



**Customer Satisfaction
Tracking Report**
(January 2024 – March 2024)

Overall Report

Responsibility for Local Transit System

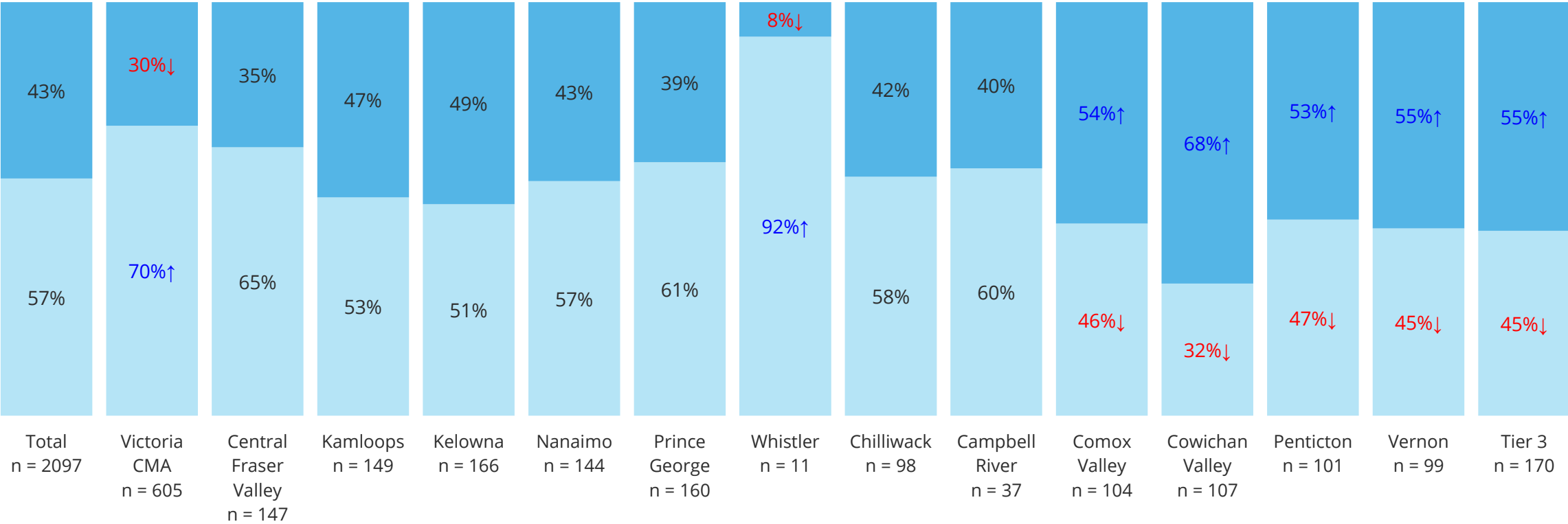
Current Reporting Quarter: Q1 2024 (JAN - MAR)

	Total n = 2112	Victoria CMA n = 608	Central Fraser Valley n = 149	Kamloops n = 149	Kelowna n = 166	Nanaimo n = 146	Prince George n = 160	Whistler n = 12	Chilliwack n = 99	Campbell River n = 40	Comox Valley n = 104	Cowichan Valley n = 107	Penticton n = 102	Vernon n = 100	Tier 3 n = 171
BC Transit	79%	91%	71%	78%	80%	72%	82%	84%	67%	73%	82%	82%	71%	77%	55%
Local/municipal government	27%	26%	30%	24%	27%	35%	25%	0%	27%	18%	28%	28%	32%	24%	33%
TransLink	13%	11%	32%	10%	12%	17%	10%	9%	27%	10%	11%	10%	5%	5%	11%
Other	2%	0%	3%	2%	5%	1%	1%	8%	4%	2%	2%	0%	3%	2%	4%
Don't know	5%	2%	1%	3%	6%	6%	4%	7%	5%	12%	6%	5%	6%	10%	13%

Green highlighted cells indicates significantly higher results compared to other regions.
Red highlighted cells indicates significantly lower results compared to other regions.

Past Year Local Transit Use

Current Reporting Quarter: Q1 2024 (JAN - MAR)



■ Yes ■ No

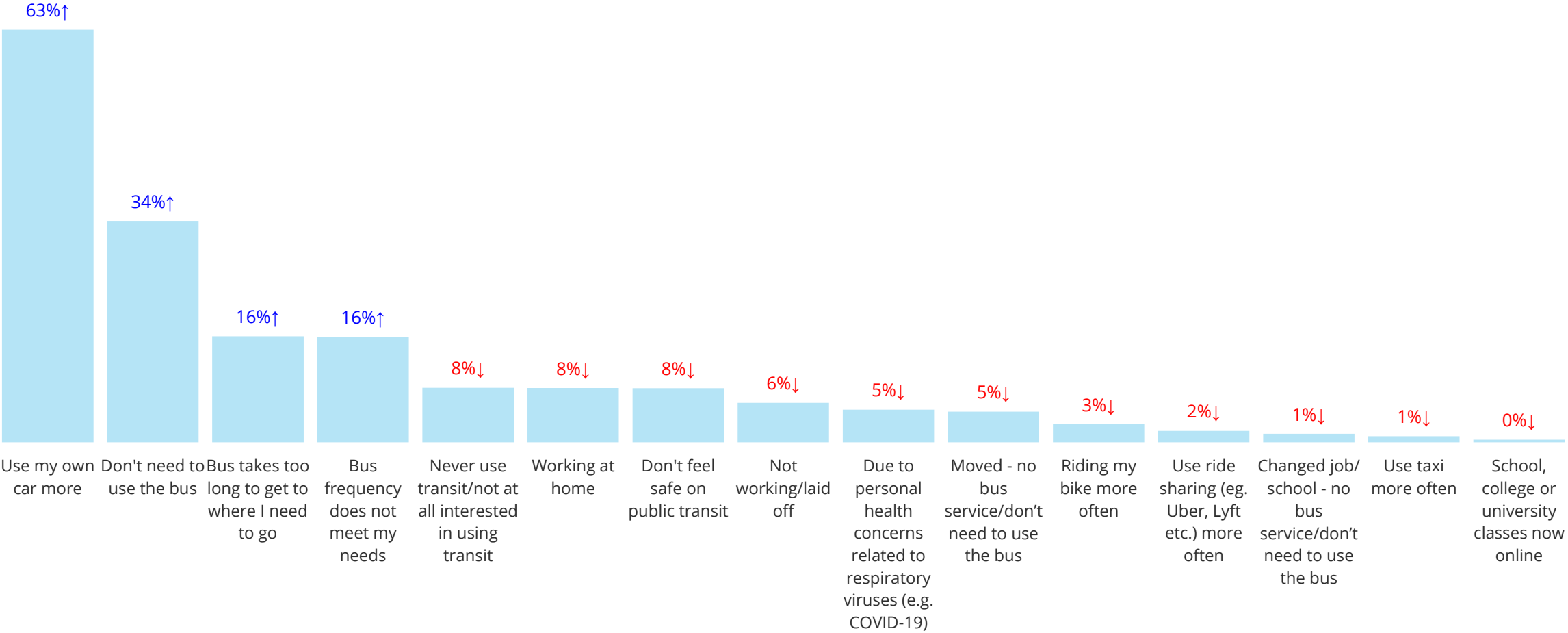
↑ indicates significantly higher results compared to other regions;
 ↓ indicates significantly lower results compared to other regions.



Q3 Have you used the local public bus system within the last year?
 *Don't know and Prefer not to answer is excluded from the graph

Reasons Not to Use the Local Public Bus System

Current Reporting Quarter: Q1 2024 (JAN - MAR)



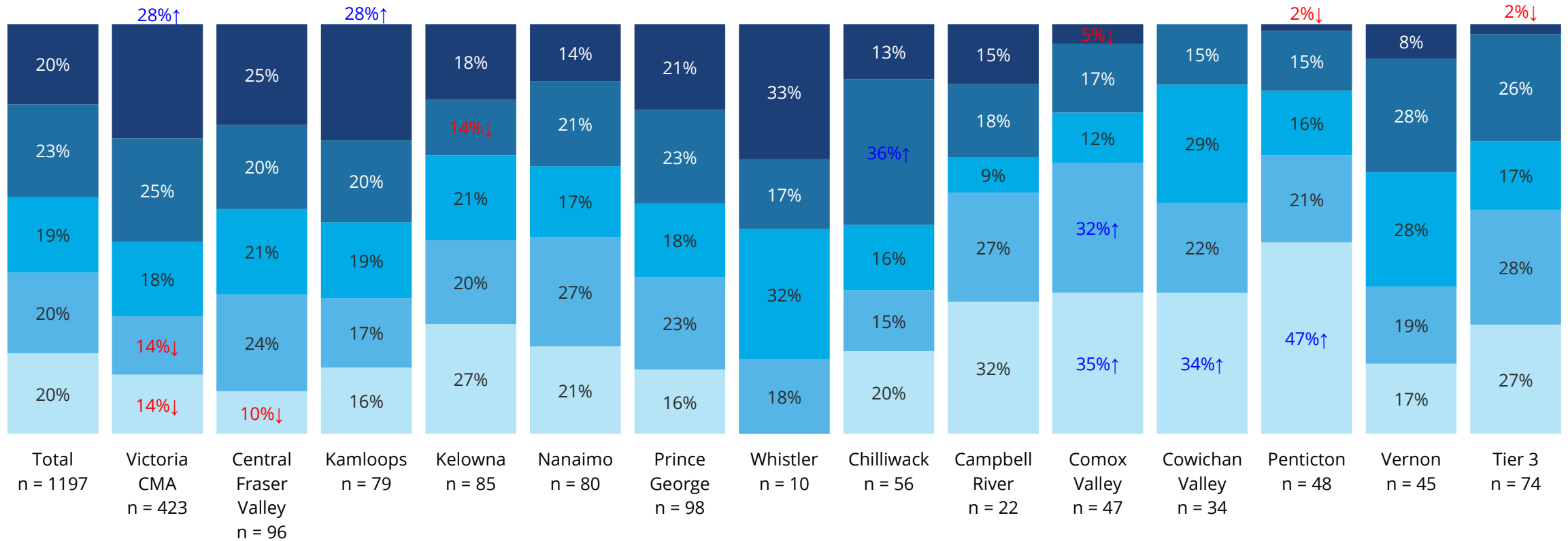
↑ indicates significantly higher results compared to overall;
 ↓ indicates significantly lower results compared to overall.

base n= 895
 Q3A Why have you not used the local public bus system within the last year?



Most Recent Local Transit Use

Current Reporting Quarter: Q1 2024 (JAN - MAR)



■ Was it more than three months ago
 ■ One to three months ago
 ■ In the past month
 ■ In the past seven days
 ■ In the past 24 hours

↑ indicates significantly higher results compared to other regions;

↓ indicates significantly lower results compared to other regions.

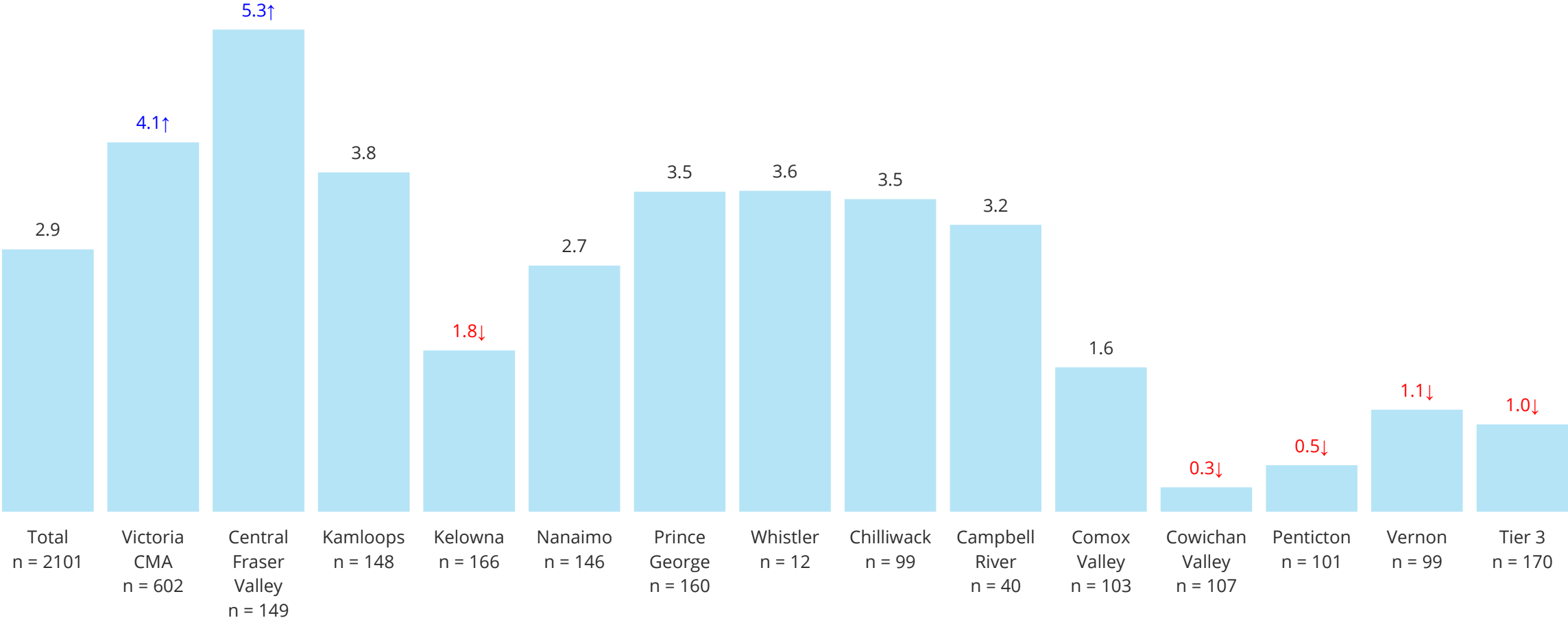


Q4 When did you last use the public bus system?

*Don't know is excluded from the graph

Average Number of One-way Trips in the Past Seven Days

Current Reporting Quarter: Q1 2024 (JAN - MAR)



↑ indicates significantly higher results compared to other regions;
↓ indicates significantly lower results compared to other regions.

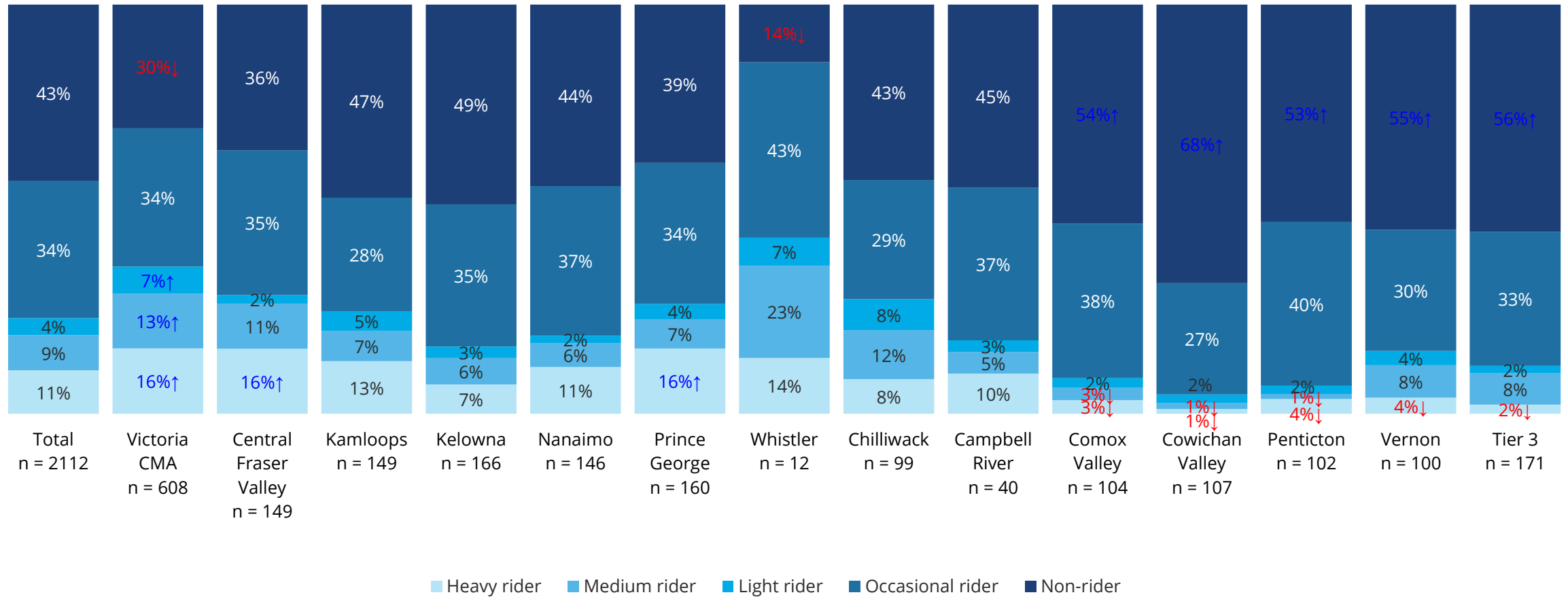


Q5 How many one-way trips did you make on public transit in the past seven days?

*Don't know is excluded from the graph

Rider Usage Group

Current Reporting Quarter: Q1 2024 (JAN - MAR)



Q5 How many one-way trips did you make on public transit in the past seven days?

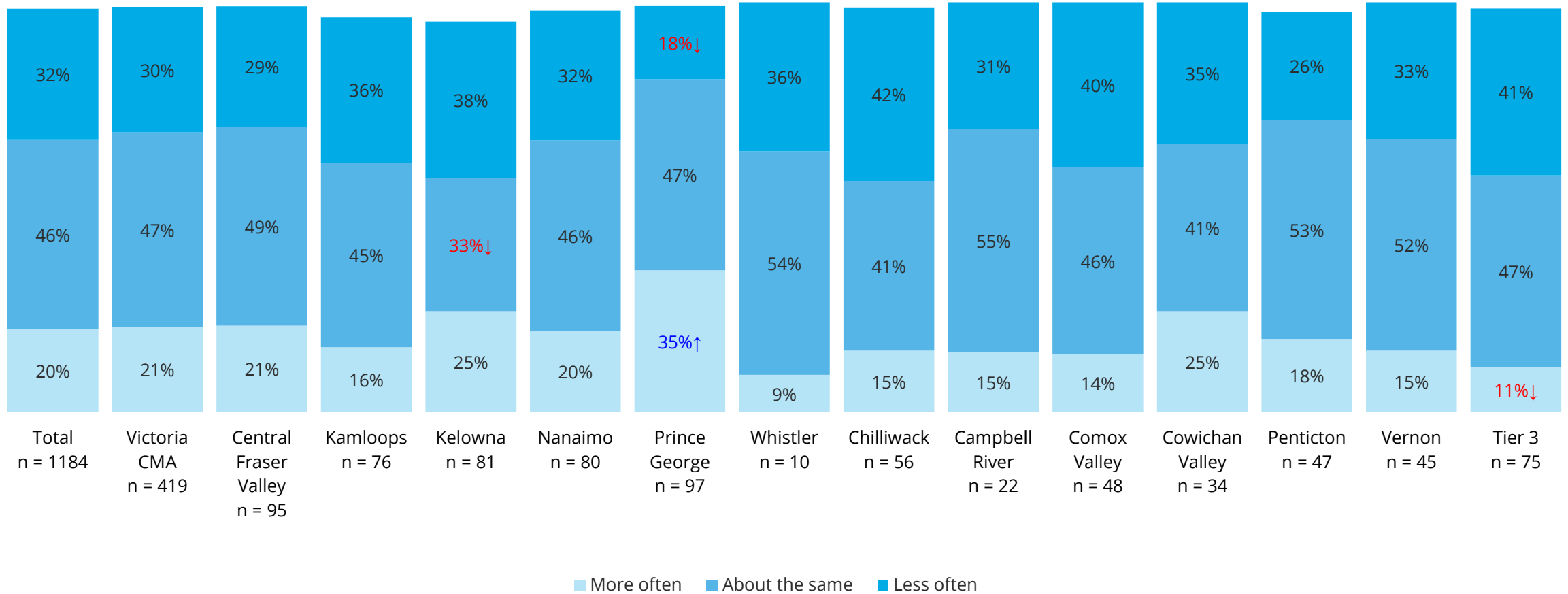
↑ indicates significantly higher results compared to other regions;

↓ indicates significantly lower results compared to other regions.



Past Year Change in Local Bus System Use

Current Reporting Quarter: Q1 2024 (JAN - MAR)



Q6A Compared to a year ago, would you say that you use the local bus system more often now, less often or about the same?

