FINAL REPORT

CALGARY TRANSIT CUSTOMER SATISFACTION SURVEY 2006

HARGROUP MANAGEMENT CONSULTANTS

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Submitted to

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By

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Executive Summary

Calgary Transit conducts annual Customer Satisfaction and biennial Non-User Surveys to assess Calgarians' use, perceptions and expectations for Transit services. The 2006 survey wave was conducted in October and November of 2006. Calgarians who utilize Transit services at least once a week (38%) qualified to be respondents to the Customer Satisfaction Survey. A total of 500 interviews were conducted with customers for the 2006 Customer Satisfaction Survey as well as 500 interviews with non-users, which is consistent with previous waves of the survey. The survey was administered to respondents by telephone. HarGroup Management Consultants was engaged to field the survey and report the findings.

Key Findings

- ***Transit Use*** - Nearly four out of ten respondents (38%) identified themselves as regular Transit customers. This proportion is comparable to that of previous survey waves, with the exception of 2005, a survey year which represents a longitudinal high.

  Taking into account occasional Transit use among non-users, the proportion of Calgarians 15 years of age or older using Transit was 78% in 2006.

  Frequency of Transit use increased in 2006 to 8.5 trips per week. This is the highest frequency observed since 1999.

  Most customers used buses (either buses or both buses and CTrain) when they rode Transit services. After having increased in 2004 and 2005, a trend that previous reporting suggested may have been attributable to CTrain service expansion, the proportion of customers using the CTrain appears to have stabilized in 2006.

  As has historically been the case, most Transit customers reported travelling during rush hour periods. In fact, the proportion of customers reporting rush hour only as their most frequent travel time is at the highest it has been since 1999. Overall, 74% of Transit customers stated that they used services during rush hour.

  The increases identified above (frequency and rush hour use) may in part explain recent ridership increases experienced by Calgary Transit. Another factor may be the significant increase in population over the past two years.

- ***Global Score*** - Transit customers awarded a global score of 8.2 for service quality satisfaction and loyalty. This score is consistent with previous waves. Indeed, the global score for 2006 is only lower than that of two previous survey waves, those being 2000 (8.4) and 2004 (8.3), and even then, modestly so.

Executive Summary, continued...

- ***Service Performance Ratings*** - Over six out of ten Transit customers (66%) rated service quality as excellent or good (compared to 72% in 2005, 71% in 2004, 68% in 2003, 73% in 2002, 83% in 2000 and 77% in 1999). However, the proportions of customers rating overall Transit services as 'excellent' or 'satisfactory', which have fluctuated historically, have again increased in the 2006 survey wave from that of 2005.

  Nearly two in ten customers (18%) perceived Transit services to be better during the past year. This proportion is similar to those associated with most of the previous survey waves (21% in 2005, 20% in 2003, 22% in 2002, 18% in 2000 and 15% in 1999) except for that of 2004 (29%), which was the highest throughout survey waves.

- ***Commitment to Modes of Transportation*** – The majority of customers (50%) identified themselves as 'committed' users of Calgary Transit. Two-thirds of non-users also considered themselves to be committed to their current transportation method; however, the proportion of non-users who are reportedly committed to their current modes of transportation is the lowest it has been throughout survey waves.

- ***Visibility of Protective Services Officers*** – More than one out of three CTrain customers (31%) had seen a Protective Services Officer in the week prior to the survey. This percentage is the highest it has been since this query was added to the questionnaire in 2004.

- ***Service Expansion*** - Most customers stated that 'having more service during peak hours' (76%) and 'having more service in new communities' (63%) were priorities for expanding Transit services. More than three quarters (71%) of respondents stated that they would support a fare increase to fund service additions, though some of this support was conditional (e.g. dependent on the amount of fare increase, type of service expansion, etc.). This level of support was significantly higher than all previous survey waves in which this question was asked (i.e. since 2002).

- ***Information Services*** - Commonly used information sources included 'Calgary Transit Web Site' (54% used an average of 3.0 times per month), followed by use of the 'TeleRide System' (46% used an average of 5.3 times per month), 'Information posted at CTrain stops' (41% used an average of 2.0 times per month), 'Information posted at bus stops' (34% used an average of 1.7 times per month) and the 'Transit System Map' (34% used an average of 1.4 times per month).

- ***Alternative Forms of Fare Payment*** - Approximately two-thirds of Transit users (68%) stated that they would likely use a Prepaid Card to pay their Transit fares, if it was available. As well, a quarter of users (24%) indicated that they would use their celluar telephone to pay Transit fares, if they could. Younger transit users (e.g. 34 years of age or younger) who usually pay by cash or Ticket books are more likely to be receptive to these forms of payment.

1.0 INTRODUCTION

Calgary Transit conducts an annual customer satisfaction survey and a biennial non-user survey to measure Calgarians' use and perceptions of its services. The surveys provide Calgary Transit with information about public transit use among Calgarians, customers' needs and expectations in regards to service delivery, as well as potential areas or priorities for improvement. The data yielded from these surveys are used by Calgary Transit to aid with planning future services within the city. This report presents the results of the 2006 Customer Satisfaction and Non-User surveys. Findings related to previous waves of these surveys are also presented for comparative purposes.

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

1.1 Survey Objectives

The surveys address specific measures that Calgary Transit employs to gauge Calgarians' use and perceptions of its services. The following objectives summarize the measures used to examine Calgarians' needs and expectations for Calgary Transit services.

Customer Satisfaction Survey

- *To measure travel behaviour among Transit customers.*
- *To measure customers' perceptions of service performance.*
- *To measure customers' satisfaction with various service factors.*
- *To identify customers' perceptions about importance of service factors.*
- *To examine customers' perceptions of customer service provided by Transit representatives.*
- *To examine customer loyalty among Transit users.*
- *To examine customers' priorities for service provision.*

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.*

1.2 Survey Methodology

A total of 500 interviews were conducted by telephone with current customers (Customer Satisfaction survey) and 500 interviews with non-users (Non-User survey). The population of customers was defined as Calgarians at least 15 years of age who had ridden Calgary Transit buses or CTrains regularly (at least once a week on average). Other Calgarians represented the non-user population (those who were at least 15 years of age and had not ride Calgary Transit regularly).

Interviews for the 2006 survey wave were conducted in October and November of 2006. Since 2002 the surveys have typically been conducted in October or November.

The 2006 survey instruments used for the Customer Satisfaction and Non-User surveys were similar in content to those used in previous waves. [1] Nevertheless, there were a few modifications implemented for the 2006 surveys and they are as follows:

Customer Satisfaction Survey

- Questions addressing changes in method of fare payment were added.
- Questions related to further need for Protective Services Officers were added.
- Questions regarding likelihood of use of potential alternative payment methods currently being considered by Calgary Transit, specifically paying via cellular telephone or using a prepaid payment card were added.

Non-User Survey

- A question pertaining to domicile relocation for better access to an LRT station was added.
- A question regarding the appropriateness of fare increases or property tax allocation as means by which to fund further transit service was added.

The instruments were pre-tested in field conditions prior to full implementation of the surveys. Copies of the survey instruments can be found in Appendix A.

[1] Note: The Customer Satisfaction Survey was not implemented in 2001 due to a Transit strike.

Potential respondents were selected from the Calgary population using a computerized random-digit dialling process to ensure complete randomization of the survey samples.

Analysis of the final call results revealed that approximately 38% of potential respondents qualified for the Customer Satisfaction Survey (see Appendix B). Basic extrapolation of these results would suggest that the total population for the Customer Satisfaction survey is estimated to be approximately 309,593 (Table 1.1). A sample size of 500 yields a margin of error of ±4.4% within a 95% confidence interval, for the Calgary Transit customer population (as defined for the survey). Expressed differently, if the survey were to be conducted within the same population again, in 19 surveys out of 20 the results would likely remain within ±4.4% of the results presented in this report.

Table 1.1: Estimated Transit Customers

Factors	Survey Wave				
	2006	2005	2004	2003	2002
Civic Census[2]	814,719	784,649	750,455	741,468	727,537
Transit Users	38%	43%	39%	36%	38%
Estimated number of Transit customers	309,593	337,399	292,678	266,928	276,464
Non-Users	62%	n/a	61%	n/a	62%
Estimated number of Non-Users	505,126		457,777		451,073

Based on an estimated Non-User population of approximately 505,126 citizens, a sample size of 500 yields an estimated margin of error of ±4.4% within a 95% confidence interval.

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.

1.3 Factors to Consider for the 2006 Surveys

The 2005 survey wave report considered the significant increase in the cost of gasoline prices (e.g. throughout the year prices rose between 40% and 65%[3]). It was suggested that readers should consider this information when perusing the data as said prices may have had an impact on 2005 survey results. Gasoline prices decreased in 2006, with consumers paying 14% less in October of 2006 versus October of 2005. However, it is important to note that said prices were still relatively high for most of the 2006 calendar year, only declining temporarily in February/March and again beginning to decline in August[4]. Once more,

[2] Sources: Calgary Civic Censuses.
[3] Source: www.independentng.com.
[4] Source: http://www.statcan.ca/english/Subjects/Cpi/cpi-en.htm

consideration of this information may be valuable to readers of this report and its findings.

It is also worth noting that the population of Calgarians aged 15 and over increased substantially between 2005 and 2006. Indeed, in 2006 the overall population of Calgary exceeded 1 million residents. Nonetheless, over 30,000 residents (or 4% of the population) aged 15 or over were added to Calgary's population. This, along with a sizable addition between 2004 and 2005, may impact ridership of Transit (in actual number of riders) over these two years previously.

1.4 Reporting

The remaining sections of this report present the results of the 2006 Customer Satisfaction and Non-User surveys. In most cases results from each survey component are presented separately, however, in a few instances results are presented concurrently for analysis purposes. For comparative purposes, the data from previous survey waves are also presented (1999, 2000, 2002, 2003 and 2005 for the Customer Satisfaction survey; 1999, 2002 and 2004 for the Non-User survey).

Basic frequencies of 2006 survey question results are presented in the report. As well, various statistical procedures have been used within the analyses to assess significance of differing respondent responses. These analyses provide additional insight into the data and allow for a greater degree of certainty in statements of inference.

2.0 RESPONDENTS' PROFILE

Tables 2.1 and 2.2 provide a demographic profile of Customer Satisfaction and Non-User survey respondents. Also shown are comparative data from previous survey waves, as well as data for the Calgary population, where available.

Generally, respondent profiles associated with the 2006 Customer Satisfaction and Non-User surveys were consistent with previous survey waves.

Transit Customer and Non-User Profiles

As can be seen in Tables 2.1 and 2.2, there was a notably greater proportion of respondents between the ages of 15 to 19 years who use Transit as compared with the general Calgary population. This observation has also been noted in previous reports as this age group continually appears to be a prominent user of Transit.

Table 2.1: Respondent Profile
Transit Customers

Characteristics	Descriptions	Civic Census	% of Respondents						
			2006 Survey	2005 Survey	2004 Survey	2003 Survey	2002 Survey	2000 Survey	1999 Survey
Gender	Male	50	46	48	39	50	49	47	46
	Female	50	54	52	61	50	51	53	54
	Total	100	100	100	100	100	100	100	100
Age	15 to 19 years	9	19	20	22	22	21	20	23
	20 to 24 years	9	10	11	11	13	11	10	13
	25 to 34 years	20	21	16	17	13	17	15	20
	35 to 44 years	23	19	18	16	16	18	21	18
	45 to 54 years	18	14	15	14	16	16	15	12
	55 to 64 years	9	9	9	7	8	6	8	2
	Over 64 years	11	8	10	12	12	11	12	11
	Refused	-	<1	1	1	1	0	1	1
	Total	100	100	100	100	100	100	100	100
Household Income	Less than $15,000		5	5	7	7	7	8	7
	$15,000 to < $25,000		4	6	10	9	9	8	11
	$25,000 to < $35,000		7	7	7	9	10	10	9
	$35,000 to < $45,000		9	6	6	7	8	9	7
	$45,000 to < $55,000		6	6	8	5	8	10	7
	$55,000 to < $65,000	n/a	5	5	6	4	6	8	7
	$65,000 to < $75,000		5	4	3	19	21	22	17
	$75,000 to < $85,000		4	4	5	-	-	-	-
	$85,000 to < $100,000		7	5	6	-	-	-	-
	$100,000 or more		14	12	8	-	-	-	-
	Refused/Don't know		35	40	35	41	31	27	35
	Total		100	100	100	100	100	100	100

Table 2.1: Respondent Profile Transit Customers, continued…									
Characteristics	**Descriptions**	**Civic Census**	**% of Respondents**						
			2006 Survey	**2005 Survey**	**2004 Survey**	**2003 Survey**	**2002 Survey**	**2000 Survey**	**1999 Survey**
Occupation	Student		26	24	28	27	23	24	28
	Retired		10	13	13	13	11	14	11
	Unskilled labourer		3	4	5	5	7	4	8
	Clerical/Office staff		7	5	7	8	8	9	7
	Skilled Labourer/craftsman		3	5	6	6	7	9	7
	Technician		6	5	3	5	5	6	6
	Accountant/Engineer		7	4	5	6	5	8	5
	Other Professional		9	8	8	11	10	7	5
	Retail sales		2	4	5	4	5	3	5
	Executive/Managerial		5	6	6	3	4	4	4
	Homemaker	n/a	2	3	3	2	2	3	3
	Unemployed		1	1	2	3	2	2	3
	Owner/Self employed		1	1	2	2	3	2	3
	Professor/Teacher		4	2	1	1	4	2	2
	Doctor/Medical specialist		1	1	1	1	2	2	1
	Agency/Commercial sales		1	1	2	0	1	1	1
	Military/Police/Fireman		1	0	0	0	0	0	1
	Disabled		-	0	1	0	0	0	0
	Other		9	10	1	2	1	0	0
	Refused		4	2	2	2	1	2	2
	Total		100	100	100	100	100	100	100

Differences with regards to age can also be observed between customers and those who do not use Transit. Specifically, a considerable proportion of Transit customers in 2006 were 34 years old or younger (50% customers – Table 2.1, 26% non-users – Table 2.2). Conversely, non-users tended to be older, i.e. 25 years of age or more (50% of customers -Table 2.1, 75% non-users – Table 2.2). A greater proportion of customers were students thus further supporting the assertion that Transit users tend to be relatively younger.

It should be noted that a gender quota, instituted in previous survey waves, has not been employed since 2004.

Table 2.2: Respondent Profile Transit Non-Users						
Characteristics	Descriptions	Civic Census	% of Respondents			
			2006 Survey	2004 Survey	2002 Survey	1999 Survey
Gender	Male	50	41	41	47	45
	Female	50	59	59	53	55
	Total	100	100	100	100	100
Age	15 to 19 years	9	2	3	2	3
	20 to 24 years	9	5	6	5	8
	25 to 34 years	20	19	15	17	20
	35 to 44 years	23	24	23	22	25
	45 to 54 years	18	22	22	22	16
	55 to 64 years	9	14	14	16	12
	Over 64 years	11	15	18	16	16
	Refused	-	-	-	-	2
	Total	100	100	100	100	100
Household Income	Less than $15,000	n/a	3	4	3	7
	$15,000 to < $25,000		4	7	8	7
	$25,000 to < $35,000		6	8	9	10
	$35,000 to < $45,000		9	8	9	9
	$45,000 to < $55,000		6	7	7	8
	$55,000 to < $65,000		5	7	6	6
	$65,000 to < $75,000		5	6	33	20
	$75,000 to < $85,000		8	4	-	-
	$85,000 to < $100,000		6	7	-	-
	$100,000 or more		19	14	-	-
	Refused/Don't know		30	29	24	32
	Total		100	100	100	100
Occupation	Student	n/a	4	4	4	9
	Retired		19	21	22	18
	Unskilled labourer		3	4	3	5
	Clerical/Office staff		4	6	4	6
	Skilled Labourer/craftsman		7	8	8	8
	Technician		5	3	4	3
	Accountant/Engineer		4	4	4	5
	Other Professional		10	10	11	9
	Retail sales		3	4	4	3
	Executive/Managerial		4	5	8	5
	Homemaker		10	9	9	8
	Unemployed		1	2	3	2
	Owner/Self employed		4	7	6	5
	Professor/Teacher		4	5	4	3
	Doctor/Medical specialist		4	3	3	2
	Agency/Commercial sales		2	1	2	2
	Military/Police/Fireman		.4	0	1	0
	Disabled		1	0	1	1
	Other		10	1	1	1
	Refused		2	3	0	5
	Total		100	100	100	100

Table 2.3 represents data related to respondents' residence by area (see Appendix D for area boundaries). These data indicate that the residential distribution of respondents to the 2006 survey wave was generally consistent with that of the Calgary population.

Table 2.3: Respondent Residence Within City
2006 Survey Wave

Area of City	Population	% of Respondents		
		Customers & Non-Users (n=1,000)	Customer Satisfaction Survey (n=490)	Non-User Survey (n=500)
Northwest	17	19	17	21
North	14	17	18	15
Northeast	21	13	12	13
Downtown	4	4	4	4
South Central	15	15	15	15
Southeast	17	18	17	18
South	13	16	17	15
Total	100	100	100	100

Comparatively, the distribution of Transit customers for the 2006 survey wave is similar to that of previous waves with some slight changes, such as the increase in customers residing in South Calgary (Table 2.4).

Table 2.4: Respondent Residence Within City
Transit Customers

Area of City	Population	% of Respondents				
		2006 Survey (n=500)	2005 Survey (n=500)	2004 Survey (n=500)	2003 Survey (n=499)	2002 Survey (n=500)
Northwest	17	17	21	17	20	15
North	14	18	15	13	15	17
Northeast	21	12	17	20	19	18
Downtown	4	4	4	4	2	5
South Central	15	15	17	15	14	15
Southeast	17	17	15	16	16	14
South	13	17	12	15	14	16
Total	100	100	100	100	100	100

Generally, the distribution of respondents' residence within the city has been consistent among Transit non-users across survey waves with a slight continued increase in non-users domiciling downtown (Table 2.5).

Table 2.5: Respondent Residence Within City
Transit Non-Users

Area of City	Population	% of Respondents		
		2006 Survey (n=500)	2004 Survey (n=500)	2002 Survey (n=500)
Northwest	17	21	18	19
North	14	15	14	16
Northeast	21	13	19	17
Downtown	4	4	2	1
South Central	15	15	14	17
Southeast	17	18	18	16
South	13	15	15	14
Total	100	100	100	100

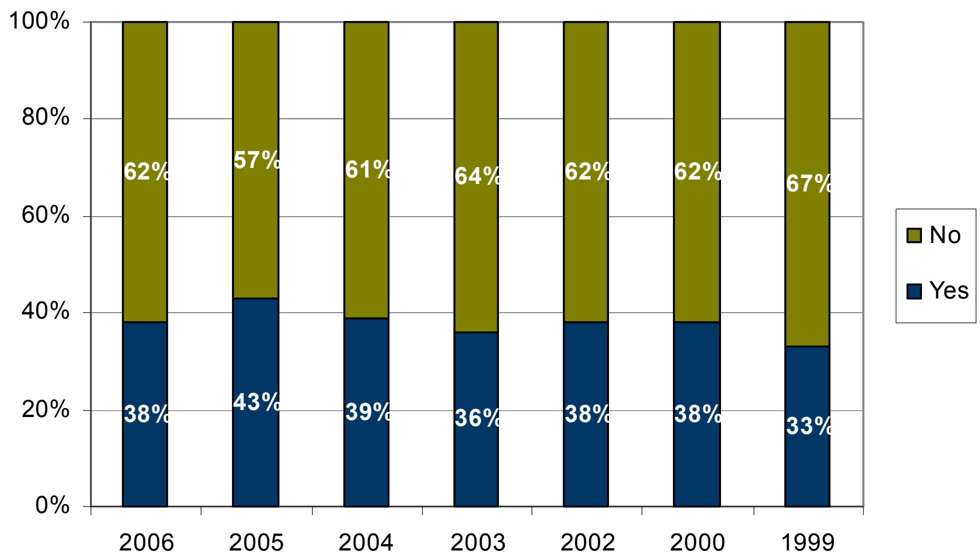
3.0 TRANSPORTATION AND TRANSIT USE

This section of the report examines Calgary Transit use among customers (use at least once a week on average), as well as use of occasional Transit services by non-users. Also included are data regarding transportation behaviours of Calgarians.

3.1 Transit Use

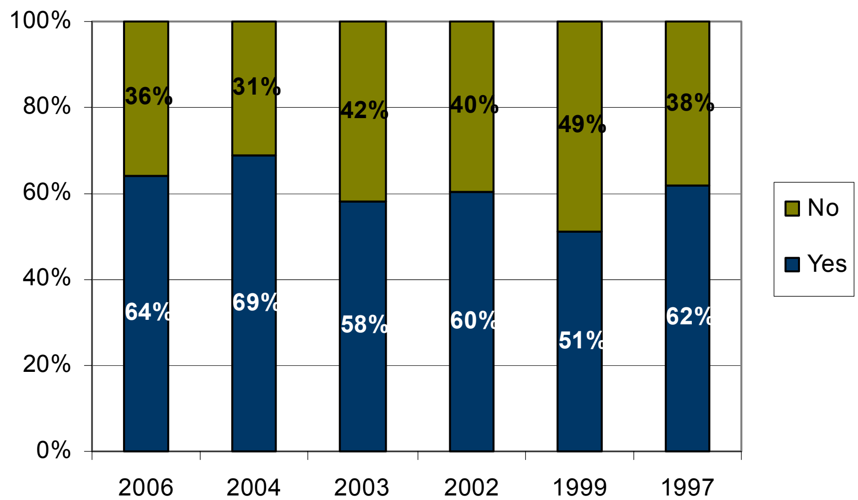
As was stated earlier in this report (see Section 1.2), nearly four in ten (38%) Calgarians aged 15 and older were regular Transit customers (Figure 3.1). This percentage is relatively consistent with previous waves, having only decreased slightly from 2005, a survey year that represented a longitudinal high for regular transit users. This may be attributable to the aforementioned elevated gasoline prices applicable for 2005 that have since begun to decrease in 2006 (see Section 1.3).

Figure 3.1: Regular Transit Customers



Respondents designated as non-users, or those who do not use Transit services on a regular basis, were asked if they occasionally access Transit for transportation purposes (Figure 3.2). The majority (64%) of non-users surveyed used Transit occasionally, as has been the case throughout survey waves.

Figure 3.2: Occasional Transit Use Among Non-Users[5]

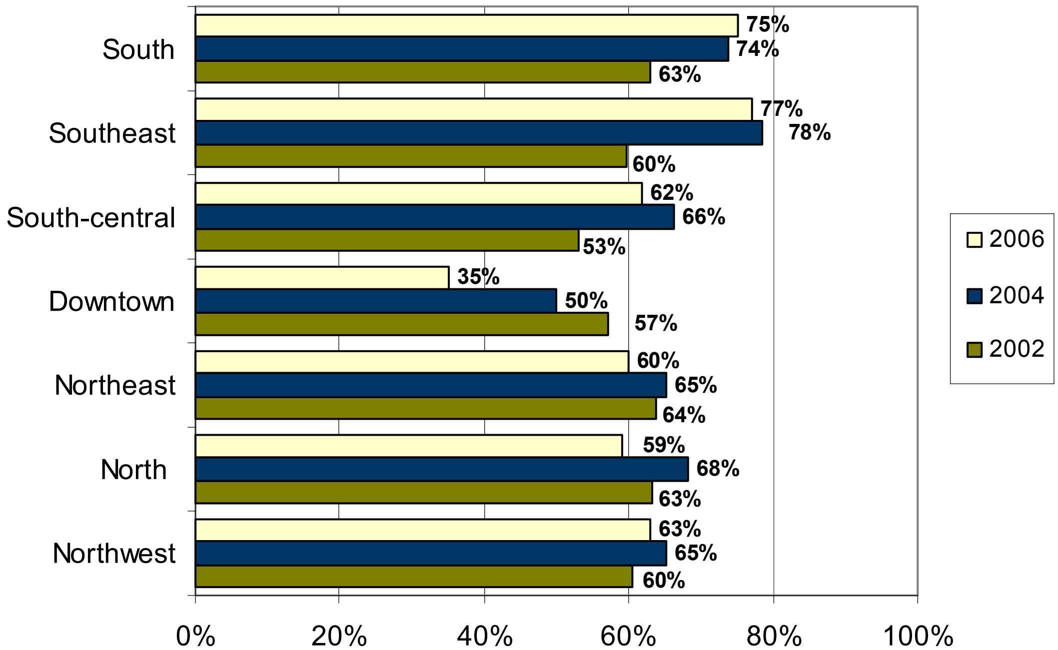


Statistical significance of differences between 2002 and 2004 survey waves (p<.05).

It was suggested in 2004 that increases in non-users' occasional use of Transit may be due in part to expansion of the L.R.T. in the south and northwest parts of the city as the most notable increases in the proportions of non-users occasionally using resided in the south areas of Calgary where two new CTrain stations had opened that year. The data for 2006 shows that this increase has receded slightly, but the proportions are still up from those of survey waves previous to 2004 (Figure 3.3). Furthering the suggestion put forth in the 2004 report that L.R.T. development may have contributed to the increase in occasional use among non-users, these data suggest that additional access provided by expansion may be continuing to encourage occasional use of Transit services.

[5] Note: Respondents were not queried on occasional use of Transit in the 2005 survey wave.

Figure 3.3: Occasional Transit Use Among Non-Users: Annual Comparisons



Analysis of the survey data yielded an estimated proportion of Calgarians who used Calgary Transit services on either a regular (38%) or occasional (40%) basis (Figure 3.4). The proportion of regular users has declined slightly from 2005 but is not inconsistent with proportions from the preceding survey waves. However, as mentioned earlier in this report, elevated gasoline prices throughout 2005 may have contributed to the increased proportion of customers reflected in the data for that survey wave. The proportion of occasional users has increased slightly for 2006 but is comparable to that of 2004, a survey year that also had a similar proportion of non-users. This may suggest that those represented in the increased proportion of customers for 2005, some of whom, it has been hypothesized, may have become customers due to raised gasoline prices, may have reverted back to their previous behaviours, i.e. occasional use.

**Figure 3.4: Transit Use among Calgarians
2006**

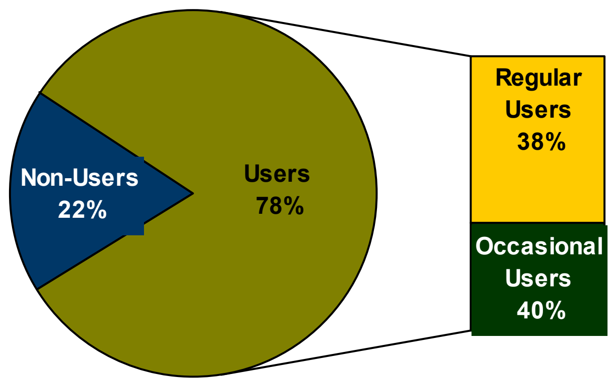
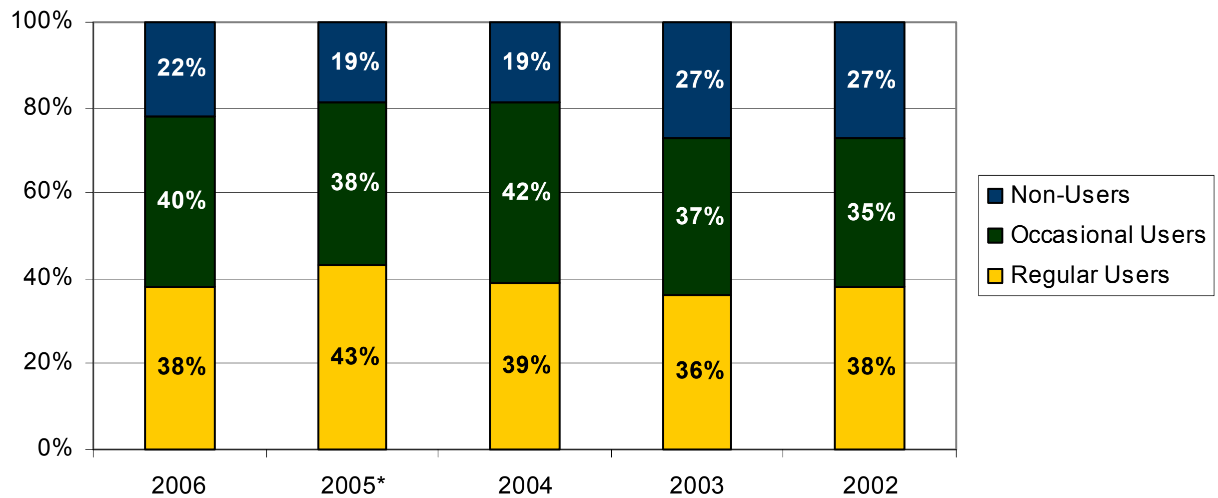


Figure 3.5: Historical Use of Transit

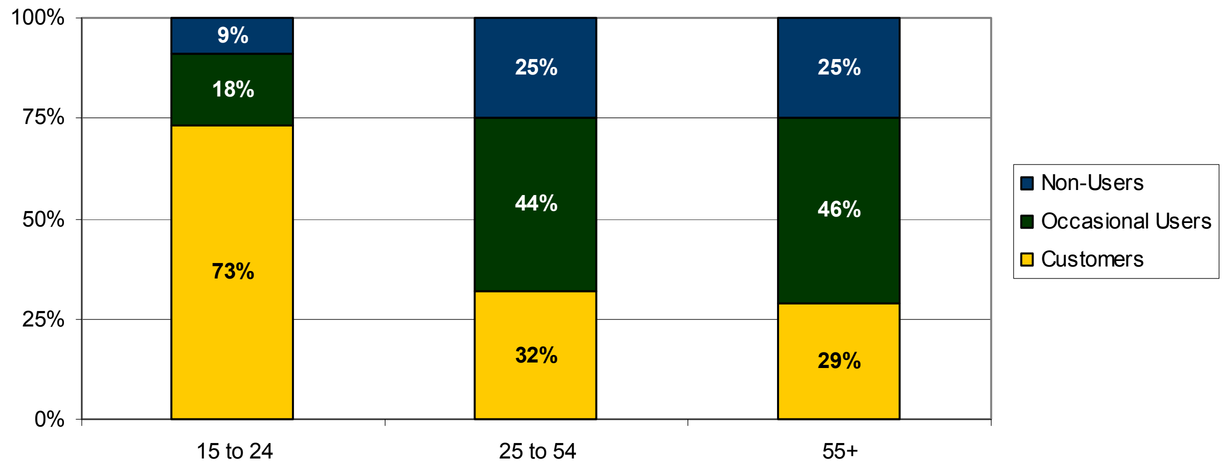


*2005 survey wave percentages provided for non-users and occasional are estimates.

Further analysis of the 2006 data offers insight into the composition of customers, occasional users and non-users. As can be seen in Figure 3.6, younger Calgarians (15 to 24 years) are more likely to be Transit customers than older Calgarians (25+ years). Senior Calgarians (55+ years) are more likely to be occasional users of Transit services than are younger and mid-aged (25 to 54 years) Calgarians. This data suggests that the significant majority of younger

Calgarians are Transit customers whereas those mid-aged and older tend to use it occasionally rather than regularly or never.

Figure 3.6: Age Composition of Customers, Occasional Users and Non-Users - 2006

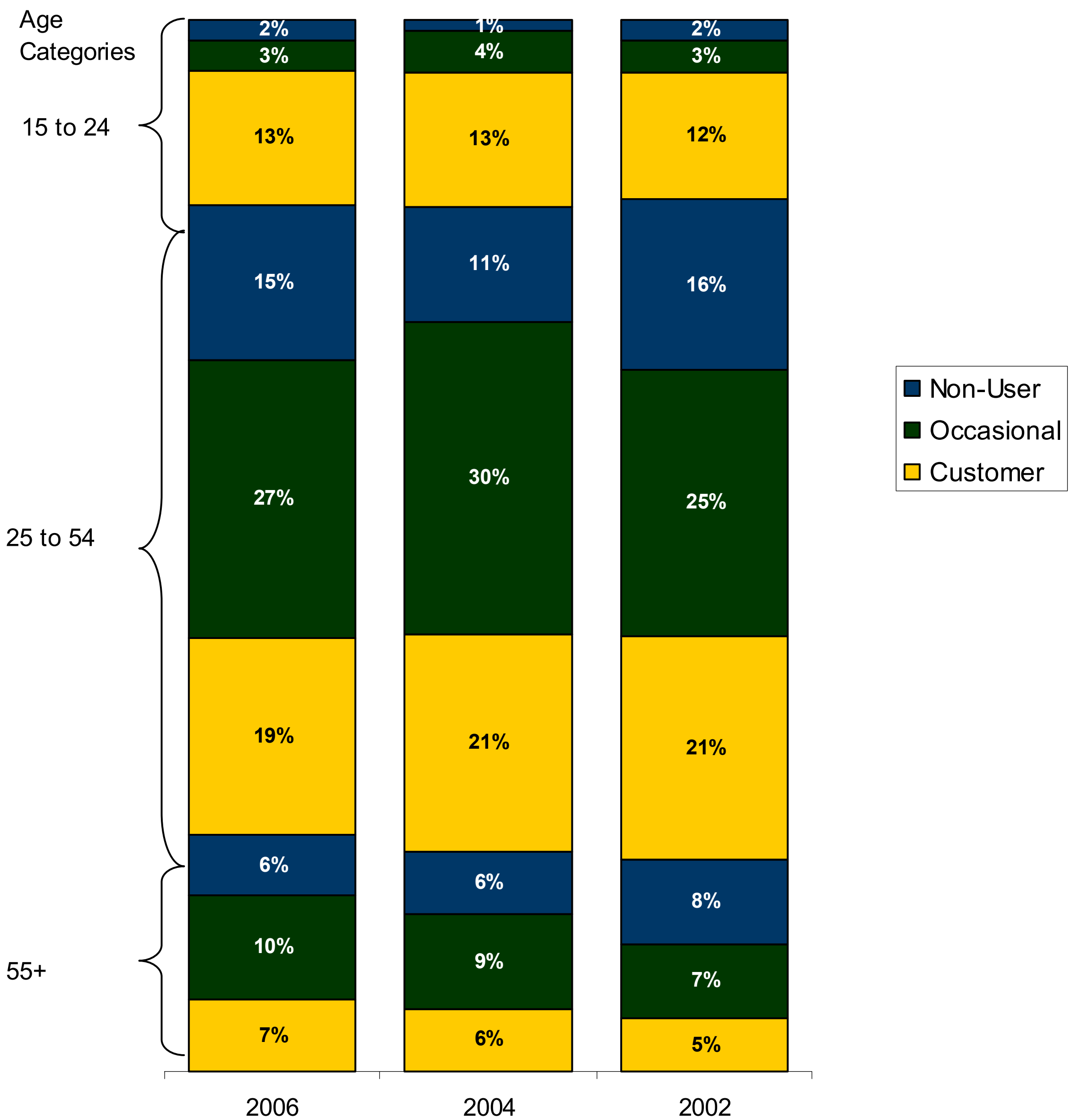


When considering the data longitudinally, it appears that seniors are becoming more likely to be occasional users and customers and less likely to be non-users (Table 3.4).

