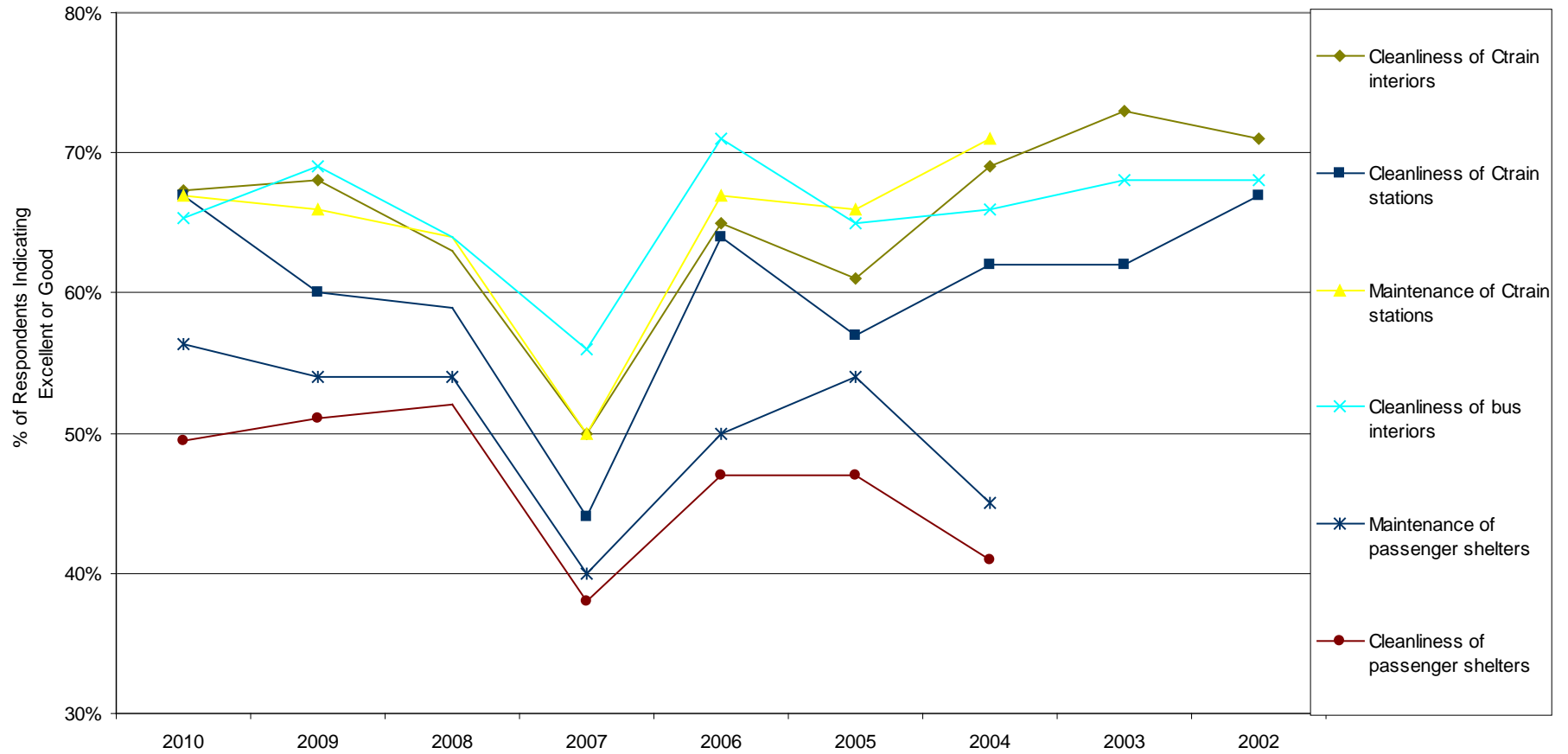


Figure 3.11 shows that the above ratings have been fairly steady over the past three years of surveying with minor variations of increases and decreases.

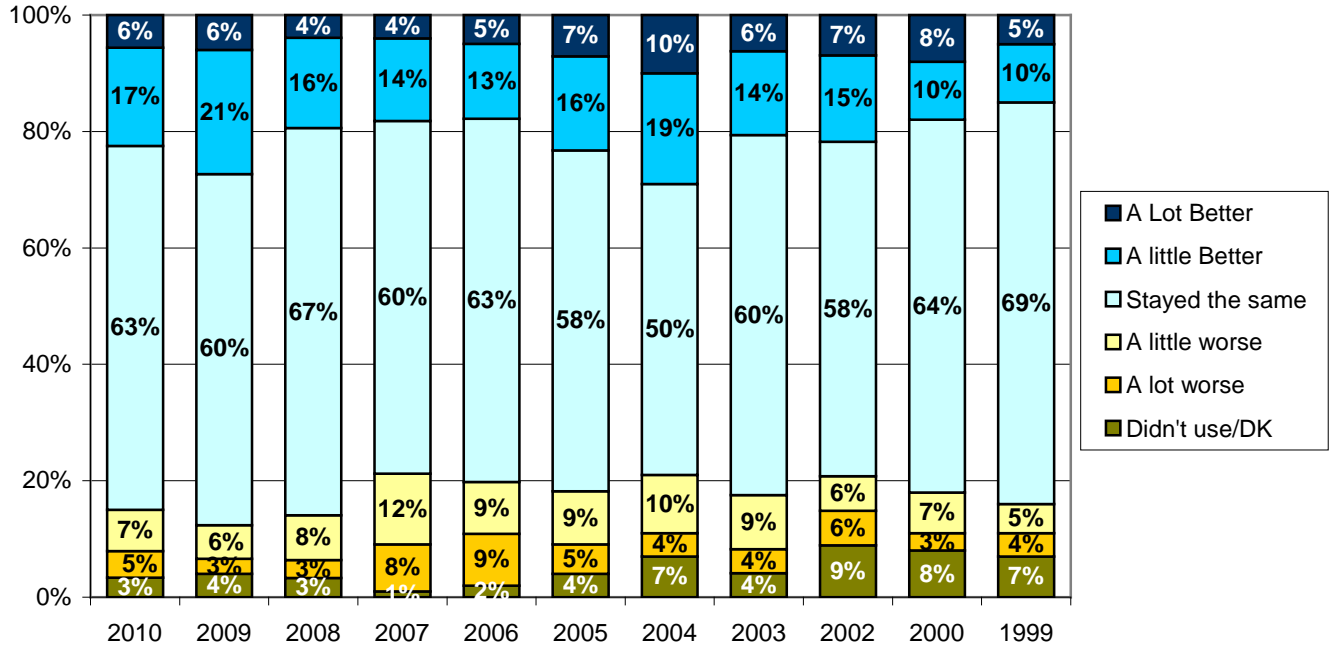
Figure 3.11: Historical Comparisons of Fleet and Facilities Ratings



### 3.6 Perceived Change in Service

Similar to historical findings, the majority (63%) of respondents to the 2010 survey asserted that overall Transit service in their community had remained the same in the year prior to the survey (Figure 3.12). In terms of improved services, approximately one out four (23%) suggested that Transit service was better.

**Figure 3.12: Perceived Change in Transit Service During Past Year**



Transit customers have generally cited increased service frequency and being on time as the primary reasons they perceived services to have improved (Table 3.7), which is what occurred in 2010. Of note, however, far fewer respondents indicated that 'new services' was the reason they perceived service improvement with Calgary Transit compared to previous years.

| <b>Table 3.7: Reasons for Perceived Changes</b>   |                         |                       |                       |                       |                       |                        |                        |                        |                        |                       |                       |
|---------------------------------------------------|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|-----------------------|
| <b>A lot or a little better</b>                   |                         |                       |                       |                       |                       |                        |                        |                        |                        |                       |                       |
| <b>Reasons</b>                                    | <b>% of Respondents</b> |                       |                       |                       |                       |                        |                        |                        |                        |                       |                       |
|                                                   | <b>2010</b><br>(n=108)  | <b>2009</b><br>(n=94) | <b>2008</b><br>(n=94) | <b>2007</b><br>(n=84) | <b>2006</b><br>(n=85) | <b>2005</b><br>(n=105) | <b>2004</b><br>(n=140) | <b>2003</b><br>(n=100) | <b>2002</b><br>(n=108) | <b>2000</b><br>(n=89) | <b>1999</b><br>(n=76) |
| Service frequency                                 | 24                      | 28                    | 27                    | 31                    | 32                    | 47                     | 29                     | 42                     | 31                     | 43                    | 28                    |
| Being on time                                     | 24                      | 18                    | 16                    | 23                    | 9                     | 6                      | 7                      | 10                     | 11                     | 12                    | 15                    |
| Having courteous and helpful staff                | 8                       | 5                     | 13                    | 13                    | 6                     | 8                      | 9                      | 9                      | 7                      | 9                     | 15                    |
| Length of travel time                             | 8                       | 4                     | 2                     | 1                     | 7                     | 3                      | 1                      | 4                      | 4                      | 5                     | 5                     |
| Expansion of CTrain service/CTrain line extension | 8                       | 4                     | 0                     | 0                     | 0                     | 0                      | 0                      | 0                      | 0                      | 0                     | 0                     |
| Having access to bus stops/CTrain stations ***    | 7                       | 0                     | 3                     | 2                     | 2                     | 4                      | 1                      | 3                      | 4                      | 0                     | 7                     |
| Providing for customer safety and security        | 6                       | 4                     | 7                     | 4                     | 2                     | 1                      | 1                      | 2                      | 2                      | 1                     | 3                     |
| Directness of trip (number of transfers)          | 6                       | 3                     | n/a                   | n/a                   | n/a                   | n/a                    | n/a                    | n/a                    | n/a                    | n/a                   | n/a                   |
| Service to places I want to go***                 | 5                       | 7                     | 3                     | 5                     | 6                     | 9                      | 14                     | 9                      | 18                     | 26                    | 11                    |
| Cleanliness                                       | 5                       | 7                     | 4                     | 4                     | 2                     | 0                      | 1                      | 3                      | 1                      | 0                     | 4                     |
| Not being overcrowded                             | 2                       | 4                     | 9                     | 8                     | 2                     | 7                      | 1                      | 3                      | 1                      | 3                     | 7                     |
| New services                                      | 4                       | 17                    | 9                     | 11                    | 17                    | 19                     | 38                     | 11                     | 18                     | 0                     | 0                     |
| Providing schedule and route information          | 2                       | 3                     | 0                     | 2                     | 3                     | 1                      | 1                      | 1                      | 1                      | 0                     | 5                     |
| Convenience of connections and transfers          | 1                       | 2                     | 6                     | 6                     | 5                     | 8                      | 11                     | 4                      | 6                      | 10                    | 15                    |
| Value for money                                   | 1                       | 0                     | 0                     | 4                     | 1                     | 0                      | 1                      | 0                      | 2                      | 1                     | 3                     |
| Start/stop times for service on routes you use*** | 1                       | 0                     | 0                     | 0                     | 0                     | 1                      | 1                      | 2                      | 0                      | 0                     | 0                     |
| Convenience of Purchasing Tickets and Passes      | 0                       | 0                     | 1                     | 0                     | 2                     | 0                      | 0                      | 0                      | 0                      | 0                     | 0                     |
| Other                                             | -                       | 0                     | 2                     | 2                     | 1                     | 6                      | 3                      | 3                      | 4                      | 6                     | 4                     |
| Don't know                                        | 8                       | 2                     | 4                     | 0                     | 0                     | 4                      | 0                      | 1                      | 7                      | 0                     | 7                     |
| ***Worded differently than in previous years      |                         |                       |                       |                       |                       |                        |                        |                        |                        |                       |                       |

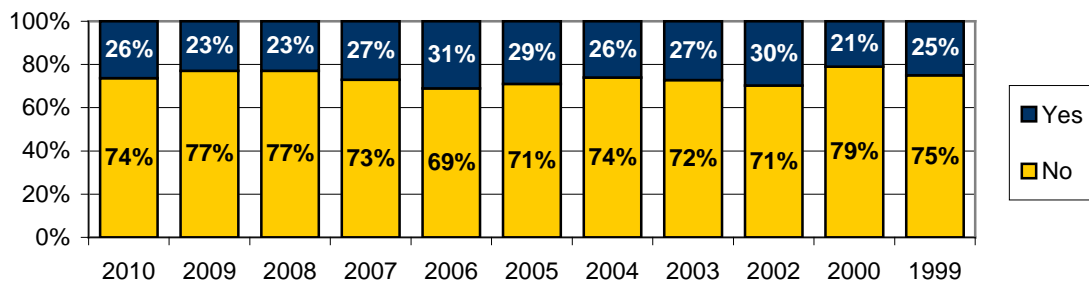
Respondents who indicated that services were worse over the past year were asked why they have provided that response. Table 3.8 shows that about four in ten respondents offered 'not being on time' (27%) and 'service frequency' (25%) as their reasons. Actually, 'not being on time' was cited more commonly in 2010 than in previous years. It is worth noting that 'overcrowding' received fewer respondents in 2010 compared to previous years.

| <b>Table 3.8: Reasons for Perceived Changes</b><br>A little or a lot worse |                  |                |                |                 |                |                |                |                |                |                |                |
|----------------------------------------------------------------------------|------------------|----------------|----------------|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Reasons                                                                    | % of Respondents |                |                |                 |                |                |                |                |                |                |                |
|                                                                            | 2010<br>(n=56)   | 2009<br>(n=42) | 2008<br>(n=52) | 2007<br>(n=100) | 2006<br>(n=82) | 2005<br>(n=68) | 2004<br>(n=67) | 2003<br>(n=63) | 2002<br>(n=56) | 2000<br>(n=51) | 1999<br>(n=45) |
| Not being on time                                                          | 27               | 15             | 15             | 20              | 11             | 13             | 6              | 14             | 13             | 10             | 11             |
| Service frequency                                                          | 25               | 13             | 27             | 24              | 17             | 22             | 43             | 42             | 16             | 10             | 27             |
| Overcrowded                                                                | 14               | 28             | 40             | 46              | 46             | 52             | 27             | 19             | 25             | 53             | 64             |
| Length of travel time                                                      | 9                | 8              | 6              | 4               | 2              | 7              | 8              | 0              | 7              | 0              | 2              |
| Lack of value for money                                                    | 9                | 3              | 0              | 0               | 0              | 0              | 3              | 0              | 7              | 8              | 4              |
| Lack of customer safety and security                                       | 7                | 7              | 6              | 7               | 5              | 0              | 2              | 5              | 2              | 6              | 7              |
| Staff not courteous or helpful                                             | 7                | 3              | 4              | 6               | 1              | 2              | 3              | 6              | 5              | 2              | 4              |
| Scheduling and route information                                           | 4                | 5              | 0              | 4               | 1              | 0              | 3              | 3              | 2              | 2              | 0              |
| Not having access bus stops/ CTrain stations***                            | 4                | 5              | 0              | 0               | 0              | 0              | 0              | 0              | 0              | 0              | 0              |
| Lack of new services                                                       | 4                | 5              | 4              | 3               | 1              | 4              | 3              | 0              | 4              | 0              | 0              |
| Lack of cleanliness                                                        | 4                | 3              | 4              | 2               | 0              | 6              | 2              | 0              | 4              | 2              | 4              |
| Inconvenient connections and transfers                                     | 4                | 0              | 2              | 2               | 0              | 4              | 5              | 3              | 7              | 2              | 4              |
| Lack of expansion of CTrain services/Ctrain line extension                 | 2                | 2              | 0              | 0               | 0              | 0              | 0              | 0              | 0              | 0              | 0              |
| Service to places I want to go***                                          | 2                | 12             | 8              | 3               | 7              | 12             | 9              | 8              | 14             | 4              | 0              |
| Other                                                                      | 0                | 7              | 4              | 4               | 0              | 3              | 5              | 12             | 2              | 14             | 2              |
| Don't know/ Refused                                                        | 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 3.13). For the most part, this finding is consistent with previous years.

**Figure 3.13: Unregistered Complaints**



Data presented in Table 3.9 reveals that the most commonly cited reasons for not registering a complaint was the perception that it would not yield results (23%), they felt it wasn't important enough (22%), or they did not know how to make the complaint (22%). Interestingly, more respondents than usual indicated that they did not know how to make a complaint.

| <b>Table 3.9: Reasons for Not Registering Complaint</b>      |                                       |                                       |                                       |                                       |                                       |                                       |                                       |                                       |                                       |                                       |                                       |
|--------------------------------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| <b>Reasons</b>                                               | <b>% of Responses</b>                 |                                       |                                       |                                       |                                       |                                       |                                       |                                       |                                       |                                       |                                       |
|                                                              | <b>2010</b><br><small>(n=124)</small> | <b>2009</b><br><small>(n=122)</small> | <b>2008</b><br><small>(n=140)</small> | <b>2007</b><br><small>(n=140)</small> | <b>2006</b><br><small>(n=154)</small> | <b>2005</b><br><small>(n=159)</small> | <b>2004</b><br><small>(n=144)</small> | <b>2003</b><br><small>(n=135)</small> | <b>2002</b><br><small>(n=153)</small> | <b>2000</b><br><small>(n=108)</small> | <b>1999</b><br><small>(n=104)</small> |
| Didn't think it would do any good                            | 23                                    | 35                                    | 44                                    | 42                                    | 34                                    | 31                                    | 37                                    | 30                                    | 26                                    | 32                                    | 37                                    |
| Wasn't important enough                                      | 22                                    | 33                                    | 13                                    | 16                                    | 15                                    | 31                                    | 14                                    | 26                                    | 26                                    | 41                                    | 36                                    |
| Didn't know how to make a complaint/didn't know phone number | 22                                    | 7                                     | 8                                     | 8                                     | 14                                    | 11                                    | 15                                    | 6                                     | 9                                     | 6                                     | 8                                     |
| Forgot                                                       | 12                                    | 12                                    | 9                                     | 7                                     | 9                                     | 7                                     | 13                                    | 11                                    | 20                                    | 10                                    | 14                                    |
| Couldn't get through on complaints line                      | 9                                     | 9                                     | 12                                    | 17                                    | 20                                    | 16                                    | 15                                    | 16                                    | 7                                     | 9                                     | 17                                    |
| Didn't have time/too busy                                    | 6                                     | 2                                     | 6                                     | 4                                     | 5                                     | 4                                     | 5                                     | 8                                     | 5                                     | n/a                                   | n/a                                   |
| Someone else complained                                      | 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          | 0                                     | 2                                     | 6                                     | n/a                                   | n/a                                   | n/a                                   | n/a                                   | n/a                                   | n/a                                   | n/a                                   | n/a                                   |
| Other                                                        | 4                                     | 0                                     | 2                                     | 1                                     | 4                                     | 6                                     | 3                                     | 2                                     | 8                                     | 4                                     | -                                     |
| <b>Total</b>                                                 | <b>100</b>                            | <b>100</b>                            | <b>100</b>                            | <b>100</b>                            | <b>100</b>                            | <b>100</b>                            | <b>100</b>                            | <b>100</b>                            | <b>100</b>                            | <b>100</b>                            | <b>100</b>                            |

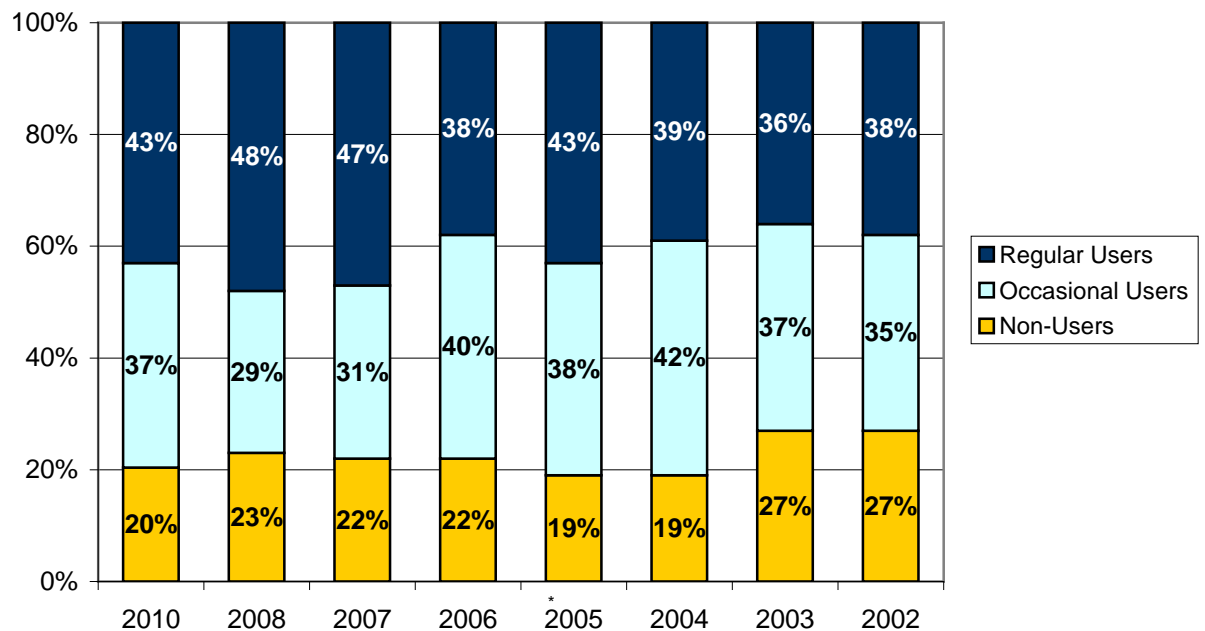
## 4.0 CHARACTERISTICS OF TRANSIT USE

This section of the report examines Transit use among Calgarians.

### 4.1 Transit Use

Figure 4.1 shows that approximately eight in ten Calgarians (80%) use Calgary Transit, either regularly or occasionally. Those who use Calgary Transit are more likely to be regular customers rather than occasional users. Nonetheless, these data are fairly consistent with findings from previous surveys.