*Prefer not to answer is excluded from the graph but included in calculating the percentage

Modes of Transportation Now Used (More often)

Current Reporting Quarter: Q1 2024 (JAN - MAR)

	Total n = 385	Victoria CMA n = 129	Central Fraser Valley n = 28	Kamloops n = 28	Kelowna n = 32	Nanaimo n = 26	Prince George n = 18	Whistler n = 4	Chilliwack n = 24	Campbell River n = 7	Comox Valley n = 19	Cowichan Valley n = 12	Penticton n = 13	Vernon n = 15	Tier 3 n = 31
Drive alone (car/truck)	59%	52%	62%	63%	75%	46%	79%	25%	27%	53%	66%	74%	73%	77%	71%
Carpool or share a ride as driver	12%	15%	7%	11%	21%	3%	5%	0%	7%	31%	16%	0%	7%	6%	19%
Carpool or share a ride as passenger	18%	22%	22%	14%	16%	22%	11%	0%	22%	39%	4%	9%	0%	15%	26%
Taxi	13%	8%	15%	18%	3%	40%	10%	0%	37%	0%	18%	8%	6%	0%	6%
Bicycle	12%	11%	20%	9%	3%	12%	10%	44%	14%	61%	5%	8%	13%	8%	18%
Motorcycle/moped/scooter	6%	4%	13%	4%	2%	8%	5%	0%	13%	14%	10%	8%	6%	8%	5%
Walking/rollerblading/skateboarding/jogging	33%	46%	44%	29%	17%	37%	38%	31%	24%	12%	38%	17%	34%	0%	9%
Ride share (e.g. Uber, Lyft, etc.)	9%	5%	35%	18%	0%	12%	10%	0%	22%	17%	0%	0%	0%	0%	6%
Other	4%	5%	7%	7%	2%	5%	0%	0%	0%	0%	10%	11%	0%	0%	3%
Don't know	1%	1%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q6B Now that you are using the local bus system less often, what mode(s) of transportation are you using more?

Green highlighted cells indicates significantly higher results compared to other regions.
Red highlighted cells indicates significantly lower results compared to other regions.

Modes of Transportation Now Used (Less often)

Current Reporting Quarter: Q1 2024 (JAN - MAR)

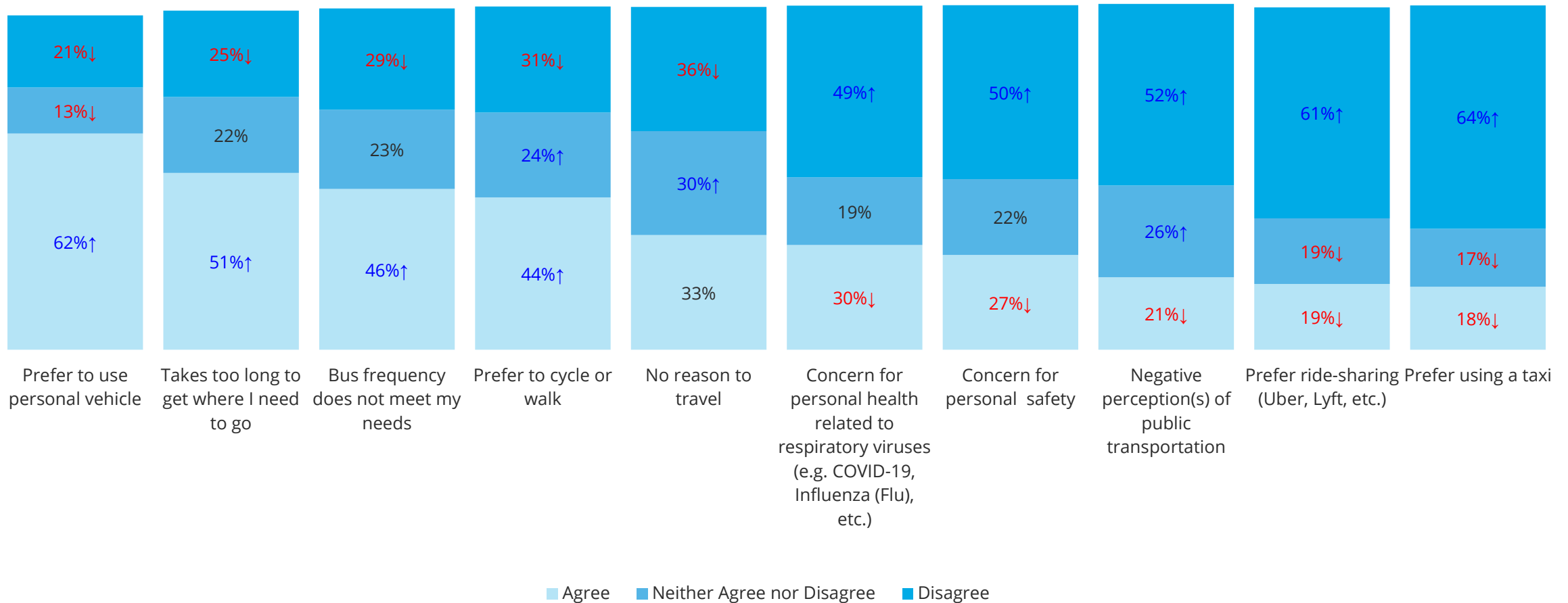
	Total n = 243	Victoria CMA n = 88	Central Fraser Valley n = 20	Kamloops n = 12	Kelowna n = 21	Nanaimo n = 16	Prince George n = 34	Whistler n = 1	Chilliwack n = 8	Campbell River n = 3	Comox Valley n = 7	Cowichan Valley n = 8	Penticton n = 9	Vernon n = 7	Tier 3 n = 8
Drive car/truck alone	51%	52%	54%	61%	61%	47%	32%	100%	49%	0%	73%	58%	49%	54%	67%
Carpool or share a ride as driver	19%	22%	14%	23%	13%	29%	22%	0%	0%	29%	18%	0%	25%	0%	33%
Carpool or share a ride as passenger	24%	25%	18%	17%	20%	18%	32%	0%	22%	71%	42%	33%	22%	0%	14%
Taxi	36%	36%	35%	50%	27%	21%	38%	100%	47%	36%	48%	9%	47%	56%	20%
Bicycle	11%	9%	19%	8%	19%	29%	3%	0%	0%	0%	0%	19%	11%	0%	10%
Motorcycle/moped/scooter	10%	14%	5%	0%	4%	16%	16%	0%	0%	0%	18%	11%	0%	0%	0%
Walking/rollerblading/skateboarding/jogging	24%	32%	28%	31%	33%	0%	24%	0%	9%	0%	18%	30%	11%	14%	0%
Ride share (e.g. Uber, Lyft, etc.)	22%	24%	27%	0%	30%	18%	16%	0%	41%	64%	18%	0%	0%	56%	11%
Other	3%	1%	5%	0%	4%	7%	3%	0%	0%	0%	0%	0%	11%	16%	0%
Don't know	2%	2%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	15%	0%	0%

Q6C Now that you are using the local bus system more often, what mode(s) of transportation are you using less?

Green highlighted cells indicates significantly higher results compared to other regions.
Red highlighted cells indicates significantly lower results compared to other regions.

Likelihood of Reasons to not use Public Transportation

Current Reporting Quarter: Q1 2024 (JAN - MAR)



base n= 959

Q6BBB Below is a list of possible reasons why some may choose not to use public transportation within their community. Please indicate your level of agreement with each of the reasons listed.

*Prefer not to answer is excluded from the graph but included in calculating the percentage

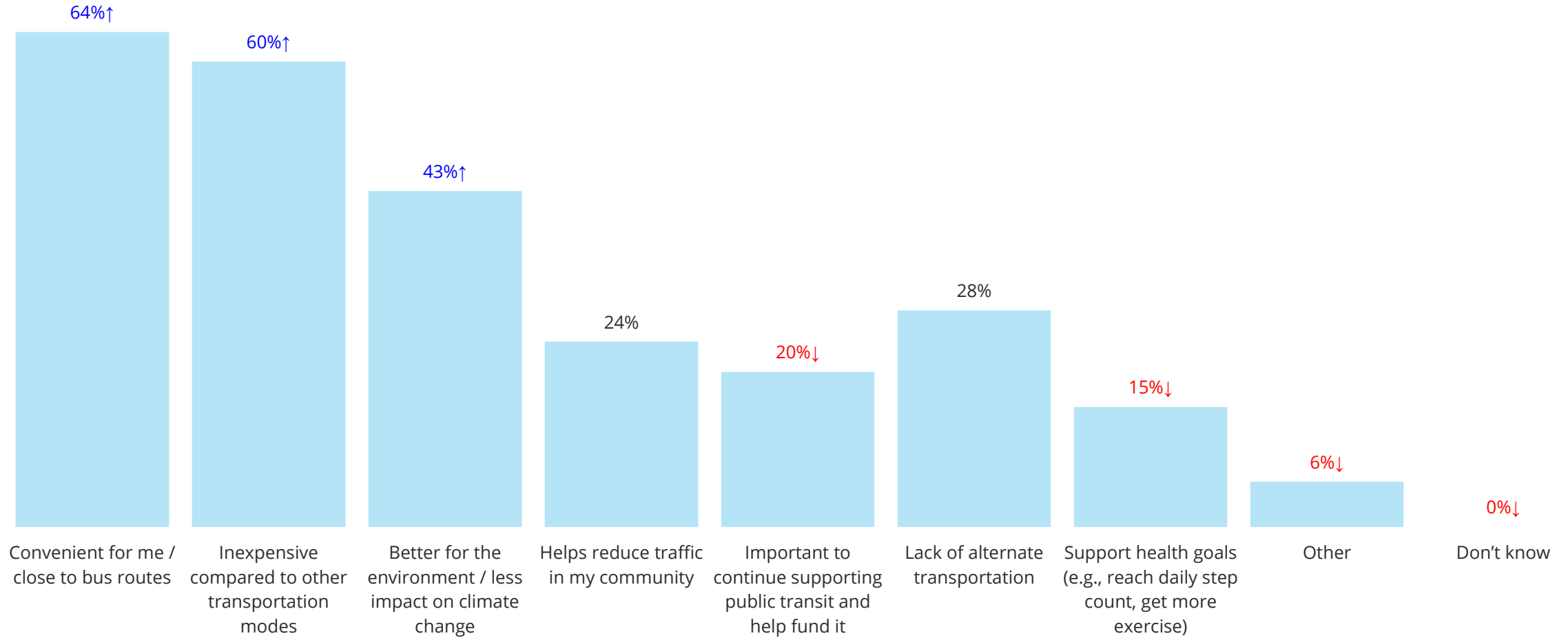
↑ indicates significantly higher results compared to other reasons;

↓ indicates significantly lower results compared to other reasons.



Reasons to use Local Transit More Often

Current Reporting Quarter: Q1 2024 (JAN - MAR)



base n= 243

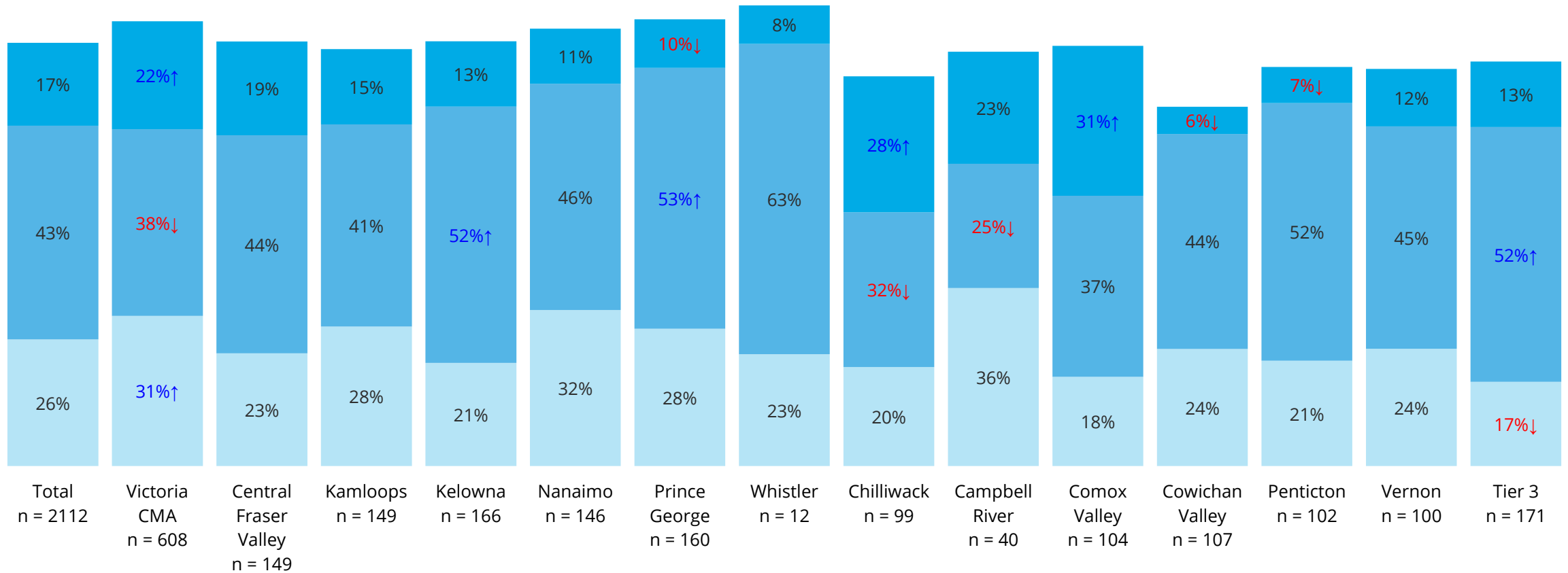
Q6D Why are you using local transit more often?

↑ indicates significantly higher results compared to overall;

↓ indicates significantly lower results compared to overall.

Past Year Change in Local Bus System

Current Reporting Quarter: Q1 2024 (JAN - MAR)



■ Improved ■ Stayed the same ■ Worse

↑ indicates significantly higher results compared to other regions;
 ↓ indicates significantly lower results compared to other regions.



Q7 Compared to a year ago, would you say that the local bus system has improved, stayed the same or become worse?

*Don't know is excluded from the graph but included in calculating the percentage

Perceptions of Transit Service (% Rating 4 or 5)

Current Reporting Quarter: Q1 2024 (JAN - MAR)

	Total n = 2112	Victoria CMA n = 608	Central Fraser Valley n = 149	Kamloops n = 149	Kelowna n = 166	Nanaimo n = 146	Prince George n = 160	Whistler n = 12	Chilliwack n = 99	Campbell River n = 40	Comox Valley n = 104	Cowichan Valley n = 107	Pentict on n = 102	Vernon n = 100	Tier 3 n = 171
Fare prices are reasonable	50%	48%	48%	55%	44%	56%	57%	45%	46%	55%	44%	52%	63%	48%	51%
Bus drivers are courteous	63%	68%	59%	56%	47%	70%	59%	62%	58%	60%	60%	68%	74%	68%	63%
Frequency of scheduled service	39%	40%	39%	43%	31%	42%	51%	51%	35%	45%	25%	34%	52%	37%	32%
Buses run on time/on schedule	49%	46%	43%	46%	41%	54%	58%	51%	41%	51%	45%	59%	66%	57%	44%
Buses are clean/well-maintained	56%	60%	53%	56%	44%	61%	58%	68%	38%	57%	52%	60%	64%	56%	55%
Availability and accuracy of schedule information	51%	51%	50%	54%	42%	53%	61%	66%	43%	62%	45%	55%	62%	49%	44%
Buses not being overcrowded	48%	34%	49%	48%	40%	47%	63%	21%	43%	56%	61%	70%	72%	57%	49%
Buses have a direct route	42%	45%	41%	40%	31%	40%	45%	51%	33%	60%	32%	39%	61%	44%	40%
Bus fare payment options are convenient and easy to use	51%	56%	55%	51%	44%	51%	49%	39%	50%	52%	39%	52%	54%	45%	45%
Buses have good connections with reasonable wait times	38%	40%	31%	37%	33%	41%	48%	38%	34%	42%	30%	33%	51%	41%	32%
Bus stops have enough amenities such as shelters, benches, information and trash cans	33%	38%	33%	32%	26%	31%	32%	47%	25%	49%	26%	21%	46%	32%	25%
Bus stops are clean and well maintained	41%	46%	43%	41%	32%	39%	34%	75%	27%	47%	42%	39%	50%	42%	40%
Trip duration, that is the time from when you boarded to the time you got off the bus	44%	46%	40%	46%	35%	44%	43%	51%	42%	50%	31%	41%	56%	49%	42%
Sense of safety and security	49%	50%	49%	47%	41%	48%	47%	61%	34%	47%	43%	56%	65%	52%	50%
Overall	47%	53%	49%	50%	37%	51%	52%	54%	38%	57%	30%	39%	56%	44%	43%

Green highlighted cells indicates significantly higher results compared to other regions.
Red highlighted cells indicates significantly lower results compared to other regions.

Q11 Based on your own experience or what you may have seen or heard, we would like you to rate the local transit system on several areas.
Using a scale of 1 to 5 where 1 means extremely poor and 5 means excellent, please indicate your level of agreement with each of the following statements.

*Prefer not to answer is excluded from the table but included in calculating the percentage

Perceptions of Transit Service (Mean Scores)

Current Reporting Quarter: Q1 2024 (JAN - MAR)

Average	Total n = 1804	Victoria CMA n = 551	Central Fraser Valley n = 128	Kamloops n = 127	Kelowna n = 148	Nanaimo n = 126	Prince George n = 147	Whistler n = 8	Chilliwack n = 84	Campbell River n = 28	Comox Valley n = 84	Cowicha n Valley n = 79	Penticto n n = 78	Vernon n = 79	Tier 3 n = 136
Fare prices are reasonable	3.50	3.41	3.49	3.52	3.40	3.62	3.62	3.54	3.24	3.79	3.53	3.49	3.84	3.62	3.55
Bus drivers are courteous	3.83	3.88	3.70	3.72	3.55	3.87	3.80	3.52	3.66	3.90	3.80	3.89	4.18	4.04	3.92
Frequency of scheduled service	3.18	3.26	3.18	3.21	3.00	3.13	3.33	3.55	3.03	3.59	2.68	3.09	3.52	3.15	3.11
Buses run on time/on schedule	3.42	3.34	3.27	3.26	3.21	3.52	3.69	3.33	3.10	3.57	3.30	3.69	3.95	3.72	3.41
Buses are clean/well-maintained	3.63	3.65	3.60	3.59	3.39	3.62	3.62	3.74	3.25	3.82	3.60	3.80	3.95	3.73	3.70
Availability and accuracy of schedule information	3.49	3.49	3.46	3.45	3.32	3.55	3.70	3.71	3.25	4.05	3.27	3.52	3.83	3.51	3.36
Buses not being overcrowded	3.43	3.05	3.44	3.34	3.15	3.38	3.84	3.11	3.34	3.73	3.81	3.98	4.20	3.81	3.59
Buses have a direct route	3.27	3.33	3.18	3.18	3.09	3.21	3.27	3.67	3.03	3.73	3.05	3.32	3.73	3.31	3.32
Bus fare payment options are convenient and easy to use	3.56	3.64	3.60	3.53	3.38	3.64	3.46	3.76	3.52	3.73	3.42	3.59	3.69	3.56	3.47
Buses have good connections with reasonable wait times	3.17	3.21	3.01	3.13	2.97	3.17	3.38	3.30	2.92	3.31	2.98	3.19	3.63	3.29	3.11
Bus stops have enough amenities such as shelters, benches, information and trash cans	2.96	3.17	2.92	2.89	2.85	2.87	2.87	3.42	2.71	3.25	2.72	2.52	3.35	3.00	2.82
Bus stops are clean and well maintained	3.23	3.40	3.22	3.13	2.94	3.17	2.96	3.99	2.93	3.26	3.27	3.10	3.57	3.30	3.30
Trip duration, that is the time from when you boarded to the time you got off the bus	3.35	3.42	3.20	3.34	3.18	3.30	3.26	3.66	3.27	3.49	3.12	3.37	3.63	3.49	3.46
Sense of safety and security	3.42	3.43	3.46	3.31	3.16	3.33	3.40	3.69	3.18	3.67	3.41	3.56	3.82	3.42	3.55
Overall	3.45	3.56	3.46	3.44	3.22	3.49	3.49	3.38	3.21	3.67	3.13	3.31	3.72	3.42	3.42

Green highlighted cells indicates significantly higher results compared to other regions.
Red highlighted cells indicates significantly lower results compared to other regions.



Q11 Based on your own experience or what you may have seen or heard, we would like you to rate the local transit system on several areas.
Using a scale of 1 to 5 where 1 means extremely poor and 5 means excellent, please indicate your level of agreement with each of the following statements.

