

Customer Satisfaction Tracking Research Annual Report 2025-2026

April 21, 2026

Prepared for:



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Background and Objectives

BC Transit oversees the provision of public transportation across British Columbia, excluding the Metro Vancouver area. Working in collaboration with local governments, BC Transit's responsibilities encompass planning, managing agreements, marketing, overseeing fleet operations, and arranging contracts for the operations of transit services.

Since April 1998, BC Transit has consistently been engaging in research with residents of Victoria to assess their transit usage and attitudes towards it. In 2009, this research expanded to include other service areas across the province. This study is carried out throughout the year, with reports and dashboards generated quarterly and annually.

In 2023/2024, BC Transit commissioned Pivotal Research to conduct the Customer Satisfaction Tracking Research. It's important to note that this project was managed by a different research provider in previous years and utilized a different methodology, which prevents direct statistical comparisons with data from the previous year. Although results from earlier surveys are included in the detailed results section, they are included for directional purposes only.

The primary objectives for the research are to:

- ✓ Measure levels and trends of transit usage
- ✓ Discover reasons for not using transit or using it less frequently
- ✓ Assess public perceptions of transit service quality indicators and their likelihood to recommend BC Transit
- ✓ Determine the characteristics of transit riders, potential riders, and non-riders Assess awareness of the implementation of Umo, an Electronic Fare Collection System
- ✓ Identify usage of and experience with the Free Transit for Children 12 and Under program
- ✓ Track changes in public attitudes and the current market

This report presents the survey results from all geographic regions. Detailed findings for each region are delivered to BC Transit on a quarterly and annual basis under separate cover.

Methodology

Throughout the year, feedback is collected through an online survey from BC residents 19 years old or older who reside outside of the Metro Vancouver area through an online panel. The sampled included both individuals who have used the bus system within the past year (riders) and those who have not (non-riders). Respondents were screened out of the survey if they or a person within their household worked for the local transit system or with the local, municipal, or regional council.

SAMPLE

Overall, the target sampling aims to collect 600 surveys in Victoria and 750 surveys from five Tier 1 communities (Central Fraser Valley, Kamloops, Kelowna, Nanaimo, Prince George) and 750 each quarter in the remaining communities. In total, 8,432 British Columbians participated in the survey. The following graphic displays the sample size obtained by each region.



Methodology

To ensure that the final sample closely mirrors the demographic makeup of the population, the data have been weighted by age and gender.

The findings of this survey are based on responses gathered through an online panel. It is important to note that the margin of error, typically associated with random probability sampling, does not strictly apply to non-probability samples such as online panels. However, for comparative purposes, if this samples were drawn from a random population, the estimated margin of error for a 95% confidence interval would be as shown in the table below:

Sub-group	Sample Size	Maximum Margin of Error
Annual Samples		
Total	8,432	+/-1.1%
Victoria	1,977	+/-2.2%
Central Fraser Valley, Kamloops, Kelowna, Nanaimo, Prince George	3,331	+/- 1.7%
Whistler and Tier 2 & 3 Communities	3,125	+/-1.8%
Bimonthly and Quarterly Samples		
Victoria (bimonthly)	365	+/-5.1%
Central Fraser Valley, Kamloops, Kelowna, Nanaimo, Prince George (bimonthly)	540	+/-4.2%
Whistler and Tier 2 & 3 Communities (quarterly)	527	+/-4.3%

READING THIS REPORT

Statistical testing was conducted at a 95% confidence level to compare results between 2024/25 and 2025/26. In charts, an asterisk (*) marks results that are significantly higher than their comparison year. In tables, cell colours indicate statistically significant differences, as shown below. In the narrative, bolded statements indicate results that are statistically significant at the 95% confidence level.

- Significantly higher at the 95% level.
- Significantly lower at the 95% level.

Note: Percentages in charts or tables may not total 100% due to rounding or the exclusion of 'prefer not to answer' responses.

Executive Summary

Province-wide, four-fifths of respondents are aware that BC Transit is responsible for local transit service.

- Overall, about four-fifths (79%) of respondents in BC Transit service areas know that BC Transit operates their local transit service, a **2-percentage point decrease** from 81% in 2024/25.
- Respondents from Victoria continue to have the highest awareness amongst all communities at 92% of survey respondents. A decrease in awareness was observed in Cowichan Valley (73%, **-10 percentage points**) with the decline being particularly particularly among males (-17 percentage points).

A high portion of riders continue to report frequent transit use (in the past seven days).

- Over half (53%, **down from 57% in 2024/25**) of respondents across BC Transit service areas used public transit in the past year. Among these riders, 18% used transit in the past 24 hours, 22% in the past seven days, 19% in the past month, and 39% more than a month ago, revealing a consistent pattern with previous year.
- Victoria (68%) had the highest rates of transit use in the past year, Riders in Victoria and Whistler averaged 3.3 one-way trips in the past seven days, respectively, showing a **notable drop** from an average of 4.5 trips last year.
- One-in-five (20%) riders are using transit more often than a year ago, 36% less often, and nearly half (44%) report about the same usage. Compared to 2024/25, there was an **increase** in those using transit less often (up from 32%) and a **decrease** in those reporting no change (down from 47%).

The main reasons for using transit remain work, shopping, and conducting personal business.

- Riders continue to report using transit primarily to commute to and from work (22%), for shopping (21%), and to conduct personal business (20%). In Victoria, commuting to work was the most frequently cited reason (26%), while fewer riders selected shopping (19%), and entertainment or social purposes (**19%, up from 16% in 2024/25**).

Executive Summary

Perceptions of transit service quality are steady, with small gains in several areas.

- Over half (55%) of respondents gave their local transit system a positive overall rating (4 or 5 out of 5, where 1 is “extremely poor” and 5 is “excellent”), with an average rating of 3.40 out of 5. Riders rated the system **more positively** (average of 3.50) than non-riders (average of 3.26).
- The highest-rated aspects remain courteous drivers (64% rate it 4 or 5 out of 5, average of 3.79) and clean/well-maintained buses (57%, average of 3.61).
- The next most highly rated aspects, despite showing **small year-over-year decreases**, were: fare payment options are convenient and easy to use (54%, average of 3.55), availability and accuracy of schedule information (51%, average of 3.45), and buses running on time (bus reliability) (51%, average 3.44).
- The area receiving the lowest ratings, where there is the greatest opportunity for improvement, include bus stops having enough amenities (32%, average rating of 2.92).
 - While most service attributes **declined** by 1 to 4 percentage points compared to the previous year, several remained unchanged from 2024/25 to 2025/26, including bus reliability, buses not being overcrowded, sense of safety and security, buses having a direct route, and clean and well-maintained bus stops.
- At the provincial level, 55% of respondents feel their local bus system has stayed the same compared to a year ago, revealing a 4-percentage points **increase** since 2024/25. Over a quarter (28%) believe service has improved, a **4-percentage point decrease** from last year, while fewer respondents (17%) feel it has worsened, consistent with 2024/25.

Executive Summary

Three-quarters of riders felt safe throughout their most recent trip.

- Province-wide, nearly three-quarters (73%) of riders felt safe during their most recent trip, consistent with last year. Feelings of unsafety were highest while waiting to board the first transit vehicle (11%), followed by on-board experiences (9%).
- Half of respondents (48%) gave positive ratings for overall safety and security, with an average score of 3.38 out of 5.

The Net Promoter Score (NPS) for 2025/26 is -13, reflecting a consistent pattern with previous year.

- The Net Promoter Score (NPS) measures how likely riders are to recommend BC Transit to others, serving as a key indicator of satisfaction and loyalty. In 202/26, BC Transit received an NPS of -13, not statistically different from 2024/25.
- Overall, the ratio of promoters, defined as those who rated their likelihood to recommend as 9 or 10, and detractors, those who gave a rating between 0 and 6 remained stable year-over year. Riders gave a **much higher NPS score** (1.5) compared to non-riders (-33.1).

The BC Transit website remains the primary source for transit information.

- Province-wide, three-in-five respondents (60%) report using the BC Transit website to access transit information, while three-in-ten (29%) obtain information at the bus stop.

Convenience and affordability continue to be the primary drivers behind increased public transit usage.

- Province-wide, nearly two-thirds (62%) of riders who increased their transit use in the past year cite convenience and proximity to bus routes as the primary reason. Additionally, half (51%) of respondents attribute their increased usage to the cost-effectiveness of public transit compared to other transportation options.

Executive Summary

Top barriers to transit use include convenience and frequency of service.

- Barriers for using transit include preference for using personal vehicles (57%, **dropped from 60% since 2024/25**), transit travel time (50%), and concerns with bus frequency (43%, **dropped from 46% since 2024/25**). These reasons are consistent with 2024/25.

Top priorities for improvement include mobile fare payment, more frequent service, and expanded route coverage.

- Respondents expressed strong interest in improvements that enhance accessibility and coverage, with the top priorities being the ability to pay fares via mobile app or credit card (49%), increased bus frequency (48%), and the expansion of routes to underserved areas (48%).

While adoption of the Electronic Fare Payment System (Umo) remains limited, those who have used it report high levels of satisfaction.

- One in five (21%, **up from 17% in 2024/25**) respondents reported using the Electronic Fare Payment System (Umo), usage was notably higher in Victoria, where nearly one-third (36%, **up from 30% in 2024/25**) had adopted it. The usage of Umo marked a notable **increase** in several regions as well, including Kamloops, Kelowna, Nanaimo, Prince George, and Penticton (+4 to +12 points).
- Satisfaction with the Electronic Fare Payment System (Umo) was relatively high, with two-third (66%) of respondents expressing satisfaction although it marked a **3-percentage point decrease** since last year.

Most parents value the Free Transit for Children Program, with 22% (down from 27% in 2024/25) report increased service for their child(ren).

- Support for the Free Transit for Children Program remains strong, with 71% of parents/caregivers considering it important or very important, remaining stable since 2024/25 (70%). Satisfaction with the service is lower, with fewer than half (46%) expressing satisfaction. Notably, over one-fifth (24%) were unsure how to rate their satisfaction.

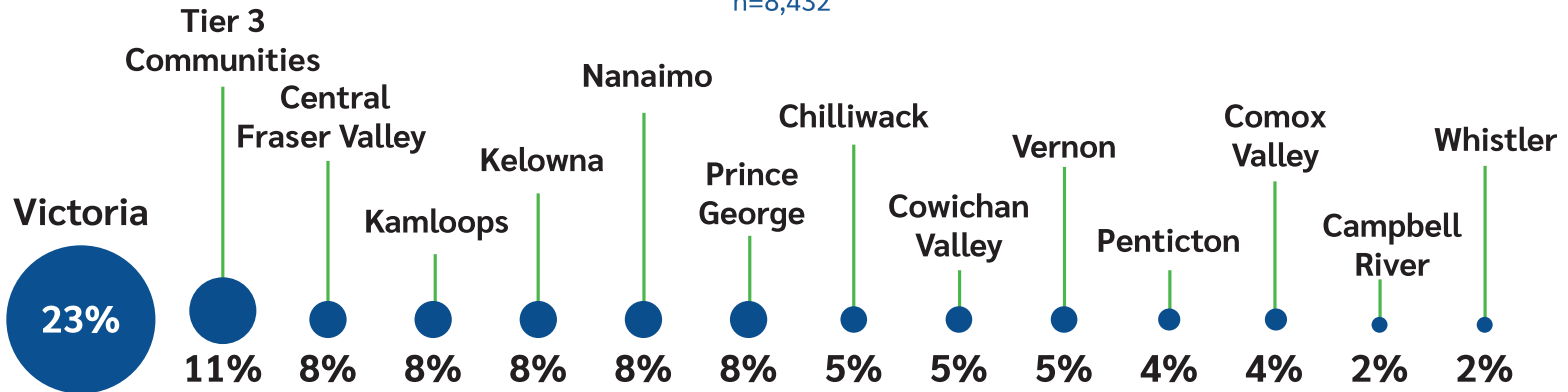
Note: bolded text indicates statistical significance

Results At-a-Glance

BC Transit surveyed those who use and don't use their service to gauge satisfaction, awareness and perception. Between April 2025 and March 2026, Pivotal Research engaged 8,432 British Columbia residents (excluding residents in the Vancouver Metro area).

Municipality of Residence

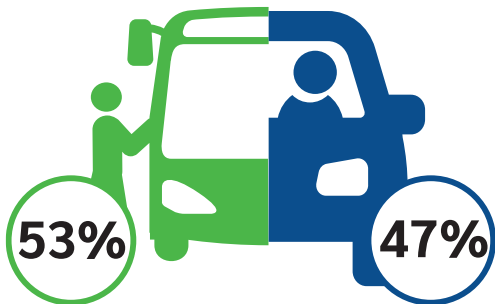
n=8,432



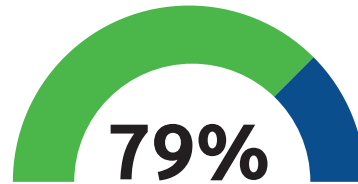
n=8,432

Rider

Non Rider



n=8,432



are aware that BC Transit is responsible for their local transit system

n=8,432

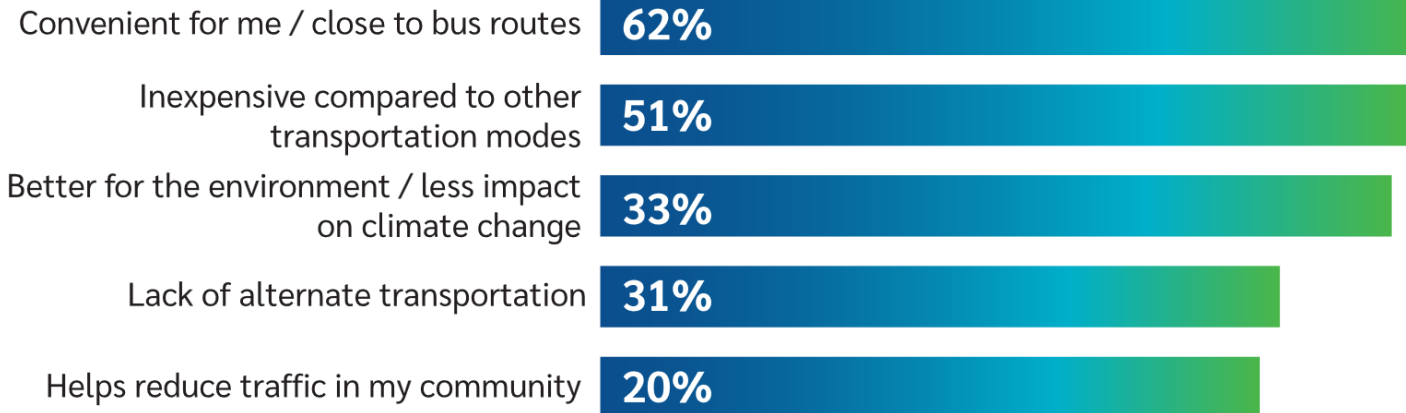


Average satisfaction with the transit system overall

Results At-a-Glance

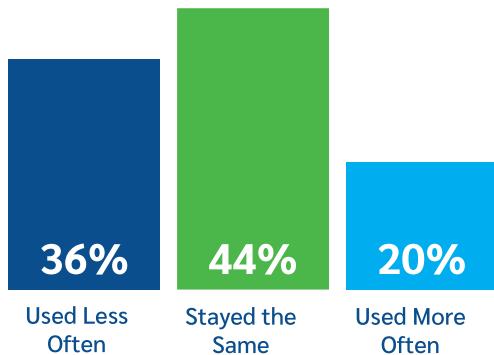
Improvements That Encourage More Frequent Transit Use

n=903



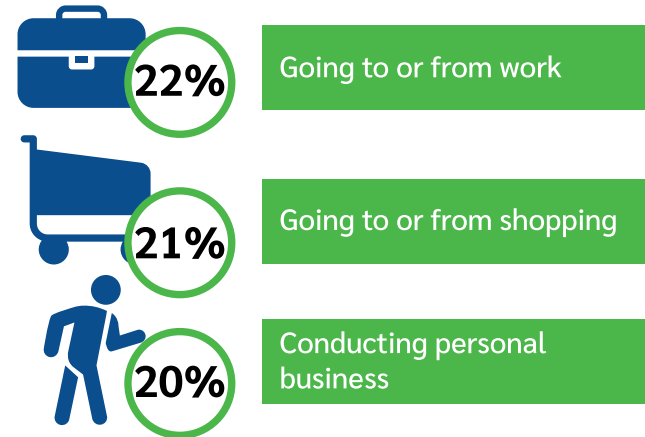
Past Year Change in Local Bus System Usage

n=4,426



Top 3 Main Purpose of Trips

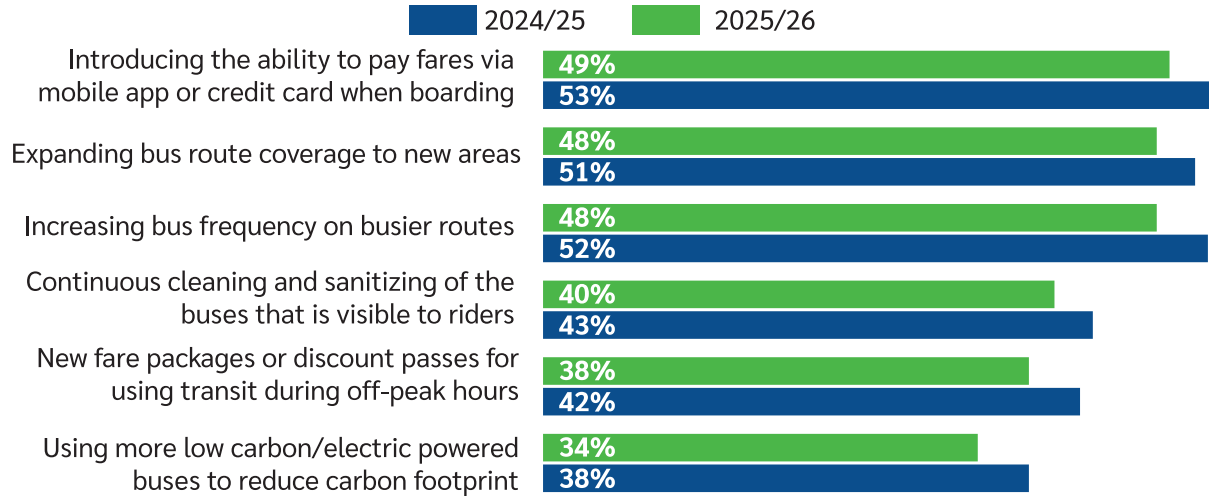
n=4,426



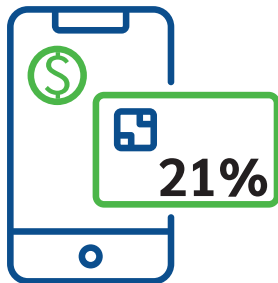
Results At-a-Glance

Improvements That Encourage More Frequent Transit Use

n=8,432

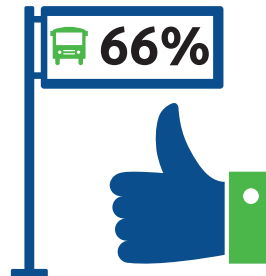


n=8,432



21% of respondents had used the new electronic fare system (UMO)

n=1,746



66% are satisfied with the new electronic fare payment system

n=4,485



73% of riders felt safe throughout their most recent trip



Survey Results



Demographic Profile

Overall BC Transit Respondent Profile

- Overall, in the BC Transit service areas, 58% of respondents identify as women, 40% as male, and 2% as another gender.
- Province-wide, two-fifths (40%) report household incomes of \$70,000 or more, 16% earn between \$50,000 and \$70,000, and 27% fall within the \$20,000 to <\$50,000 range. One in ten (11%) report household incomes below \$20,000.
- One-third (34%) of respondents are between the ages of 35 to 54, 17% are aged 25 to 34, and 9% are under 25. Sixteen percent are aged 55 to 64, and 24% are over the age of 65.
- Province-wide, two in ten (19%) have children under 12, with over half (53%) reporting having one child under 12.
- Two in five (39%) are employed full-time, a quarter (25%) are retired, and nearly one-fifth (16%) work part-time. The remaining 18% are unemployed, unable to work or stay-at-home parents.
- Eight percent of respondents were students in 2024/2025.
- One-quarter (24%) identified as having a disability. Seven percent identified as a racialized minority, 10% as Indigenous (up from 8% in 2024/25), 8% as part of the LGBTQ2S+ community, and 1% are newcomers to Canada.

Demographics

	Total	
	24/25	25/26
n=	8,745	8,432
MUNICIPALITY OF RESIDENCE		
Victoria	28%	23%
Central Fraser Valley	7%	8%
Kamloops	7%	8%
Kelowna	7%	8%
Nanaimo	7%	8%
Prince George	7%	8%
Whistler	3%	2%
Chilliwack	5%	5%
Campbell River	2%	2%
Comox Valley	4%	4%
Cowichan Valley	5%	5%
Penticton	4%	4%
Vernon	5%	5%
Tier 3 Communities	8%	11%

Demographics

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	2,406	1,977	620	671	640	673	625	640	622	681
GENDER												
Male	41%	40%	40%	39%	42%	35%	44%	43%	37%	39%	41%	46%
Female	57%	58%	59%	59%	56%	65%	55%	56%	62%	60%	57%	53%
Nonbinary	1%	1%	1%	1%	1%	<1%	1%	<1%	1%	1%	1%	1%
Two-Spirit	<1%	<1%	0%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	0%
Another Gender not listed above	<1%	<1%	<1%	<1%	<1%	<1%	<1%	0%	<1%	<1%	<1%	<1%
AGE												
Under 25	11%	9%	11%	10%	15%	13%	14%	10%	14%	10%	11%	8%
25-34	18%	17%	17%	16%	18%	20%	20%	20%	23%	18%	18%	16%
35-54	34%	34%	33%	32%	36%	31%	38%	38%	35%	34%	35%	36%
55-64	16%	16%	14%	16%	13%	16%	11%	11%	17%	18%	13%	11%
65+	22%	24%	24%	26%	17%	20%	17%	20%	12%	19%	22%	28%
CHILDREN UNDER 12												
Yes	19%	19%	17%	16%	27%	24%	21%	20%	19%	18%	17%	22%
1	55%	53%	58%	59%	46%	52%	54%	51%	59%	55%	63%	62%
2	33%	34%	31%	35%	38%	39%	34%	31%	28%	31%	27%	32%
3	8%	8%	7%	4%	13%	7%	4%	8%	9%	7%	7%	3%
4	2%	2%	1%	1%	2%	1%	5%	4%	1%	1%	2%	0%
5	1%	1%	1%	<1%	1%	0%	0%	2%	0%	0%	0%	1%
More than 5	2%	2%	2%	1%	1%	1%	2%	4%	2%	6%	1%	1%

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Demographics

	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	635	666	239	154	439	425	212	144	395	380
GENDER												
Male	41%	40%	40%	42%	53%	44%	41%	43%	47%	45%	37%	39%
Female	57%	58%	59%	55%	45%	56%	58%	56%	51%	51%	62%	59%
Nonbinary	1%	1%	1%	1%	<1%	0%	<1%	<1%	1%	2%	1%	2%
Two-Spirit	<1%	<1%	1%	<1%	0%	0%	<1%	0%	1%	0%	0%	1%
Another Gender not listed above	<1%	<1%	<1%	0%	0%	0%	<1%	0%	0%	0%	0%	0%
AGE												
Under 25	11%	9%	12%	8%	9%	8%	10%	8%	13%	10%	7%	6%
25-34	18%	17%	19%	20%	41%	19%	19%	18%	16%	13%	10%	12%
35-54	34%	34%	34%	43%	34%	37%	35%	37%	30%	32%	32%	30%
55-64	16%	16%	18%	13%	9%	19%	18%	15%	18%	12%	21%	18%
65+	22%	24%	18%	15%	7%	16%	18%	22%	23%	32%	29%	33%
CHILDREN UNDER 12												
Yes	19%	19%	26%	26%	29%	21%	25%	24%	15%	16%	16%	18%
1	55%	53%	48%	48%	76%	41%	48%	45%	47%	57%	50%	50%
2	33%	34%	41%	31%	17%	42%	36%	32%	24%	15%	44%	45%
3	8%	8%	8%	16%	3%	9%	10%	15%	11%	5%	4%	1%
4	2%	2%	1%	4%	1%	3%	3%	3%	11%	10%	2%	0%
5	1%	1%	0%	1%	0%	3%	3%	2%	4%	13%	0%	1%
More than 5	2%	2%	1%	1%	3%	3%	0%	2%	3%	0%	0%	3%