**Figure 4.1: Transit Use among Calgarians**



### 4.2 Frequency and Duration of Transit Use among Regular Users

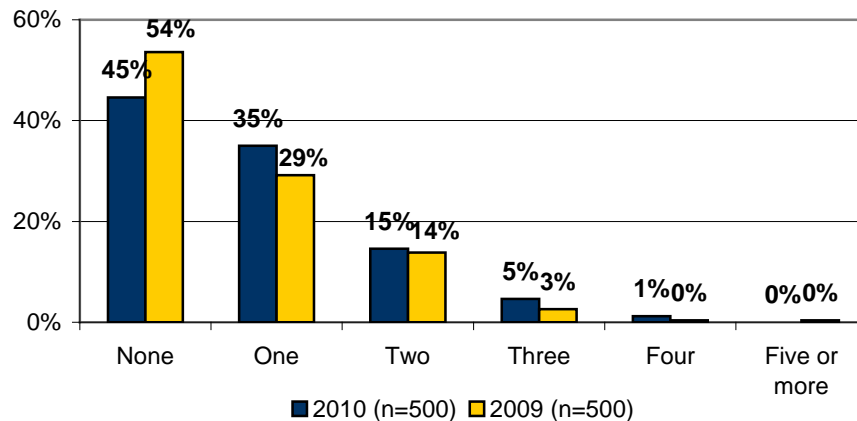
The 2010 survey reveals that regular customers use Transit services approximately 8.5 times per week, which is generally consistent with other survey years. Indeed, for the most part, the average number of trips has ranged from approximately 7 to 9 trips per week since 1999.

| <b>Table 4.1: Weekly Transit Use By Regular Transit Customers</b><br>(Average Trips Per Week) |  |                  |            |            |            |            |            |            |            |            |            |            |
|-----------------------------------------------------------------------------------------------|--|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Frequency of Use - Weekly                                                                     |  | % of Respondents |            |            |            |            |            |            |            |            |            |            |
|                                                                                               |  | 2010             | 2009       | 2008       | 2007       | 2006       | 2005       | 2004       | 2003       | 2002       | 2000       | 1999       |
| (n=)                                                                                          |  | 500              | 500        | 500        | 500        | 500        | 500        | 500        | 504        | 500        | 502        | 500        |
| One to Three Times                                                                            |  | 14               | 27         | 23         | 16         | 21         | 25         | 20         | 21         | 20         | 22         | 12         |
| Four to Seven Times                                                                           |  | 19               | 24         | 26         | 25         | 18         | 21         | 24         | 24         | 23         | 18         | 20         |
| Eight to Ten Times                                                                            |  | 53               | 36         | 43         | 47         | 46         | 41         | 41         | 38         | 40         | 43         | 47         |
| More than Ten Times                                                                           |  | 14               | 13         | 9          | 12         | 16         | 13         | 16         | 17         | 17         | 17         | 21         |
| Total                                                                                         |  | 100              | 100        | 100        | 100        | 100        | 100        | 100        | 100        | 100        | 100        | 100        |
| <b>Average Weekly Frequency of Use</b>                                                        |  | <b>Mean=</b>     | <b>8.5</b> | <b>7.2</b> | <b>7.3</b> | <b>8.2</b> | <b>8.5</b> | <b>7.6</b> | <b>7.9</b> | <b>8.3</b> | <b>8.1</b> | <b>8.2</b> |
|                                                                                               |  | <b>s.d.=</b>     | <b>4.7</b> | <b>4.9</b> | <b>4.4</b> | <b>5.2</b> | <b>5.9</b> | <b>5.0</b> | <b>4.7</b> | <b>6.5</b> | <b>5.0</b> | <b>4.4</b> |

Note: A one-way trip is counted as one trip and a trip to and from a destination as two trips.

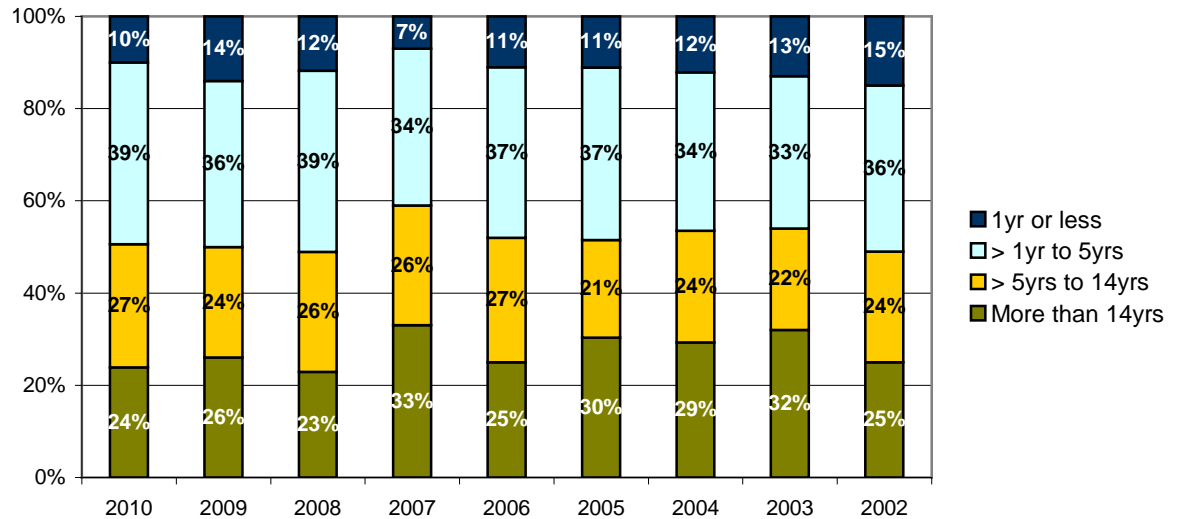
Respondents were asked to identify the number of transfers they use on the most frequent of their trips. Figure 4.2 shows that a large portion of survey respondents do not use transfers (45%). However, among those who do, one or two transfers are most likely used. For the most part, these findings are similar to those of the 2009 survey.

**Figure 4.2: Number of Transfers**  
(n=500)



Approximately half of regular Transit customers (51%) 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

In 2010, respondents who identified themselves as regular Transit customers were most likely to use both buses and CTrains (46%) as shown in Figure 4.4. This finding is generally consistent with those observed in previous years. As has historically been the case, the proportion of those who used buses only (32%) was greater than those who reported only used CTrains (23%).

**Figure 4.4: Modes of Transit Used**

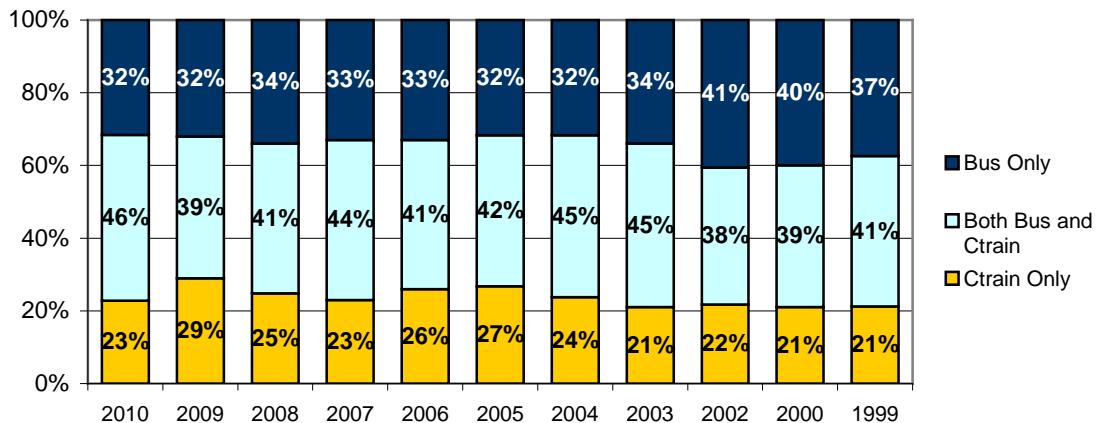
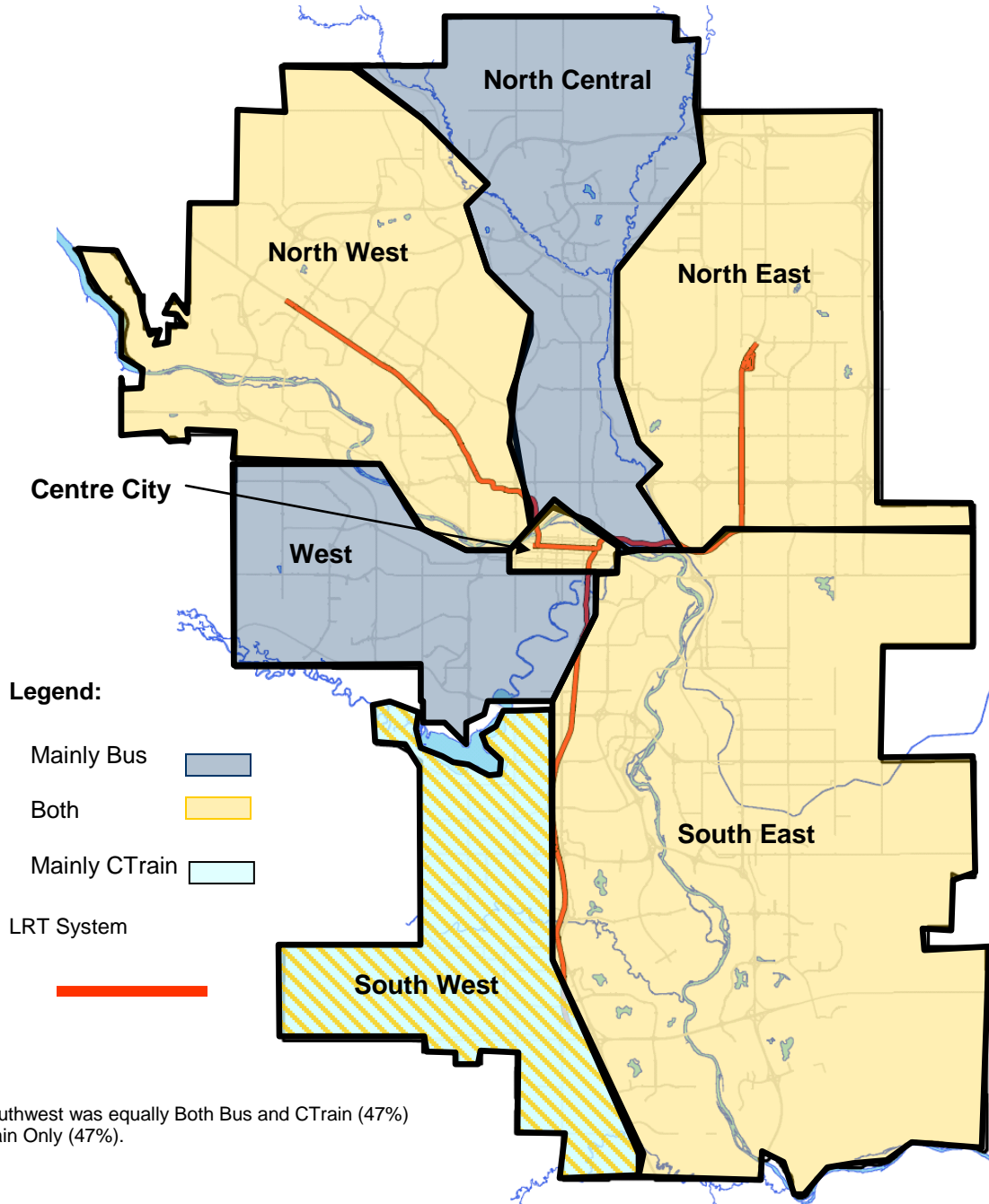


Figure 4.5 shows typical modes of transportation used by respondents among various Service Areas. In four of the Service Areas (North West, North East, South East and City Centre), respondents typically use both buses and CTrains, while in North Central and West Service Areas they use mainly buses only. The lack of LRT lines in North Central and West Service Areas likely influence why respondents of these Areas primarily use buses (see Appendix E for details).

Figure 4.5: Typical Modes of Transportation among Service Areas

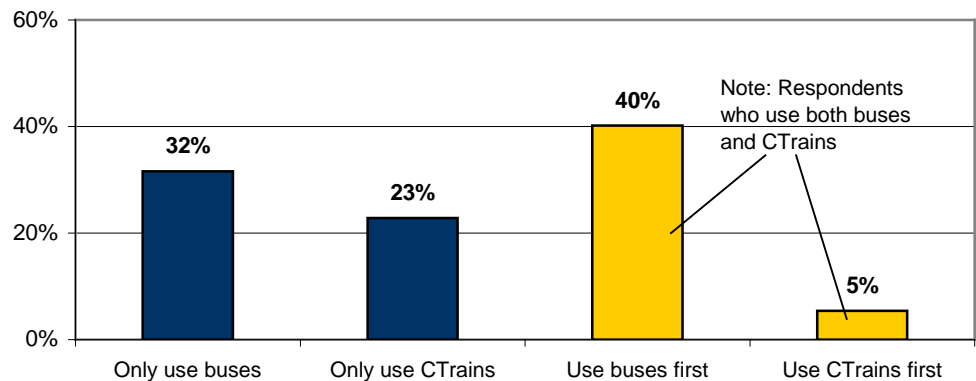


#### 4.4 Travel Patterns

Respondents who were regular Transit customers indicated that their typical one-way trip when using Calgary Transit was 35 minutes (mode average; 39.0 minutes for mean average); however, responses ranged from 2 minutes to 3 hours.

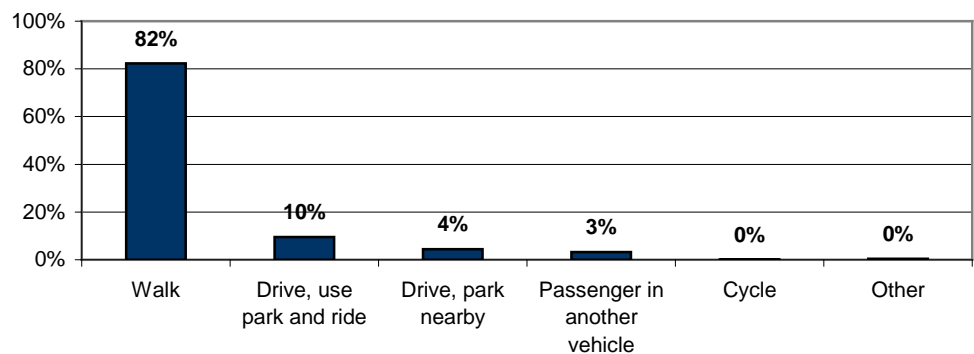
Figure 4.6 reveals that regular Transit customer respondents who take both buses and CTrains typically use a bus first rather than a CTrain first.

**Figure 4.6: Use of Buses and CTrains**  
(n=500)



To get to their Transit trip, a significant majority of respondents (82%) walk to a bus stop or a CTrain station (Figure 4.7). Typically, it takes an average of 5 minutes (mode average; 5.9 minutes mean average) for regular Transit customer respondents to get to their bus stop or CTrain station (range of respondents were 1 to 30 minutes).

**Figure 4.7: Method Used to Get to Bus Stop/CTrain Station**

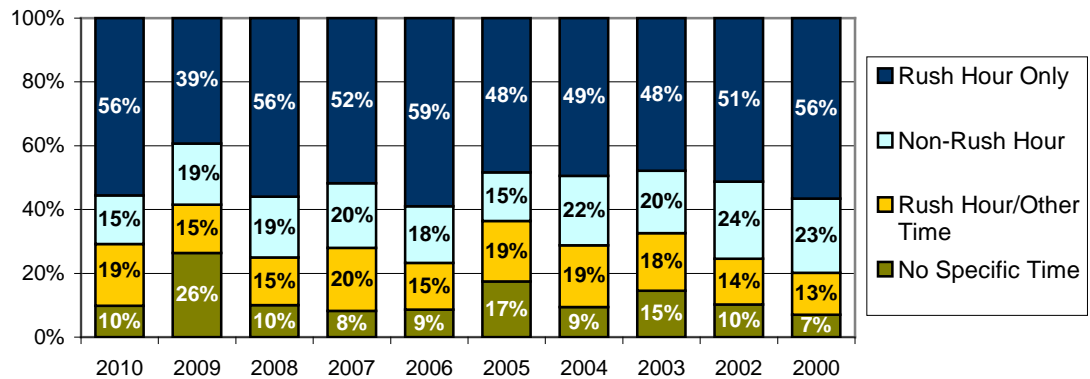


Respondents were also asked to state how long they were willing to wait for a transfer to another Calgary Transit vehicle. The average response was 10 minutes (mode average; 11.8 minutes mean average); but responses ranged from 0 to 60 minutes).

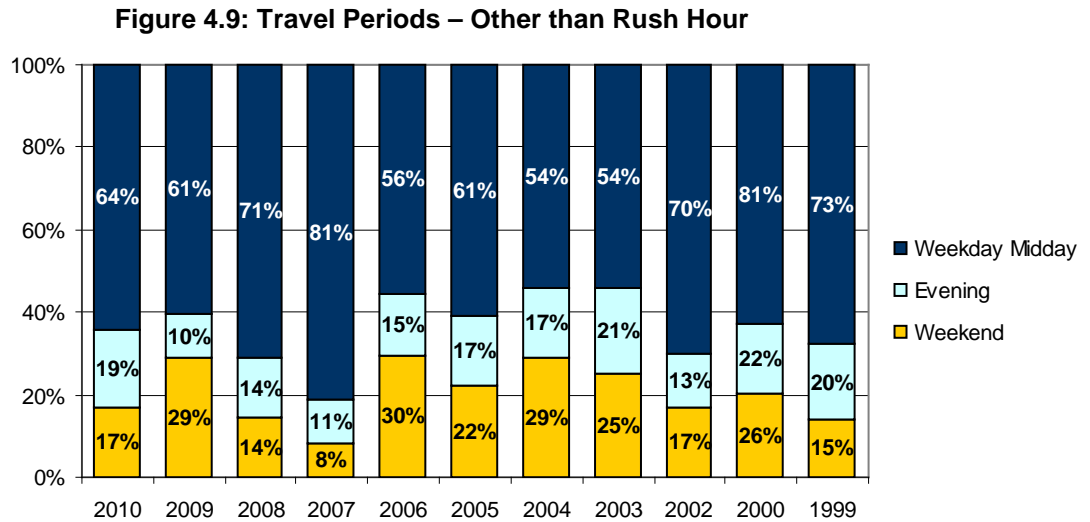
## 4.5 Travel Periods

Transit customers were queried as to what time period they use Calgary Transit most often. 'Rush Hour Only' was the most common response with approximately over half of respondents (56%) offering this travel time (Figure 4.8). This response has historically been the most common time during which Transit customers stated that they were most likely to travel. Further analysis reveals that 'Rush Hour' customers use Transit more frequently than do other user segments; in particular, customers who use Transit during 'Rush Hour and Other Times' (see Appendix E).

**Figure 4.8: Most Frequent Travel Time**

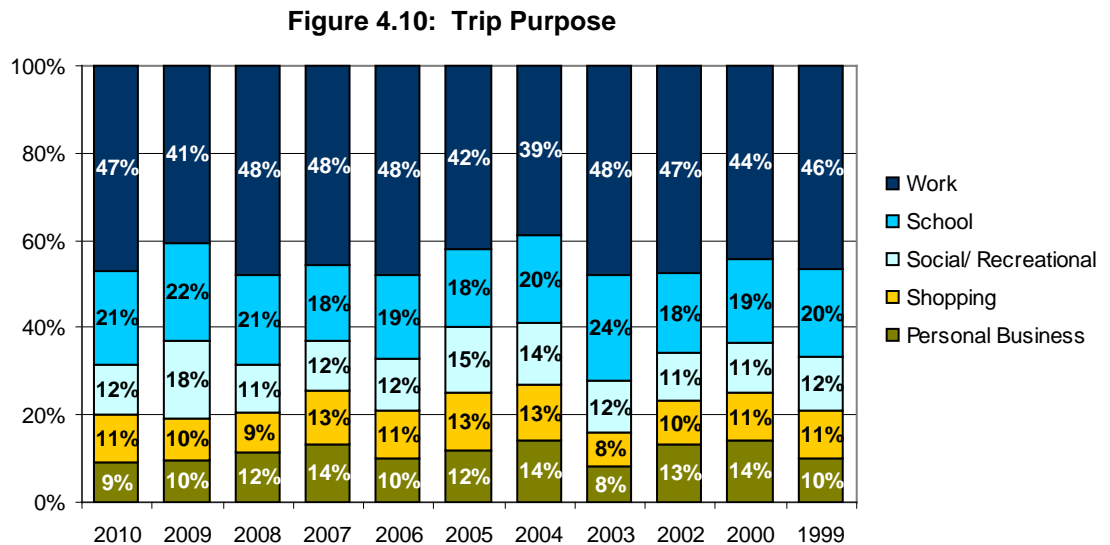


As is evidenced by data presented in Figure 4.9, respondents who use Transit during time periods other than Rush Hour generally do so during the weekday midday (64%). The proportion of customers using Transit during these times has fluctuated historically.



#### 4.6 Trip Purpose

Figure 4.10 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 2010.