Table 3.1: Historical Comparison of Age Composition									
	% of Respondents								
	15 to 24 years			25 to 55 years			55+ years		
Type of Customer	**2006**	**2004**	**2002**	**2006**	**2004**	**2002**	**2006**	**2004**	**2002**
Non-Users	9	5	11	25	17	26	25	31	39
Occasional Users	18	24	18	44	49	40	46	41	36
Customers	73	71	71	32	34	34	29	28	25

It is important to consider the data presented above within the context of the population sizes of the age categories used. Figure 3.7 represents the proportion of Calgary's population represented by the categories discussed above for the three applicable survey waves, those being 2002, 2004 and 2006. These data show that the proportions of each category have remained relatively constant, with a few notable changes. Specifically, customers and occasional users increased in percentage in both the 15 to 24 and 25 to 54 age categories in 2005, a survey year which, as has been reported, represented a longitudinal high in Transit customers. In terms of those aged 55 and over, it appears that the proportion of customers, be they regular or occasional, increased in 2006., thus suggesting that seniors may be opting for Transit as a means of transportation more often than in the past.

Figure 3.7: Calgary Population Distribution for Customers, Occasional Users and Non-Users of Transit Services



3.2 Frequency and Duration of Transit Use

3.2.1 Regular Transit Customers

The average number of weekly trips in 2006 was 8.5, the highest this average has been since 1999 (Table 3.2). It appears that customers utilizing Transit services one to three times per week has receded to levels observed previous to 2005, while those opting for Transit as a means of frequent transportation (i.e. those who make from eight to more than ten trips per week via bus or CTrain) has increased. This suggests that those who use Transit are doing so more frequently and may be using it as their primary mode of transportation.

Table 3.2: Weekly Transit Use By Regular Transit Customers
(Average Trips Per Week)

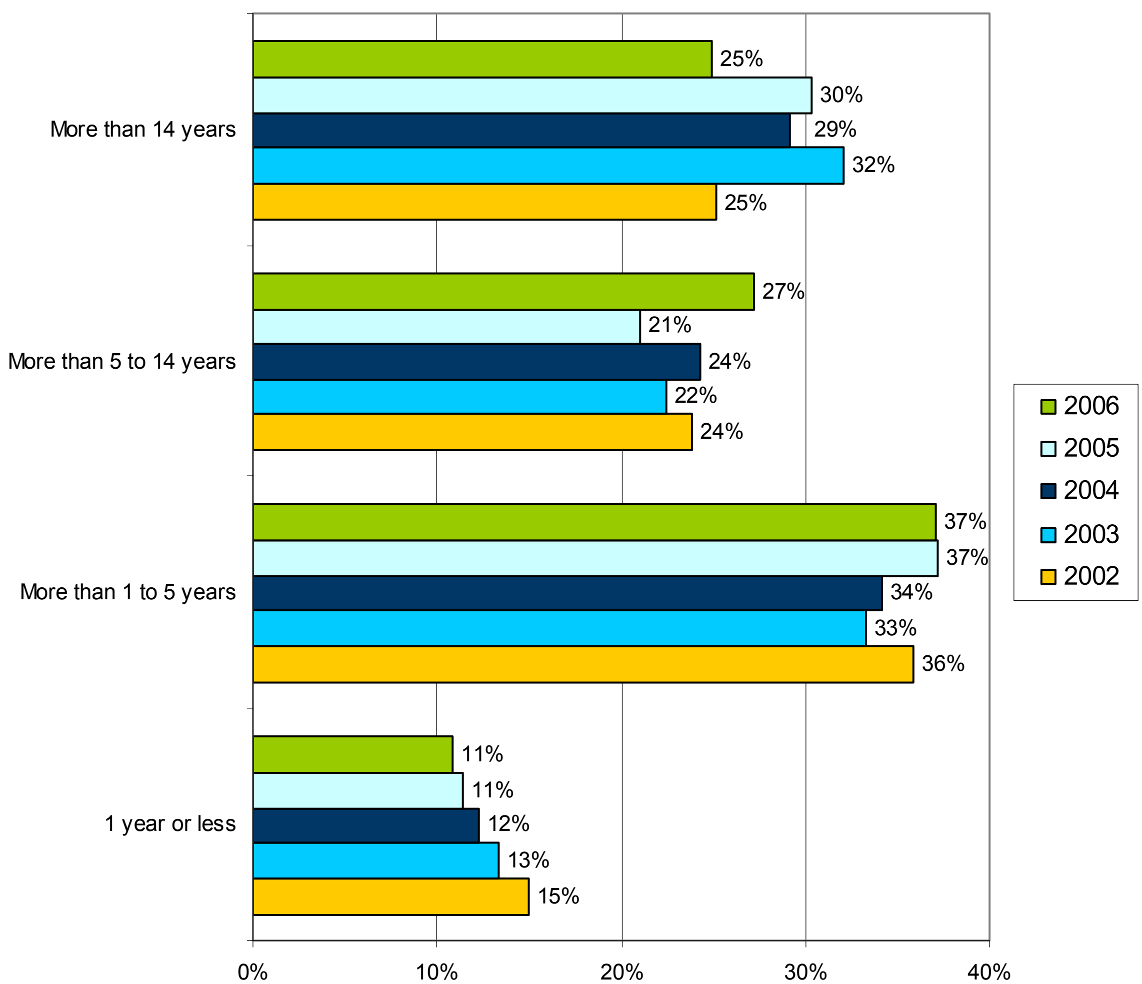
Frequency of Use - Weekly		% of Respondents						
		2006 Survey (n=500)	**2005 Survey** (n=500)	**2004 Survey** (n=500)	**2003 Survey** (n=504)	**2002 Survey** (n=500)	**2000 Survey** (n=502)	**1999 Survey** (n=500)
One to Three Times		21	25	20	21	20	22	12
Four to Seven Times		18	21	24	24	23	18	20
Eight to Ten Times		46	41	41	38	40	43	47
More than Ten Times		16	13	16	17	17	17	21
Total		100	100	100	100	100	100	100
Average Weekly Frequency of Use	**Mean=** s.d=	**8.5** 5.9	**7.6** 5.0	**7.9** 4.7	**8.3** 6.5	**8.1** 5.3	**8.2** 5.0	**9.0** 4.4
Note: A one-way trip is counted as one trip and a trip to and from a destination as two trips.								

As has been the case historically, frequency of use of Calgary Transit was significantly higher for younger respondents[6]. Further analysis of the 2006 survey data shows that there is also a significant difference between those who use Transit a few times a week (i.e. one to three trips) versus those who use it more frequently (i.e. eight to ten trips) for transportation purposes.

[6] See Technical Report, p. C-2.

Data related to duration of Transit use among regular customers is presented in Figure 3.8. As can be seen, the majority (52%) of customers have been using Transit in excess of five years. This proportion is consistent with previous findings (51% in 2005, 53% in 2004; 55% in 2003; and 51% in 2002). Though not statistically significant, there has been a slight yet continual decline throughout survey waves in the proportion of 'new' customers, or those who started using Transit services for a year or less.

Figure 3.8: Duration of Transit Use



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

Further analysis of the 2006 survey data show that, as may be expected, older respondents were significantly more likely to have been customers for a longer period of time, as were female Transit users[7]. These observations have been noted throughout the survey waves

3.2.2 Occasional Users

Data presented in Table 3.3 represents occasional use of Transit services among non-users. Similar to previous survey waves, most non-users had not used Transit services within the month prior to being surveyed (79%), but had made use of Transit at least once in the past year (46%). Indeed, the significant majority (86%) of those who are not customers but indicated that they are occasional users have used Transit services within the past year. Interestingly, both the average monthly and yearly frequency of use has decreased slightly in 2006 for occasional riders. This is in contrast to findings related to regular customers whose frequency of use has increased for this survey wave (see Table 3.2)

Table 3.3: Occasional Users

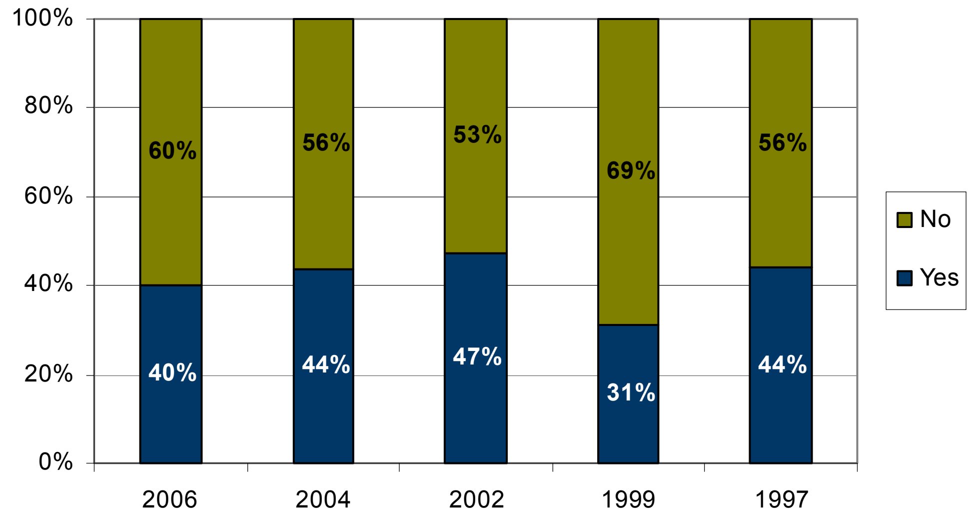
Frequency of Use	Descriptor	2006 Survey	2004 Survey	2002 Survey	1999 Survey
In the Past Month	n=	322	345	303	259
	0 Times	79	75	72	63
	One to Three Times	18	20	24	32
	Four or More Times	4	5	4	5
	Total	100	100	100	100
	Average Monthly Frequency of Use	**mean=0.5** s.d=1.6	**mean=0.7** s.d=2.4	**mean=0.6** s.d=1.4	**2**
In the Past Year	n=	251	255	217	162
	0 Times	14	10	10	-
	One to Three Times	46	41	48	58
	Four to Six Times	28	29	28	24
	Seven or More Times	12	20	14	18
	Total	100	100	100	100
	Average Yearly Frequency of Use	**mean=3.7** s.d=4.2	**mean=5.0** s.d=5.4	**mean=5.3** s.d=10.1	**10**

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 3.9). Of those surveyed, approximately four in ten (41%) indicated they had been customers at one time. Noteworthy is that, though comparable to previous survey waves, this proportion of non-users who were formerly customers is the lowest it has been since the 1999 survey wave.

[7] See Technical Report, p. C-641-642.

Figure 3.9: Previous Regular Transit Customers



The significant majority (87%) of non-users who had been regular Transit customers in the past stopped using Transit more than one year prior to being interviewed. This proportion is consistent with previous survey waves after having declined slightly in 2004 (82% in 2004, 86% in 2002; 85% in 1999 and 1997). When queried as to what purpose they generally used Transit for when they were customers, those surveyed typically responded that they accessed the bus or CTrain for work or school. These findings are again in-keeping with those of previous waves (detailed data can be found in Appendix C).

Non-users who were formerly regular customers cited reasons such as the perceived superior convenience or recent purchase of a personal-use vehicle (40%), or a change in personal situation (40% - such as a location change or the cessation of a work situation) as primary reasons for no longer utilizing Transit services on a regular basis (Table 3.3).

Non-users were further queried as to what Calgary Transit could do to increase their likelihood of regular Transit use (Table 3.4). Faster and/or more direct /express service (33%) was the most oft-cited user incentive offered by those surveyed, followed by the assertion that no improvement is required (30%), or that Calgary Transit can do nothing to encourage their bus or CTrain usage as they prefer their current mode of transportation (28%). It is interesting to note that faster and/or more direct /express service, the most commonly offered suggestion for the 2006 survey wave, has been steadily increasing since 1997. With the aforementioned population growth and subsequent rapid construction[8],

[8] Source: http://dsp-psd.pwgsc.gc.ca/Collection/CMHC/HN/NH12-41E/NH12-41-2006-4E.pdf

Table 3.3: Reasons for Discontinuing Transit Use

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

Table 3.4: Potential Opportunities for Non-Users to Begin Using Transit Services											
Opportunities	**% of Respondents**					**Opportunities - Detailed Responses**	**% of Respondents**				
	2006 (n=500)	**2004 (n=501)**	**2002 (n=501)**	**1999 (n=n/a)**	**1997 (n=n/a)**		**2006 (n=500)**	**2004 (n=501)**	**2002 (n=501)**	**1999 (n=n/a)**	**1997 (n=n/a)**
No improvement required	30	23	30	17	11	No improvement required	30	23	30	17	11
None/Prefer current mode	28	40	27	42	53	None/Prefer current mode	28	40	27	42	53
Faster/More direct/Express	22	25	21	15	12	More direct Transit routes	12	12	11	n/a	n/a
						Better transfer connection	4	7	2	n/a	n/a
						Express bus route is added to serve my neighbourhood	4	3	3	n/a	n/a
						Travel time by Transit is comparable to the method I use now	2	3	4	n/a	n/a
Extended routes	21	22	18	21	12	CTrain lines are extended to where I wish to travel	11	11	8	n/a	n/a
						Bus routes are extended to where I wish to travel	10	11	6	n/a	n/a
More frequent service	13	10	10	10	11	Bus routes run more frequently	13	10	10	10	11
Reduced fare	10	2	3	n/a	n/a	Bus/CTrain fare is lowered	10	2	3	n/a	n/a
Transit schedule	8	12	5	n/a	n/a	Transit schedules match my work hours better	3	2	2	n/a	n/a
						Transit routes provide later service on weekday evenings	2	3	1	n/a	n/a
						Transit routes provide later service on weekend evenings	1	3	1	n/a	n/a
						Transit routes provide earlier service on weekday mornings	1	2	1	n/a	n/a
						Transit routes provide earlier service on weekend mornings	1	2	0	n/a	n/a
Better security	2	2	1	n/a	n/a	Calgary Transit provides better security for my personal safety	2	2	1	n/a	n/a
Closer stops	2	6	5	n/a	n/a	Stops/stations located closer to my home/work/school	2	6	5	n/a	n/a
Transit access	<1	3	2	n/a	n/a	Provide better access for people with disabilities on bus/CTrain	<1	3	2	n/a	n/a
Transit information	<1	1	1	n/a	n/a	Provide better schedule information	<1	1	1	n/a	n/a
Other	6	5	5	n/a	n/a	Other	6	5	5	n/a	n/a

it may be suggested that the city is developing and expanding beyond what may be perceived as convenient for commuters in terms of existing Transit services.

When comparing non-user segments in 2006, both occasional users (30%) and those who do not access Transit services occasionally (30%) most commonly stated that there was no improvement required (Table 3.5). This may suggest that both those who do not use Transit occasionally as well as occasion users do not have any concerns with services offered by Transit, they simply do not wish to utilize it. However, preferring their current mode of transportation was the second most common response amongst both occasional users and non-occasional, perhaps indicating that there exists a preference for their current mode of transportation but user incentive may potentially exist if the benefits of Transit services were to exceed their current transportation choice.

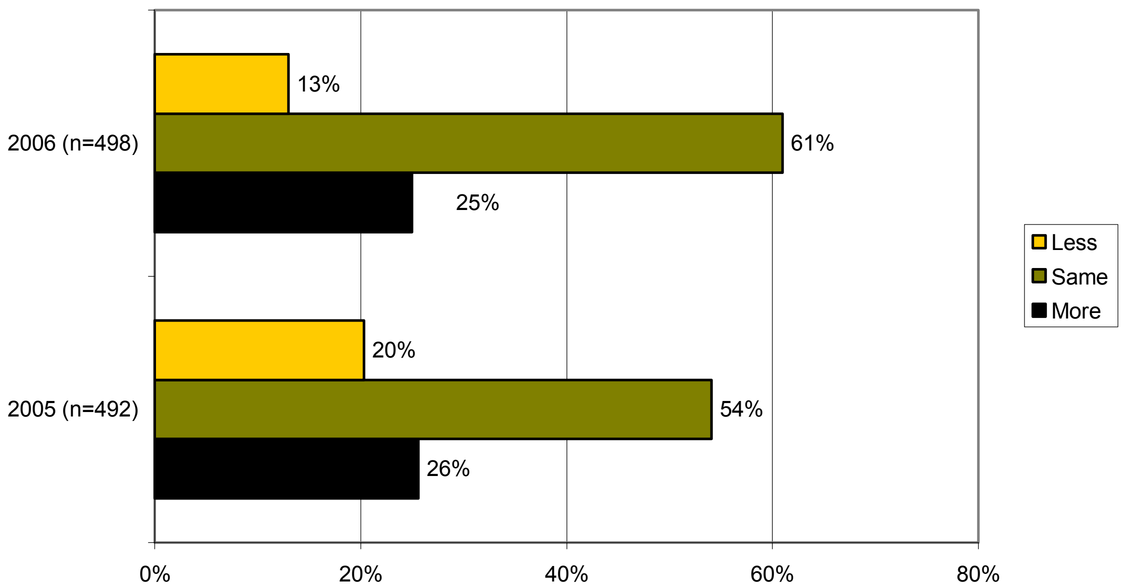
Table 3.5: Potential Opportunities Between Non-User Segments

Opportunities	Occasional User % of Respondents					
	Yes			No		
	2006 (n=200)	**2004** (n=345)	**2002** (n=303)	**2006** (n=296)	**2004** (n=156)	**2002** (n=198)
No improvement required	30	21	30	30	28	30
None/Prefer current mode	27	38	26	29	45	28
Extended routes	21	24	21	11	17	14
More frequent service	14	12	7	11	7	13
Faster/More direct/Express	12	28	23	15	16	19
Transit schedule	12	15	4	3	6	7
Reduced fare	11	2	3	10	1	5
Closer stops	3	7	5	1	5	5
Transit access	<1	3	1	0	4	4
Better security	1	3	1	3	0	1
Other	0	5	5	0	5	4

3.3 Change in Transit Use Among Customers

The 2005 survey wave saw the addition of a new set of questions pertaining to changes in and motivations for increased Transit use. As is shown in Figure 3.10, more than six out of ten (61%) customers indicated that they use Transit services the same amount this year as last. Interestingly, while the proportion of those using Transit the same this year as last has increased for 2006, the percentage of those using it less has declined. This may suggest that many of those who previously reported using Transit services less than they had the year before now use it the same amount, thus increasing the proportion of regular customers who have consistent and unchanging Transit use behaviours.

Figure 3.10: Perceived Change in Transit Use
(Compared to same time last year)



Customers who offered that they were using Transit more this year than last were queried as to why. In the 2006 survey wave the most commonly cited reason for using Transit services more this year than last was a change in personal situation (i.e. work, school or living situation), whereas in 2005, convenient service was the reason generally put forth by respondents to this query (Table 3.6)[9]. Having no car available (17%) and Transit being a less expensive option due to high gas prices (13%) were commonly cited reasons for increasing Transit use for both the 2005 and 2006 survey waves. A difference observed between the 2005 and 2006 survey data is the increase in those respondents who said that Transit is faster to use than other means of travel (e.g. traveling by car).

[9] It should be noted that there was a modification to the coding structure in 2006. It was observed that there was a differentiation between 'change of work/school/living situation' and 'convenient service' that began to emerge with regards to the 2006 data and, as such, these reasons for using Transit more this year than last were coded separately this survey year where they had not been in 2005.

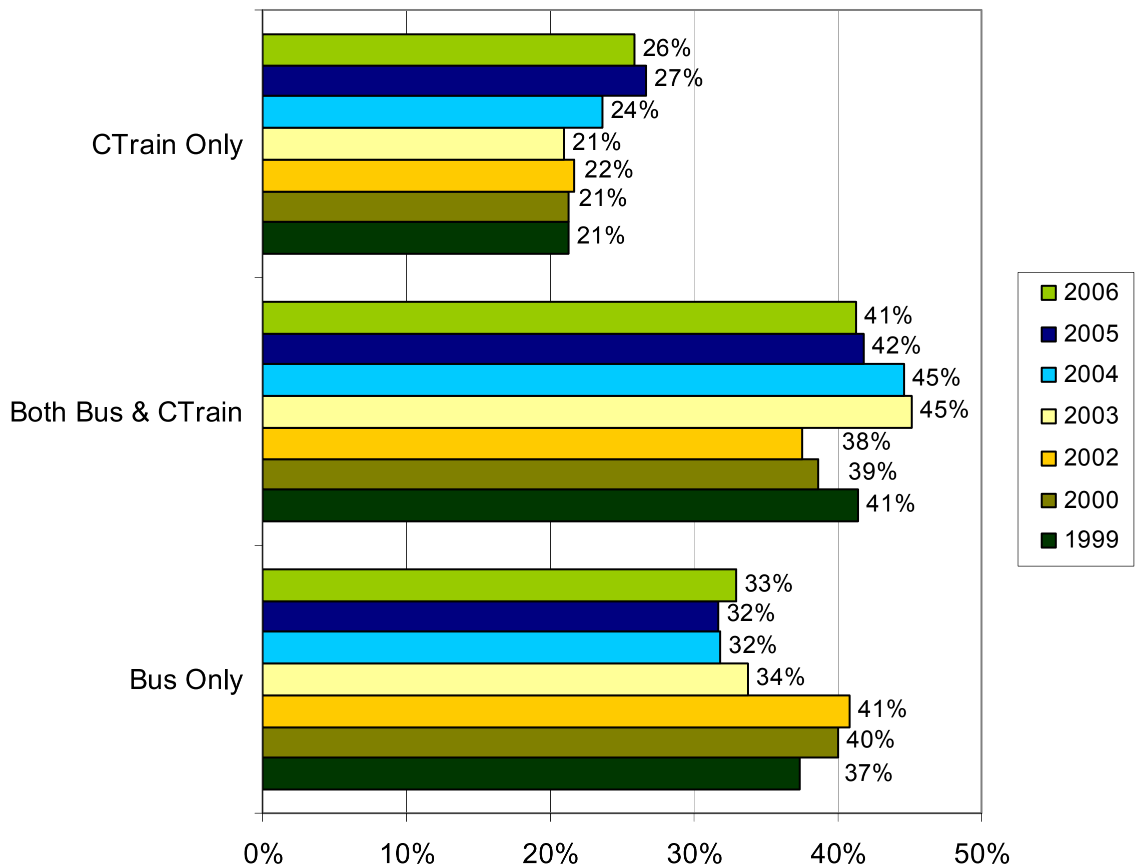
Table 3.6: Reasons for Using Transit More (Compared to same time last year)		
	% of Respondents	
Reason	**2006** n=(121)	**2005** n=(126)
Change of work/school/living situation	22	32
Convenient service	12	
No car available	17	14
Less expensive, save gas, high gas prices	13	14
Avoid parking	11	11
No particular reason	8	14
Faster travel time	7	1
Avoid traffic	4	3
Comfortable, relaxing	3	2
Environmental reasons	2	1
Don't drive	1	9
Total	100	100

3.4 Means of Transit Used

(Note: The remainder of this section presents data from the Customer Satisfaction survey.)

In the 2006 survey, similar to previous waves, the average (mode response) customer used both buses and the CTrain (41% - Figure 3.11). The proportion of those who used buses only (33%) continues to be higher than those who reported only CTrain use (26%). Nevertheless, customers who reported using the CTrain only has maintained an increase that began in 2004 where customers who exclusively use the bus has remained steady throughout the same period. The 2004 survey report contained an assertion that the increase in CTrain only use may have been attributable in part to CTrain extensions completed that year, thus increasing access. It may be further asserted that said extensions to the CTrain have continued to affect CTrain use.

Figure 3.11: Means of Transit Used



Statistical significance of differences between 2002 and 2003/2004, 2005 and 2006 survey waves (p<.05).

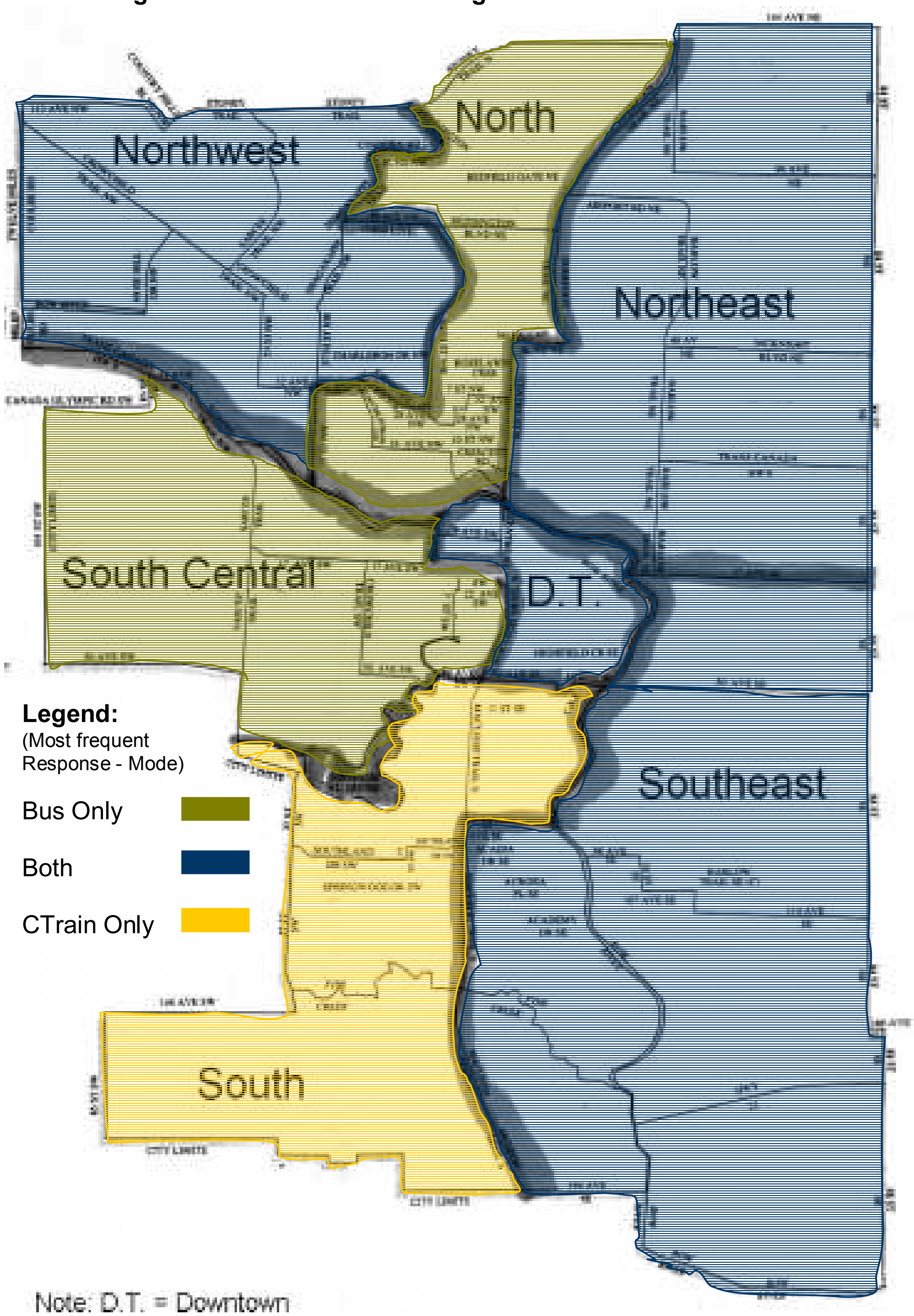
Further longitudinal analysis shows that means of Transit used has varied across survey waves, depending on area of residence within Calgary (Table 3.7). These differences were again observed in 2006, with respondents residing in the North and South-central areas of the city more likely to exclusively use buses while those domiciling in the downtown core or the South opting instead for the CTrain only. Respondents most likely to use both bus and CTrain services were again dispersed throughout the city.

Table 3.7: Use of Various Means of Transit				
Area of Calgary	**Year**	**% of Respondents (Means of Transit)**		
		Bus only	**Both bus & CTrain**	**CTrain only**
Northwest	2006 (n=82)	29	60	16
	2005 (n=93)	23	40	36
	2004 (n=86)	38	46	16
	2003 (n=99)	40	41	18
	2002 (n=76)	50	26	24
North	2006 (n=88)	43	34	23
	2005 (n=68)	57	27	16
	2004 (n=66)	50	32	18
	2003 (n=74)	57	24	19
	2002 (n=87)	59	24	17
South-central	2006 (n=72)	69	25	6
	2005 (n=77)	61	32	7
	2004 (n=75)	60	27	13
	2003 (n=71)	65	25	10
	2002 (n=73)	73	18	10
Downtown	2006 (n=19)	5	37	58
	2005 (n=16)	19	44	38
	2004 (n=18)	17	50	33
	2003 (n=11)	36	46	18
	2002 (n=24)	33	29	38
Northeast	2006 (n=61)	23	46	31
	2005 (n=76)	28	55	17
	2004 (n=102)	22	62	16
	2003 (n=93)	17	61	22
	2002 (n=92)	29	54	16
Southeast	2006 (n=85)	24	49	27
	2005 (n=69)	20	45	35
	2004 (n=79)	20	51	29
	2003 (n=80)	19	61	20
	2002 (n=68)	22	49	29
South	2006 (n=82)	17	43	40
	2005 (n=53)	6	50	45
	2004 (n=74)	8	42	50
	2003 (n=71)	9	56	35
	2002 (n=80)	16	54	30

As has been observed in past survey waves, age seems to be relevant in terms of means of Transit used. Specifically, it appears that younger customers are significantly more likely to use buses only whereas those who are mid-aged appear to be more likely to opt for the CTrain[10].

[10] See Technical Report, p. C-12.

Figure 3.12: Likelihood of Using Various Means of Transit



Historically, it has been observed that those who use both the bus and CTrain as a means of Transit tend to be significantly more likely to use Transit services with greater frequency than their counterparts who use either the bus or CTrain only (Table 3.8)[11]. This finding is again applicable for the 2006 survey wave with respondents using both buses and CTrains generally using Transit more often on average than those who use buses or CTrains only. Interestingly, there has been an overall increase in the average frequency of weekly use amongst users of all means of Transit and combinations thereof. Essentially, the increased use of Transit identified earlier (see Table 3.2) appears to affect all modes of Transit use.

Table 3.8: Weekly Transit Use By Transit Means Used
(Average Trips Per Week)

Frequency of Use - Weekly	Year	% of Respondents		
		Bus Only	CTrain Only	Both Bus & CTrain
One to Three Times	2006	17	31	17
	2005	22	38	20
	2004	19	36	12
	2003	18	26	21
	2002	15	34	17
Four to Seven Times	2006	19	15	18
	2005	21	22	19
	2004	31	15	23
	2003	26	26	21
	2002	24	15	27
Eight to Ten Times	2006	50	49	41
	2005	45	36	41
	2004	41	40	41
	2003	39	45	34
	2002	46	44	31
More than Ten Times	2006	15	5	24
	2005	12	4	20
	2004	9	9	24
	2003	17	3	24
	2002	15	7	26
Total		100	100	100
Average Weekly Frequency of Use	2006	**Mean=8.4** s.d=4.2	**Mean=7.0** s.d=4.8	**Mean=9.6** s.d=7.4
	2005	**Mean=7.7** s.d=4.5	**Mean=6.0** s.d=4.7	**Mean=8.5** s.d=5.3
	2004	**Mean=7.3** s.d=4.2	**Mean=6.6** s.d=4.5	**Mean=9.0** s.d=4.9
	2003	**Mean=8.4** s.d=6.2	**Mean=6.4** s.d=3.9	**Mean=9.1** s.d=7.5
	2002	**Mean=8.1** s.d=4.0	**Mean=6.5** s.d=4.5	**Mean=9.1** s.d=6.6

[11] See Technical Report, p. C-4

3.5 Main Reason for Transit Use

As has been the case across survey waves, being a Captive Rider, (those who cited not having a car available or not driving) was the most commonly offered reason for using Transit in 2006, with a third (30%) of customers stating such (Table 3.9). As stated above, while the proportion of customers considered Captive Riders has fluctuated throughout survey waves, it has remained the most frequently cited reason for using Transit. Other reasons offered include parking avoidance (22%), perceived comparative inexpensiveness (18%), and service convenience (16%).