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Demographics

	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	400	395	391	344	398	393	720	890
GENDER										
Male	41%	40%	42%	41%	41%	43%	42%	41%	43%	36%
Female	57%	58%	57%	57%	58%	55%	57%	58%	56%	63%
Nonbinary	1%	1%	1%	<1%	<1%	1%	1%	<1%	<1%	1%
Two-Spirit	<1%	<1%	0%	1%	<1%	1%	0%	<1%	<1%	<1%
Another Gender not listed above	<1%	<1%	<1%	0%	0%	0%	0%	0%	<1%	<1%
AGE										
Under 25	11%	9%	4%	5%	5%	5%	10%	8%	8%	10%
25-34	18%	17%	13%	15%	13%	9%	12%	16%	19%	14%
35-54	34%	34%	28%	26%	28%	34%	36%	35%	32%	33%
55-64	16%	16%	20%	22%	23%	17%	16%	16%	18%	18%
65+	22%	24%	35%	32%	31%	35%	26%	23%	22%	25%
CHILDREN UNDER 12										
Yes	19%	19%	17%	16%	12%	15%	17%	15%	18%	18%
1	55%	53%	51%	43%	58%	60%	46%	51%	58%	53%
2	33%	34%	32%	32%	23%	30%	38%	34%	30%	32%
3	8%	8%	13%	23%	4%	4%	9%	6%	9%	12%
4	2%	2%	0%	3%	9%	2%	5%	2%	2%	2%
5	1%	1%	0%	0%	2%	2%	0%	3%	1%	0%
More than 5	2%	2%	4%	0%	4%	2%	3%	3%	0%	1%

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Demographics

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	2,406	1,977	620	671	640	673	625	640	622	681
INCOME												
Less than \$20k	11%	11%	9%	8%	15%	12%	11%	10%	11%	12%	10%	8%
\$20k - \$50k	29%	27%	25%	22%	31%	33%	31%	29%	30%	30%	34%	25%
\$50k - \$70k	16%	16%	15%	14%	19%	17%	19%	19%	16%	14%	17%	20%
\$70k+	38%	40%	44%	48%	31%	32%	33%	38%	34%	38%	34%	40%
MINORITY GROUP												
Racialized Minority	8%	7%	12%	10%	11%	7%	8%	9%	8%	4%	6%	5%
Person with Disabilities	24%	24%	22%	21%	24%	27%	24%	23%	24%	24%	32%	23%
Indigenous	8%	10%	5%	6%	10%	9%	14%	15%	7%	7%	8%	12%
New to Canada	2%	1%	2%	1%	4%	1%	4%	3%	3%	2%	1%	2%
LGBTQ2S+	7%	8%	8%	9%	7%	8%	7%	6%	11%	7%	8%	5%
None of the above	57%	56%	57%	58%	52%	54%	48%	52%	54%	60%	53%	57%
STUDENT												
Yes	9%	8%	11%	8%	12%	9%	13%	12%	12%	10%	10%	6%
No	88%	89%	87%	90%	83%	87%	84%	85%	84%	87%	86%	92%
EMPLOYMENT												
Employed Full Time	39%	39%	43%	45%	38%	37%	36%	39%	43%	40%	37%	39%
Employed Part Time	17%	16%	17%	13%	20%	21%	19%	19%	17%	18%	20%	18%
Unable to work	7%	7%	5%	5%	7%	7%	7%	7%	9%	8%	7%	5%
Unemployed	8%	7%	6%	5%	10%	7%	13%	9%	10%	8%	8%	4%
Stay at home parent	3%	4%	2%	2%	4%	5%	2%	4%	3%	3%	3%	4%
Retired	23%	25%	25%	27%	18%	19%	20%	20%	15%	20%	21%	27%

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Demographics

	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	635	666	239	154	439	425	212	144	395	380
INCOME												
Less than \$20k	11%	11%	15%	12%	6%	8%	15%	14%	9%	10%	9%	10%
\$20k - \$50k	29%	27%	28%	25%	20%	24%	27%	25%	26%	27%	29%	26%
\$50k - \$70k	16%	16%	16%	14%	16%	25%	17%	18%	16%	10%	13%	13%
\$70k+	38%	40%	35%	41%	53%	36%	32%	36%	42%	44%	43%	43%
MINORITY GROUP												
Racialized Minority	8%	7%	6%	8%	4%	5%	3%	7%	7%	8%	4%	6%
Person with Disabilities	24%	24%	23%	23%	11%	20%	29%	29%	25%	31%	23%	31%
Indigenous	8%	10%	11%	14%	8%	7%	7%	11%	20%	18%	7%	10%
New to Canada	2%	1%	2%	1%	6%	9%	1%	1%	3%	1%	0%	0%
LGBTQ2S+	7%	8%	6%	8%	3%	11%	5%	8%	9%	13%	10%	7%
None of the above	57%	56%	58%	52%	68%	51%	56%	48%	44%	47%	63%	57%
STUDENT												
Yes	9%	8%	10%	11%	6%	3%	5%	9%	20%	9%	6%	6%
No	88%	89%	86%	85%	90%	93%	90%	86%	78%	84%	92%	92%
EMPLOYMENT												
Employed Full Time	39%	39%	39%	42%	66%	48%	33%	34%	34%	37%	35%	33%
Employed Part Time	17%	16%	16%	14%	13%	15%	17%	18%	23%	18%	14%	13%
Unable to work	7%	7%	6%	7%	1%	6%	13%	7%	6%	1%	6%	8%
Unemployed	8%	7%	10%	11%	4%	8%	8%	10%	8%	7%	6%	6%
Stay at home parent	3%	4%	7%	7%	2%	4%	6%	5%	3%	5%	1%	3%
Retired	23%	25%	19%	14%	9%	16%	18%	21%	24%	28%	35%	36%

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Demographics

	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	400	395	391	344	398	393	720	890
INCOME										
Less than \$20k	11%	11%	12%	13%	8%	10%	12%	9%	10%	13%
\$20k - \$50k	29%	27%	31%	27%	37%	32%	30%	32%	33%	31%
\$50k - \$70k	16%	16%	11%	13%	16%	15%	19%	18%	16%	16%
\$70k+	38%	40%	40%	38%	34%	39%	31%	33%	35%	33%
MINORITY GROUP										
Racialized Minority	8%	7%	3%	3%	4%	3%	6%	6%	5%	5%
Person with Disabilities	24%	24%	26%	21%	25%	26%	23%	25%	22%	27%
Indigenous	8%	10%	6%	11%	5%	9%	8%	10%	10%	13%
New to Canada	2%	1%	0%	0%	0%	0%	2%	0%	1%	1%
LGBTQ2S+	7%	8%	8%	9%	4%	6%	7%	6%	5%	7%
None of the above	57%	56%	61%	62%	64%	62%	61%	59%	60%	56%
STUDENT										
Yes	9%	8%	4%	3%	4%	5%	3%	6%	4%	6%
No	88%	89%	93%	93%	92%	94%	94%	91%	92%	89%
EMPLOYMENT										
Employed Full Time	39%	39%	29%	30%	30%	35%	35%	36%	39%	33%
Employed Part Time	17%	16%	22%	15%	17%	15%	13%	11%	14%	15%
Unable to work	7%	7%	4%	7%	8%	6%	8%	9%	9%	10%
Unemployed	8%	7%	7%	7%	6%	3%	8%	8%	8%	8%
Stay at home parent	3%	4%	4%	6%	4%	3%	6%	4%	4%	5%
Retired	23%	25%	32%	32%	33%	37%	30%	30%	24%	26%

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Key Findings: Local Transit System Awareness

- In 2025/26, awareness of BC Transit's role in operating local transit systems declined slightly. Seventy-nine percent (79%) of respondents correctly identified BC Transit as the organization responsible for their local transit service although there was a slight decline from last year (**-2 percentage points**). Just under one quarter (23%) believe that their local government manages the system, which revealed a slight decrease (**-2 percentage points**). Thirteen percent (13%) mistakenly attribute responsibility to TransLink. A small share (2%) cited another agency, and 7% remained unsure about who operates their transit service.
- Decrease in awareness of BC Transit's role was specifically observed in two regions: Whistler (75%, **-9 percentage points**) and Cowichan Valley (73%, **-10 percentage points**).
- Victoria continued to have the highest level of BC Transit awareness, with 92% of respondents aware that BC Transit is responsible for the local transit system.
- Following Victoria, Comox Valley (84%), Kamloops (81%), and Nanaimo (80%) had the highest levels of awareness that BC Transit is responsible for their local transit system.
- The belief that the local government/municipality operates the transit system was most common in Prince George (29%), followed by Penticton (28%), and Nanaimo (27%).
- The proportion of respondents who believe that the local government/municipality operates the transit system in Whistler was at 26%, showing a notable decrease from last year (**-14 percentage points**).
- Belief that TransLink operates the local system remains highest in Central Fraser Valley (26%) and Chilliwack (23%). While the belief that TransLink operates the local system was more pronounced this year in the Cowichan Valley (**14%, +7 percentage points**), this misconception notably decreased in the Campbell River (**9%, -15 percentage points**) compared to last year.

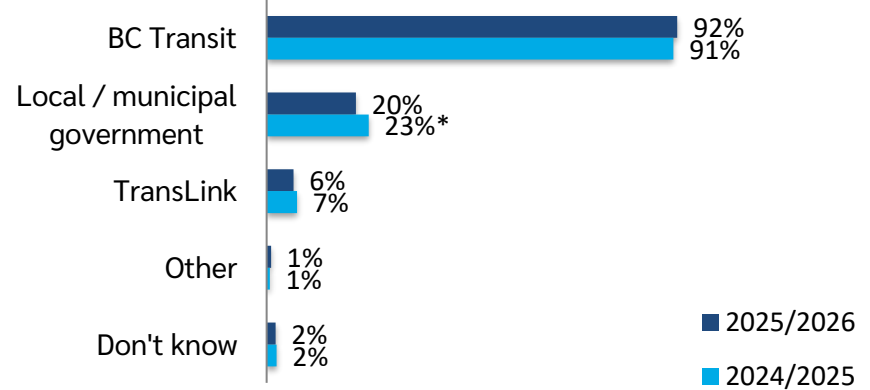
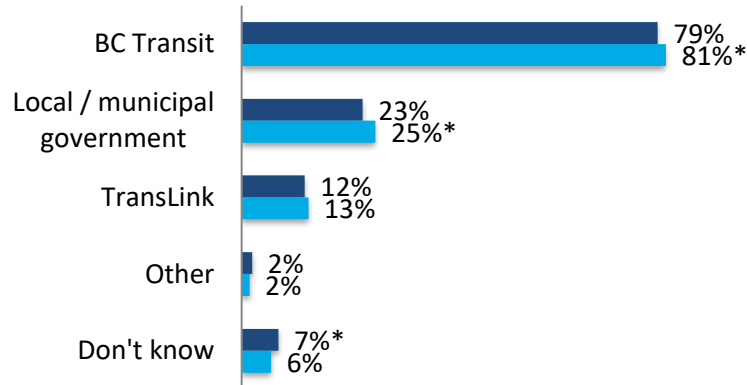
Local Transit System Awareness

Responsibility for Local Transit System

(Multiple Responses Allowed)

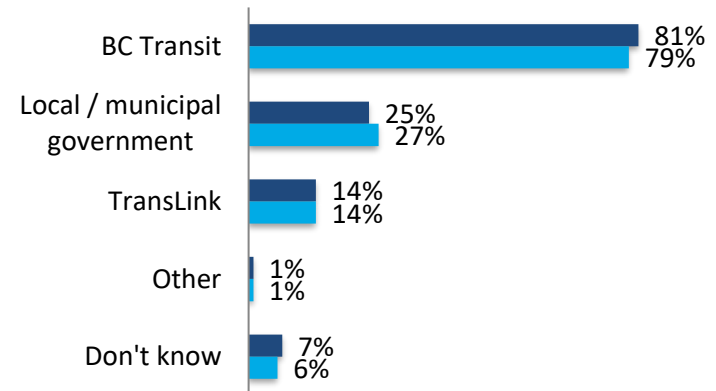
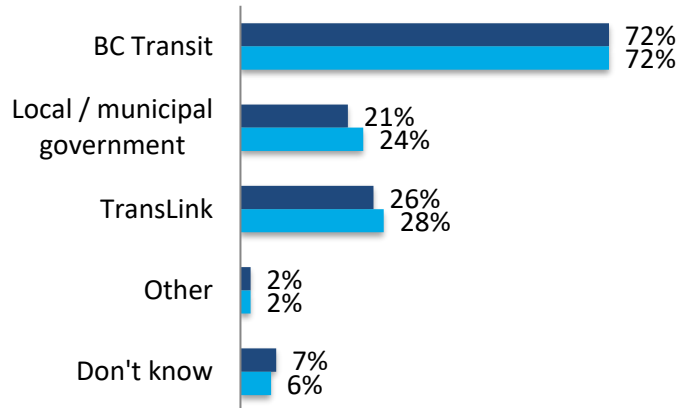
Total

Victoria



Central Fraser Valley

Kamloops



Q1. Who do you think is responsible for your local transit system?

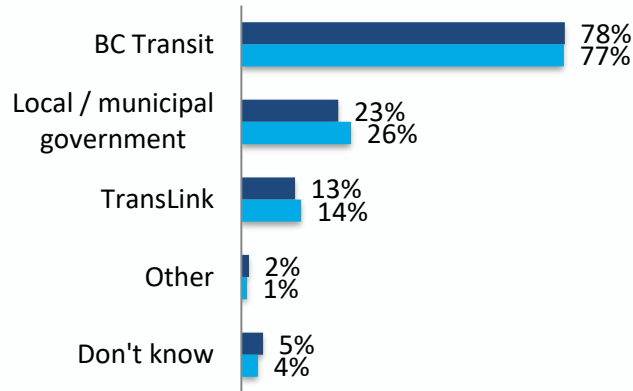
Annual Base 2024/2025 Total=8,745; Victoria=2,406; Central Fraser Valley=620; Kamloops=640.
 Annual Base 2025/2026 Total=8,432; Victoria=1,977; Central Fraser Valley=671; Kamloops=673.

Local Transit System Awareness

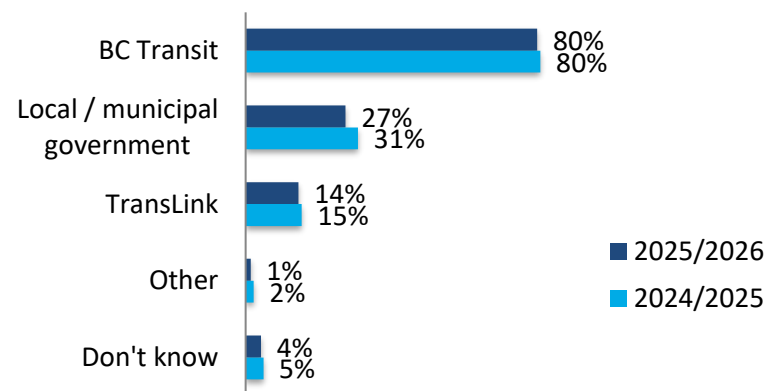
Responsibility for Local Transit System

(Multiple Responses Allowed)

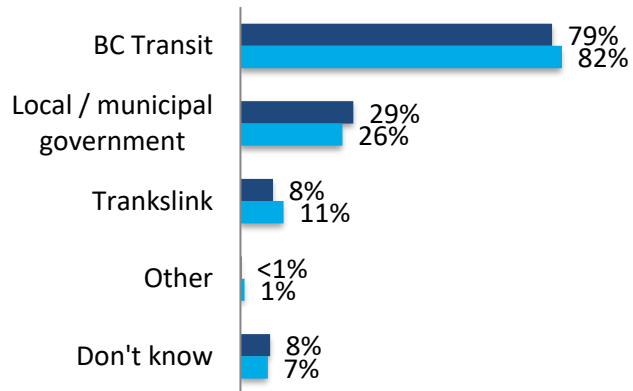
Kelowna



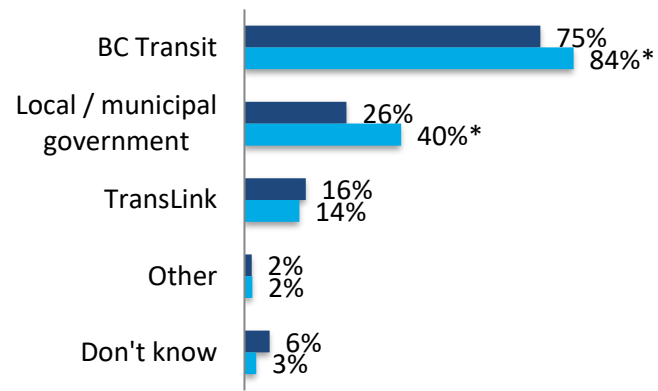
Nanaimo



Prince George



Whistler



Q1. Who do you think is responsible for your local transit system?

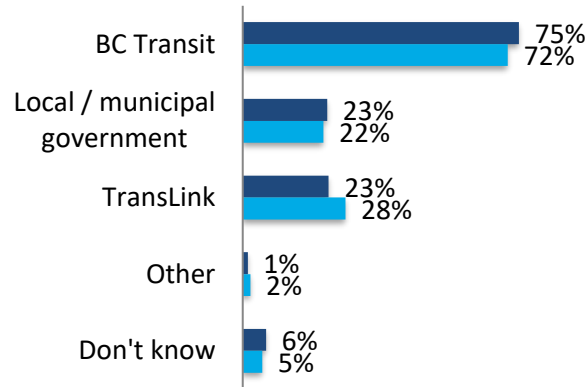
Annual Base 2024/2025 Total=8,745; Kelowna=625; Nanaimo=622; Prince George=635; Whistler=239.
 Annual Base 2025/2026 Total= 8,432; Kelowna=640; Nanaimo=681; Prince George=666; Whistler=154.

Local Transit System Awareness

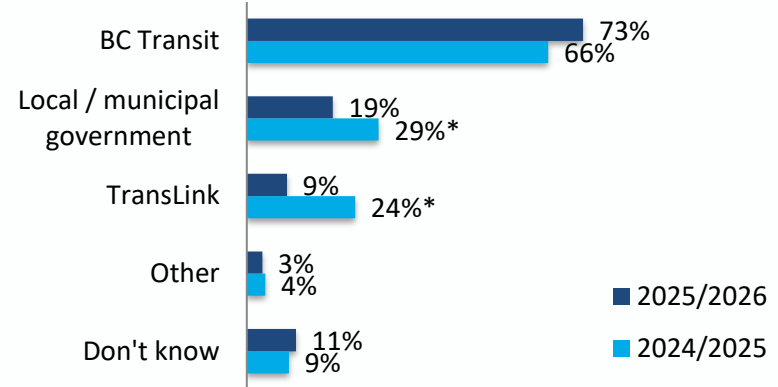
Responsibility for Local Transit System

(Multiple Responses Allowed)

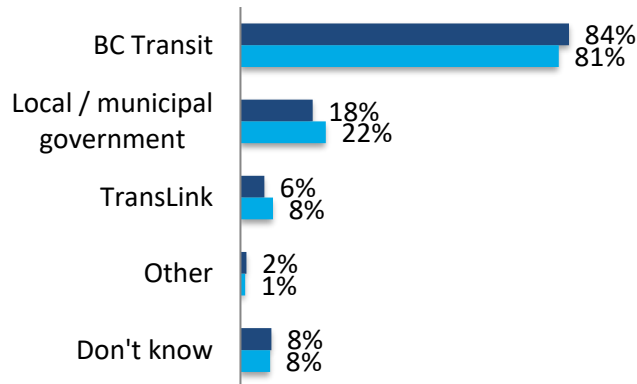
Chilliwack Regional



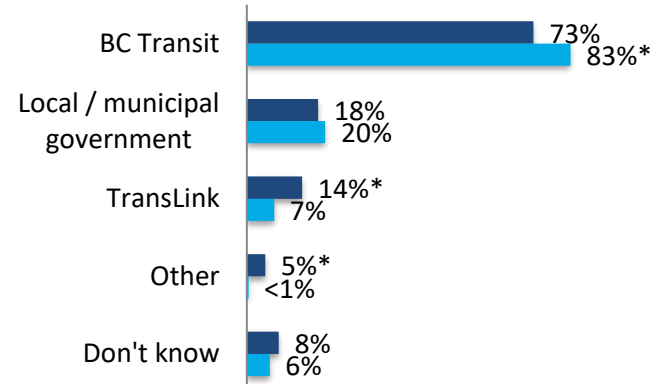
Campbell River



Comox Valley



Cowichan Valley



Q1. Who do you think is responsible for your local transit system?

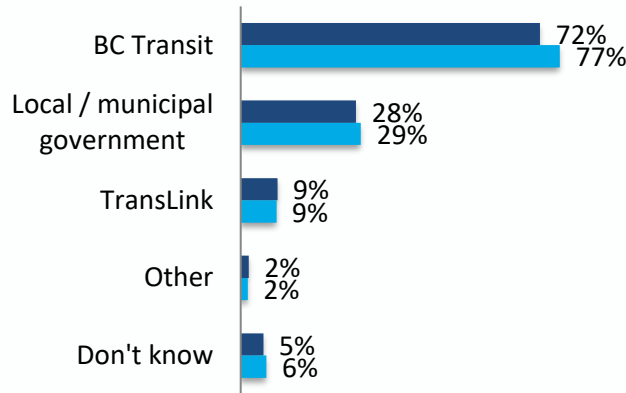
Annual Base 2024/2025 Total=8,745; Chilliwack=439; Campbell River=212; Comox Valley=395; Cowichan Valley=400.
 Annual Base 2025/2026 Total= 8,432; Chilliwack=425; Campbell River=144; Comox Valley=380; Cowichan Valley=395.

Local Transit System Awareness

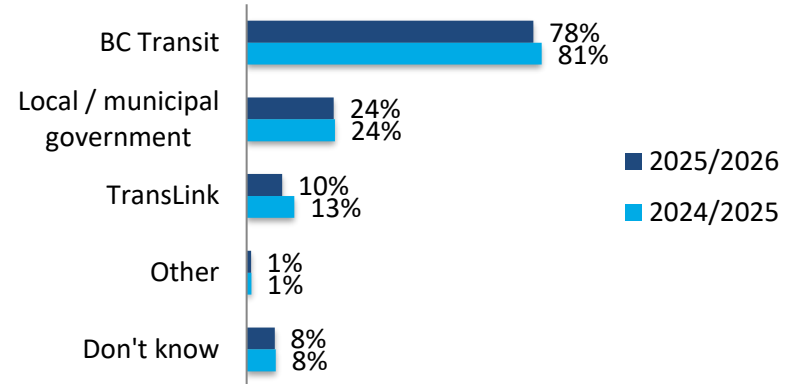
Responsibility for Local Transit System

(Multiple Responses Allowed)

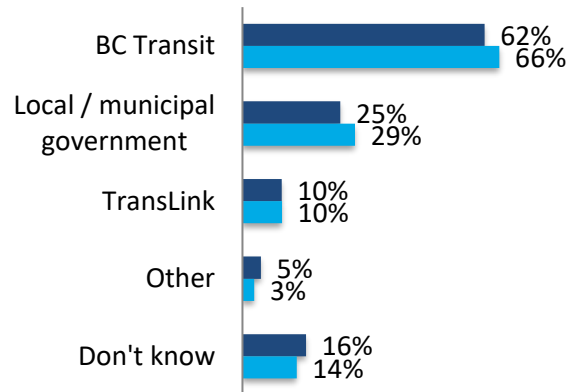
Penticton



Vernon Regional



Tier 3 Communities



Q1. Who do you think is responsible for your local transit system?

Annual Base 2024/2025 Total=8,745; Penticton=391; Vernon=398; Tier 3 = 720.
 Annual Base 2025/2026 Total=8,432; Penticton=344; Vernon=393; Tier 3 = 890.

Key Findings: Transit Usage

- More than half of respondents (53%) in BC Transit's operating areas used their local public bus system in the past year, revealing a decrease from last year (**-4 percentage point**). Among riders, 59% used transit within the last month, while 39% last used transit more than one month ago.
 - › Victoria (68%) and Whistler (66%) continue to have the highest rates of past-year transit use, though Whistler saw a **12 percentage point decline** from 2024/25.
 - › Decreases in past-year transit use were also observed in other regions: Kamloops (52%, **-7 points**) and Kelowna (52%, **-6 points**), while there were no increases in any regions.
- Among non-riders, nearly two-thirds (65%) say they rely on other transportation options (e.g., personal vehicle, taxi, bike, or ride-hailing). One-third (32%) report they don't need to take the bus, while 16% feel bus frequency doesn't meet their needs. Additionally, 15% say it takes too long to reach their destination, marking a **2-percentage point decline** since previous year. and
- Among current riders, 18% used transit in the past 24 hours, 22% in the past 7 days, and 19% within the past month. As noted, 39% last used it more than a month ago, revealing a **consistent** usage pattern with last year.
 - › Overall, the average number of one-way trips in the past seven days was 2.2, **down from 3.0** in 2024/25. The decreases were particularly observed in Victoria (3.3, down from 4.5), Central Fraser Valley (2.5, down from 3.5), Kamloops (2.3, down from 3.9), Prince George (1.8, down from 2.9), and Whistler (2.7, down from 4.5).
 - › Among riders, occasional riders (no trips in the past week) continue to make up the largest share at 32%. This is followed by heavy riders (10+ one-way trips in past week) at 8% (**down from 11%** in 2024/2025) and medium riders (4-9 one-way trips in past week) at 8% and light riders (1-3 one-way trips in past week) at 5%.
- Province-wide, riders most commonly use transit to commute to or from work (22%, **down from 24% in 2024/2025**), for shopping (21%, up from 19% in 2024/2025), to conduct personal business (20%), or for entertainment or social reasons (19%).