#### 4.7 Occasional Users and Non-Users

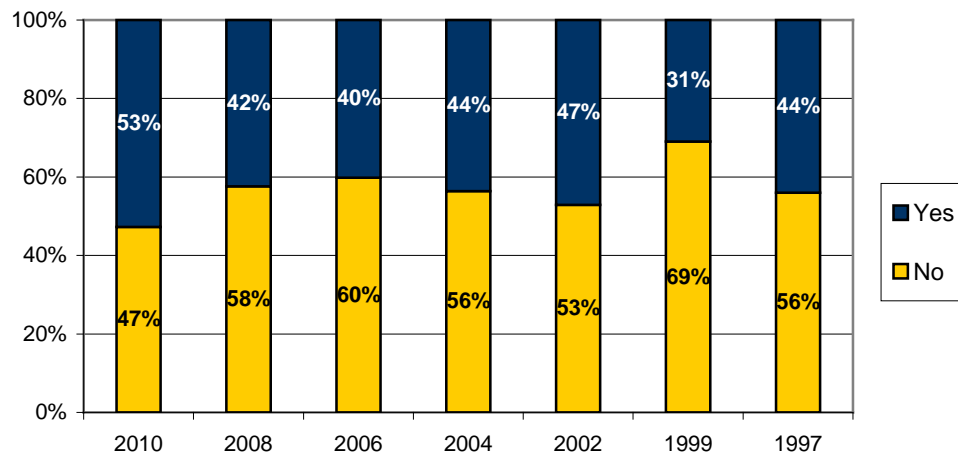
Data presented in Table 4.2 represents occasional use of Transit services among non-users. Similar to previous surveys, most non-users had not used Transit services within the month prior to being surveyed (73%), but had made use of Transit at least once in the past year.

| Table 4.2: Occasional Users            |                                         |                     |                     |                     |                      |                     |          |
|----------------------------------------|-----------------------------------------|---------------------|---------------------|---------------------|----------------------|---------------------|----------|
| Frequency of Use                       | Descriptor                              | 2010                | 2008                | 2006                | 2004                 | 2002                | 1999     |
| In the Past Month                      | n=                                      | 322                 | 318                 | 322                 | 345                  | 303                 | 259      |
|                                        | 0 Times                                 | 73                  | 68                  | 79                  | 75                   | 72                  | 63       |
|                                        | One to Three Times                      | 23                  | 25                  | 18                  | 20                   | 24                  | 32       |
|                                        | Four or More Times                      | 4                   | 7                   | 4                   | 5                    | 4                   | 5        |
|                                        | Total                                   | 100                 | 100                 | 100                 | 100                  | 100                 | 100      |
|                                        | <b>Average Monthly Frequency of Use</b> | mean=0.6<br>s.d=1.4 | mean=0.8<br>s.d=2.0 | mean=0.5<br>s.d=1.6 | mean=0.7<br>s.d=2.4  | mean=0.6<br>s.d=1.4 | <b>2</b> |
|                                        | In the Past Year                        | n=                  | 231                 | 210                 | 251                  | 255                 | 217      |
| 0 Times                                | 10                                      | 15                  | 14                  | 10                  | 10                   | -                   |          |
| One to Three Times                     | 46                                      | 41                  | 46                  | 41                  | 48                   | 58                  |          |
| Four to Six Times                      | 31                                      | 34                  | 28                  | 29                  | 28                   | 24                  |          |
| Seven or More Times                    | 12                                      | 10                  | 12                  | 20                  | 14                   | 18                  |          |
| Total                                  | 100                                     | 100                 | 100                 | 100                 | 100                  | 100                 |          |
| <b>Average Yearly Frequency of Use</b> | mean=4.9<br>s.d=9.4                     | mean=4.5<br>s.d=9.8 | mean=3.7<br>s.d=4.2 | mean=5.0<br>s.d=5.4 | mean=5.3<br>s.d=10.1 | <b>10</b>           |          |

Note: A one-way trip is counted as one trip and a trip to and from a destination as two trips.

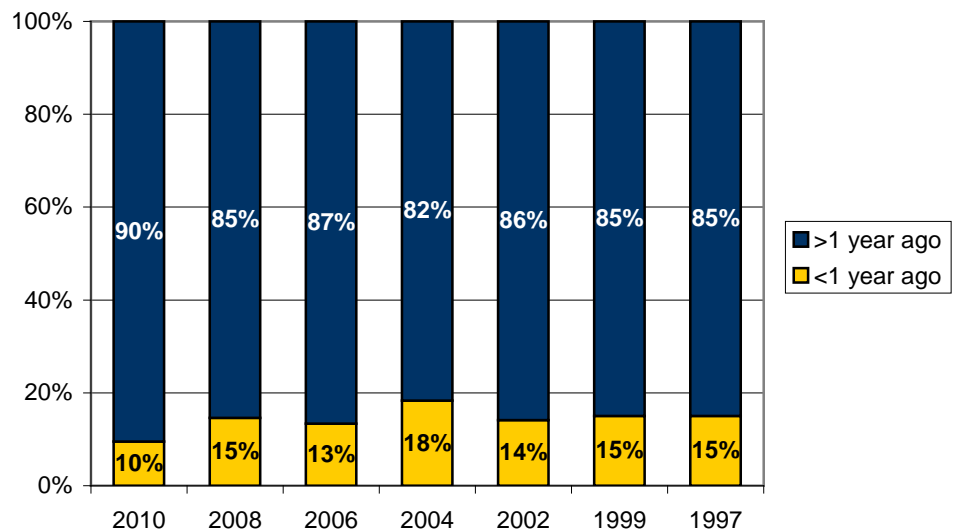
Non-users were queried as to whether or not they had ever been regular Transit customers. Figure 4.11 shows that approximately half of respondents (53%) indicated they had been regular customers at one time. This proportion is slightly higher than in previous surveys.

**Figure 4.11: Previous Regular Transit Customers**



A significant majority (90%) of non-users who had been regular Transit customers in the past stopped using Transit more than one year prior to being interviewed (Figure 4.12), which is slightly higher than in previous surveys. When queried as to what purposes they generally used Transit for when they were customers, those surveyed typically responded with work or school. These findings are again in-keeping with those of previous survey results (see Appendix E).

**Figure 4.12: Last Used Transit Regularly**



Non-users who were formerly regular customers cited reasons related to car or other transportation (49%) such as a recent car purchase or perceived more convenience with using a car, a change in personal situation (29%) like a location change or stoppage in work situation, and issues related to Transit service (21%) as primary reasons for no longer utilizing Transit services on a regular basis (Table 4.3).<sup>3</sup>

| <b>Table 4.3: Reasons for Discontinuing Transit Use</b> |                                       |                                       |                                       |                                       |                                       |                                       |                                       |
|---------------------------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| <b>Reasons</b>                                          | <b>% of Respondents</b>               |                                       |                                       |                                       |                                       |                                       |                                       |
|                                                         | <b>2010</b><br><small>(n=262)</small> | <b>2008</b><br><small>(n=212)</small> | <b>2006</b><br><small>(n=230)</small> | <b>2004</b><br><small>(n=218)</small> | <b>2002</b><br><small>(n=236)</small> | <b>1999</b><br><small>(n=158)</small> | <b>1997</b><br><small>(n=n/a)</small> |
| Car related/other transportation                        | 49                                    | 63                                    | 52                                    | 55                                    | 54                                    | 56                                    | 50                                    |
| Change in situation                                     | 29                                    | 31                                    | 40                                    | 41                                    | 39                                    | 39                                    | 32                                    |
| Transit service                                         | 21                                    | 24                                    | 20                                    | 11                                    | 12                                    | 20                                    | 17                                    |
| Other                                                   | 3                                     | 2                                     | 4                                     | 1                                     | 3                                     | n/a                                   | n/a                                   |

Non-users were further queried as to what Calgary Transit could do to increase their likelihood of regular Transit use (Table 4.4). Most respondents indicated

<sup>3</sup> Note: Details of reasons presented in Appendix E.

that they prefer their current mode of transportation (24%), Calgary Transit would need to extend routes (16%), no improvement was required (15%), faster, more direct routes (13%) or reduced fares (12%). For some of these, the findings may suggest that it may be difficult to enticed non-users to use Calgary Transit (prefer current mode or no improvement required). Nonetheless, extended routes, faster, more direct service and reduced fares may represent incentives for non-users.<sup>4</sup> It may be worth noting that reduced fares was higher in 2010 than in 2008, but similar to the 2006 results.

| <b>Table 4.4: Potential Opportunities for Non-Users to Begin Using Transit Services</b> |                         |                         |                         |                         |                         |                         |                         |
|-----------------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| <b>Opportunities</b>                                                                    | <b>% of Respondents</b> |                         |                         |                         |                         |                         |                         |
|                                                                                         | <b>2010<br/>(n=481)</b> | <b>2008<br/>(n=500)</b> | <b>2006<br/>(n=500)</b> | <b>2004<br/>(n=501)</b> | <b>2002<br/>(n=501)</b> | <b>1999<br/>(n=n/a)</b> | <b>1997<br/>(n=n/a)</b> |
| None/Prefer current mode                                                                | 24                      | 22                      | 28                      | 40                      | 27                      | 42                      | 53                      |
| Extended routes                                                                         | 16                      | 15                      | 21                      | 22                      | 18                      | 21                      | 12                      |
| No improvement required                                                                 | 15                      | 35                      | 30                      | 23                      | 30                      | 17                      | 11                      |
| Faster/More direct/Express                                                              | 13                      | 15                      | 22                      | 25                      | 21                      | 15                      | 12                      |
| Reduced fare                                                                            | 12                      | 1                       | 10                      | 2                       | 3                       | n/a                     | n/a                     |
| More frequent service                                                                   | 7                       | 18                      | 13                      | 10                      | 10                      | 10                      | 11                      |
| Transit schedule                                                                        | 3                       | 5                       | 8                       | 12                      | 5                       | n/a                     | n/a                     |
| Better security                                                                         | 2                       | 5                       | 2                       | 2                       | 1                       | n/a                     | n/a                     |
| Closer stops                                                                            | 1                       | 7                       | 2                       | 6                       | 5                       | n/a                     | n/a                     |
| Transit access                                                                          | <1                      | 1                       | <1                      | 3                       | 2                       | n/a                     | n/a                     |
| Transit information                                                                     | <1                      | 2                       | <1                      | 1                       | 1                       | n/a                     | n/a                     |

<sup>4</sup> Detailed suggestions provided in Appendix E.

## 5.0 CHOICE AND COMMITMENT TO TRANSPORTATION OPTIONS

Respondents were asked a series of questions to examine reasons for using or not using Transit services and their commitment to using various types of transportation options. This section of the report explores these issues by considering reasons for using modes of travel, influences on choice, continued use and, among those using Calgary Transit, willingness to recommend Transit services.

### 5.1 Calgary Transit Customers

#### 5.1.1 Main Reason for Transit Use

Calgary Transit uses a query to understand reasons for why Calgarians use Transit services. The data presented in Table 5.1 show the results of this question for more than a decade. Several responses in particular have been used to identify Calgarians who have limited choice 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 segments representing approximately a quarter to a third of respondents. Choice riders, comprising all non-captive riders, choose to use Calgary Transit rather than other transportation options. In 2010, the most common reasons offered for why these respondents choose to use Calgary Transit included less expensive and avoid parking. For the most part, these reasons have been commonly cited throughout the time that the question has been posed to respondents.

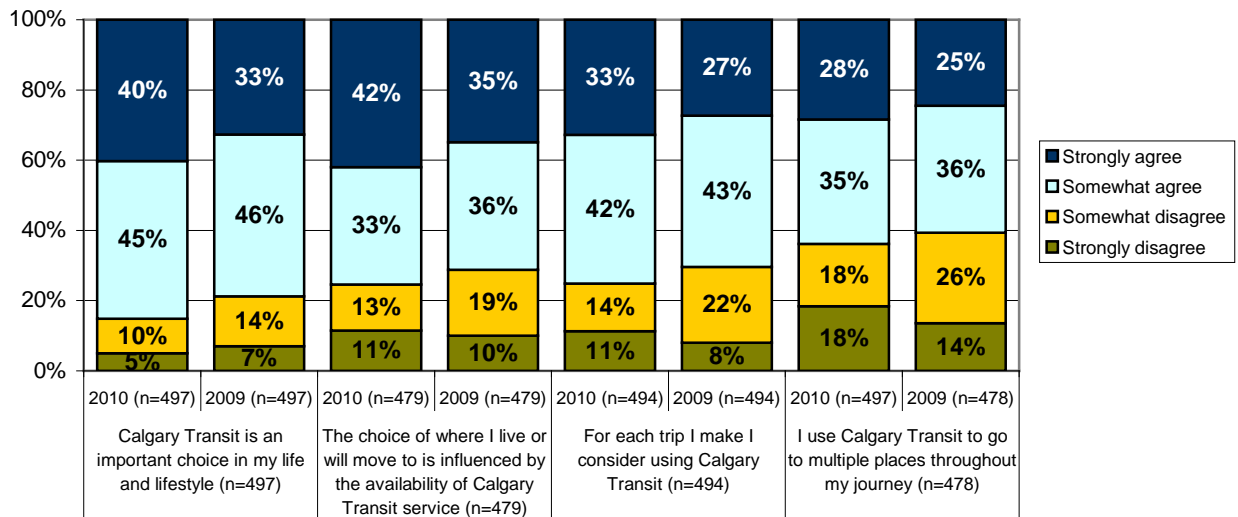
| Reasons                          | % of Respondents |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |
|----------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|-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

### 5.1.2 Choice to Use Transit

Over the past two surveys, respondents have been offered a series of statements about influences of choice to use Calgary Transit. Figure 5.1 presents respondents opinions about their choice to use Transit services. These data reveal that a significant majority of respondents (85%) consider Transit to be an important choice in their lives and lifestyle and the availability of Transit services influences their choice of where they live (75%) and they consider using Transit for each trip they take (75%). Further, about six in ten respondents (63%) use Transit to go to multiple places throughout their trips. These findings, which are similar to those observed in 2009, suggest that Transit has become an essential aspect of the lives of many users. Further, many of these respondents have specifically chosen to use Calgary Transit even though they have other means of transportation available to them. These findings are supported by analysis that reveals that both captive and choice riders agreed that Calgary Transit was an important choice for them and where they live is influenced by the availability of Transit service. Nonetheless, it is worth noting that captive riders are more likely than choice riders to agree that they consider using Calgary Transit for every trip and they use Calgary Transit to go to multiple places throughout their journeys (see Appendix E).

**Figure 5.1: Influences of Choice**



### 5.1.3 Customer Commitment

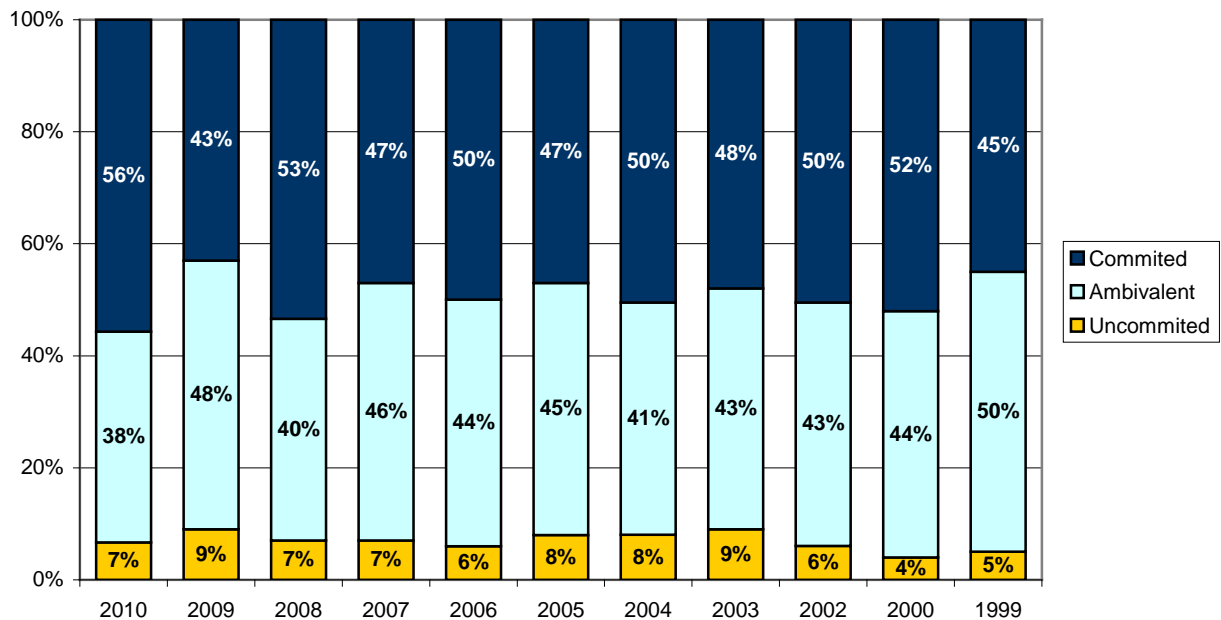
Calgary Transit customers were presented with a series of statements to assess their level of commitment to using Transit services. Those surveyed were asked to select the statement that most closely reflects their feelings toward using

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.

Just over half of respondents (56%) to the 2010 survey identified with the statement associated with being 'committed' customers (Figure 5.2). About a third of respondents (38%) selected the statement that groups them as 'ambivalent'. These proportions are generally similar to those of previous years; however, it is worth noting that 2010 represents the highest proportion of 'committed' respondents observed since 1999.

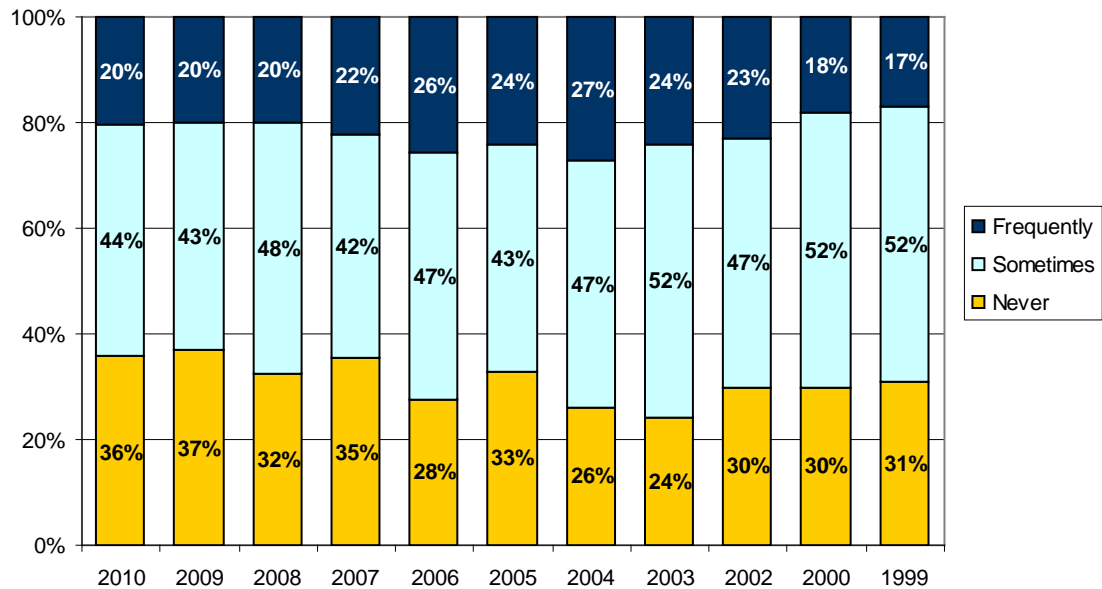
**Figure 5.2: Customer Commitment**



### 5.1.4 Customers' Recommendations of Transit

Another form of measuring customer commitment or loyalty is to consider their willingness to recommend Transit services to family or friends. Figure 5.3 shows that approximately two-thirds (64% - frequently/sometimes) of those surveyed recommend Transit services, while one-third (36%) never do so. These findings are fairly consistent with previous survey results.

**Figure 5.3: Frequency of Transit Recommendations**



Interestingly, respondents who were 'committed' customers were no more likely than 'ambivalent' or 'uncommitted' to recommend Transit services frequently, which is different from finding reported in previous surveys.

### 5.2 Non-Users Commitment to Current Modes of Transportation

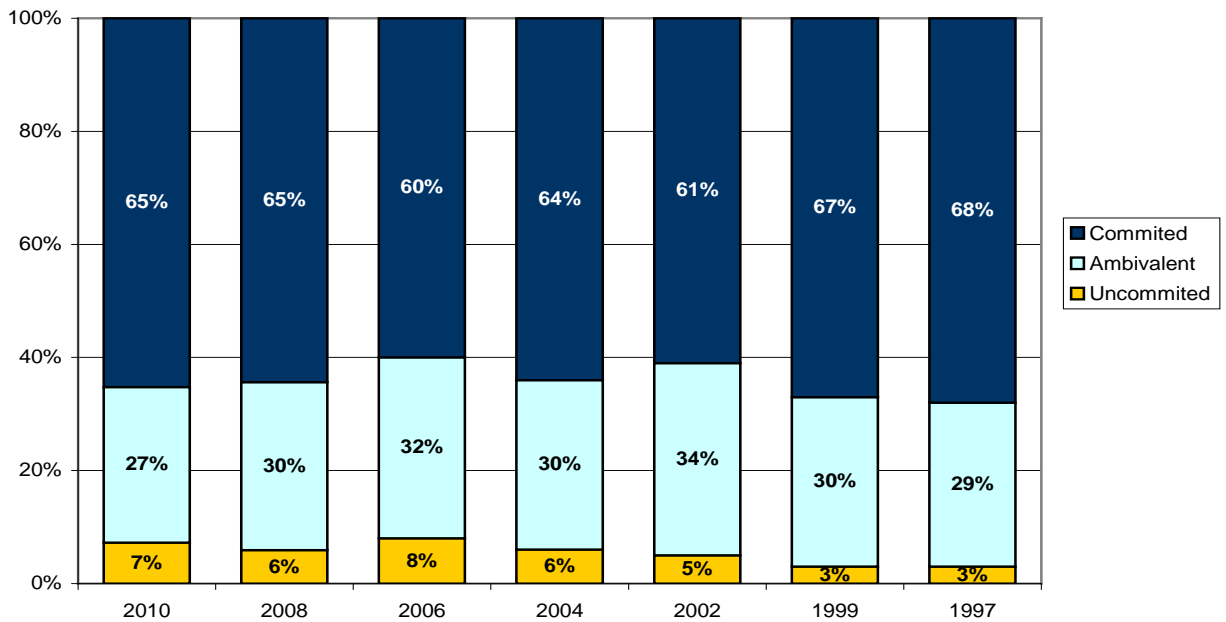
Non-user respondents were presented with a similar set of statements intended to gauge their level of commitment to their current modes of transportation. The statements posed to non-user respondents, preceded by terms used to describe the segments of respondents who selected the statement as most closely representing their feelings, are presented below.