*Prefer not to answer is excluded from the table but included in calculating the percentage

Reason for using Transit

Current Reporting Quarter: Q1 2024 (JAN - MAR)

	Total n = 1202	Victoria CMA n = 424	Central Fraser Valley n = 96	Kamloops n = 79	Kelowna n = 85	Nanaimo n = 81	Prince George n = 98	Whistler n = 10	Chilliwack n = 56	Campbell River n = 22	Comox Valley n = 48	Cowichan Valley n = 34	Penticton n = 48	Vernon n = 45	Tier 3 n = 76
Going to or from work	23%	25%	32%	21%	25%	19%	25%	42%	25%	20%	20%	11%	10%	22%	14%
Going to or from school	7%	10%	6%	14%	10%	4%	5%	0%	8%	5%	4%	0%	2%	0%	5%
Going to or from shopping	22%	19%	19%	26%	17%	26%	33%	0%	30%	13%	14%	26%	21%	34%	23%
Conducting personal business (such as going to the doctor or bank, etc.)	19%	14%	20%	22%	24%	11%	14%	0%	25%	4%	29%	18%	37%	16%	29%
Entertainment or social reasons (such as visiting friends or relatives)	18%	18%	21%	13%	17%	18%	18%	58%	10%	47%	15%	29%	18%	13%	14%
Going to the ferry terminal/airport	7%	9%	1%	1%	3%	19%	1%	0%	2%	0%	13%	13%	2%	13%	8%
Other	4%	4%	2%	4%	3%	1%	4%	0%	0%	11%	4%	3%	11%	0%	6%
Don't know	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

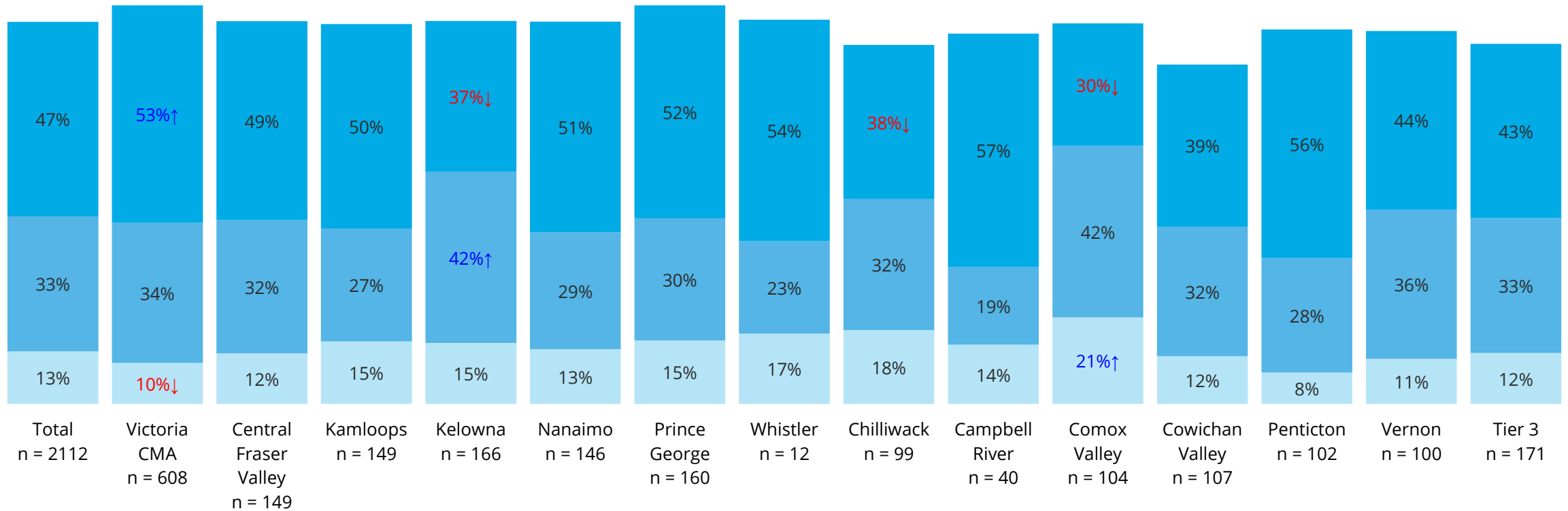
Q5A What was the main purpose of your trip, the last time you used the local public bus system?

Green highlighted cells indicates significantly higher results compared to other regions.
Red highlighted cells indicates significantly lower results compared to other regions.



Overall Transit Experience

Current Reporting Quarter: Q1 2024 (JAN - MAR)



■ Poor ■ Neutral ■ Excellent

↑ indicates significantly higher results compared to other regions;

↓ indicates significantly lower results compared to other regions.



Q12 Using the following scale where 1 is extremely poor and 5 is excellent, how would you rate the local transit system overall?

Don't know/not sure is excluded from the graph but included in the percentage calculation

Safety in Transit

Current Reporting Quarter: Q1 2024 (JAN - MAR)

	Total n = 1202	Victoria CMA n = 424	Central Fraser Valley n = 96	Kamloops n = 79	Kelowna n = 85	Nanaimo n = 81	Prince George n = 98	Whistler n = 10	Chilliwack n = 56	Campbell River n = 22	Comox Valley n = 48	Cowichan Valley n = 34	Penticton n = 48	Vernon n = 45	Tier 3 n = 76
No, I felt safe throughout the trip	73%	74%	65%	71%	67%	76%	83%	100%	64%	74%	72%	80%	78%	72%	71%
Yes, I felt unsafe while travelling to my first stop	5%	4%	9%	2%	10%	6%	5%	0%	8%	14%	6%	0%	2%	2%	5%
Yes, I felt unsafe while waiting to board my first transit vehicle	10%	8%	20%	11%	10%	14%	6%	0%	9%	0%	12%	10%	7%	20%	12%
Yes, I felt unsafe while on-board	8%	8%	10%	12%	12%	7%	4%	0%	10%	4%	6%	2%	2%	10%	6%
Yes, I felt unsafe during a transfer	4%	4%	10%	7%	4%	3%	1%	0%	5%	4%	6%	2%	4%	10%	5%
Yes, I felt unsafe when exiting	4%	3%	5%	5%	7%	4%	2%	0%	4%	4%	0%	4%	2%	7%	2%
Yes, I felt unsafe while travelling to my final destination	3%	3%	5%	2%	4%	2%	2%	0%	7%	0%	6%	3%	0%	7%	1%
Don't know/not sure	4%	4%	3%	1%	5%	3%	3%	0%	1%	0%	0%	4%	9%	0%	8%

Green highlighted cells indicates significantly higher results compared to other regions.
Red highlighted cells indicates significantly lower results compared to other regions.

Q13 During your most recent trip, were there parts of the trip where you felt unsafe?

*Don't know/not sure is excluded from the table

NPS Score of Transit

Current Reporting Quarter: Q1 2024 (JAN - MAR)

	Total n = 1980	Victoria CMA n = 580	Central Fraser Valley n = 142	Kamloops n = 141	Kelowna n = 159	Nanaimo n = 137	Prince George n = 152	Whistler n = 11	Chilliwack n = 90	Campbell River n = 39	Comox Valley n = 97	Cowichan Valley n = 88	Penticton n = 95	Vernon n = 93	Tier 3 n = 155
Detractors	50%	43%	57%	49%	60%	44%	53%	44%	58%	48%	62%	49%	44%	54%	50%
Passive	14%	15%	12%	18%	12%	11%	12%	16%	15%	15%	10%	19%	13%	13%	17%
Promoters	36%	42%	31%	33%	29%	45%	35%	40%	26%	36%	27%	32%	43%	33%	33%
NPS Score	-13.5	-0.8	-26.5	-15.8	-30.8	0.7	-18.0	-4.5	-32.0	-11.7	-35.0	-16.6	-1.0	-20.5	-16.2

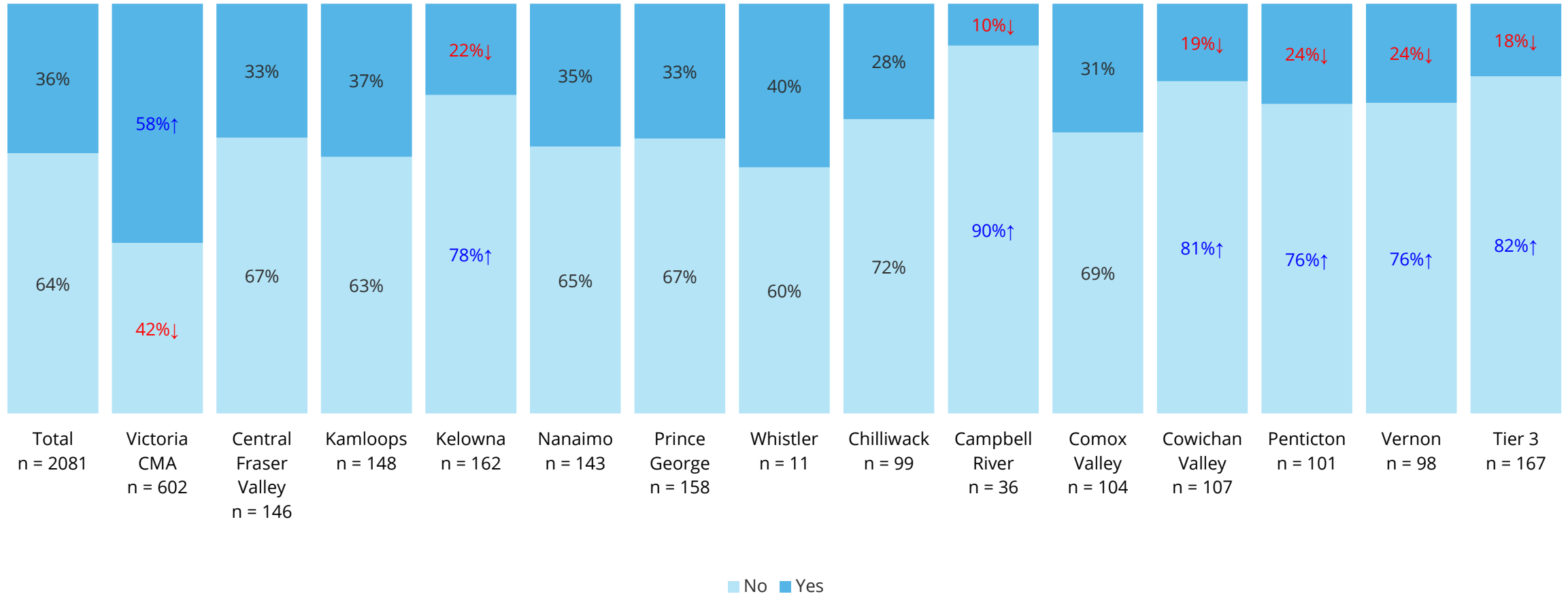
Q16 How likely are you to recommend BC Transit to a friend or family member using a scale of 0 to 10 where 0 is "not at all likely" and 10 is "extremely likely"?

*Don't know/not sure is excluded from the table

Green highlighted cells indicates significantly higher results compared to other regions.
Red highlighted cells indicates significantly lower results compared to other regions.

Awareness of Electronic Fare Collection System

Current Reporting Quarter: Q1 2024 (JAN - MAR)



Q17 Are you aware that BC Transit is implementing an Electronic Fare Collection System?

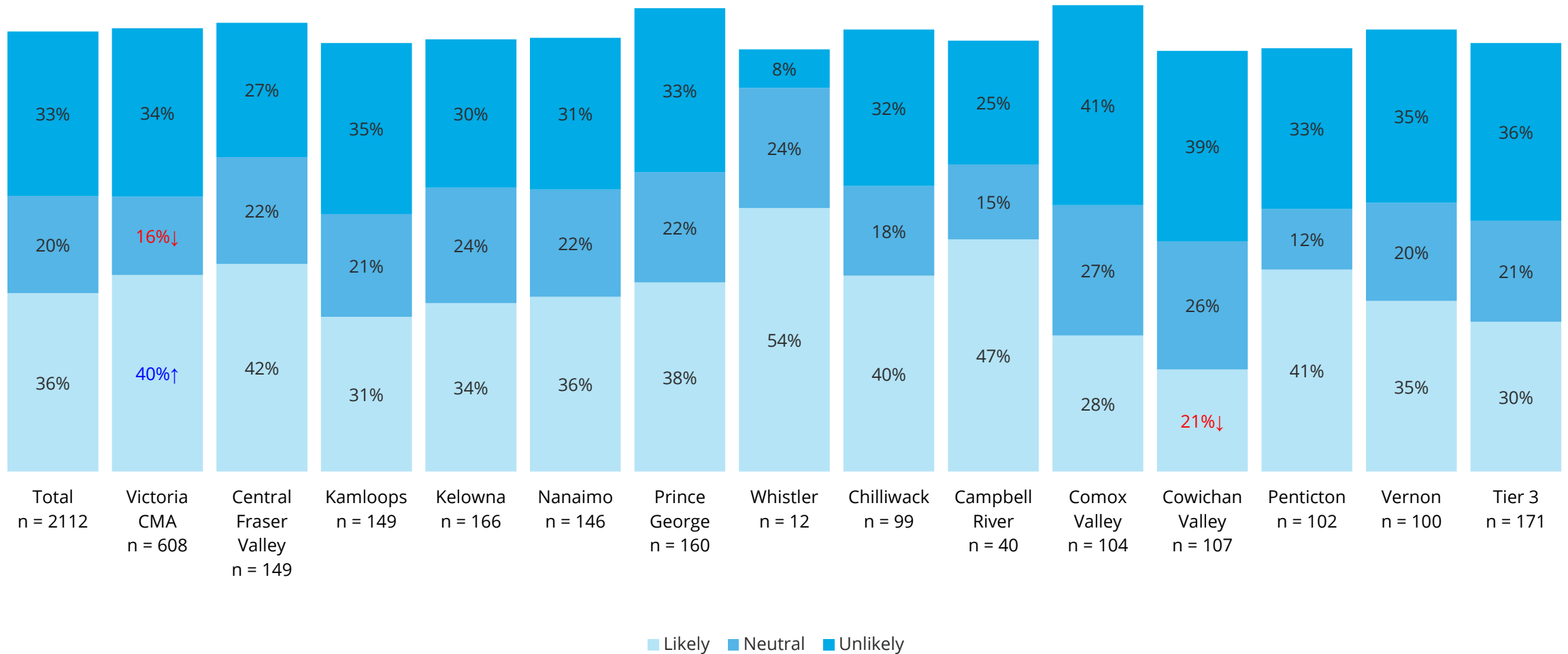
*Prefer not to answer is excluded from the graph

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 ↓ indicates significantly lower results compared to other regions.



Electronic Fare Impact

Current Reporting Quarter: Q1 2024 (JAN - MAR)



↑ indicates significantly higher results compared to other regions;

↓ indicates significantly lower results compared to other regions.

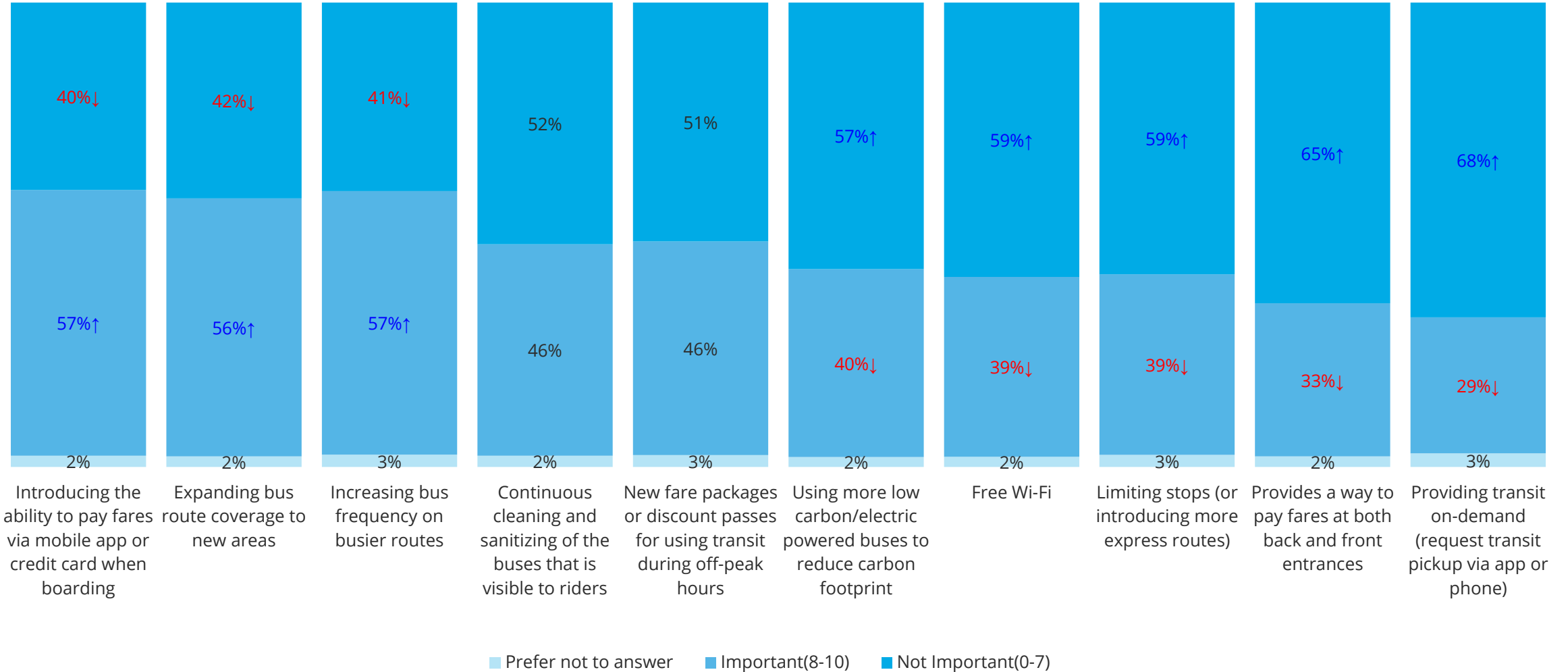


Q18 On a scale of 1 to 5 where 1 is Very Unlikely and 5 is Very Likely, how likely is it that the new electronic fare payment system will increase your future usage of public transport?

*Don't know/unsure is excluded from the graph but included in the percentage calculation

Key Improvements to Encourage use of Transit

Current Reporting Quarter: Q1 2024 (JAN - MAR)



base n= 2112

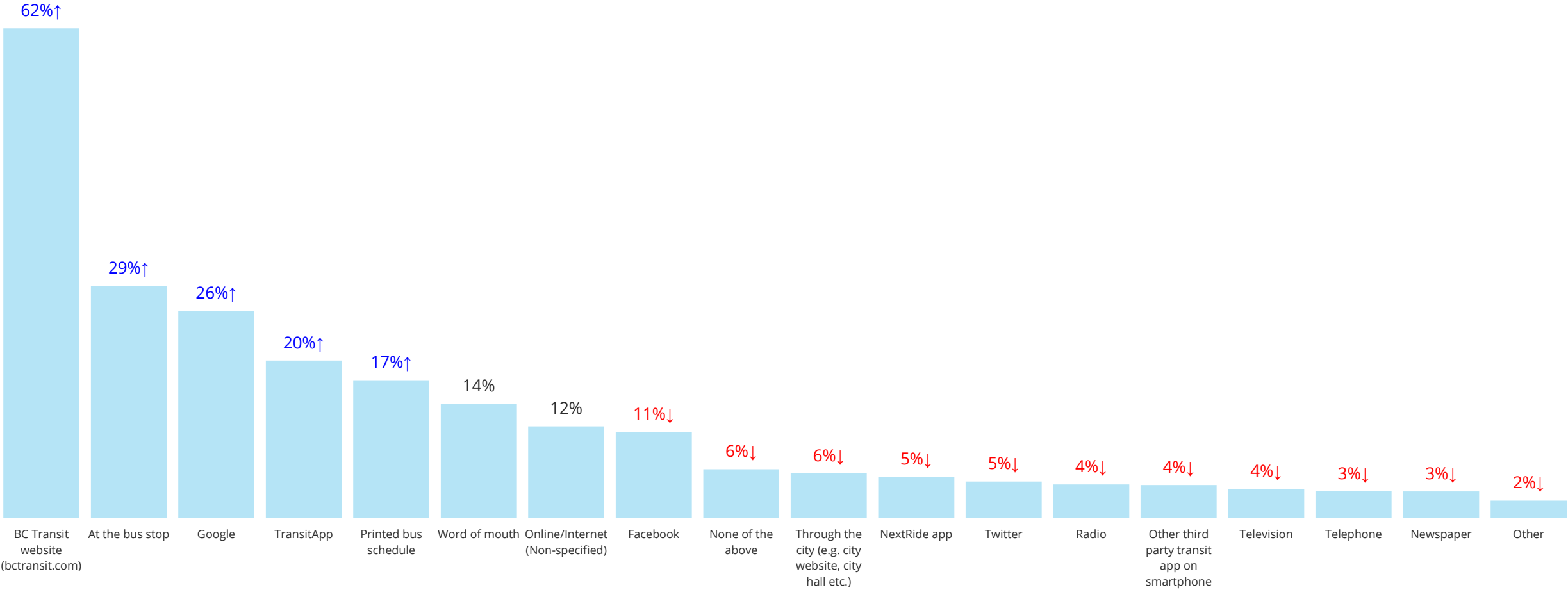
Q14 BC Transit is interested in understanding what key improvements they could make to encourage people to use transit more frequently. The following is a list of actions they are considering taking. On a scale of 1 to 10 where 1 is not at all important and 10 is extremely important, please rate how important each item would be in terms of encouraging you to take transit more often.