Key Findings: Transit Usage

- Nearly half (44%) of riders said their transit use has remained the same compared to last year. One-third (36%) reported using transit less often, while 20% said their use has increased. Province-wide, this results in a net ridership loss of -16% (those using transit more often minus those using it less).
 - Compared to 2024/25, **fewer riders reported stable usage** of the local bus system (-3 percentage point) and **more riders reported decline in use** (+4 percentage point), contributing to a slightly lower net higher overall (-11 in 2024/25).
- Riders who are using the local bus system **less often** are generally shifting to other transportation modes. Most commonly, they reported driving alone (55%), followed by using active modes of transportation—such as walking, jogging, skateboarding, or rollerblading (20%, a **7-percentage point decrease from 2024/25**), and carpooling (20%).
- Riders who are using the local bus system **more often** also reported increased use of many of these same modes. Among this group, 53% are driving alone more frequently, 33% are taking taxi (**a 4-percentage point decrease from 2024/25**), 20% are ridesharing (Uber/Lyft), 19% are carpooling, and 16% are using active modes of transportation (**a 9-percentage point decrease from 2024/25**).
- Among riders whose usage stayed the same or declined, the most common reasons someone might choose not to use transit include using a personal vehicle instead (57%), that transit takes too long to reach their destination (50%), bus frequency does not meet their needs (43%) and a preference for cycling or walking (38%). All these attributes declined by **3–4 percentage points** since 2024/25, except for transit time to reach destinations.
- Riders who increased their transit use most often cited convenience (62%), inexpensive compared to other transportation options (51%), and environmental benefits (33%).

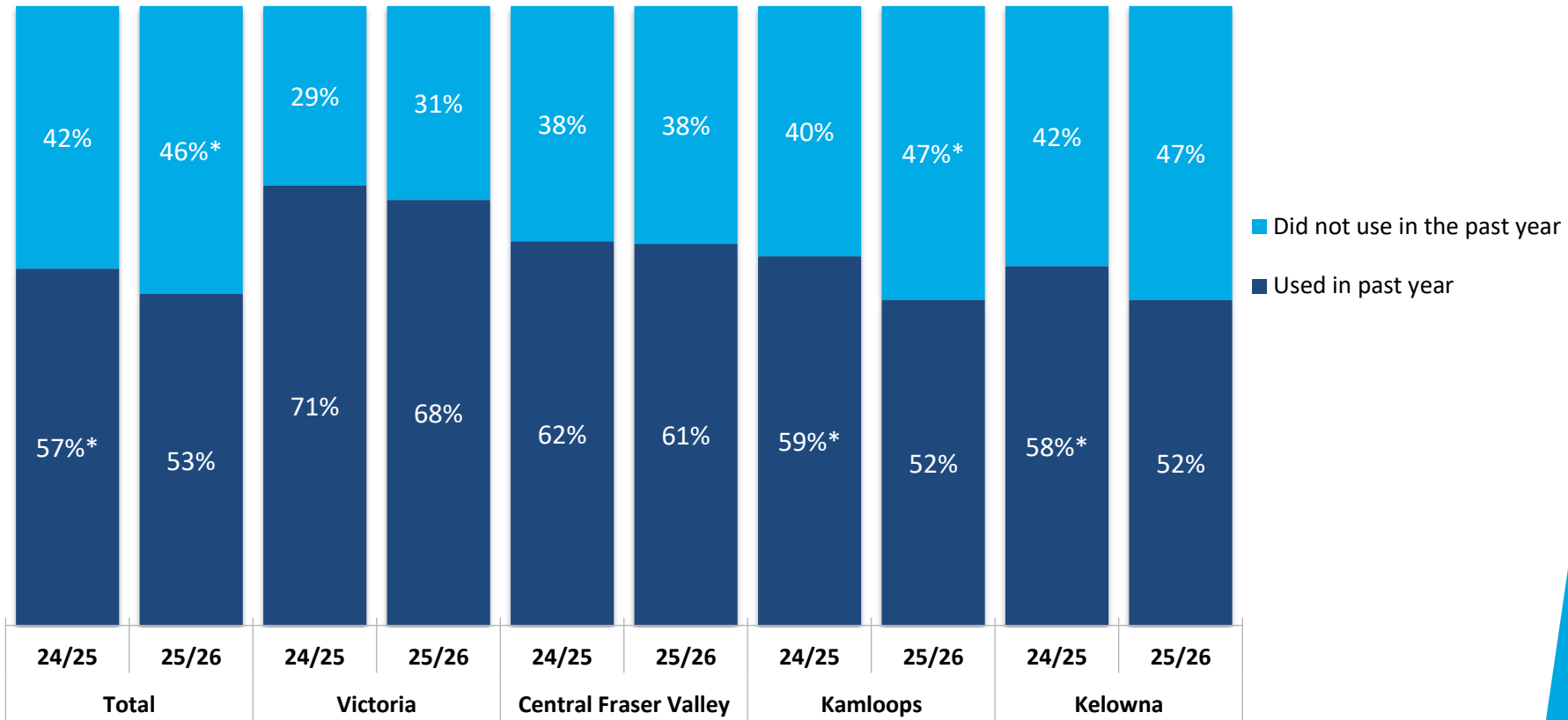
Key Findings: Transit Usage

Greater Victoria

- Over two-third (68%) of the respondents in Greater Victoria reporting used local transit in the past year.
- Among these riders, nearly a quarter (23%) had used transit in the past 24 hours, while a third (31%) last used it more than a month ago.
- Those who used transit in the past seven days made an average of 3.3 (**down from 4.5 in 2024/25**) one-way trips per week, **notably higher** than BC-wide average of 2.2.
- Of the 68% who used transit, mostly are occasional riders (36%), followed by medium riders (13%), heavy riders (11%), and light riders (8%). Compared to 2024/25, **heavy riders decreased** (down from 16%), while **light riders increased slightly** (up from 7%).
- The main trip purposes in Greater Victoria align with the provincial pattern, but with a greater emphasis on commuting to/from work (26%), followed by shopping (19%), entertainment/social purposes (19%, **up from 16% in 2024/25**), and personal business (15%).
- Similar to last year, two in ten (20%) Victoria transit users indicated they used transit “more often” compared to a year ago. Additionally, 31% reported they use it less often and 49% indicated using about the same. The overall pattern is consistent with previous year.
- Among Victoria riders who are using transit less often or about the same, the top perceived reasons non-riders avoid transit include: Preference for a personal vehicle (56%), transit takes too long to reach destinations (51%), and Preference for cycling or walking (43%).
- Riders using transit **more often** in Victoria most commonly cite: convenience (59%, **down from 67% in previous year**), affordability (49%), and environmental benefits (40%), similar to 2024/25.

Transit Usage in Past Year

LOCAL PUBLIC BUS SYSTEM USAGE

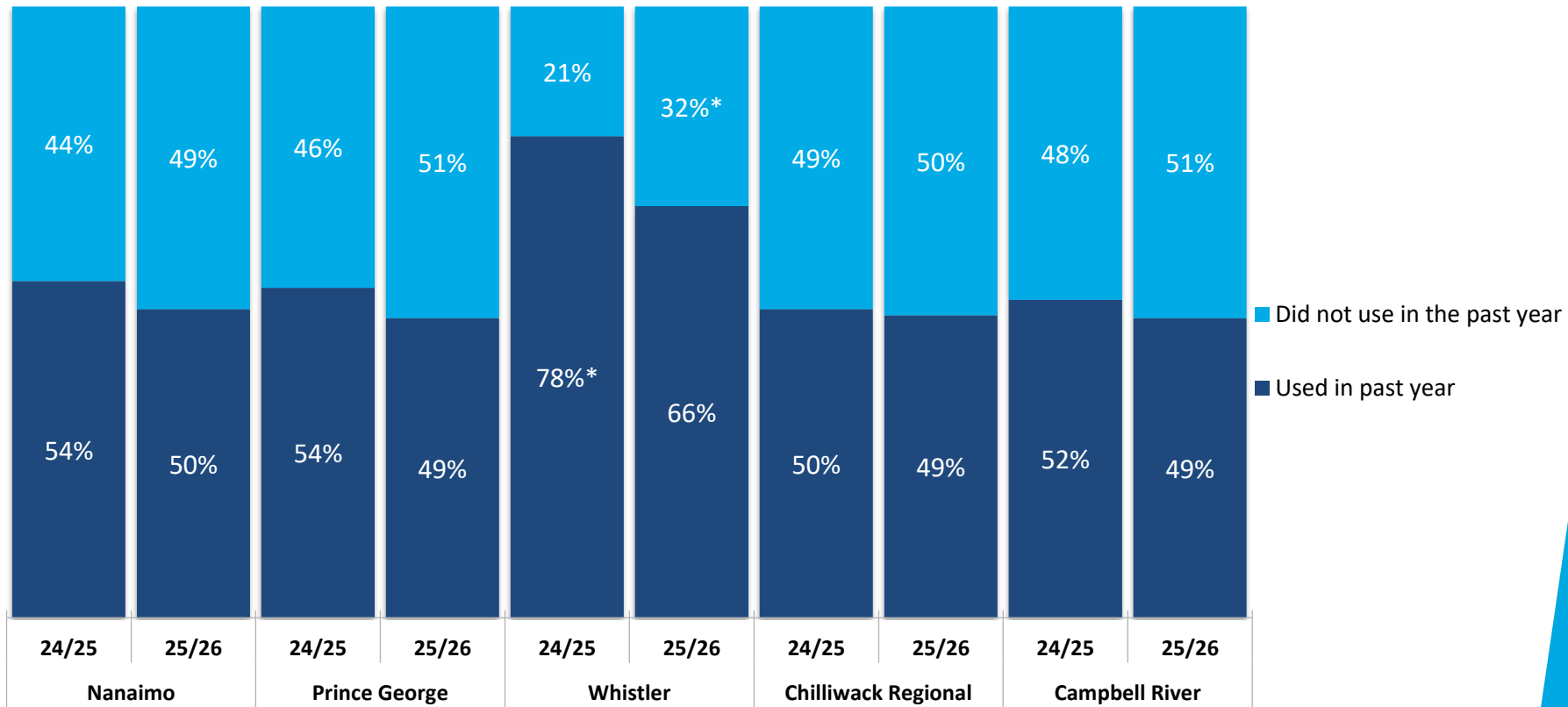


Q3. Have you used the local public bus system in the past year?

Annual Base 2024/2025: Total=8,745; Victoria=2406; Central Fraser Valley=620; Kamloops=640; Kelowna=625.
 Annual Base 2025/2026: Total=8,432; Victoria=1977; Central Fraser Valley=671; Kamloops=673; Kelowna=640.

Transit Usage in Past Year

LOCAL PUBLIC BUS SYSTEM USAGE

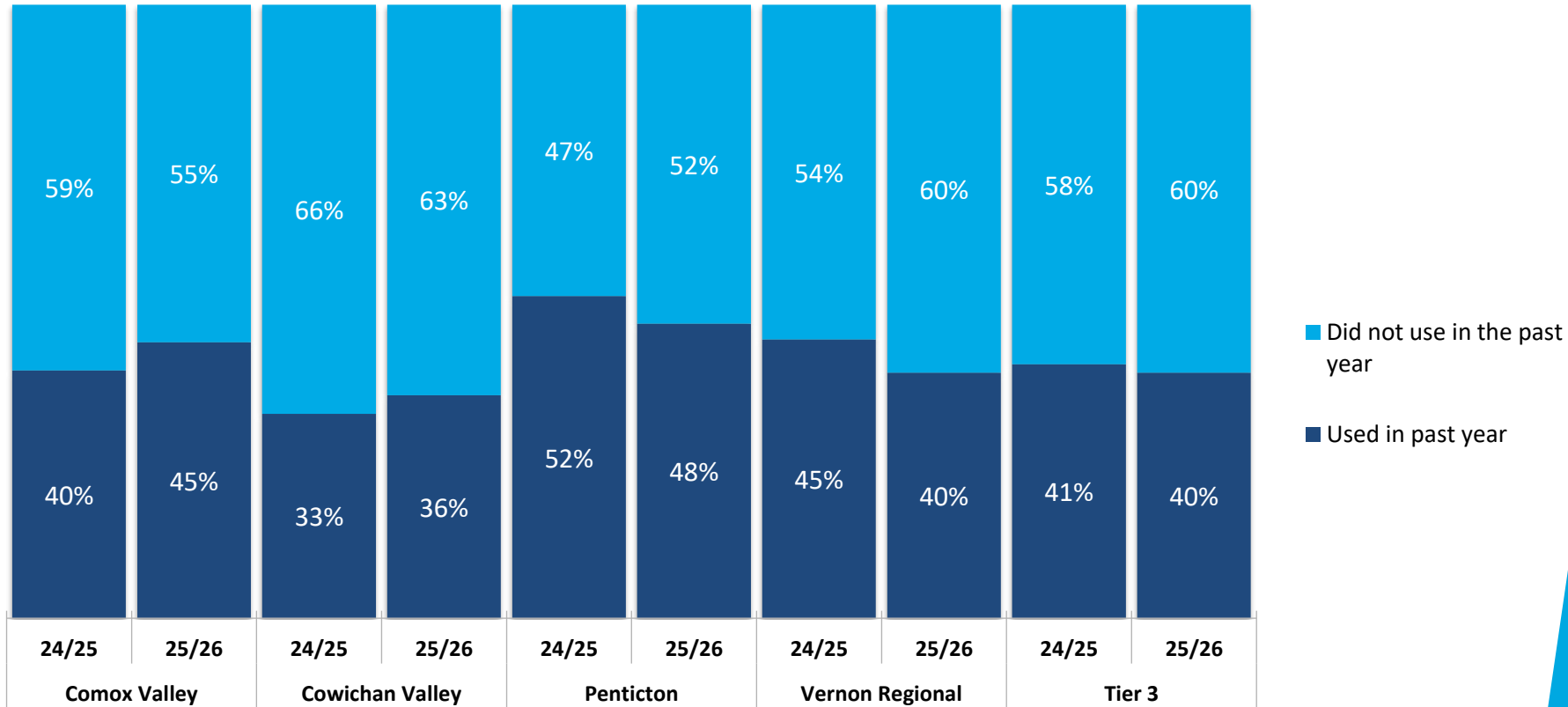


Q3. Have you used the local public bus system in the past year?

Annual Base 2024/2025: Total=8,745; Nanaimo=622; Prince George= 635; Whistler=239; Chilliwack=439; Campbell River=212.
 Annual Base 2025/2026: Total=8,432; Nanaimo=681; Prince George= 666; Whistler=154; Chilliwack=425; Campbell River=144.

Transit Usage in Past Year

LOCAL PUBLIC BUS SYSTEM USAGE



Q3. Have you used the local public bus system in the past year?

Annual Base 2024/2025: Total=8,745; Comox Valley=395; Cowichan Valley=400; Penticton=391; Vernon=398; Tier 3=720.
 Annual Base 2025/2026: Total=8,432; Comox Valley=380; Cowichan Valley=395; Penticton=344; Vernon=393; Tier 3=890.

Reasons for Not Using Transit

REASONS FOR NOT USING THE LOCAL PUBLIC BUS SYSTEM IN THE PAST YEAR

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	3,694	3,904	693	611	233	257	257	319	263	301	277	335
USE OTHER TYPE OF TRANSPORTATION (e.g. own car, taxi, bike, Uber, Lyft)	64%	65%	67%	66%	69%	69%	62%	67%	61%	65%	60%	67%
Don't need to use the bus	32%	32%	34%	32%	30%	32%	31%	28%	33%	30%	37%	36%
Bus frequency does not meet my needs	16%	16%	15%	15%	20%	15%	13%	12%	17%	14%	18%	19%
Bus takes too long to get to where I need to go	17%	15%	20%	21%	20%	18%	17%	15%	23%	17%	21%	18%
Never use transit/not at all interested in using transit	8%	8%	9%	10%	8%	7%	7%	7%	9%	12%	9%	9%
Working at home	7%	7%	8%	8%	10%	7%	5%	7%	10%	6%	7%	4%
Don't feel safe on public transit	7%	6%	8%	5%	8%	6%	11%	12%	8%	7%	11%	5%
Moved - no bus service/don't need to use the bus	6%	5%	1%	2%	4%	2%	7%	7%	4%	4%	8%	2%
Not working/laid off	5%	5%	5%	6%	7%	5%	2%	4%	3%	7%	6%	4%
Due to personal health concerns related to respiratory viruses (e.g. COVID-19)	4%	3%	6%	4%	3%	1%	5%	4%	3%	1%	6%	3%
Riding my bike more often	4%	4%	5%	4%	4%	4%	1%	3%	5%	5%	4%	3%
Changed job/ school - no bus service/don't need to use the bus	1%	1%	2%	1%	2%	1%	1%	2%	<1%	1%	1%	1%
School, college or university classes now online	<1%	<1%	<1%	<1%	1%	1%	0%	1%	<1%	0%	0%	0%

Q3A. Why have you not used the local public bus system in the past year?

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Reasons for Not Using Transit

REASONS FOR NOT USING THE LOCAL PUBLIC BUS SYSTEM IN THE PAST YEAR

	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	3,694	3,904	294	339	49	49	215	213	101	73	234	208
USE OTHER TYPE OF TRANSPORTATION (e.g. own car, taxi, bike, Uber, Lyft)	64%	65%	60%	70%	59%	62%	64%	65%	56%	58%	68%	67%
Don't need to use the bus	32%	32%	27%	30%	30%	23%	28%	37%	24%	30%	31%	32%
Bus frequency does not meet my needs	16%	16%	18%	14%	4%	8%	15%	12%	11%	20%	24%	20%
Bus takes too long to get to where I need to go	17%	15%	17%	15%	11%	6%	16%	12%	8%	16%	24%	19%
Never use transit/not at all interested in using transit	8%	8%	8%	7%	12%	12%	8%	7%	6%	6%	5%	7%
Working at home	7%	7%	5%	9%	11%	14%	9%	7%	7%	3%	8%	6%
Don't feel safe on public transit	7%	6%	8%	8%	3%	0%	11%	9%	5%	1%	5%	5%
Moved - no bus service/don't need to use the bus	6%	5%	10%	10%	2%	4%	3%	3%	16%	4%	5%	3%
Not working/laid off	5%	5%	5%	5%	2%	0%	4%	8%	6%	3%	5%	8%
Due to personal health concerns related to respiratory viruses (e.g. COVID-19)	4%	3%	7%	5%	0%	2%	4%	4%	2%	3%	5%	8%
Riding my bike more often	4%	4%	1%	2%	10%	2%	2%	6%	7%	3%	6%	6%
Changed job/ school - no bus service/don't need to use the bus	1%	1%	2%	1%	0%	2%	<1%	2%	1%	0%	1%	<1%
School, college or university classes now online	<1%	<1%	1%	1%	0%	0%	0%	<1%	1%	0%	0%	1%

Q3A. Why have you not used the local public bus system in the past year?

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Reasons for Not Using Transit

REASONS FOR NOT USING THE LOCAL PUBLIC BUS SYSTEM IN THE PAST YEAR

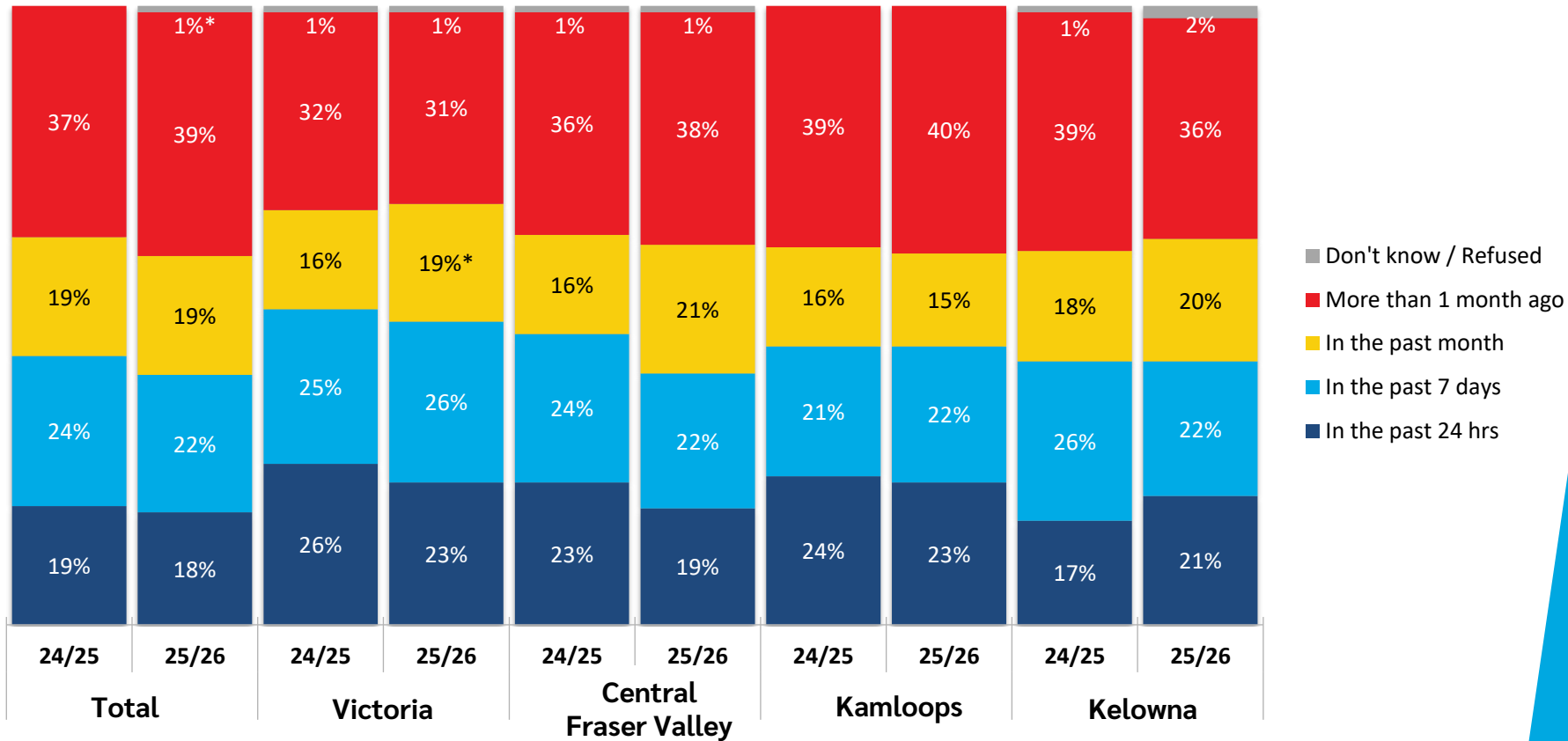
	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	3694	3904	264	250	184	178	215	236	415	536
USE OTHER TYPE OF TRANSPORTATION (e.g. own car, taxi, bike, Uber, Lyft)	64%	65%	67%	57%	67%	73%	64%	67%	63%	56%
Don't need to use the bus	32%	32%	32%	33%	32%	34%	32%	30%	33%	29%
Bus frequency does not meet my needs	16%	16%	23%	25%	16%	19%	11%	12%	14%	14%
Bus takes too long to get to where I need to go	17%	15%	19%	15%	11%	11%	12%	12%	10%	9%
Never use transit/not at all interested in using transit	8%	8%	9%	8%	9%	7%	5%	8%	4%	6%
Working at home	7%	7%	5%	5%	6%	6%	7%	6%	6%	5%
Don't feel safe on public transit	7%	6%	6%	6%	3%	2%	6%	5%	4%	3%
Moved - no bus service/don't need to use the bus	6%	5%	5%	5%	6%	6%	11%	9%	9%	12%
Not working/laid off	5%	5%	11%	6%	5%	4%	6%	4%	6%	4%
Due to personal health concerns related to respiratory viruses (e.g. COVID-19)	4%	3%	3%	4%	2%	2%	<1%	2%	1%	2%
Riding my bike more often	4%	4%	2%	2%	3%	4%	5%	2%	4%	3%
Changed job/ school - no bus service/don't need to use the bus	1%	1%	1%	2%	<1%	1%	3%	2%	2%	2%
School, college or university classes now online	<1%	<1%	<1%	<1%	0%	0%	1%	1%	<1%	<1%

Q3A. Why have you not used the local public bus system in the past year?