- **Committed** - There are many good reasons to continue using this method as I am now doing, and no good reasons to change to another.
- **Ambivalent** - There are many good reasons to continue to use this method as I am doing, but there are also many good reasons to change.

- **Uncommitted** - There are few good reasons to continue to use this method as I am now doing, and there are many good reasons to change.

Figure 5.4 shows the proportions of respondents associated with each group described above. Approximately two-thirds (65%) of non-users chose the statement that classifies them as being committed to their current mode of transportation, which is generally consistent with findings observed in previous surveys. Approximately a quarter (27%) of non-users surveyed selected the statement grouping them as 'ambivalent' respondents.

**Figure 5.4: Non-User Commitment to Current Mode of Transportation**



## 6.0 SERVICE EXPANSION AND FUNDING

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

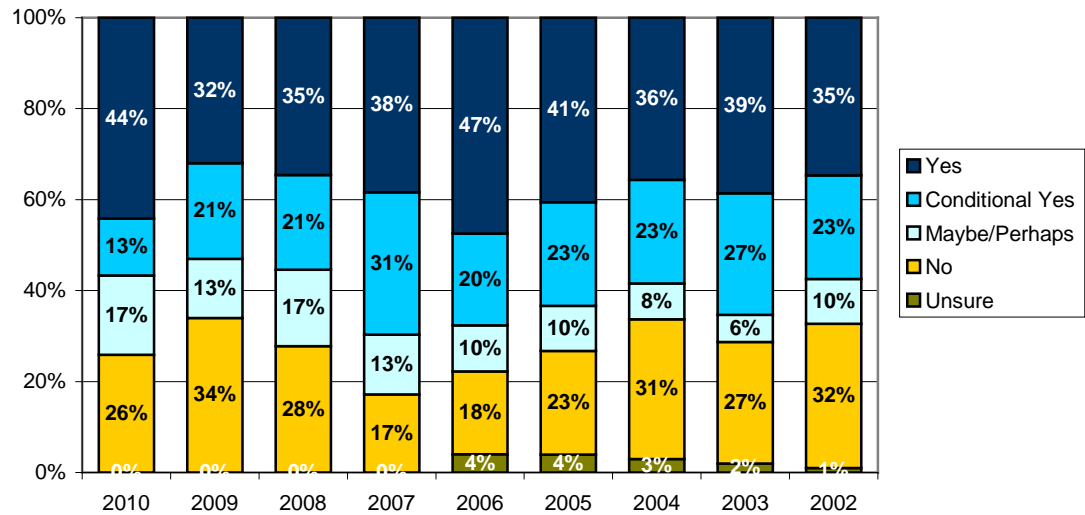
To begin, respondents were asked about top priorities for Calgary Transit to invest in for further service improvements. Table 6.1 shows that areas associated with service design, fleet and facilities, and route planning were most commonly identified in the suggestions.<sup>5</sup>

| <b>Table 6.1: Service Expansion Priorities</b> |                                   |                                                           |                                   |
|------------------------------------------------|-----------------------------------|-----------------------------------------------------------|-----------------------------------|
| <b>Priority Category</b>                       | <b>% of Responses<br/>(n=453)</b> | <b>Specific Priority</b>                                  | <b>% of Responses<br/>(n=453)</b> |
| Service Design                                 | 29                                | More frequent bus service                                 | 6                                 |
|                                                |                                   | More on-time service                                      | 6                                 |
|                                                |                                   | More/earlier/later bus/CTrain service                     | 4                                 |
|                                                |                                   | More frequent service (non-specific)                      | 4                                 |
|                                                |                                   | More current service information (disruptions, etc)       | 3                                 |
|                                                |                                   | Ensure there is no overcrowding                           | 3                                 |
|                                                |                                   | More frequent CTrain service                              | 2                                 |
|                                                |                                   | Make connections better/easier                            | 1                                 |
| Fleet/Facilities                               | 25                                | More/bigger buses                                         | 9                                 |
|                                                |                                   | More/bigger CTrains                                       | 8                                 |
|                                                |                                   | Improve fleet (cleaning/maintenance/new vehicles)         | 5                                 |
|                                                |                                   | More shelter facilities                                   | 3                                 |
|                                                |                                   | Washrooms for customers                                   | 1                                 |
| Routes/Planning                                | 16                                | Expand CTrain line (generally)                            | 5                                 |
|                                                |                                   | Expanded service (generally)                              | 3                                 |
|                                                |                                   | More direct routes                                        | 3                                 |
|                                                |                                   | Southeast LRT                                             | 2                                 |
|                                                |                                   | Improve bus routes                                        | 2                                 |
|                                                |                                   | West LRT                                                  | 1                                 |
|                                                |                                   | Expand Northwest LRT                                      | 1                                 |
| LRT to the airport                             | <1                                |                                                           |                                   |
| Safety/Security                                | 11                                | More/better security                                      | 11                                |
| Costs/Fares                                    | 5                                 | Lower fares/don't increase fares                          | 2                                 |
|                                                |                                   | Free parking/cheaper parking                              | 2                                 |
|                                                |                                   | Different fare payment options                            | 1                                 |
| Public Awareness                               | 3                                 | Improve information services                              | 2                                 |
|                                                |                                   | Provide schedule information at bus stops/CTrain stations | 1                                 |
| Staff                                          | 2                                 | More friendly/courteous drivers                           | 2                                 |
|                                                |                                   | Better training for drivers                               | 1                                 |
| Nothing/Satisfied                              | 3                                 | Nothing/satisfied                                         | 3                                 |
| Other                                          | 6                                 | Other                                                     | 6                                 |
| Total                                          | 100                               | Total                                                     | 100                               |
| Number of responses                            | 584                               | Number of responses                                       | 584                               |

<sup>5</sup> Note: In the 2010 survey, respondents were asked this question using an open-ended format. Previous years, respondents had been offered a prescribed list of services and asked to rate importance for expansion.

Respondents were then asked about willingness to support these priorities through fare increases. Figure 6.1 shows that over half of respondents (57%) stated that they would be in favour (either fully or conditionally) of a fare increase whereby funds generated would be directly applied to service improvements (Figure 7.3).

**Figure 7.3: Support for Fare Increases to Fund Service Additions**



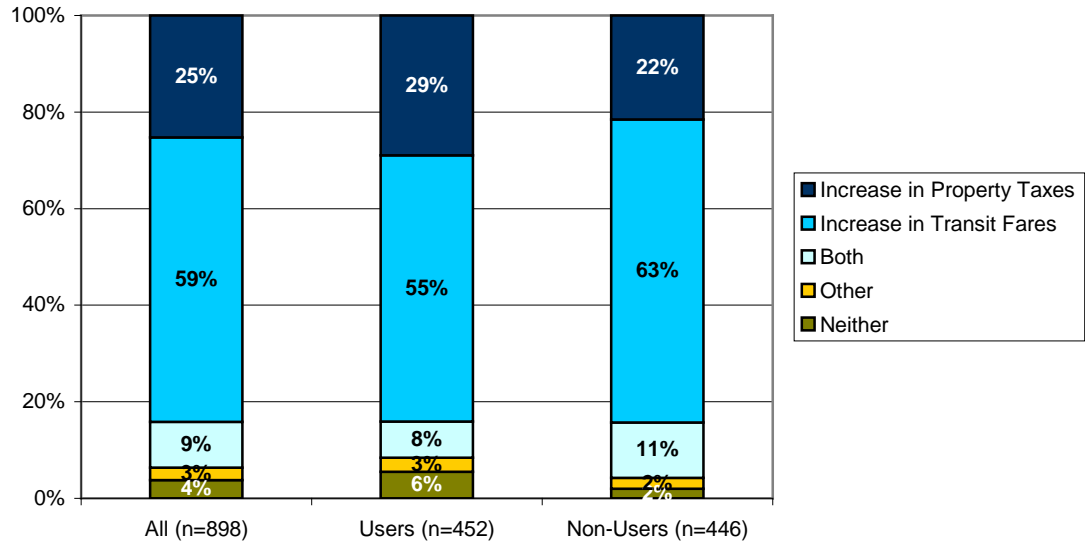
Note: Previous data are presented for this query, even though the preceding question(s) is different in 2010 compared to previous surveys.

Those respondents who gave conditional support were asked to specify the factors that might be necessary for their support. Table 6.2 shows that the most common factors were that they would need to see the improvements in service, that increases could not be too high and the increases would need to be directly applied to improvements that they want.

| <b>Table 6.2: Factors For Supporting Fare Increases</b>    |                                  |
|------------------------------------------------------------|----------------------------------|
| <b>Condition</b>                                           | <b>% of Responses<br/>(n=55)</b> |
| Customers could see improvements                           | 30                               |
| As long as increase are not too much                       | 26                               |
| Revenue directly applied to specific improvements          | 14                               |
| Went to increasing fleet (trains/buses)                    | 9                                |
| Accountable (could verify funds are used for improvements) | 5                                |
| Fare increase can be justified/no other way to raise funds | 5                                |
| Fare increase were temporary                               | 4                                |
| Other                                                      | 7                                |
| Total                                                      | 100                              |
| Number of Responses                                        | 57                               |

Survey respondents were also asked if they thought additional Transit service should be paid for by an increase in property taxes or fares (Figure 6.2). An increase in Transit fares was thought to be more appropriate than increases in property taxes for 2010 respondents. These preferences were shared between Calgary Transit customers and non-users. Findings of the 2010 survey are similar to those observed in previous surveys (see Appendix E).

**Figure 6.2: Appropriateness of Potential Funding Sources**



## 7.0 INFORMATION SERVICES

There are various methods or sources by which Calgary Transit provide customers with information about services. To determine use and performance of these information methods or sources, survey respondents were asked to identify which are used, frequency of use, as well as what rating they would assign for the quality of information provided.

Data presented in Figure 7.1 represents the proportions of respondents who used various sources of Transit information, as well as their frequency of use. These data show that most respondents reported having used the 'Calgary Transit Web Site' (54%), followed by use of the 'TeleRide System' (45%), the 'Customer Call Centre' (16%), and 'Calgary Transit on Google Transit' (16%).

The 'TeleRide System' was used most frequently by respondents (an average of 7.4 times per month), followed by the 'Calgary Transit Website' (3.3 times per month).

**Figure 7.1: Use of Information Services/Times Per Month**

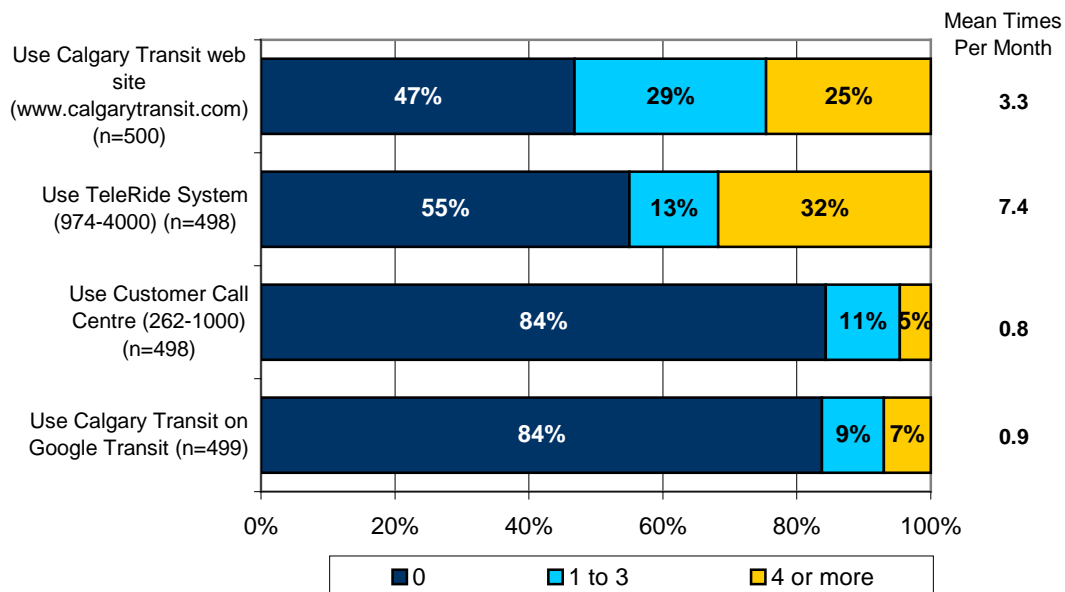
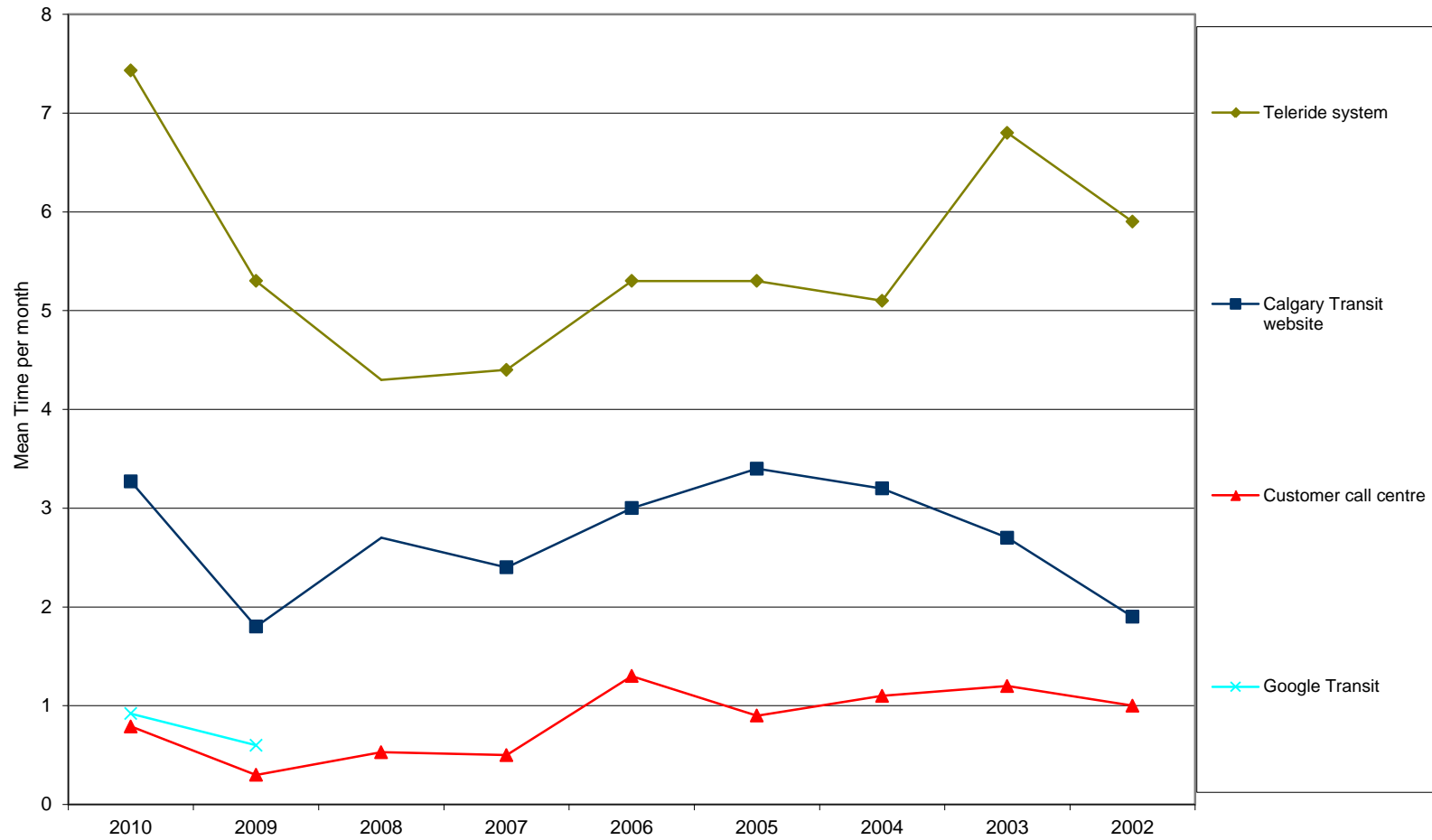


Figure 7.2 presents longitudinal data of average times used per month for various information sources. As can be seen, there have been recent increases in use of the TeleRide System and the Calgary Transit website.

Figure 7.2: Historical Comparisons of Use of Information Services  
(Mean Times Used per Month)



Respondents who reported using the methods or sources were, for the most part, satisfied with the quality of information yielded. Data presented in Figure 7.3 reveals that a significant majority of respondents rated all of the information sources as either 'excellent' or 'good.' Nonetheless, these ratings are still somewhat lower than has been observed in previous surveys (Figure 7.4).