↑ indicates significantly higher results compared to other improvements;
↓ indicates significantly lower results compared to other improvements.



Source of Information on Local Transit

Current Reporting Quarter: Q1 2024 (JAN - MAR)



base n= 2112

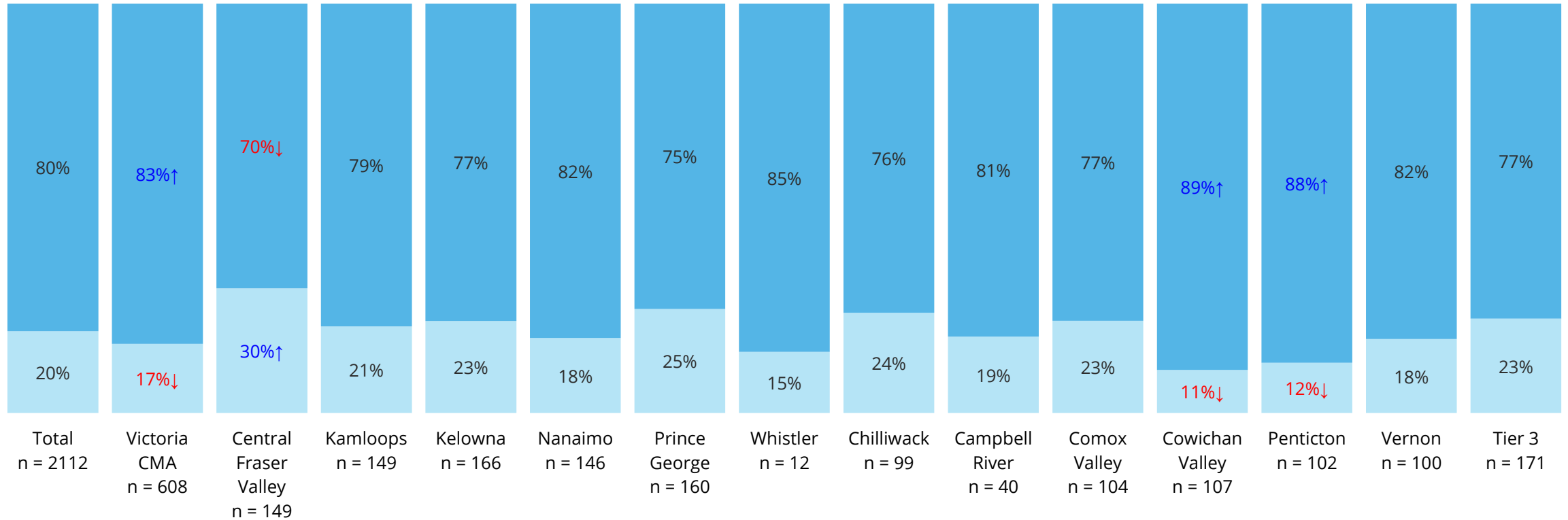
Q15 Where do you typically get information about your local transit system?

↑ indicates significantly higher results compared to overall;
 ↓ indicates significantly lower results compared to overall.



Taking Care of Children Aged 12 and Under

Current Reporting Quarter: Q1 2024 (JAN - MAR)



■ Yes ■ No

↑ indicates significantly higher results compared to other regions;

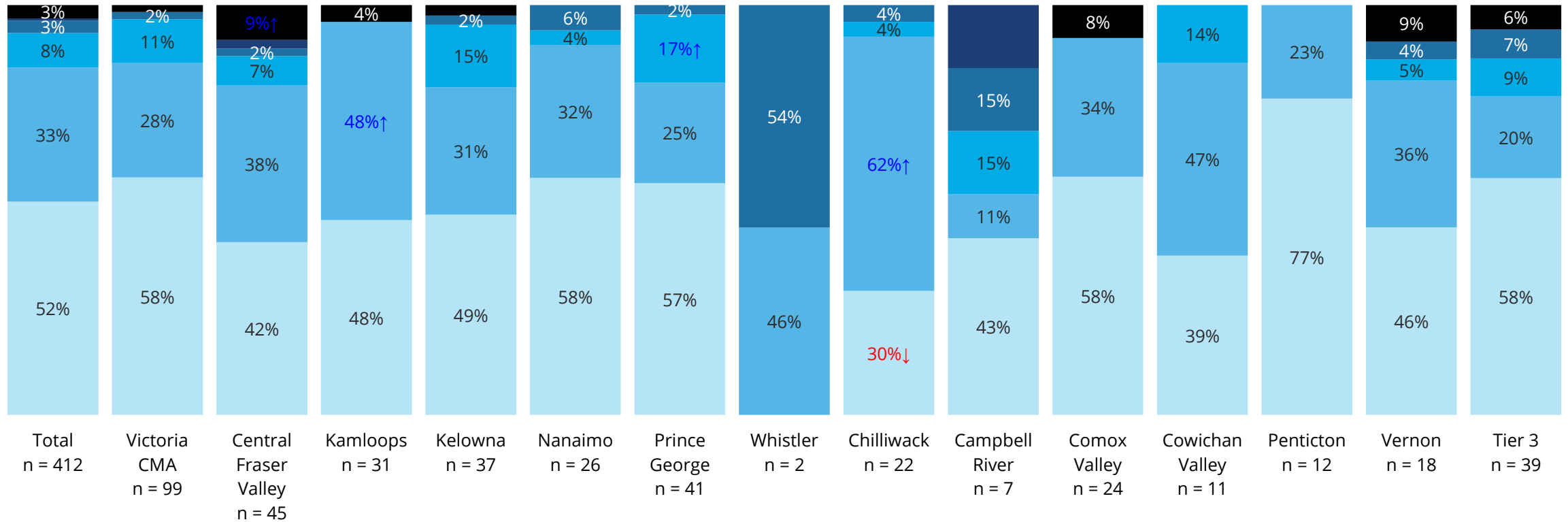
↓ indicates significantly lower results compared to other regions.



X1 Are you taking care of children aged 12 and under (including anyone responsible for childcare e.g. parent, guardian, childcare provider, etc.)?

Average Number of Children Aged 12 and Under

Current Reporting Quarter: Q1 2024 (JAN - MAR)



1 2 3 4 5 More than 5

↑ indicates significantly higher results compared to other regions;

↓ indicates significantly lower results compared to other regions.

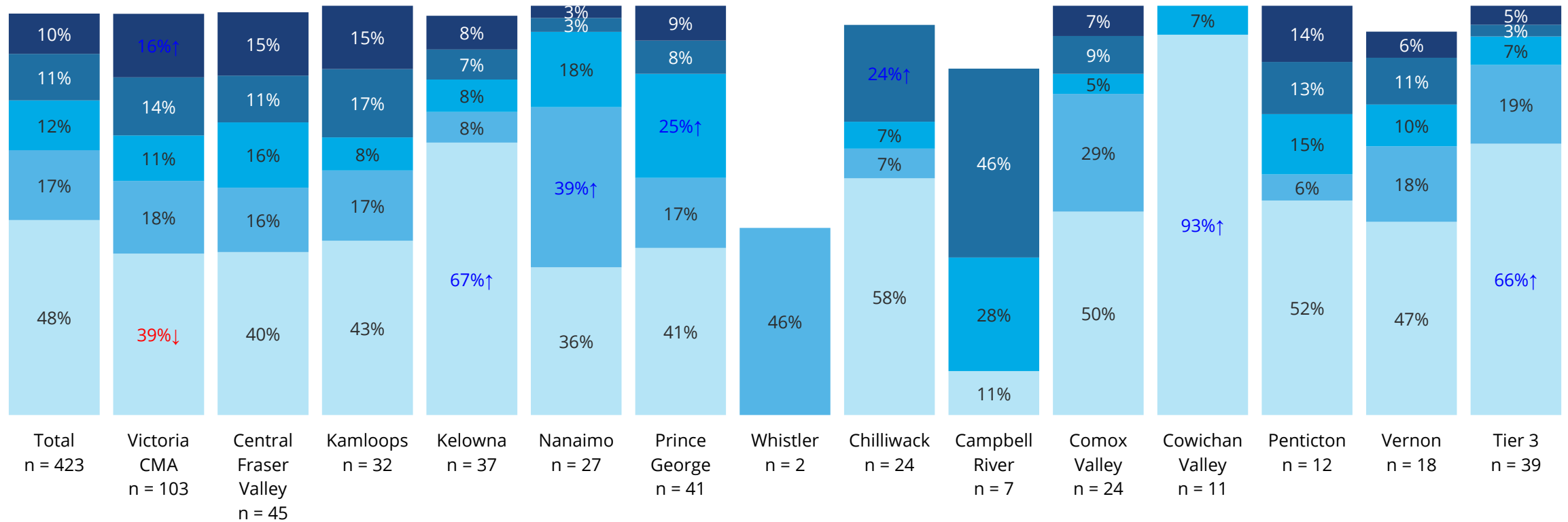


X2 How many children, age 12 and under, are in your care?

*Prefer not to answer is excluded from the graph

Frequency of Riding the Bus by Children 12 and Under

Current Reporting Quarter: Q1 2024 (JAN - MAR)



■ They do not use transit
 ■ A few times a year
 ■ A few times a month
 ■ 3+ days a week
 ■ 1-2 days a week

↑ indicates significantly higher results compared to other regions;

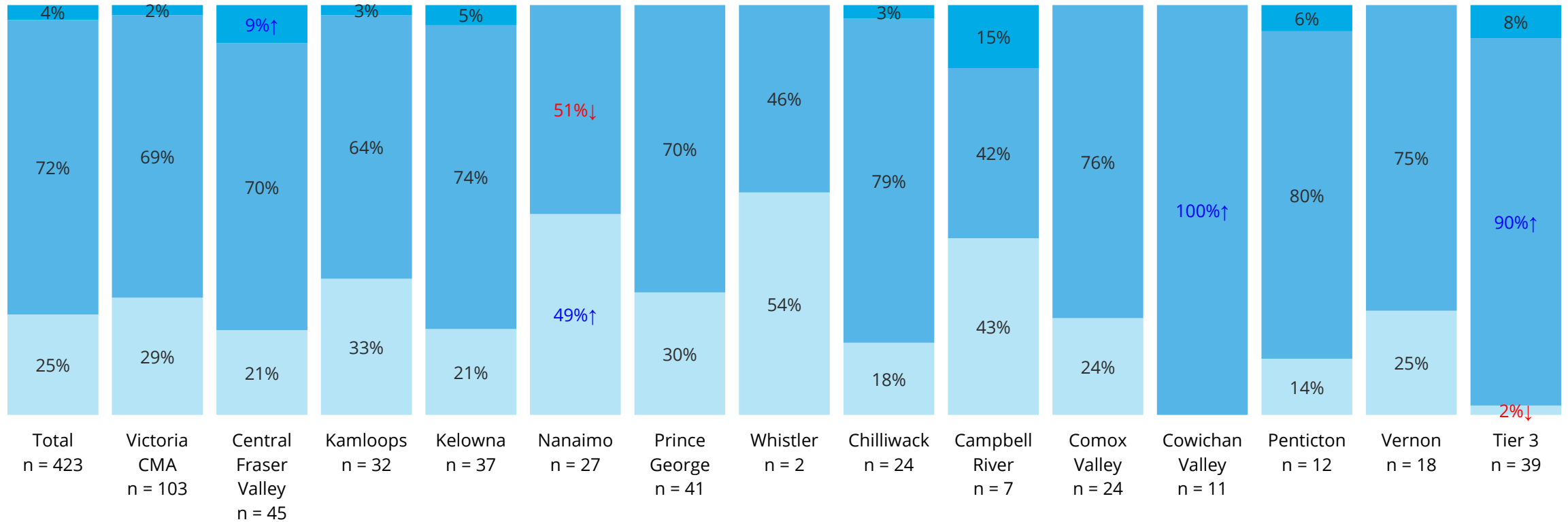
↓ indicates significantly lower results compared to other regions.

X3 How frequently does/do your child/children, 12 and under, ride the bus with or without you?

*Prefer not to answer is excluded from the graph but included in the percentage calculation

Impact of Free Transit on Transit Usage for Children 12 and Under

Current Reporting Quarter: Q1 2024 (JAN - MAR)



■ Increased
 ■ Neither decreased nor increased
 ■ Decreased

↑ indicates significantly higher results compared to other regions;

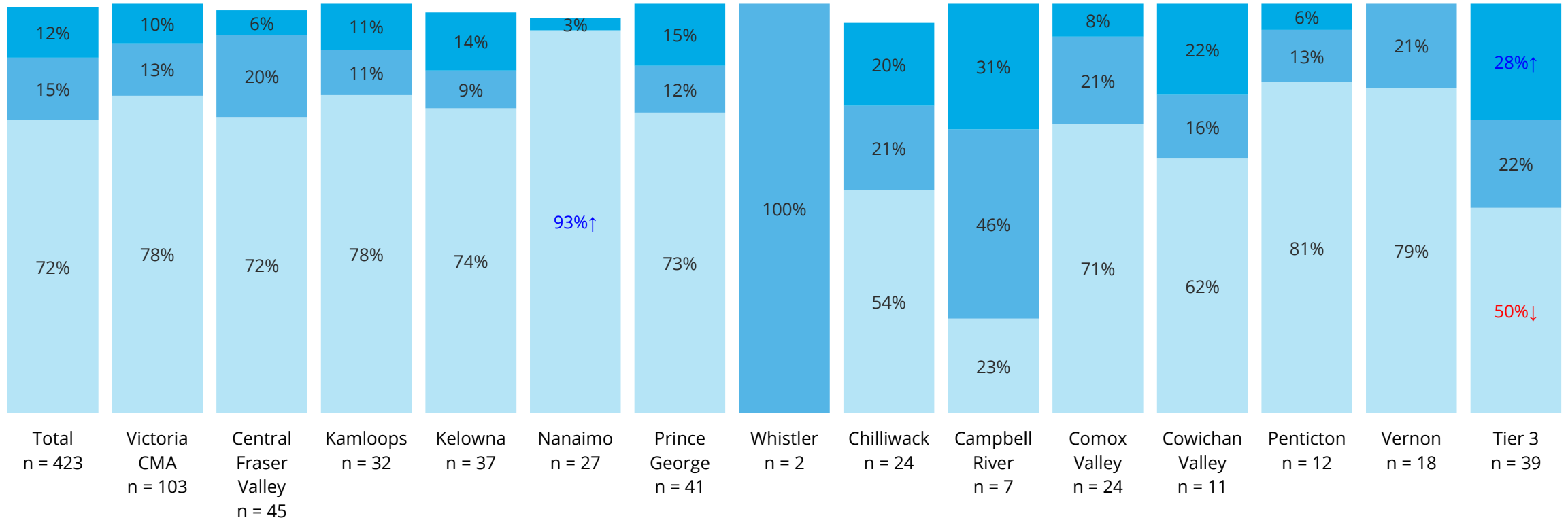
↓ indicates significantly lower results compared to other regions.



X4 To what extent has the implementation of the Free Transit for Children 12 and Under program, impacted the frequency with which your child/children uses public transit?

Importance of Free Transit for Children 12 and Under

Current Reporting Quarter: Q1 2024 (JAN - MAR)



■ Important ■ Neutral ■ Not important

↑ indicates significantly higher results compared to other regions;
 ↓ indicates significantly lower results compared to other regions.

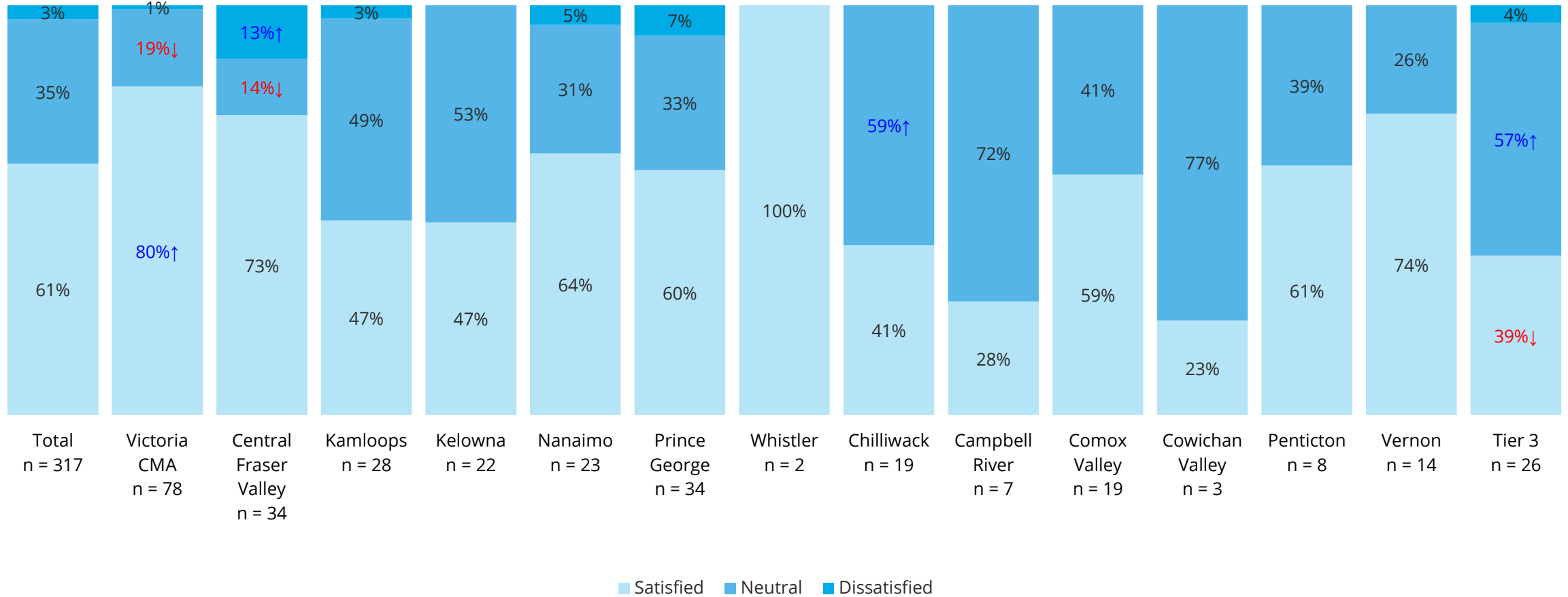


X5 How important do you think the Free Transit for Children 12 and Under program is to your community?

*Don't know is excluded from the graph but included in the percentage calculation

Satisfaction of Free Transit for Children 12 and Under

Current Reporting Quarter: Q1 2024 (JAN - MAR)



X6 How satisfied were you with the service your child/children experienced while taking transit?

*Don't know is excluded from the graph

↑ indicates significantly higher results compared to other regions;

↓ indicates significantly lower results compared to other regions.