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Last Time Using Local Transit

MOST RECENT LOCAL PUBLIC BUS SYSTEM USAGE



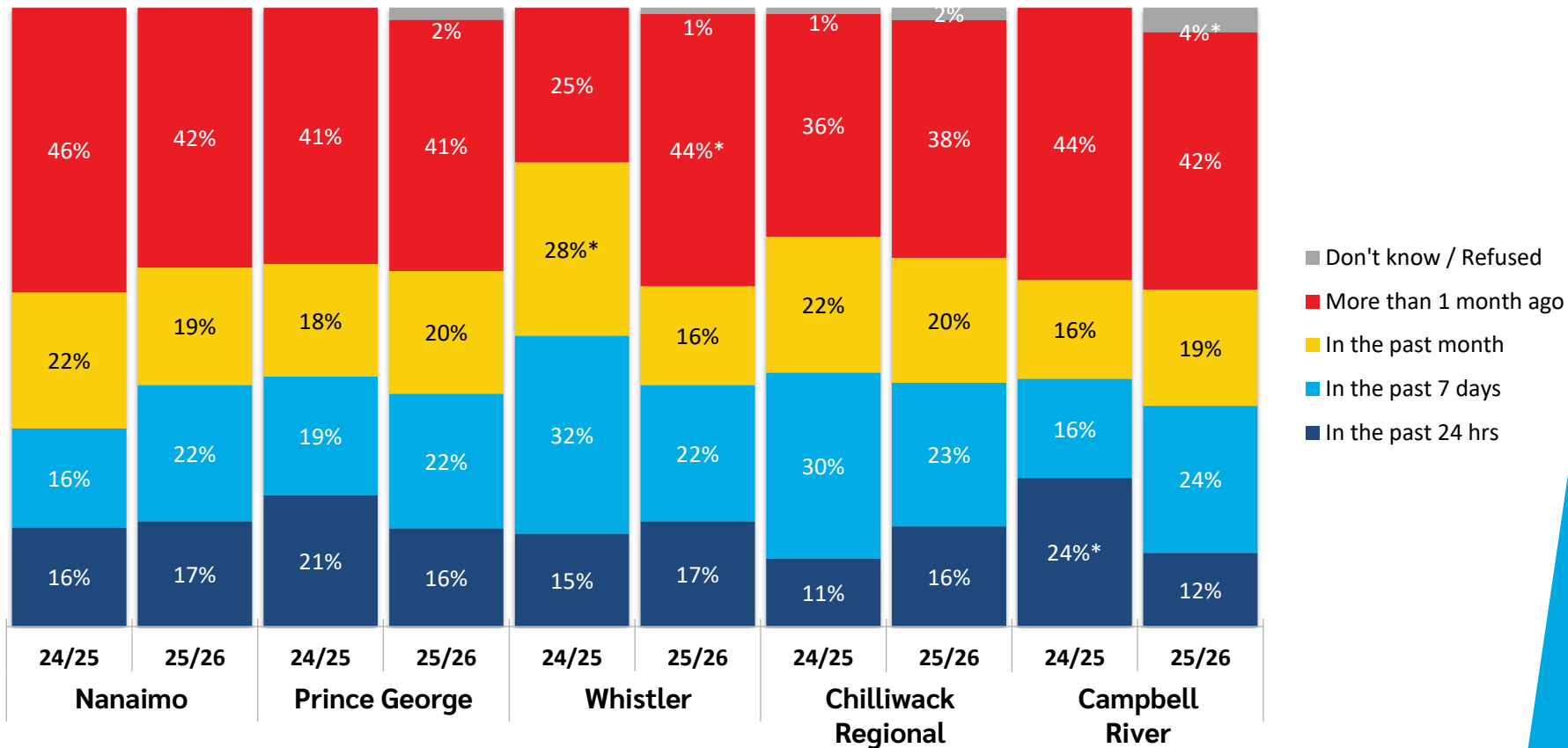
Q4. When did you last use the local public bus system? Was it ...

Annual Base 2024/2025: Total=5,002; Victoria=1,704; Central Fraser Valley=382; Kamloops=382; Kelowna=362.

Annual Base 2025/2026: Total=4,485; Victoria=1,353; Central Fraser Valley=410; Kamloops=351; Kelowna=335.

Last Time Using Local Transit

MOST RECENT LOCAL PUBLIC BUS SYSTEM USAGE



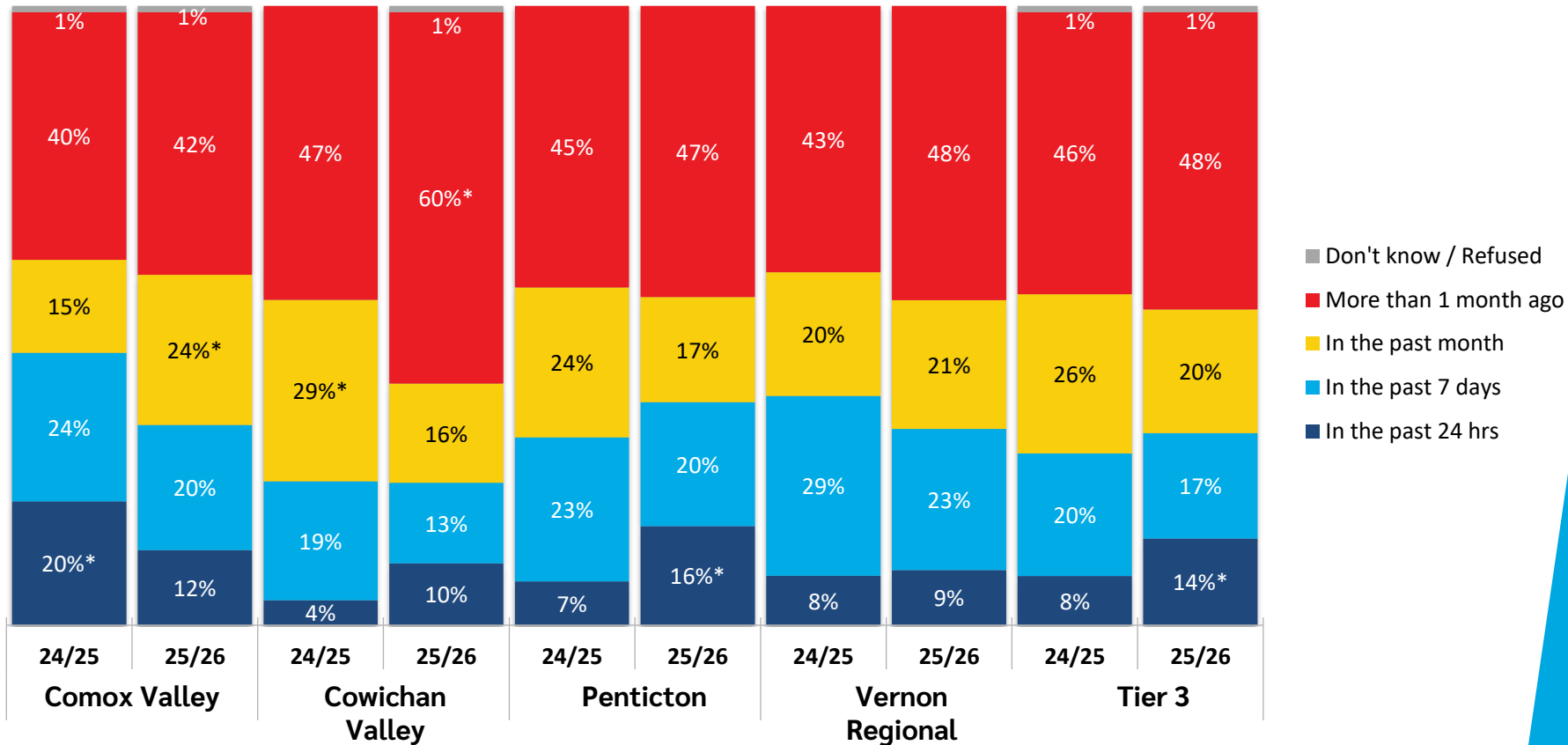
Q4. When did you last use the local public bus system? Was it ...

Annual Base 2024/2025: Total=5,002; Nanaimo=339; Prince George=341; Whistler=188; Chilliwack=221; Campbell River=110.

Annual Base 2025/2026: Total=4,485; Nanaimo=343; Prince George=323; Whistler=102; Chilliwack=208; Campbell River=71.

Last Time Using Local Transit

MOST RECENT LOCAL PUBLIC BUS SYSTEM USAGE



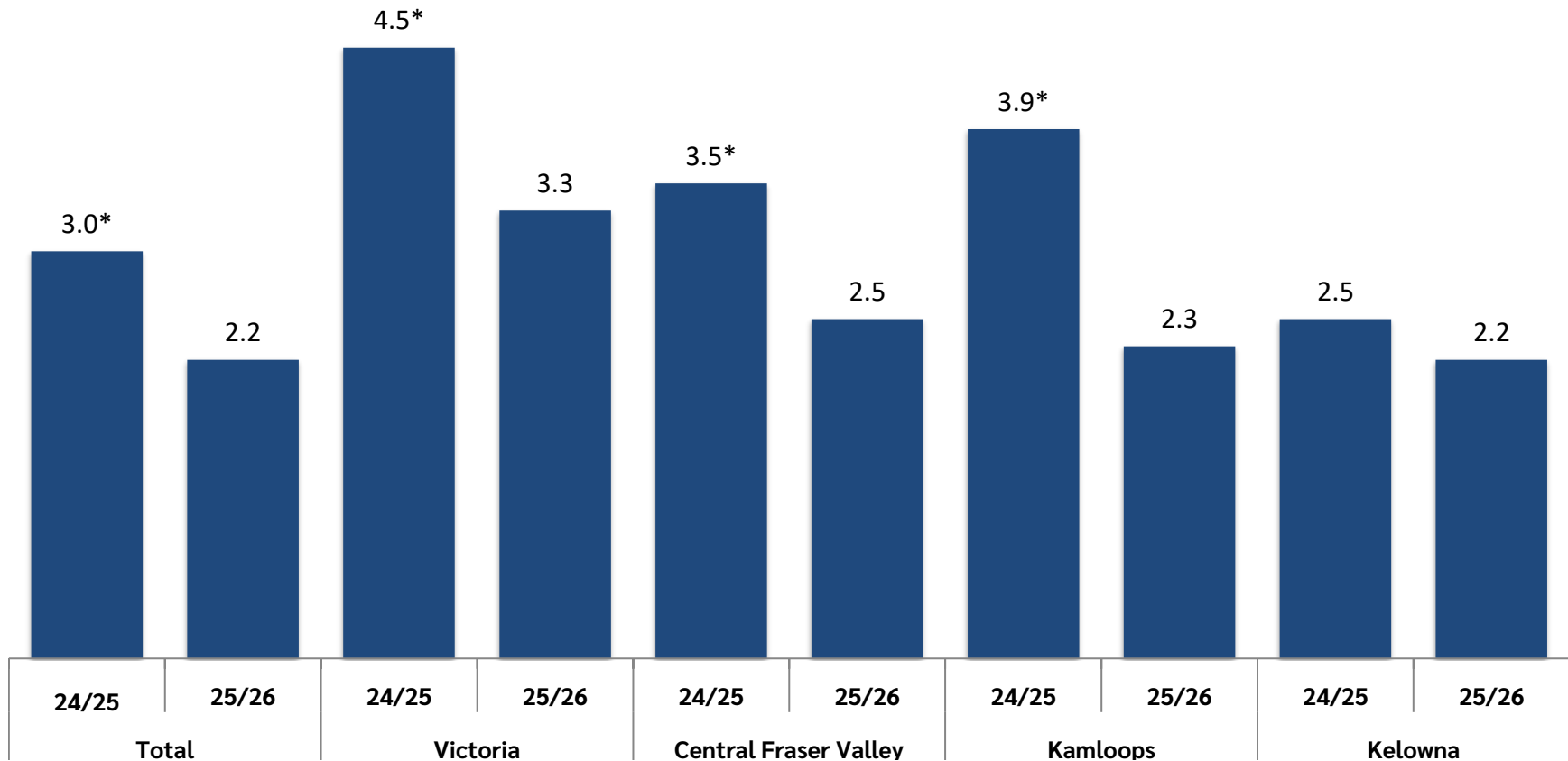
Q4. When did you last use the local public bus system? Was it ...

Annual Base 2024/2025: Total=5,002; Comox Valley=160; Cowichan Valley=134; Penticton=205; Vernon=178; Tier 3=298.

Annual Base 2025/2026: Total= 4,485; Comox Valley=171; Cowichan Valley=144; Penticton=166; Vernon=155; Tier 3=352.

Transit Trips in the Past Week

AVERAGE NUMBER OF ONE-WAY TRIPS IN THE PAST SEVEN DAYS



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

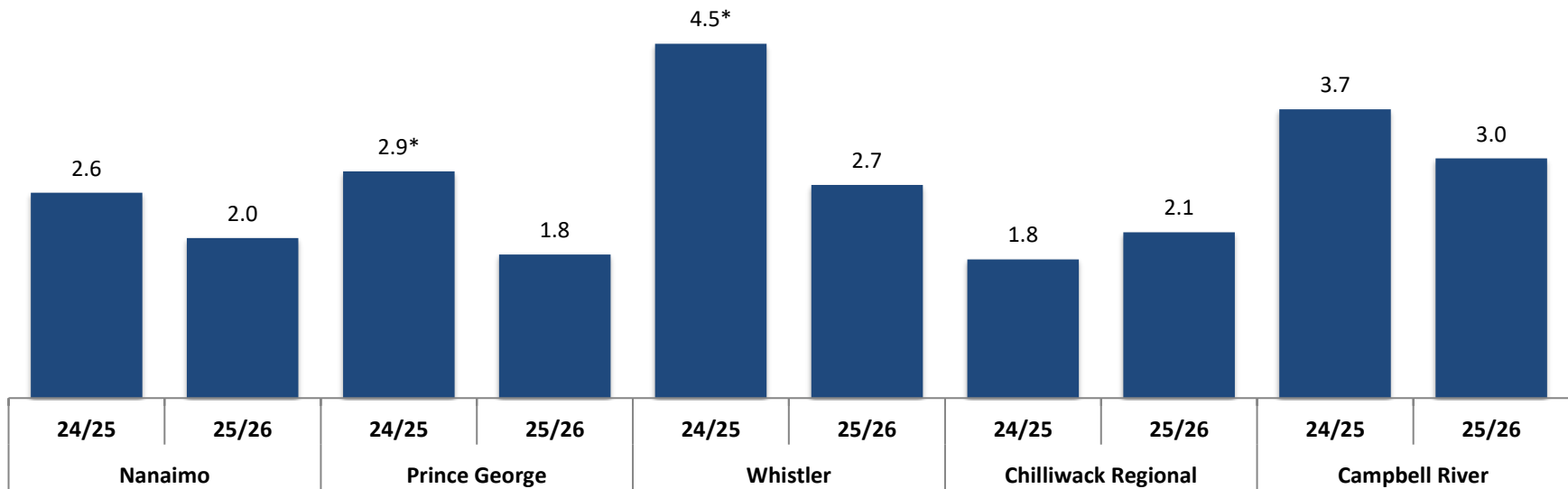
Please count going to and from a destination as 2 one-way trips.

Annual Base 2024/2025: Total=8,745; Victoria=2406; Central Fraser Valley=620; Kamloops=640; Kelowna=625.

Annual Base 2025/2026: Total=8,432; Victoria=1977; Central Fraser Valley=671; Kamloops=673; Kelowna=640.

Transit Trips in the Past Week

AVERAGE NUMBER OF ONE-WAY TRIPS IN THE PAST SEVEN DAYS



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

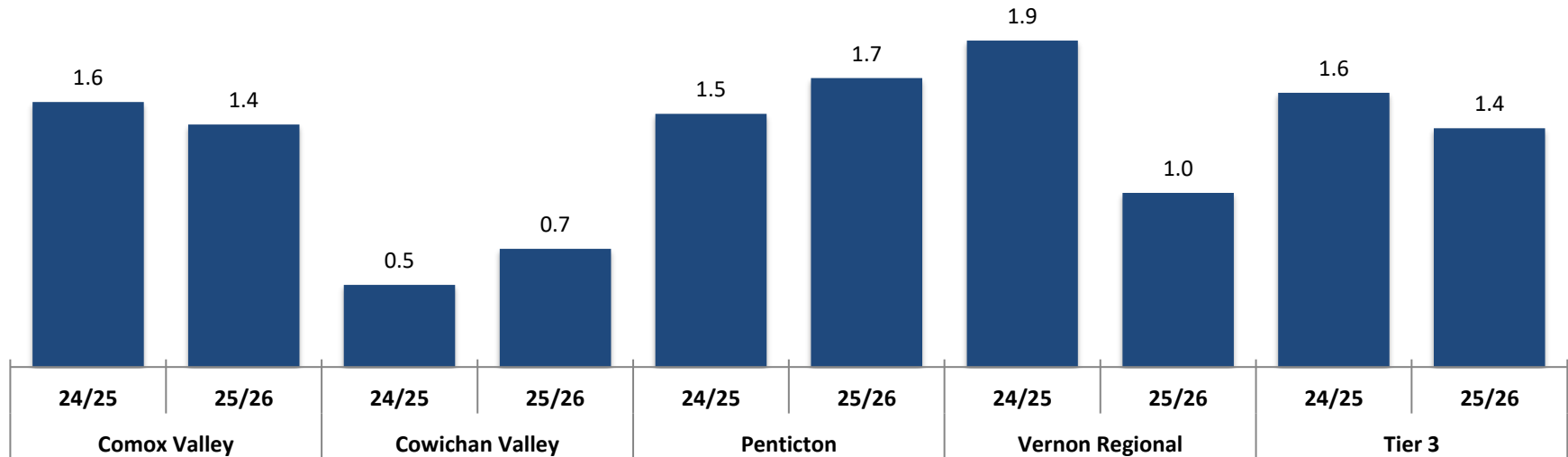
Please count going to and from a destination as 2 one-way trips.

Annual Base 2024/2025: Total=8,745; Nanaimo=622; Prince George= 635; Whistler=239; Chilliwack=439; Campbell River=212.

Annual Base 2025/2026: Total=8,432; Nanaimo=681; Prince George= 666; Whistler=154; Chilliwack=425; Campbell River=144.

Transit Trips in the Past Week

AVERAGE NUMBER OF ONE-WAY TRIPS IN THE PAST SEVEN DAYS



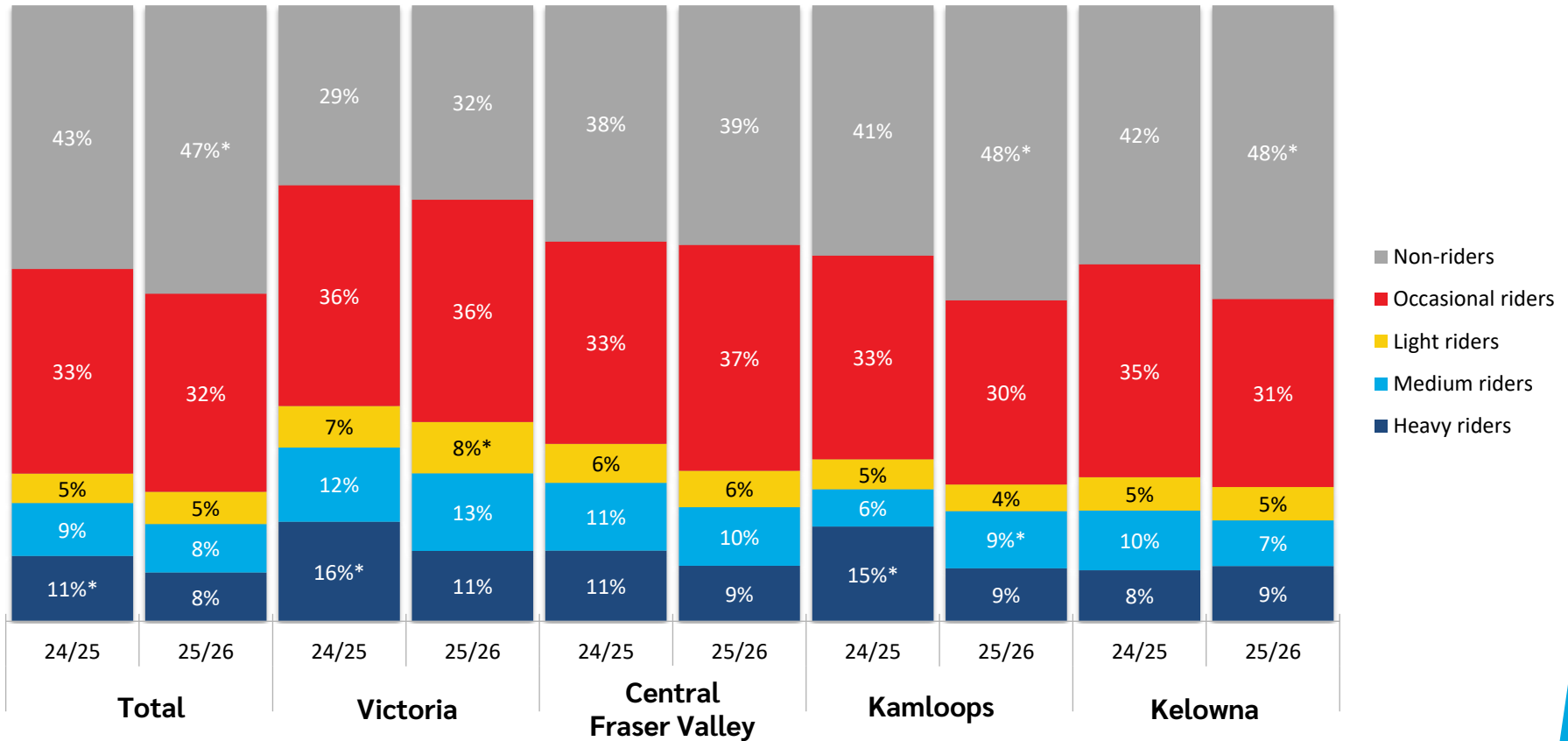
Q5. How many one-way trips did you make on public transit in the past seven days?

Please count going to and from a destination as 2 one-way trips.

Annual Base 2024/2025: Total=8,745; Comox Valley=395; Cowichan Valley=400; Penticton=391; Vernon=398; Tier 3=720.

Annual Base 2025/2026: Total=8,432; Comox Valley=380; Cowichan Valley=395; Penticton=344; Vernon=393; Tier 3=890.

Rider Usage Group

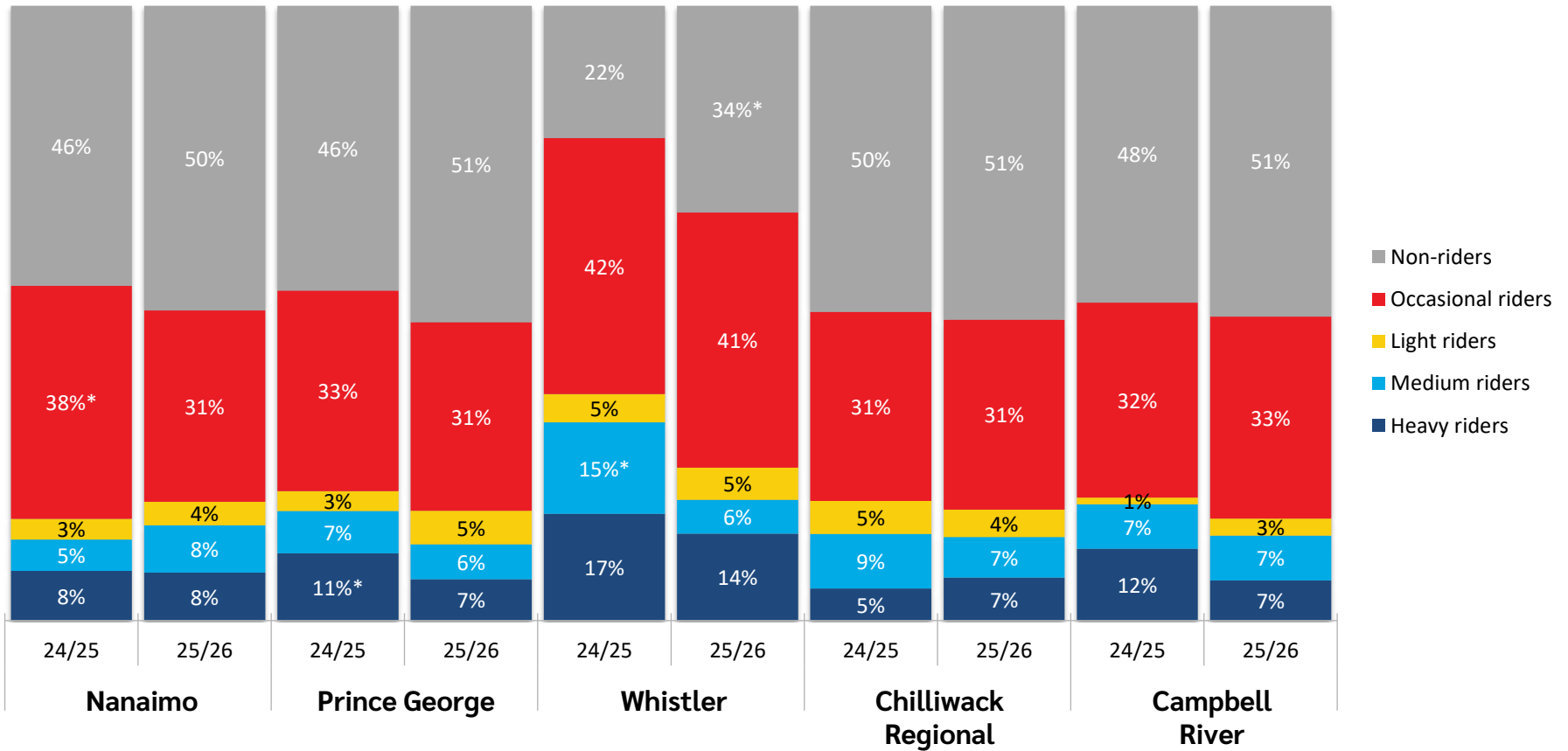


Q5. How many one-way trips did you make on public transit in the past seven days? Please count going to and from a destination as 2 one-way trips.