**Figure 7.3: Rating of Information Sources**

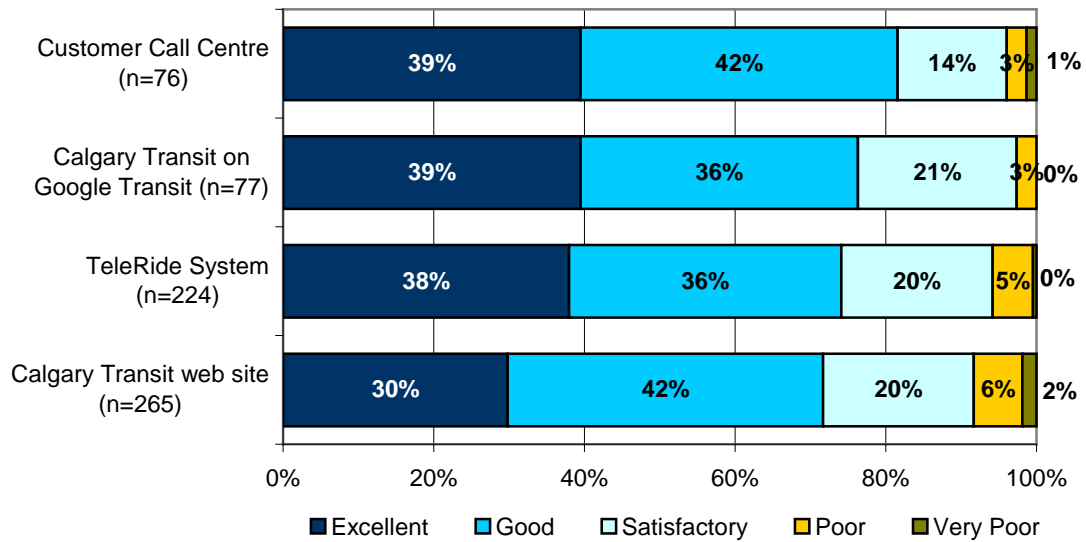
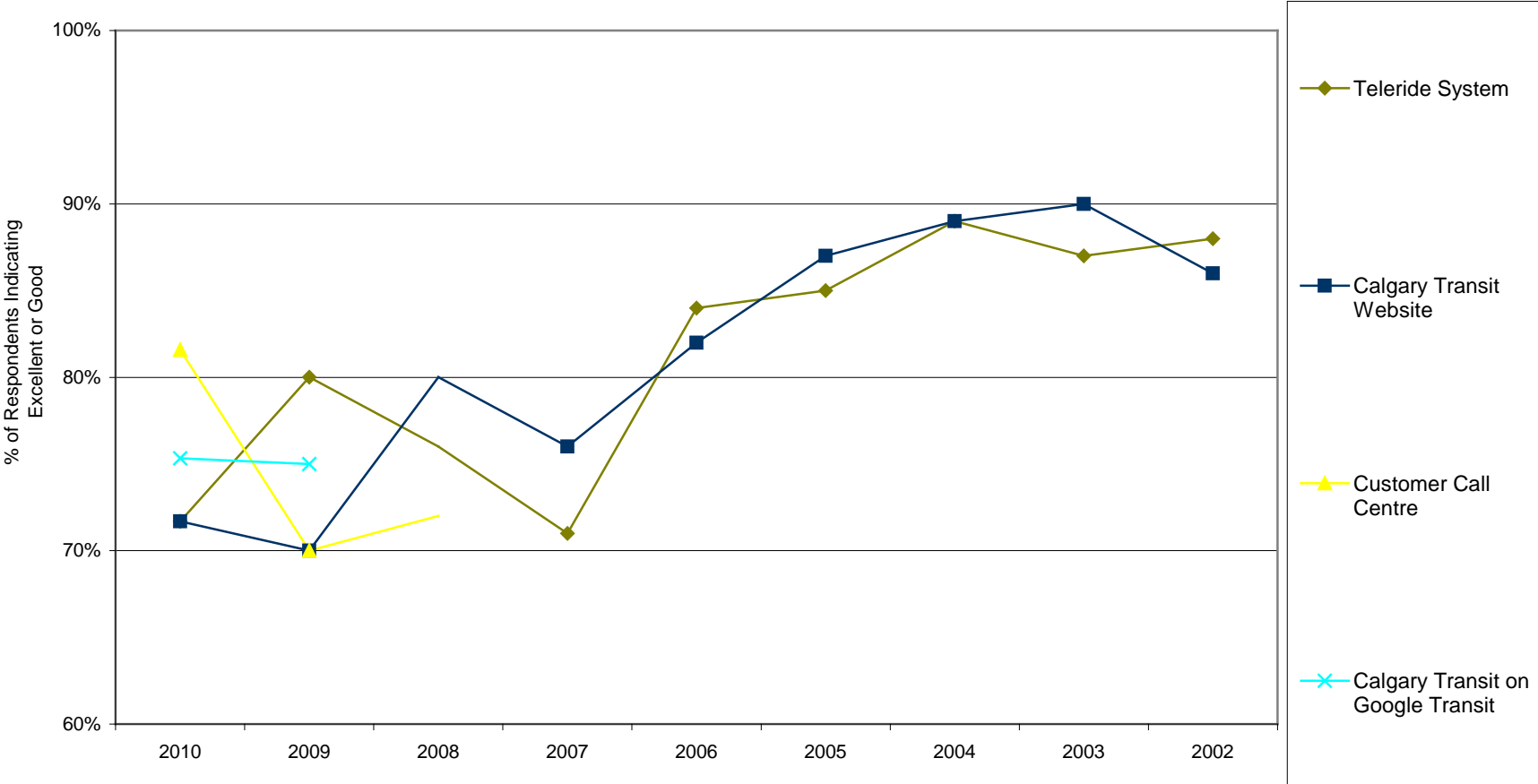
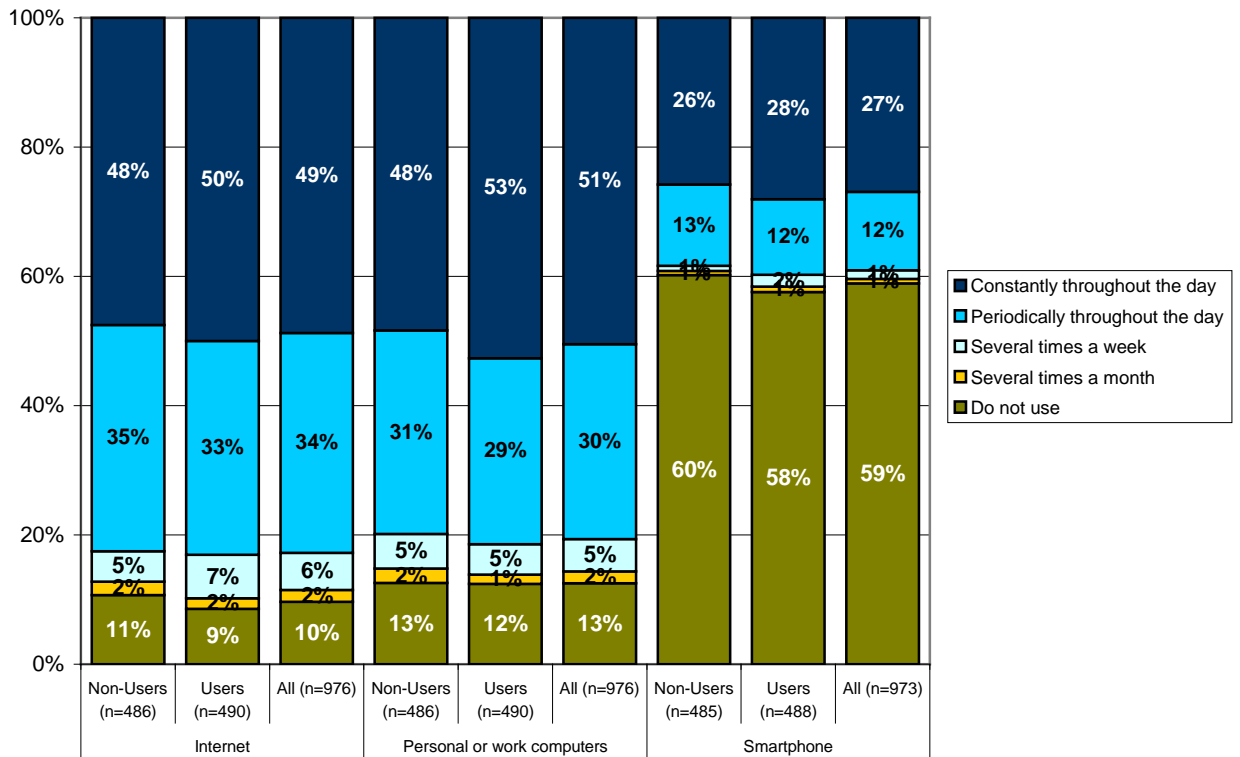


Figure 7.4: Historical Comparisons of Information Source Ratings



Calgary Transit is considering employing various technologies to communicate better with Calgarians. To assist with identifying appropriate approaches, respondents were asked about use of personal and work computers, the Internet and smartphones. Figure 7.5 reveals that almost all respondents, whether regular Transit customers or non-users, use personal or work computers and the Internet virtually every day. Use of smartphones is less prominent among both customers and non-users. Indeed, the data suggest that about four in ten respondents (40%) use smartphones; however, those who do typically use them constantly throughout the day.

**Figure 7.5: Use of Technology**

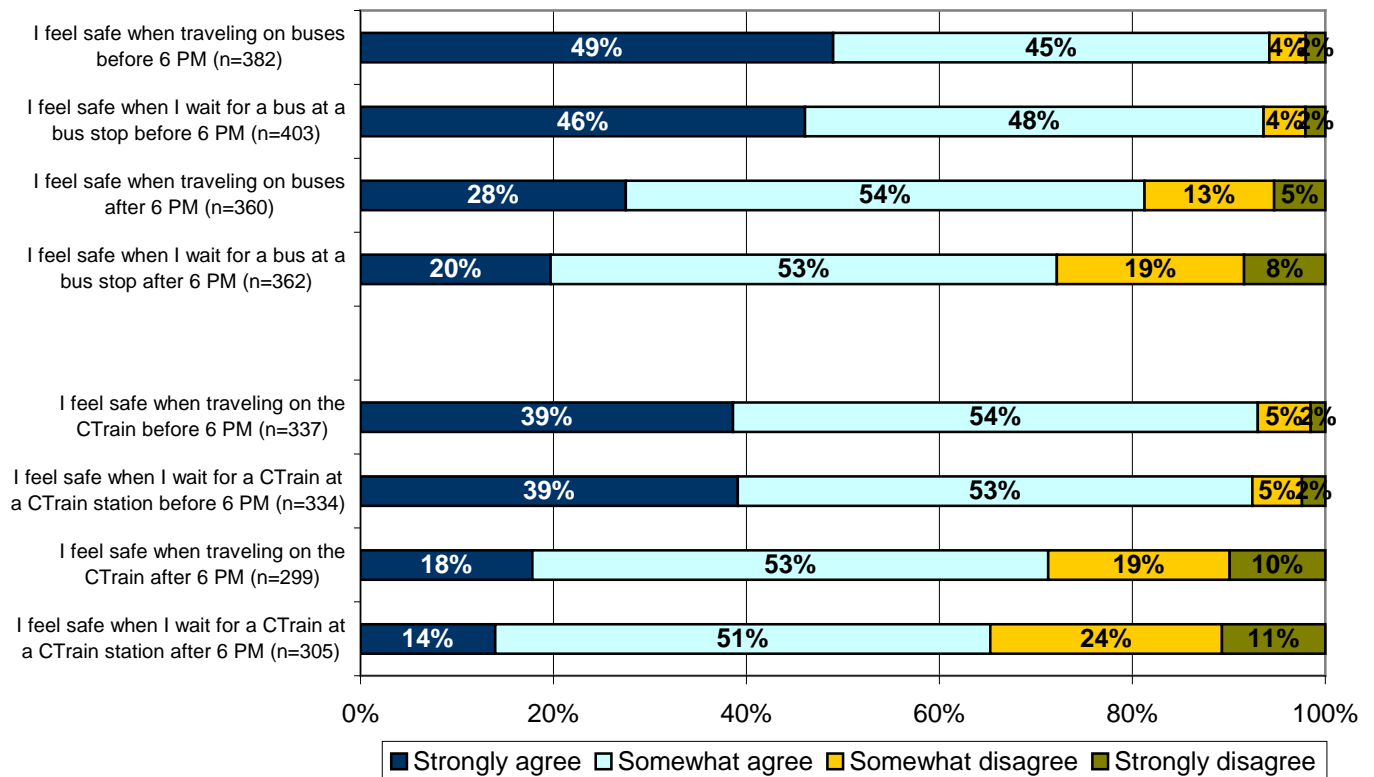


## 8.0 SAFETY AND SECURITY

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. However, a few of the questions asked in the Safety, Security and Cleanliness Survey are also asked in the Annual Customer Survey. 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.

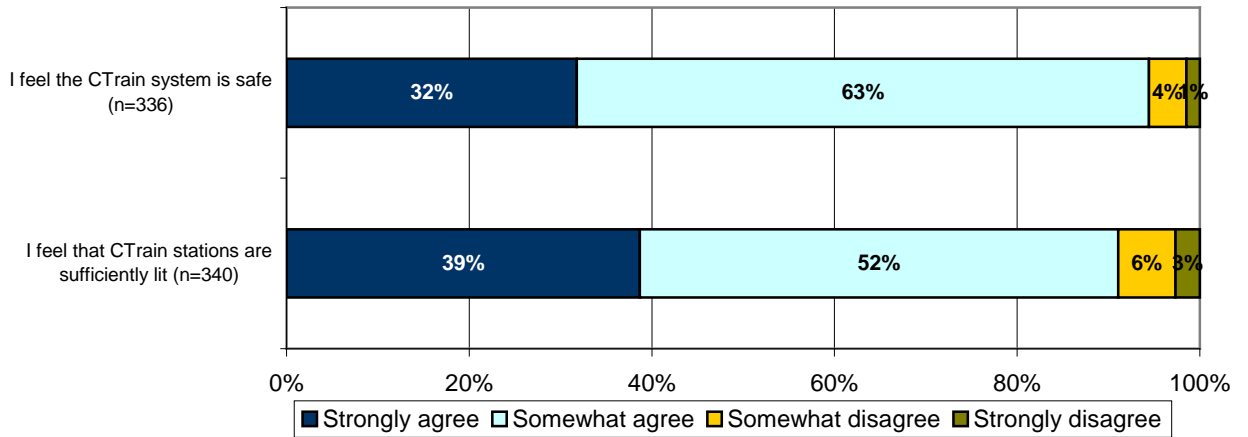
**Figure 8.1: Perceptions of Safety and Security at Different Travel Times**



The data presented above are very similar to the findings of the Safety, Security and Cleanliness Surveys.

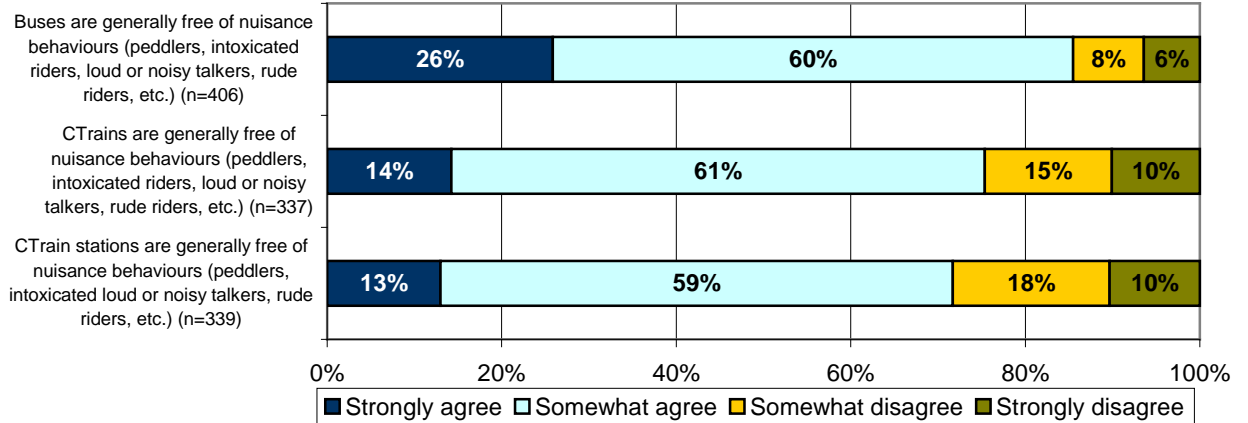
Figure 8.2 presents respondents' perceptions of safety and security on CTrains. For the most part, these data suggest that respondents feel the CTrain system is safe and stations are sufficiently lit.

**Figure 8.2: Perceptions of CTrains**



Finally, survey respondents were asked about nuisance behaviours while using Calgary Transit. For the most part, most respondents agreed that Transit vehicles and CTrain stations are free of nuisance behaviours.

**8.3: Nuisance Behaviours while Using Calgary Transit**



## 9.0 *PARK 'N' RIDE LOTS*

Respondents to the 2010 Customer Satisfaction Survey were asked a series of new questions to provide information about use of Park 'n' Ride Lots and willingness to reserve spaces.

Figure 9.1 shows that about three in ten respondents (30%) had used LRT Park 'n' Ride lots in the 12 months preceding the survey.

**Figure 9.1: Use of LRT Park 'n' Ride Lots in Past 12 Months**  
 (n=500)

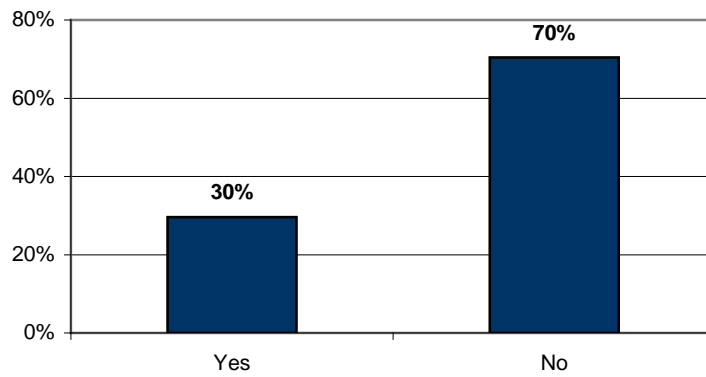
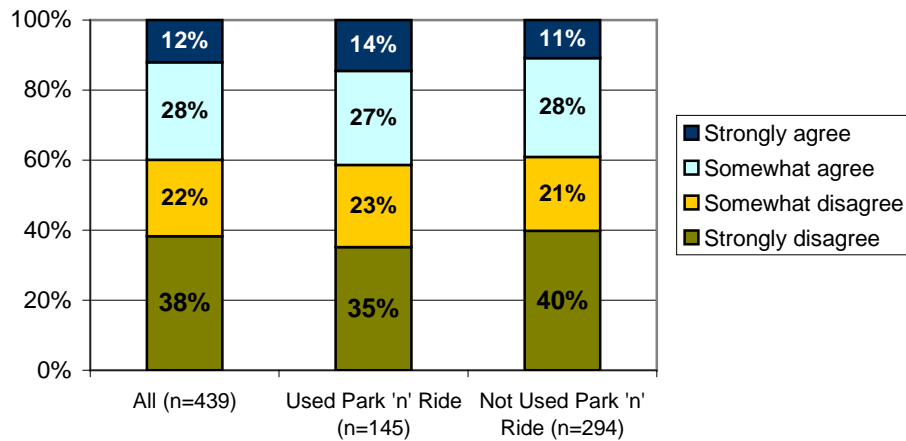


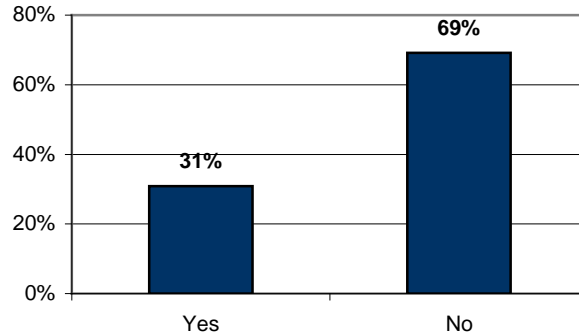
Figure 9.2 reveals that less than half of respondents (40%) agreed strongly or somewhat with the Park 'n' Ride fees that are charged at the lots. It is worth noting that levels of agreement were similar among those respondents who had and had not used LRT Park 'n' Ride lots in the 12 months preceding the survey.

**Figure 9.2: Agreement with Park 'n' Ride Lot Fees**  
 (n=439)



Respondents who had used LRT Park 'n' Ride lots were asked if they would be willing to pay to reserve guaranteed parking space at these lot on a monthly basis. Figure 9.1 reveals that about three in ten of these respondents (31%) thought they would.

**Figure 9.3: Willingness to Pay to Reserve Guaranteed Parking Space on a Monthly Basis**  
(n=146)



It is worth noting that the respondents who stated they would be willing to pay for a reserved parking space represent about 4% of all respondents. However, these data do not include respondents who are not currently parking at Park 'n' Ride lots, but might be interested in paying for a reserved space.

## **10.0 CONCLUDING REMARKS**

The results of the 2010 Customer Satisfaction and Non-User Survey provide insights into Calgarians' use and perceptions of Calgary Transit services. On the whole, many of the 2010 survey findings are similar to those observed in previous surveys. Nonetheless, there are results that inform how customers perceive, and possibly rely on, Calgary Transit services.

There was a small decrease in the overall satisfaction rating in 2010 compared to previous years. Even so, further analysis reveals customers' perceptions of Transit 'being on time,' which also had lower than usual ratings, strongly influenced the overall satisfaction rating provided in the 2010 survey. Since the fielding occurred during the first snow fall of the 2010/2011 winter season, and respondents' satisfaction with Transit services concentrated on the week that preceded being interviewed, it is likely that challenges for Calgary Transit to be on time during the first snowfall affected customers ratings. While on the surface these findings might be expected, they may demonstrate the levels of reliance that customers have on Calgary Transit. The measure of 'being on time' has always been an important factor in the Customer Satisfaction Surveys and ranks highest among respondents when they are asked which service attributes are most important for customers. However, the amount of precedence that reliability has over other service attributes may have become more apparent in the 2010 survey results compared to previous years. In some respects, the 2010 survey may show reliability to be a 'non-compensatory' measure for some customers in that it doesn't matter how well Calgary Transit performs on other service attributes, poor performance on reliability takes precedence and affects their overall perspectives of Transit services.

The above findings are further supported by a noticeable rise in respondents who stated that 'not being on time' and 'service frequency' were reasons they felt Transit Services were worse this year compared to previous years. It should be noted, however, that few respondents stated that services were worse; rather, they typically indicated that services were the same or better. It may be worth noting that among respondents who felt services were better, fewer than usual stated they recognized new services being introduced.

The 2010 survey examined several new issues with respondents, mainly travel patterns among customers when using Calgary Transit and perceptions of Park 'n' Ride services. In terms of travel patterns, the survey results suggest that a significant majority of respondents get to their bus stop or CTrain station by walking, followed by driving to and parking at Park 'n' Ride lots. About a third of customers use buses only and a quarter CTrains only; however among the half

of customers who use both buses and CTrains, their first use is typically buses rather than CTrains. Even so, the typical one-way trip when using Calgary Transit is 35 minutes. If they need to transfer, they are willing to wait approximately 10 minutes to access another Calgary Transit vehicle.

For Park 'n' Ride services, about three out of ten respondents indicated they had used these lots and, among these respondents, about a third would be willing to pay to reserved guaranteed parking spaces on a monthly basis. And, finally, about four out of ten respondents agreed with the existing parking fee to use Park 'n' Ride lots.

## APPENDIX A

### 2010 Survey Instrument

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#### 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
- 

## 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 5 mins, as much as 15 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, complete Transit Customer Questionnaire**

**If 0, complete Non-User Questionnaire**

## 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 **mainly** 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 1<sup>ST</sup> MOST IMPORTANT AND [ 2 ] FOR 2<sup>ND</sup> AND [ 3 ] FOR 3<sup>RD</sup> MOST IMPORTANT QUESTION; DON'T KNOW = 98** Set up CATI to identify 1<sup>st</sup> and 2<sup>nd</sup> and 3<sup>rd</sup> ranking

| Factor                                                                                                     | 1 <sup>st</sup> Most Important | 2 <sup>nd</sup> Most Important | 3 <sup>rd</sup> 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<br>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            |

**QC10A.** Calgary Transit provides and maintains 34 park and ride lots that can be used by up to 8 percent of all weekday transit customers. A \$3 charge for parking at LRT station lots provides financial support for maintenance, additional cleaning and security patrols at the parking lots. To what extent do you agree or disagree with having this type of charge at LRT station parking lots? Do you...

- 1 [  ] Strongly agree
- 2 [  ] Somewhat agree
- 3 [  ] Somewhat disagree
- 4 [  ] Strongly disagree
- 5 [  ] **Do Not Read** Unsure

**QC10B.** In the past 12 months, have you used LRT parking where a \$3 fee is charged?

- 1 [  ] Yes
- 2 [  ] No

**IF QC10B = 1 (Yes) ASK QC10C, OTHERWISE GO TO QC11A:**

**QC10C.** Instead of a \$3 daily fee, would you be willing to pay to reserve a guaranteed parking space on a monthly basis?

- 1 [  ] Yes
- 2 [  ] No
- 3 [  ] **Do Not Read** Don't know/Unsure

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.