Demographics

Current Reporting Quarter: Q1 2024 (JAN - MAR)

	%
Less than \$20,000	10%
\$20,000 - \$29,999	10%
\$30,000 - \$39,999	8%
\$40,000 - \$49,999	8%
\$50,000 - \$59,999	9%
\$60,000 - \$69,999	7%
\$70,000 - \$99,999	17%
\$100,000 - \$149,999	16%
\$150,000 or more	7%
Prefer not to answer	8%

	%
19-24	12%
25-34	18%
35-44	17%
45-54	14%
55-64	17%
65 and older	21%
Prefer not to answer	0%

	%
Male	42%
Female	57%
Nonbinary	1%
Two-spirit	0%
Another gender not listed above	0%
Prefer not to answer	0%

	%
Employed full time (30 hours or more per week)	41%
Employed part time (less than 30 hours per week)	17%
Unable to work	6%
Unemployed	9%
Stay at home parent	4%
Retired	22%
Prefer not to answer	3%

	%
Racialized minority	8%
Persons with disabilities (including physical and/or mental health disability)	21%
Indigenous (as defined in Canada as First Nations, Métis or Inuit)	9%
New to Canada (less than 1 year)	3%
LGBTQ2S+	8%
None of the above	57%
Prefer not to answer	3%

	%
Not currently a student	87%
Yes, High school student	1%
Yes, Full time postsecondary student	5%
Yes, Part time postsecondary student	2%
Yes, Student in vocational college	1%
Prefer not to answer	3%

base n= 2112

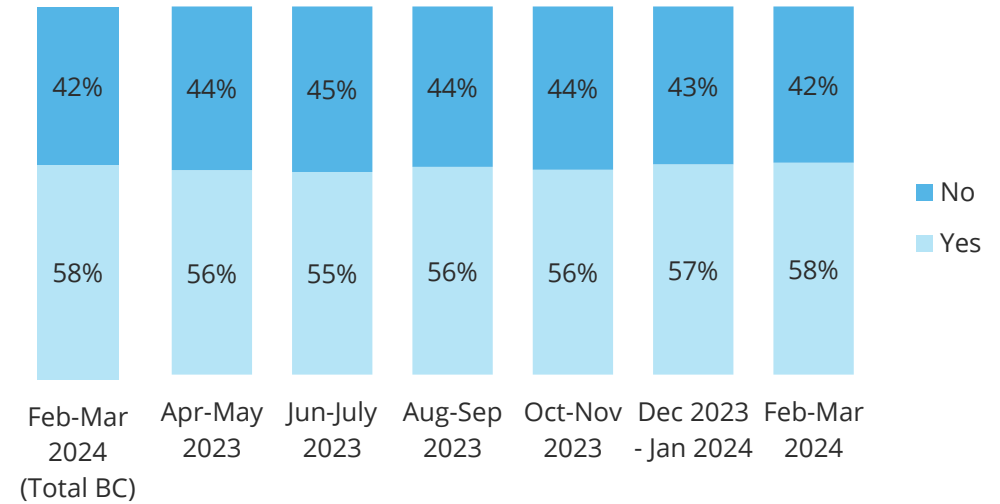
Bi-Monthly Reporting Regions

Trends

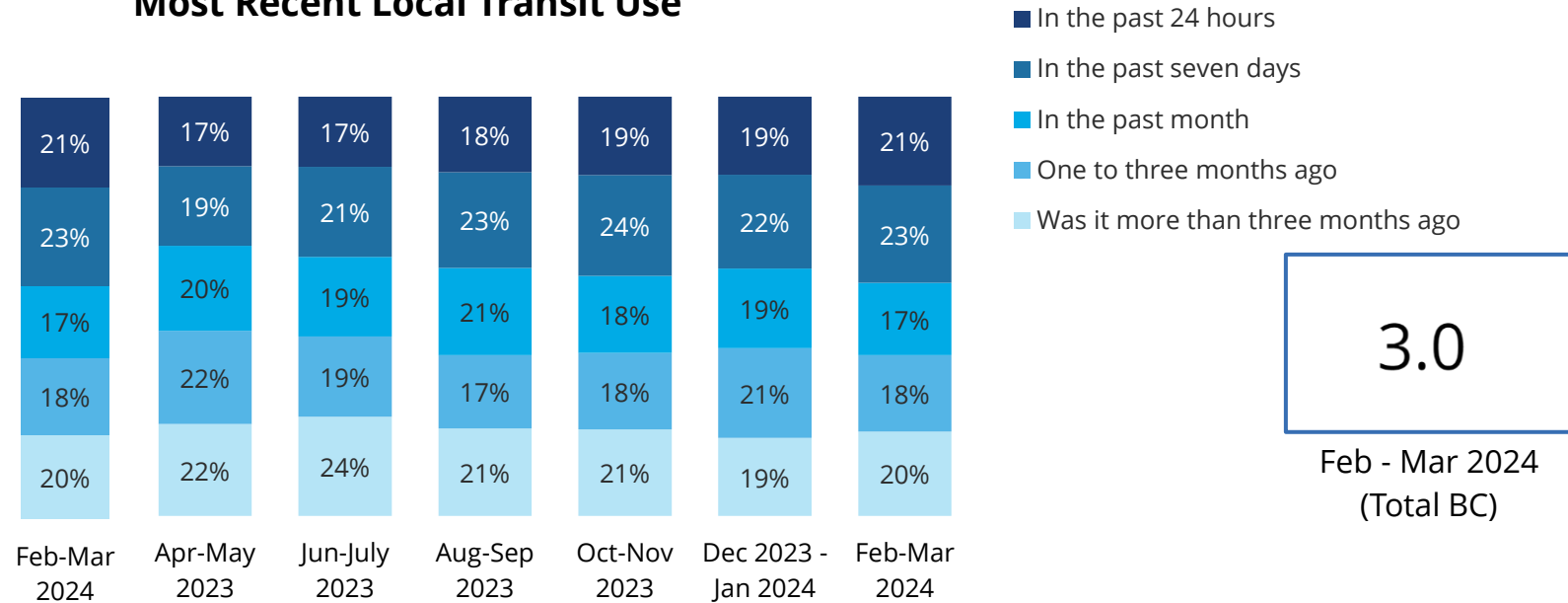
Responsibility for Local Transit System

	Apr-May 2023	Jun-July 2023	Aug-Sep 2023	Oct-Nov 2023	Dec 2023 - Jan 2024	Feb-Mar 2024	Feb-Mar 2024 (Total BC)
BC Transit	79%	74%	79%	76%	80%	81%	81%
Local/municipal government	29%	30%	27%	28%	29%	26%	26%
TransLink	7%	13%	10%	12%	16%	12%	12%
Other	2%	3%	1%	1%	1%	2%	2%
Don't know	6%	7%	5%	8%	5%	5%	5%

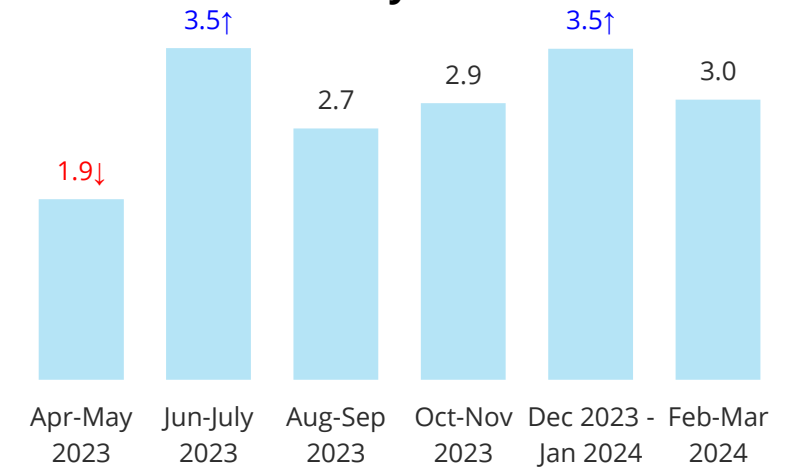
Past Year Local Transit use



Most Recent Local Transit Use



Average Number of One-Way Trips in the Past Seven Days



3.0

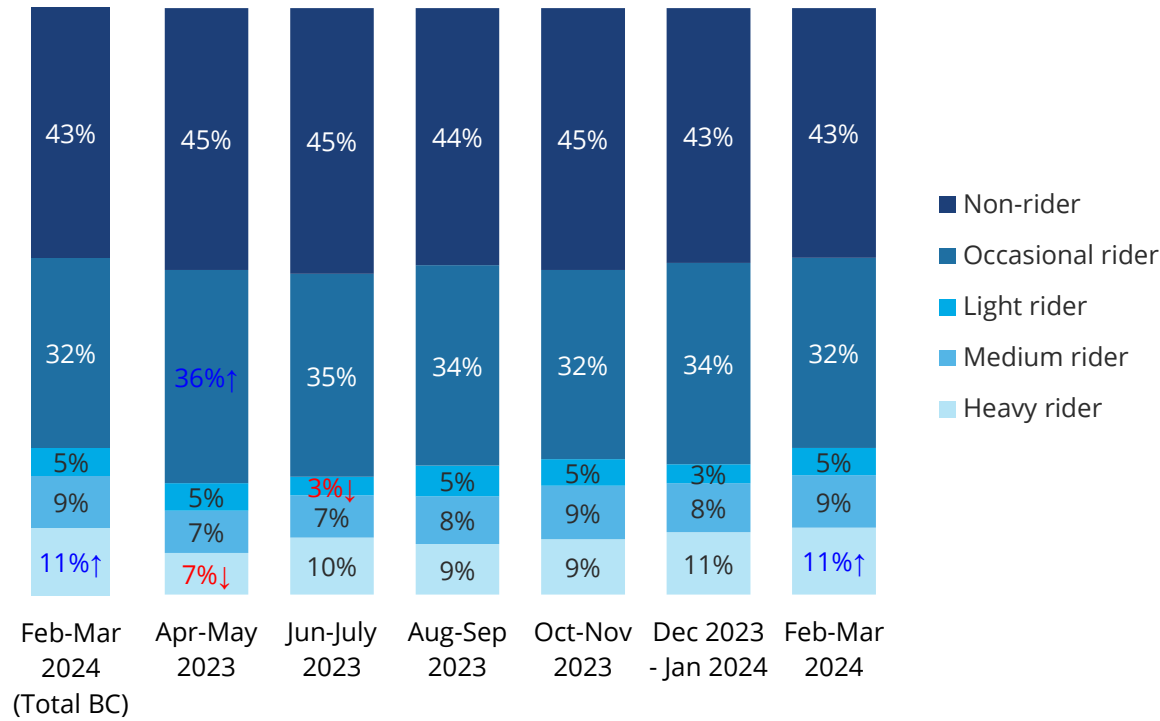
Feb - Mar 2024 (Total BC)

↑ indicates significantly higher results compared to other bi-monthly period;
 ↓ indicates significantly lower results compared to other bi-monthly period

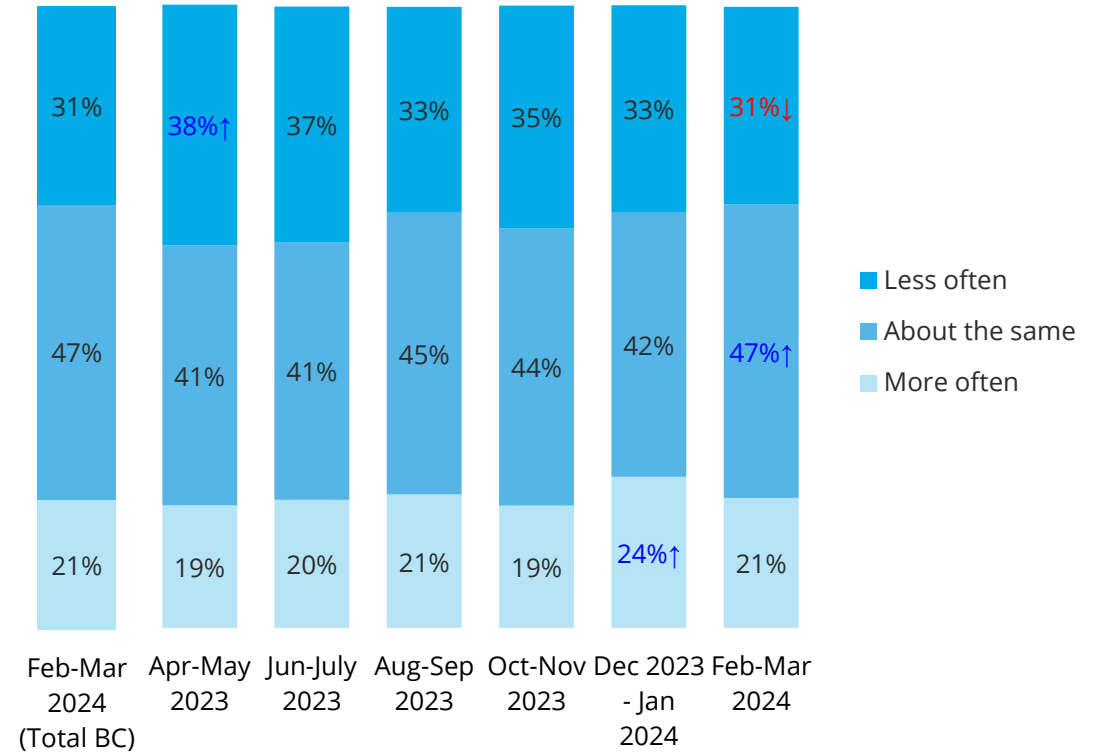
Green highlighted cells indicates significantly higher results compared to other bi-monthly period.
 Red highlighted cells indicates significantly lower results compared to other bi-monthly period.

Trends

Rider Usage Group



Past Year Change in Local Bus System Use (Among Past Year Riders)



↑ indicates significantly higher results compared to other bi-monthly period;
 ↓ indicates significantly lower results compared to other bi-monthly period

Modes of Transportation Used More Often

	Apr-May 2023	Jun-July 2023	Aug-Sep 2023	Oct-Nov 2023	Dec 2023 - Jan 2024	Feb-Mar 2024	Feb-Mar 2024 (Total BC)
Drive alone (car/truck)	54%	63%	61%	62%	61%	60%	60%
Carpool or share a ride as driver	9%	15%	10%	9%	13%	11%	11%
Carpool or share a ride as passenger	19%	19%	14%	15%	18%	17%	17%
Taxi	12%	15%	11%	11%	12%	13%	13%
Bicycle	14%	16%	19%	12%	11%	11%	11%
Motorcycle/moped/scooter	4%	4%	4%	4%	5%	5%	5%
Walking/rollerblading/skateboarding/jogging	34%	28%	32%	36%	30%	34%	34%
Ride share (e.g. Uber, Lyft, etc.)	4%	13%	9%	8%	12%	7%	7%
Other	6%	4%	1%	3%	6%	3%	3%
Don't know	0%	1%	1%	1%	0%	1%	1%

Modes of Transportation Used Less Often

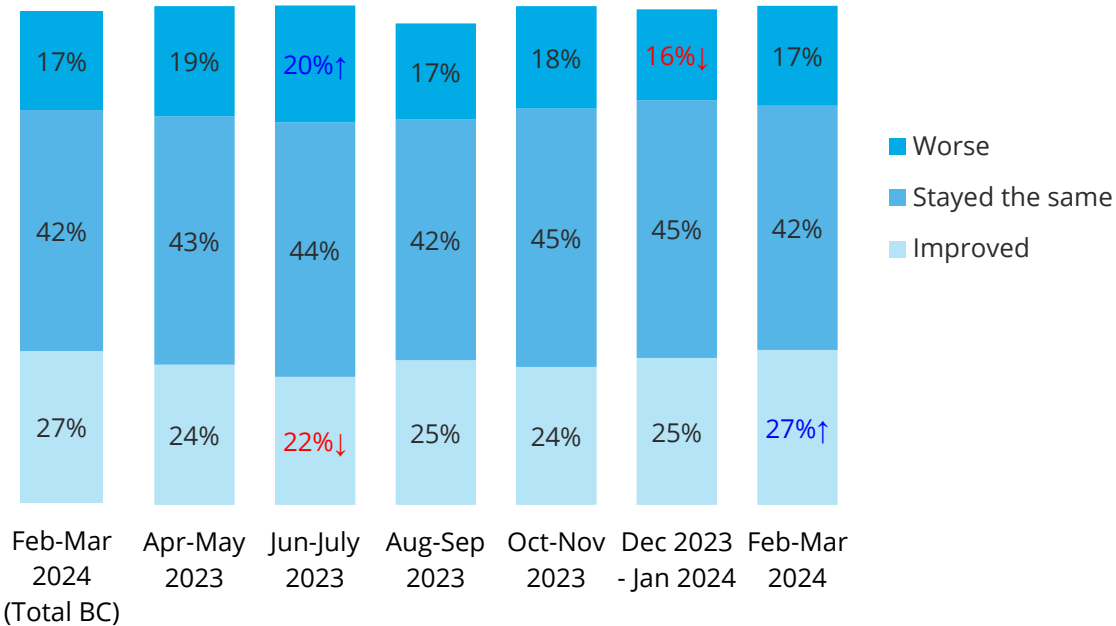
	Apr-May 2023	Jun-July 2023	Aug-Sep 2023	Oct-Nov 2023	Dec 2023 - Jan 2024	Feb-Mar 2024	Feb-Mar 2024 (Total BC)
Drive alone (car/truck)	57%	45%	53%	54%	64%	48%	48%
Carpool or share a ride as driver	11%	13%	18%	16%	22%	22%	22%
Carpool or share a ride as passenger	19%	20%	24%	22%	22%	26%	26%
Taxi	31%	45%	37%	36%	29%	37%	37%
Bicycle	13%	21%	18%	17%	13%	10%	10%
Motorcycle/moped/scooter	5%	6%	8%	6%	5%	12%	12%
Walking/rollerblading/skateboarding/jogging	33%	26%	23%	27%	23%	26%	26%
Ride share (e.g. Uber, Lyft, etc.)	13%	15%	18%	19%	16%	24%	24%
Other	1%	4%	2%	2%	1%	4%	4%
Don't know	1%	2%	3%	2%	2%	1%	1%

Green highlighted cells indicates significantly higher results compared to other bi-monthly period.

Red highlighted cells indicates significantly lower results compared to other bi-monthly period.

Trends

Past Year Change in Local Bus System



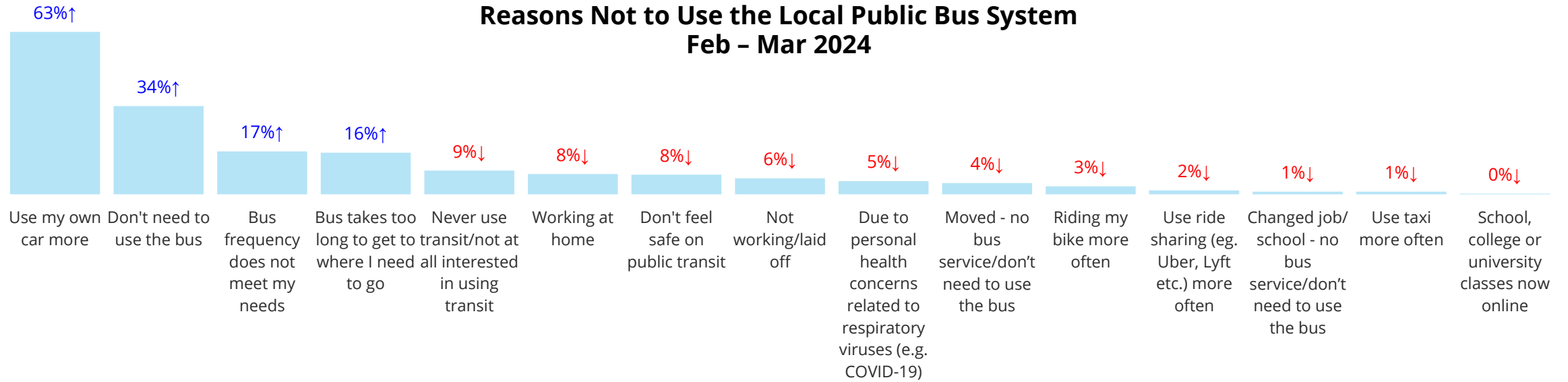
	Apr-May 2023	Jun-July 2023	Aug-Sep 2023	Oct-Nov 2023	Dec 2023 - Jan 2024	Feb-Mar 2024	Feb-Mar 2024 (Total BC)
Fare prices are reasonable	48%	46%	45%	47%	51%	50%	50%
Bus drivers are courteous	61%	60%	65%	61%	62%	64%	64%
Frequency of scheduled service	34%	32%	34%	35%	39%	40%	40%
Buses run on time/on schedule	46%	44%	44%	45%	49%	49%	49%
Buses are clean/well-maintained	54%	50%	59%	52%	56%	56%	56%
Availability and accuracy of schedule information	48%	45%	44%	48%	48%	52%	52%
Buses not being overcrowded	46%	46%	46%	43%	50%	48%	48%
Buses have a direct route	41%	38%	38%	39%	43%	42%	42%
Bus fare payment options are convenient and easy to use	47%	46%	42%	47%	51%	52%	52%
Buses have good connections with reasonable wait times	35%	32%	32%	33%	37%	39%	39%
Bus stops have enough amenities such as shelters, benches, information and trash cans	32%	32%	35%	30%	32%	33%	33%
Bus stops are clean and well maintained	39%	39%	44%	41%	42%	42%	42%
Trip duration, that is the time from when you boarded to the time you got off the bus	44%	41%	43%	43%	45%	43%	43%
Sense of safety and security	43%	41%	49%	44%	49%	49%	49%
Overall	45%	42%	48%	41%	47%	48%	48%

Green highlighted cells indicates significantly higher results compared to other bi-monthly period.
 Red highlighted cells indicates significantly lower results compared to other bi-monthly period.