Annual Base 2024/2025: Total=8,745; Victoria=2,406; Central Fraser Valley=620; Kamloops=640; Kelowna=625.

Annual Base 2025/2026: Total=8,432; Victoria=1,977; Central Fraser Valley=671; Kamloops=673; Kelowna=640.

Rider Usage Group

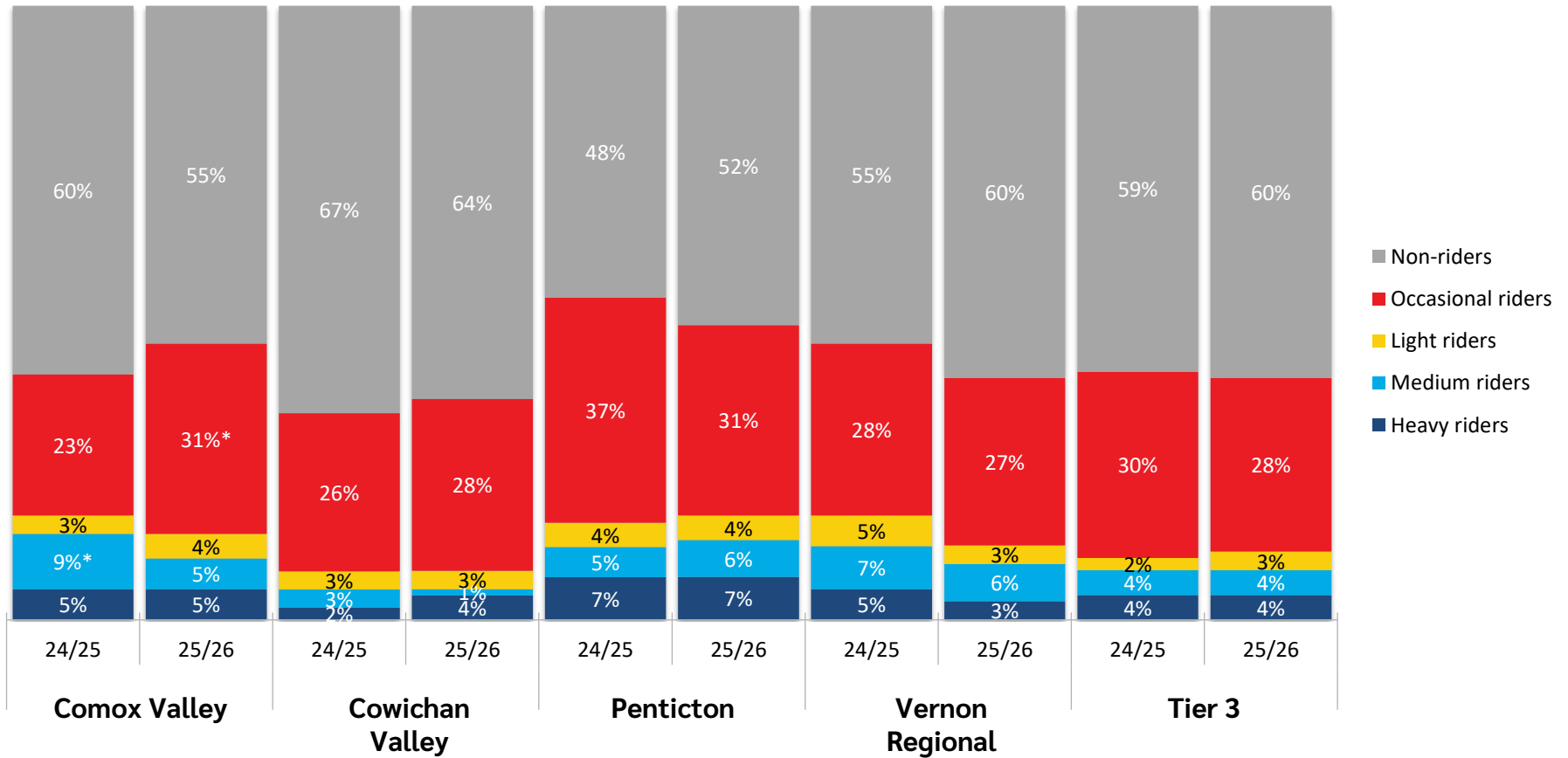


Q5. How many one-way trips did you make on public transit in the past seven days? Please count going to and from a destination as 2 one-way trips.

Annual Base 2024/2025: Total= 8,745; Nanaimo=622; Prince George=635; Whistler=239; Chilliwack=439; Campbell River=212

Annual Base 2024/2025: Total= 8,432; Nanaimo=681; Prince George=666; Whistler=154; Chilliwack=425; Campbell River=144.

Rider Usage Group



Q5. How many one-way trips did you make on public transit in the past seven days? Please count going to and from a destination as 2 one-way trips.

Annual Base 2024/2025: Total= 8,745; Comox Valley=395; Cowichan Valley=400; Penticton=391; Vernon=398; Tier 3=720.

Annual Base 2025/2026: Total= 8,432; Comox Valley=380; Cowichan Valley=395; Penticton=344; Vernon=393; Tier 3=890.

Main Purpose of Last Bus Trip

MAIN PURPOSE OF TRIP

OVERALL TOTAL Main Purpose of Trip	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	5,002	4,485	1,704	1,353	382	410	380	351	362	335	339	343	341	323	188	102
Going to or from work	24%	22%	28%	26%	21%	19%	26%	25%	25%	26%	20%	23%	24%	20%	37%	25%
Going to or from shopping	19%	21%	17%	19%	21%	21%	23%	21%	19%	22%	16%	14%	17%	25%	12%	19%
Conducting personal business	21%	20%	17%	15%	27%	26%	19%	19%	16%	17%	25%	21%	26%	25%	12%	10%
Entertainment or social reasons	18%	19%	16%	19%	20%	19%	13%	22%	20%	14%	14%	16%	22%	18%	30%	30%
Going to the ferry terminal/airport	8%	7%	12%	10%	4%	6%	2%	1%	4%	4%	15%	15%	1%	3%	3%	5%
Going to or from school	5%	6%	5%	6%	3%	4%	7%	5%	7%	9%	4%	5%	3%	4%	3%	8%
Other	5%	4%	6%	4%	5%	5%	9%	7%	9%	7%	4%	6%	7%	5%	3%	1%
Don't know	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	0%	0%	1%

Q5a What was the main purpose of your trip, the last time you used the local public bus system?

Annual Base 2024/2025: Total=5,002; Annual Base 2025/2026: Total=4,485

Significantly higher at the 95% level.
Significantly lower at the 95% level.

Main Purpose of Last Bus Trip

MAIN PURPOSE OF TRIP

OVERALL TOTAL Main Purpose of Trip	Total		Chilliwack Regional		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon Regional		Tier 3 Communities	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	5,002	4,485	221	208	110	71	160	171	134	144	205	165	178	155	298	352
Going to or from work	24%	22%	18%	18%	22%	18%	16%	12%	16%	13%	15%	17%	13%	19%	19%	15%
Going to or from shopping	19%	21%	21%	21%	25%	18%	19%	18%	20%	17%	23%	21%	22%	22%	16%	17%
Conducting personal business	21%	20%	31%	23%	14%	20%	22%	24%	28%	28%	20%	25%	29%	26%	25%	23%
Entertainment or social reasons	18%	19%	19%	22%	18%	20%	35%	30%	14%	21%	24%	24%	25%	26%	21%	25%
Going to the ferry terminal/airport	8%	7%	3%	3%	11%	10%	5%	5%	13%	11%	4%	4%	4%	1%	11%	12%
Going to or from school	5%	6%	2%	4%	8%	5%	1%	3%	2%	2%	2%	2%	2%	3%	3%	3%
Other	5%	4%	6%	9%	2%	7%	1%	7%	7%	8%	12%	6%	5%	2%	6%	5%
Don't know	<1%	<1%	<1%	0%	0%	3%	1%	1%	0%	0%	<1%	1%	1%	0%	0%	0%

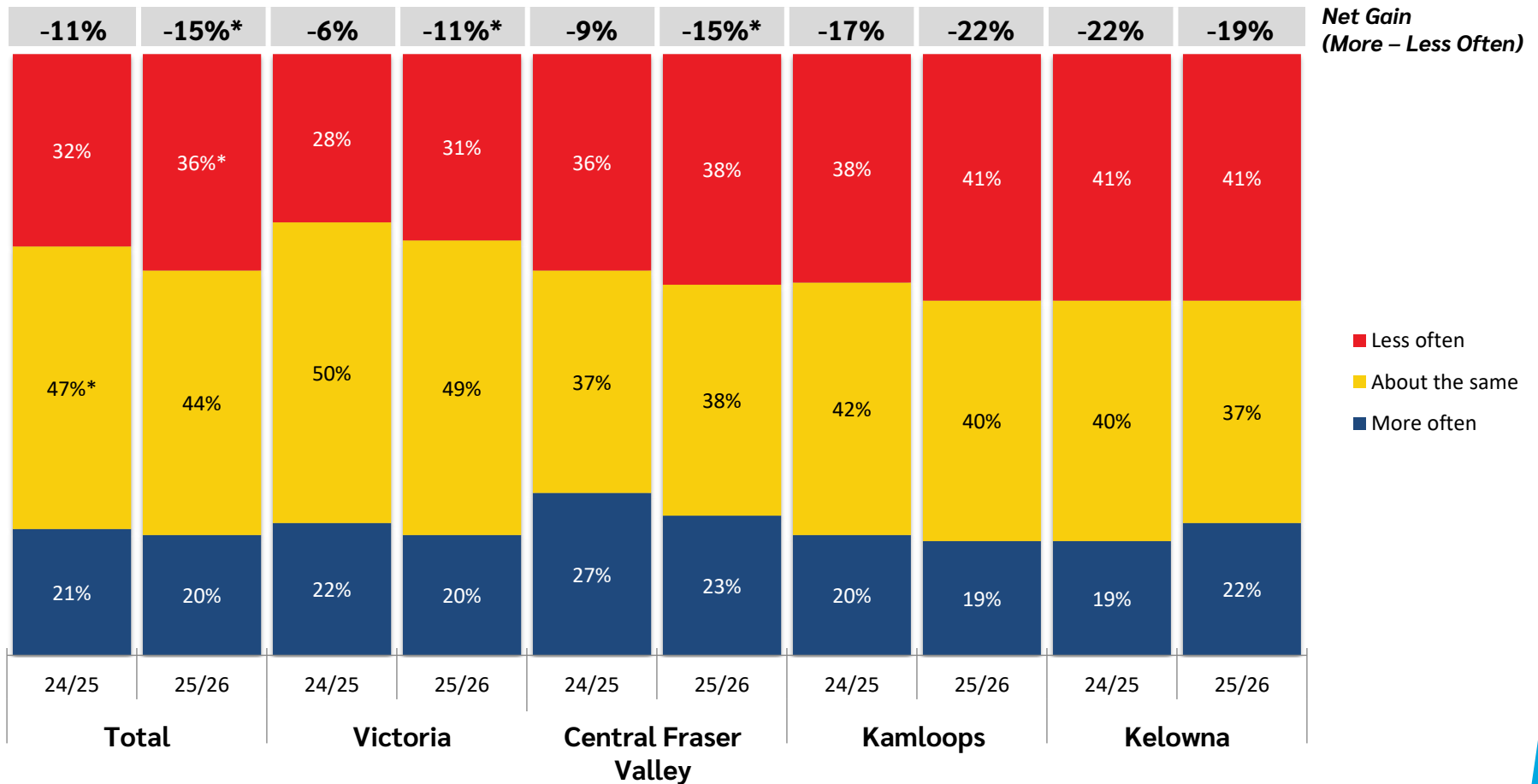
Q5a What was the main purpose of your trip, the last time you used the local public bus system?

Annual Base 2024/2025: Total=5,002; Annual Base 2025/2026: Total=4,485

Significantly higher at the 95% level.
Significantly lower at the 95% level.

Change in Transit Usage

PAST YEAR CHANGE IN LOCAL BUS SYSTEM USAGE (AMONG PAST YEAR RIDERS)



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?

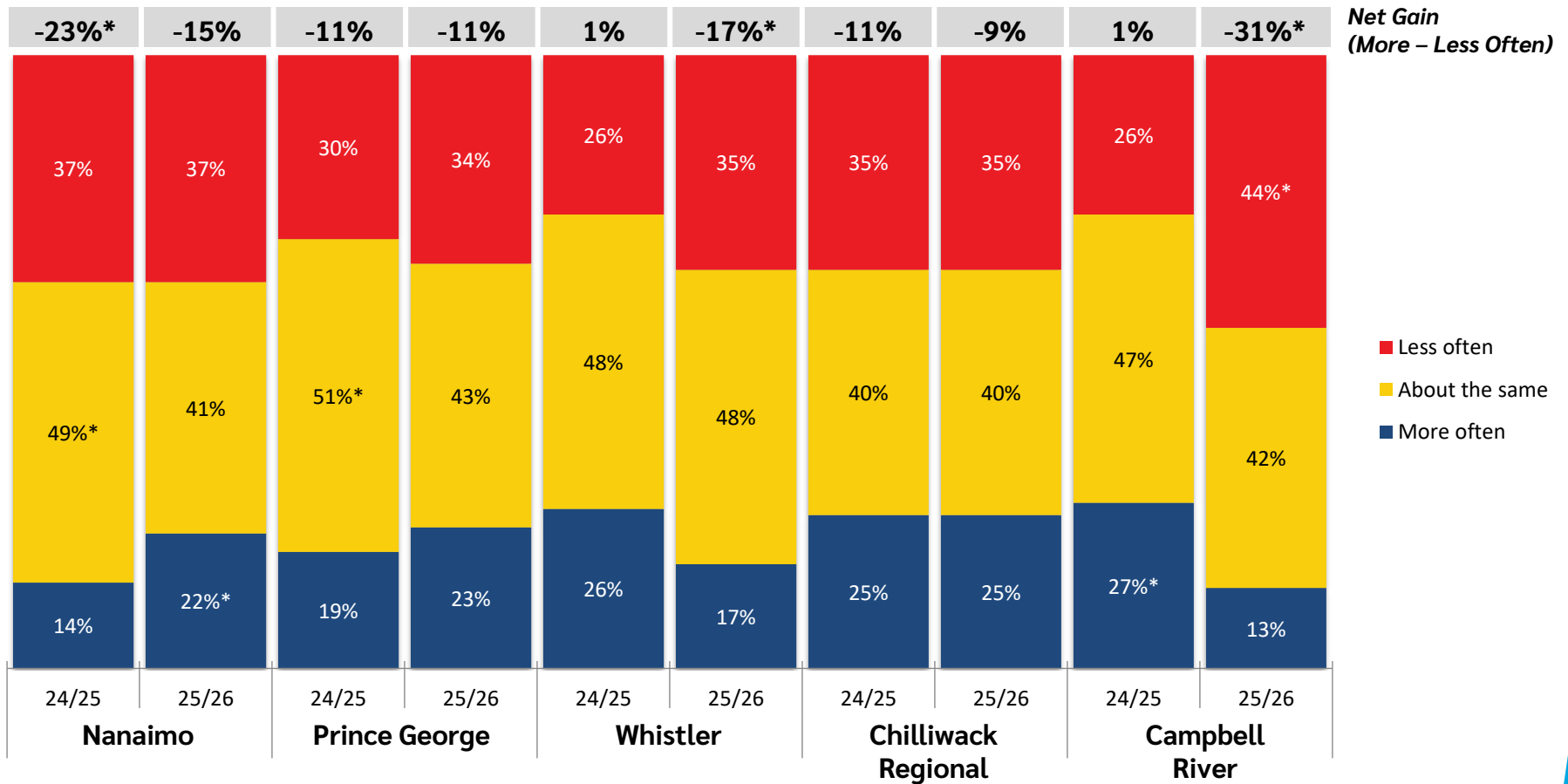
Annual Base 2024/2025: Total=4,935; Victoria=1,695; Central Fraser Valley=374; Kamloops=374; Kelowna=353.

Annual Base 2025/2026: Total=4,426; Victoria=1,344; Central Fraser Valley=405; Kamloops=344; Kelowna=327.

"Don't know" and "Prefer not to answer" responses are excluded from the calculation

Change in Transit Usage

PAST YEAR CHANGE IN LOCAL BUS SYSTEM USAGE (AMONG PAST YEAR RIDERS)



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?

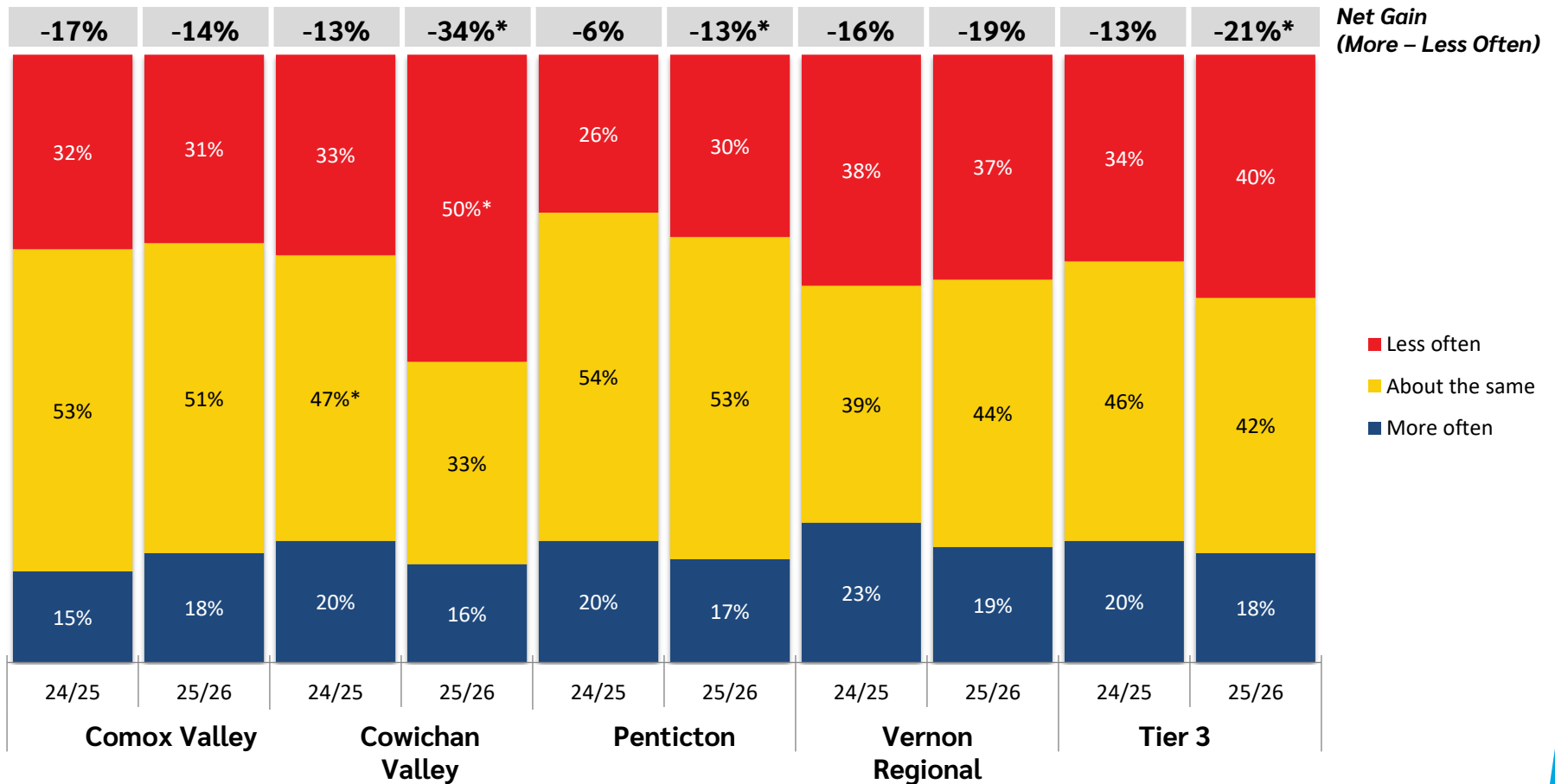
Annual Base 2024/2025: Total=4,935; Nanaimo=334; Prince George=331; Whistler=185; Chilliwack=217; Campbell River=109.

Annual Base 2025/2026: Total=4,426; Nanaimo=341; Prince George=318; Whistler=100; Chilliwack=207; Campbell River=68.

“Don’t know” and “Prefer not to answer” responses are excluded from the calculation

Change in Transit Usage

PAST YEAR CHANGE IN LOCAL BUS SYSTEM USAGE (AMONG PAST YEAR RIDERS)



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?

Annual Base 2024/2025: Total=4,935; Comox Valley=158; Cowichan Valley=134; Penticton=202; Vernon=175; Tier 3=294.

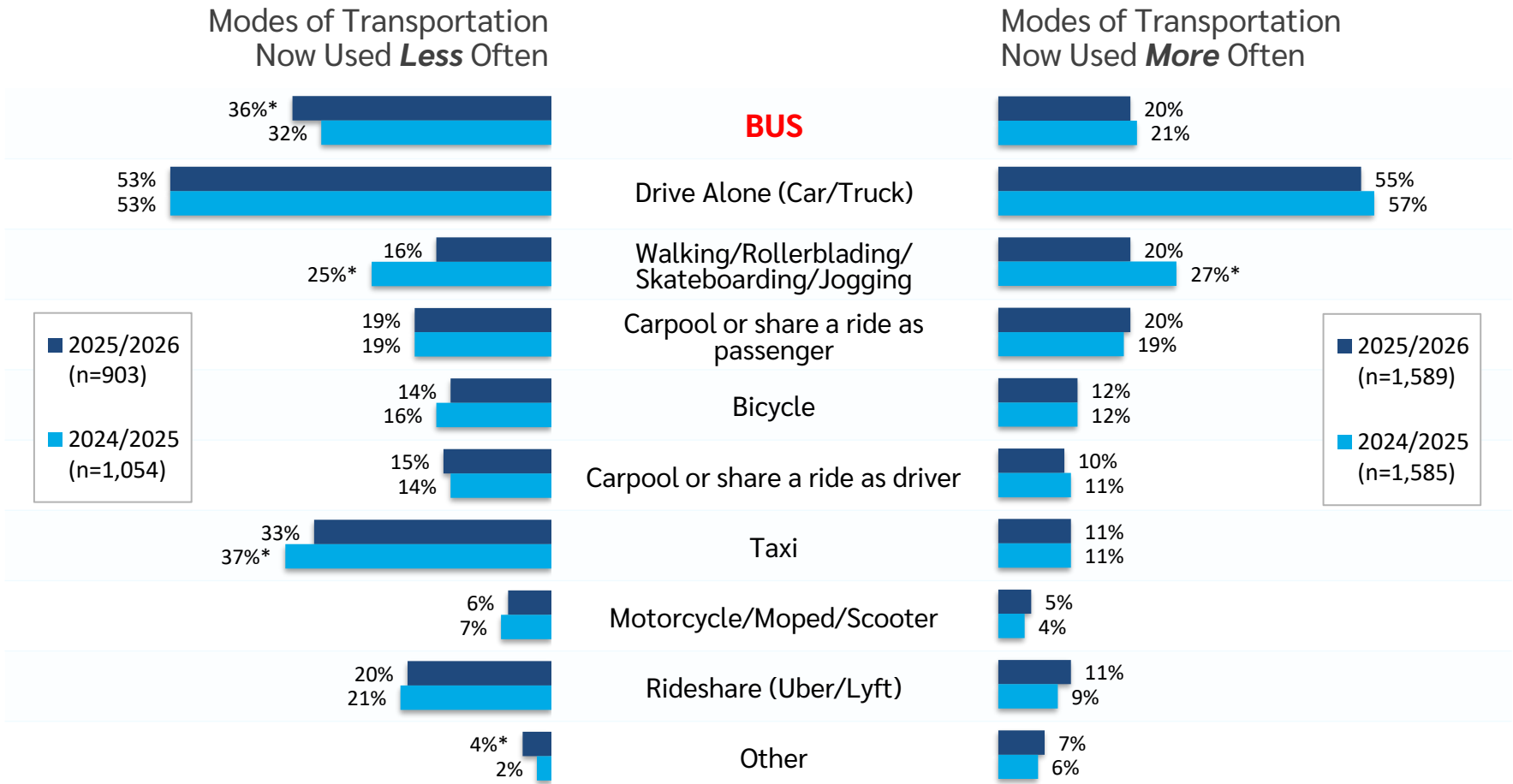
Annual Base 2025/2026: Total=4,426; Comox Valley=167; Cowichan Valley=141; Penticton=163; Vernon=154; Tier 3=345.

“Don’t know” and “Prefer not to answer” responses are excluded from the calculation

Changes in Transportation Modes Due to Bus Usage Shifts

TRANSPORTATION USED LESS/MORE OFTEN - **TOTAL**

(Multiple Responses Allowed)



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?