**QC11A. 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              |

**QC11B. 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              |

**QC12A.** 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 QC13**

**QC12B. 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 \_\_\_\_\_

**QC13.** 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

**QC14. [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       |

**QC15.** In your opinion, what is the top priority for Calgary Transit to invest in for further service improvements?  
 \_\_\_\_\_

**QC16.** 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): \_\_\_\_\_

**QC17.** 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.

**QC18.** How often do you recommend Calgary Transit service to your friends or family?

**[READ CATEGORIES]**

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

**CUSTOMER RESPONDENTS SKIP TO QALL1**

## Non-User Questionnaire

**QN1.** Have you ever ridden Calgary Transit on a regular basis – that is, used Transit at least once a week?

- 1 [ ] YES                      2 [ ] NO      => **SKIP TO QN5A**

**QN2.** How long ago did you stop using Calgary Transit regularly? Was it ...

**[READ CATEGORIES]**

1 [ ] Less than 1 year ago                      or                      2 [ ] More than 1 year ago

**QN3.** When you used Calgary Transit regularly, what type of trip or trips did you make most often?

**[READ CATEGORIES - SELECT ALL THAT APPLY]**

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

**QN4.** For what reasons did you stop using Calgary Transit buses or CTrains on a regular basis

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

**CAR RELATED/OTHER TRANSPORTATION**

- 01 [ ] Purchased Car/can now afford car
- 02 [ ] Car is more convenient
- 03 [ ] Require car for work
- 04 [ ] Got parking space at work
- 05 [ ] Use different means of transportation (bike, walking, car pooling, etc.)

**CHANGE IN SITUATION**

- 06 [ ] Stopped working/not working (housewife, retired, laid off, etc.)
- 07 [ ] Only used for school purposes/no longer going to school
- 08 [ ] Working at home
- 09 [ ] Location change (work transfer, moved, etc.)
- 10 [ ] Employed out of town
- 11 [ ] Personal mobility problems

**TRANSIT SERVICE**

- 12 [ ] Transit service not convenient
- 13 [ ] No transit service to my destination / from my home
- 14 [ ] Transit too slow
- 15 [ ] CTrain too crowded
- 16 [ ] Buses too crowded
- 17 [ ] Lack of parking at Park'n'Ride
- 18 [ ] Introduction of Park'n'Ride fees
- 19 [ ] Transit information not available
- 20 [ ] Concern for personal security
- 21 [ ] Transit Service not available at time I need to travel (too early/too late)
- 22 [ ] Other (specify)\_\_\_\_\_

**QN5A.** Do you currently use Calgary Transit occasionally – for example, for sports events, during Stampede, New Year's Eve or other special events?

1 [ ] YES    **IF YES, ASK QN5B**    2 [ ] NO >>>>> **SKIP TO QN6**

**QN5B.** How many times have you used Transit in the past month?

**WRITE IN NUMBER OF TIMES** \_\_\_\_\_

**IF 0 TIMES, ASK QN5C**  
**IF 1 OR MORE TIMES, SKIP TO QN6**

**QN5C.** How many times have you used Transit in the last year?

**WRITE IN NUMBER OF TIMES** \_\_\_\_\_

**QN6.** What **one** method of transportation do you use **most often** for travelling within the City of Calgary?

**[DO NOT READ - SELECT ONE RESPONSE ONLY]**

- |                                     |                                                    |
|-------------------------------------|----------------------------------------------------|
| 1 [ ] Vehicle / Motorcycle (driver) | 5 [ ] Walk (includes skateboard, rollerblade, etc) |
| 2 [ ] Vehicle (passenger / carpool) | 6 [ ] Access Calgary (HandiBus/Shared Ride Taxi)   |
| 3 [ ] Taxi                          | 7 [ ] Do not travel <b>SKIP TO QN8</b>             |
| 4 [ ] Bicycle                       | 8 [ ] Other (specify) _____                        |

**QN7.** With regard to the method of transportation that you use most often, I am going to read three statements. Please tell me the one statement that best describes your feelings. Now thinking about using **[READ NAME OF METHOD BELOW THAT CORRESPONDS TO METHOD MENTIONS ABOVE IN QN6]** ... can you please tell me whether Statement A, Statement B, or Statement C provides the best description of the way you feel.

- 1 [ ] There are many good reasons to continue to use this method as I am now doing, and no good reasons to change to another.
- 2 [ ] There are many good reasons to continue to use this method as I am now doing, but there are also many good reasons to change.
- 3 [ ] There are few good reasons to continue to use this method as I am now doing, and there are many good reasons to change

**QN8.** In your opinion, what should Calgary Transit do to increase the likelihood of you becoming a regular transit user?

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

- 01 [ ] No improvement is required
- 02 [ ] None/prefer/need cars/ walking/bicycle/motorcycle

**TRANSIT SCHEDULE**

- 03 [ ] Transit routes provide **later** service on **weekday** evenings
- 04 [ ] Transit routes provide **later** service on **weekend** evenings
- 05 [ ] Transit routes provide **earlier** service on **weekday** mornings
- 06 [ ] Transit routes provide **earlier** service on **weekend** mornings
- 07 [ ] Transit schedules match my work hours better

**REDUCED FARE**

- 08 [ ] Bus/CTrain fare is lowered
- 09 [ ] Reduce or eliminate Park'n'Ride fees

**FASTER, MORE DIRECT, EXPRESS**

- 10 [ ] Travel time by transit is comparable to the method I use now

- 11 [ ] More direct Transit routes
- 12 [ ] Express bus route is added to serve my neighbourhood
- 13 [ ] Better transfer connection (shorter wait time at connection)

**MORE FREQUENT SERVICE**

- 14 [ ] Bus routes run more frequently

**EXTENDED ROUTES**

- 15 [ ] Bus routes are extended to where I wish to travel  
16 [ ] CTrain lines are extended to where I wish to travel

**CLOSER STOPS**

- 17 [ ] Stops/stations located closer to my home/work/school

**BETTER SECURITY**

- 18 [ ] Calgary Transit provides better security for my personal safety

**TRANSIT INFORMATION**

- 19 [ ] Provide better schedule information

**TRANSIT ACCESS**

- 20 [ ] Provide better access for people with disabilities on buses  
21 [ ] Provide better access for people with disabilities at LRT stations  
22 [ ] Other (specify \_\_\_\_\_)

**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

**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 2005? **[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.** For each of the following technologies, please tell me whether you use them constantly throughout the day, periodically throughout the day, several times a week, several times a month or do not use: **[READ LIST]**

|                                                          | Constantly throughout the day | Periodically throughout the day | Several times a week | Several times a month | Do not use | Don't know |
|----------------------------------------------------------|-------------------------------|---------------------------------|----------------------|-----------------------|------------|------------|
| Smartphone (examples: iPhone, Blackberry, Android phone) | 1                             | 2                               | 3                    | 4                     | 5          | 6          |
| Internet                                                 | 1                             | 2                               | 3                    | 4                     | 5          | 6          |
| Personal or Work Computer                                | 1                             | 2                               | 3                    | 4                     | 5          | 6          |

**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

|      |                           |
|------|---------------------------|
| 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 | 500         | 43%         |
| Non-User Monitoring          | 668         | 57%         |
| <b>Total</b>                 | <b>1168</b> | <b>100%</b> |

## APPENDIX D

## RESPONDENT PROFILE

**Calgary Transit**  
**2010 Customer Satisfaction and Non-User Survey**

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

## APPENDIX E

### ADDITIONAL DATA

**Data Associated with Figure 3.2.**

| <b>Historical Ratings of Service Attributes</b> |                                                      |                                              |                                    |                                            |                    |                                            |                       |               |                                          |             |                   |                 |                       |
|-------------------------------------------------|------------------------------------------------------|----------------------------------------------|------------------------------------|--------------------------------------------|--------------------|--------------------------------------------|-----------------------|---------------|------------------------------------------|-------------|-------------------|-----------------|-----------------------|
| <b>Survey Year</b>                              | <b>% of Respondents indicating Excellent or Good</b> |                                              |                                    |                                            |                    |                                            |                       |               |                                          |             |                   |                 |                       |
|                                                 | Having access to bus stops/CTrain stations*          | Convenience of purchasing tickets and passes | Having courteous and helpful staff | Providing scheduling and route information | Directness of Trip | Providing for customer safety and security | Length of travel time | Being on time | Convenience of connections and transfers | Cleanliness | Service frequency | Value for money | Not being overcrowded |
| 2010                                            | 76                                                   | 76                                           | 77                                 | 72                                         | 70                 | 69                                         | 60                    | 57            | 63                                       | 66          | 60                | 62              | 41                    |
| 2009                                            | 79                                                   | 78                                           | 74                                 | 70                                         | 76                 | 69                                         | 68                    | 68            | 67                                       | 66          | 63                | 62              | 43                    |
| 2008                                            | 77                                                   | 78                                           | 76                                 | 68                                         |                    | 69                                         | 64                    | 58            | 61                                       | 59          | 54                | 69              | 32                    |
| 2007                                            | 74                                                   | 75                                           | 67                                 | 65                                         |                    | 60                                         | 56                    | 46            | 51                                       | 49          | 46                | 65              | 28                    |
| 2006                                            | 80                                                   | 82                                           | 74                                 | 77                                         |                    | 69                                         | 62                    | 62            | 64                                       | 65          | 51                | 70              | 24                    |
| 2005                                            | 80                                                   | 84                                           | 76                                 | 77                                         |                    | 73                                         | 66                    | 67            | 66                                       | 61          | 56                | 72              | 27                    |
| 2004                                            | 83                                                   | 82                                           | 77                                 | 77                                         |                    | 70                                         | 65                    | 68            | 62                                       | 68          | 51                | 69              | 35                    |
| 2003                                            | 77                                                   | 83                                           | 75                                 | 74                                         |                    | 72                                         | 66                    | 61            | 62                                       | 62          | 55                | 69              | 35                    |
| 2002                                            | 81                                                   | 83                                           | 77                                 | 73                                         |                    | 75                                         | 68                    | 68            | 67                                       | 68          | 59                | 72              | 41                    |
| 2000                                            | 82                                                   | 81                                           | 80                                 | 78                                         |                    | 75                                         | 74                    | 68            | 59                                       | 71          | 58                | 76              | 31                    |
| 1999                                            | 74                                                   | 76                                           | 77                                 | 72                                         |                    | 72                                         | 69                    | 67            | 63                                       | 64          | 56                | 72              | 31                    |

**Data Associated with Figures 3.1 and 3.2.**

**Multiple Regression Analysis - Service Attributes to Overall Customer Satisfaction - 2010**

| Model |                                                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|----------------------------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                                    | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                                         | .075                        | .159       |                           | .473  | .636 |
|       | Having courteous & helpful staff                   | .081                        | .057       | .071                      | 1.422 | .156 |
|       | Being on time                                      | .269                        | .050       | .304                      | 5.423 | .000 |
|       | Cleanliness                                        | .092                        | .057       | .078                      | 1.616 | .107 |
|       | Not being overcrowded                              | .043                        | .042       | .048                      | 1.021 | .308 |
|       | Service frequency                                  | .063                        | .057       | .066                      | 1.108 | .268 |
|       | Value for money                                    | .034                        | .047       | .037                      | .718  | .473 |
|       | Length of travel time                              | .018                        | .054       | .019                      | .331  | .741 |
|       | Directness of trip (number of transfers)           | .036                        | .055       | .035                      | .665  | .506 |
|       | Service to places I want to go                     | .060                        | .058       | .055                      | 1.034 | .302 |
|       | Start and stop times for service on routes you use | .004                        | .054       | .004                      | .079  | .937 |
|       | Convenience of connections and transfers           | .044                        | .057       | .043                      | .777  | .438 |
|       | Providing for customer safety and security         | .081                        | .054       | .074                      | 1.492 | .137 |
|       | Providing scheduling and route information         | .006                        | .049       | .006                      | .118  | .907 |
|       | Convenience of purchasing tickets and passes       | -.045                       | .051       | -.042                     | -.882 | .378 |
|       | Having access to bus stops/CTrain stations         | .151                        | .056       | .137                      | 2.681 | .008 |

Dependent Variable: Based on your own experience in the last seven days, how would you rate the overall service provided by the transit system  
Variance accounted for 43.1%.

**Multiple Regression Analysis - Service Attributes to Overall Customer Satisfaction - 2009**

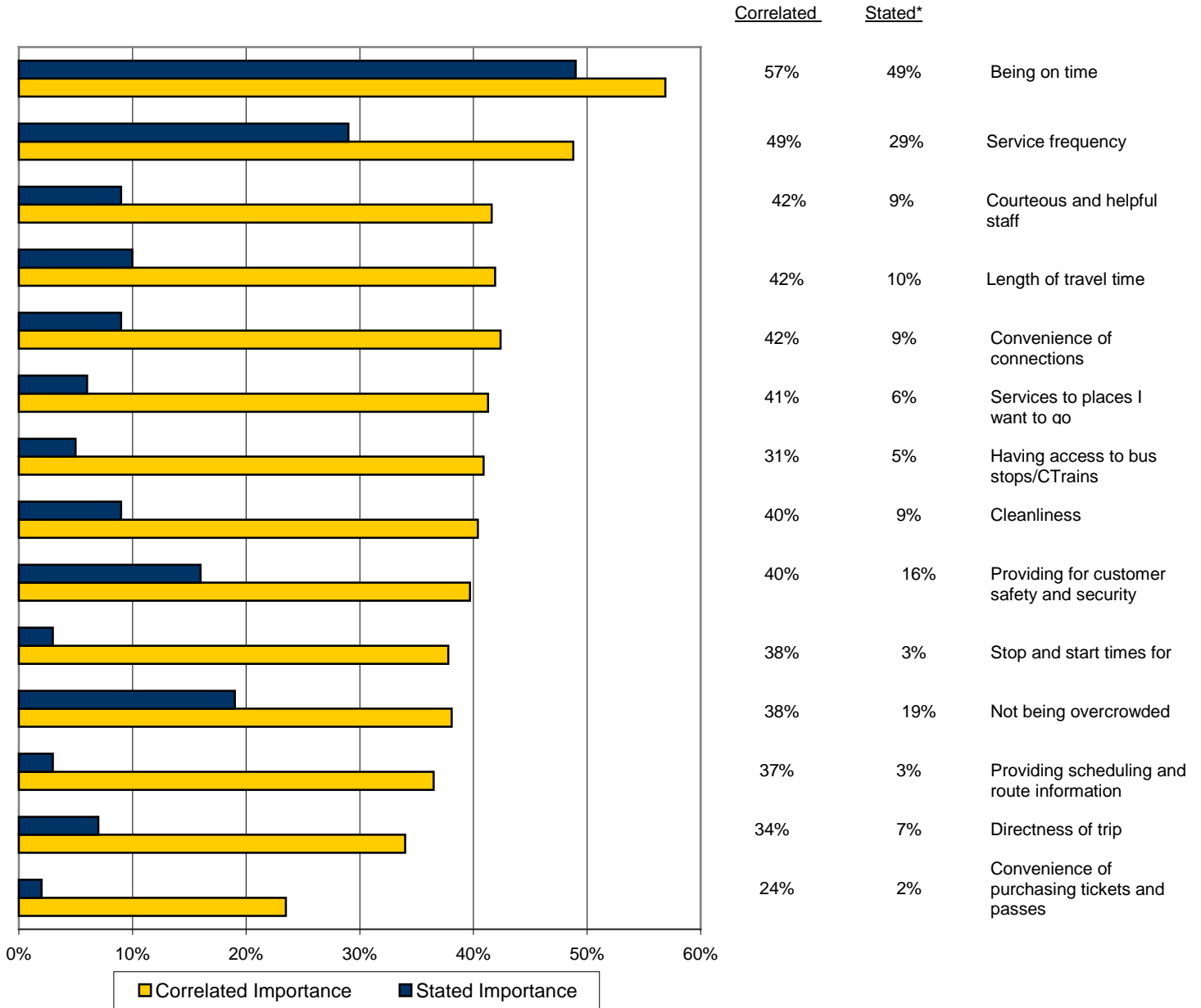
| Model |                                            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|--------------------------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                                            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)                                 | .197                        | .166       |                           | 1.182  | .238 |
|       | Courteous and Helpful staff                | .172                        | .055       | .179                      | 3.096  | .002 |
|       | Being on Time                              | .120                        | .048       | .147                      | 2.516  | .012 |
|       | Cleanliness                                | .005                        | .057       | .005                      | .089   | .929 |
|       | Not being overcrowded                      | .146                        | .039       | .191                      | 3.723  | .000 |
|       | Service Frequency                          | .050                        | .054       | .057                      | .940   | .348 |
|       | Value for money                            | .079                        | .048       | .094                      | 1.639  | .102 |
|       | Length of travel time                      | -.004                       | .055       | -.004                     | -.073  | .942 |
|       | Route layout                               | .009                        | .059       | .010                      | .157   | .875 |
|       | Convenience of connections and transfers   | .060                        | .051       | .068                      | 1.169  | .243 |
|       | Providing for customer safety and security | .002                        | .050       | .002                      | .045   | .964 |
|       | Providing scheduling and route information | .055                        | .050       | .063                      | 1.111  | .267 |
|       | Purchasing tickets and passes              | .031                        | .051       | .032                      | .610   | .543 |
|       | Easy to access vehicles                    | -.021                       | .055       | -.021                     | -.385  | .700 |
|       | Easy access bus stops                      | .001                        | .059       | .001                      | .015   | .988 |
|       | CTrain Station Amenities                   | -.079                       | .051       | -.088                     | -1.561 | .120 |
|       | Bus Stop Amenities                         | .087                        | .051       | .100                      | 1.710  | .088 |
|       | Directness of trip                         | .107                        | .056       | .112                      | 1.901  | .058 |

Dependent Variable: Based on your own experience in the last seven days, how would you rate the overall service provided by the transit system

Variance accounted for 37.5%.