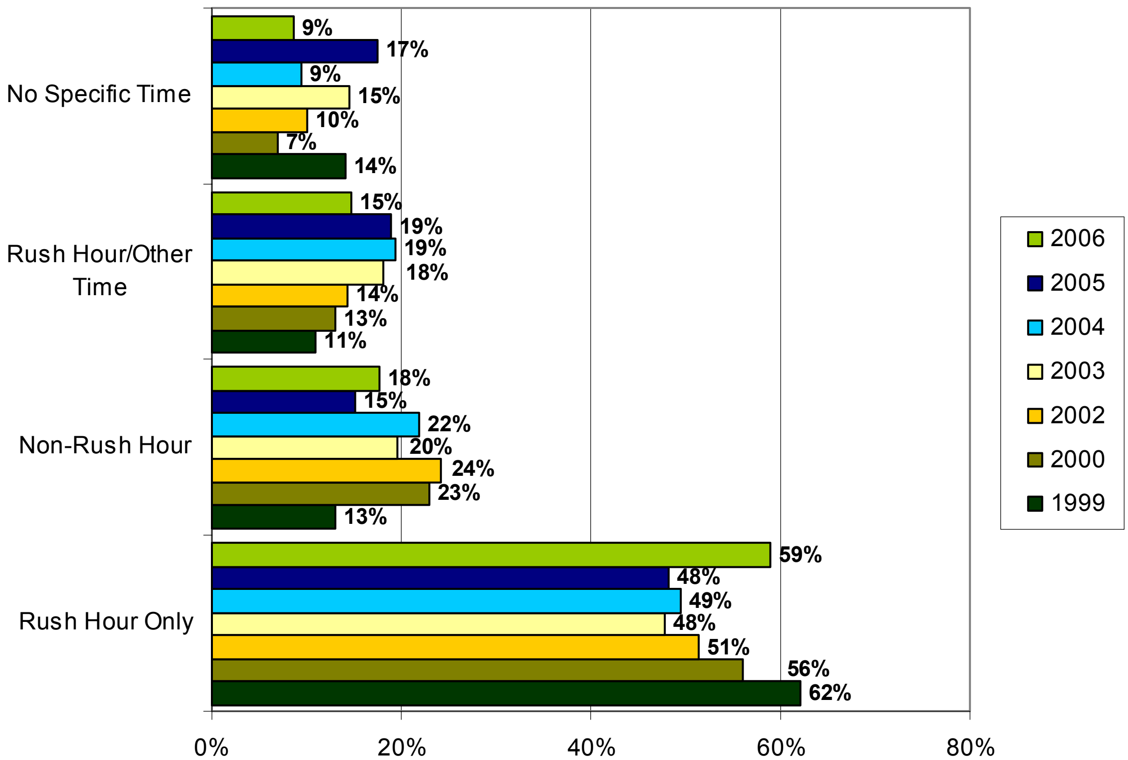
Table 3.9: Main Reason for Using Transit

Reasons	% of Respondents						
	2006 Survey (n=498)	**2005 Survey** (n=494)	**2004 Survey** (n=499)	**2003 Survey** (n=495)	**2002 Survey** (n=501)	**2000 Survey** (n=502)	**1999 Survey** (n=500)
Captive Riders	30	29	36	33	36	34	38
Avoid Parking	22	18	15	18	15	29	17
Less Expensive	18	20	18	22	17	13	19
Convenient Service	16	19	17	13	18	12	11
Avoid Traffic	4	3	6	6	5	5	7
Faster Travel Time	4	4	4	5	2	3	3
Environmental Reasons	2	2	1	1	2	2	1
Other	4	5	3	2	5	2	2
Total	100	100	100	100	100	100	100

3.6 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 nearly six in ten (59%) of those surveyed offering this travel time (Figure 3.13). It may be worth noting that, while “Rush Hour Only” has historically been the time period in which Transit services are most commonly accessed, the proportion of respondents associated with this travel time has increased in 2006 to a level comparable to 1999, a survey year which represents a longitudinal high. The data presented in Table 3.6 that suggest more respondents in 2006 than 2005 felt that Transit provided a faster means of travel may partly explain the increases observed in Figure 3.13.

Figure 3.13: Most Frequent Travel Time



Statistical significance of differences between 2003 and 2002/2004, 2005 and 2006 survey waves (p<.05).

The 2006 survey wave yielded significant differences with regards to respondent segments and the time period in which they usually use transit services. Customers who use Transit during “Rush Hour” were significantly more likely to have a household income in excess of $45,000 a year and to be under 65 years of age[12]. Conversely, older respondents, or those more than 65 years old were more likely to use Transit during “Non-Rush Hour” travel periods.

As can be seen in Table 3.10, “Rush Hour” customers use Transit more frequently than do other user segments. In particular, respondents who use Transit during "Rush Hour and Other Times." This finding is consistent with results associated with previous survey waves.

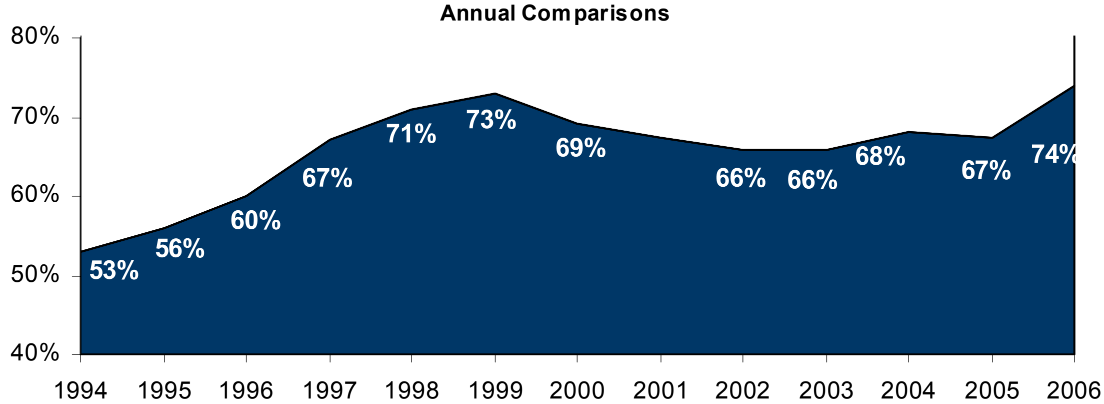
[12] See Technical Report, p. C-31-32.

Table 3.10: Weekly Transit Use By Travel Periods (Average Trips Per Week)					
Frequency of Use - Weekly	**% of Respondents**				
	Year	**Rush Hour Only**	**Non-Rush Hour**	**Rush Hour/ Other Time**	**No Specific Time**
One to Three Times	2006	13	37	15	49
	2005	14	55	15	44
	2004	9	43	13	34
	2003	11	39	10	43
	2002	10	36	15	39
Four to Seven Times	2006	15	22	22	19
	2005	17	29	22	22
	2004	18	38	21	30
	2003	17	37	29	22
	2002	20	31	19	24
Eight to Ten Times	2006	58	26	32	26
	2005	58	12	39	20
	2004	60	13	33	21
	2003	58	11	29	21
	2002	54	22	38	16
More than Ten Times	2006	14	15	32	7
	2005	12	4	24	14
	2004	13	6	33	15
	2003	15	13	33	14
	2002	16	12	28	22
Total		100	100	100	100
Average Weekly Frequency of Use	2006	**Mean=9.0 s.d=5.3**	**Mean=6.5 s.d=5.0**	**Mean=10.6 s.d=7.9**	**Mean=5.4 s.d=4.8**
	2005	**Mean=8.6 s.d=4.1**	**Mean=4.1 s.d=3.2**	**Mean=9.4 s.d=6.2**	**Mean=5.8 s.d=5.2**
	2004	**Mean=8.9 s.d=3.9**	**Mean=5.0 s.d=4.2**	**Mean=9.4 s.d=5.5**	**Mean=6.5 s.d=4.7**
	2003	**Mean=9.2 s.d=5.5**	**Mean=5.8 s.d=6.4**	**Mean=10.1 s.d=7.4**	**Mean=6.6 s.d=7.5**
	2002	**Mean=8.9 s.d=4.4**	**Mean=5.9 s.d=4.7**	**Mean=9.8 s.d=7.4**	**Mean=6.5 s.d=5.5**

Historical analysis[13] of "Rush Hour" customers[14] shows a consistent increase in "Rush Hour" customers between 1994 and 1999, followed by an evident decline between 1999 and 2002 (Figure 3.14). From 2002 to 2005 the proportion of "Rush Hour" customers remained relatively stable with approximately two-thirds of customers travelling most often during these time periods. In regards to 2006, it appears that the proportion of "Rush Hour" customers has increased to a level comparable only to the 1999 survey wave.

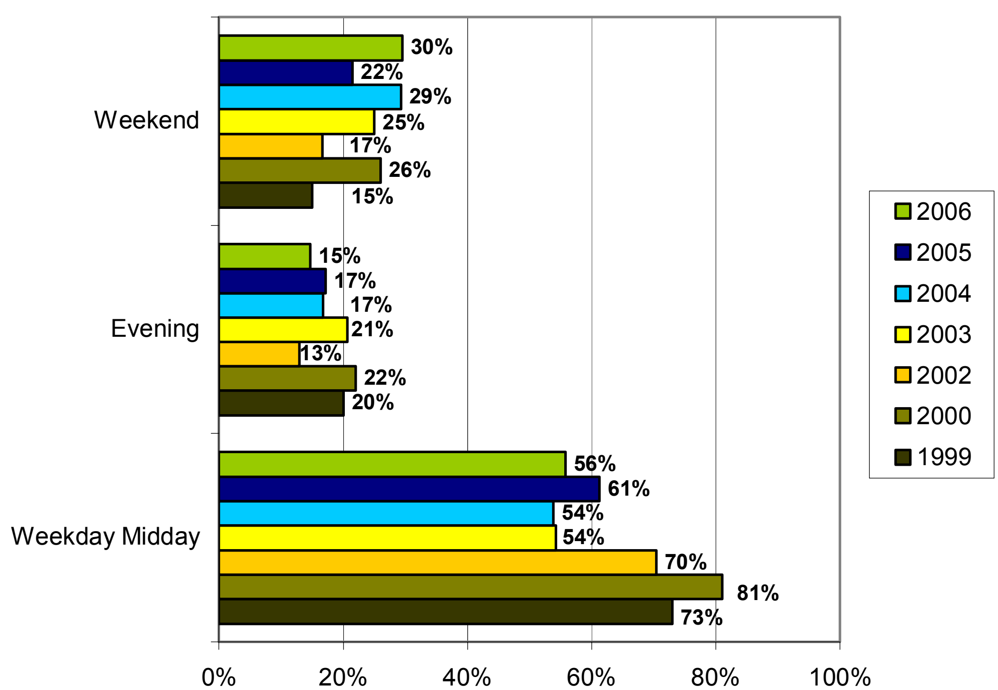
[13] 2005, 2004, 2003, 2002, 2000 and 1999 Customer Satisfaction Survey, Calgary Transit.
[14] Note: The total number of rush hour customers used in this analysis is calculated by adding together two categories - Rush Hour Only and Rush Hour/Other time.

Figure 3.14: Rush Hour Customers
Annual Comparisons



As is evidenced by data presented in Figure 3.15, respondents who use Transit during time periods other than Rush Hour generally do so during the weekday midday (56%). While this proportion represents the majority, it denotes a slight decline from 2005. Conversely, customers who travel during the weekend (30%) have increased from 2005, though it is worth noting that the proportion of these users has historically fluctuated.

Figure 3.15: Travel Periods - Other than Rush Hour

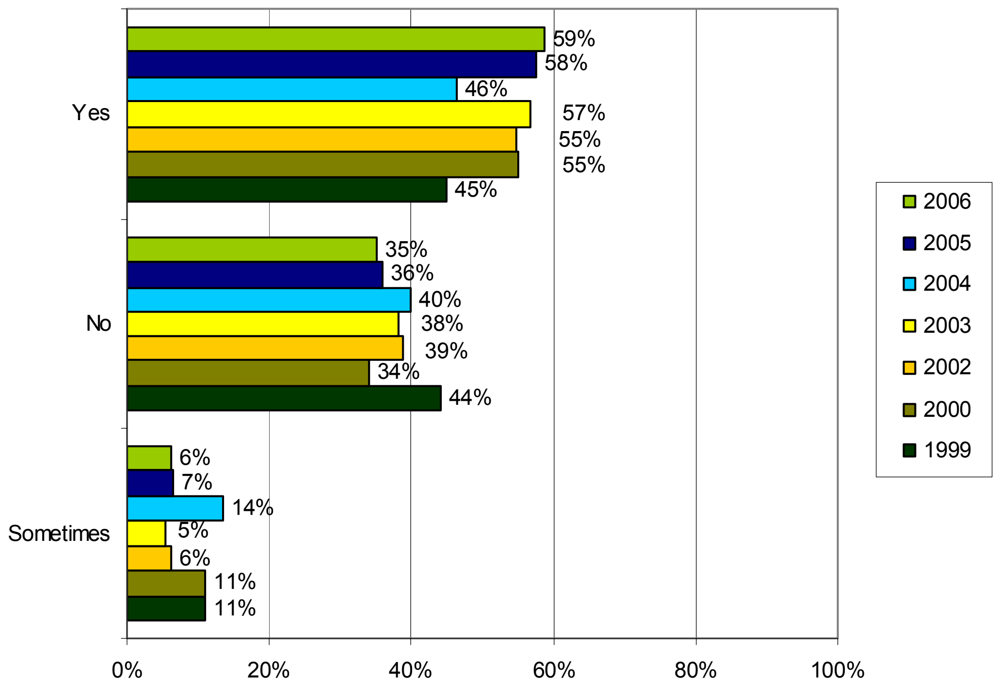


Statistical significance of differences between 2002 and 2003/2004 and 2006 survey waves (p<.05).

3.7 Access to Other Vehicles

The majority (59%) of Transit customers in 2006 had access to another vehicle (Figure 3.16). This percentage, which was notably lower in 1999 and 2004, seems to have again steadied at levels comparable to the remaining survey waves.

Figure 3.16: Access to Other Vehicles



Statistical significance of differences between 2002, 2003/2004 and 2005 survey waves (p<.05).

Respondents between 25 and 64 years of age and those with higher incomes were more likely to have access to another vehicle in the 2006 survey[15] .This further supports findings associated with previous survey waves.

Previous survey waves, i.e. 2002, 2003, 2004 and 2005 yielded results indicating that Transit customers who also have access to another vehicle were more likely to primarily use buses and/or CTrains during Rush Hour Only. This finding was observed in 2006, but to a lesser extent than in previous waves.[16]

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[15] See Technical Report, p. C-58.
[16] See Technical Report, p. C-60-61.

Table 3.11 shows that the 2006 survey data are consistent with previous waves in that respondents who have access to other vehicles typically use Transit services less frequently than those who do not. However, the average use of respondents who have another vehicle is noticeably higher in 2006 compared to previous years.

Table 3.11: Weekly Transit Use By Access to Another Vehicle
(Average Trips Per Week)

Frequency of Use - Weekly	Year	% of Respondents		
		Yes	No	Sometimes
One to Three Times	2006	22	17	23
	2005	29	19	30
	2004	25	16	15
	2003	27	14	15
	2002	24	14	19
Four to Seven Times	2006	18	17	16
	2005	20	23	6
	2004	25	23	21
	2003	22	26	31
	2002	23	22	26
Eight to Ten Times	2006	47	46	36
	2005	42	40	39
	2004	42	40	38
	2003	43	31	35
	2002	42	40	26
More than Ten Times	2006	13	20	26
	2005	9	19	24
	2004	8	22	27
	2003	9	30	19
	2002	11	24	29
Total		100	100	100
Average Weekly Frequency of Use	2006	**Mean=8.1** s.d=5.7	**Mean=9.0** s.d=6.3	**Mean=8.9** s.d=5.6
	2005	**Mean=6.8** s.d=4.3	**Mean=8.6** s.d=5.8	**Mean=8.2** s.d=5.1
	2004	**Mean=7.1** s.d=4.5	**Mean=8.6** s.d=4.9	**Mean=8.8** s.d=4.6
	2003	**Mean=7.4** s.d=6.1	**Mean=9.6** s.d=7.1	**Mean=8.2** s.d=4.7
	2002	**Mean=7.3** s.d=4.7	**Mean=8.9** s.d=4.9	**Mean=10.4** s.d=10.1

3.8 Fare Payment Methods

2006 survey respondents generally paid their Transit fares using tickets from Ticket Books and Adult Monthly Passes (Table 3.12). These findings are in-keeping with those from previous survey waves. Nevertheless, worth noting is that the percentage of those paying via Adult Monthly Passes has increased in 2006 to a level comparable only to the proportion observed in 1999.

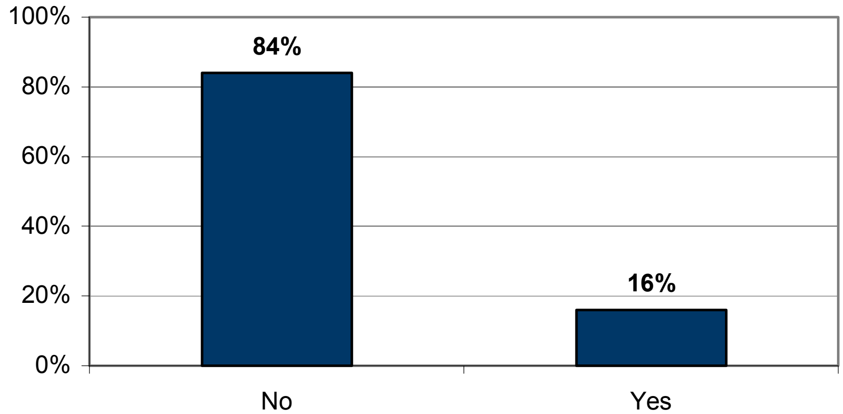
Table 3.12: Fare Payment Methods							
Methods	**% of Responses**						
	2006 Survey (n=515)	**2005 Survey** (n=509)	**2004 Survey** (n=502)	**2003 Survey** (n=504)	**2002 Survey** (n=515)	**2000 Survey** (n=516)	**1999 Survey** (n=514)
Ticket from a Book of Tickets	30	36	28	29	34	36	33
Adult Monthly Pass	30	19	21	21	22	24	33
Cash	14	18	19	17	16	19	18
Universal Pass (Post Secondary Student Pass)	8	8	11	8	6	2	2
Youth Pass	9	9	9	13	10	7	5
Senior Citizen Pass	7	9	11	10	9	10	9
Don't Pay	1	2	1	1	2	0	0
Other	0	0	1	1	0	1	1
Total	100	100	100	100	100	100	100

As can be seen in Table 3.13, youth pass users and adult monthly pass holders tend to use Transit services more frequently than those who pay their fare with tickets from a ticket book, a senior citizen pass, a universal pass or using cash. These findings are generally similar to those of past survey waves, with the exception of universal pass payment, which has declined in reported respondent use in 2006.

Table 3.12: Average Number of Trips Per Week							
Methods	**Average Trips Per Week**						
	2006 Survey	**2005 Survey**	**2004 Survey**	**2003 Survey**	**2002 Survey**	**2000 Survey**	**1999 Survey**
Youth Pass	12	10	10	12	11	12	10
Adult Monthly Pass	11	10	10	12	11	11	11
Ticket from a Book of Tickets	8	8	7	7	7	8	8
Senior Citizen Pass	8	5	5	5	6	6	7
Universal Pass (Post Secondary Student Pass)	7	9	10	9	10	12	13
Cash	6	4	6	5	6	6	7

A new set of questions related to fare payment method was added in 2006. Transit customers were first asked if, compared with the year prior, their method of fare payment used most often had changed. Figure 3.17 represents the results of this query, those being that the significant majority (84%) of those surveyed had not changed their preferred fare payment method.

Figure 3.17: Change in Fare Payment Method from Last Year



Respondents were then asked what method of fare payment they used most often a year ago (Table 3.14). The most common change was Ticket books to Adult Monthly Pass (30% of all changes). The next most common change was Ticket book to cash (8%), followed by Adult Monthly Pass to Ticket books (6%).

Table 3.14: Changes in Methods Used for Fare Payment											
		% of All Respondents									
		Method Used A Year Ago									
		Adult Monthly Pass	Ticket book	Cash	Universal Pass	Senior Citizen Pass	Youth Monthly Pass	Day Pass	Don't pay	Other	Didn't use Transit
Current Method of Payment	Adult Monthly Pass		30	5	0	0	1	0	0	1	1
	Ticket book	6		5	0	0	0	0	1	0	3
	Cash	5	8		1	0	3	0	1	0	0
	Universal Pass	1	3	0		0	5	0	0	0	1
	Senior Citizen Pass	0	0	3	0		0	0	0	0	0
	Youth Monthly Pass	0	4	5	0	0		0	0	0	0
	Day Pass	0	0	0	0	0	0		0	0	0
	Don't pay	0	0	0	1	0	0	0		0	0
	Other	1	0	0	0	0	0	0	0		0

Customers who had made a change in the way they paid their fare were asked why. Table 3.15 shows that customers changed from ticket books to Adult Monthly Passes to save money and it was more convenient to use. Some changed their method of payment because they are using Transit more often. Customers who changed from Ticket books to cash or Adult Monthly Passes to

Ticket books felt they were using Transit enough to warrant purchasing the books or Monthly Passes.

Table 3.15: Reason for Changing Method of Fare Payment
(For Most Common Methods of Change)

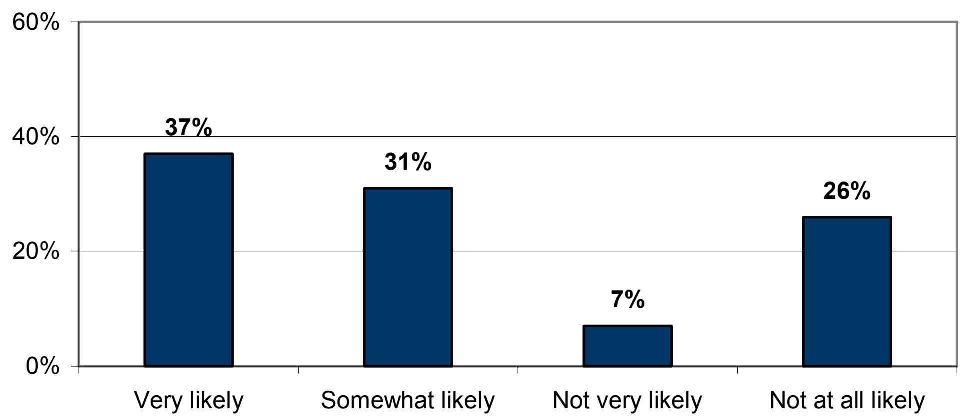
Type of Change	Reasons (number of responses)
Ticket book to Adult Monthly Pass	• Using a pass saves money (9) • It is much more convenient, don't need to buy as often (7) • Using it more often as a results of a change in situation such as work, school, etc. (4)
Ticket book to cash	• Don't need to buy (2) • Not using enough (2)
Adult Monthly Pass to Ticket books	• More convenient (2) • Not using enough (2)

3.9 Alternative Forms of Fare Payment

In 2006, several questions were introduced to the survey to assess alternative forms of fare payment.

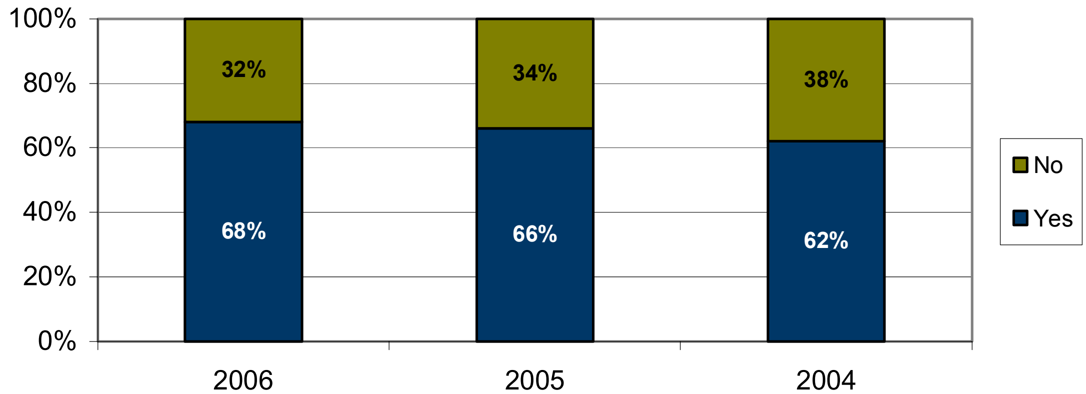
One query examined customers' likelihood to utilize payment cards, or prepaid cards that would have the fare amount removed from their predetermined balance with each ride to pay their bus or CTrain fare. As can be seen in Figure 3.18, this concept was generally agreeable to customers, with nearly three-quarters (68% - somewhat likely/very likely) of those surveyed indicating that they would likely make use of such a card.

Figure 3.18: Likelihood of Using Prepaid Card to Pay Transit Fare



Customers were asked if they have regular access to a cellular telephone. As can be seen in Figure 3.19, nearly seven in ten (68%) customers have access to a cellular telephone that they make use of at least once a week. This percentage has increased slightly throughout survey waves.

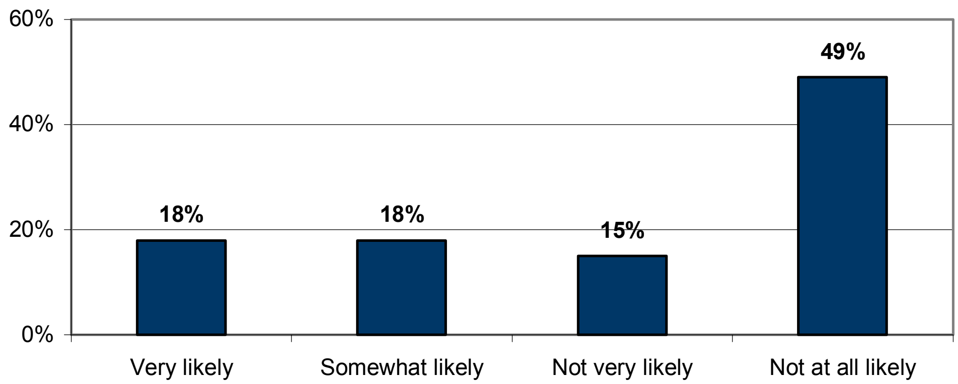
Figure 3.19: Access to Cellular Telephone



Customers indicating they had a cellular telephone that they made use of at least once a week were informed that Calgary Transit is considering introducing bus or CTrain fare payment via cellular telephone. These respondents were then asked how likely they would be to use their cellular telephone to pay for their Transit fare. Figure 3.20 on the next page shows that there was hesitation towards this fare payment proposal amongst customers, with the majority (64% - not very likely/not at all likely) stating that it was not likely they would use their cellular telephone as a means for paying their Transit fare. Nevertheless, nearly four out of ten (36% - somewhat likely/very likely) were amenable to the idea of using their cellular telephone to pay their bus or CTrain fare. Taking into account all customers, both those who have cellular telephones and those who do not, it would appear that approximately one out of four (24%) of all customers would have some interest in this form of payment.

Figure 3.20: Likelihood of Using Cellular Telephone to Pay Transit Fare

(n=336)



Further analysis shows that, in terms of alternative fare payment methods, some significant differences were observed amongst respondent types (Table 3.16). Specifically, it appears that those who indicated they were likely to make use of prepaid cards tended to be 44 years of age or younger, to access Transit services during rush hour only or rush hour and other times, to be ambivalent customers and pay their Transit fares by Ticket book or cash. While not significant, those who stated they were not likely to use a prepaid card for Transit fare purposes were more likely to have used Transit regularly for more than five years and to be 'committed' customers. With regards to cellular telephones, respondents aged 34 years or younger and pay Transit fares by cash were significantly more likely to put forth that they would utilize this technology to pay their Transit fare. Conversely, those with lower household incomes as well as respondents who have been regular Transit customers for more than fourteen years were more likely to offer that they would not use a cellular telephone to pay their Transit fare, though these differences were not significant. These data suggest that younger Calgarians are more receptive to the new methods, but also those who have not established daily patterns of using and paying for Transit services (e.g. paying by Ticket Books or cash).

Table 3.16: Distinct Segment Characteristics[17]	
Segment	**Characteristics**

Likely to use Prepaid card to pay Transit fare	▪ Demographic:
	  ▪ Ages 44 or younger
	▪ Transit Use:
	  ▪ More likely to use Transit during rush hour only and rush hour and other times
	  ▪ More likely to be an 'ambivalent' user versus a 'committed' or 'uncommitted' user
	  ▪ Pay by Ticket Book and cash

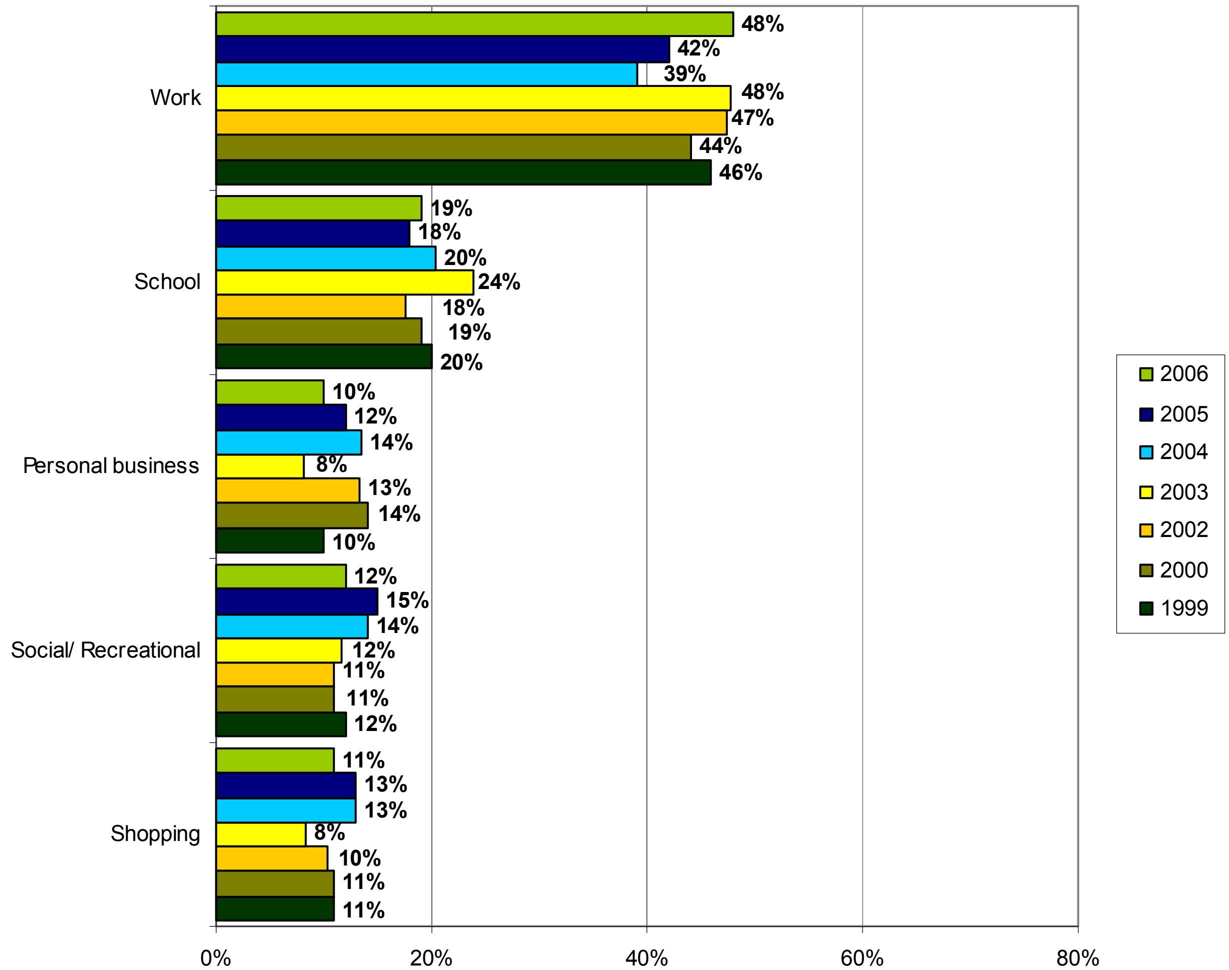
Likely to use cellular telephone to pay Transit fare	▪ Demographic:
	  ▪ Ages 34 or younger
	  ▪ Pay by cash

3.10 Trip Purpose

Survey respondents were asked about the type of trips they mainly use Transit services as a means of transportation for. Figure 3.21 on the following page represents data pertaining to this query and shows that, as has historically been the case, most (48%) customers utilize the bus or CTrain for reasons related to work, while approximately two in ten (19%) access Transit for school. It may be worth noting that though the increases and decreases are not significant, work and school related Transit use are up for 2006 while the remaining trip purpose categories, i.e. personal business, social/recreational, and shopping have all declined slightly since 2004.

[17] See Technical Report, pp. C-571 and C-578-583.