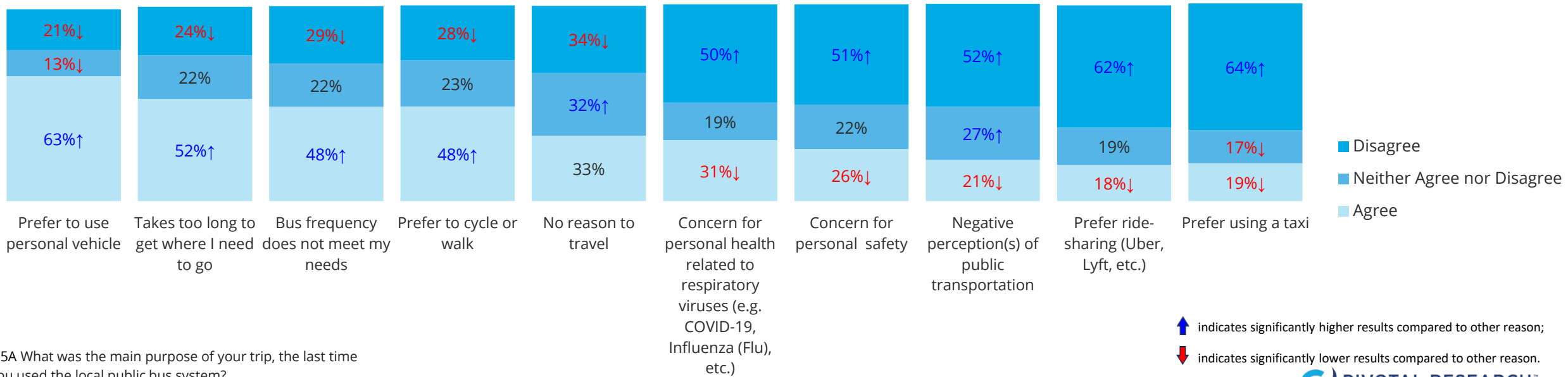
↑ indicates significantly higher results compared to other bi-monthly period;
 ↓ indicates significantly lower results compared to other bi-monthly period

Trends

Reasons Not to Use the Local Public Bus System Feb - Mar 2024



Likelihood of Reasons to not use Public Transportation

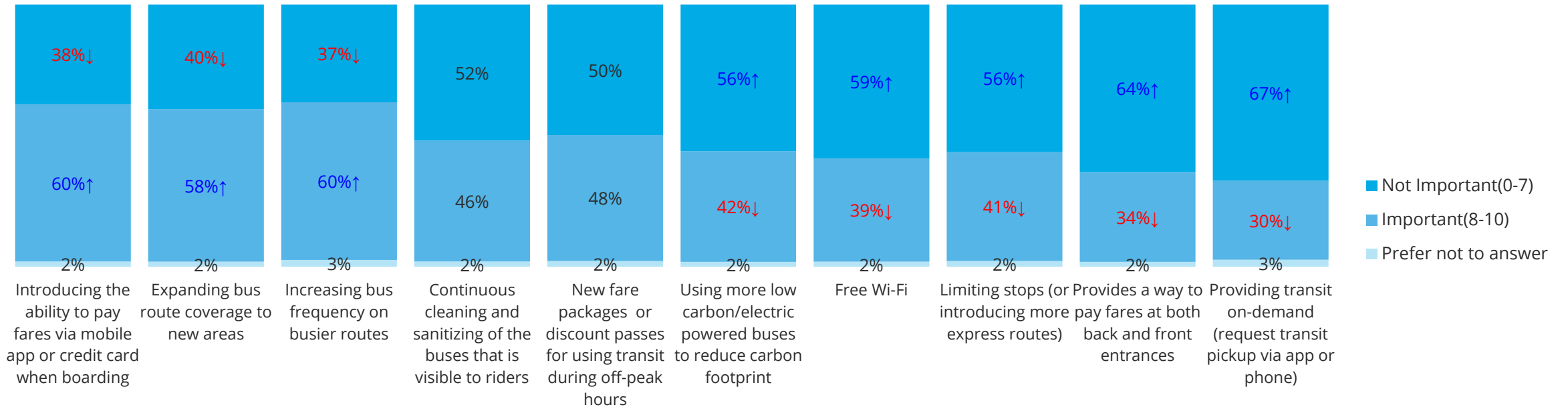


Q5A What was the main purpose of your trip, the last time you used the local public bus system?

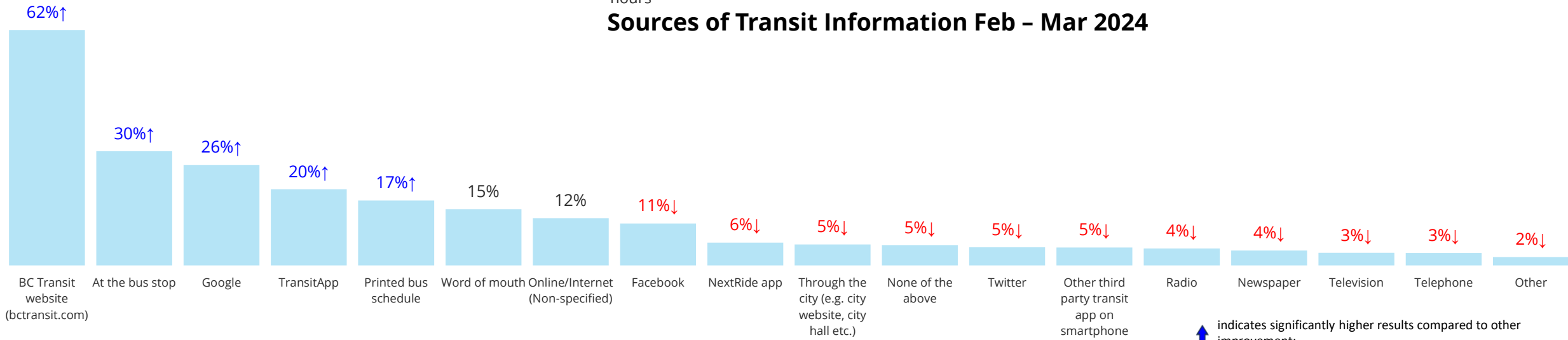
↑ indicates significantly higher results compared to other reason;
↓ indicates significantly lower results compared to other reason.

Trends

Key Improvements to Encourage Use of Transit Feb - Mar 2024



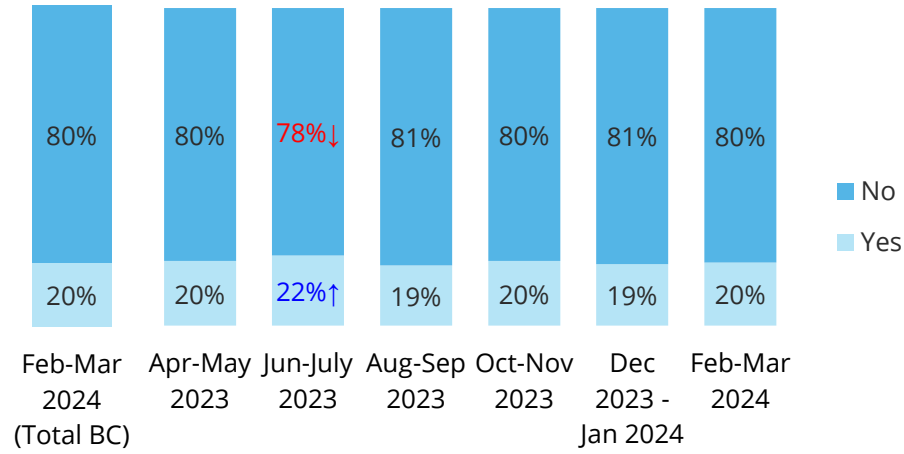
Sources of Transit Information Feb - Mar 2024



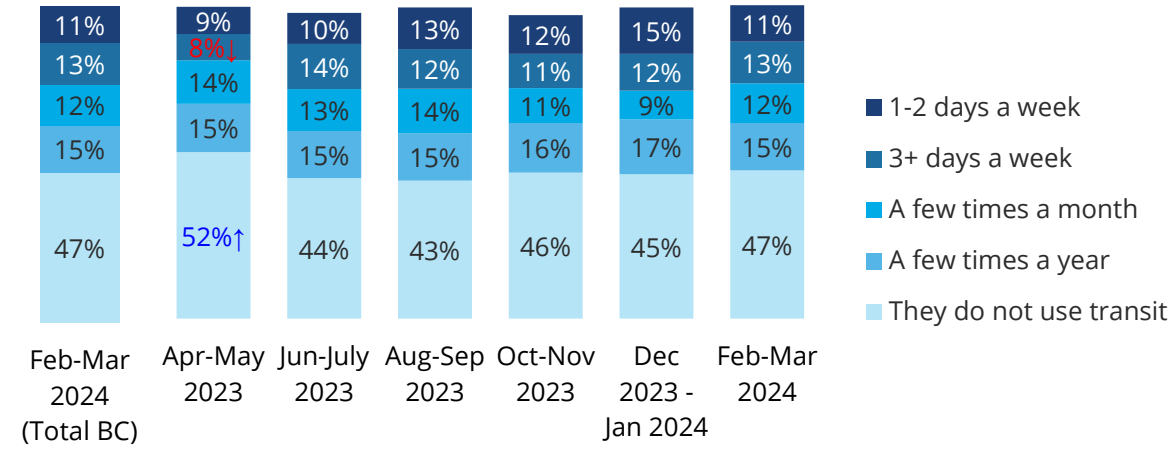
↑ indicates significantly higher results compared to other improvement;
 ↓ indicates significantly lower results compared to other improvement

Trends

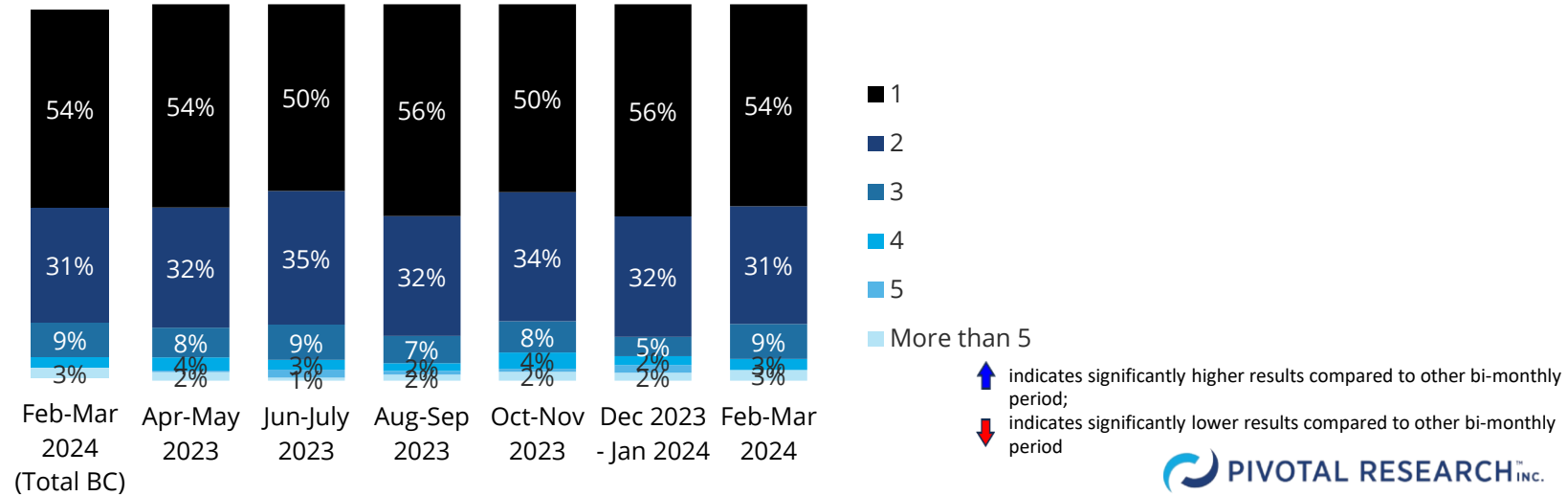
Taking Care of Children Aged 12 and Under



Frequency of Riding the Bus by Children 12 and Under

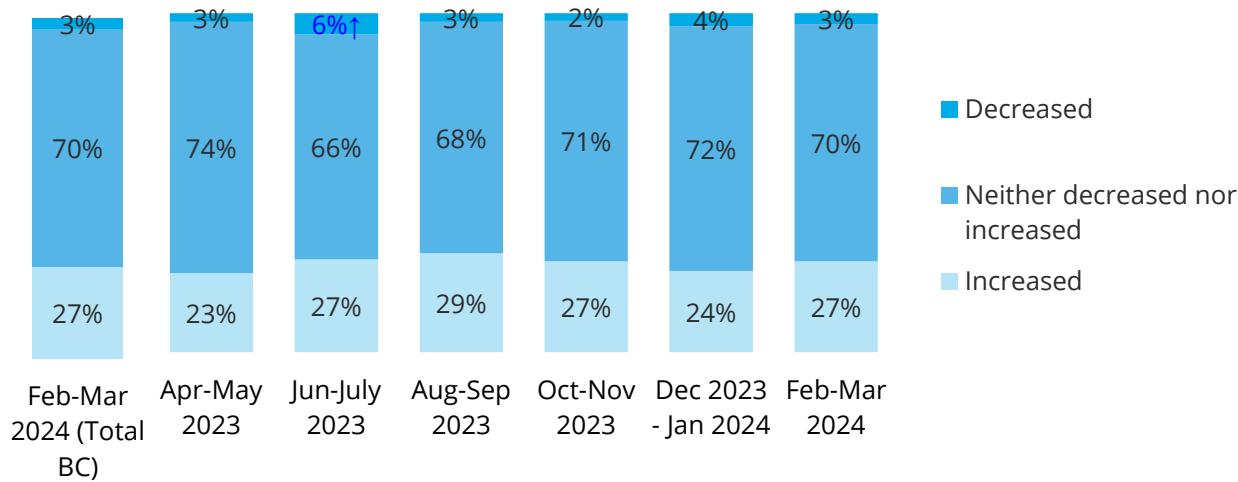


Number of Children Aged 12 and Under

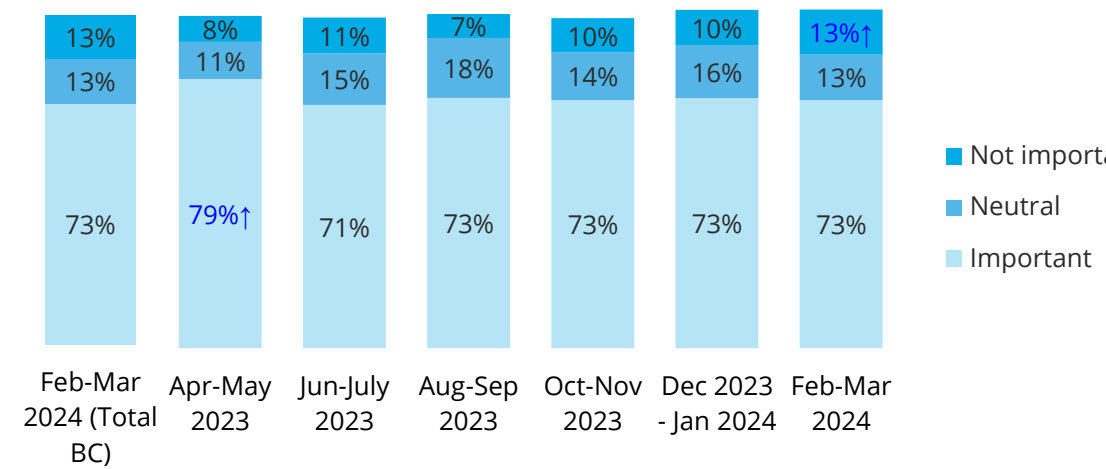


Trends

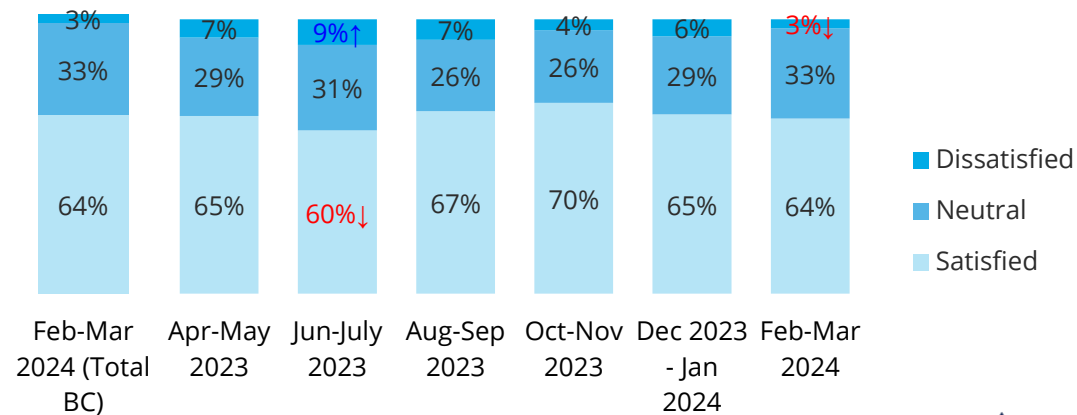
Impact of Free Transit on Transit Usage for Children 12 and Under



Importance of Free Transit for Children 12 and Under



Satisfaction of Free Transit for Children 12 and Under



X4 To what extent has the implementation of the Free Transit for Children 12 and Under program, impacted the frequency with which your child/children uses public transit?

↑ indicates significantly higher results compared to other bi-monthly period;
 ↓ indicates significantly lower results compared to other bi-monthly period

Safety in Transit

	Apr-May 2023	Jun-July 2023	Aug-Sep 2023	Oct-Nov 2023	Dec 2023 - Jan 2024	Feb-Mar 2024	Feb-Mar 2024 (Total BC)
No, I felt safe throughout the trip	71%	68%	76%	70%	69%	74%	74%
Yes, I felt unsafe while travelling to my first stop	5%	7%	7%	5%	8%	5%	5%
Yes, I felt unsafe while waiting to board my first transit vehicle	12%	14%	9%	14%	11%	10%	10%
Yes, I felt unsafe while on-board	9%	9%	7%	9%	8%	7%	7%
Yes, I felt unsafe during a transfer	4%	5%	4%	6%	5%	4%	4%
Yes, I felt unsafe when exiting	3%	4%	3%	5%	4%	4%	4%
Yes, I felt unsafe while travelling to my final destination	4%	5%	4%	4%	4%	3%	3%
Don't know/not sure	5%	6%	3%	5%	4%	4%	4%

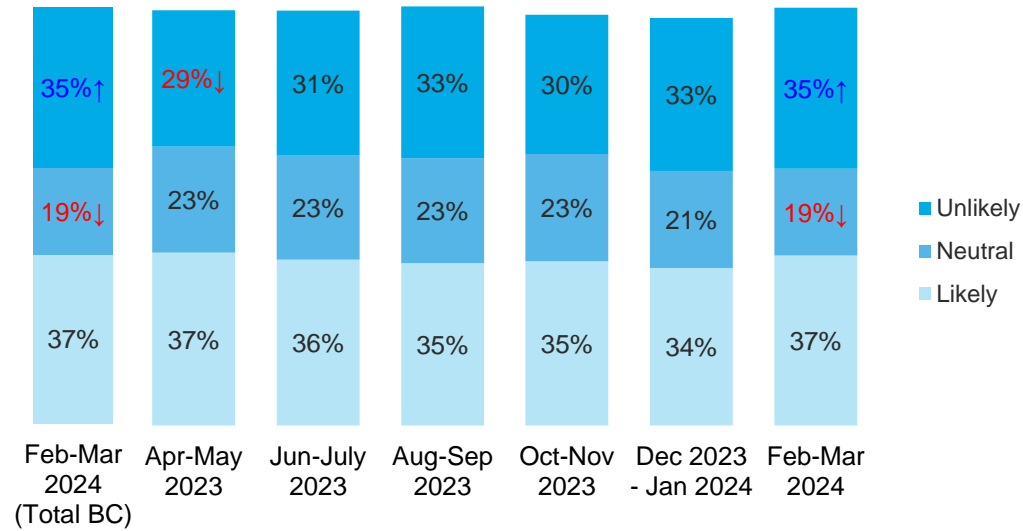
NPS Score of Transit

	Apr-May 2023	Jun-July 2023	Aug-Sep 2023	Oct-Nov 2023	Dec 2023 - Jan 2024	Feb-Mar 2024	Feb-Mar 2024 (Total BC)
Detractors	52%	53%	48%	53%	49%	49%	49%
Passive	15%	13%	14%	14%	17%	14%	14%
Promoters	34%	34%	38%	32%	34%	38%	38%
NPS Score	-18.3	-18.8	-10.4	-21.0	-15.2	-10.9	-10.9

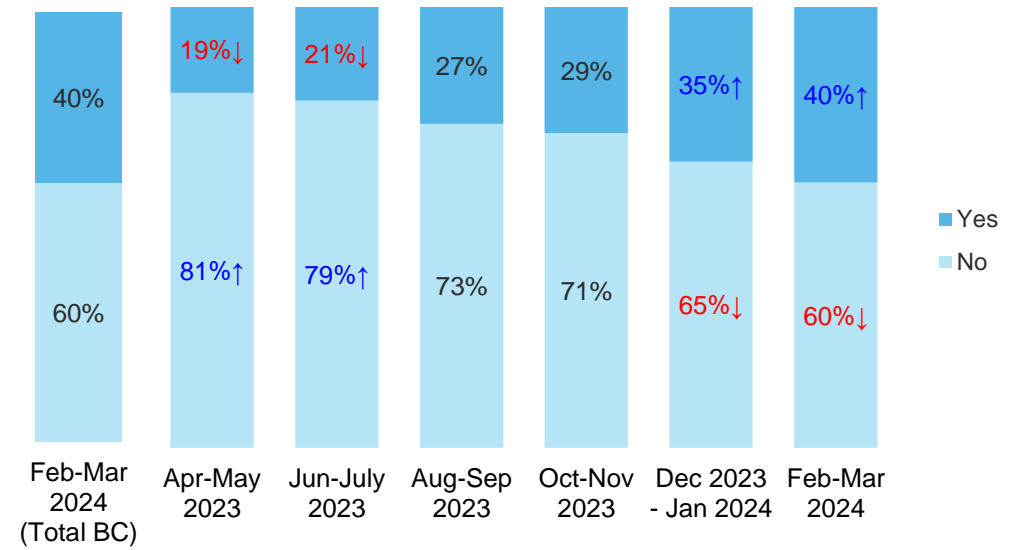
Q13 During your most recent trip, were there parts of the trip where you felt unsafe?