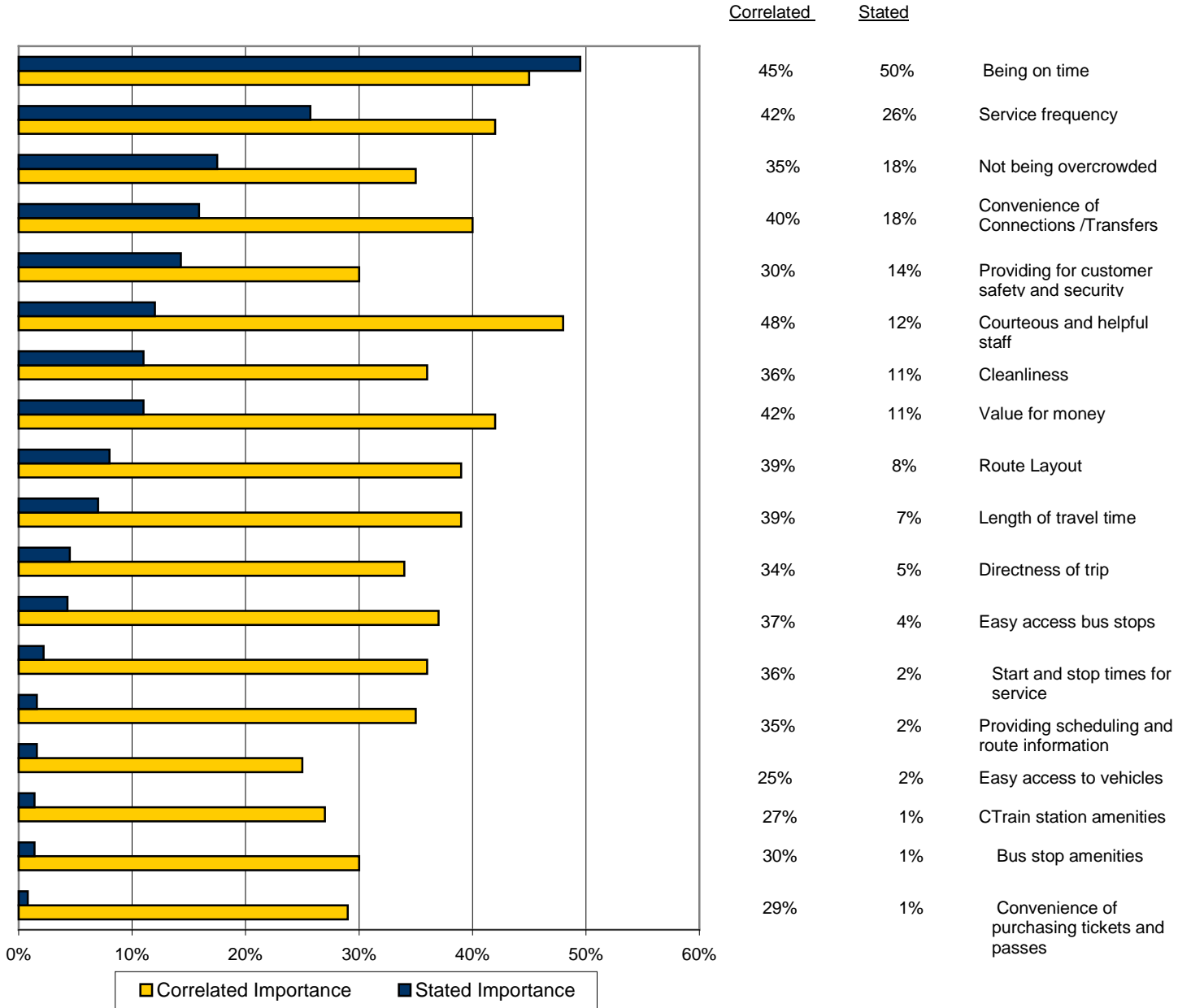
**Data Associated with Section 3.3:**

**Correlated versus Stated Importance  
of Service Attributes (2010)**

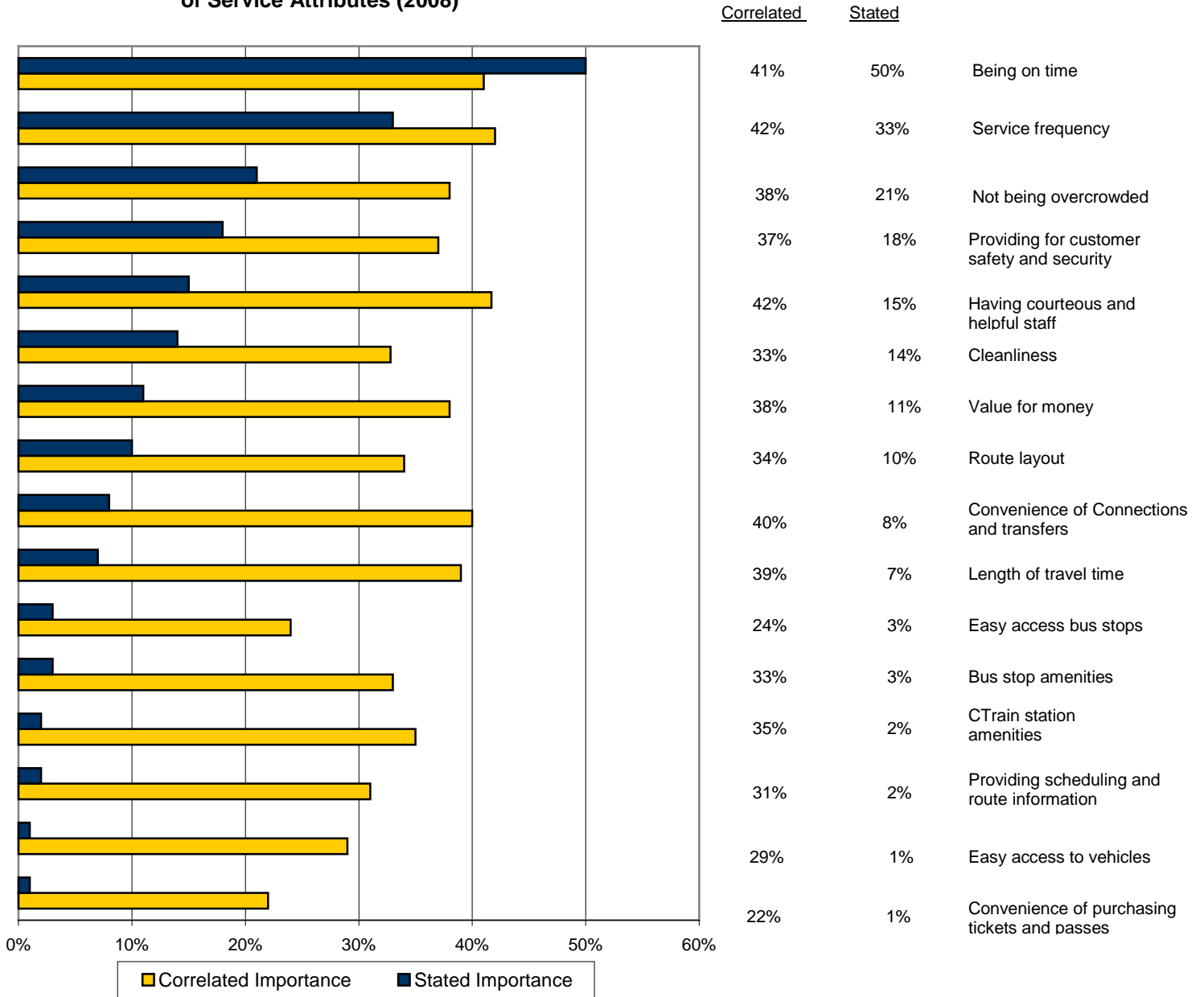


\*Note: Most and 2nd most important ratings.

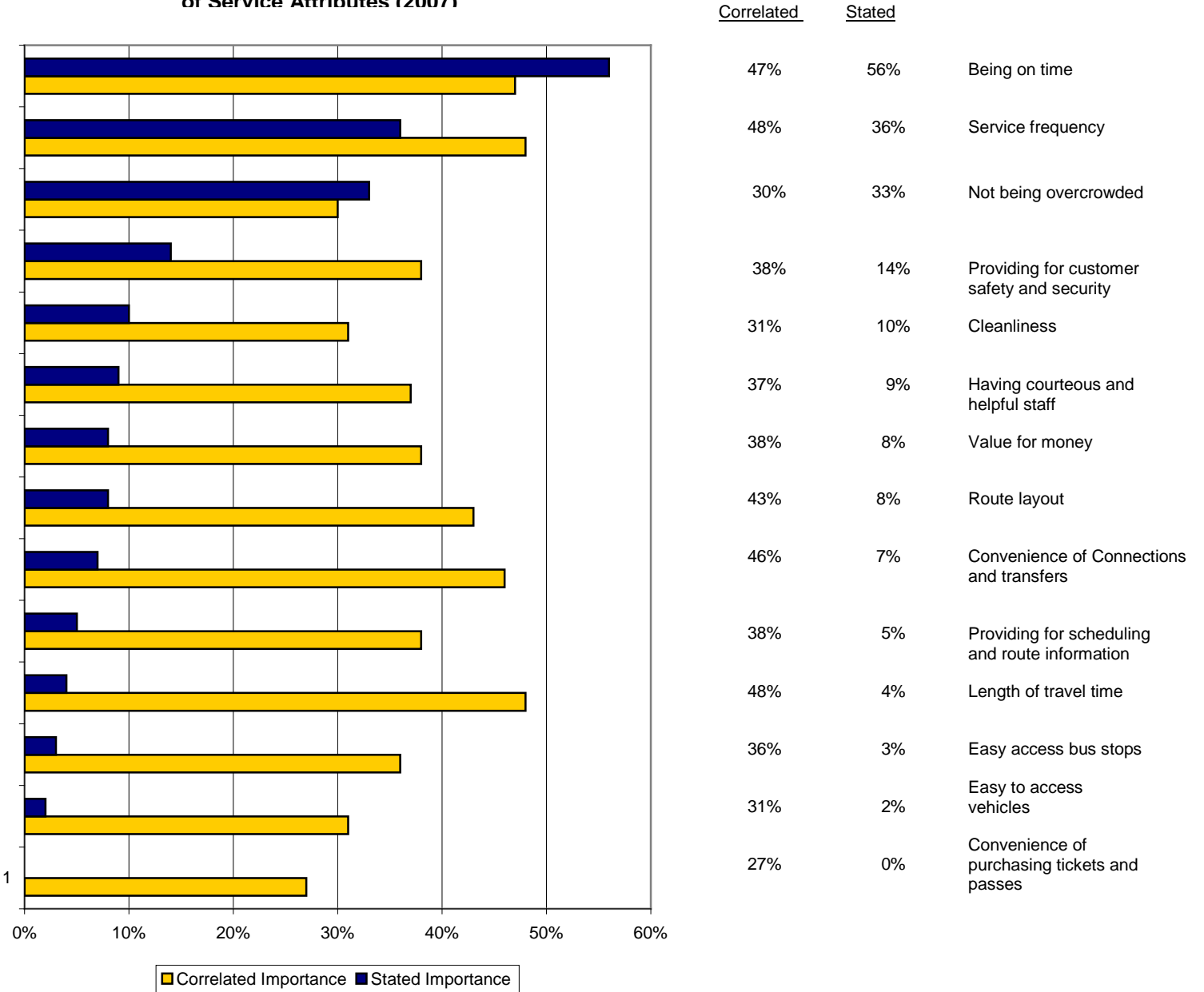
**Correlated versus Stated Importance  
of Service Attributes (2009)**



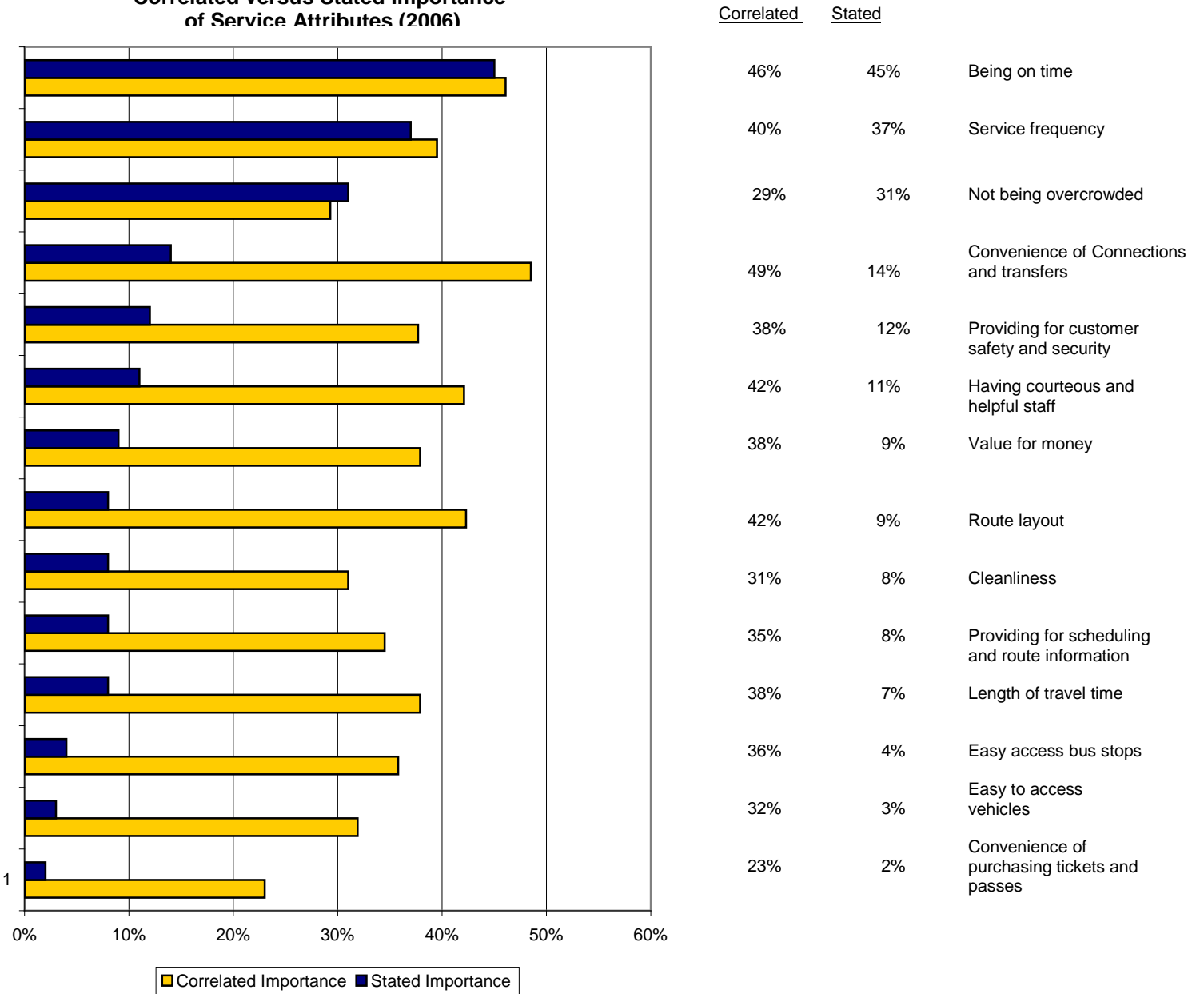
**Correlated versus Stated Importance  
of Service Attributes (2008)**



**Correlated versus Stated Importance  
of Service Attributes (2007)**



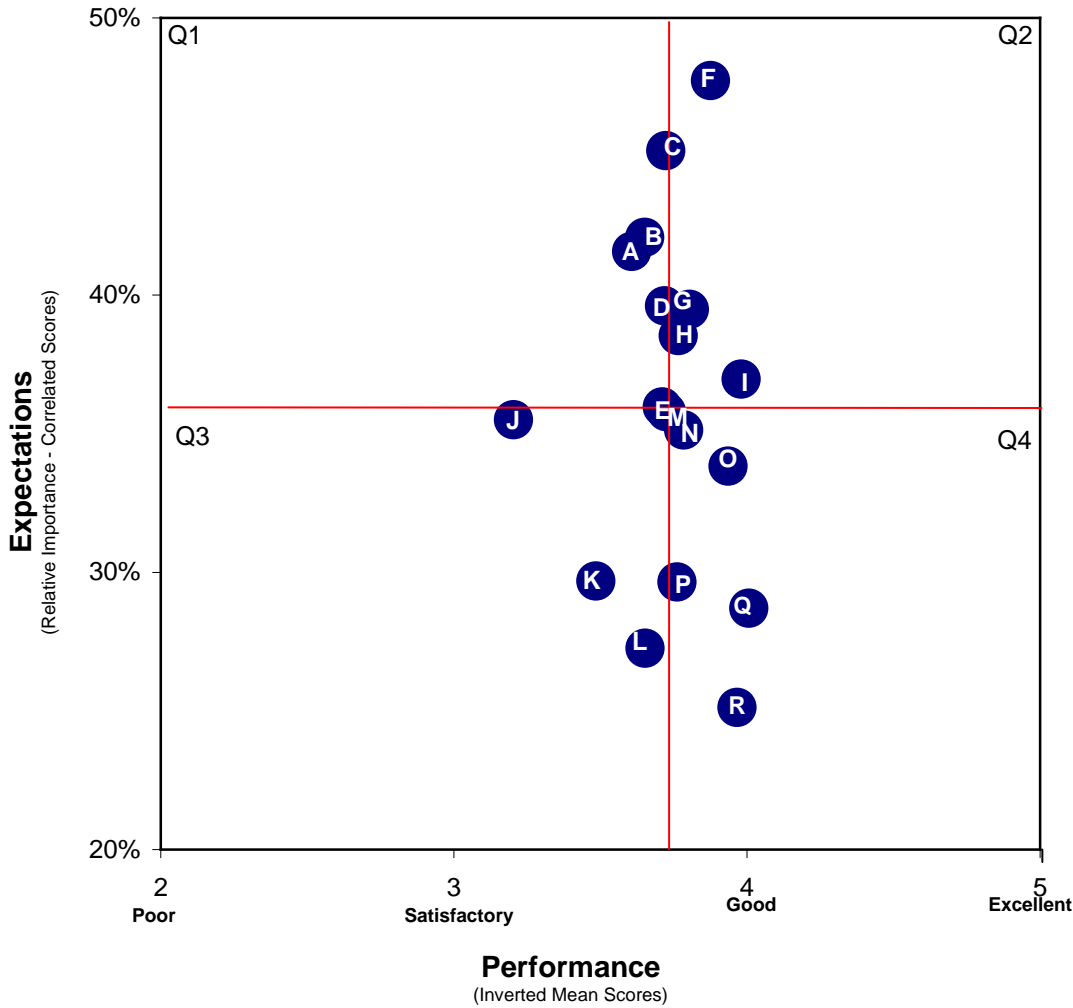
**Correlated versus Stated Importance  
of Service Attributes (2006)**



**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 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

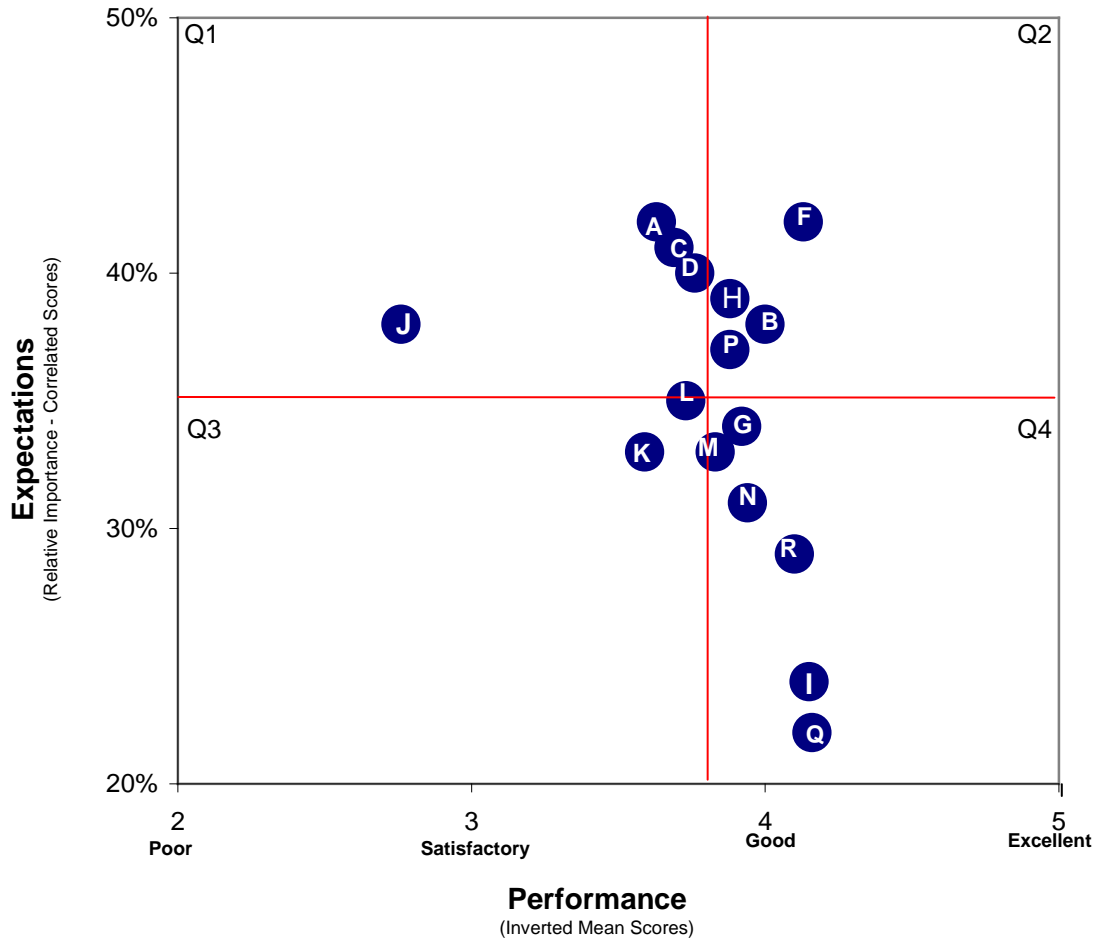
**Q2 – Higher Expectation/  
Higher Performance**  
 F. Providing courteous and helpful staff  
 G. Route layout  
 H. Length of travel time  
 I. Easy access bus stops

**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)



**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**

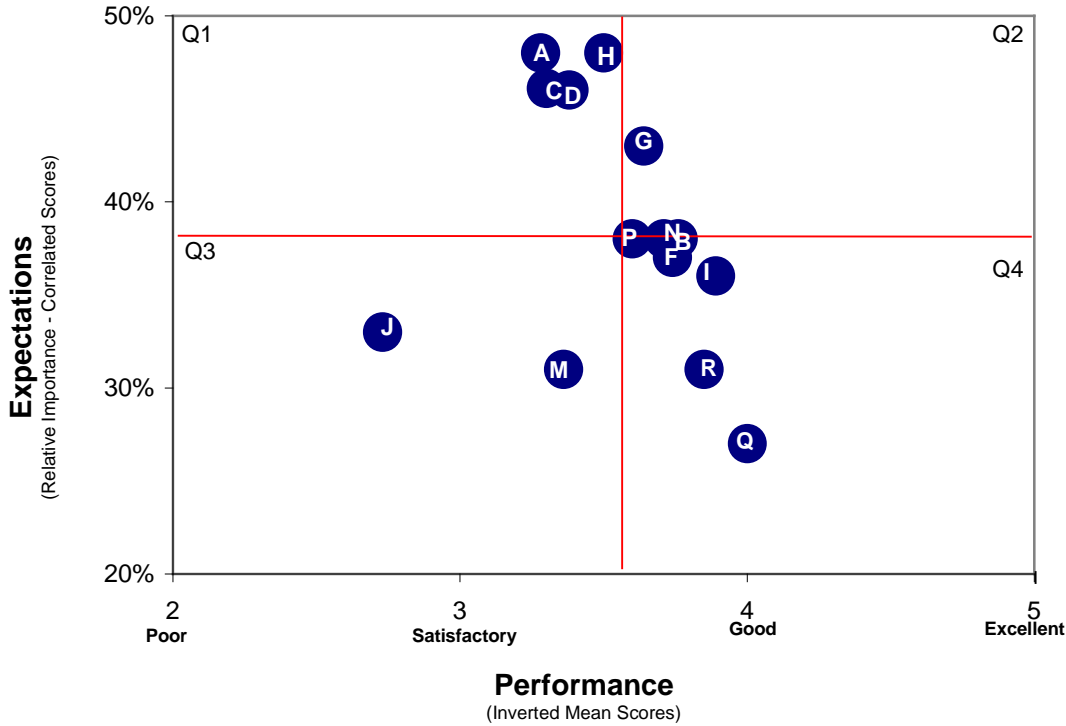
- L. Ctrain station amenities
- K. Bus stop amenities