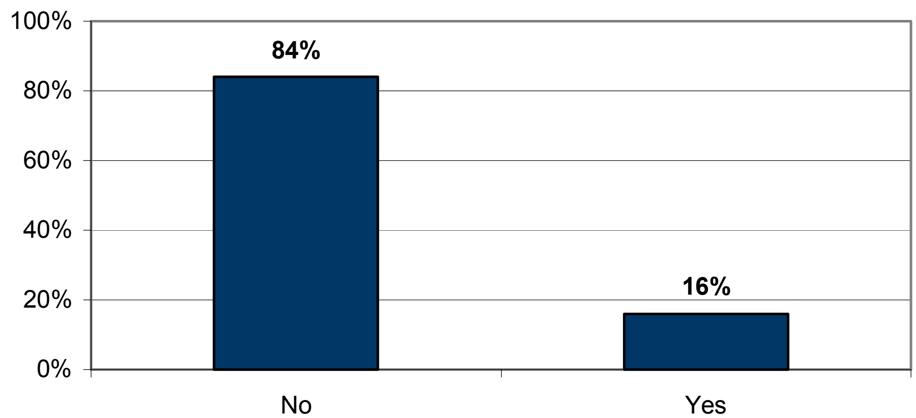
Figure 3.21: Trip Purpose



3.11 CTrain Access

In 2006, a question was added to the questionnaire querying respondents as to whether they had considered relocating within the last twelve months so as to be within closer proximity to an LRT station, thus increasing their access to the CTrain (Figure 3.22). The significant majority (84%) of those surveyed stated that they had not considered such a move within the last year. Nonetheless, it is worth noting that approximately one in six (16%) of Transit customers reported contemplating such a move (basic extrapolation of these data suggest that approximately 49,500 customers have considered this issue).

Figure 3.22: Considered Relocating Nearer to an LRT Station



4.0 CUSTOMER COMMITMENT

Calgary Transit asks a series of questions in its Customer Satisfaction survey to examine customer commitment to services. This section of the report explores this issue by considering continued use and willingness to recommend Transit services.

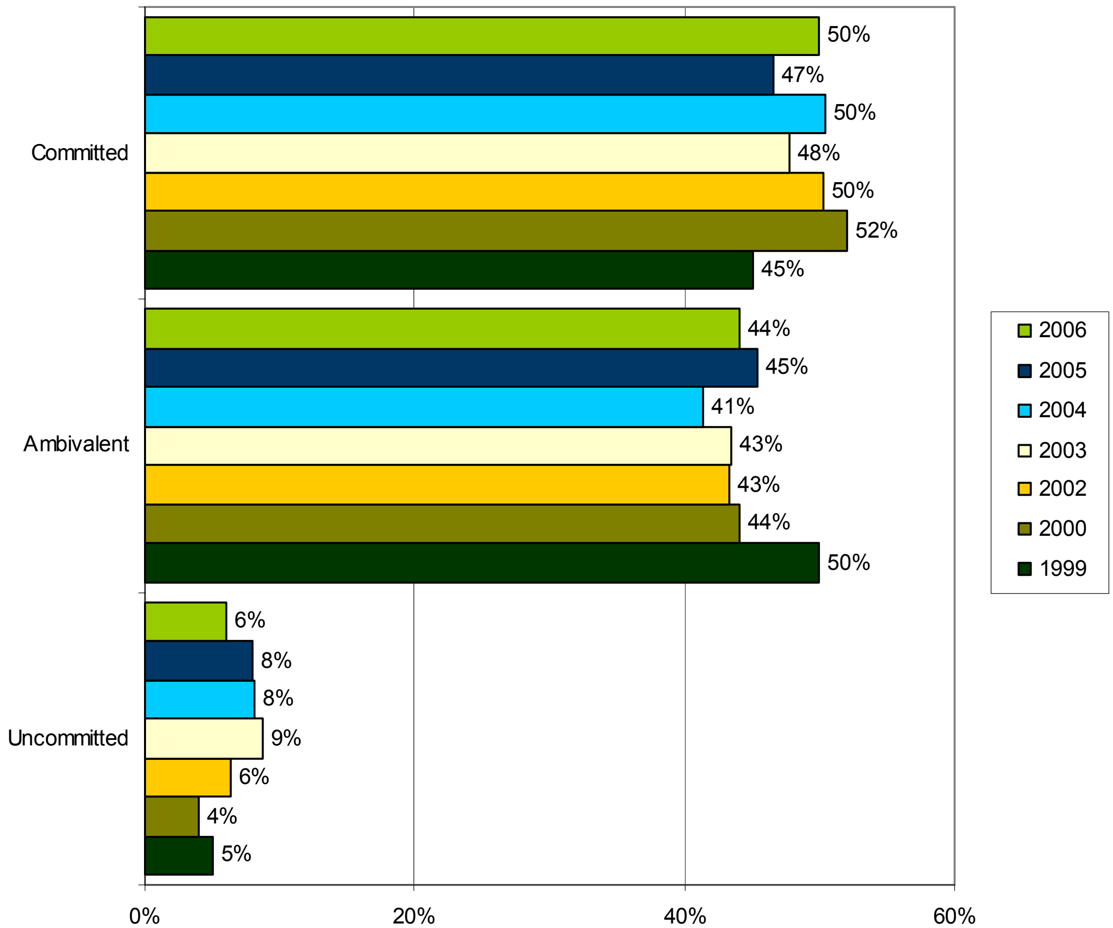
4.1 Customer Commitment

Respondents defined as 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.

In 2006, half (50%) of customers selected the statement detailed above that classifies them as “committed” customers, with more than four in ten (44%) choosing the statement that groups them as “ambivalent”, and a relatively smaller proportion (6%) of respondents opting for the statement that defines them as “uncommitted” customers (Figure 4.1). Though the differences are not significant, the 2006 data show a slight shift from 2005 in “uncommitted” and “ambivalent” customers to those who are “committed”.

Figure 4.1: Customer Commitment



Detailed analysis, featured in Table 4.1, brought forth distinct characteristics related to "committed" and "ambivalent" segments. The findings presented are relatively consistent with those of previous survey waves. Specifically, “committed customers continue to be longer term Transit service users who utilize buses and/or the CTrain for a variety of purposes, whereas “ambivalent” customers tend to be younger and primarily accessing Transit services for school. The 2006 data does deviate from past findings in that previous survey reports put forth that there were significant differences in “committed” and “ambivalent” customer’s frequency of Transit service use. These differences were not observed in 2006.

Table 4.1: Distinct Segment Characteristics[18]	
Segment	**Characteristics**

Committed	▪ Demographic:
	    ▪ Ages 35 or older
	    ▪ Female
	▪ Transit Use:
	    ▪ More likely to have been a regular Transit customer for 14 or more years

Ambivalent	▪ Demographic:
	    ▪ Ages 34 or younger
	▪ Transit Use:
	    ▪ More likely to have been a regular Transit customer for 5 years or less

4.2 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.

[18] See Technical Report, pp. C-7 and C-529-531.

Figure 4.2 shows the proportions of respondents associated with each group described above. Two-thirds (60%) of non-users chose the statement that classifies them as being committed to their current mode of transportation, though this proportion is at a survey low, possibly suggesting growing discontent with transportation methods other than Transit for non-users. Approximately three in ten (32%) of non-users surveyed selected the statement grouping them as “ambivalent” respondents while nearly one in ten (8%) opted for the statement designating them “uncommitted” respondents.

Figure 4.2: Commitment to Current Transportation Method

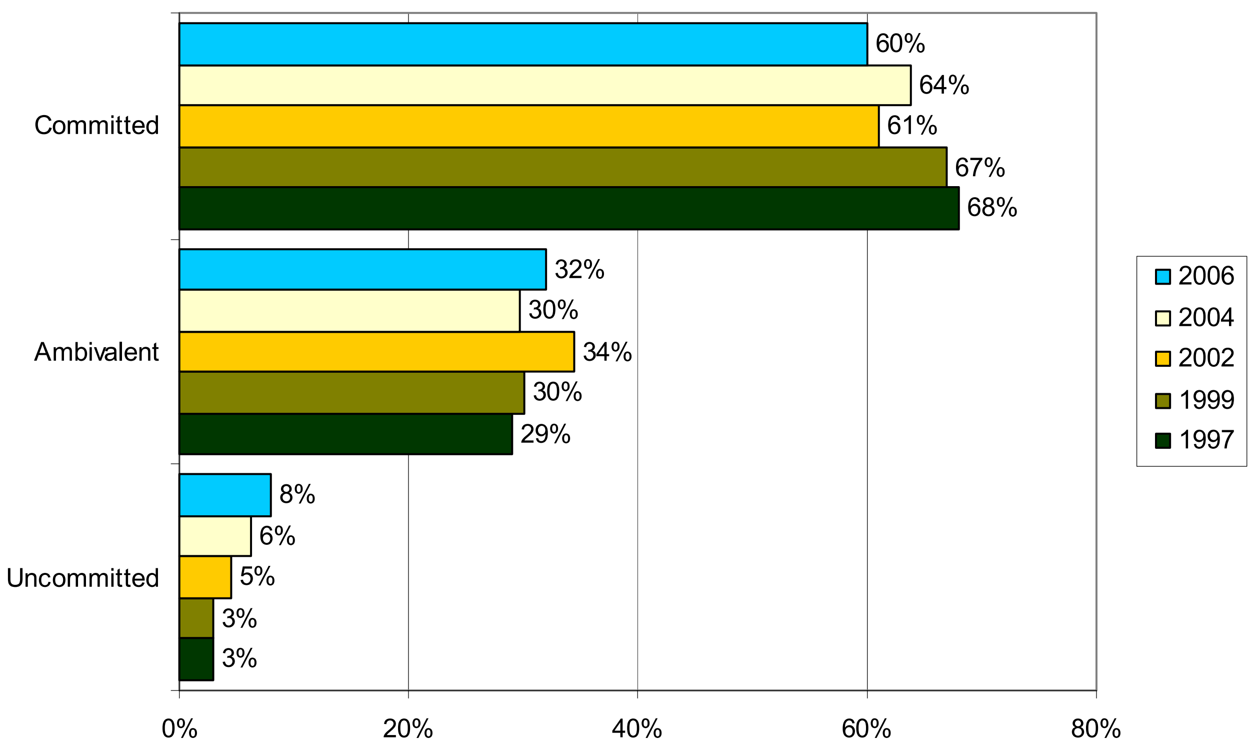


Table 4.2 presents distinct characteristics between "committed" and "ambivalent" segments of non-users. It was observed in both 2003 and 2004 that 'ambivalent' respondents were more likely than 'committed' respondents to have recently stopped using Transit regularly and use to Transit services occasionally. These findings were not apparent in 2006. One trend that had been reported in 2003 and 2004 and continues to apply is that older respondents (e.g. 35 year or older) were more likely to be committed to their current means of transportation and younger respondents (e.g. 35 year of younger) were more likely to be ambivalent.

Table 4.2: Distinct Segment Characteristics[19]	
Segment	**Characteristics**
Committed	▪ Demographic: ▪ Ages 35 or older
Ambivalent	▪ Demographic: ▪ Ages younger than 35

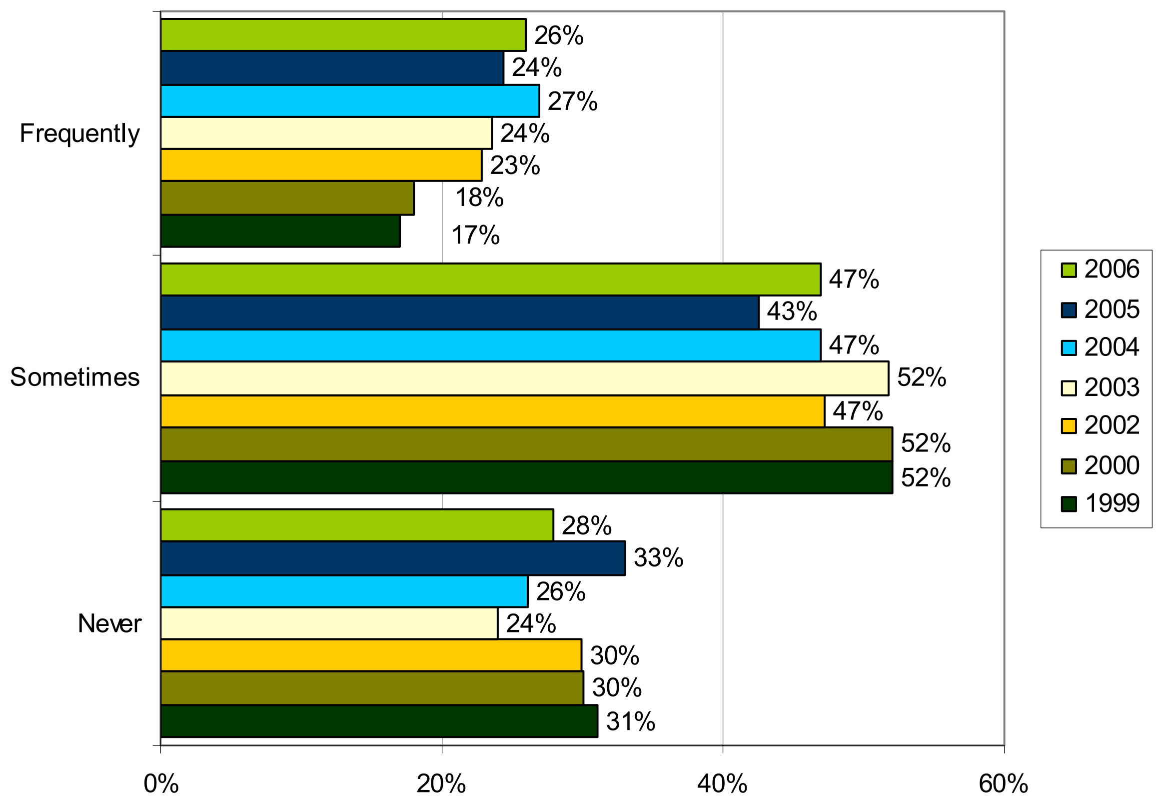
As has been the case across survey waves, the vast majority of non-users use vehicles (95% either driver or passenger) as their primary mode of transportation (see Appendix C).

4.3 Customers' Recommendation of Transit

Calgary Transit also considers customers' willingness to recommend Transit services to family or friends as a measure of customer commitment or loyalty. As can be seen in Figure 4.3, over three quarters (73% - frequently/sometimes) of those surveyed recommend Transit services, while fewer than three in ten (28%) never do so. There has been a slight decline from the previous survey wave in the percentage of those who never recommend Transit services that may be accounted for in the comparable increase in the proportion of customers who sometimes recommend Transit to family or friends.

19 See Technical Report, pp. NU-15.

Figure 4.3: Frequency of Transit Recommendations



Statistical significance of differences between 2006, 2005 and 2003/2004 survey waves (p<.05).

Previous survey data suggested that respondents who were categorized as 'committed' or 'ambivalent' customers were more likely than 'uncommitted' to recommend Transit services to friends or family frequently or sometimes, a trend which continued in 2006[20].

[20] See Technical Report, pp. C-548.

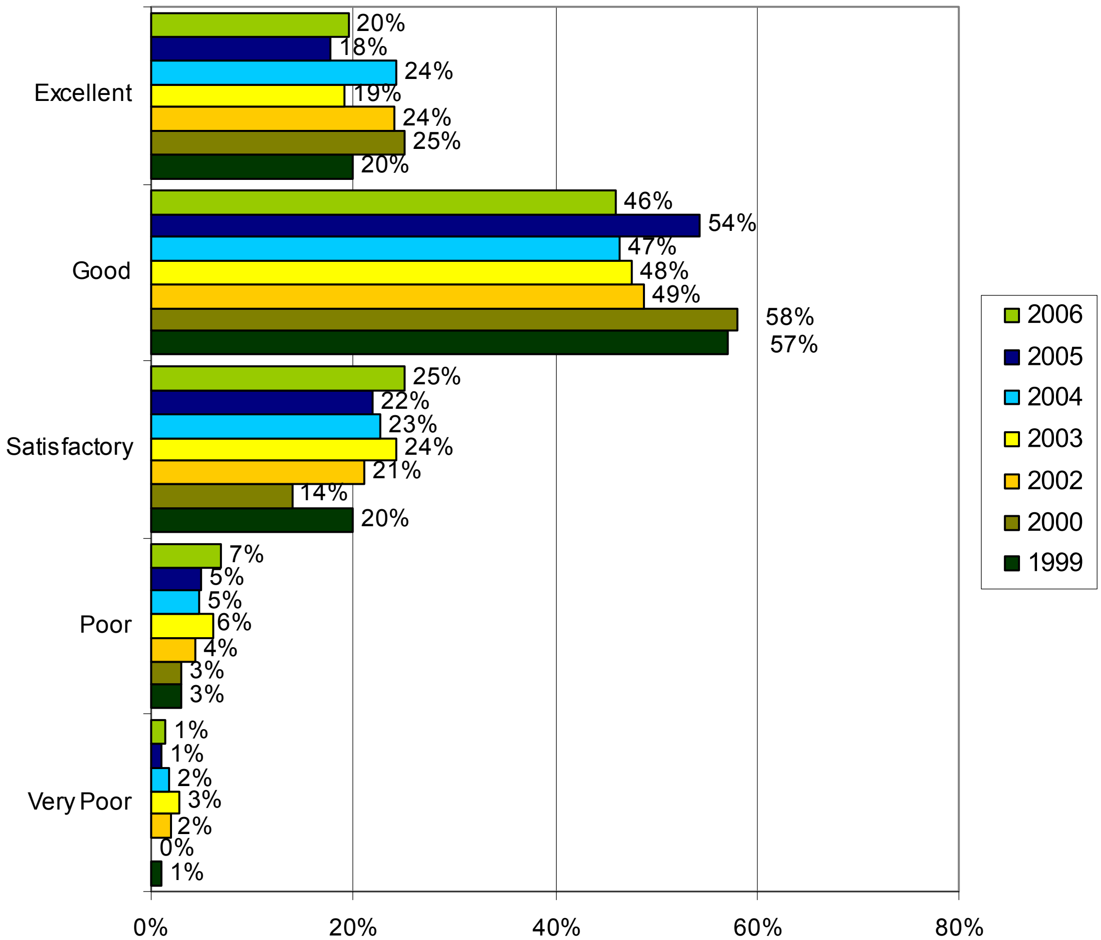
5.0 SERVICE PERFORMANCE

The Customer Satisfaction survey queries respondents about service performance. These queries address overall service quality, service attributes and components of fleet and facilities.

5.1 Service Quality

Respondents were queried about their experience in the seven day period prior to being interviewed; specifically they were asked how they would rate the overall service provided by Calgary Transit in said period. Figure 5.1 on the following page shows that nearly half (46%) of those surveyed asserted that Transit services merited a rating of ‘good’, while a quarter (25%) offered the rating ‘satisfactory’, followed by two in ten (20%) who put forth that the services overall were ‘excellent’. The proportion of respondents rating overall services as ‘good’ has decreased significantly in 2006 from the 2005 survey, but has receded to levels not unlike those observed from 2002 to 2004. It should also be noted that, though not significant, the proportions of customers rating overall Transit services as ‘excellent’ or ‘satisfactory’, which have fluctuated historically, have again risen from the 2005 to 2006 survey waves.

Figure 5.1: Overall Service Quality Performance Rating



Statistical significance of variances between 2002, 2003/2004, and 2006 survey waves (p<.05).

The 2006 data reveal that ‘committed’ customers reported higher levels of service quality than did ‘ambivalent’ or ‘uncommitted’ customers (Table 5.1). These findings have been observed in previous survey waves.

Table 5.1: Service Quality Ratings Among Loyalty Segments				
Service Quality Rating	**Year**	**% of Respondents**		
		Committed	**Ambivalent**	**Uncommitted**
Excellent	2006	28	12	15
	2005	24	14	6
	2004	35	16	5
	2003	25	15	12
	2002	30	21	7
Good	2006	48	47	30
	2005	59	54	25
	2004	45	49	40
	2003	52	47	33
	2002	52	47	31
Satisfactory	2006	20	29	41
	2005	16	26	33
	2004	17	27	38
	2003	19	28	33
	2002	15	26	41
Poor	2006	4	11	11
	2005	1	5	28
	2004	2	7	10
	2003	4	7	14
	2002	3	5	7
Very poor	2006	<1	1	4
	2005	0	1	8
	2004	2	1	8
	2003	1	4	7
	2002	1	1	14
Total		100	100	100

5.2 Service Attributes

Respondents were asked to rate the importance of various Calgary Transit service attributes. Figure 5.2 represents the attributes that respondents rated as being most or second most important. The two most important attributes according to 2006 survey respondents were "being on time" (31%) and "service frequency" (20%). As can be seen in Table 5.2, these attributes have been unchangingly ranked the two most important since 1999. The 2005 survey report contained an observation that there has been a notable increase in respondents citing the importance of buses and CTrains “not being overcrowded”. This trend appears to be continuing in 2006.

Figure 5.2: Importance of Service Attributes

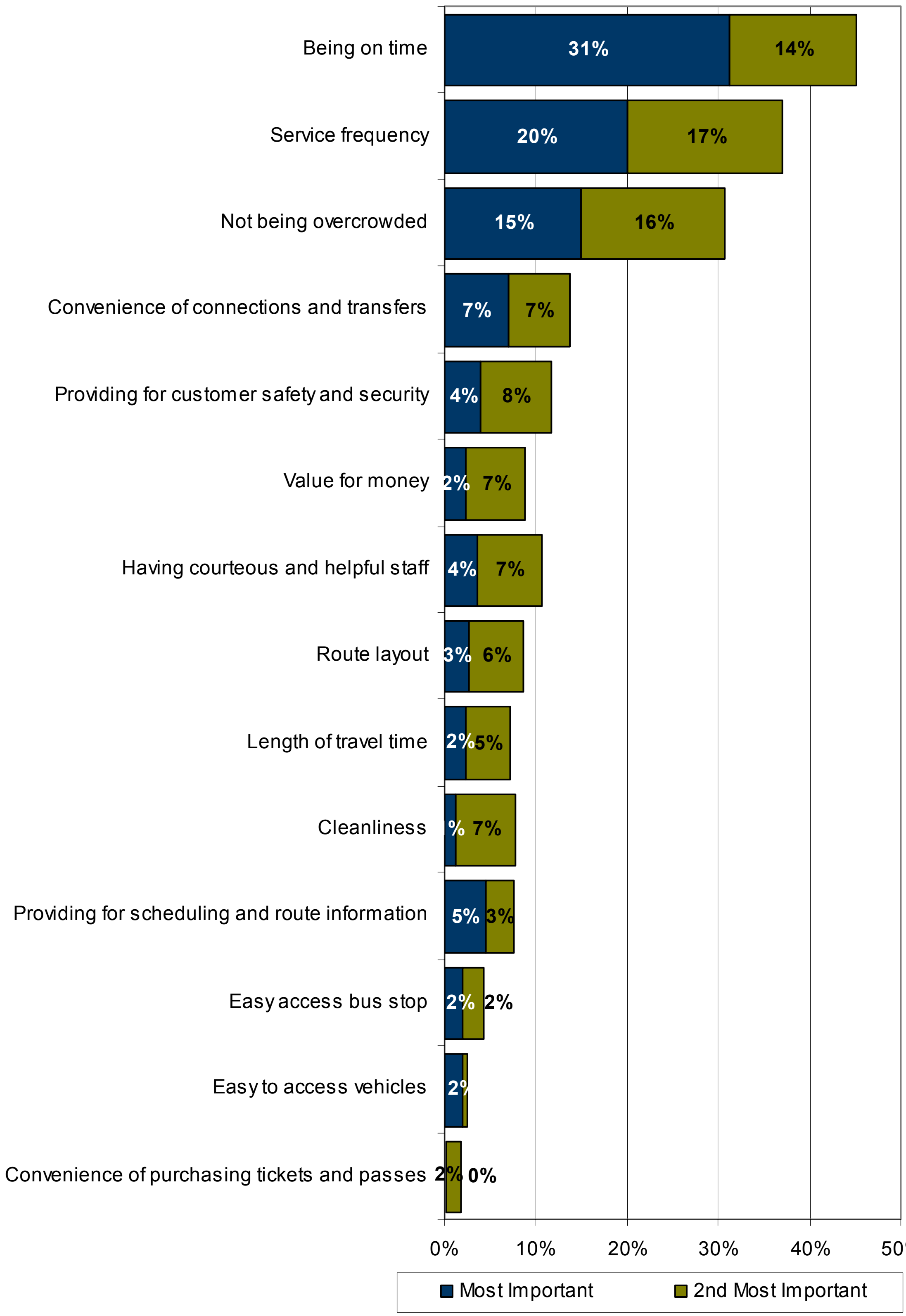


Table 5.2: Importance of Service Attributes (Most & Second Most Important)							
Service Attributes	**% of Responses**						
	2006 Survey	**2005 Survey**	**2004 Survey**	**2003 Survey**	**2002 Survey**	**2000 Survey**	**1999 Survey**
Being on time	45	43	47	57	47	41	48
Service frequency	37	37	40	35	29	33	30
Not being overcrowded	31	29	20	15	16	14	18
Convenience of connections and transfers	14	14	16	12	13	14	10
Providing for customer safety and security	12	12	12	13	13	9	10
Having courteous and helpful staff	11	8	11	11	15	10	11
Value for money	9	9	11	12	9	11	9
Route layout	9	10	10	8	11	10	8
Cleanliness	8	10	8	7	7	5	8
Providing scheduling and route information	8	4	4	5	2	5	4
Length of travel time	7	8	8	5	6	8	9
Easy access bus stops	4	5	2	4	3	5	5
Easy to access vehicles	3	2	2	3	2	2	1
Convenience of purchasing tickets and passes	2	1	2	2	1	-	3
Adequate parking at Park'n'Ride	-	-	1	-	-	-	-

Transit customers were asked to rate specific service attributes related to Transit's performance. The ratings associated with the 2006 survey wave are presented in Figure 5.3. Respondents seemed pleased with Transit's performance, with the significant majority rating "easy access to vehicles" (81%), "easy access to bus stops" (80%), "convenience of purchasing tickets or passes" (80%), as excellent or good. Indeed, "not being overcrowded" was the only the attribute that did not rate well with most respondents, with fewer than half (24%) rating it as 'excellent' or 'good'.

As has been observed in survey reports previous, the 2006 data again reveal that the service attributes that received the highest performance ratings obtained low ratings in terms of importance while attributes that were rated high in terms of importance, such as Transit "being on time" and "service frequency" were given relatively lower performance ratings (see Figure 5.2).

Another trend observed since the 2002 survey wave that appears to apply to the 2006 wave as well is the tendency for 'committed' customers to offer higher performance ratings for most of the service attributes posed to them than their 'ambivalent' or 'uncommitted' counterparts (Table 5.3).

Figure 5.3: Performance Ratings of Service Attributes

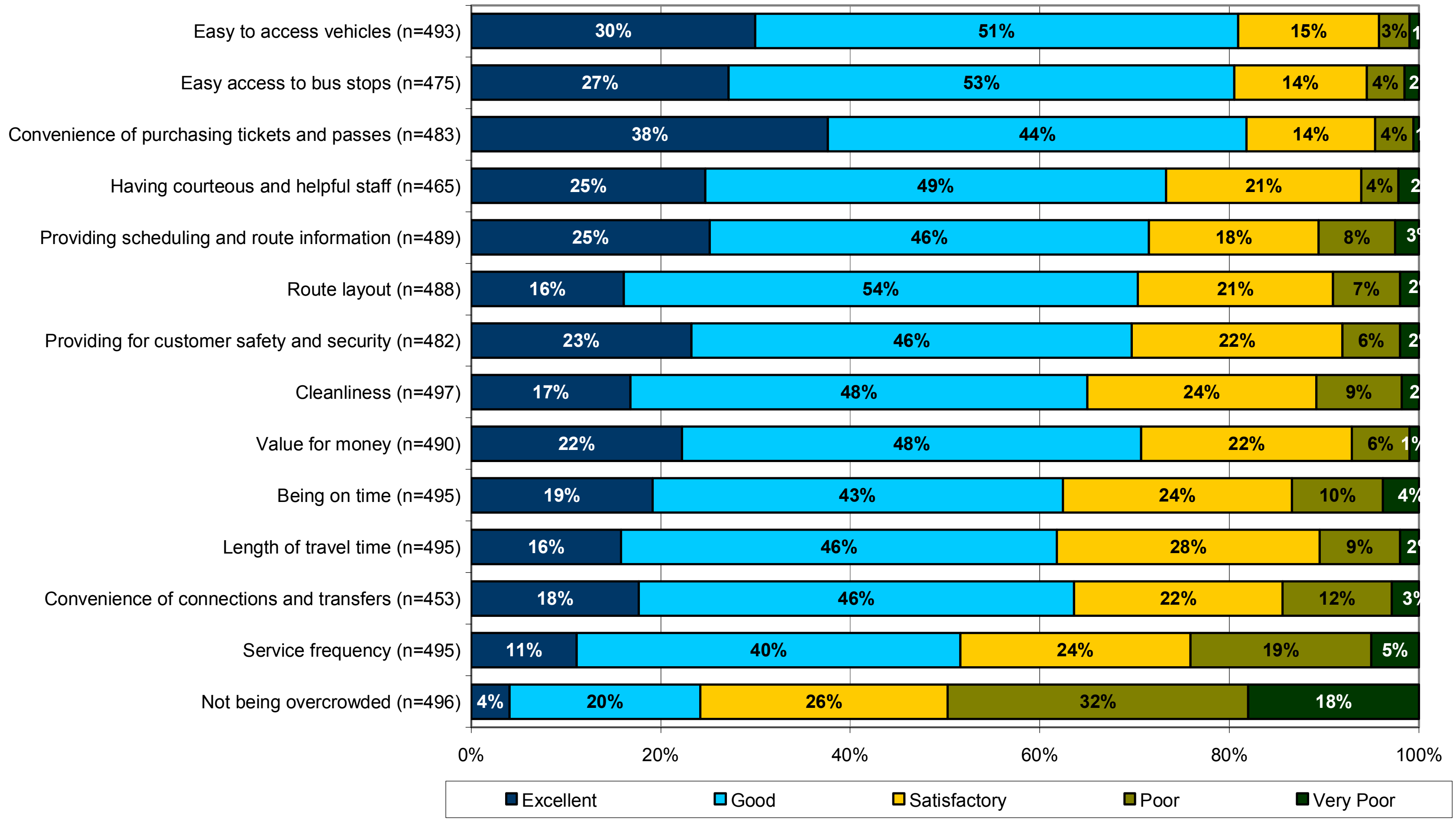


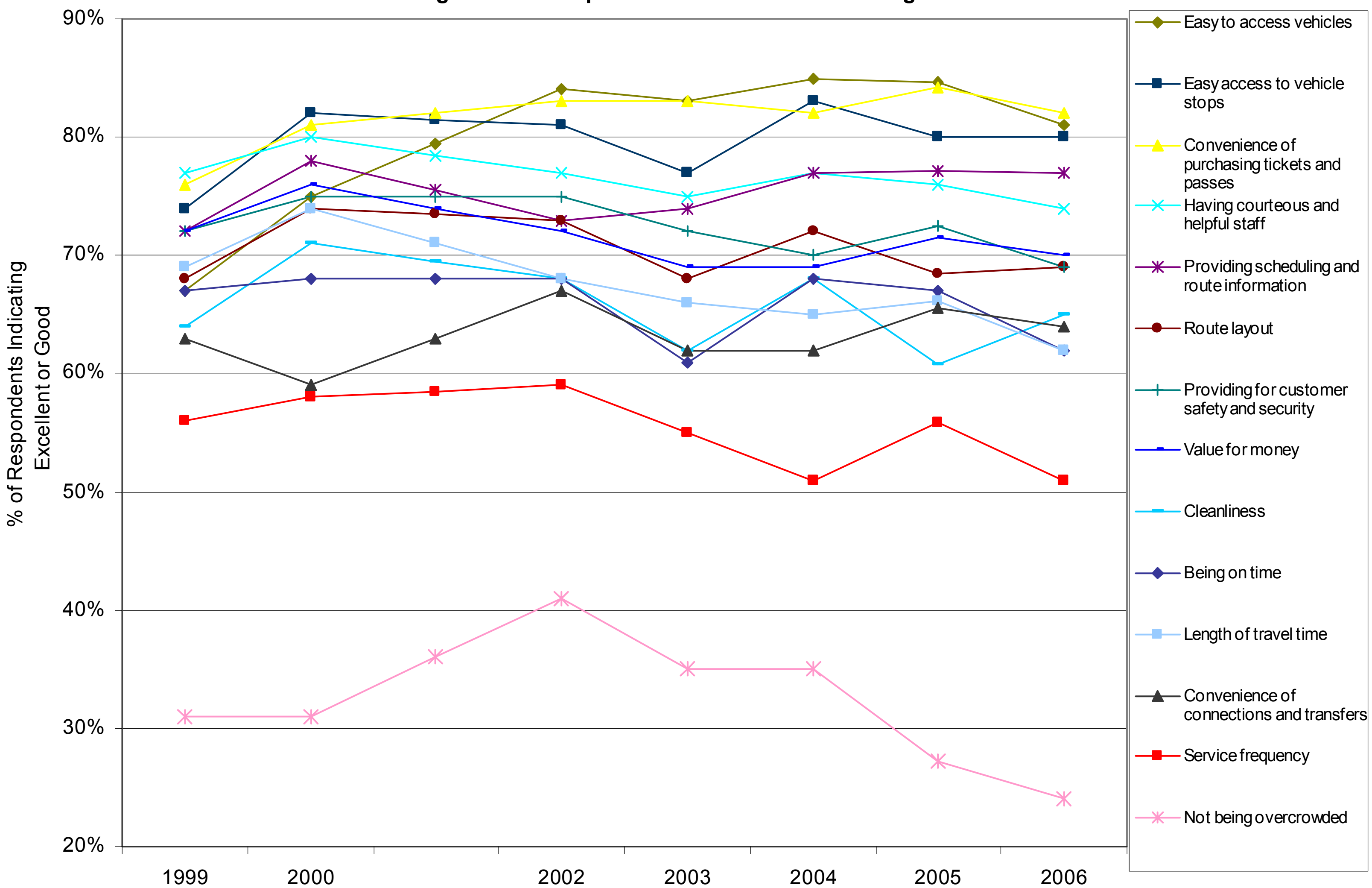
Table 5.3: Comparisons of Service Attribute Ratings Among Loyalty Segments															
Service Attributes	% of Respondents Reporting 'Excellent' or 'Good'														
	Committed					Ambivalent					Uncommitted				
	2006 (n=219)	2005 (n=220)	2004 (n=246)	2003 (n=229)	2002 (n=250)	2006 (n=199)	2005 (n=215)	2004 (n=202)	2003 (n=205)	2002 (n=215)	2006 (n=27)	2005 (n=38)	2004 (n=40)	2003 (n=42)	2002 (n=32)
Easy to access vehicles	83	88	87	87	83	79	85	84	83	86	72	61	88	70	77
Easy access to bus stops	82	87	87	83	84	80	77	82	73	81	79	60	69	64	63
Convenience of purchasing tickets and passes	87	89	88	89	86	77	83	78	79	83	74	70	66	78	63
Having courteous and helpful staff	81	80	84	81	80	66	73	74	72	75	63	59	48	64	63
Providing scheduling and route information	77	79	83	78	78	67	78	74	68	67	57	46	56	72	69
Route layout	78	77	80	77	81	64	65	64	61	67	48	40	53	56	43
Providing for customer safety and security	78	78	77	82	80	63	70	65	64	71	46	46	51	57	61
Cleanliness	80	67	77	68	72	59	58	65	56	66	52	40	43	56	41
Value for money	81	84	78	77	77	62	67	64	63	70	42	31	38	53	52
Being on time	73	76	77	66	77	53	61	62	58	65	38	46	43	44	25
Length of travel time	69	78	76	78	78	56	60	58	58	61	41	39	43	47	41
Convenience of connections and transfers	71	77	69	70	72	57	61	59	56	66	44	34	37	45	45
Service frequency	64	68	60	63	69	39	47	46	48	49	57	32	33	40	38
Not being overcrowded	27	33	45	46	47	21	25	27	22	38	14	11	23	29	19

Annual comparisons for service attributes are represented in Figure 5.4 based on respondents who rated each attribute as ‘excellent’ or ‘good’ (see Appendix D for detailed data). Varying changes can be observed in the service attributes tested. Specifically, some attributes experienced an increase while others declined.