Q6b. Now that you are using the local bus system *less* often, what mode(s) are you using more?

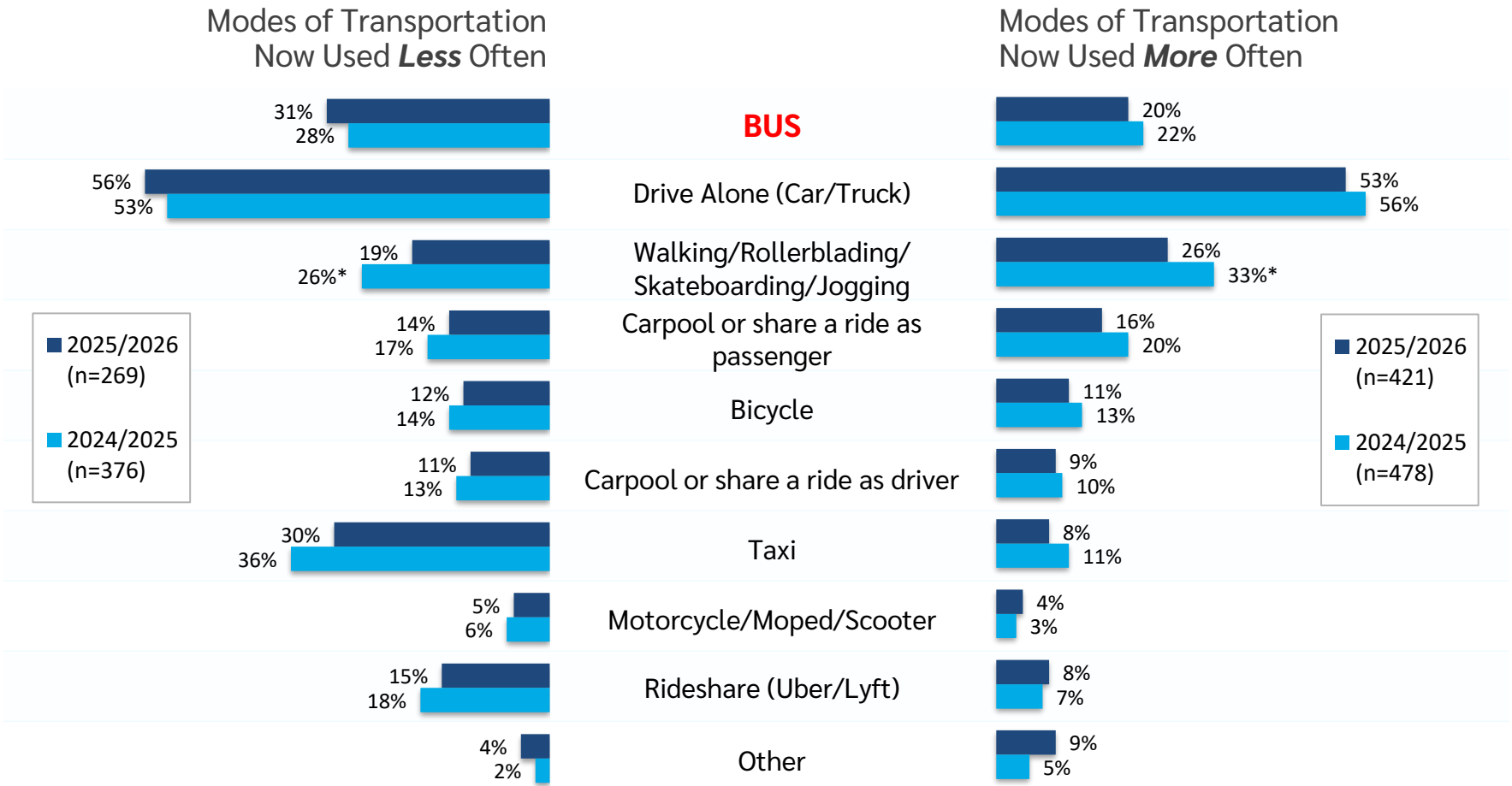
Q6c. Now that you are using the local bus system *more* often, what mode(s) are you using less?

Base: Those using the bus more often or less often compared with a year ago.

Changes in Transportation Modes Due to Bus Usage Shifts

TRANSPORTATION USED LESS/MORE OFTEN - VICTORIA

(Multiple Responses Allowed)



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?

Q6b. Now that you are using the local bus system less often, what mode(s) are you using more?

Q6c. Now that you are using the local bus system more often, what mode(s) are you using less?

Base: Those using the bus more often or less often compared with a year ago.

Changes in Transportation Modes Due to Bus Usage Shifts

TRANSPORTATION USED LESS/MORE OFTEN (Multiple Responses Allowed)

Modes of Transportation Now Used More Often	Total		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	1,585	1,589	136	155	141	141	145	134	124	126	98	108	47	35
Drive Alone (Car/Truck)	57%	55%	50%	53%	55%	65%	59%	54%	54%	59%	66%	57%	56%	65%
Walking/Rollerblading/ Skateboarding/Jogging	27%	20%	29%	16%	28%	15%	23%	16%	24%	22%	25%	22%	15%	8%
Carpool or share a ride as passenger	19%	20%	16%	24%	17%	17%	23%	26%	21%	23%	15%	15%	20%	21%
Bicycle	12%	12%	16%	8%	11%	12%	10%	17%	9%	8%	8%	12%	26%	23%
Carpool or share a ride as driver	11%	10%	11%	13%	9%	8%	9%	12%	8%	18%	16%	8%	17%	25%
Taxi	11%	11%	9%	14%	7%	10%	13%	13%	16%	17%	8%	9%	20%	3%
Motorcycle/Moped/Scooter	4%	5%	11%	8%	2%	4%	7%	3%	2%	5%	2%	4%	0%	9%
Rideshare (Uber/Lyft)	9%	11%	22%	29%	9%	10%	12%	16%	9%	6%	4%	11%	16%	3%
Other	6%	7%	6%	8%	9%	10%	8%	3%	6%	10%	3%	8%	11%	0%

Modes of Transportation Now Used Less Often	Total		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
** small sample size n=	1,054	903	102	95	76	66	68	72	46	76	64	74	48	17**
Drive Alone (Car/Truck)	53%	53%	54%	49%	49%	52%	56%	54%	57%	56%	44%	52%	50%	50%
Walking/Rollerblading/ Skateboarding/Jogging	25%	16%	25%	16%	18%	19%	23%	12%	34%	8%	25%	13%	14%	20%
Carpool or share a ride as passenger	19%	19%	22%	20%	15%	17%	25%	21%	26%	31%	24%	22%	12%	6%
Bicycle	16%	14%	21%	9%	5%	19%	17%	13%	14%	12%	6%	11%	39%	12%
Carpool or share a ride as driver	14%	15%	12%	18%	16%	17%	18%	15%	9%	30%	16%	16%	13%	6%
Taxi	37%	33%	41%	25%	33%	26%	27%	36%	40%	39%	46%	41%	46%	29%
Motorcycle/Moped/Scooter	7%	6%	6%	7%	9%	3%	6%	7%	7%	6%	4%	7%	10%	12%
Rideshare (Uber/Lyft)	21%	20%	38%	34%	21%	21%	25%	24%	13%	13%	18%	15%	15%	12%
Other	2%	4%	2%	3%	0%	9%	1%	3%	3%	0%	1%	3%	0%	27%

Q6b. Now that you are using the local bus system less often, what mode(s) are you using more?
 Q6c. Now that you are using the local bus system more often, what mode(s) are you using less?

Significantly higher at the 95% level.
 Significantly lower at the 95% level.

Changes in Transportation Modes Due to Bus Usage Shifts

TRANSPORTATION USED LESS/MORE OFTEN

(Multiple Responses Allowed)

Modes of Transportation Now Used More Often	Total		Chilliwack Regional		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon Regional	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	1,585	1,589	77	72	28	30	50	52	44	71	52	49	67	57
Drive Alone (Car/Truck)	57%	55%	50%	45%	28%	69%	56%	57%	56%	57%	65%	48%	53%	48%
Walking/Rollerblading/ Skateboarding/Jogging	27%	20%	22%	15%	32%	25%	33%	20%	19%	22%	23%	29%	21%	24%
Carpool or share a ride as passenger	19%	20%	13%	20%	25%	4%	12%	32%	20%	16%	12%	28%	20%	23%
Bicycle	12%	12%	8%	8%	22%	13%	12%	24%	8%	16%	7%	17%	18%	11%
Carpool or share a ride as driver	11%	10%	16%	6%	18%	7%	6%	9%	9%	8%	6%	14%	10%	8%
Taxi	11%	11%	18%	15%	19%	7%	15%	9%	2%	5%	7%	12%	3%	7%
Motorcycle/Moped/Scooter	4%	5%	3%	10%	8%	3%	11%	12%	5%	7%	8%	6%	6%	4%
Rideshare (Uber/Lyft)	9%	11%	8%	20%	11%	4%	3%	7%	3%	1%	3%	8%	6%	8%
Other	6%	7%	8%	8%	8%	7%	4%	4%	15%	12%	6%	5%	10%	2%

Modes of Transportation Now Used Less Often	Total		Chilliwack Regional		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon Regional		
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	
** small sample size	n=	1,054	903	54	52	29	9**	24	30	26	23**	40	28	40	29
Drive Alone (Car/Truck)	53%	53%	44%	33%	76%	51%	56%	39%	44%	62%	44%	52%	50%	50%	
Walking/Rollerblading/ Skateboarding/Jogging	25%	16%	24%	11%	21%	10%	12%	19%	14%	16%	37%	32%	41%	22%	
Carpool or share a ride as passenger	19%	19%	22%	16%	16%	0%	33%	27%	3%	16%	13%	15%	17%	26%	
Bicycle	16%	14%	16%	20%	29%	32%	16%	18%	11%	12%	23%	7%	20%	25%	
Carpool or share a ride as driver	14%	15%	18%	5%	29%	12%	12%	18%	12%	4%	4%	7%	12%	21%	
Taxi	37%	33%	49%	37%	20%	31%	55%	31%	16%	29%	35%	40%	25%	31%	
Motorcycle/Moped/Scooter	7%	6%	0%	9%	20%	0%	13%	4%	15%	8%	2%	0%	5%	12%	
Rideshare (Uber/Lyft)	21%	20%	28%	30%	10%	0%	38%	25%	5%	26%	7%	8%	32%	34%	
Other	2%	4%	0%	2%	0%	14%	3%	12%	3%	0%	2%	7%	0%	7%	

Q6b. Now that you are using the local bus system less often, what mode(s) are you using more?

Q6c. Now that you are using the local bus system more often, what mode(s) are you using less?

Significantly higher at the 95% level.
Significantly lower at the 95% level.

Changes in Transportation Modes Due to Bus Usage Shifts

TRANSPORTATION USED LESS/MORE OFTEN (Multiple Responses Allowed)

Modes of Transportation Now Used More Often	Total		Tier 3 Communities	
	24/25	25/26	24/25	25/26
n=	1,585	1,589	99	137
Drive Alone (Car/Truck)	57%	55%	73%	55%
Walking/Rollerblading/ Skateboarding/Jogging	27%	20%	22%	16%
Carpool or share a ride as passenger	19%	20%	21%	24%
Bicycle	12%	12%	10%	13%
Carpool or share a ride as driver	11%	10%	11%	9%
Taxi	11%	11%	6%	13%
Motorcycle/Moped/Scooter	4%	5%	5%	3%
Rideshare (Uber/Lyft)	9%	11%	10%	6%
Other	6%	7%	1%	6%

Modes of Transportation Now Used Less Often	Total		Tier 3 Communities	
	24/25	25/26	24/25	25/26
n=	1,054	903	60	64
Drive Alone (Car/Truck)	53%	53%	71%	54%
Walking/Rollerblading/ Skateboarding/Jogging	25%	16%	23%	8%
Carpool or share a ride as passenger	19%	19%	22%	24%
Bicycle	16%	14%	8%	16%
Carpool or share a ride as driver	14%	15%	17%	14%
Taxi	37%	33%	41%	43%
Motorcycle/Moped/Scooter	7%	6%	5%	3%
Rideshare (Uber/Lyft)	21%	20%	22%	16%
Other	2%	4%	3%	4%

Q6b. Now that you are using the local bus system less often, what mode(s) are you using more?
Q6c. Now that you are using the local bus system more often, what mode(s) are you using less?

Significantly higher at the 95% level.
Significantly lower at the 95% level.

Barriers to Using Public Transportation

REASONS NOT TO USE PUBLIC TRANSPORTATION

Attributes (% Rating 4 or 5 – Positive Statements)	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	3,948	3,581	1,327	1,085	280	315	304	284	295	263	293	268
Prefer to use personal vehicle	60%	57%	57%	56%	60%	55%	64%	64%	60%	55%	60%	59%
Takes too long to get where I need to go	51%	50%	50%	51%	61%	49%	59%	50%	52%	55%	57%	57%
Bus frequency does not meet my needs	46%	43%	45%	41%	51%	43%	52%	43%	47%	44%	52%	51%
Prefer to cycle or walk	42%	38%	46%	43%	39%	33%	43%	32%	37%	38%	36%	32%
No reason to travel	32%	30%	35%	33%	32%	24%	33%	28%	36%	29%	29%	31%
Concern for personal safety	30%	28%	28%	25%	40%	35%	37%	30%	36%	32%	32%	30%
Concern for personal health related to respiratory viruses (e.g. COVID-19, Influenza (Flu), etc.)	28%	27%	27%	28%	40%	30%	35%	27%	28%	25%	32%	27%
Negative perception(s) of public transportation	21%	21%	18%	19%	23%	23%	30%	29%	28%	28%	23%	21%
Prefer ride-sharing (Uber, Lyft, etc.)	19%	20%	16%	16%	31%	37%	23%	22%	24%	25%	22%	21%
Prefer using a taxi	17%	15%	13%	14%	15%	21%	24%	16%	22%	23%	20%	18%
Other	13%	16%	13%	16%	20%	15%	12%	15%	9%	15%	15%	21%

Q6bbb. Below is a list of possible reasons why some may choose not to use public transportation within their community. Using a scale of 1 to 5 where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement with each of the reasons listed.

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Barriers to Using Public Transportation

REASONS NOT TO USE PUBLIC TRANSPORTATION

Attributes (% Rating 4 or 5 – Positive Statements)	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	3,948	3,581	277	249	139	85	167	156	80	62	136	142
Prefer to use personal vehicle	60%	57%	58%	59%	70%	64%	59%	52%	62%	53%	58%	58%
Takes too long to get where I need to go	51%	50%	43%	49%	48%	52%	52%	49%	41%	35%	61%	55%
Bus frequency does not meet my needs	46%	43%	38%	46%	44%	53%	46%	40%	35%	34%	61%	54%
Prefer to cycle or walk	42%	38%	39%	35%	55%	52%	40%	32%	43%	34%	37%	41%
No reason to travel	32%	30%	25%	30%	28%	28%	26%	26%	33%	24%	28%	35%
Concern for personal safety	30%	28%	25%	32%	24%	16%	32%	30%	24%	25%	21%	24%
Concern for personal health related to respiratory viruses (e.g. COVID-19, Influenza (Flu), etc.)	28%	27%	22%	31%	20%	13%	31%	31%	31%	22%	22%	25%
Negative perception(s) of public transportation	21%	21%	25%	25%	24%	16%	19%	27%	23%	16%	25%	15%
Prefer ride-sharing (Uber, Lyft, etc.)	19%	20%	14%	24%	30%	18%	22%	28%	20%	20%	5%	7%
Prefer using a taxi	17%	15%	13%	21%	31%	13%	20%	18%	16%	14%	13%	7%
Other	13%	16%	8%	17%	13%	9%	14%	15%	23%	18%	12%	12%

*In 2023/24, the scale was revised to an agreement scale to promote reader comprehension. As such, no data is provided for the 2022/23 time period.

Q6bbb. Below is a list of possible reasons why some may choose not to use public transportation within their community. Using a scale of 1 to 5 where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement with each of the reasons listed.

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Barriers to Using Public Transportation

REASONS NOT TO USE PUBLIC TRANSPORTATION

Attributes (% Rating 4 or 5 – Positive Statements)	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	3,948	3,581	108	121	165	137	138	127	239	288
Prefer to use personal vehicle	60%	57%	62%	50%	70%	65%	67%	60%	62%	57%
Takes too long to get where I need to go	51%	50%	45%	44%	38%	38%	48%	43%	41%	44%
Bus frequency does not meet my needs	46%	43%	52%	44%	32%	36%	40%	37%	46%	45%
Prefer to cycle or walk	42%	38%	30%	26%	42%	41%	51%	43%	37%	33%
No reason to travel	32%	30%	27%	18%	39%	36%	38%	34%	23%	31%
Concern for personal safety	30%	28%	22%	22%	28%	23%	36%	30%	24%	25%
Concern for personal health related to respiratory viruses (e.g. COVID-19, Influenza (Flu), etc.)	28%	27%	23%	19%	23%	22%	32%	28%	23%	27%
Negative perception(s) of public transportation	21%	21%	17%	17%	15%	13%	16%	22%	14%	18%
Prefer ride-sharing (Uber, Lyft, etc.)	19%	20%	17%	10%	10%	11%	20%	24%	18%	18%
Prefer using a taxi	17%	15%	10%	6%	18%	7%	18%	15%	15%	13%
Other	13%	16%	14%	19%	12%	10%	13%	19%	9%	19%

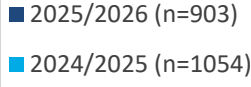
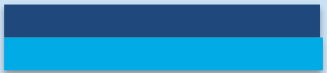

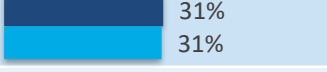
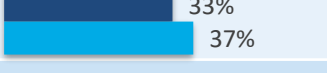
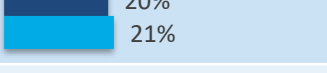
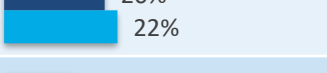
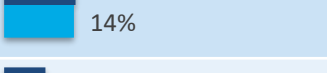


*In 2023/24, the scale was revised to an agreement scale to promote reader comprehension. As such, no data is provided for the 2022/23 time period.

Q6bbb. Below is a list of possible reasons why some may choose not to use public transportation within their community. Using a scale of 1 to 5 where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement with each of the reasons listed.

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.



Factors Encouraging Increased Transit Ridership

REASONS FOR MORE FREQUENT USE

OVERALL TOTAL	 2025/2026 (n=903) 2024/2025 (n=1054)	Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
		24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
		n=	376	269	102	95	76	66	68	72	46	76	64	74	48
Convenient for me/close to bus routes	 62% 62%	67%	59%	65%	60%	47%	71%	59%	58%	66%	71%	68%	65%	51%	89%
Inexpensive compared to other transportation modes	 51% 54%	51%	49%	60%	50%	49%	43%	49%	40%	50%	50%	65%	62%	32%	51%
Lack of alternate transportation	 31% 31%	32%	27%	20%	31%	29%	24%	43%	31%	29%	38%	34%	26%	28%	6%
Better for the environment / less impact on climate change	 33% 37%	40%	40%	40%	39%	29%	37%	22%	28%	24%	25%	47%	26%	48%	55%
Important to continue supporting public transit and help fund it	 20% 21%	21%	20%	22%	27%	11%	8%	14%	21%	16%	22%	18%	25%	27%	25%
Helps reduce traffic in my community	 20% 22%	24%	20%	25%	21%	16%	20%	12%	17%	12%	23%	21%	20%	18%	33%
Support health goals	 14% 14%	16%	15%	19%	19%	16%	12%	17%	13%	9%	10%	7%	15%	2%	6%
Other	 8% 8%	9%	13%	5%	8%	7%	8%	6%	9%	3%	2%	6%	3%	4%	0%
Don't know	 <1% <1%	0%	<1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%

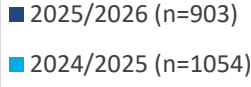


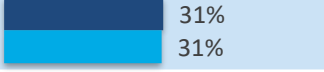

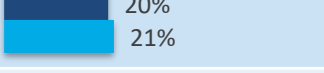
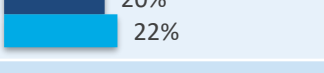
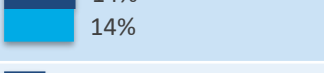


Q6d. Why are you using local transit more often?

** small sample size

 Significantly higher at the 95% level.
 Significantly lower at the 95% level.



Factors Encouraging Increased Transit Ridership

REASONS FOR MORE FREQUENT USE

OVERALL TOTAL	 2025/2026 (n=903) 2024/2025 (n=1054)	Chilliwack Regional		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon Regional		Tier 3	
		24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
		n=	54	52	29	9**	24	30	26	23**	40	28	40	29	60
Convenient for me/close to bus routes	 62% 62%	43%	60%	45%	58%	92%	45%	59%	43%	67%	53%	76%	63%	56%	65%
Inexpensive compared to other transportation modes	 51% 54%	46%	56%	55%	19%	78%	44%	62%	72%	48%	47%	70%	64%	66%	64%
Lack of alternate transportation	 31% 31%	36%	38%	19%	33%	40%	65%	24%	37%	34%	37%	27%	32%	32%	30%
Better for the environment / less impact on climate change	 33% 37%	24%	27%	46%	20%	50%	24%	25%	21%	31%	36%	38%	32%	38%	22%
Important to continue supporting public transit and help fund it	 20% 21%	13%	21%	26%	22%	46%	14%	15%	12%	24%	17%	30%	27%	39%	19%
Helps reduce traffic in my community	 20% 22%	20%	15%	29%	22%	38%	20%	12%	8%	31%	18%	27%	23%	25%	18%
Support health goals	 14% 14%	11%	14%	12%	20%	17%	16%	14%	16%	23%	20%	5%	7%	5%	8%
Other	 8% 8%	20%	10%	4%	20%	0%	0%	10%	3%	24%	7%	0%	13%	3%	5%
Don't know	 0% 0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q6d. Why are you using local transit more often?

** small sample size

 Significantly higher at the 95% level.
 Significantly lower at the 95% level.

Key Findings: Perceptions of Transit Service

Perception of Past Year Change

- Overall, half of respondents (55%) feel that the local bus system has remained the same over the past year. Over a quarter (28%) of respondents believe the system has improved, while 17% feel it has worsened.
 - The share of respondents who said the transit system remained the same increased notably, rising from 51% to 55%. In contrast, the percentage who felt the system had improved declined from 32% to 28% compared to 2024/25.
- Perceptions of transit improvement were strongest in Whistler and Nanaimo (both at 35%), Central Fraser Valley (34%), and Campbell River (32%).
- The highest level of dissatisfaction with the transit system was reported in the Cowichan Valley (29%), reflecting a **23-percentage point increase** since 2024/25* in the perception that the local bus system has worsened. This was followed by Chilliwack (21%) and Comox Valley (20%).
- In contrast, the proportion of riders reporting that the local bus system has improved increased by 3-percentage point in Nanaimo (35%) and Tier 3 (30%), although this increase was not statistically significant.
- **Significant increases** in the perception that the local bus system stayed the same were observed in several communities from 2024/25 to 2025/26: Kamloops (56%, up from 44%), Prince George (62% from 56%), Whistler (60% from 47%), and Vernon (65% from 56%). Conversely, riders in the Cowichan Valley were **less likely** to report that the local bus system **stayed the same** (43%, down from 58% in 2024/25).

* Small n in 2024/25 (n=56)

Key Findings: Perceptions of Transit Service

Perception of Service Attributes

- Respondents in BC Transit service areas were asked to rate 14 specific attributes of their local transit system, as well as the overall system, using a scale from 1 to 5—where 1 indicates 'extremely poor' and 5 indicates 'excellent'.
- Province-wide, half of respondents (49%) rated their local transit system 4 or 5 out of 5, with an average score of 3.40, **remaining stable over the past year.**
 - Overall satisfaction with local transit was highest in Penticton (67%, average rating of 3.7), Whistler (62%, average of 3.6), Victoria (54%, average of 3.52).
- Across the system, the most positively rated aspects of local transit were courteous drivers (64%, average rating of 3.79), clean and well-maintained buses (57%, 3.61), convenience and ease of fare payment (54%, 3.55), availability and accuracy of schedule information (51%, 3.45), and bus reliability (51%, 3.44).
- Province-wide, the attributes identified as most in need of improvement include bus stops with sufficient amenities (32%, average rating of 2.92), buses with good connections and reasonable wait times (37%, 3.13), and the frequency of scheduled service (38%, 3.12).
- While most service attributes marked a **1- to 4-percentage point decrease** compared to previous year, **several remained stable from 2024/25 to 2025/26**, including: bus reliability, buses not being overcrowded, sense of safety and security, buses having a direct route, and clean and well-maintained bus stops.
- Among Victoria respondents, the highest-rated transit attributes aligned with province-wide trends. Areas identified for improvement include overcrowded buses (36%, average rating of 3.08) and bus stops lacking sufficient amenities (39%, average of 3.12, down from 3.19 in 2024/25).