Green highlighted cells indicates significantly higher results compared to other bi-monthly period.
 Red highlighted cells indicates significantly lower results compared to other bi-monthly period.

Electronic Fare Impact



Awareness of Electronic Fare Collection System



Q13 During your most recent trip, were there parts of the trip where you felt unsafe?

↑ indicates significantly higher results compared to other bi-monthly period;
↓ indicates significantly lower results compared to other bi-monthly period

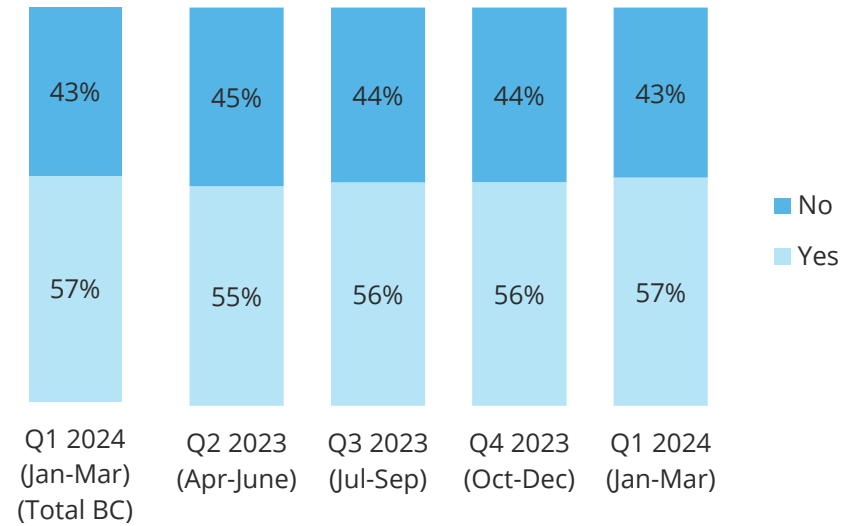
Quarterly Reporting Regions

Trends

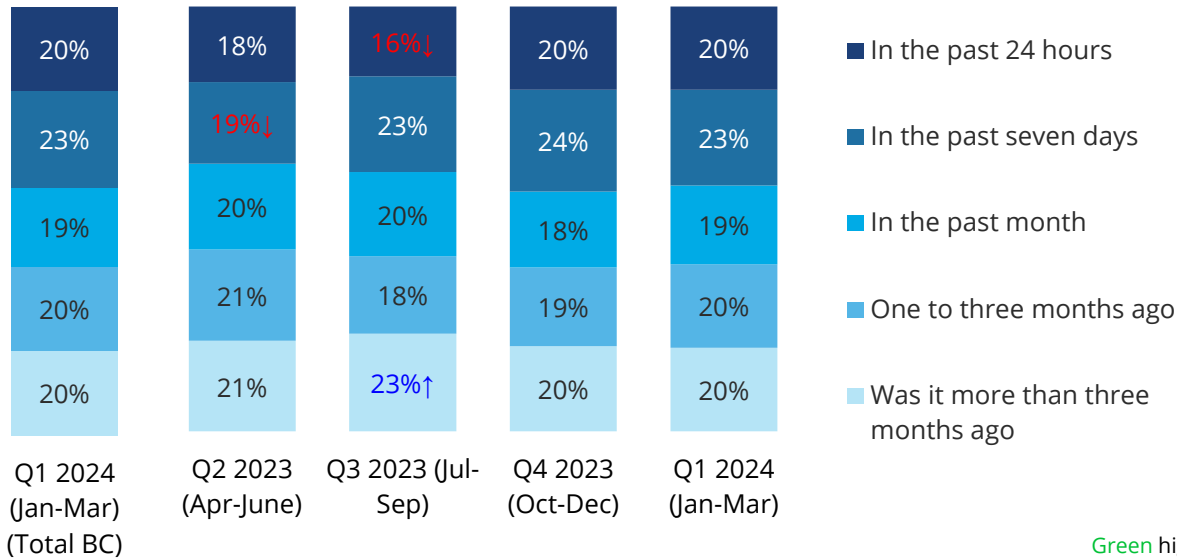
Responsibility for Local Transit System

	Q2 2023 (Apr-June)	Q3 2023 (Jul-Sep)	Q4 2023 (Oct-Dec)	Q1 2024 (Jan-Mar)	Q1 2024 (Jan-Mar) (Total BC)
BC Transit	79%	75%	78%	79%	79%
Local/municipal government	29%	28%	28%	27%	27%
TransLink	8%	12%	13%	13%	13%
Other	2%	2%	1%	2%	2%
Don't know	5%	7%	7%	5%	5%

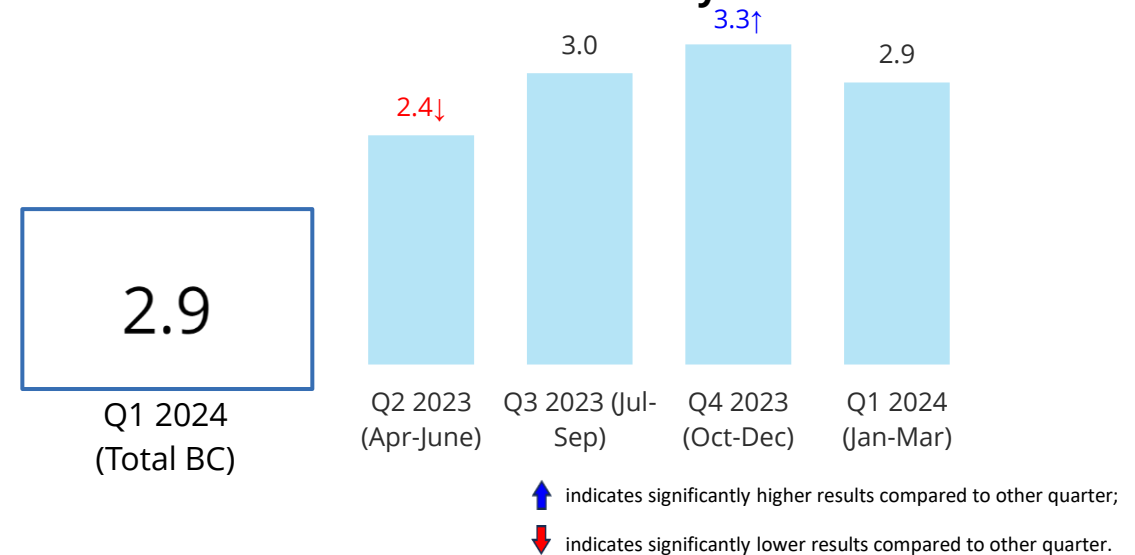
Past Year Local Transit use



Most Recent Local Transit Use

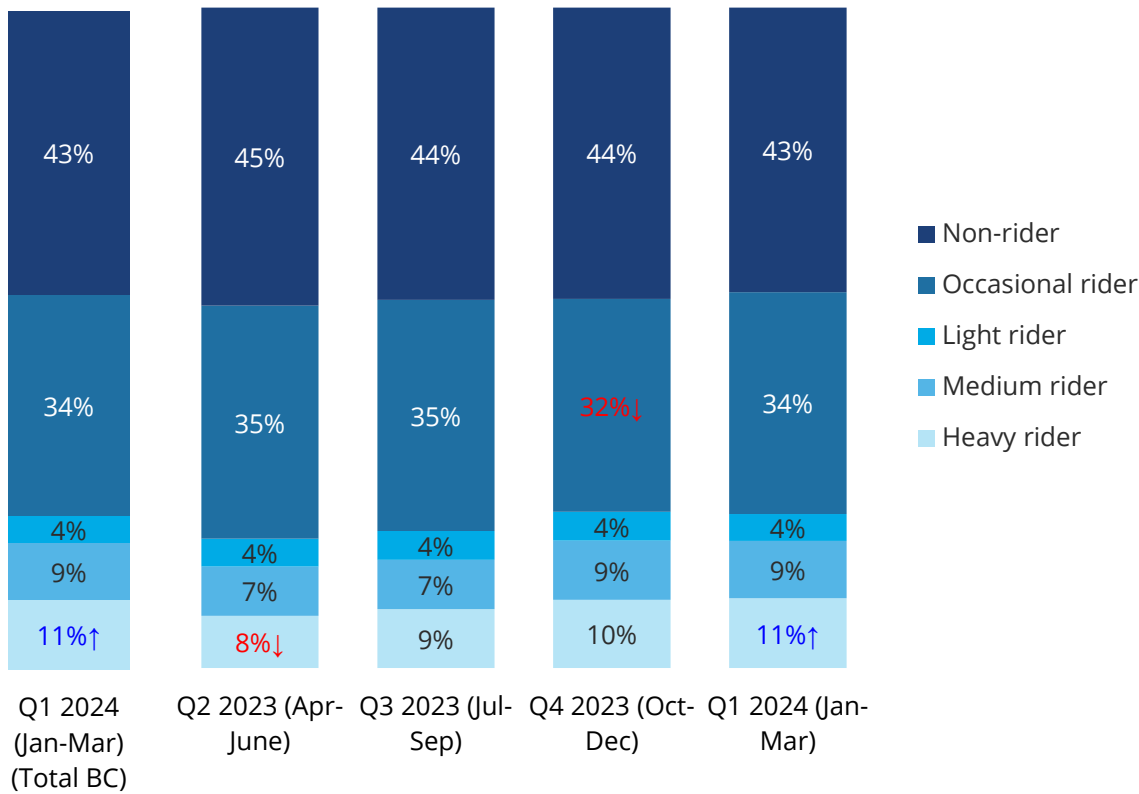


Average Number of One-Way Trips in the Past Seven Days

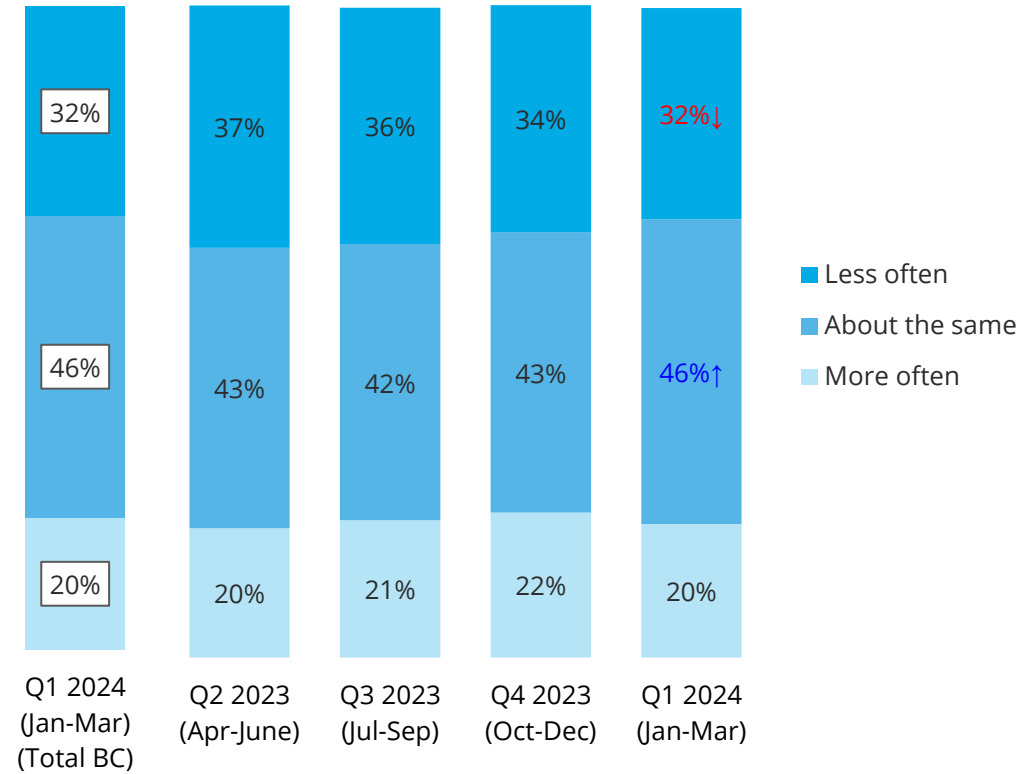


Trends

Rider Usage Group



Past Year Change in Local Bus System Use (Among Past Year Riders)



↑ indicates significantly higher results compared to other quarter;
 ↓ indicates significantly lower results compared to other quarter.

Modes of Transportation Used More Often

	Q2 2023 (Apr-June)	Q3 2023 (Jul-Sep)	Q4 2023 (Oct-Dec)	Q1 2024 (Jan-Mar)	Q1 2024 (Jan-Mar) (Total BC)
Drive alone (car/truck)	56%	62%	63%	59%	59%
Carpool or share a ride as driver	11%	12%	9%	12%	12%
Carpool or share a ride as passenger	18%	17%	15%	18%	18%
Taxi	12%	13%	12%	13%	13%
Bicycle	14%	18%	11%	12%	12%
Motorcycle/moped/scooter	4%	5%	3%	6%	6%
Walking/rollerblading/skateboarding/jogging	32%	30%	35%	33%	33%
Ride share (e.g. Uber, Lyft, etc.)	5%	11%	9%	9%	9%
Other	6%	2%	4%	4%	4%
Don't know	0%	0%	1%	1%	1%

Modes of Transportation Used Less Often

	Q2 2023 (Apr-June)	Q3 2023 (Jul-Sep)	Q4 2023 (Oct-Dec)	Q1 2024 (Jan-Mar)	Q1 2024 (Jan-Mar) (Total BC)
Drive alone (car/truck)	56%	47%	59%	51%	51%
Carpool or share a ride as driver	11%	16%	21%	19%	19%
Carpool or share a ride as passenger	19%	22%	23%	24%	24%
Taxi	34%	41%	32%	36%	36%
Bicycle	15%	19%	15%	11%	11%
Motorcycle/moped/scooter	6%	6%	5%	10%	10%
Walking/rollerblading/skateboarding/jogging	29%	26%	26%	24%	24%
Ride share (e.g. Uber, Lyft, etc.)	15%	16%	18%	22%	22%
Other	1%	3%	2%	3%	3%
Don't know	1%	3%	2%	2%	2%

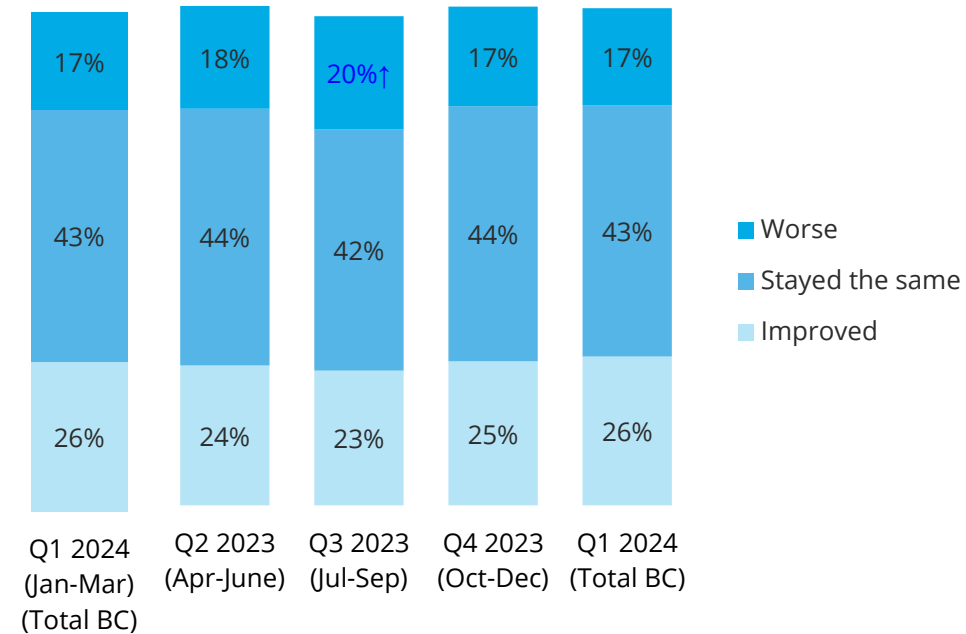
Green highlighted cells indicates significantly higher results compared to other quarter.

Red highlighted cells indicates significantly lower results compared to other quarter.

Trends

	Q2 2023 (Apr-June)	Q3 2023 (Jul-Sep)	Q4 2023 (Oct-Dec)	Q1 2024 (Jan-Mar)	Q1 2024 (Jan-Mar) (Total BC)
Fare prices are reasonable	49%	44%	48%	50%	50%
Bus drivers are courteous	62%	61%	62%	63%	63%
Frequency of scheduled service	36%	31%	37%	39%	39%
Buses run on time/on schedule	47%	43%	46%	49%	49%
Buses are clean/well-maintained	54%	54%	54%	56%	56%
Availability and accuracy of schedule information	49%	43%	48%	51%	51%
Buses not being overcrowded	47%	45%	46%	48%	48%
Buses have a direct route	41%	37%	41%	42%	42%
Bus fare payment options are convenient and easy to use	47%	43%	49%	51%	51%
Buses have good connections with reasonable wait times	36%	31%	34%	38%	38%
Bus stops have enough amenities such as shelters, benches, information and trash cans	33%	33%	31%	33%	33%
Bus stops are clean and well maintained	40%	40%	42%	41%	41%
Trip duration, that is the time from when you boarded to the time you got off the bus	44%	41%	44%	44%	44%
Sense of safety and security	44%	44%	46%	49%	49%
Overall	46%	43%	43%	47%	47%

Past Year Change in Local Bus System



↑ indicates significantly higher results compared to other quarter;

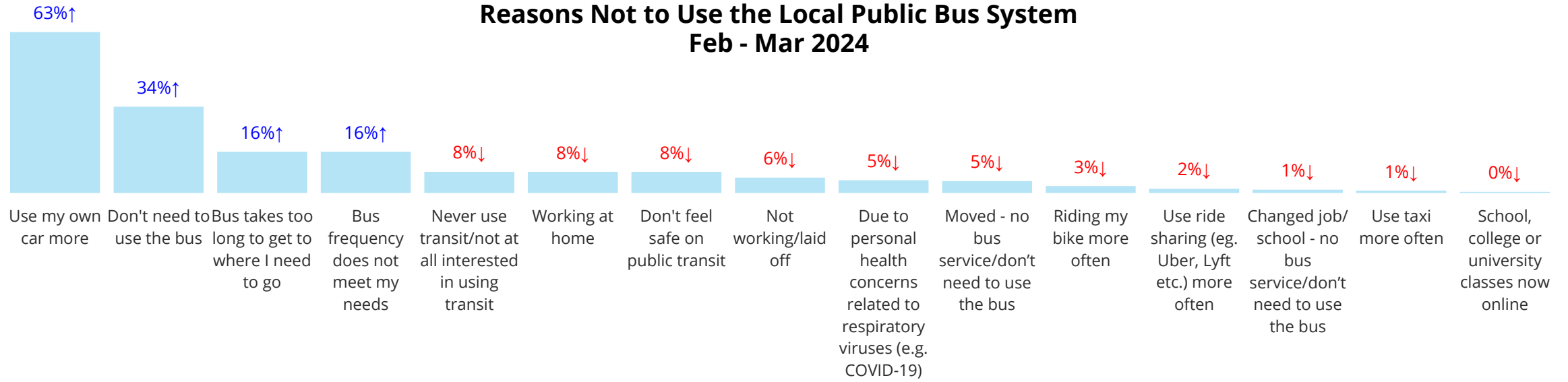
↓ indicates significantly lower results compared to other quarter.

Green highlighted cells indicates significantly higher results compared to other quarter.