Score increases were observed for Transit being on time. It is worth emphasizing that this particular service attribute was rated as the most important of all tested in 2006, as well as in previous survey waves (Table 5.2). The proportion of respondents rating cleanliness as ‘excellent’ or ‘good’ also increased slightly in 2006.

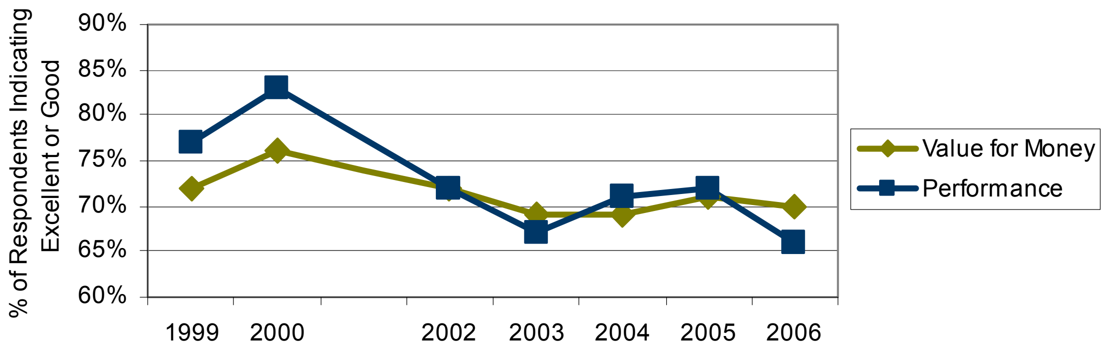
Conversely, scores decreased for service frequency, providing for customer safety and security, length of travel time, and Transit vehicles not being overcrowded. It should be noted that Transit not being overcrowded is a service attribute that is in continual decline while consistently being rated highly in terms of importance. This observation was also made in the 2005 survey report.

Figure 5.4: Comparison of Performance Ratings



After having experienced a decline from the 2000 to the 2004 survey waves[21], the ratings for value for money increased in 2005, though the difference was not significant (Figure 5.5). The 2006 data show that value for money has remained relatively the same since 2005. The score for overall performance, however, has declined in 2006 and, similar to the 2003 wave, scored lower than value for money.

Figure 5.5: Comparison of Performance and Value for Money Ratings

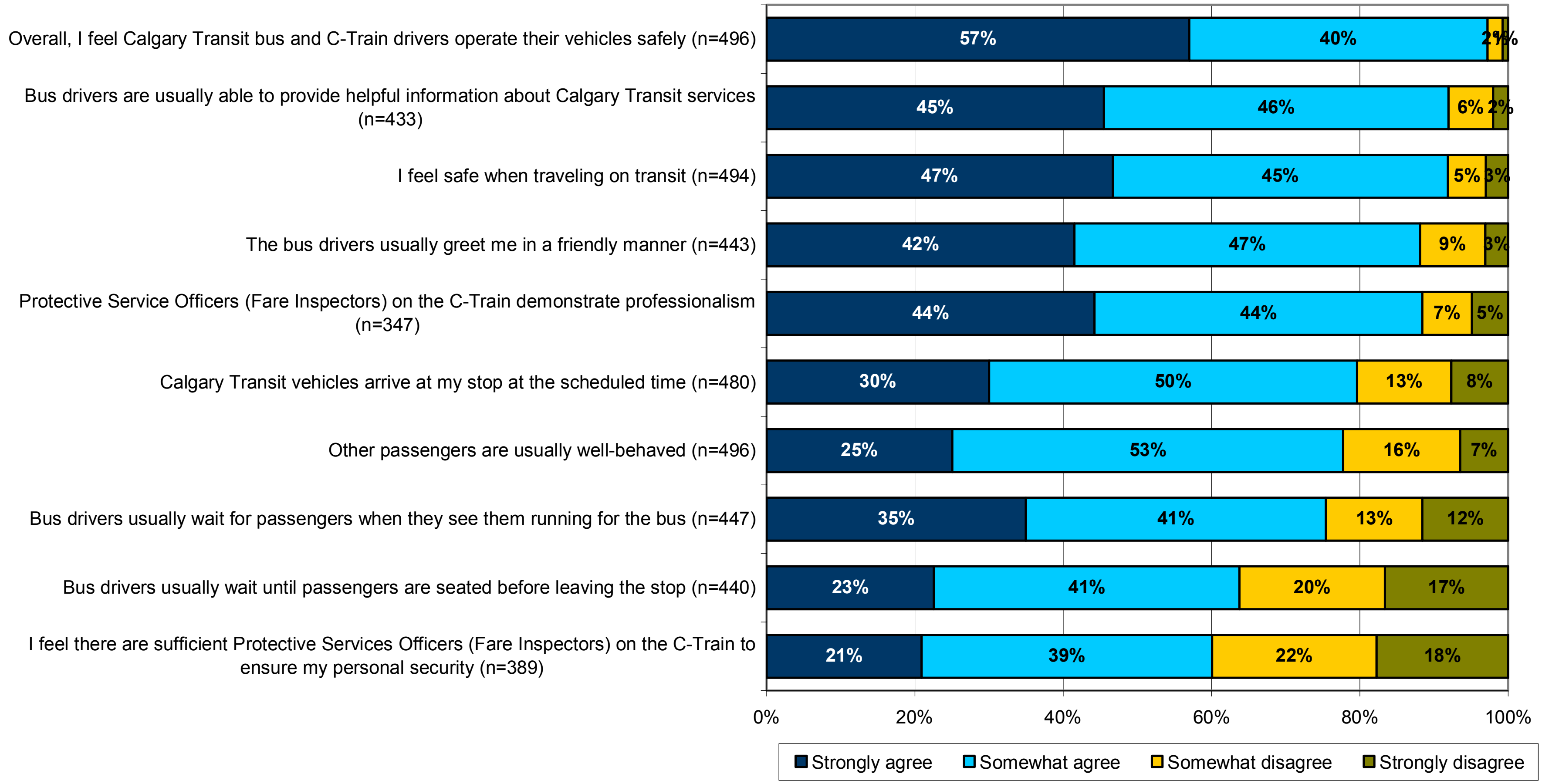


5.3 Service Components

A series of service components were presented to respondents to enable them to state their level of agreement with each item. Responses to these queries are presented in Figure 5.6. Most respondents (at least 60%) gave favourable impressions about the service components tested. Actually, almost all respondents strongly or somewhat agreed that Transit operators operate vehicles safely (97%), while approximately nine in ten agreed that bus drivers usually provide helpful information about services (91%), they feel safe while travelling on Transit (92%) and bus drivers usually greet them in a friendly manner (89%).

[21] Note: The differences between the 2002 and 2003 survey waves were not significant.

Figure 5.6: Service Components



Detailed analysis[22], which has been conducted with the survey data since 2002, categorizes service components into two groups (or dimensions); specifically those items that relate to bus drivers and those that do not. In other words, bus drivers have direct influence on some of the attributes, while they do not have direct influence on others. Table 5.4 features a separation of these two groups to enable further examination of the survey data. As can be seen, bus drivers were highly rated for all items they directly influence, with the exception of waiting until passengers are seated before leaving the stop, an item which a noteworthy proportion (36%) of respondents did not agree with. This observation has been noted since the 2002 survey wave. This analysis also shows that the 2006 survey results were similar to those for 2002 to 2005 in terms of items that can be directly compared.

Table 5.4: Categorized Service Component Items

Service Components		% of Respondents (Strongly or Somewhat Agree)				
		2006	2005	2004	2003	2002
Bus Driver Related Items	Overall, I feel Calgary Transit bus and CTrain drivers operate their vehicles safely	97	97	97	95	95
	Bus drivers are usually able to provide helpful information about Calgary Transit services	92	92	92	90	94
	The bus drivers usually greet me in a friendly manner	88	91	89	88	88
	Bus drivers usually wait for passengers when they see them running for the bus	75	77	76	77	80
	Bus drivers usually wait until passengers are seated before leaving the stop	64	65	61	61	68
Non-Bus Driver Related Items	I feel safe when traveling on transit*	91	93	92	n/a	n/a
	Protective Officers (Fare Inspectors) on the CTrain demonstrate professionalism*	89	87	87	n/a	n/a
	Calgary Transit vehicles arrive at my stop at the scheduled time*	80	84	81	n/a	n/a
	Other passengers are usually well-behaved	78	79	77	80	79
	There is sufficient parking available at Park'n'Rides[23]	51	62	67	n/a	n/a
	I feel there are sufficient Protective Officers (Fare Inspectors) on the CTrain to ensure my personal security	60	59	58	66	61

*Note: Wording changes occurred in 2004 survey wave, which does not allow for direct comparisons of results.

Table 5.5 presents detailed analysis of service component ratings by types of customers. As has historically been the case, service components tested in the 2006 survey wave were generally rated more favourably by 'committed' customers than by 'ambivalent' or 'uncommitted' customers.

[22] Using factor analysis statistical procedures. The analysis was also conducted in 2003.
[23] Note: This item was added in the 2004 survey wave.

Table 5.5: Comparisons of Service Components Ratings Among Loyalty Segments

Service Components	% of Respondents Reporting Strongly or Somewhat Agree: Committed					Ambivalent					Uncommitted				
	2006 (n=238)	2005 (n=220)	2004 (n=246)	2003 (n=234)	2002 (n=250)	2006 (n=213)	2005 (n=215)	2004 (n=202)	2003 (n=213)	2002 (n=215)	2006 (n=29)	2005 (n=38)	2004 (n=40)	2003 (n=42)	2002 (n=32)
Overall, I feel Calgary Transit bus and CTrain drivers operate their vehicles safely	98	98	96	96	96	97	96	98	92	95	93	92	97	88	78
Bus drivers are usually able to provide helpful information about Calgary Transit services	96	91	93	89	84	93	93	93	79	83	72	91	85	86	84
I feel safe when traveling on transit*	92	96	95	n/a	n/a	90	91	90	n/a	n/a	86	74	82	n/a	n/a
Protective Service Officers (Fare Inspectors) on the CTrain demonstrate professionalism*	90	89	93	n/a	n/a	90	87	84	n/a	n/a	65	79	80	n/a	n/a
The bus driver usually greets me in a friendly manner	88	94	93	89	92	90	89	84	79	85	82	82	82	79	72
Calgary Transit vehicles arrive at my stop at the scheduled time*	85	91	88	n/a	n/a	77	80	76	n/a	n/a	50	73	59	n/a	n/a
Bus drivers usually wait for passengers when they see them running for the bus	79	83	81	76	82	74	73	73	69	78	50	55	64	70	61
Other passengers are usually well behaved	78	85	83	81	85	78	76	71	80	75	76	57	70	65	55
Bus drivers usually wait until passengers are seated before leaving the stop	68	66	67	63	66	63	65	58	54	45	35	41	49	54	47
I feel there are sufficient Protective Service Officers (Fare Inspectors) on the CTrain to ensure my personal safety	63	62	57	66	66	61	58	58	65	56	36	41	58	59	73
There is sufficient parking available at Park'n'Rides[24]	49	64	69	n/a	n/a	54	62	66	n/a	n/a	47	44	60	n/a	n/a

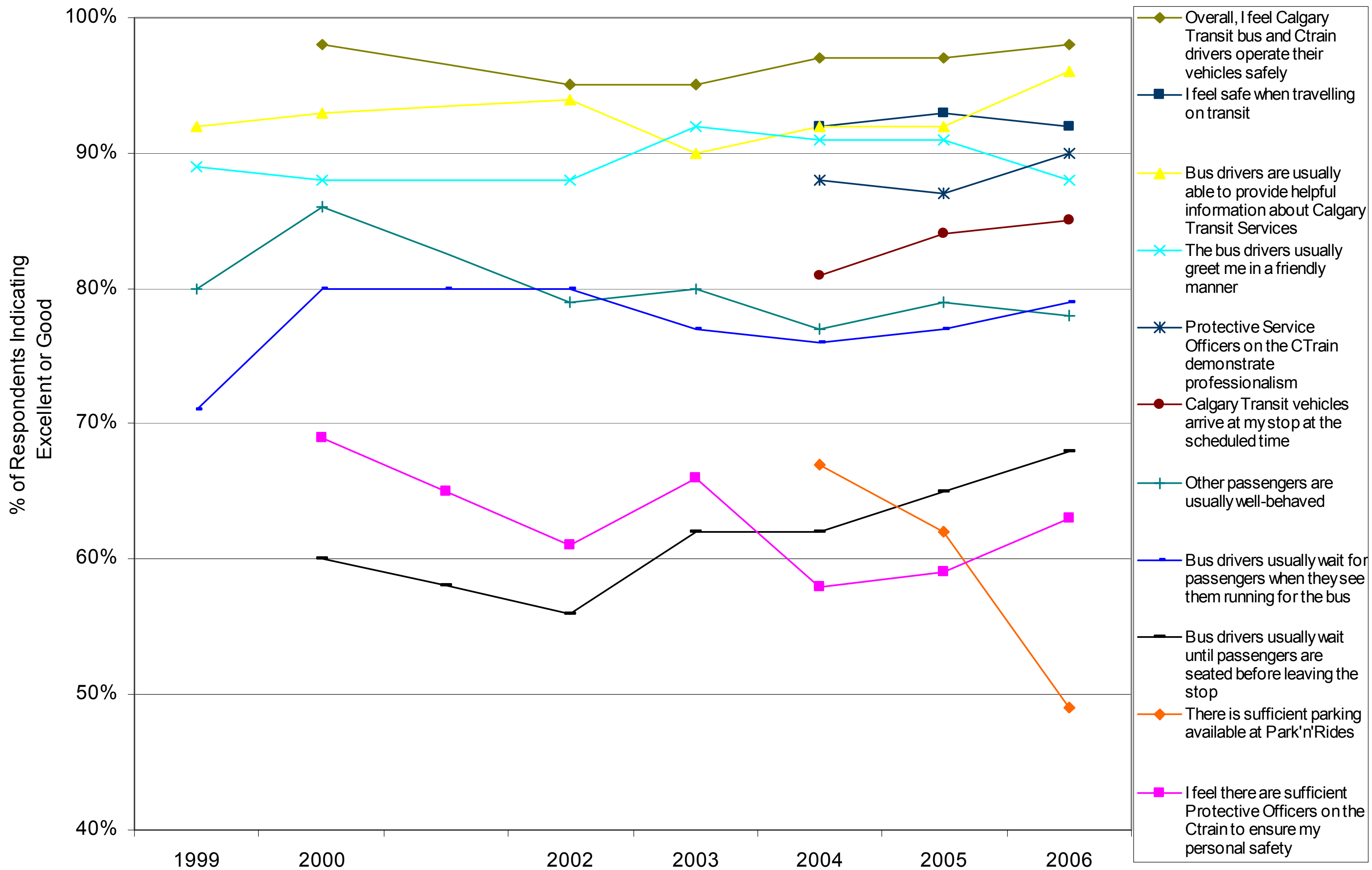
[24] Note: This item was added in the 2004 survey wave.

Data presented in Figure 5.7 on the following page show annual comparisons of service component ratings. As can be seen, most of the components tested show increased ratings for 2006. There are, however, some changes in the ratings worth noting.

Specifically, there are increases for the ratings associated with bus drivers being able to provide helpful information about Calgary Transit services, Protective Service Officers on the CTrain demonstrating professionalism, and there being sufficient Protective Services Officers on the CTrain. Data presented earlier (see Table 5.4) suggested that, of the service components bus drivers had a direct influence over, drivers usually waiting until passengers are seated before leaving the stop was the item those surveyed were least pleased with, historically and in 2006. Interestingly, the score associate with this service component has also increased, and appears to have been doing so since 2004.

There are also decreases related to some of the service component ratings, most notably the item related to there being sufficient parking available at Park 'n' Rides. However, data presented in Table 5.2 indicates that this service component has not been rated as highly important to customers throughout survey waves.

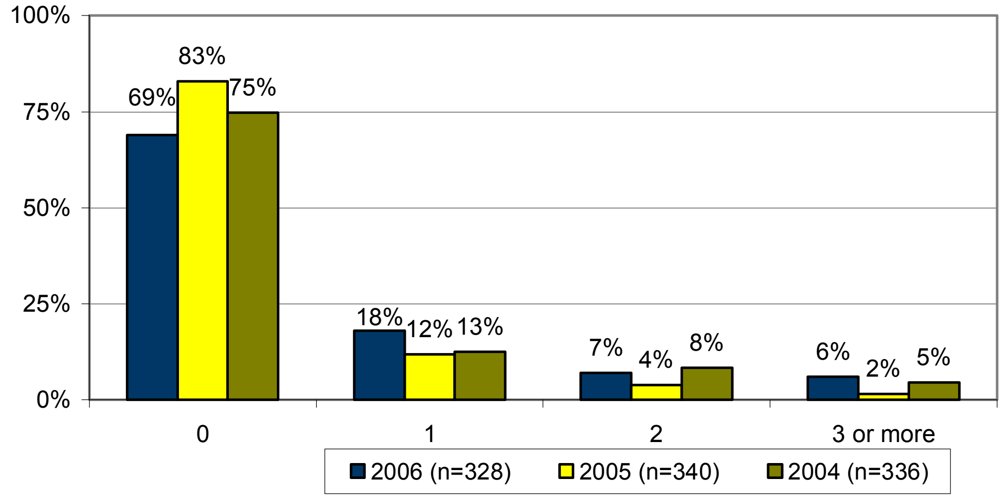
Figure 5.8: Comparison of Service Component Ratings



5.4 Protective Services Officers

The proportion of customers who use the CTrain who reported not having seen a Protective Services Officer in the seven days prior to being surveyed is significantly lower for 2006 than in previous survey waves (75% - Figure 5.8[25]).

Figure 5.8: Number of Times Seen Protective Services Officer
(Past 7 days; CTrain users)



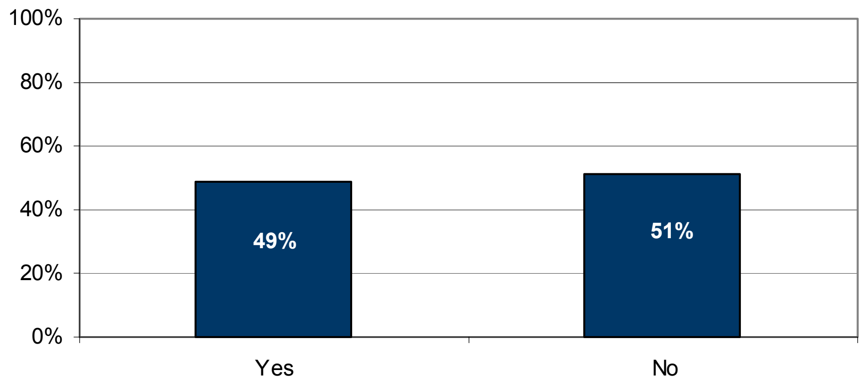
Statistical significance of differences between 2004, 2005 and 2006 survey waves (p<.05).

Additional questions pertaining to Protective Services Officers were added to the 2006 survey. First, customers were asked if they felt that additional Protective Services Officers were needed to address safety or security concerns at any specific Transit locations, CTrain or bus routes. The results of this question were divided (Figure 5.9). Nevertheless, it appears that nearly half (49%) of those surveyed do feel that more Protective Services Officers are needed.

[25] Note: This question was added in the 2004 survey.

Figure 5.9: Additional Protective Services Officers Needed at Specific Locations

(n=500)



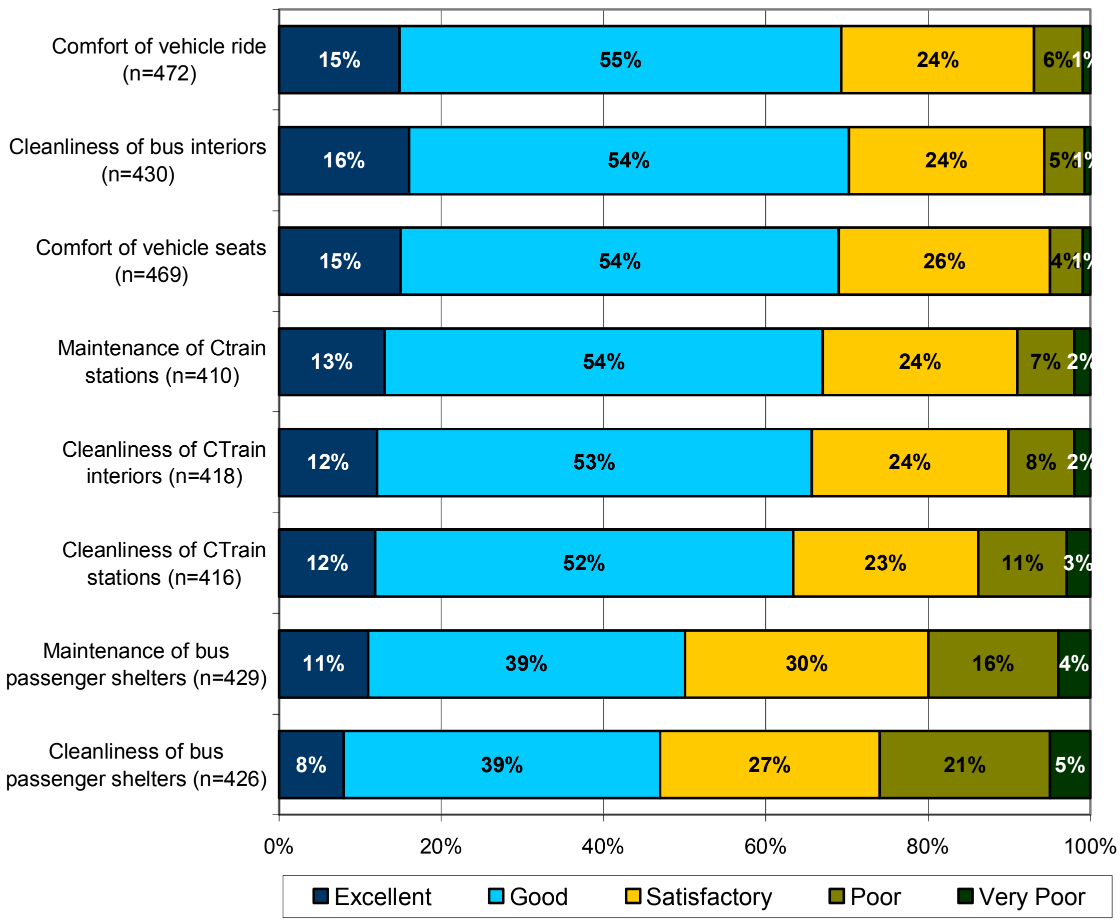
Those surveyed who did feel that more Protective Services Officers were needed were further queried as to the locations or routes at which they are felt to be specifically required. As can be seen in Table 5.6, the downtown area of the city is of primary concern customers, with a quarter (25%) of respondents citing this general location as needing more Protective Service Officers.

Table 5.6: Locations at Which Additional Protective Services Officers are Needed	
Location	**% of Respondents** (n=349)
Downtown All	25
Marlborough	9
8 Street SW	6
Chinook	5
Whitehorn	5
City Hall	3
1 Street SW	3
Anderson	3
Rundle	3
Dalhousie	3
All Stations	3
Franklin	2
Heritage	2
Erlton/Stampede	2
Victoria/Stampede	2
Other	22
This table represents a multiple response query and as such does not sum 100%	

5.5 Fleet and Facilities

The data presented in Figure 5.10 reveal that respondents felt positively about the cleanliness and maintenance of Calgary Transit's fleet and facilities. For instance, at least two thirds gave a rating of excellent or good for comfort of vehicle ride (70%), cleanliness of bus interiors (70%), comfort of vehicle seats (69%), maintenance of CTrain stations (67%), cleanliness of CTrain interiors (65%), and cleanliness of CTrain stations (64%). While respondents' impressions were not as favourable for maintenance of bus passenger shelters (50%) and cleanliness of bus passenger shelters (47%), approximately half of those surveyed nevertheless rated these items as excellent or good.

Figure 5.10: Perceptions of Fleet and Facilities



Much like previous results, all the fleet and facilities items tested, except for maintenance of CTrain stations, were rated higher by 'committed' customers than 'ambivalent' or 'uncommitted' customers (Table 5.7 on the next page).

Table 5.7: Comparisons of Fleet and Facilities Ratings Among Loyalty Segments

Fleet and Facilities	% of Respondents Reporting 'Excellent' or 'Good'														
	Committed					Ambivalent					Uncommitted				
	2006 (n=238)	2005 (n=220)	2004 (n=246)	2003 (n=234)	2002 (n=250)	2006 (n=213)	2005 (n=215)	2004 (n=202)	2003 (n=213)	2002 (n=215)	2006 (n=29)	2005 (n=38)	2004 (n=40)	2003 (n=42)	2002 (n=32)
Comfort of vehicle ride**	75	73	n/a	n/a	n/a	65	71	n/a	n/a	n/a	59	66	n/a	n/a	n/a
Comfort of vehicle seats**	74	71	n/a	n/a	n/a	63	69	n/a	n/a	n/a	68	63	n/a	n/a	n/a
Maintenance of CTrain stations[26]	70	72	72	n/a	n/a	64	66	72	n/a	n/a	76	41	50	n/a	n/a
Cleanliness of bus interiors	75	71	69	73	77	65	63	68	61	60	74	42	51	66	47
Cleanliness of CTrain interiors	68	66	73	77	78	64	59	66	70	65	58	42	47	57	48
Cleanliness of CTrain stations	67	63	65	69	75	60	54	61	57	59	62	36	49	50	48
Maintenance of bus passenger shelters*	53	58	47	n/a	n/a	48	53	46	n/a	n/a	47	37	30	n/a	n/a
Cleanliness of bus passenger shelters*	51	51	45	n/a	n/a	43	46	37	n/a	n/a	40	30	30	n/a	n/a

*Note: Wording of these items changed in 2004, which does not allow for comparisons with results from previous waves.
**Note: These questions were added in 2005. As such, historical data are not available.

[26] Note: This item was added to the 2004 survey wave.

Annual comparisons of service components are presented in Table 5.8. As can be seen, most of the ratings for the service components tested have increased or stayed the same in 2006. For example, ratings for cleanliness of bus and CTrain interiors have increased significantly in 2006. However, there is a decrease to report. Specifically, after having risen significantly in 2005 from 2004, maintenance of bus passenger shelters has undergone a significant decrease for 2006.

Table 5.8: Annual Comparisons of Service Components

Service Components[27]	Year	% of Respondents				
		Excellent	Good	Satisfactory	Poor	Very Poor
Maintenance of CTrain stations**	2006 (n=427)	13	54	23	8	2
	2005 (n=406)	15	51	25	8	2
	2004 (n=435)	19	52	23	6	1
	2003 (n=n/a)	n/a	n/a	n/a	n/a	n/a
	2002 (n=n/a)	n/a	n/a	n/a	n/a	n/a
Cleanliness of bus interiors	2006* (n=449)	16	55	23	6	1
	2005* (n=428)	12	53	29	4	3
	2004 (n=458)	16	51	27	5	1
	2003 (n=475)	14	54	25	6	2
	2002 (n=458)	13	55	26	4	2
Cleanliness of CTrain interiors	2006* (n=436)	12	53	25	8	2
	2005* (n=417)	14	47	29	8	2
	2004* (n=439)	20	49	25	5	1
	2003* (n=441)	18	55	21	5	2
	2002* n=442)	20	51	22	6	2
Cleanliness of CTrain stations	2006* (n=435)	12	52	23	11	3
	2005* n=412)	13	44	32	10	2
	2004 (n=444)	15	47	27	9	2
	2003* (n=440)	14	48	27	8	2
	2002* n=446)	17	50	21	10	2
Maintenance of bus passenger shelters**	2006* (n=443)	11	39	30	16	4
	2005* (n=414)	10	44	27	15	4
	2004* (n=442)	9	36	29	20	6
	2003* (n=n/a)	n/a	n/a	n/a	n/a	n/a
	2002* (n=n/a)	n/a	n/a	n/a	n/a	n/a
Cleanliness of bus passenger shelters**	2006* (n=442)	8	39	27	22	5
	2005* (n=414)	10	37	30	16	7
	2004* (n=440)	7	34	28	25	7
	2003* (n=n/a)	n/a	n/a	n/a	n/a	n/a
	2002* (n=n/a)	n/a	n/a	n/a	n/a	n/a

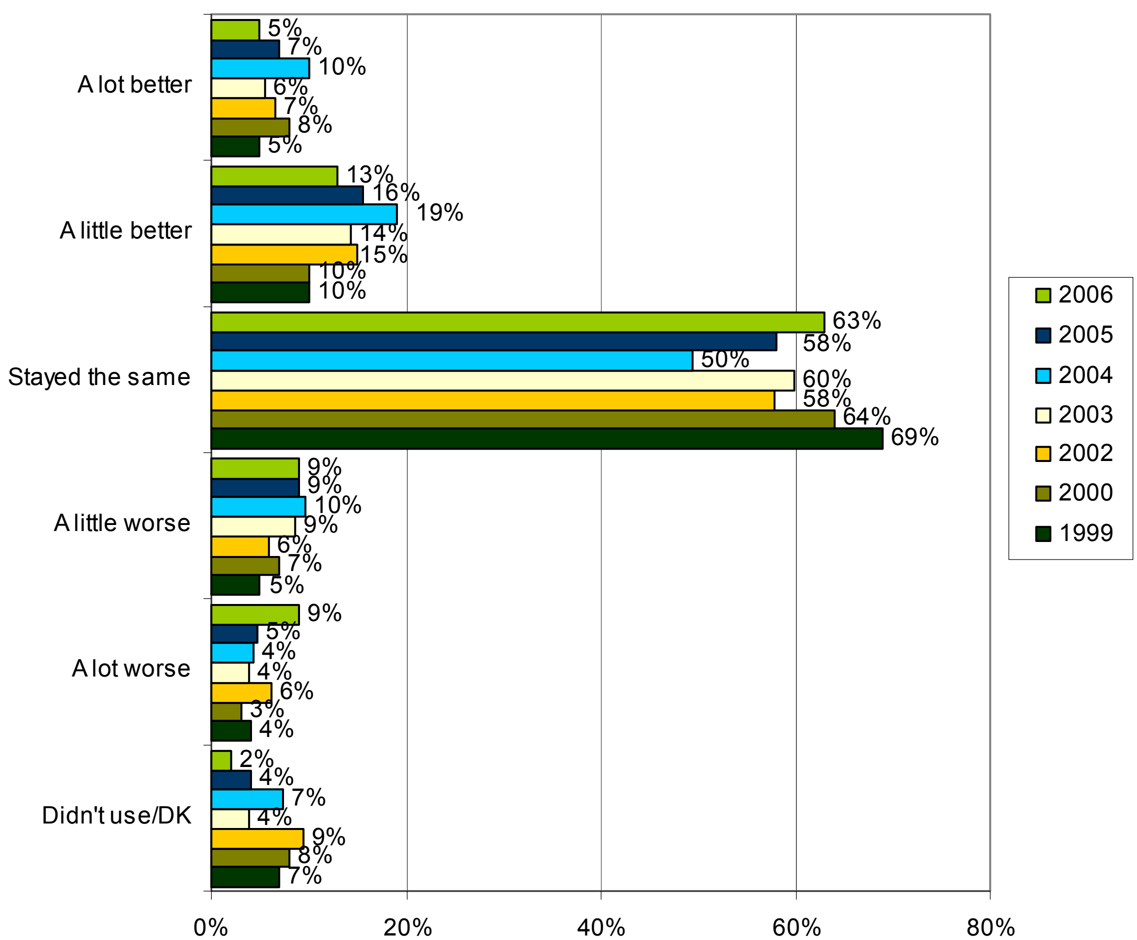
*Note: Statistical variances between/among survey waves as indicated (p<.05).
**Note: These questions were added in 2004.