Key Findings: Perceptions of Transit Service

Net Promoter Score (NPS)

- The Net Promoter Score (NPS), a measure of client loyalty, was introduced in the 2023/24 survey. Respondents were asked to rate their likelihood of recommending BC Transit to a friend or family member on a scale from 0 (not at all likely) to 10 (extremely likely). The NPS is calculated by subtracting the percentage of detractors (scores of 0–6) from the percentage of promoters (scores of 9–10).
 - In 2025/26, BC Transit received a Net Promoter Score (NPS) of -13, **remaining stable since 2024/25**.
 - The highest Net Promoter Scores were observed in Whistler (28), followed by Penticton (6), and Victoria, which recorded a neutral score of 0.
 - Conversely, the lowest Net Promoter Scores were observed in Cowichan Valley (-40), Kelowna (-29), and Comox Valley (-27), indicating lower levels of satisfaction and loyalty in these regions.
- An **increase** in the Net Promoter Score (NPS) was observed in Chilliwack (**+16 points**), while there was a **decline** in the NPS score in Cambell River (**-25 points**).

Key Findings: Perceptions of Transit Service

Safety

- Nearly three-quarters (73%) of riders felt safe during their most recent trip—consistent with 2024/25 (74%).
 - Perceptions of safety were lowest in Kelowna (64%), Central Fraser Valley (67%), Chilliwack (68%), and Campbell River (68%) indicating heightened concerns in these regions.
 - Among those who expressed safety concerns, the most common points of concern were while waiting to board the first transit vehicle (11%) and while riding on board (9%).
- Safety and security received a positive rating from approximately half of respondents (48%), with an average score of 3.38 out of 5, remaining consistent with 2024/25 results.
- In the Campbell River region, the proportion of riders feeling unsafe while waiting to board transit **decreased significantly**—from 19% in 2024/25 to 8% in 2025/26. In addition, Nanaimo saw a notable **improvement**, with reported feelings of insecurity during boarding (**6%, down from 12%**), while travelling to final station (**3%, down from 7%**), and when exiting (**2%, down from 7%**) compared to previous year.
- Conversely, riders in Vernon reported **higher** feeling of unsafety while travelling to their first stop (9%, up from 3%) than in 2024/25.

Key Findings: Perceptions of Transit Service

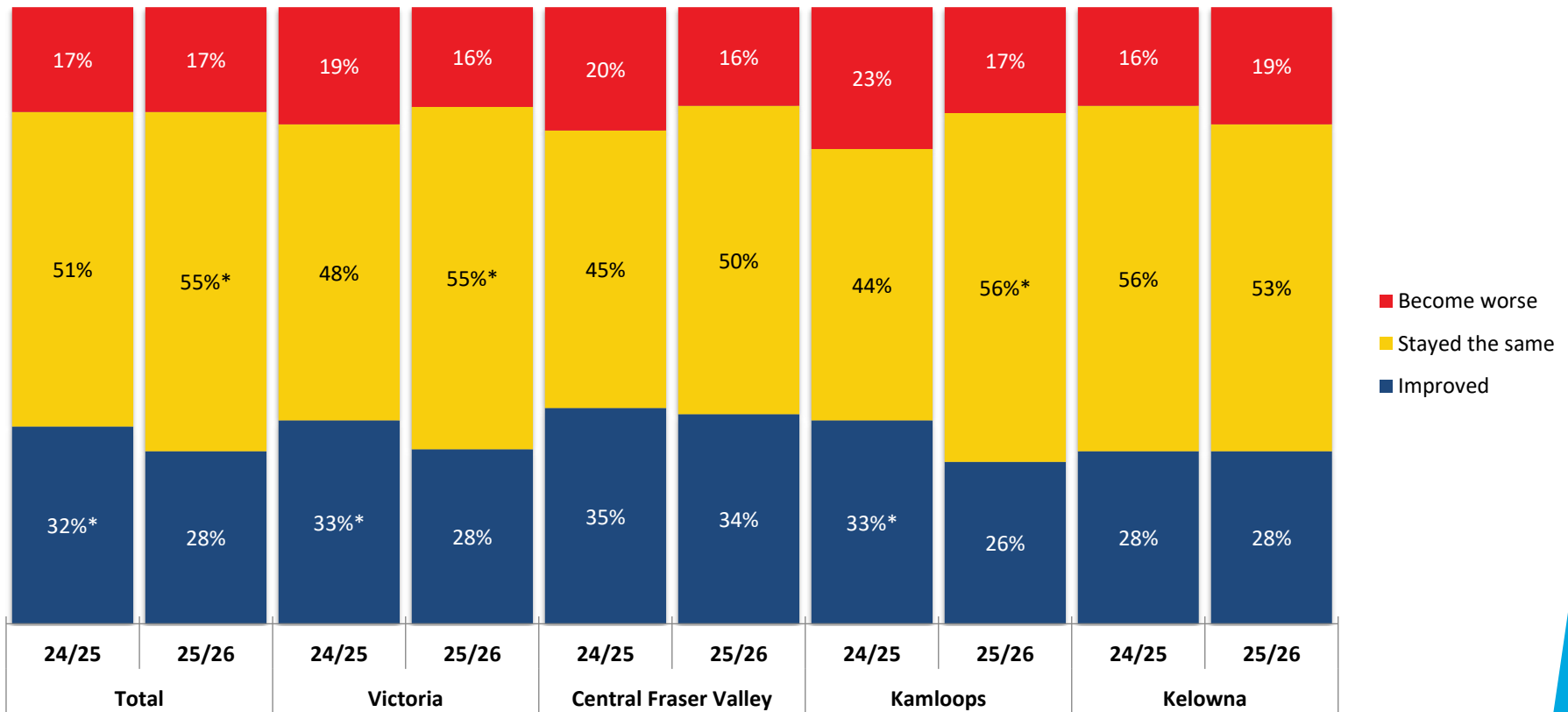
Importance of Potential Transit Improvements

- When asked what improvements would encourage more frequent transit use, respondents **most commonly cited** the ability to pay fares via mobile app or credit card (49%), increasing bus frequency on high-demand routes (48%), and expanding bus route coverage to underserved areas (48%).
- There was comparatively less interest in some potential transit enhancements, with only 24% of respondents expressing support for on-demand transit services. Similarly, 29% were interested in fare payment options at both front and rear entrances, and one-third (32%) were in favour of limiting stops or introducing more express routes.
- Victoria respondents reported **similar rates of interest** in transit enhancements when compared to the overall province.

Perceptions of Change in Transit Service

PAST YEAR CHANGE IN LOCAL BUS SYSTEM

(Excludes Don't Know/Prefer Not To Answer Responses)



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

Annual Base 2024/2025: Total=7,522; Victoria=2,169; Central Fraser Valley=546; Kamloops=568; Kelowna=535.

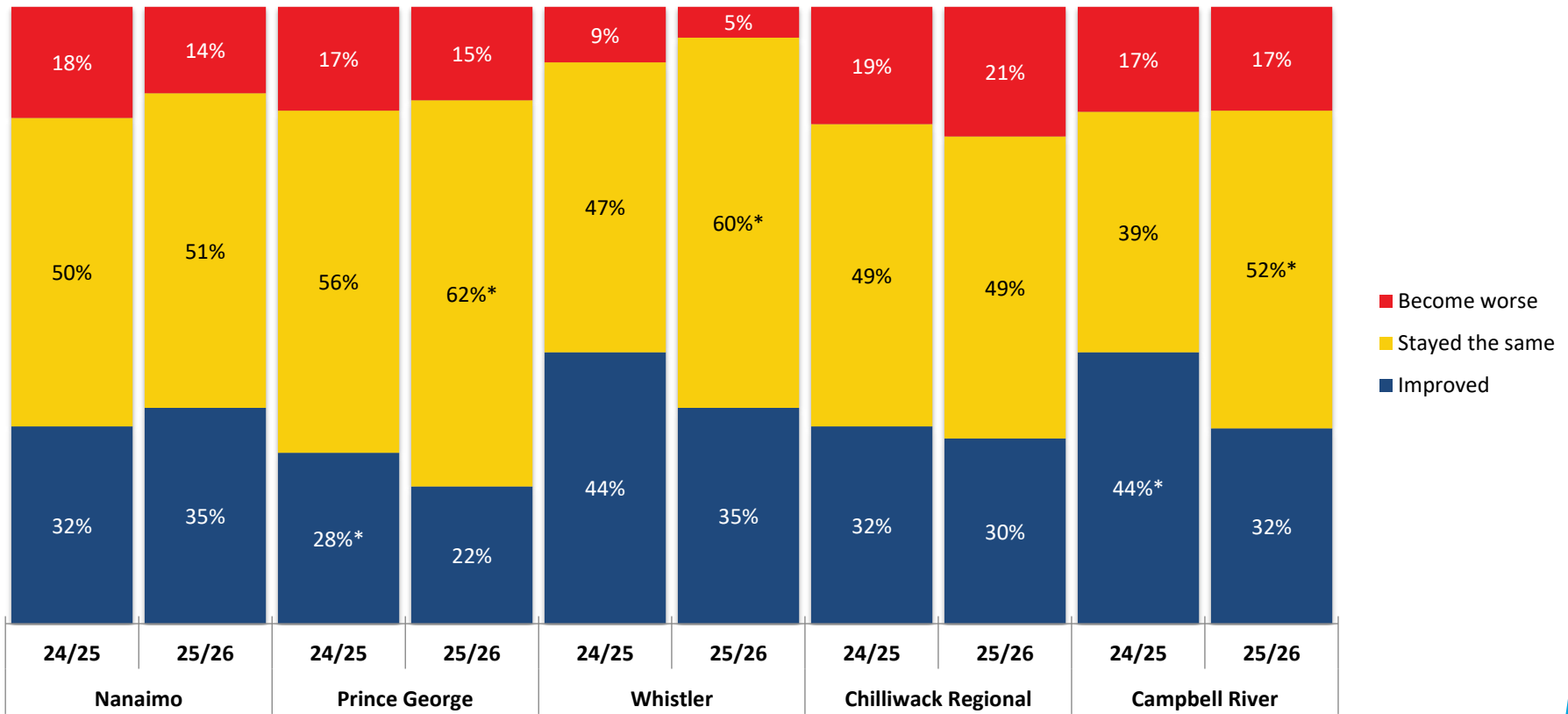
Annual Base 2025/2026: Total=7,084; Victoria=1,751; Central Fraser Valley=581; Kamloops=570; Kelowna=527.

“Don't know” responses are excluded from the calculation.

Perceptions of Change in Transit Service

PAST YEAR CHANGE IN LOCAL BUS SYSTEM

(Excludes Don't Know/Prefer Not To Answer Responses)



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

Annual Base 2024/2025: Total=7,522; Nanaimo=534; Prince George=543; Whistler=218; Chilliwack=373; Campbell River=178.

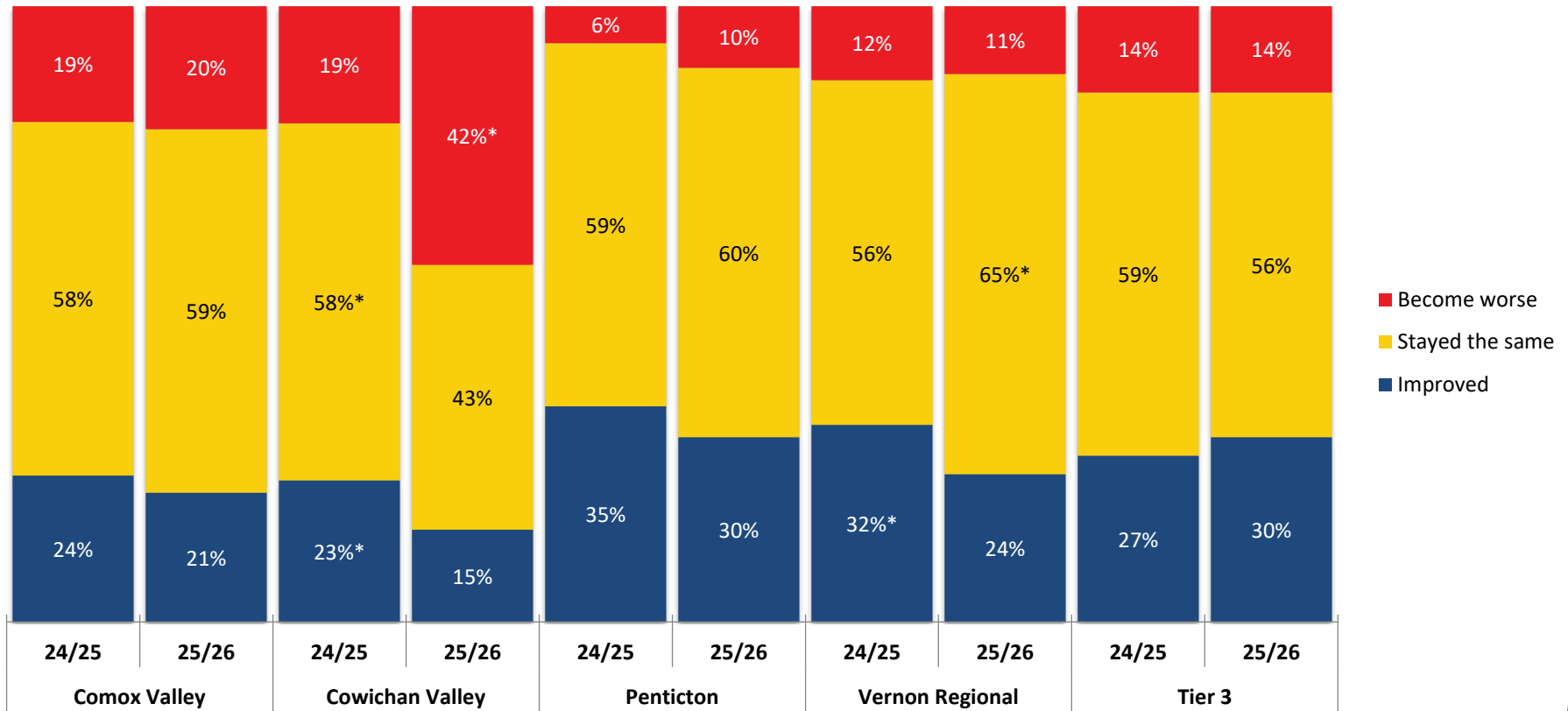
Annual Base 2025/2026: Total=7,084; Nanaimo=568; Prince George=554; Whistler=135; Chilliwack=357; Campbell River=115.

“Don't know” responses are excluded from the calculation.

Perceptions of Change in Transit Service

PAST YEAR CHANGE IN LOCAL BUS SYSTEM

(Excludes Don't Know/Prefer Not To Answer Responses)



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

Annual Base 2024/2025: Total=7,522; Comox Valley=312; Cowichan Valley=300; Penticton=327; Vernon=329; Tier 3=591.

Annual Base 2025/2026: Total=7,084; Comox Valley=304; Cowichan Valley=323; Penticton=291; Vernon=290; Tier 3=718.

“Don’t know” responses are excluded from the calculation.

Perceptions of Transit Service

Attributes (% Rating 4 or 5 – Positive Statements)	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	2,406	1,977	620	671	640	673	625	640	622	681
Bus drivers are courteous	65%	64%	70%	68%	64%	62%	56%	53%	58%	55%	64%	70%
Buses are clean/well-maintained	59%	57%	62%	61%	54%	51%	55%	48%	51%	45%	54%	59%
Bus fare payment options are convenient and easy to use	56%	54%	62%	55%	54%	55%	56%	50%	51%	49%	53%	56%
Availability and accuracy of schedule information	53%	51%	56%	55%	50%	50%	47%	47%	47%	42%	52%	53%
Buses run on time/on schedule	52%	51%	50%	51%	49%	48%	43%	41%	47%	42%	53%	54%
Fare prices are reasonable	53%	49%	52%	44%	50%	50%	52%	46%	49%	43%	50%	53%
Buses not being overcrowded	50%	49%	38%	36%	50%	48%	46%	45%	42%	42%	47%	52%
Sense of safety and security	49%	48%	51%	51%	46%	42%	45%	43%	39%	39%	40%	46%
Trip duration, that is the time from when you boarded to the time you got off the bus	46%	44%	48%	48%	43%	44%	44%	38%	42%	36%	38%	41%
Buses have a direct route	43%	42%	44%	41%	44%	43%	41%	39%	38%	36%	37%	43%
Bus stops are clean and well maintained	43%	42%	46%	45%	42%	37%	42%	38%	41%	41%	35%	37%
Frequency of scheduled service	40%	38%	46%	43%	39%	38%	39%	37%	35%	31%	32%	37%
Buses have good connections with reasonable wait times	39%	37%	43%	40%	36%	39%	37%	35%	32%	30%	32%	38%
Bus stops have enough amenities such as shelters, benches, information and trash cans	35%	32%	41%	39%	35%	28%	31%	29%	34%	31%	27%	27%
OVERALL	52%	49%	57%	54%	48%	46%	50%	45%	44%	41%	45%	50%

Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas.
 “Prefer not to answer” responses are excluded from the calculation.

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Perceptions of Transit Service

Attributes (% Rating 4 or 5 – Positive Statements)	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	635	666	239	154	439	425	212	144	395	380
Bus drivers are courteous	65%	64%	58%	56%	64%	77%	58%	62%	65%	59%	65%	66%
Buses are clean/well-maintained	59%	57%	53%	49%	65%	71%	49%	51%	64%	52%	62%	61%
Bus fare payment options are convenient and easy to use	56%	54%	47%	49%	53%	60%	52%	53%	60%	57%	59%	58%
Availability and accuracy of schedule information	53%	51%	55%	50%	59%	60%	42%	48%	61%	57%	48%	50%
Buses run on time/on schedule	52%	51%	58%	53%	49%	62%	43%	42%	54%	56%	47%	45%
Fare prices are reasonable	53%	49%	52%	48%	59%	66%	53%	50%	51%	49%	57%	59%
Buses not being overcrowded	50%	49%	61%	53%	48%	64%	47%	45%	62%	54%	63%	65%
Sense of safety and security	49%	48%	45%	44%	65%	73%	39%	41%	60%	51%	53%	54%
Trip duration, that is the time from when you boarded to the time you got off the bus	46%	44%	42%	41%	56%	59%	40%	44%	54%	45%	39%	42%
Buses have a direct route	43%	42%	40%	40%	53%	55%	42%	45%	53%	49%	38%	36%
Bus stops are clean and well maintained	43%	42%	33%	38%	59%	64%	34%	36%	54%	44%	38%	50%
Frequency of scheduled service	40%	38%	41%	38%	46%	35%	34%	35%	46%	36%	30%	32%
Buses have good connections with reasonable wait times	39%	37%	40%	39%	47%	45%	31%	31%	49%	40%	28%	29%
Bus stops have enough amenities such as shelters, benches, information and trash cans	35%	32%	28%	31%	48%	41%	25%	26%	48%	33%	27%	33%
OVERALL	52%	49%	46%	46%	70%	62%	43%	48%	64%	51%	43%	44%

Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas.
“Prefer not to answer” responses are excluded from the calculation.

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Perceptions of Transit Service

Attributes (% Rating 4 or 5 – Positive Statements)	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	400	395	391	344	398	393	720	890
Bus drivers are courteous	65%	64%	67%	64%	75%	75%	70%	68%	69%	67%
Buses are clean/well-maintained	59%	57%	56%	57%	72%	70%	63%	63%	62%	59%
Bus fare payment options are convenient and easy to use	56%	54%	51%	45%	64%	61%	58%	61%	55%	56%
Availability and accuracy of schedule information	53%	51%	49%	45%	67%	63%	54%	55%	52%	49%
Buses run on time/on schedule	52%	51%	53%	50%	72%	67%	55%	57%	59%	56%
Fare prices are reasonable	53%	49%	48%	48%	66%	57%	55%	54%	61%	53%
Buses not being overcrowded	50%	49%	61%	57%	73%	71%	64%	60%	61%	59%
Sense of safety and security	49%	48%	50%	45%	61%	61%	52%	49%	59%	54%
Trip duration, that is the time from when you boarded to the time you got off the bus	46%	44%	41%	37%	61%	58%	49%	50%	53%	46%
Buses have a direct route	43%	42%	36%	35%	58%	60%	47%	47%	49%	47%
Bus stops are clean and well maintained	43%	42%	37%	30%	57%	55%	43%	50%	50%	45%
Frequency of scheduled service	40%	38%	28%	24%	52%	47%	43%	42%	40%	36%
Buses have good connections with reasonable wait times	39%	37%	30%	25%	56%	50%	42%	41%	44%	36%
Bus stops have enough amenities such as shelters, benches, information and trash cans	35%	32%	21%	17%	41%	39%	35%	34%	39%	29%
OVERALL	52%	49%	41%	31%	71%	67%	56%	50%	52%	49%

Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas. “Prefer not to answer” responses are excluded from the calculation.

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Perceptions of Transit Service

Attributes (Mean Rating on a 1-5 scale)	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	2,406	1,977	620	671	640	673	625	640	622	681
Bus drivers are courteous	3.82	3.79	3.92	3.88	3.73	3.71	3.60	3.54	3.59	3.53	3.76	3.87
Buses are clean/well-maintained	3.64	3.61	3.71	3.68	3.58	3.43	3.57	3.45	3.46	3.43	3.50	3.62
Bus fare payment options are convenient and easy to use	3.60	3.55	3.67	3.54	3.54	3.55	3.60	3.49	3.51	3.42	3.49	3.58
Availability and accuracy of schedule information	3.50	3.45	3.56	3.52	3.41	3.41	3.34	3.34	3.38	3.30	3.47	3.54
Buses run on time/on schedule	3.46	3.44	3.43	3.43	3.34	3.34	3.16	3.22	3.31	3.22	3.47	3.53
Fare prices are reasonable	3.54	3.43	3.50	3.28	3.46	3.41	3.52	3.39	3.46	3.28	3.47	3.52
Buses not being overcrowded	3.44	3.42	3.12	3.08	3.40	3.32	3.31	3.30	3.24	3.22	3.37	3.52
Sense of safety and security	3.41	3.38	3.45	3.45	3.33	3.19	3.24	3.25	3.18	3.13	3.19	3.35
Trip duration, that is the time from when you boarded to the time you got off the bus	3.36	3.33	3.41	3.38	3.31	3.30	3.27	3.22	3.24	3.17	3.13	3.24
Buses have a direct route	3.28	3.26	3.30	3.23	3.30	3.26	3.19	3.20	3.17	3.14	3.07	3.27
Bus stops are clean and well maintained	3.25	3.21	3.34	3.29	3.27	3.05	3.23	3.10	3.19	3.19	2.97	3.09
Buses have good connections with reasonable wait times	3.18	3.13	3.28	3.18	3.10	3.17	3.04	3.08	3.00	2.97	2.97	3.13
Frequency of scheduled service	3.18	3.12	3.33	3.26	3.08	3.13	3.11	3.08	3.04	2.96	2.94	3.15
Bus stops have enough amenities such as shelters, benches, information and trash cans	2.99	2.92	3.19	3.12	2.99	2.83	2.89	2.91	3.02	2.93	2.68	2.82
OVERALL	3.46	3.40	3.58	3.52	3.38	3.35	3.38	3.35	3.31	3.25	3.30	3.45

Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas.
 “Prefer not to answer” responses are excluded from the calculation.

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Perceptions of Transit Service

Attributes (Mean Rating on a 1-5 scale)	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	635	666	239	154	439	425	212	144	395	380
Bus drivers are courteous	3.82	3.79	3.70	3.68	3.76	4.03	3.63	3.75	3.86	3.72	3.84	3.86
Buses are clean/well-maintained	3.64	3.61	3.49	3.48	3.77	3.93	3.36	3.48	3.79	3.48	3.71	3.67
Bus fare payment options are convenient and easy to use	3.60	3.55	3.40	3.49	3.44	3.73	3.55	3.51	3.74	3.58	3.64	3.65
Availability and accuracy of schedule information	3.50	3.45	3.50	3.50	3.61	3.70	3.21	3.38	3.66	3.57	3.44	3.35
Buses run on time/on schedule	3.46	3.44	3.60	3.54	3.49	3.71	3.24	3.28	3.56	3.57	3.27	3.29
Fare prices are reasonable	3.54	3.43	3.50	3.45	3.57	3.79	3.43	3.45	3.63	3.52	3.67	3.68
Buses not being overcrowded	3.44	3.42	3.74	3.60	3.43	3.86	3.37	3.37	3.76	3.64	3.74	3.75
Sense of safety and security	3.41	3.38	3.33	3.28	3.77	3.91	3.13	3.16	3.71	3.44	3.52	3.55
Trip duration, that is the time from when you boarded to the time you got off the bus	3.36	3.33	3.24	3.28	3.61	3.58	3.27	3.31	3.60	3.37	3.20	3.26
Buses have a direct route	3.28	3.26	3.19	3.21	3.51	3.49	3.24	3.29	3.57	3.29	3.10	3.07
Bus stops are clean and well maintained	3.25	3.21	2.93	3.06	3.63	3.71	2.92	3.12	3.59	3.28	3.04	3.32
Buses have good connections with reasonable wait times	3.18	3.13	3.18	3.23	3.36	3.37	3.00	3.04	3.48	3.18	2.95	2.94
Frequency of scheduled service	3.18	3.12	3.18	3.16	3.29	3.07	3.06	3.09	3.43	3.01	2.96	2.97
Bus stops have enough amenities such as shelters, benches, information and trash cans	2.99	2.92	2.74	2.86	3.30	3.20	2.72	2.82	3.36	3.03	2.70	2.88
OVERALL	3.46	3.40	3.36	3.40	3.67	3.60	3.28	3.35	3.75	3.40	3.32	3.25

Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas.
 “Prefer not to answer” responses are excluded from the calculation.