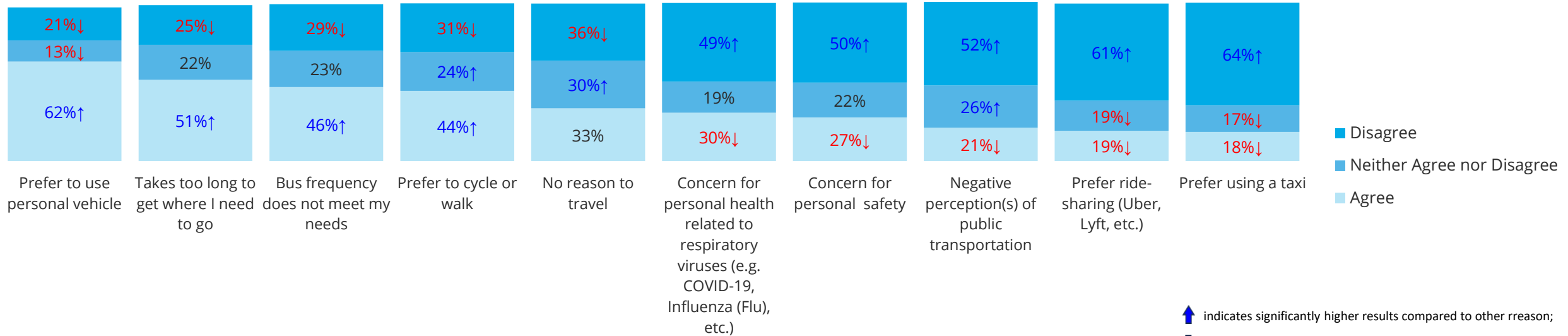
Red highlighted cells indicates significantly lower results compared to other quarter.

Trends

Reasons Not to Use the Local Public Bus System Feb - Mar 2024



Likelihood of Reasons to not use Public Transportation

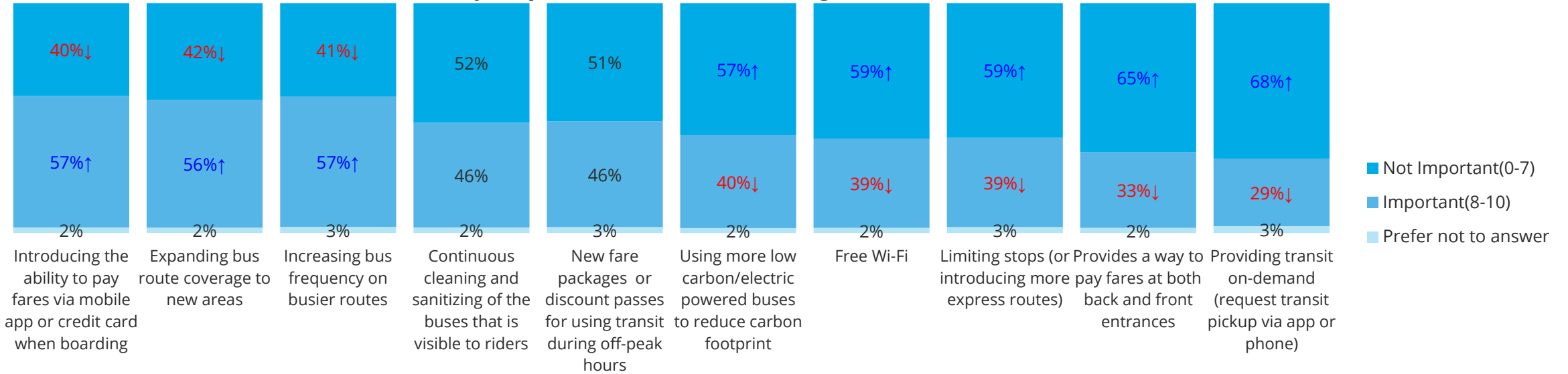


Q5A What was the main purpose of your trip, the last time you used the local public bus system?

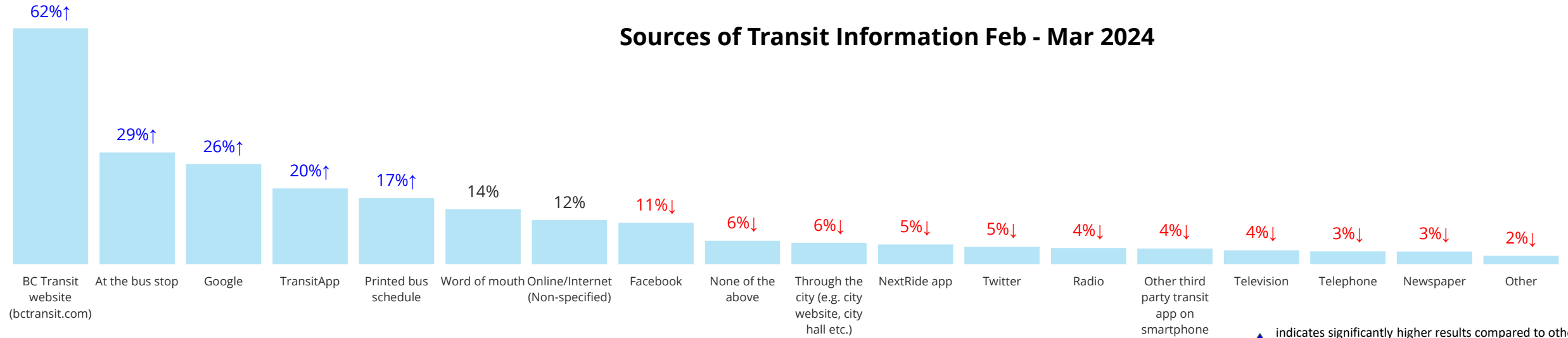
↑ indicates significantly higher results compared to other reason;
↓ indicates significantly lower results compared to other reason.

Trends

Key Improvements to Encourage Use of Transit Feb - Mar 2024



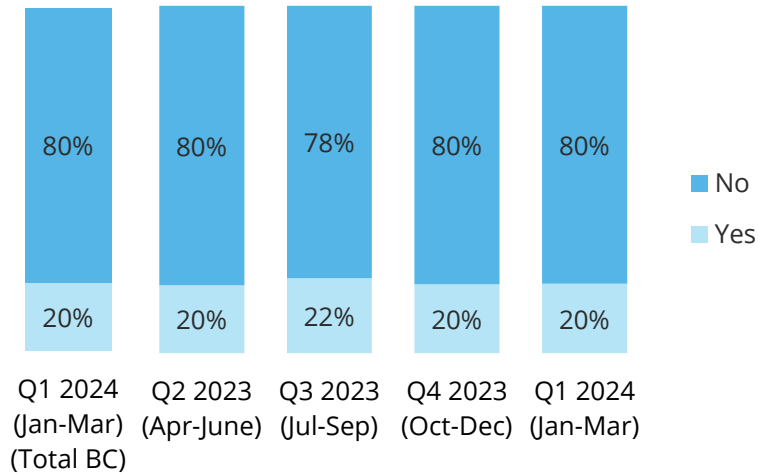
Sources of Transit Information Feb - Mar 2024



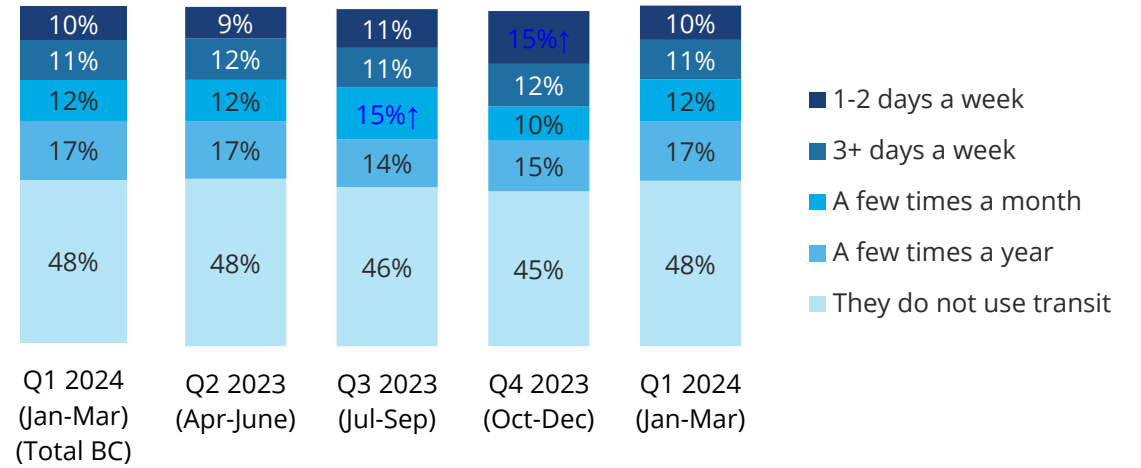
↑ indicates significantly higher results compared to other improvements;
 ↓ indicates significantly lower results compared to other improvements.

Trends

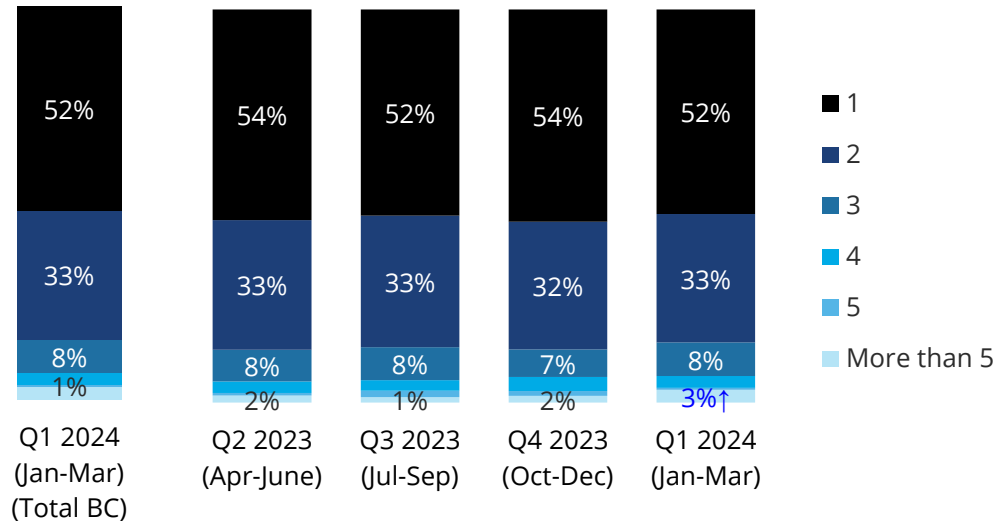
Taking Care of Children Aged 12 and Under



Frequency of Riding the Bus by Children 12 and Under



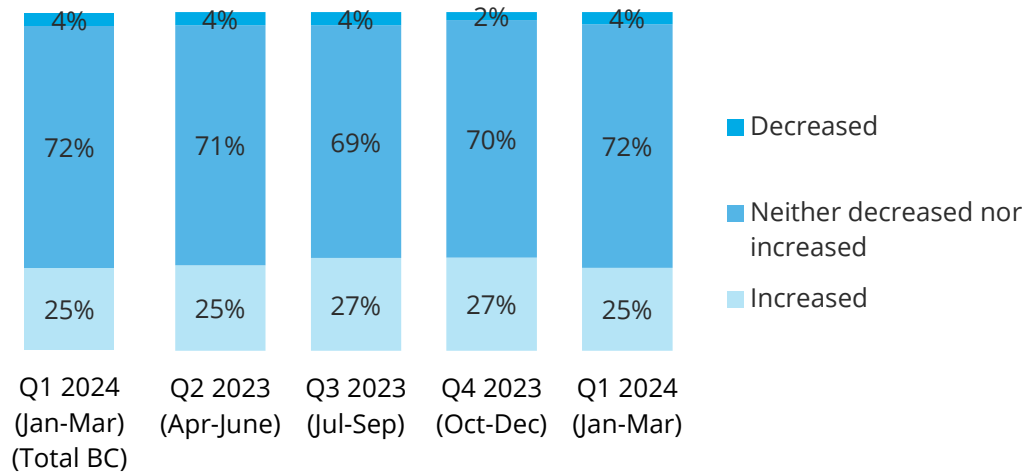
Number of Children Aged 12 and Under



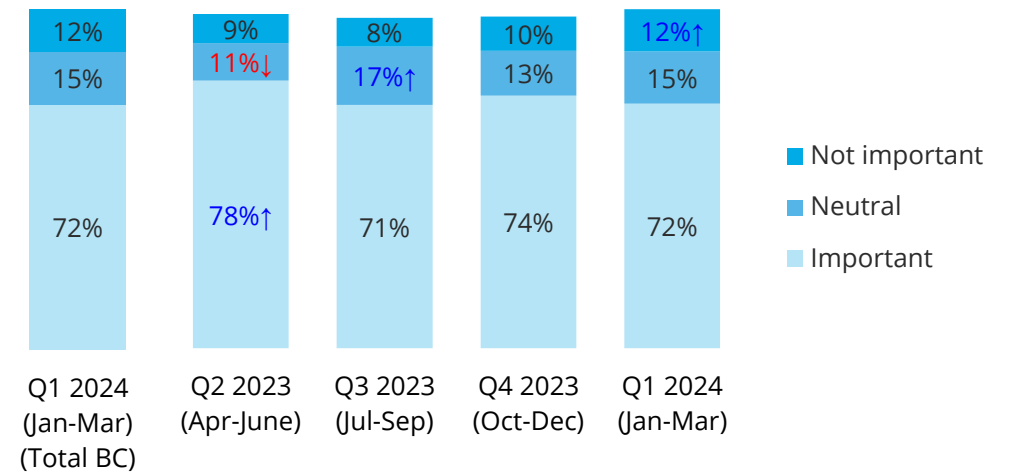
↑ indicates significantly higher results compared to other quarter;
 ↓ indicates significantly lower results compared to other quarter.

Trends

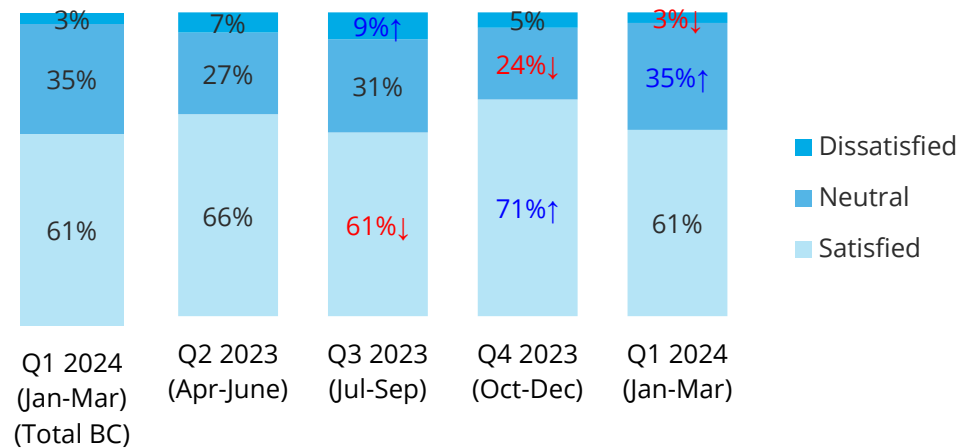
Impact of Free Transit on Transit Usage for Children 12 and Under



Importance of Free Transit for Children 12 and Under



Satisfaction of Free Transit for Children 12 and Under



↑ indicates significantly higher results compared to other quarter;
 ↓ indicates significantly lower results compared to other quarter.

X4 To what extent has the implementation of the Free Transit for Children 12 and Under program, impacted the frequency with which your child/children uses public transit?

Safety in Transit

	Q2 2023 (Apr-June)	Q3 2023 (Jul-Sep)	Q4 2023 (Oct- Dec)	Q1 2024 (Jan -Mar)	Q1 2024 (Jan-Mar) (Total BC)
No, I felt safe throughout the trip	71%	72%	69%	73%	73%
Yes, I felt unsafe while travelling to my first stop	5%	7%	7%	5%	5%
Yes, I felt unsafe while waiting to board my first transit vehicle	13%	11%	13%	10%	10%
Yes, I felt unsafe while on-board	9%	8%	9%	8%	8%
Yes, I felt unsafe during a transfer	4%	5%	6%	4%	4%
Yes, I felt unsafe when exiting	3%	4%	5%	4%	4%
Yes, I felt unsafe while travelling to my final destination	4%	4%	4%	3%	3%
Don't know/not sure	5%	4%	5%	4%	4%

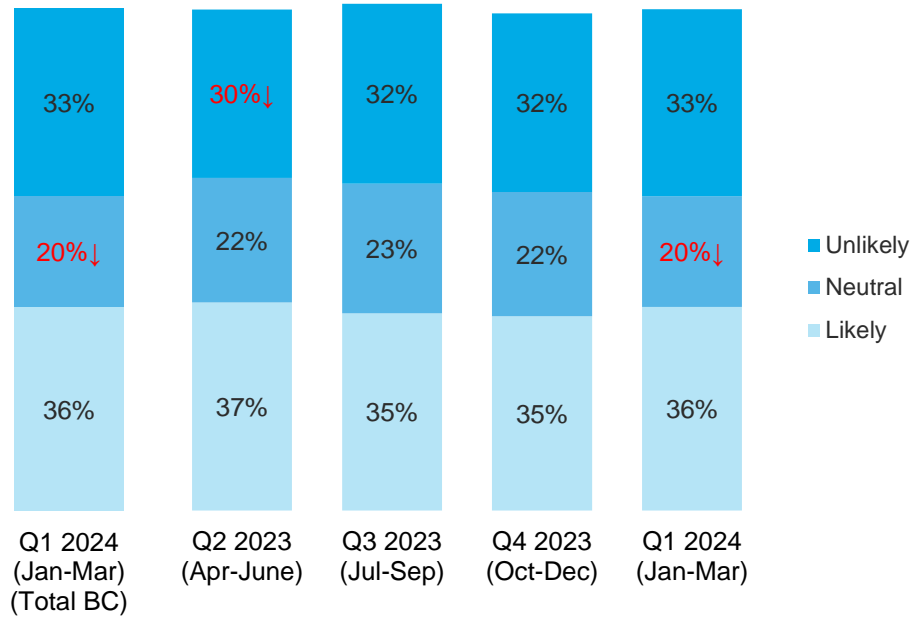
NPS Score of Transit

	Q2 2023 (Apr-June)	Q3 2023 (Jul-Sep)	Q4 2023 (Oct-Dec)	Q1 2024 (Jan-Mar)	Q1 2024 (Jan-Mar) (Total BC)
Detractors	50%	52%	51%	50%	50%
Passive	14%	13%	15%	14%	14%
Promoters	35%	35%	33%	36%	36%
NPS Score	-14.7	-17.4	-18.0	-13.5	-13.5

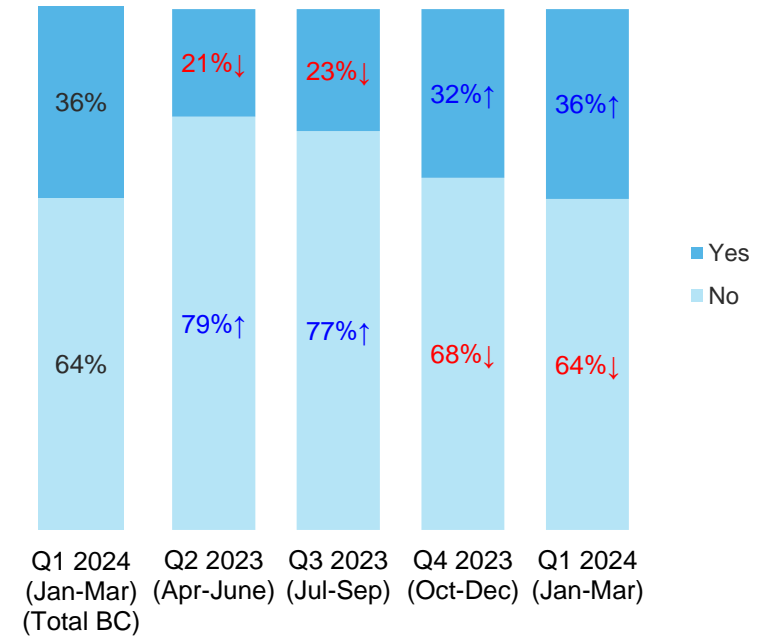
Q13 During your most recent trip, were there parts of the trip where you felt unsafe?

Green highlighted cells indicates significantly higher results compared to other regions.
Red highlighted cells indicates significantly lower results compared to other regions.

Electronic Fare Impact



Awareness of Electronic Fare Collection System



Q13 During your most recent trip, were there parts of the trip where you felt unsafe?

Green highlighted cells indicates significantly higher results compared to other regions.
 Red highlighted cells indicates significantly lower results compared to other regions.



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Pivotal Research is headquartered on the ancestral land of the Nêhiyawak (Cree), Anishinaabe (Saulteaux), Niitsitapi (Blackfoot), Métis, Dene and Iyâhé Nakoda (Nakoda Sioux) in Treaty 6 Territory and Métis Region 4.