[27] Note: Two items were added to the 2005 survey wave (comfort of vehicle seats and vehicle ride). As such, historical data are not available.

5.6 Perceived Change in Service

As has longitudinally been the case, the majority (63%) of respondents to the 2006 survey asserted that overall Transit service in their community had remained the same in the year prior to the survey as compared to previous years (Figure 5.11). The proportion of respondents indicating this is up significantly from 2005. Also significantly increased is the proportion of respondents stating that Transit services were a lot worse (9%). Indeed, this percentage, though representing fewer than one in ten surveyed, is the highest it has been throughout survey waves. However, it should be noted that nearly two in ten (18%) customers felt that Transit services in their community were a lot or a little better.

Figure 5.11: Perceived Change in Transit Service During Past Year



Statistical significance of differences between 2002, 2003, 2004, 2005 and 2006 survey waves (p<.05).

As has been observed across survey waves, with the exception of 2004, 2006 Transit customers felt that services had become better due to increased service frequency (Table 5.9). This would suggest that some customers recognized the change in service frequency that was applied to CTrain services in 2005 (see Section 1.3). However, as was suggested in the 2004 and 2005 survey reports, responses in 2004 may have been influenced by the expansion of CTrain services. In terms of the remaining proffered responses, historical analysis shows a great deal of vacillation from survey year to survey year. As was suggested in the 2005 survey report, this may be indicative of varying factors influencing respondents' perceptions of change.

Table 5.9: Reasons for Perceived Changes
A lot or a little better

Reasons	**% of Respondents**						
	2006 (n=85)	**2005** (n=105)	**2004** (n=140)	**2003** (n=100)	**2002** (n=108)	**2000** (n=89)	**1999** (n=76)
Service frequency	32	47	29	42	31	43	28
New services[28]	17	19	38	11	18	0	0
Being on time	9	6	7	10	11	12	15
Length of travel time	7	3	1	4	4	5	5
Route layout	6	9	14	9	18	26	11
Having courteous and helpful staff	6	8	9	9	7	9	15
Convenience of connections and transfers	5	8	11	4	6	10	15
Providing schedule and route information	3	1	1	1	1	0	5
Convenience of Purchasing Tickets and Passes	2	0	0	0	0	0	0
Cleanliness	2	0	1	3	1	0	4
Providing for customer safety and security	2	1	1	2	2	1	3
Not being overcrowded	2	7	1	3	1	3	7
Easy access vehicle stops	2	4	1	3	4	0	7
Value for money	1	0	1	0	2	1	3
Earlier/Later Services	0	1	1	2	0	0	0
Adequate parking at Park'n'Ride	0	0	1	0	0	0	0
Don't know	0	4	0	1	7	0	7
Other	1	6	3	3	4	6	4

Similar to findings from survey waves other than 2003 and 2004, data presented in Table 5.10 show that the primary reason for stating that Transit services were worse over the last year than in those previous was overcrowding. As was applicable with regards to the 2005 survey data, Transit not being overcrowded was highly important and given relatively low performance ratings by customers (see Section 5.2). Aside from Transit vehicles being perceived as overcrowded,

[28] Note: A new response category was added to the question in 2002.

the next set of most commonly cited reasons for rating Transit services as being worse includes service frequency, not being on time, and route layouts. Much like reasons put forth for why Transit services were perceived by those surveyed to have gotten a little or a lot better, offerings for why it has gotten a little or a lot worse fluctuate with each survey wave.

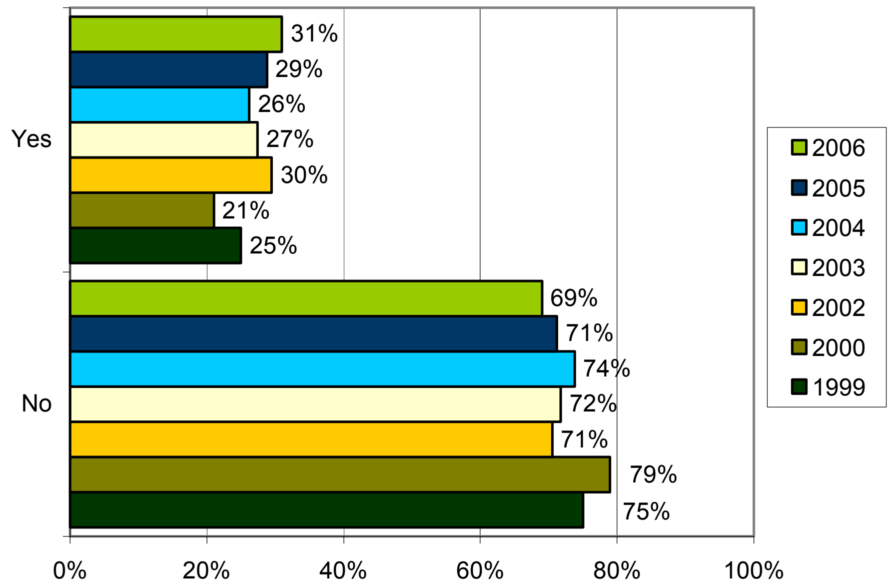
Table 5.10: Reasons for Perceived Changes
A little or a lot worse

Reasons	% of Respondents						
	2006 (n=82)	2005 (n=68)	2004 (n=67)	2003 (n=63)	2002 (n=56)	2000 (n=51)	1999 (n=45)
Overcrowded	46	52	27	19	25	53	64
Service frequency	17	22	43	42	16	10	27
Not being on time	11	13	6	14	13	10	11
Route layouts	7	12	9	8	14	4	0
Lack of customer safety and security	5	0	2	5	2	6	7
Reduction of service	2	0	12	6	0	0	0
Length of travel time	2	7	8	0	7	0	2
Staff not courteous or helpful	1	2	3	6	5	2	4
Scheduling and route information	1	0	3	3	2	2	0
Lack of new services[30]	1	4	3	0	4	0	0
Inconvenient connections and transfers	0	4	5	3	7	2	4
Lack of value for money	0	0	3	0	7	8	4
Lack of cleanliness	0	6	2	0	4	2	4
Seat availability	0	0	0	8	18	12	18
Other	0	3	5	12	2	14	2

5.7 Unregistered Complaints

More than three in ten (31%) of those surveyed considered contacting Calgary Transit within the three months prior to being surveyed to lodge a service complaint, but did not actually do so (Figure 5.12).

Figure 5.12: Unregistered Complaint



Since 2002, it has been observed that 'ambivalent' or 'uncommitted' customers were slightly more likely than 'committed' customers to have not registered a complaint with Transit (Table 5.11). Similar observations apply for 2006. This may suggest that 'committed' customers perceive themselves as having more of a vested interest in Transit given that they are 'committed' to continued Transit use and as such, would likely see themselves as impacted by services more so than their less devoted counterparts.

Table 5.11: Comparisons of Unregistered Complaints Among Loyalty Segments

Considered Registering a Complaint	% of Respondents														
	Committed					Ambivalent					Uncommitted				
Year	2006	2005	2004	2003	2002	2006	2005	2004	2003	2002	2006	2005	2004	2003	2002
n=	237	219	243	233	250	213	215	202	212	215	29	38	40	41	32
Yes	25	23	20	27	20	36	32	31	28	36	41	50	45	37	53
No	75	77	80	73	80	64	67	69	72	64	59	50	55	63	47
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Data presented in Table 5.12 reveals that the most commonly cited reason for not registering a complaint was the perception that it would not yield results, with more than three in ten of those queried stating that they did not think it would do any good (34%). There are, however, a couple of changes worth noting. The proportion of those stating that they could not get through to the complaints line has increased from previous waves to a longitudinal high. Conversely, the proportion of respondents asserting that their compliant was not important enough has decreased to a level comparable to 2004.

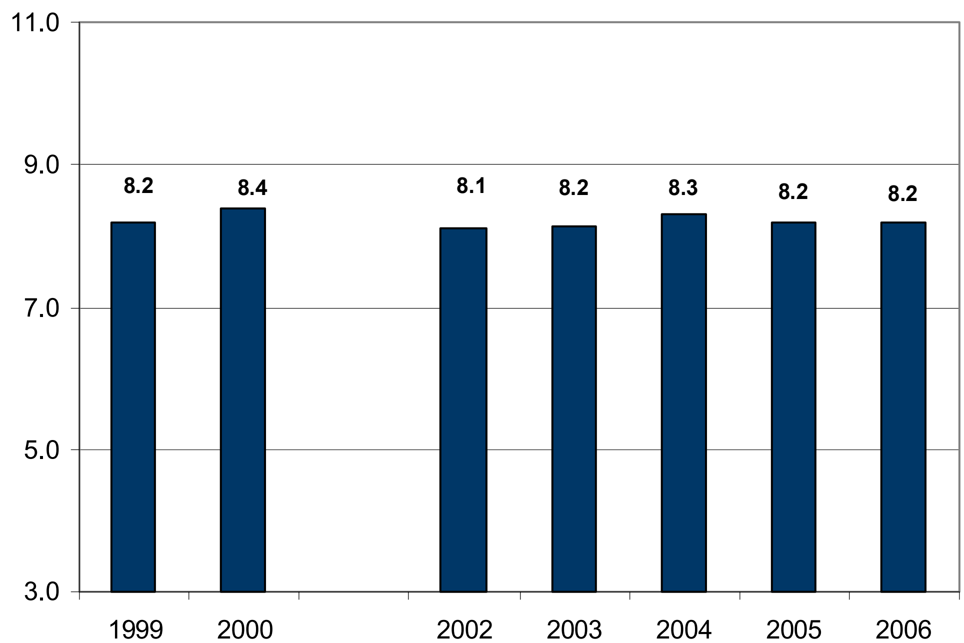
Table 5.12: Reasons for Not Registering Complaint							
Reasons	**% of Responses**						
	2006 Survey (n=154)	**2005 Survey (n=159)**	**2004 Survey (n=144)**	**2003 Survey (n=135)**	**2002 Survey (n=153)**	**2000 Survey (n=108)**	**1999 Survey (n=104)**
Didn't think it would do any good	34	31	37	30	26	32	37
Couldn't get through on complaints line	20	16	15	16	7	9	17
Wasn't important enough	15	31	14	26	26	41	36
Didn't know how to make a complaint/didn't know phone number	14	11	15	6	9	6	8
Forgot	9	7	13	11	20	10	14
Didn't have time/too busy	5	4	5	8	5	-	-
Other	4	6	3	2	8	4	-
Total	100	100	100	100	100	100	100

6.0 GLOBAL SATISFACTION/LOYALTY SCORE

Calgary Transit has employed a methodology for measuring overall satisfaction and loyalty[29] among regular customers of Transit services since 1999. The methodology involves a summation of results from three key questions in the Customer Satisfaction survey (Satisfaction with services in past 7 days, Level of commitment to Transit use and Recommendation of service)[30].

The Global Score for 2006 was 8.2, which is generally consistent with that of previous waves and is, in fact, unchanged from 2005.

Figure 6.1: Global Score for Satisfaction and Loyalty



Detailed analysis of Global Score for satisfaction and loyalty reveals that scores associated with 'committed' customers were significantly higher than those for 'ambivalent' or 'uncommitted' respondents . Global scores were also higher for older respondents (aged 65+), as well as those with lower household incomes.

29 Loyalty is established using a combination of responses to 'commitment' and 'willingness to recommend' questions.

30 The global score is calculated by adding together the average value (mean scores) achieved for the 'satisfaction with services in past 7 days,' 'level of commitment to Transit use' and 'recommendation of service' questions. The approach allows a high score of 11 and a low score of 3.

7.0 SERVICE EXPANSION AND FUNDING

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

7.1 Service Expansion

As can be seen in Figure 7.1, the top two service expansion priorities for 2006 respondents were having more service provided during peak hours (76%) and having more service in new communities (63%) (respondents who selected top two points on importance scale)[31].

Previous reports have identified distinct respondent segments as being more likely to identify divergent preferences for expansion priorities. The following summaries present notable observations for the 2006 survey (Table 7.1 on page 80). Noteworthy is that distinctions reported have been similar since 2002, but with some variations.

- ***Peak Hour Expansion*** - Respondents who used Transit primarily during peak times were more likely than other respondent segments to advocate the expansion of services during rush hour. They were also more likely to be of working age (e.g. 20 to 64 years of age) and used the Transit system to go to work.
- ***Weekend Service Expansion*** - Most likely to have been respondents who used Transit for shopping and do not have alternate means of transportation. This segment was also significantly more likely to have used both the bus and CTrain.
- ***Expansion of Midday Service on Weekdays*** – Respondents showing a preference for midday service weekday expansion were more likely to have been females with lower household incomes.
- ***Expansion of Service in Industrial Areas*** – Generally respondents who reside in the northeast or downtown areas of Calgary. Also more likely to have used both the bus and the CTrain.
- ***24 Hour Service*** (either bus or CTrain) - Primarily younger (under 34 years of age) respondents, who use Transit services frequently (bus and CTrain service), but are 'ambivalent' customers. As well, they were not likely to have alternate means of transportation available to them.

[31] Top two point selections result in respondents selecting 1 or 2 on a scale of 1, being most important, and 5, being least important).

Figure 7.1: Preferred Service Attributes

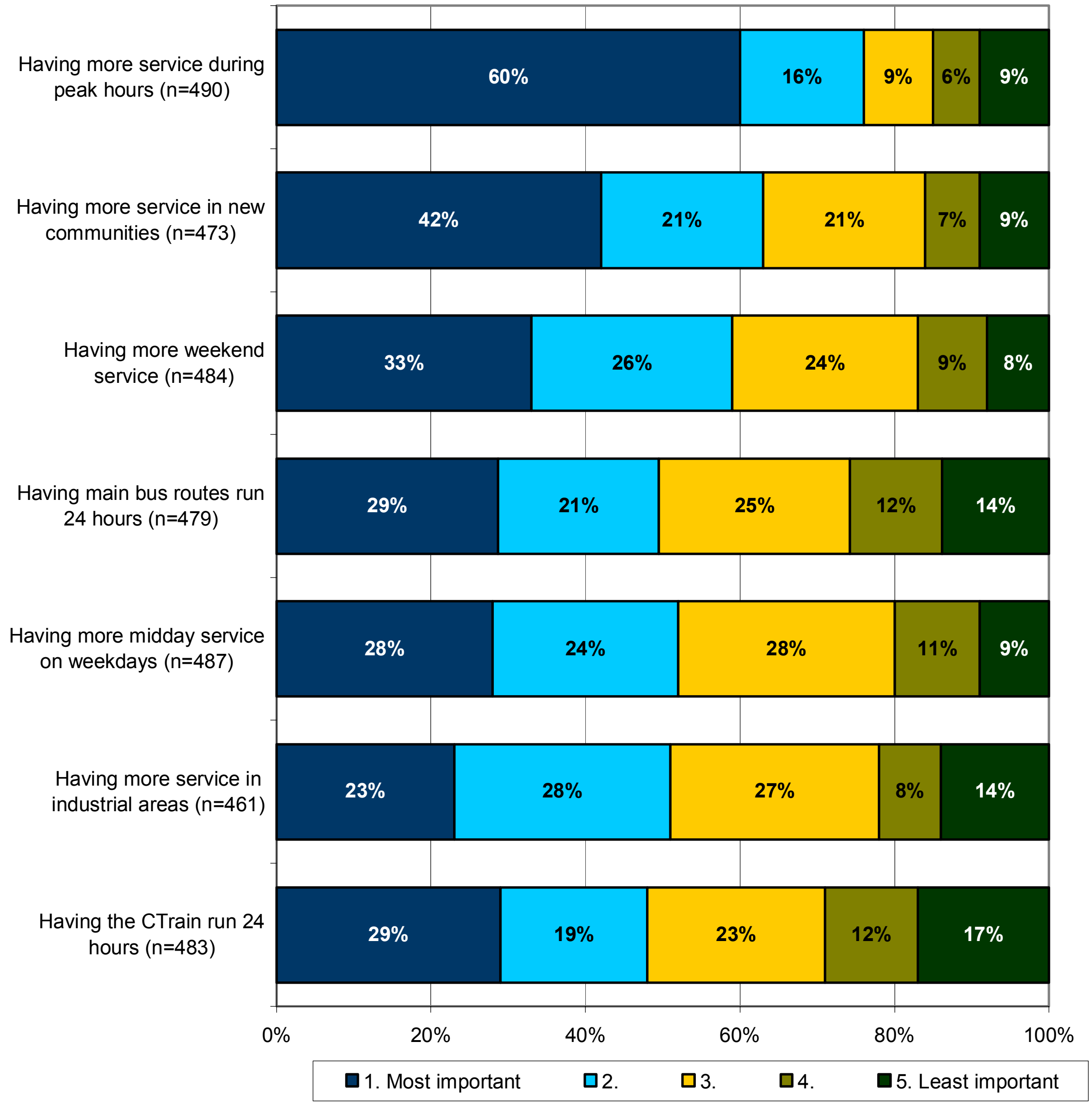


Table 7.1: Distinct Segment Characteristics[32]

Expansion Priorities	**Characteristics** (Segments Giving Higher Preference to Priority)
Having more service during peak hours	▪ Demographic: ▪ Respondents 20 to 64 years of age ▪ Transit Use: ▪ Use Transit 8 to 10 trips per week ▪ Primarily use Transit during Rush Hour
Having more weekend service	▪ Transit Use: ▪ Use Transit 11 or more trips per week ▪ Use both bus and CTrain ▪ Do not have access to alternate transportation
Having more midday service on weekdays	▪ Demographic: ▪ Female respondents ▪ Lower income respondents
Having more service in industrial areas	▪ Demographic: ▪ Reside in northeast area and downtown ▪ Transit Use: ▪ Use both bus and CTrain
Having main bus routes run 24 hours	▪ Demographic: ▪ Respondents aged 34 or younger ▪ Transit Use: ▪ Use Transit 11 or more trips per week ▪ The shorter time a respondent has used Transit services (e.g. less than 14 years) ▪ 'Ambivalent' customers ▪ Do not or sometimes have access to alternate transportation
Having the CTrain run 24 hours	▪ Demographic: ▪ Respondents aged 34 or younger ▪ Transit Use: ▪ Use Transit 11 or more trips per week ▪ Use both bus and CTrain ▪ The shorter time a respondent has used Transit services (e.g. less than 14 years) ▪ 'Ambivalent' customers

[32] See Technical Report, pp. C-479-524.

Priority ratings for 2006 were consistent with those of previous survey waves (Table 7.2).[33]

Table 7.2: Annual Comparisons of Service Expansion Priorities

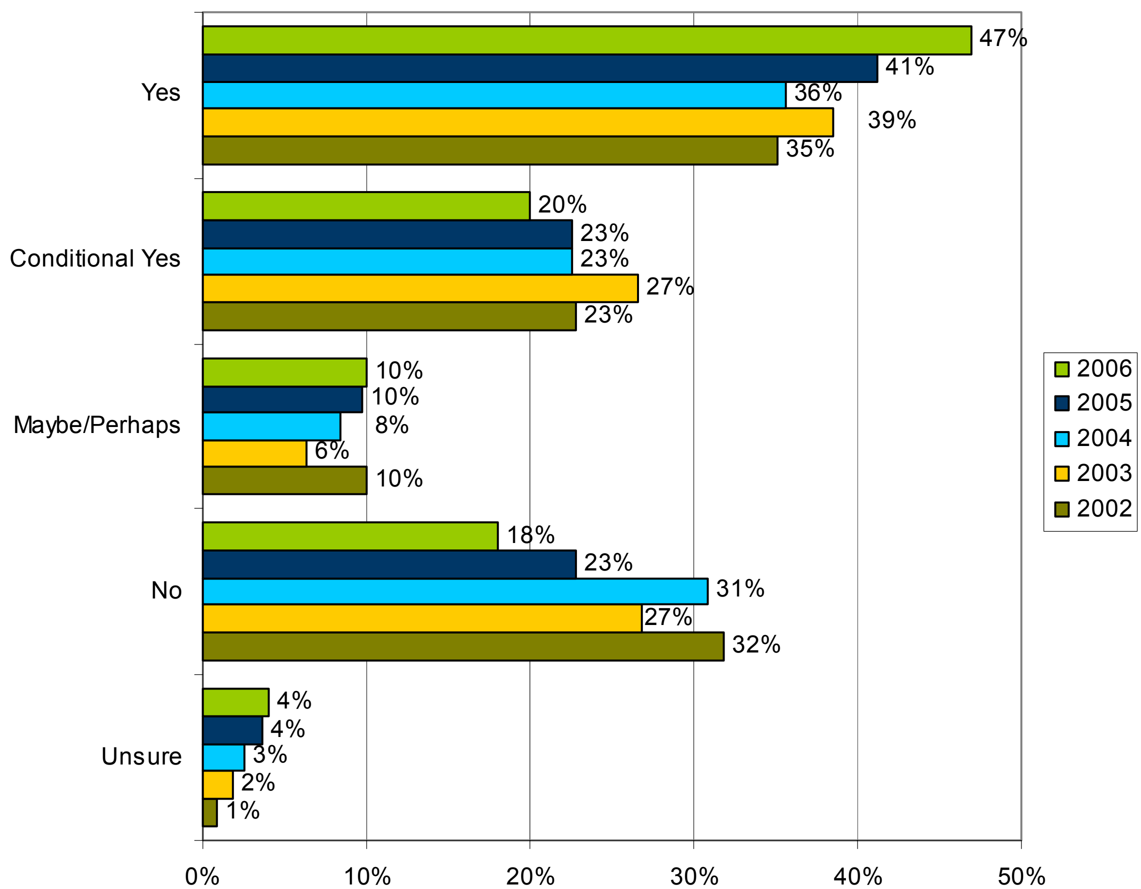
Service Components	Year	% of Respondents				
		1. Most important	2.	3.	4.	5. Least important
More service during peak hours	2006 (n=487)	60	16	9	6	9
	2005 (n=483)	57	18	10	6	9
	2004 (n=490)	49	22	14	6	9
	2003 (n=492)	55	19	15	6	6
	2002 (n=495)	56	19	11	6	9
Having more weekend service	2006 (n=487)	33	26	24	9	8
	2005 (n=487)	37	25	20	9	9
	2004 (n=484)	34	28	23	6	9
	2003 (n=497)	34	24	23	8	12
	2002 (n=491)	30	29	23	10	9
Having more midday service on weekdays	2006 (n=489)	28	24	28	11	9
	2005 (n=490)	29	23	27	12	9
	2004* (n=487)	30	24	30	9	7
	2003* (n=497)	25	25	30	10	10
	2002* (n=491)	24	22	30	12	11
Having main bus routes run 24 hours	2006 (n=487)	29	21	25	12	14
	2005 (n=475)	28	20	25	12	15
	2004* (n=479)	29	23	23	13	12
	2003* (n=501)	30	16	23	13	18
	2002 (n=494)	30	17	23	12	18
Having the CTrain run 24 hours	2006 (n=485)	29	19	23	12	17
	2005 (n=474)	.26	17	31	10	16
	2004 (n=483)	31	17	25	11	16
	2003 (n=493)	31	13	24	11	21
	2002 (n=490)	29	15	25	13	18
Having more service in new communities	2006 (n=477)	42	21	21	7	9
	2005 (n=454)	40	27	19	7	6
	2004 (n=473)	44	20	21	6	9
	2003 (n=n/a)	n/a	n/a	n/a	n/a	n/a
	2002 (n=n/a)	n/a	n/a	n/a	n/a	n/a
Having more service in industrial areas	2006* (n=461)	23	28	27	8	14
	2005* (n=443)	33	17	25	13	12
	2004 (n=n/a)	n/a	n/a	n/a	n/a	n/a
	2003 (n=n/a)	n/a	n/a	n/a	n/a	n/a
	2002 (n=n/a)	n/a	n/a	n/a	n/a	n/a
*Note: Statistical variances between/among survey waves as indicated (p<.05).						

[33] Note: Differences among survey waves were not significant.

7.2 Funding Service Expansion

Respondents were queried on their sensitivity to fare increases within the context of the aforementioned service expansion priorities (see Section 7.1). In 2006, two thirds (67%) stated that they would be in favour (fully or conditionally) of a fare increase whereby funds generated would be directly applied to service improvements (Figure 7.2). This proportion of respondents is at a survey high. Interestingly, a historical examination of the data shows that when overall performance ratings decrease (see Figure 5.5), support for fare increase and subsequent allocation to service improvement increases, with the 2003 survey wave serving as an example. Such is also the case for 2006.

Figure 7.2: Support for Fare Increases to Fund Service Additions



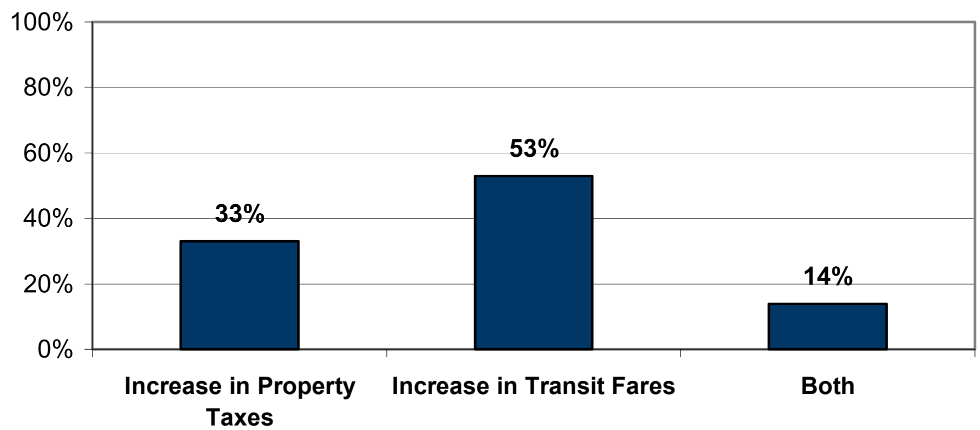
Statistical differences between 2002 2003, 2004, 2005 and 2006 survey waves (p<.05).

Further analysis of the 2006 survey results brought forth significant distinctions among survey respondent groups. Specifically, 'committed' and 'ambivalent' customers were more likely to support a fare increase than were 'uncommitted'

Transit users. Previous survey reports (i.e. 2002, 2003, 2005) contained observations suggesting that respondents 55 years of age or younger were significantly more likely to be in favour of fare increases. This trend did not apply in 2004, and it is again not applicable in 2006.

In 2006, an additional question was added to the questionnaire regarding funding service expansion. Specifically, respondents were asked which was more appropriate as a source for funding further Transit services, an increase in property taxes or an increase in Transit fares. As can be seen in Figure 7.3, most (53%) respondents indicated that an increase in Transit fares is most appropriate for funding service expansion.

Figure 7.3: Support for Fare Increases to Fund Service Additions



8.0 INFORMATION SERVICES

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

Data presented in Figure 8.1 represents the proportions of respondents who used various sources of Transit information, as well as their frequency of use. In 2006, most customers reported having used the 'Calgary Transit Web Site' (54%), followed by use of the 'TeleRide System' (46%), 'Information posted at CTrain stops' (41%), 'Information posted at bus stops' (34%) and the 'Transit System Map' (34%). Less commonly used were 'Pocket Schedules' (28%), the 'Customer Call Centre' (23%), and the 'Seventh Avenue Customer Centre' (9%).

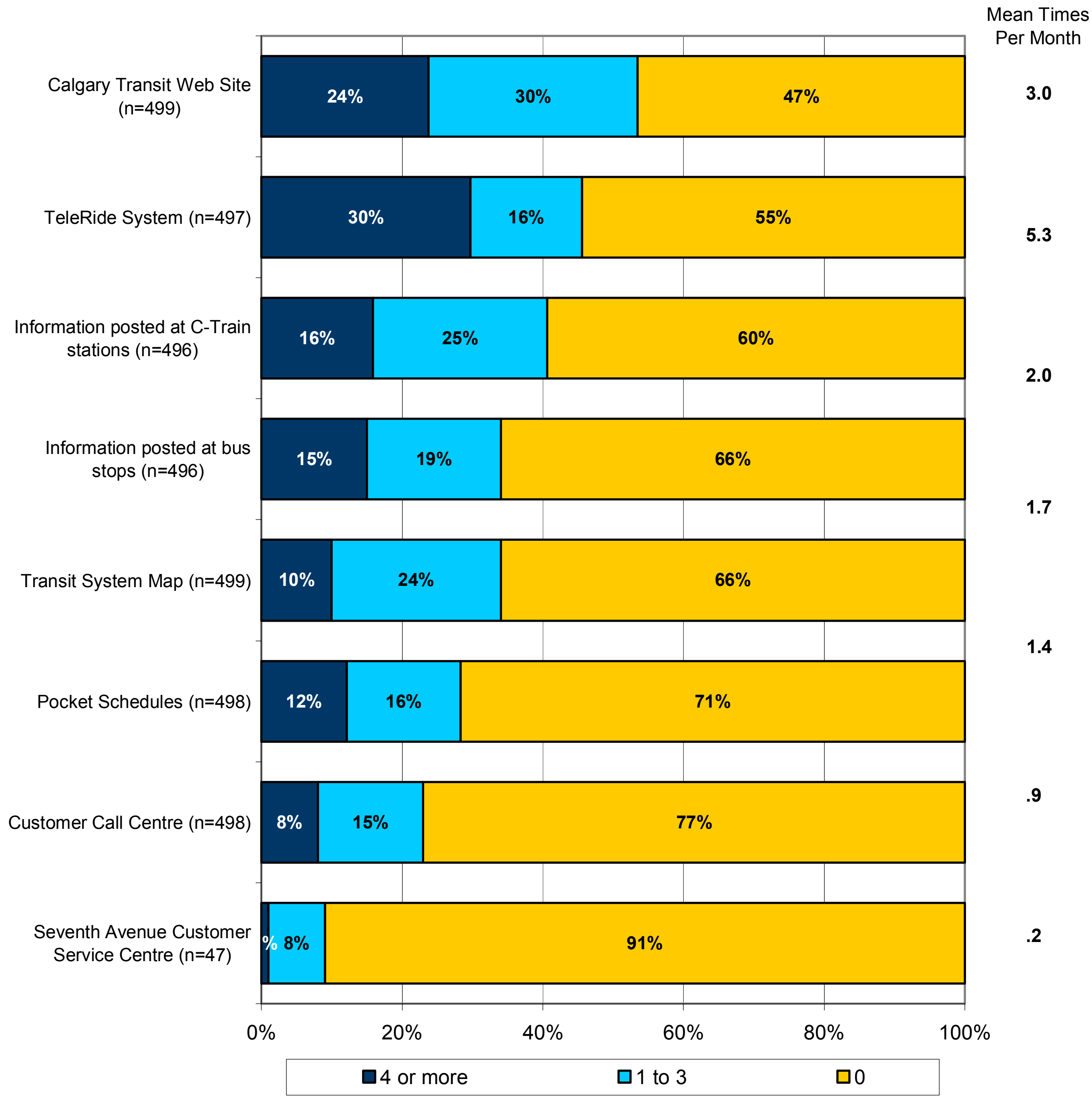
Information posted at CTrain stations' was used most frequently by respondents (an average of 1.8 times per month), followed by 'Information posted at bus stops' (1.7 times per month), and the 'Calgary Transit Web site' (1.6 times per month).

Previous survey reports have put forth that younger respondents were more likely than were older respondents to make use of information sources (with the exceptions of 'Pocket Schedules', 'Seventh Avenue Customer Service Centre' and the 'Customer Call Centre'). The 2006 data reveal a similar trend.
Other observations worth noting from the 2006 survey data, which were similar to previous survey findings, included[34]:

- For the most part, customers who use the bus (rather than the CTrain) were more likely to access the information sources,
- Frequent Transit users were more likely to use the Teleride System,
- Web site users were more likely to:
    - Primarily use Transit for school,
    - Be younger respondents
    - Have used Transit for less than 14 years,
    - Use Transit frequently, and
    - Use Transit during Rush hour periods.

[34] See Technical Report, pp. C-367-422.