**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**

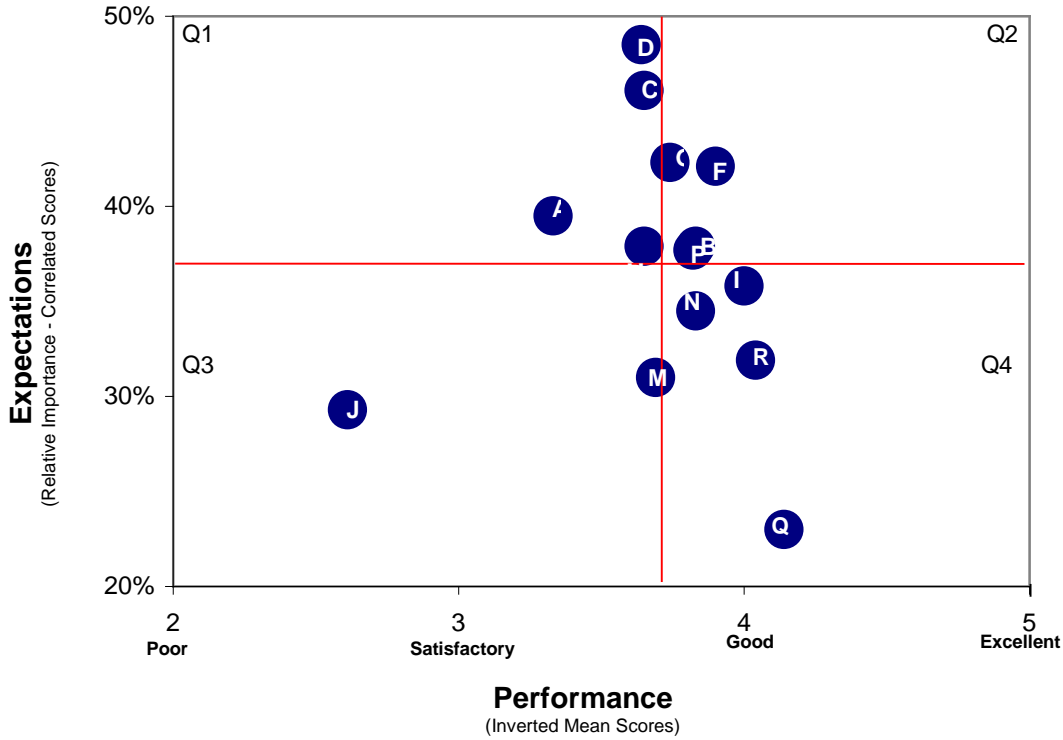
- J. Not being overcrowded
- M. Cleanliness

**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 Figure 3.5.

| <b>Historical Ratings of Service Components or Experiences</b> |                                                                                      |                                                               |                                                               |                                                                                        |                                        |                                                                       |                                                       |                                           |                                                                  |                                                                                            |
|----------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------|-------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <b>Survey Year</b>                                             | <b>% of Respondents who Strongly or Somewhat Agree</b>                               |                                                               |                                                               |                                                                                        |                                        |                                                                       |                                                       |                                           |                                                                  |                                                                                            |
|                                                                | Overall, I feel Calgary Transit bus and CTrain drivers operate their vehicles safely | There is a bus stop/CTrain station near my origin/destination | Bus drivers are knowledgeable about the service they provide* | My experience when travelling on Calgary Transit buses and CTrains is usually pleasant | I feel safe when travelling on transit | Protective Service Officers on the CTrain demonstrate professionalism | The bus drivers usually greet me in a friendly manner | Other passengers are usually well-behaved | Calgary Transit vehicles arrive at my stop at the scheduled time | I feel there are sufficient Protective Officers on the CTrain to ensure my personal safety |
| 2010                                                           | 94                                                                                   | 95                                                            | 90                                                            | 93                                                                                     | 95                                     | 93                                                                    | 89                                                    | 84                                        | 78                                                               | 66                                                                                         |
| 2009                                                           | 95                                                                                   | 94                                                            | 92                                                            | 92                                                                                     | 90                                     | 89                                                                    | 85                                                    | 83                                        | 79                                                               | 61                                                                                         |
| 2008                                                           | 97                                                                                   | 94                                                            | 93                                                            | 90                                                                                     | 90                                     | 91                                                                    | 90                                                    | 76                                        | 78                                                               | 63                                                                                         |
| 2007                                                           | 94                                                                                   |                                                               | 89                                                            | 89                                                                                     | 92                                     | 90                                                                    | 90                                                    | 78                                        | 73                                                               | 60                                                                                         |
| 2006                                                           | 98                                                                                   |                                                               | 96                                                            |                                                                                        | 92                                     | 90                                                                    | 88                                                    | 78                                        | 85                                                               | 63                                                                                         |
| 2005                                                           | 97                                                                                   |                                                               | 92                                                            |                                                                                        | 93                                     | 87                                                                    | 91                                                    | 79                                        | 84                                                               | 59                                                                                         |
| 2004                                                           | 97                                                                                   |                                                               | 92                                                            |                                                                                        | 92                                     | 88                                                                    | 91                                                    | 77                                        | 81                                                               | 58                                                                                         |
| 2003                                                           | 95                                                                                   |                                                               | 90                                                            |                                                                                        |                                        |                                                                       | 92                                                    | 80                                        |                                                                  | 66                                                                                         |
| 2002                                                           | 95                                                                                   |                                                               | 94                                                            |                                                                                        |                                        |                                                                       | 88                                                    | 79                                        |                                                                  | 61                                                                                         |
| 2000                                                           | 98                                                                                   |                                                               | 93                                                            |                                                                                        |                                        |                                                                       | 88                                                    | 86                                        |                                                                  | 69                                                                                         |
| 1999                                                           |                                                                                      |                                                               | 92                                                            |                                                                                        |                                        |                                                                       | 89                                                    | 80                                        |                                                                  |                                                                                            |

Data Associated with Figure 3.11.

| <b>Historical Ratings of Service Components or Experiences</b> |                                                    |                                |                                 |                              |                                    |                                   |
|----------------------------------------------------------------|----------------------------------------------------|--------------------------------|---------------------------------|------------------------------|------------------------------------|-----------------------------------|
| <b>Survey Year</b>                                             | <b>% of Respondents who rate Excellent or Good</b> |                                |                                 |                              |                                    |                                   |
|                                                                | Cleanliness of Ctrain interiors                    | Cleanliness of Ctrain stations | Maintenanc e of Ctrain stations | Cleanliness of bus interiors | Maintenanc e of passenger shelters | Cleanliness of passenger shelters |
| 2010                                                           | 67                                                 | 67                             | 67                              | 65                           | 56                                 | 49                                |
| 2009                                                           | 68                                                 | 60                             | 66                              | 69                           | 54                                 | 51                                |
| 2008                                                           | 63                                                 | 59                             | 64                              | 64                           | 54                                 | 52                                |
| 2007                                                           | 50                                                 | 44                             | 50                              | 56                           | 40                                 | 38                                |
| 2006                                                           | 65                                                 | 64                             | 67                              | 71                           | 50                                 | 47                                |
| 2005                                                           | 61                                                 | 57                             | 66                              | 65                           | 54                                 | 47                                |
| 2004                                                           | 69                                                 | 62                             | 71                              | 66                           | 45                                 | 41                                |
| 2003                                                           | 73                                                 | 62                             |                                 | 68                           |                                    |                                   |
| 2002                                                           | 71                                                 | 67                             |                                 | 68                           |                                    |                                   |

**Data Associated with Table 4.2.**

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

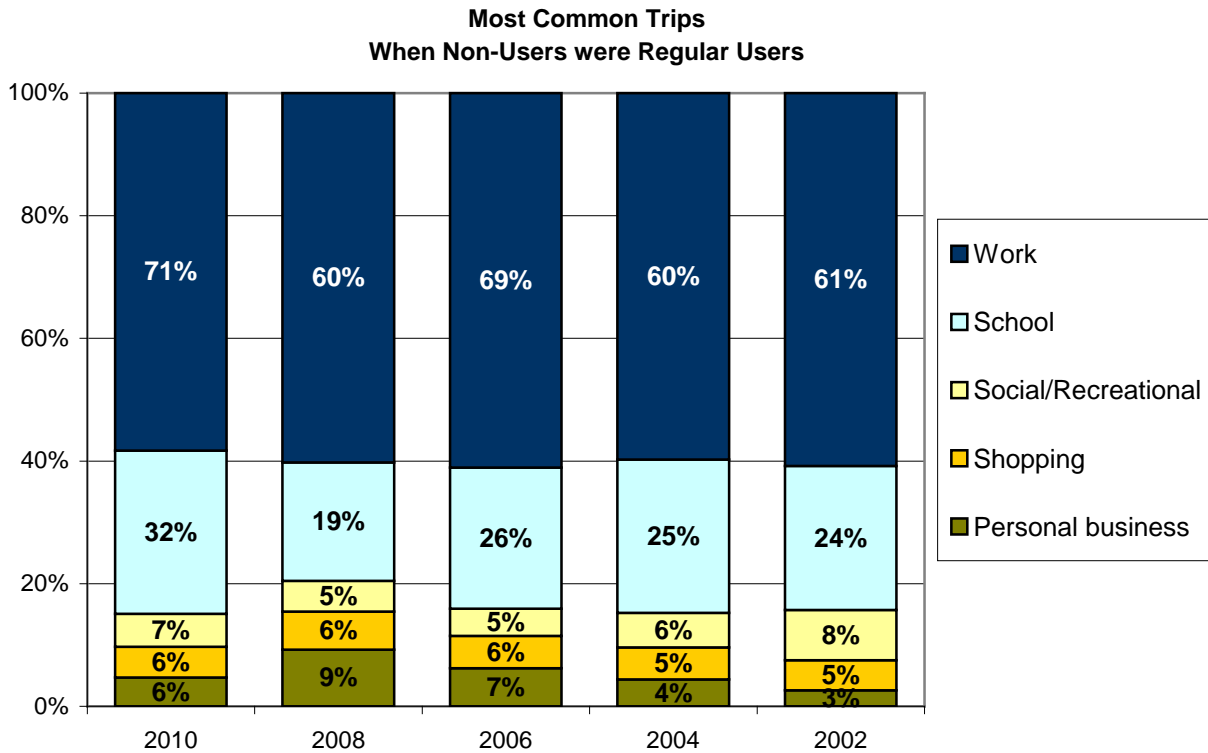
**Data Associated with Figure 4.6.**

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

Data Associated with Figure 4.7.

| <b>Weekly Transit Use By Travel Periods</b><br>(Average Trips Per Week) |         |                  |               |                      |                  |
|-------------------------------------------------------------------------|---------|------------------|---------------|----------------------|------------------|
| Year                                                                    | Measure | % of Respondents |               |                      |                  |
|                                                                         |         | Rush Hour Only   | Non-Rush Hour | Rush Hour/Other Time | No Specific Time |
| 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              |

Data Associated with Figure 4.x.



Data Associated with Table 4.x.

| Reasons for Discontinuing Transit Use |                  |                 |                 |                 |                 |                 |                 |                                       |                  |                 |                 |                 |                 |                 |                 |
|---------------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Reasons                               | % of Respondents |                 |                 |                 |                 |                 |                 | Reasons - Detailed Responses          | % of Respondents |                 |                 |                 |                 |                 |                 |
|                                       | 2010<br>(n=262)  | 2008<br>(n=212) | 2006<br>(n=230) | 2004<br>(n=218) | 2002<br>(n=236) | 1999<br>(n=158) | 1997<br>(n=n/a) |                                       | 2010<br>(n=262)  | 2008<br>(n=212) | 2006<br>(n=230) | 2004<br>(n=218) | 2002<br>(n=236) | 1999<br>(n=158) | 1997<br>(n=n/a) |
| Car Related/Other Transportation      | 49               | 63              | 52              | 55              | 54              | 56              | 50              | Car is more convenient                | 21               | 20              | 28              | 17              | 18              | 18              | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | Purchased car/can now afford car      | 18               | 28              | 12              | 26              | 28              | 30              | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | Require car for work                  | 7                | 5               | 6               | 4               | 3               | n/a             | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | Use different means of transportation | 3                | 6               | 3               | 4               | 2               | n/a             | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | Got parking space at work             | 1                | 3               | 3               | 4               | 3               | n/a             | n/a             |
| Change in situation                   | 29               | 31              | 40              | 41              | 39              | 39              | 32              | Location change                       | 15               | 12              | 20              | 13              | 14              | 16              | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | Stopped working/not working           | 6                | 10              | 12              | 18              | 19              | 16              | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | Working at home                       | 4                | 3               | 4               | 1               | 2               | n/a             | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | Only used for school purposes         | 2                | 2               | 2               | 7               | 3               | n/a             | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | Personal mobility problems            | 1                | 2               | 2               | 2               | 1               | n/a             | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | Employed out of town                  | 1                | 1               | n/a             | n/a             | n/a             | n/a             | n/a             |
| Transit service                       | 21               | 24              | 20              | 11              | 12              | 20              | 17              | Transit service not convenient        | 5                | 7               | 8               | 5               | 4               | 9               | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | Transit too slow                      | 2                | 4               | 2               | 2               | 2               | n/a             | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | CTrain too crowded                    | 2                | 4               | 4               | 1               | 1               | n/a             | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | Buses too crowded                     | 2                | 4               | 3               | 1               | 1               | n/a             | n/a             |
|                                       |                  |                 |                 |                 |                 |                 |                 | No Transit service to my destination  | 2                | 3               | 3               | 1               | 2               | 8               | n/a             |
| Other                                 | 3                | 2               | 4               | 1               | 3               | n/a             | n/a             | Other                                 | 3                | 2               | 4               | 1               | 3               | n/a             | n/a             |

Data Associated with Table 4.x.

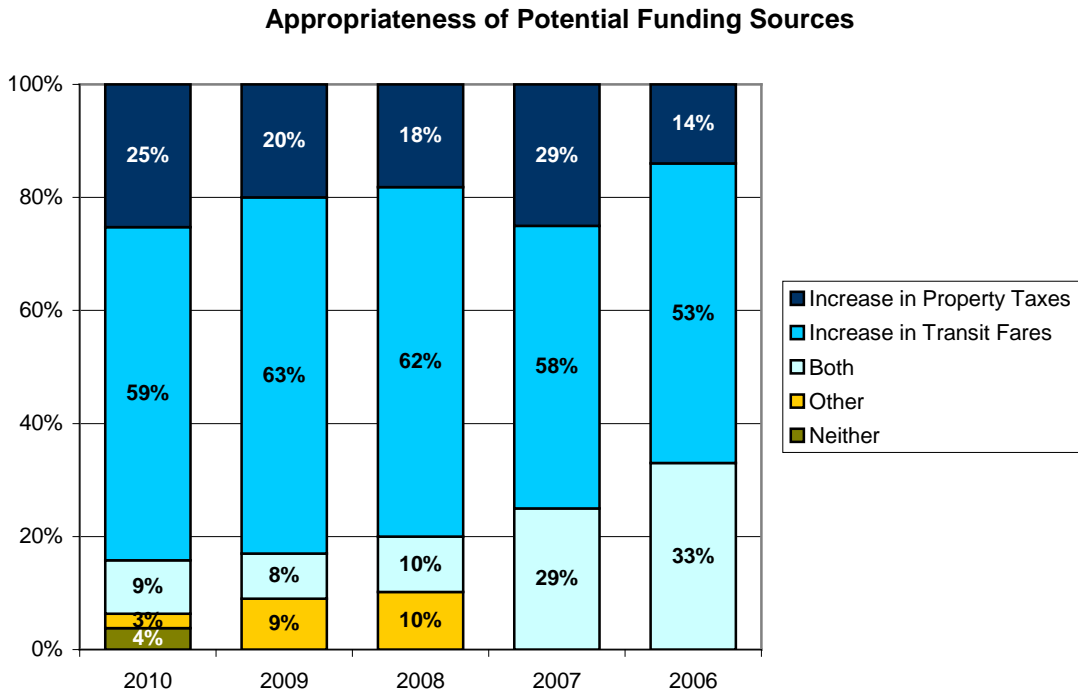
| Potential Opportunities for Non-Users to Begin Using Transit Services |                  |                 |                 |                 |                 |                                                                           |                  |                 |                 |                 |                 |
|-----------------------------------------------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|---------------------------------------------------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|
| Opportunities                                                         | % of Respondents |                 |                 |                 |                 | Opportunities - Detailed Responses                                        | % of Respondents |                 |                 |                 |                 |
|                                                                       |                  | 2008<br>(n=500) | 2006<br>(n=500) | 2004<br>(n=501) | 2002<br>(n=501) |                                                                           | 2010<br>(n=500)  | 2008<br>(n=500) | 2006<br>(n=500) | 2004<br>(n=501) | 2002<br>(n=501) |
| No improvement required                                               | 15               | 35              | 30              | 23              | 30              | No improvement required                                                   | 15               | 35              | 30              | 23              | 30              |
| None/Prefer current mode                                              | 24               | 22              | 28              | 40              | 27              | None/Prefer current mode                                                  | 24               | 22              | 28              | 40              | 27              |
| More frequent service                                                 | 7                | 18              | 13              | 10              | 10              | Bus routes run more frequently                                            | 7                | 14              | 13              | 10              | 10              |
|                                                                       |                  |                 |                 |                 |                 | Less overcrowding during busy times/events                                | <1               | 3               | n/a             | n/a             | n/a             |
|                                                                       |                  |                 |                 |                 |                 | 24 hour service                                                           | 0                | 1               | n/a             | n/a             | n/a             |
| Faster/More direct/Express                                            | 13               | 15              | 22              | 25              | 21              | More direct Transit routes                                                | 8                | 9               | 12              | 12              | 11              |
|                                                                       |                  |                 |                 |                 |                 | Better transfer connection                                                | 2                | 2               | 4               | 7               | 2               |
|                                                                       |                  |                 |                 |                 |                 | Travel time by Transit is comparable to the method I use now              | 1                | 2               | 2               | 3               | 4               |
|                                                                       |                  |                 |                 |                 |                 | Express bus route is added to serve my neighbourhood                      | 2                | 1               | 4               | 3               | 3               |
| Extended routes                                                       | 16               | 15              | 21              | 22              | 18              | CTrain lines are extended to where I wish to travel                       | 9                | 8               | 11              | 11              | 8               |
|                                                                       |                  |                 |                 |                 |                 | Bus routes are extended to where I wish to travel                         | 7                | 7               | 10              | 11              | 6               |
| Closer stops                                                          | 1                | 7               | 2               | 6               | 5               | Stops/stations located closer to my home/work/school                      | 1                | 4               | 2               | 6               | 5               |
|                                                                       |                  |                 |                 |                 |                 | More parking at CTrain stations                                           | 0                | 3               | n/a             | n/a             | n/a             |
| Transit schedule                                                      | 3                | 5               | 8               | 12              | 5               | Transit schedules match my work hours better                              | 1                | 1               | 3               | 2               | 2               |
|                                                                       |                  |                 |                 |                 |                 | Transit routes provide later service on weekday evenings                  | <1               | 1               | 2               | 3               | 1               |
|                                                                       |                  |                 |                 |                 |                 | Transit routes provide later service on weekend evenings                  | <1               | 1               | 1               | 3               | 1               |
|                                                                       |                  |                 |                 |                 |                 | Transit routes provide earlier service on weekday mornings                | <1               | 1               | 1               | 2               | 1               |
|                                                                       |                  |                 |                 |                 |                 | Transit routes provide earlier service on weekend mornings                | <1               | 0               | 1               | 2               | 0               |
| Better security                                                       | 2                | 5               | 2               | 2               | 1               | Calgary Transit provides better security for my personal safety           | 2                | 5               | 2               | 2               | 1               |
| Reduced fare                                                          | 12               | 1               | 10              | 2               | 3               | Bus/CTrain fare is lowered                                                | 12               | 1               | 10              | 2               | 3               |
| Transit access                                                        | <1               | 1               | <1              | 3               | 2               | Provide better access for people with disabilities on bus/CTrain stations | <1               | 1               | <1              | 3               | 2               |
|                                                                       |                  |                 |                 |                 |                 | Better access for people with children                                    | <1               | <1              |                 |                 |                 |
| Transit information                                                   | <1               | 2               | <1              | 1               | 1               | Provide better schedule information                                       | <1               | 2               | <1              | 1               | 1               |
| Other                                                                 | 0                | 0               | 6               | 5               | 5               | Other                                                                     | 0                | 0               | 6               | 5               | 5               |

**Data Associated with Figure 5.1.**

|                                                       |                      |       | Captive and Choice |        | Total  |
|-------------------------------------------------------|----------------------|-------|--------------------|--------|--------|
|                                                       |                      |       | Captive            | Choice |        |
| For each trip I make I consider using Calgary Transit | 1. Strongly agree    | Count | 74                 | 86     | 162    |
|                                                       |                      | %     | 45.7%              | 26.3%  | 32.8%  |
|                                                       | 2. Somewhat agree    | Count | 60                 | 147    | 209    |
|                                                       |                      | %     | 37.0%              | 45.0%  | 42.3%  |
|                                                       | 3. Somewhat disagree | Count | 17                 | 49     | 67     |
|                                                       |                      | %     | 10.5%              | 15.0%  | 13.6%  |
|                                                       | 4. Strongly disagree | Count | 11                 | 45     | 56     |
|                                                       |                      | %     | 6.8%               | 13.8%  | 11.3%  |
| Total                                                 |                      | Count | 162                | 327    | 494    |
|                                                       |                      | %     | 100.0%             | 100.0% | 100.0% |

|                                                                      |                      |       | Captive and Choice |        | Total  |
|----------------------------------------------------------------------|----------------------|-------|--------------------|--------|--------|
|                                                                      |                      |       | Captive            | Choice |        |
| I use Calgary Transit to go to multiple places throughout my journey | 1. Strongly agree    | Count | 67                 | 67     | 136    |
|                                                                      |                      | %     | 42.1%              | 21.3%  | 28.5%  |
|                                                                      | 2. Somewhat agree    | Count | 72                 | 96     | 169    |
|                                                                      |                      | %     | 45.3%              | 30.5%  | 35.4%  |
|                                                                      | 3. Somewhat disagree | Count | 8                  | 76     | 85     |
|                                                                      |                      | %     | 5.0%               | 24.1%  | 17.8%  |
|                                                                      | 4. Strongly disagree | Count | 12                 | 76     | 88     |
|                                                                      |                      | %     | 7.5%               | 24.1%  | 18.4%  |
| Total                                                                |                      | Count | 159                | 315    | 478    |
|                                                                      |                      | %     | 100.0%             | 100.0% | 100.0% |

Data Associated with Figure 6.2.



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