Figure 8.1: Use of Information Services/Times Per Month



Annual comparisons of information use are presented in Table 8.1. The 2005 survey report suggested that use of the Calgary Transit Web site has been steadily increasing since 2002. The 2006 data shows that while the proportion of respondents who use this information source has not continued to increase, it has remained steady from 2005. Increases in use can be noted, however, for information posted at CTrain stops and the Customer Call Centre

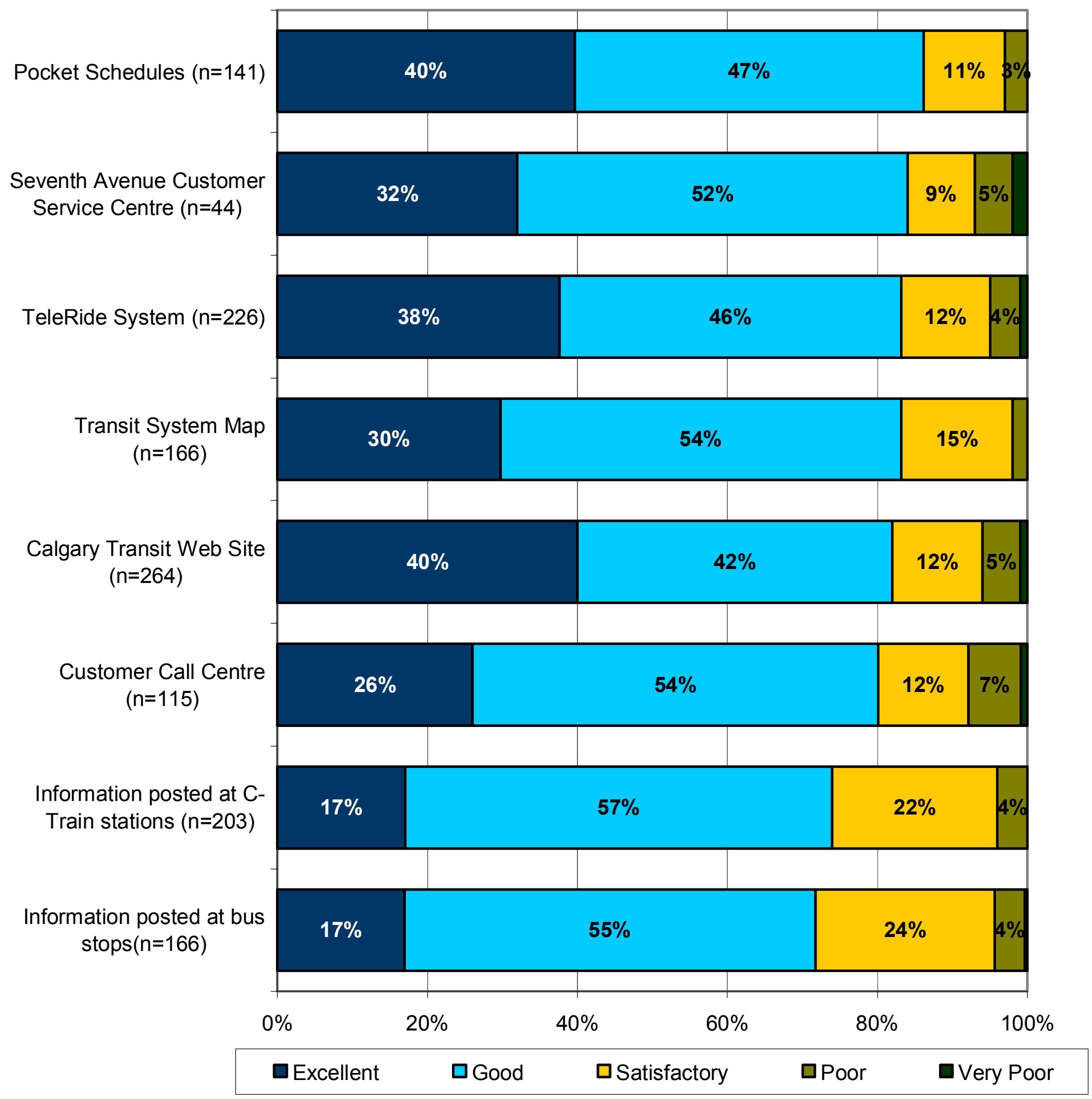
Table 8.1: Annual Comparisons of Information Services

Information Service	Year	% of Times Contacted Per Month			Mean Times per Month
		4 or more	1 to 3	0	
Information posted at bus stops	2006* (n=496)	15	19	66	1.7
	2005* (n=499)	12	21	67	1.5
Information posted at CTrain stations	2006* (n=496)	16	25	60	2.0
	2005* (n=498)	11	25	65	1.3
Information posted at bus stops/CTrain stations	2004 (n=497)	23	26	51	3.1
	2003 (n=499)	23	28	49	4.2
	2002 (n=501)	22	33	46	3.5
Calgary Transit website	2006* (n=499)	24	30	47	3.0
	2005* (n=499)	24	30	46	3.4
	2004* (n=499)	25	19	56	3.2
	2003* (n=503)	20	23	57	2.7
	2002* (n=501)	12	19	69	1.9
TeleRide System	2006* (n=497)	30	16	55	5.3
	2005* (n=497)	30	14	56	5.3
	2004* (n=496)	28	16	56	5.1
	2003* (n=499)	34	11	55	6.8
	2002* (n=501)	29	13	59	5.9
Transit System Map	2006* (n=499)	10	24	66	1.4
	2005* (n=498)	8	26	66	1.4
	2004* (n=499)	11	25	64	1.4
	2003* (n=502)	14	28	58	2.1
	2002* (n=501)	13	24	64	1.6
Pocket Schedules	2006* (n=498)	12	16	71	1.6
	2005* (n=499)	9	14	77	1.2
	2004* (n=497)	13	19	68	1.7
	2003* (n=499)	15	24	61	3.1
	2002* (n=501)	18	19	63	2.3
Customer Call Centre	2006* (n=498)	8	15	77	1.3
	2005* (n=500)	6	14	80	0.9
	2004* (n=498)	6	22	72	1.1
	2003* (n=504)	9	22	69	1.2
	2002* (n=501)	6	20	74	1.0
Seventh Avenue Customer Service Centre	2006* (n=453)	1	8	91	1.1
	2005* (n=500)	1	9	90	0.2
	2004* (n=499)	2	11	87	0.3
	2003* (n=502)	0	14	86	0.6
	2002* (n=501)	1	14	85	0.2

*Note: Statistical differences among survey waves as indicated, based on recoded variable (p<.05).

Respondents who reported having used various sources of information were generally satisfied with the quality of information yielded from their accessed source or sources. Data presented in Figure 8.2 reveals that the significant majority of respondents rated 'Pocket Schedules' (87%), 'Transit System Map' (84%), 'Seventh Avenue Customer Service Centre' (84%), 'Teleride System' (84%), 'Calgary Transit Web Site (82%), and 'Customer Call Centre' (80%) as excellent or good. 'Information posted at CTrain stations' (74%) and 'Information posted at bus stations' (72%) were rated lowest with still more than three-quarters stating that they were excellent or good.

Figure 8.2: Rating of Information Services



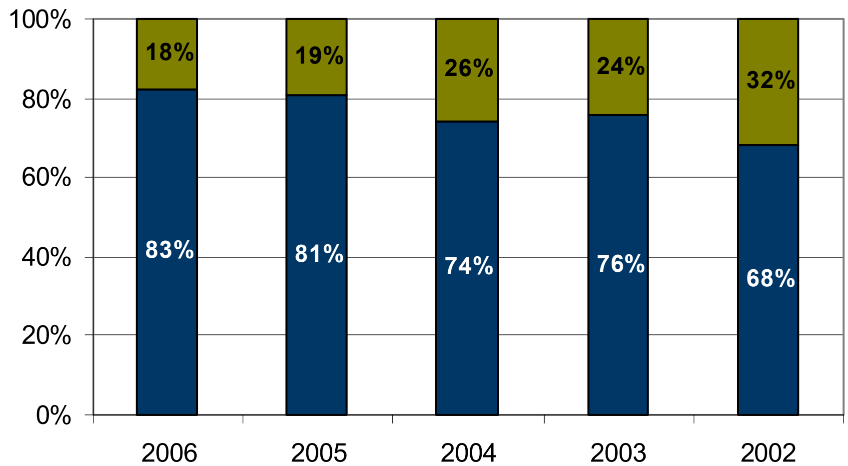
The results regarding ratings of various information sources is similar to those of previous survey waves (Table 8.2) Indeed, there are no significant differences between the 2006 findings and those from previous years.

Table 8.2: Annual Comparisons of Information Services						
Information Service	**Year**	**% of Respondents**				
		Excellent	**Good**	**Satisfactory**	**Poor**	**Very Poor**
Seventh Avenue Customer Service Centre	2006 (n=44)	32	52	9	5	2
	2005 (n=46)	26	52	20	2	0
	2004 (n=64)	42	48	8	2	0
	2003 (n=71)	35	52	10	1	1
	2002 (n=73)	34	49	12	4	1
TeleRide System	2006 (n=226)	38	46	12	4	1
	2005 (n=220)	47	38	11	3	1
	2004 (n=218)	52	37	9	1	1
	2003 (n=226)	47	40	11	2	0
	2002 (n=205)	46	42	9	2	1
Calgary Transit Web Site	2006 (n=264)	40	42	12	5	1
	2005 (n=267)	51	36	9	3	1
	2004 (n=220)	51	38	11	0	1
	2003 (n=218)	50	40	8	2	0
	2002 (n=155)	45	41	12	2	0
Transit System Map	2006 (n=166)	30	54	15	2	0
	2005 (n=167)	33	49	14	4	0
	2004 (n=175)	31	55	12	2	0
	2003 (n=208)	30	56	9	5	1
	2002 (n=182)	31	52	15	3	0
Pocket Schedules	2006 (n=141)	40	47	11	3	0
	2005 (n=111)	38	49	11	3	0
	2004 (n=161)	34	50	14	2	0
	2003 (n=196)	35	48	15	2	1
	2002 (n=181)	37	49	11	3	1
Customer Call Centre	2006 (n=115)	26	54	12	7	1
	2005 (n=99)	28	46	21	4	1
	2004 (n=134)	42	35	16	5	2
	2003 (n=493)	31	49	13	5	2
	2002 (n=130)	36	42	18	2	2
Information posted at bus stops	2006 (n=166)	17	55	24	4	0
	2005 (n=163)	15	58	22	4	1
Information posted at CTrain stations	2006 (n=203)	17	57	22	4	0
	2005 (n=176)	19	59	19	2	1
Information posted at bus stops/CTrain stations	2004 (n=244)	26	48	20	6	0
	2003 (n=493)	19	59	16	6	1
	2002 (n=271)	24	47	23	6	1

9.0 USE OF TECHNOLOGY

In an effort to assist in planning its website, Calgary Transit has explored internet access among Calgarians since the 2002 survey wave. As can be seen in Figure 9.1, the significant majority (83%) of Transit users had internet access at home. The proportion of customers with access has generally risen since the inception of this query, the exception being a slight decrease from 2003 to 2004.

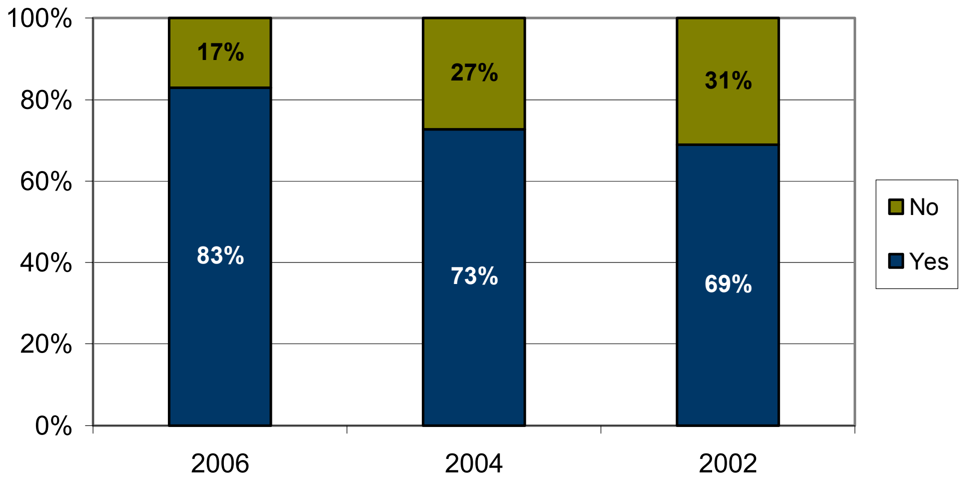
Figure 9.1: Internet Access at Home
Transit Customers



Statistical significance of differences between 2006 and other survey waves (p<.05).

Data presented in Figure 9.2 shows that the percentage of non-users indicating they had internet access at home (83%) was the same as that of customers (see Figure 9.1). Similar too is the continued increase of those with home access throughout the survey waves.

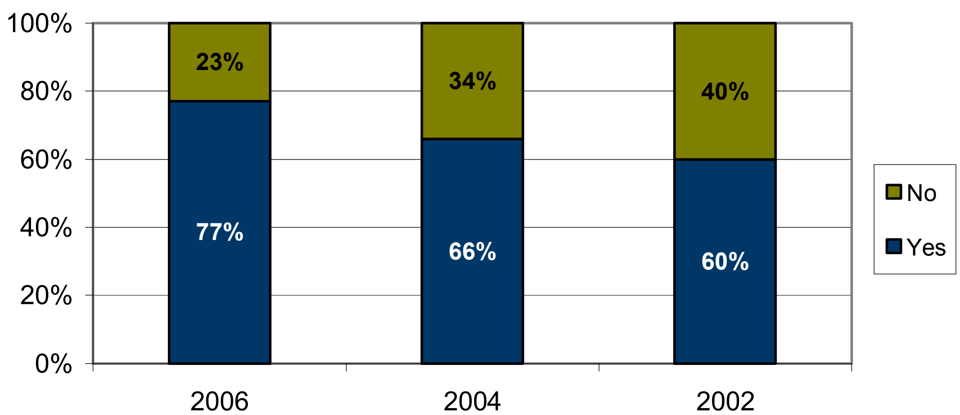
Figure 9.1: Internet Access at Home
Transit Non-Users



Statistical significance of differences between 2006 and other survey waves (p<.05).

Non-users who stated they had internet access at home were further asked whether or not they were aware that Calgary Transit has a website (Figure 9.3). Nearly eight out of ten (77%) indicated awareness. The percentage of non-users with home access that are aware of Calgary Transit's website has steadily risen since this question was first asked in 2002.

Figure 9.3: Awareness of Calgary Transit's Website
Non-Users



Statistical significance of differences between 2006 and other survey waves (p<.05).

10.0 ADDITIONAL OBSERVATIONS

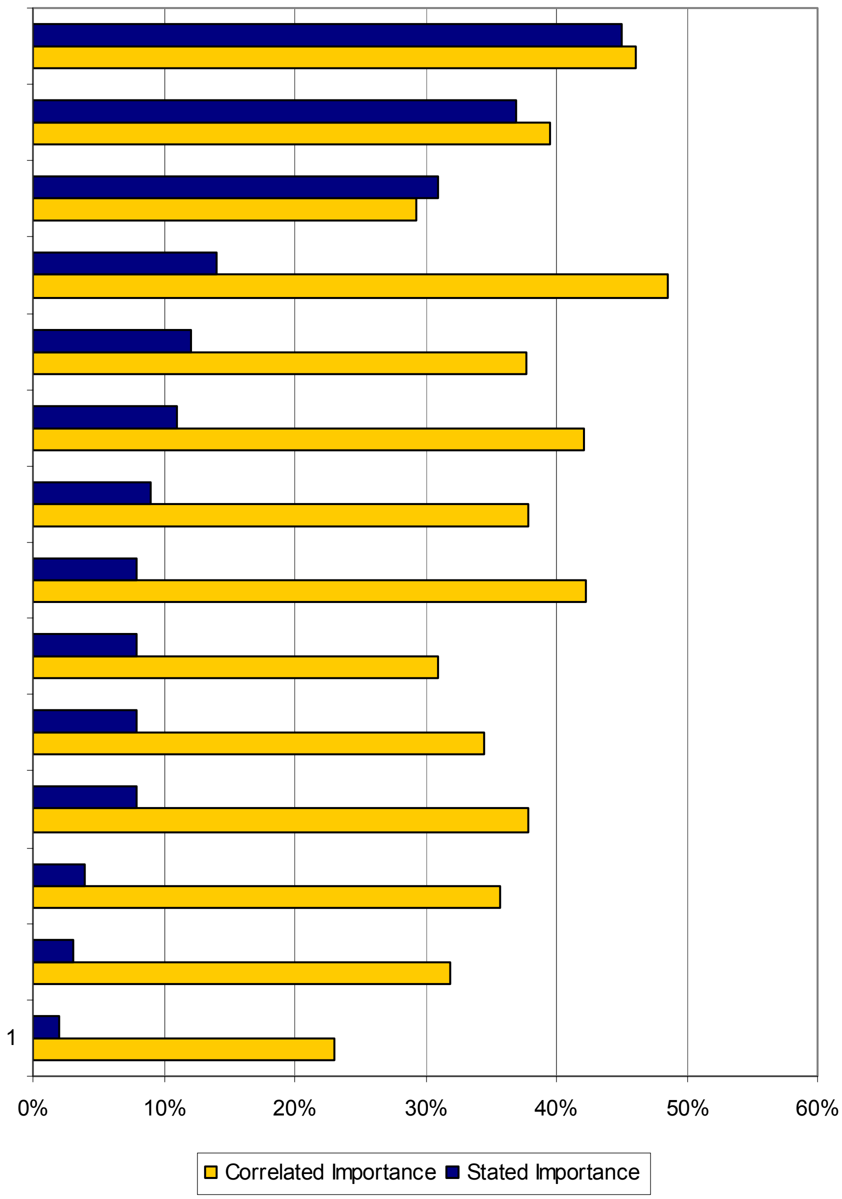
Preceding sections of this report have presented survey results and analyses about customer use, preferences and expectations. The following section details additional observations for the 2006 survey wave, often within the context of their consistent or contrary findings, as is applicable, to previous waves.

- ***Increase in Ridership*** – Calgary Transit experienced an increase in ridership in 2006 (based on discussions with Calgary Transit). The survey data suggests that existing customers have increased their frequency of use, particularly during rush hour, but also at different times of the day and for all types of trips. One observable difference in responses between 2005 and 2006 data is the increase of respondents who felt Transit was a faster means of travel than other forms (e.g. vehicle). It is likely that the increase in rush hour use is stimulated by Calgarians frustration with rush hour congestion (particularly traveling by car). However, this finding alone may not fully explain the increase in Transit ridership. The increase in population has likely also contributed to the higher ridership.

- ***Movement toward Adult Monthly Passes from Ticket books -*** Transit has also experienced an increase in purchases of Adult Monthly Passes compared to Ticket books (based on discussions with Calgary Transit). It would appear that those customers who are using Transit more often are recognizing the value of purchasing an Adult Monthly Pass. In some respects, the investment in a Monthly Pass and taking Transit more regularly is outweighing the convenience of traveling by car during rush hour and taking Transit periodically (and purchasing Ticket books to do so). The higher support for increasing fares to fund service additions may also reflect customers' willingness to invest in Transit services.

- ***Service Gap Analysis***– Detailed analysis was undertaken to evaluate the importance of various service attributes to customers. The initial analysis involves assessing the relative importance of service attributes to customers' perceptions of the service provided by Calgary Transit. This analysis is compared to the attributes that customers stated were important to them (from Figure 5.2). Figure 9.2 on the next page shows that survey respondents state that being on time and service frequency are the most important attributes provided by Calgary Transit. These attributes continue to be high in terms of relative importance to the overall satisfaction ratings that customers provided for Calgary Transit. But this analysis also shows that convenience of connections and transfers, route layout and length of travel time also rate highly in terms of relative importance. This analysis may suggest that being able to get to a destination efficiently (quickly) and effectively (with limited connections or transfer time) contribute more than has previously been understood by assessing the attributes that survey respondents state as being important to them.

Figure 9.1: Correlated versus Stated Importance of Service Attributes

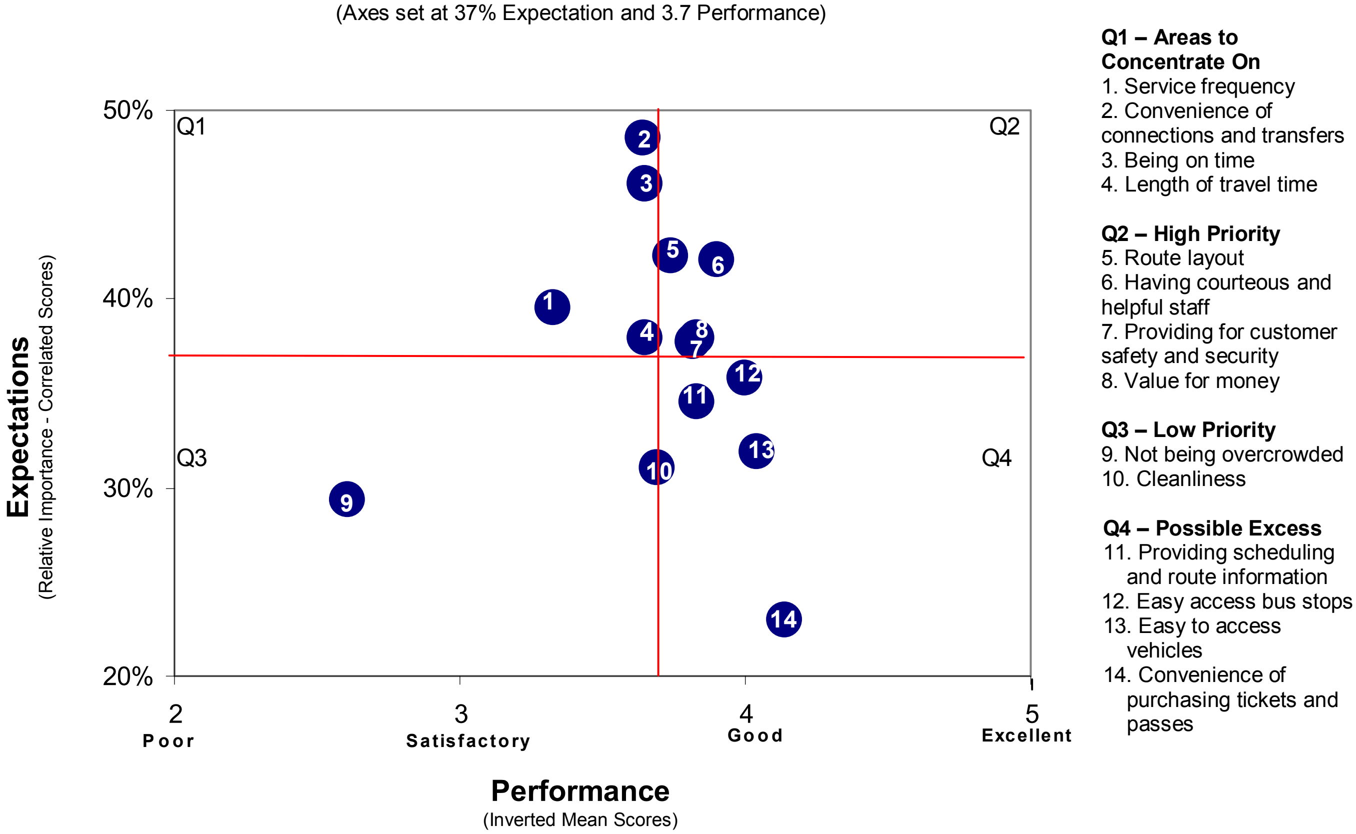


Correlated	Stated	
46%	45%	Being on time
40%	37%	Service frequency
29%	31%	Not being overcrowded
49%	14%	Convenience of Connections and transfers
38%	12%	Providing for customer safety and security
42%	11%	Having courteous and helpful staff
38%	9%	Value for money
42%	9%	Route layout
31%	8%	Cleanliness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

Using the data above, further insight can be gained about service attributes and how respondents perceive Calgary Transit to be addressing service priorities. Figure 9.2 presents customer expectations (relative importance ratings) to that of Calgary Transit performance (satisfaction ratings). The analysis reveals potential priorities that might be considered in future service planning of Calgary Transit. In particular, service attributes presented in Quadrant 1 (Q1) represent areas where disparities exist between customers' expectations and their ratings of Transit performance. In other words, service frequency, convenience of connections and transfers, being on time and length of travel time are service attributes identified as needing improvement. Ironically, these are some of the attributes that were identified in the previous analysis as representing priorities for efficient and effective service. The service attributes positioned in Quadrant 2 (Q2) are generally satisfactory compared to other attributes. However, the proximity of these amenities to the Performance axis suggests that there may be room for improvement for many of them. 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 9.2: Expectations/Performance Gaps

(Axes set at 37% Expectation and 3.7 Performance)



- ***Appeal of Living Near LRT Stations -*** The survey examined whether or not respondents had considered moving closer to a CTrain station and approximately 16% stated they had. The survey data show that respondents residing with 600 metres are significantly more likely to use the CTrain or than those who reside outside of 600 metres (Table 9.1). But they are more likely to use Transit services less frequently (Table 9.2). As such, the convenience of having a CTrain station close to where a customer lives does not necessarily imply that that customer will use Transit services more often.

Table 9.1: CTrain/Bus Usage		
Mode Used	**Within 600 Metres** (n=46)	**Outside of 600 Metres** (n=453)
Bus	13	35
CTrain	57	23
Both	30	42
Total	100	100

Table 9.2: Frequency of Use		
Frequency per Week	**Within 600 Metres** (n=46)	**Outside of 600 Metres** (n=451)
1 to 3 trips	35	19
4 to 7 trips	15	18
8 to 10 trips	37	47
11 or more trips	13	16
Total	100	100

- ***Security and Safety Concerns -*** Recently, media reports have examined Calgary Transit security and safety more vigorously than has previously been experienced. The Customer Satisfaction Survey has examined topics related to security and safety and the survey findings have remained fairly consistent over the years. For example, most respondents (about 3 in 5) have stated that there are sufficient Protection Officers on the CTrains to ensure the personal security of passengers (2002 to 2006). Most respondents have also said that they have not seen Protective Officers in the seven days prior to being surveyed (although the proportion stating that they had seen a Protective Officer was higher in 2006 than in previous years). As well, just over half of respondents did not feel that more Protective Officers were needed to address security and safety concerns. These findings may suggest that security and safety issues are no more a concern in 2006 than in previous years. Nevertheless, there is a sizable portion of customers who have suggested that more Protection Officers are needed, mainly in the downtown and did not agree (about 2 in 5) that there are sufficient Protective Officers to ensure the personal safety of passengers.

11.0 CONCLUSION

The 2006 Customer Satisfaction Survey yielded data indicating that nearly four in ten (38%) Calgarians used Transit services on a regular basis. This proportion is lower than that associated with the 2005 survey wave, but consistent with survey waves previous. Conversely, the 2006 data reveal that regular customers rode Transit approximately 8.5 times per week, a frequency that is notably higher than that of 2005, a survey year which represents a longitudinal frequency low. Indeed, the 2006 weekly average number of rides associated with regular customers was the highest it has been in seven years.

As has been the case historically, most regular Transit customers used buses (either buses or both buses and the CTrain) when accessing Transit services and rode during rush hour periods only. Indeed, the proportion of customers reporting rush hour only as their most frequent travel time is at the highest it has been since 1999.

Transit customers assigned a ‘global score’, or a measure of loyalty and satisfaction of 8.2 in 2006. This score is relatively consistent with that of previous years and represents a combination of overall satisfaction of service quality (66% rated excellent or good), prevalence of commitment to Transit use (50% of Transit customers), and likelihood of recommending Transit to friends and family (73% of Transit customers).

Over six in ten customers (63%) offered that overall Transit service in their community had remained the same in the year prior to the survey as compared to previous years. The proportion of respondents indicating this is up significantly from 2005. The proportion of respondents stating that Transit services were a lot worse has also significantly increased from the last survey wave, but still represents fewer than two in ten (9%) of those surveyed. Respondents stating that service had been a little or a lot worse generally though this was due to overcrowding. Of the nearly two in ten (18%) who thought that service had improved, they commonly cited service frequency as their reason.

As has been reported in past survey reports, customers consider 'being on time' and 'service frequency' as being the most important aspects of Calgary Transit service.

APPENDIX A

SURVEY INSTRUMENTS

NOTE TO THE READER:

- Instructions to interviewers are presented as (WORDS THAT ARE CAPITALS AND PRESENTED IN RED) and are not read to respondents
- For CATI software programming, instructions are presented as **(words that are underlined or presented 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. 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, then Livery Transport questionnaire
If 0, complete Non-User Questionnaire, then Livery Transport Questionnaire

CUSTOMER SURVEY QUESTIONNAIRE

QC1. Which do you mainly use . . . . **[READ CATEGORIES]**

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

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
03 [ ] No Car Available
04 [ ] Avoid Traffic
05 [ ] Avoid Parking
06 [ ] Don't Drive
07 [ ] Convenient Service
08 [ ] Faster Travel Time
09 [ ] Comfortable/Relaxing
10 [ ] Environmental Reasons
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 [ ] Personal business (medical appointments etc.) 5 [ ] Social/recreational

QC2C. During what time period do you use Calgary Transit **most often** - 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 QC2E**
2 [ ] Rush Hour ONLY **>>>>> SKIP TO QC2E**
3 [ ] Rush hour and other Time Periods **>>>>> GO TO QC2D**
4 [ ] Non-Rush Hour **>>>>> GO TO QC2D**

QC2D. Would that be on a weekday midday, evening or a weekend?

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

QC2E. What method of fare payment 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
02 [ ] Universal Pass
03 [ ] Senior Citizen Pass
04 [ ] Adult Monthly Pass
05 [ ] Day Pass
06 [ ] Ticket from a book of tickets
07 [ ] Cash
08 [ ] Don't pay
09 [ ] Other (Please specify___________)
10 [ ] Don't Know

QC2F. Compared to a year ago, has the method of fare payment you use most often changed?

1 [ ] Yes 2 [ ] No 3 [ ] Don't Know

QC2G. What method of fare payment did you use most often a year ago?
DON'T READ - TAKE NO MORE THAN 2 RESPONSES PROBE TO ENSURE THAT PROPER PASS TYPE IS GIVEN

01 [ ] Youth Monthly Pass
02 [ ] Universal Pass
03 [ ] Senior Citizen Pass
04 [ ] Adult Monthly Pass
05 [ ] Day Pass
06 [ ] Ticket from a book of tickets
07 [ ] Cash
08 [ ] Don't pay
09 [ ] Other (Please specify___________)
10 [ ] Don't Know

QC2H. Why have you changed the method of fare payment you use most often?

____

QC2I. For the trips that you make using Calgary Transit - in general, do you also have the option of using a car, truck, van or other vehicle for those trips?

1 [ ] Yes 2 [ ] No 3 [ ] Sometimes

QC2J. Compared to the same time last year, are you using Calgary Transit more, the same or less?

1 [ ] More 2 [ ] Same**->Skip to QC3** 3 [ ] Less**->Skip to QC3** 4 [ ] Unsure**->Skip to QC3**
IF "MORE" ASK Q2H, OTHERWISE SKIP TO QC3

QC2K. What is your main reason for using Calgary Transit more this year than last year?
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
03 [ ] No Car Available
04 [ ] Avoid Traffic
05 [ ] Avoid Parking
06 [ ] Don't Drive
07 [ ] Convenient Service
08 [ ] Faster Travel Time
09 [ ] Comfortable/Relaxing
10 [ ] Environmental Reasons
11 [ ] Other (Specify)

12 [ ] Don't Know

QC3. 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) Route Layout	1	2	3	4	5	6
i) Convenience of Connections and Transfers	1	2	3	4	5	6
j) Providing for Customer Safety and Security	1	2	3	4	5	6
k) Providing Scheduling and Route Information	1	2	3	4	5	6
l) Convenience of Purchasing Tickets and Passes	1	2	3	4	5	6
m) Easy to Access Vehicles	1	2	3	4	5	6
n) Easy Access Bus Stops	1	2	3	4	5	6

QC4A. 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.]**

QC4B. And what is the **second most important**?
MARK [1] FOR 1ST MOST IMPORTANT AND [2] FOR 2ND MOST IMPORTANT QUESTION; DON'T KNOW = 98 **Set up CATI to identify 1st and 2nd ranking**

Factor	**1st Most Important**	**2nd Most Important**
Having Courteous & Helpful Staff		
Being on Time		
Cleanliness		
Not Being Overcrowded		
Service Frequency		
Value for Money		
Length of Travel Time		
Route Layout		
Convenience of Connections and Transfers		
Providing for Customer Safety and Security		
Providing Scheduling and Route Information		
Convenience of Purchasing Tickets and Passes		
Easy to Access Vehicles		
Easy Access Bus Stops		
Other		
None in particular		
Don't know		

QC5A. 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

QC5B. 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 QC6**
4 [ ] A little worse
5 [ ] A lot worse
6 [ ] Didn't use in previous years **>>>> SKIP TO QUESTION QC6**
7 [ ] Don't know **>>>> SKIP TO QUESTION QC6**

QC5C. 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	[ ] 11
Being on Time	[ ] 02	Expansion of CTrain service/CTrain line extension	[ ] 12
Cleanliness	[ ] 03	Convenience of Purchasing Tickets and Passes	[ ] 13
Being Overcrowded	[ ] 04	Easy to Access Vehicles	[ ] 14
Service Frequency	[ ] 05	Easy Access Bus Stops	[ ] 15
Value for Money	[ ] 06	New Services	[ ] 16
Length of Travel Time	[ ] 07	Other (Specify: ________)	[ ] 17
Route Layout	[ ] 08	Don't Know	[ ] 18
Convenience of Connections and Transfers	[ ] 09		
Providing for Customer Safety and Security	[ ] 10		

QC6. 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 usually able to provide helpful information about Calgary Transit services	1	2	3	4	5	6
c) I feel safe when traveling on transit	1	2	3	4	5	6
d) Bus drivers usually wait for passengers when they see them running for the bus	1	2	3	4	5	6
e) Protective service officers (fare inspectors) on the CTrain demonstrate professionalism	1	2	3	4	5	6
f) Other passengers are usually well-behaved	1	2	3	4	5	6
g) Bus drivers usually wait until passengers are seated before leaving the stop	1	2	3	4	5	6
h) Calgary Transit vehicles arrive at my stop at the scheduled time	1	2	3	4	5	6
i) I feel there are sufficient Protective Service officers (fare inspectors) on the CTrain to ensure my personal security	1	2	3	4	5	6
j) There is sufficient parking available at Park'n'Rides	1	2	3	4	5	6
k) Overall, I feel Calgary Transit bus and CTrain drivers operate their vehicles safely	1	2	3	4	5	6

QC7. Calgary Transit is interested in you perceptions regarding its fleet and facilities. Based on your last transit trip, please rate the following being either excellent, good, satisfactory, poor, or very poor.

	Excellent	Good	Satisfactory	**Poor**	Very Poor	Refused
a) Cleanliness of bus interiors	1	2	3	4	5	6
b) Cleanliness of CTrains interiors	1	2	3	4	5	6
c) Cleanliness of CTrain stations	1	2	3	4	5	6
d) Maintenance of CTrain stations	1	2	3	4	5	6
e) Cleanliness of passenger shelters	1	2	3	4	5	6
f) Maintenance of passenger shelters	1	2	3	4	5	6
Comfort of vehicle ride	1	2	3	4	5	6
Comfort of vehicle seats	1	2	3	4	5	6

QC8A. 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 QC9**

QC8B. **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 ___________________________

QC9. 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) Transit System Map (all routes)? [ ] times per month
d) Pocket Schedules (Blue, single route)? [ ] times per month
e) Calgary Transit web site (www.calgarytransit.com)? [ ] times per month
f) Seventh Avenue Customer Service Centre? [ ] times per month
g) Information posted at bus stops? [ ] times per month
h) Information posted at CTrain stations? [ ] times per month

QC10. **[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) Transit System Map	1	2	3	4	5	6
d) Pocket Schedules	1	2	3	4	5	6
e) Calgary Transit web site	1	2	3	4	5	6
f) 7th Avenue Customer Service Centre	1	2	3	4	5	6
g) Information posted at stops	1	2	3	4	5	6
h) Information posted at CTrain stations	1	2	3	4	5	6

QC11. When Calgary Transit looks at further service improvements, what should their priorities be. Please rate the following on a scale from 1 to 5 where 1 is the most important and 5 the least important:

	1. Most imp	2.	3.	**4.**	5. Least imp	6. Refused
a) Having the CTrain run 24 hours	1	2	3	4	5	6
b) Having main bus routes run 24 hours	1	2	3	4	5	6
c) Having more midday service on weekdays	1	2	3	4	5	6
d) Having more weekend service	1	2	3	4	5	6
e) Having more service during peak hours	1	2	3	4	5	6
f) Having more service in new communities	1	2	3	4	5	6
g) Having more service in industrial areas	1	2	3	4	5	6

QC12. Since it would take additional revenue to fund the priorities you mentioned above, would you be in favour if a fare increase if the funds generated were directly applied to these improvements?

[ ] Yes [ ] Conditional Yes ("depends on how much") [ ] Maybe/Perhaps
[ ] No

QC13. 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.

QC14. How often do you recommend Calgary Transit service to your friends or family? **[READ CATEGORIES]**

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

IF RESPONDENT INDICATED 'CTRAIN' (#2) OR BOTH (#3) IN QC1, ASK QC15, OTHERWISE SKIP TO QC15B

QC15A. In the past week (7 days), how many times have you seen a Protective Services Officer (Fare Inspector) on Calgary Transit CTrains? **TYPE # OF TIMES; ENTER '98' IF UNSURE/REFUSE**

OF TIMES**:** ______

QC15B. Are there any specific Transit locations or CTrain or bus routes that you feel more Protective Services Officers are needed to address safety or security concerns that you have?

1 [ ] Yes 2 [ ] No **->Skip to QC16A** 3 [ ] Don't know **-> Skip to QC16A**

QC15C What Transit locations or CTrain or bus routes do you feel more Protective Services Officers are needed to address safety or security concerns that you have?

____

QC16A. Calgary Transit is considering alternative methods for bus and CTrain users to pay for fares. I am going to ask you a couple of questions about these alternative methods.

First of all, do you have access to a cellular telephone that you use at least once a week?

1 [ ] YES 2 [ ] NO **->Skip to QC16C**

QC16B Calgary Transit is considering allowing users to pay for their bus and CTrain fares using their cellular telephones. Just before getting on a bus or CTrain, a user would use their cellular telephone to call a Calgary Transit telephone number that automatically bills the fare to the user's cellular telephone account. The user would see the fare charged on their next cellular telephone bill. What is the likelihood that you would use your cellular telephone to pay for Calgary Transit bus or CTrain fares, would you be very likely, somewhat likely, not very unlikely or not at all likely?

1 [ ] Very likely 2 [ ] Somewhat likely 3 [ ] Not very likely 4 [ ] Not at all likely 5 [ ] Don't know

QC16C. Calgary Transit is considering offering Transit users payment cards that they could use to pay for bus and CTrain fares. The payment cards could be purchased from Calgary Transit or retail outlets for a specific amount, say $25, $50 or $100. Each time a user rides a CTrain or bus, they would insert the card into a machine that would deduct the fare amount from the total that was available on the card. The amount of money available on the payment card would decrease each time it was used to pay for a Transit fare. When the payment card is depleted of funds, the user could replenish the total amount on payment card and begin using it again to pay for their bus or CTrain fares. What is the likelihood that you would purchase and use a payment card to pay for Calgary Transit bus or CTrain fares, would you be very likely, somewhat likely, not very unlikely or not at all likely?

1 [ ] Very likely 2 [ ] Somewhat likely 3 [ ] Not very likely 4 [ ] Not at all likely 5 [ ] Don't know

CUSTOMER RESPONDENTS SKIP TO QALL

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
14 [ ] Transit too slow
15 [ ] CTrain too crowded
16 [ ] Buses too crowded
17 [ ] Lack of parking at Park'n'Ride
18 [ ] Transit information not available
19 [ ] Concern for personal security
20 [ ] 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 (driver)
2 [ ] Vehicle (passenger)
3 [ ] Taxi
4 [ ] Bicycle/Motorcycle
5 [ ] Walk
6 [ ] Access Calgary (Calgary HandiBus/Shared Ride Taxi)
7 [ ] Do not travel
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

FASTER, MORE DIRECT, EXPRESS

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

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

MORE FREQUENT SERVICE

13 [ ] Bus routes run more frequently

EXTENDED ROUTES

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

CLOSER STOPS

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

BETTER SECURITY

17 [ ] Calgary Transit provides better security for my personal safety

TRANSIT INFORMATION

18 [ ] Provide better schedule information

TRANSIT ACCESS

19 [ ] Provide better access for people with disabilities on buses
20 [ ] Provide better access for people with disabilities at LRT stations
21 [ ] Other (specify____)

QN9A. In your home, do you have a computer connected to the Internet?

1 [ ] YES **>>>>> GO TO QN9B** 2 [ ] NO **>>>>> SKIP TO QALL**

QN9B. Are you aware that Calgary Transit has a web site that provides route and schedule information?
[www.calgarytransit.com]

1 [ ] YES 2 [ ] NO

QALL1. Over the past 12 months, have you considered moving to a home that would be closer to an LRT station so that you could use the CTrain more often for your travel needs?

1 [ ] YES 2 [ ] NO 3[ ] DON'T KNOW

QALL2. In your opinion, do you think more transit service should be paid for by an increase in property 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 current occupation/position?
[DO NOT READ - SELECT ONE BOX ONLY OR RECORD BELOW]

01 [ ] Accountant/engineer
02 [ ] Doctor/medical specialist
03 [ ] Professor/teacher
04 [ ] Other professional
05 [ ] Executive/managerial
06 [ ] Owner/operator/self employed
07 [ ] Clerical/office staff/secretary
08 [ ] Retail sales
09 [ ] Agency/commercial sales
10 [ ] Skilled labour/craftsman/artist
11 [ ] Unskilled labour
12 [ ] Technician/Systems analyst/Programmer
13 [ ] Military/Police/Fireman
14 [ ] Farmer/rancher
15 [ ] Student
16 [ ] Homemaker
17 [ ] Unemployed
18 [ ] Retired
19 [ ] Disabled
20 [ ] Other _____________________
21 [ ] Refused

D4. What is your postal code?

___ ___ ___ ___ ___ ___

D5A. **(REGULAR TRANSIT USERS ONLY)** In your home, do you have a computer connected to the Internet?

1 [ ] YES 2 [ ] NO

D5B. **(REGULAR TRANSIT USERS ONLY)** For how many years have you been a regular Calgary Transit user?

\# of years: _______

D6. **(NON-REGULAR TRANSIT USERS ONLY)** Do you have a personal disability that makes it difficult to use Calgary Transit?

1 [ ] YES 2 [ ] NO

D7. And which of the following income groups includes your annual household income, before taxes, in 2005? **[READ LIST]**

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

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).

D8. Male [ ] 1 Female [ ] 2

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

APPENDIX B

CALL RESULTS SUMMARY

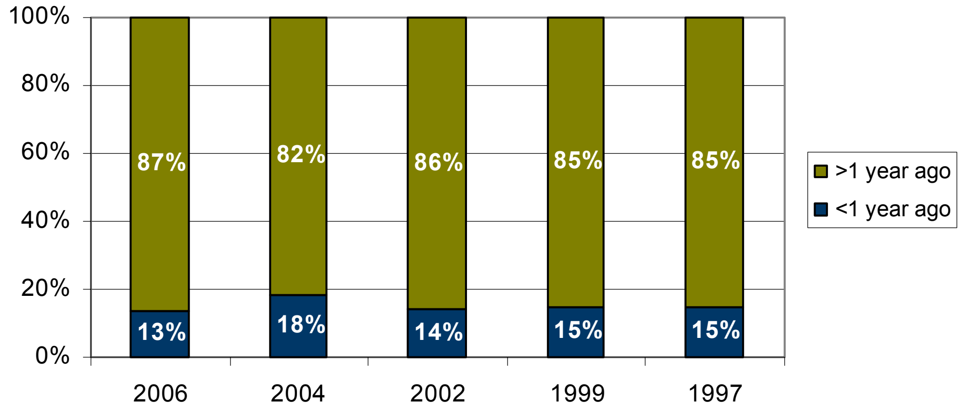
<table>
<tr><th colspan="3">Call Summary</th></tr>
<tr><th>Final Call Result</th><th>Number</th><th>Proportion</th></tr>
<tr><td>Customer Satisfaction Survey</td><td>500</td><td>38%</td></tr>
<tr><td>Non-User Survey</td><td>500</td><td rowspan="2">62%</td></tr>
<tr><td>Not Qualified Due to Quota Filled (non-users)</td><td>193</td></tr>
<tr><td>Total</td><td>1193</td><td>100%</td></tr>
<tr><td>Refused</td><td></td><td rowspan="5"></td></tr>
<tr><td>Incomplete/Terminate</td><td></td></tr>
<tr><td>Language challenges</td><td></td></tr>
<tr><td>Busy/No Answer/Answering Machine/Call back</td><td></td></tr>
<tr><td>Business/Fax/Not In Service</td><td></td></tr>
</table>

APPENDIX C

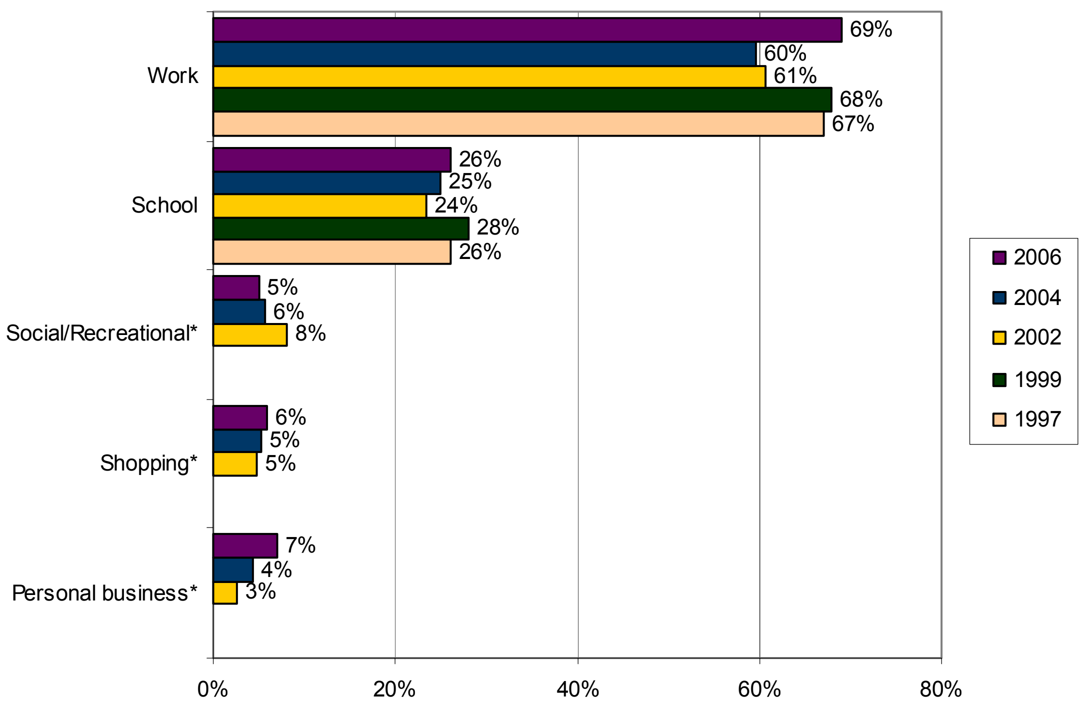
ADDITIONAL DATA

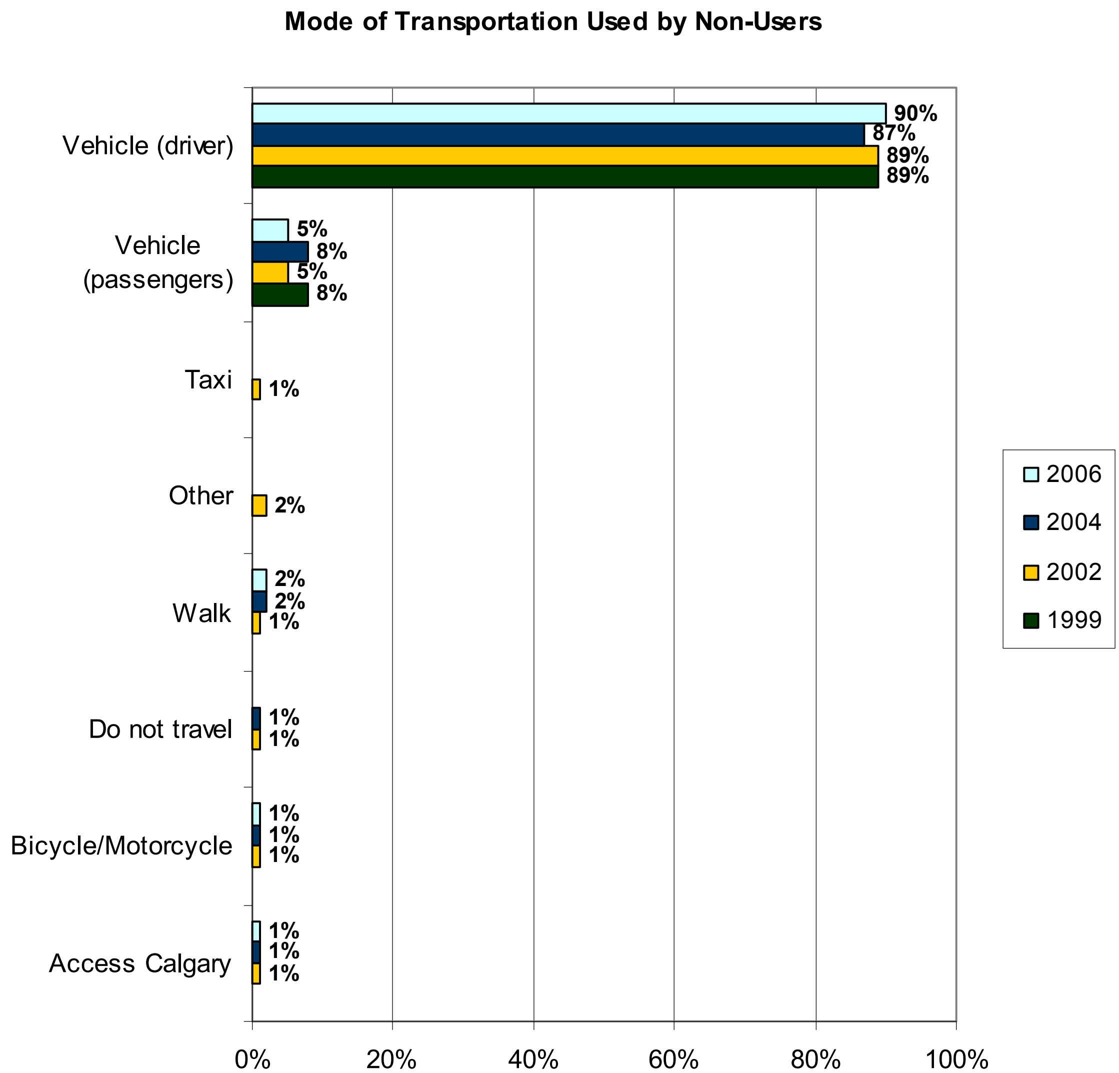
Respondent Profile – 2006 Survey Comparison Between Transit Customers & Non-Users				
Characteristics	**Descriptions**	**Civic Census**	**% of Respondents**	
			Customers	**Non-Users**
Gender	Male	50	46	41
	Female	50	54	59
	Total	100	100	100
Age	15 to 19 years	9	19	2
	20 to 24 years	9	10	5
	25 to 34 years	20	21	19
	35 to 44 years	23	19	24
	45 to 54 years	18	14	22
	55 to 64 years	9	9	14
	Over 64 years	11	8	15
	Refused	-	<1	-
	Total	100	100	100
Household Income	Less than $15,000	n/a	5	3
	$15,000 to < $25,000		4	4
	$25,000 to < $35,000		7	6
	$35,000 to < $45,000		9	9
	$45,000 to < $55,000		6	6
	$55,000 to < $65,000		5	5
	$65,000 to < $75,000		5	5
	$75,000 to < $85,000		4	8
	$85,000 to < $100,000		7	6
	$100,000 or more		14	19
	Refused/Don't know		35	30
	Total		100	100
Occupation	Student	n/a	26	4
	Retired		10	19
	Unskilled labourer		3	3
	Clerical/Office staff		7	4
	Skilled Labourer/craftsman		3	7
	Technician		6	5
	Accountant/Engineer		7	4
	Other Professional		9	10
	Retail sales		2	3
	Executive/Managerial		5	4
	Homemaker		2	10
	Unemployed		1	1
	Owner/Self employed		1	4
	Professor/Teacher		4	4
	Doctor/Medical specialist		1	4
	Agency/Commercial sales		1	2
	Military/Police/Fireman		1	.4
	Disabled		-	1
	Other		9	10
	Refused		4	2
	Total		100	100

Non-Users - Last Used Transit Regularly



Most Common Trips
When Non-Users were Regular Users





Annual Comparisons of Service Attribute Ratings						
Service Attributes[35]	**Year**	**% of Respondents**				
		Excellent	**Good**	**Satisfactory**	**Poor**	**Very Poor**
Easy to access vehicles	2006 (n=493)	30	51	15	3	1
	2005 (n=491)	36	49	13	2	0
	2004 (n=500)	37	48	11	4	1
	2003 (n=504)	31	52	12	4	1
	2002 (n=497)	33	51	12	3	1
	2000 (n=498)	25	50	19	4	2
	1999 (n=494)	22	45	28	4	1
Easy access to vehicle stops	2006 (n=475)	27	53	14	4	2
	2005 (n=471)	28	52	16	3	1
	2004* (n=486)	27	56	12	4	1
	2003* (n=500)	20	57	18	4	1

[35] Note: The item about "Seat availability" was removed from the 2004 survey wave.

	2002 (n=489)	25	56	15	3	1
	2000 (n=495)	27	55	14	2	1
	1999 (n=494)	21	53	22	4	1
Convenience of purchasing tickets and passes	2006 (n=483)	38	44	14	4	1
	2005 (n=475)	39	46	12	3	0
	2004 (n=483)	39	43	14	4	0
	2003 (n=495)	35	48	12	3	1
	2002 (n=479)	34	49	11	5	1
	2000 (n=500)	35	46	14	3	2
	1999 (n=498)	31	45	18	22	1
Having courteous and helpful staff	2006 (n=465)	25	49	21	4	2
	2005 (n=462)	24	52	19	4	1
	2004 (n=470)	26	51	17	4	2
	2003 (n=491)	26	49	20	4	1
	2002 (n=478)	24	53	17	4	1
	2000 (n=495)	25	55	17	2	1
	1999 (n=496)	27	50	20	3	1
Providing scheduling and route information	2006 (n=479)	28	49	15	6	2
	2005 (n=489)	25	46	18	8	3
	2004 (n=489)	29	48	14	8	1
	2003 (n=496)	28	46	16	8	2
	2002 (n=488)	26	47	18	8	1
	2000 (n=499)	29	49	14	6	2
	1999 (n=498)	27	45	21	6	1
Route layout	2006 (n=487)	19	50	22	7	3
	2005 (n=488)	16	54	21	7	2
	2004 (n=496)	19	53	20	6	2
	2003 (n=492)	17	51	22	8	1
	2002 (n=494)	19	54	20	6	2
	2000 (n=500)	18	56	18	6	1
	1999 (n=497)	19	49	26	5	1
Providing for customer safety and security	2006 (n=482)	23	46	22	6	2
	2005 (n=488)	21	52	21	5	2
	2004 (n=493)	24	46	21	6	2
	2003 (n=500)	23	49	20	6	2
	2002 (n=496)	24	51	17	6	2
	2000 (n=500)	26	49	20	3	1
	1999 (n=498)	23	49	23	5	1
Cleanliness	2006 (n=497)	17	48	24	9	2
	2005 (n=497)	12	49	29	9	2
	2004* (n=498)	17	51	22	7	2
	2003* (n=501)	14	48	28	8	2
	2002* (n=501)	17	51	25	7	0
	2000 (n=502)	15	56	24	4	1
	1999 (n=498)	15	49	28	7	1
Value for money	2006 (n=490)	22	48	22	6	1
	2005 (n=494)	23	48	22	6	1
	2004 (n=497)	25	44	24	6	1
	2003 (n=503)	23	46	21	8	2
	2002 (n=494)	25	47	18	8	2
	2000 (n=502)	25	51	19	4	1
	1999 (n=498)	27	45	19	8	1

Annual Comparisons of Service Attribute Ratings, continued…						
Service Attributes	**Year**	**% of Respondents**				
		Excellent	**Good**	**Satisfactory**	**Poor**	**Very Poor**
Being on time	2006 (n=495)	19	43	24	10	4
	2005 (n=496)	19	48	23	8	2
	2004 (n=496)	17	51	22	8	2
	2003* (n=504)	15	46	27	10	2
	2002* (n=497)	21	47	24	6	3
	2000 (n=502)	18	50	24	6	1
	1999 (n=498)	19	48	23	8	1
Length of travel time	2006 (n=495)	16	46	28	9	2
	2005 (n=497)	20	46	22	9	3
	2004 (n=497)	17	48	26	7	2
	2003 (n=502)	16	50	23	9	2
	2002 (n=499)	18	50	25	5	2
	2000 (n=501)	17	57	21	5	0
	1999 (n=498)	17	52	23	6	2
Convenience of connections and transfers	2006 (n=453)	18	46	22	12	3
	2005 (n=447)	19	46	20	10	4
	2004 (n=447)	20	42	20	14	3
	2003* (n=504)	15	47	24	11	3
	2002* (n=447)	18	49	22	8	2
	2000 (n=484)	20	39	31	8	2
	1999 (n=488)	19	44	26	8	3
Service frequency	2006 (n=495)	11	40	24	19	5
	2005 (n=495)	16	40	24	17	3
	2004* (n=497)	14	37	25	19	4
	2003 (n=503)	12	43	26	15	4
	2002* (n=500)	16	43	26	13	3
	2000 (n=501)	13	45	27	12	3
	1999 (n=498)	14	42	25	13	4
Not being overcrowded	2006 (n=496)	4	20	26	32	18
	2005 (n=498)	5	22	28	28	17
	2004* (n=495)	9	26	27	25	13
	2003 (n=502)	7	28	30	24	11
	2002* (n=500)	10	31	26	22	10
	2000 (n=502)	5	26	34	24	11
	1999 (n=498)	4	27	27	28	14
*Note: Statistical variances between/among survey waves as indicated (p<.05).						

Annual Comparisons of Service Components						
Service Components[36]	**Year**	**% of Respondents**				
		Strongly agree	**Somewhat agree**	**Somewhat disagree**	**Strongly disagree**
Overall, I feel Calgary Transit bus and C-Train drivers operate their vehicles safely	2006 (n=496)	57	40	2	1
	2005 (n=494)	58	39	3	1
	2004 (n=497)	57	40	2	1
	2003 (n=477)	58	37	3	2
	2002 (n=500)	53	42	4	2
	2000 (n=501)	71	27	1	1
	1999 (n=n/a)	n/a	n/a	n/a	n/a
Bus drivers are usually able to provide helpful information about Calgary Transit services	2006 (n=433)	45	46	6	2
	2005 (n=415)	49	43	6	1
	2004 (n=442)	47	45	5	3
	2003 (n=477)	52	38	7	3
	2002 (n=448)	52	42	4	3
	2000 (n=469)	57	36	5	2
	1999 (n=480)	53	39	5	3
The bus drivers usually greet me in a friendly manner	2006 (n=443)	42	47	9	3
	2005 (n=431)	44	47	8	1
	2004 (n=455)	41	48	8	3
	2003 (n=477)	43	45	9	4
	2002 (n=457)	44	44	9	4
	2000 (n=482)	53	39	5	3
	1999 (n=480)	49	42	6	3
Other passengers are usually well-behaved	2006 (n=496)	25	53	16	7
	2005 (n=492)	23	56	17	5
	2004 (n=494)	24	53	16	7
	2003 (n=477)	26	54	15	5
	2002 (n=495)	29	50	14	7
	2000 (n=500)	31	55	10	4
	1999 (n=498)	21	59	17	3
Bus drivers usually wait for passengers when they see them running for the bus	2006 (n=447)	35	41	13	12
	2005 (n=433)	34	43	14	10
	2004 (n=452)	32	44	13	11
	2003 (n=477)	37	40	14	9
	2002 (n=461)	40	40	10	11
	2000 (n=488)	48	32	13	8
	1999 (n=484)	36	35	16	12
Bus drivers usually wait until passengers are seated before leaving the stop	2006 (n=440)	23	41	20	17
	2005 (n=427)	24	41	26	10
	2004 (n=458)	20	42	23	15
	2003 (n=477)	24	38	25	14
	2002 (n=455)	23	33	26	18
	2000 (n=483)	27	33	22	18
	1999 (n/a)	n/a	n/a	n/a	n/a
I feel there are sufficient Protective Officers (Fare Inspectors) on the C Train to ensure my personal security	2006 (n=389)	21	40	22	18
	2005 (n=353)	18	41	24	17
	2004* (n=379)	20	38	20	22
	2003* (n=395)	25	41	23	12

[36] Note: Three items have not been included due to wording changes in the 2004 survey wave, which do not allow for direct comparisons of results. As well, the item about adequate parking at Park'n'Rides was added to the 2004 survey, so no comparative data is available.

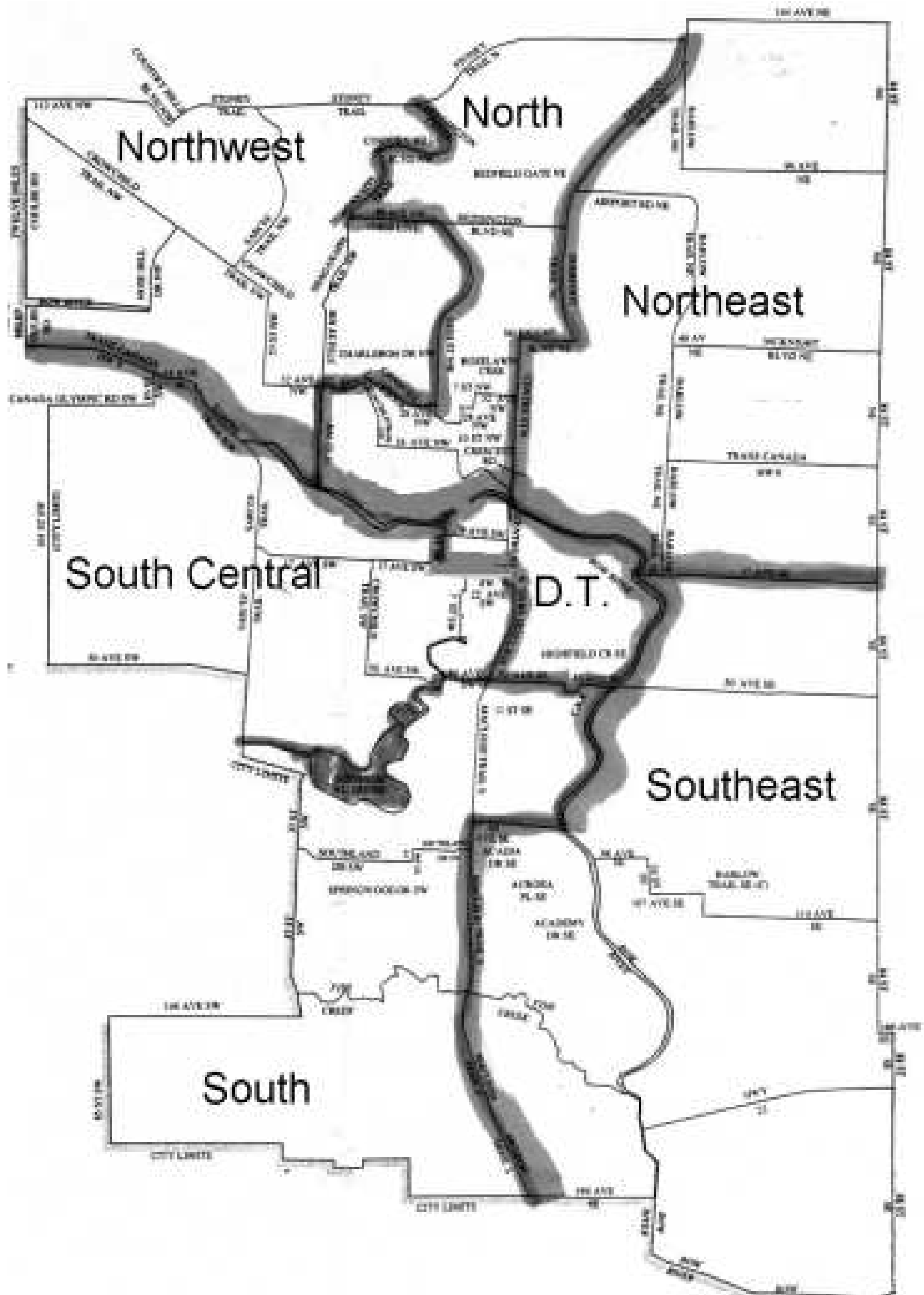
	2002 (n=387)	21	40	24	15
	2000 (n=403)	31	38	15	16
	1999 (n/a)	n/a	n/a	n/a	n/a
*Note: Statistical variances between/among survey waves as indicated (p<.05).					

Locations at Which Additional Protective Service Officers are Needed	
Location	**% of Respondents** (n=349)
Downtown All	24.9
Marlborough	8.6
8 Street SW	6.3
Chinook	5.4
Whitehorn	4.9
City Hall	3.4
1 Street SW	3.4
Anderson	3.4
Rundle	3.2
Dalhousie	2.9
All Stations	2.6
Franklin	2.3
Heritage	2.3
Erlton/Stampede	2.3
Victoria/Stampede	2.3
Brentwood	1.7
NE Line	1.7
Olympic Plaza	1.7
7 Street SW	1.7
Centre Street	1.4
University	1.1
6 Street SW	.9
3 Street SW	.9
Somerset/Bridlewood	.9
Southland	.9
Sunnyside	.9
Shawnessy	.6
Barlow/Max Bell	.6
Bridgeland	.6
Fish Creek Lacombe	.6
Bus #1	.6
4 Street SW	.6
Canyon Meadows	.3
S.A.I.T	.3
Banff Trail	.3

39 Avenue	.3
10 Street SW	.3
Zoo	.3
South Line	.3
NW Line	.3
High School Bus stops/routes	.3
Bus # 301	.3
Bus # 73	.3
Coventry Hills Bus routes	.3
Just outside the Fare Free Zone	.3
Bus stop at 17 Ave with 14 St SW	.3
Bus stop at 68 St with 17 Ave SW	.3
Bus stop at 6 Ave with Centre Street SW	.3
Total	100

APPENDIX D

AREA BOUNDARIES



Note: D.T. = Downtown

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