Significantly higher at the 95% level.
 Significantly lower at the 95% level.

Perceptions of Transit Service

Attributes (Mean Rating on a 1-5 scale)	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	400	395	391	344	398	393	720	890
Bus drivers are courteous	3.82	3.79	3.93	3.82	4.06	4.00	3.95	3.90	3.95	3.88
Buses are clean/well-maintained	3.64	3.61	3.59	3.65	3.97	3.92	3.78	3.74	3.75	3.71
Bus fare payment options are convenient and easy to use	3.60	3.55	3.58	3.42	3.80	3.69	3.71	3.71	3.66	3.60
Availability and accuracy of schedule information	3.50	3.45	3.45	3.27	3.83	3.71	3.61	3.57	3.51	3.38
Buses run on time/on schedule	3.46	3.44	3.54	3.38	3.97	3.82	3.60	3.64	3.69	3.57
Fare prices are reasonable	3.54	3.43	3.48	3.39	3.85	3.64	3.62	3.56	3.71	3.53
Buses not being overcrowded	3.44	3.42	3.77	3.64	4.03	3.94	3.84	3.69	3.73	3.69
Sense of safety and security	3.41	3.38	3.36	3.36	3.69	3.62	3.47	3.45	3.69	3.58
Trip duration, that is the time from when you boarded to the time you got off the bus	3.36	3.33	3.30	3.17	3.75	3.65	3.51	3.49	3.52	3.39
Buses have a direct route	3.28	3.26	3.11	3.08	3.66	3.66	3.34	3.39	3.43	3.38
Bus stops are clean and well maintained	3.25	3.21	3.04	2.84	3.65	3.56	3.33	3.38	3.46	3.30
Buses have good connections with reasonable wait times	3.18	3.13	2.98	2.85	3.63	3.47	3.34	3.27	3.28	3.10
Frequency of scheduled service	3.18	3.12	2.89	2.73	3.50	3.36	3.31	3.21	3.16	3.02
Bus stops have enough amenities such as shelters, benches, information and trash cans	2.99	2.92	2.42	2.35	3.24	3.11	2.99	3.06	3.10	2.79
OVERALL	3.46	3.40	3.25	2.90	3.85	3.70	3.52	3.46	3.47	3.36

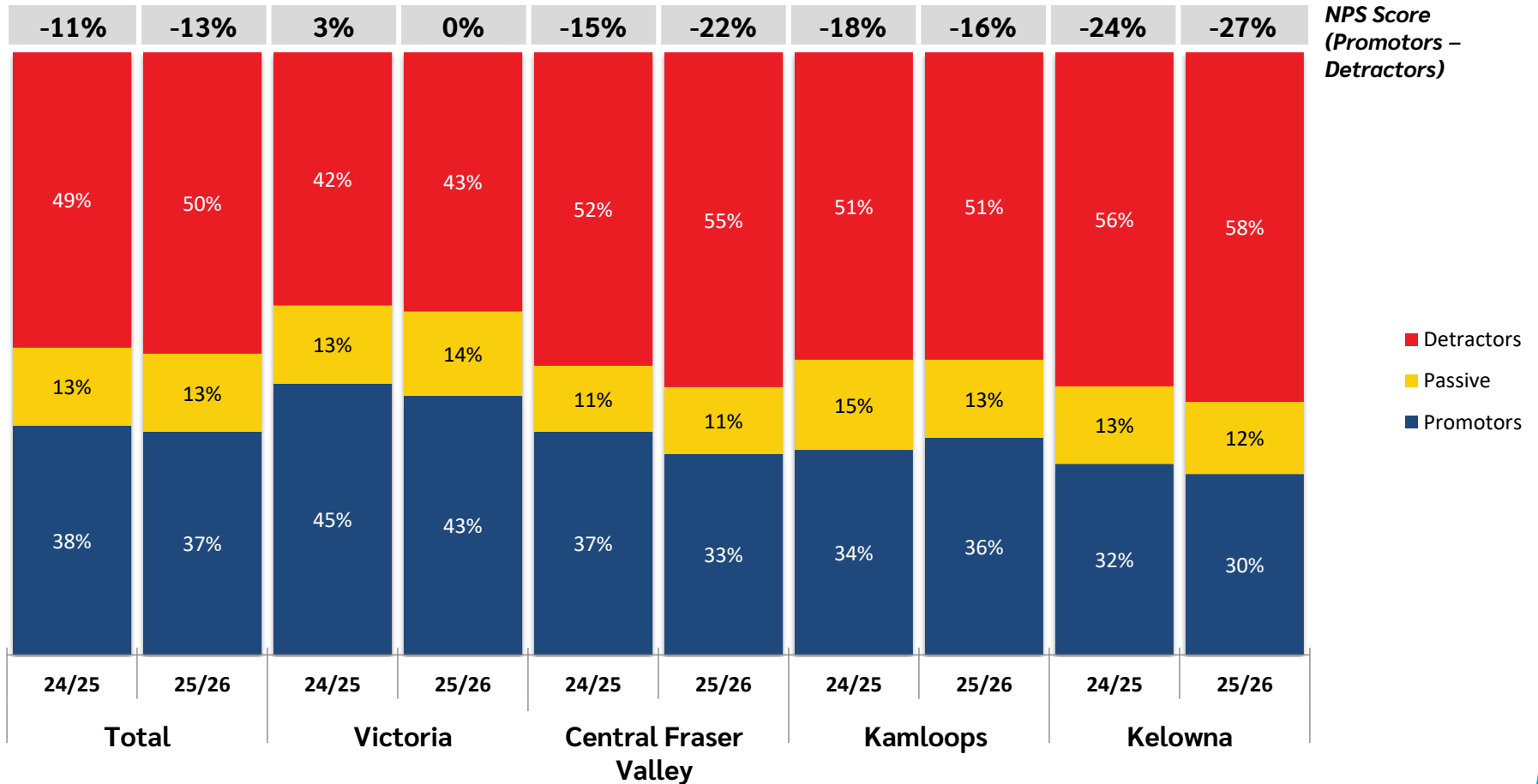
Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas.
“Prefer not to answer” responses are excluded from the calculation.

Significantly higher at the 95% level.
Significantly lower at the 95% level.

NPS Score of Transit Service

NPS SCORE OF BUS SYSTEM (Promoters – Detractors)

(Excludes Don't Know/Prefer Not To Answer Responses)



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"?

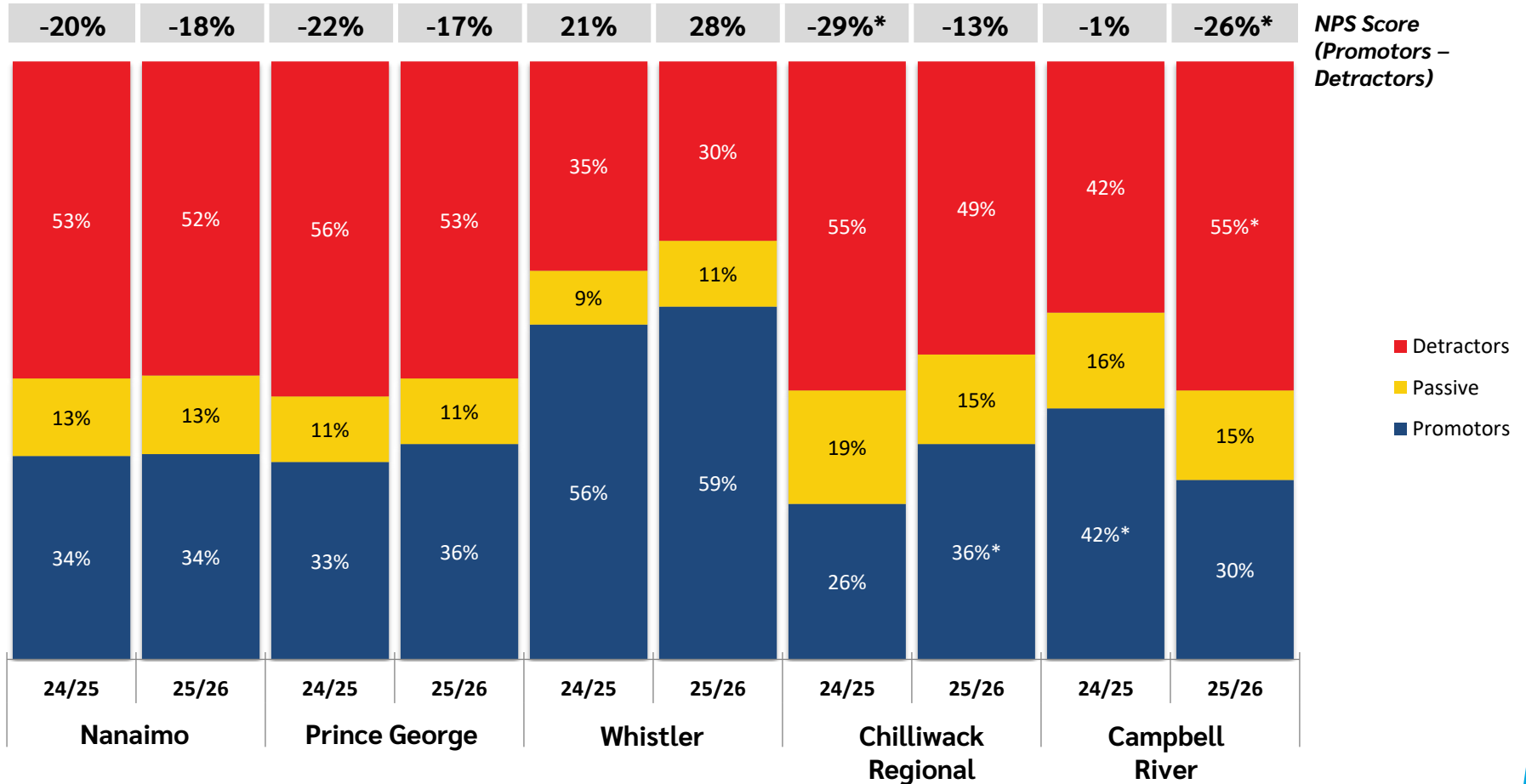
Annual Base 2024/2025: Total=8,745; Victoria=2406; Central Fraser Valley=620; Kamloops=640; Kelowna=625.

Annual Base 2025/2026: Total=8,432; Victoria=1977; Central Fraser Valley=671; Kamloops=673; Kelowna=640.

NPS Score of Transit Service

NPS SCORE OF BUS SYSTEM (Promoters – Detractors)

(Excludes Don't Know/Prefer Not To Answer Responses)



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"?

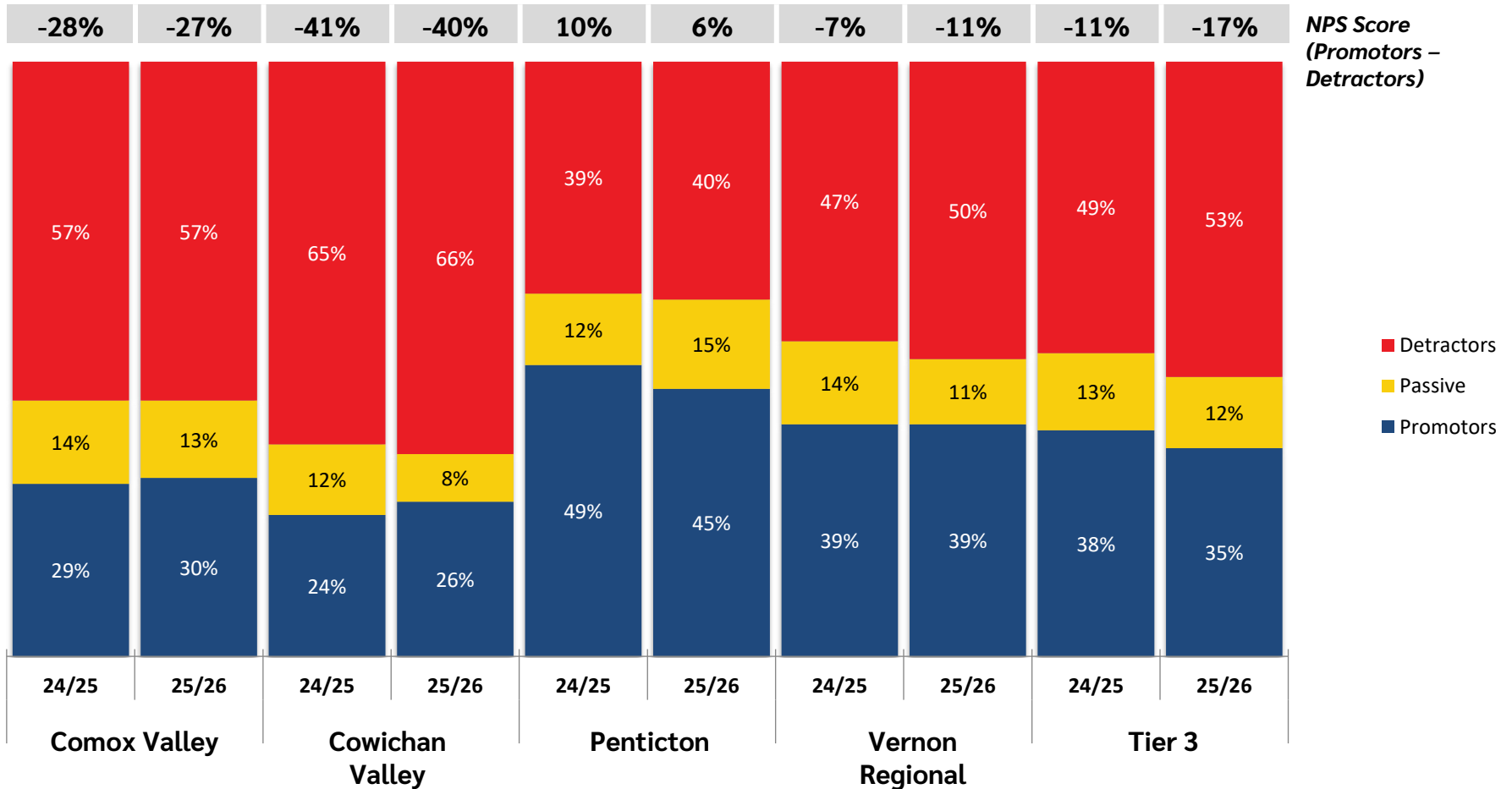
Annual Base 2024/2025: Nanaimo=622; Prince George= 635; Whistler=239; Chilliwack=439; Campbell River=212.

Annual Base 2025/2026: Nanaimo=681; Prince George= 666; Whistler=154; Chilliwack=425; Campbell River=144.

NPS Score of Transit Service

NPS SCORE OF BUS SYSTEM (Promoters – Detractors)

(Excludes Don't Know/Prefer Not To Answer Responses)



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"?

Annual Base 2024/2025: Comox Valley=395; Cowichan Valley=400; Penticton=391; Vernon=398; Tier 3=720.

Annual Base 2025/2026: Comox Valley=380; Cowichan Valley=395; Penticton=344; Vernon=393; Tier 3=890.

Experience with Safety

Attributes (% Rating 4 or 5 – Positive Statements)	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	5,002	4,485	1,704	1,353	382	410	380	351	362	335	339	343	341	323	188	102
No, I felt safe throughout the trip	74%	73%	77%	76%	66%	67%	69%	69%	68%	64%	66%	72%	76%	75%	88%	88%
Yes, I felt unsafe while waiting to board my first transit vehicle	11%	11%	9%	9%	14%	13%	15%	14%	15%	16%	14%	12%	11%	10%	3%	5%
Yes, I felt unsafe while on-board	8%	9%	7%	9%	9%	11%	9%	9%	8%	12%	12%	6%	6%	7%	8%	5%
Yes, I felt unsafe while travelling to my first stop	5%	6%	5%	4%	6%	8%	5%	7%	8%	7%	7%	6%	5%	7%	2%	5%
Yes, I felt unsafe while travelling to my final destination	4%	4%	4%	4%	6%	6%	4%	6%	5%	6%	7%	3%	3%	4%	2%	0%
Yes, I felt unsafe during a transfer	4%	4%	4%	4%	5%	5%	7%	6%	3%	7%	6%	3%	3%	3%	1%	0%
Yes, I felt unsafe when exiting	4%	4%	5%	4%	5%	4%	7%	3%	3%	5%	7%	2%	2%	3%	2%	1%
Don't know/not sure	4%	5%	4%	4%	6%	6%	4%	7%	6%	8%	6%	7%	5%	5%	2%	3%

Attributes (% Rating 4 or 5 – Positive Statements)	Total		Chilliwack		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	5,002	4,485	221	208	110	71	160	171	134	144	205	165	178	155	298	352
No, I felt safe throughout the trip	74%	73%	71%	68%	61%	68%	76%	72%	75%	69%	81%	85%	72%	71%	75%	77%
Yes, I felt unsafe while waiting to board my first transit vehicle	11%	11%	8%	12%	19%	8%	8%	13%	15%	14%	9%	6%	15%	14%	11%	7%
Yes, I felt unsafe while on-board	8%	9%	11%	13%	7%	7%	7%	7%	5%	11%	4%	4%	7%	10%	8%	6%
Yes, I felt unsafe while travelling to my first stop	5%	6%	6%	7%	10%	11%	5%	8%	4%	5%	3%	2%	3%	9%	6%	3%
Yes, I felt unsafe while travelling to my final destination	4%	4%	5%	2%	4%	7%	2%	6%	1%	4%	1%	1%	4%	6%	2%	2%
Yes, I felt unsafe during a transfer	4%	4%	4%	5%	5%	4%	4%	5%	2%	4%	1%	1%	4%	2%	3%	2%
Yes, I felt unsafe when exiting	4%	4%	7%	4%	1%	5%	2%	5%	4%	6%	1%	1%	4%	5%	2%	2%
Don't know/not sure	4%	5%	5%	5%	3%	6%	6%	5%	4%	7%	4%	4%	5%	3%	3%	5%

Q13. During your most recent trip, were there parts of the trip where you felt unsafe? [Select all that apply]

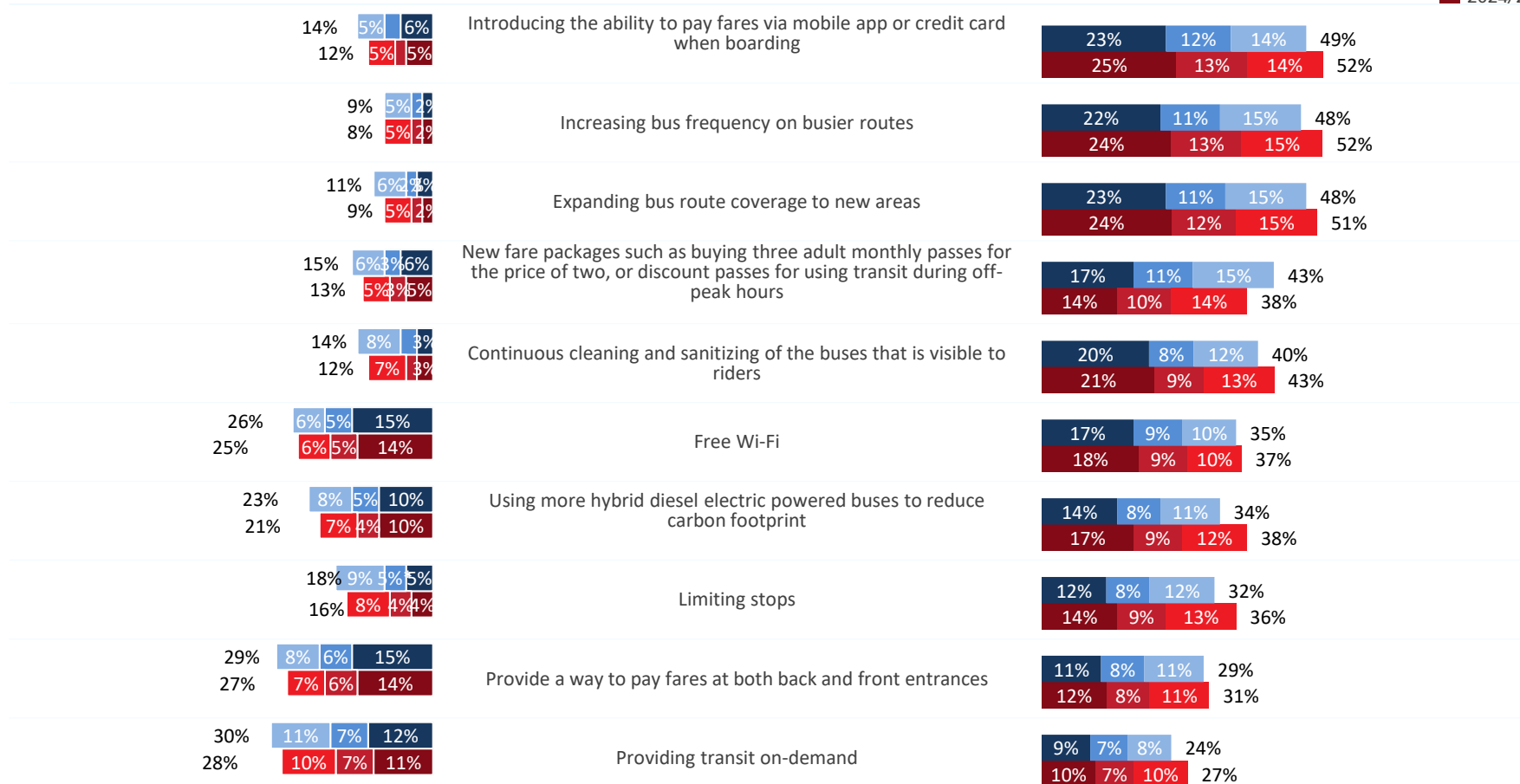
■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Improvements that Encourage more Frequent Transit Use

NOT IMPORTANT

IMPORTANT

■ 2025/2026
■ 2024/2025



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. Please rate how important each item would be in terms of encouraging you to take transit more often.

Annual Base 2025/2026: Total=8,432; Annual Base 2024/2025: Total=8,745

Improvements that Encourage more Frequent Transit Use

Improvements (% Rating 8, 9 or 10 – Positive Statements)	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	2,406	1,977	620	671	640	673	625	640	622	681
Introducing the ability to pay fares via mobile app or credit card when boarding	53%	49%	55%	52%	55%	52%	57%	46%	53%	50%	52%	51%
Expanding bus route coverage to new areas	51%	48%	51%	50%	53%	51%	54%	45%	49%	49%	50%	48%
Increasing bus frequency on busier routes	52%	48%	60%	55%	51%	50%	57%	46%	53%	47%	51%	52%
Continuous cleaning and sanitizing of the buses that is visible to riders	43%	40%	43%	40%	47%	45%	49%	40%	42%	41%	43%	42%
New fare packages or discount passes for using transit during off-peak hours	42%	38%	46%	43%	47%	40%	47%	34%	43%	40%	38%	36%
Free Wi-Fi	37%	35%	38%	36%	42%	40%	41%	33%	40%	37%	39%	36%
Using more low carbon/electric powered buses to reduce carbon footprint	38%	34%	44%	41%	35%	33%	42%	30%	38%	32%	38%	36%
Limiting stops (or introducing more express routes)	36%	32%	39%	36%	34%	33%	37%	29%	35%	32%	38%	37%
Provides a way to pay fares at both back and front entrances	31%	29%	30%	29%	38%	36%	34%	25%	31%	32%	35%	32%
Providing transit on-demand (request transit pickup via app or phone)	27%	24%	24%	21%	33%	28%	29%	20%	28%	26%	27%	24%

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. Please rate how important each item would be in terms of encouraging you to take transit more often.

Annual Base 2024/2025: Total=8,745; 2025/2026: 8,432

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Improvements that Encourage more Frequent Transit Use

Improvements (% Rating 8, 9 or 10 – Positive Statements)	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	635	666	238	154	439	425	212	144	395	380
Introducing the ability to pay fares via mobile app or credit card when boarding	53%	49%	47%	46%	71%	62%	50%	47%	42%	38%	47%	49%
Expanding bus route coverage to new areas	51%	48%	49%	46%	55%	52%	53%	55%	55%	43%	56%	45%
Increasing bus frequency on busier routes	52%	48%	44%	43%	63%	50%	50%	47%	50%	35%	56%	50%
Continuous cleaning and sanitizing of the buses that is visible to riders	43%	40%	47%	43%	48%	40%	46%	44%	38%	34%	41%	34%
New fare packages or discount passes for using transit during off-peak hours	42%	38%	39%	37%	59%	50%	44%	41%	44%	34%	34%	34%
Free Wi-Fi	37%	35%	32%	34%	41%	33%	37%	37%	32%	27%	39%	31%
Using more low carbon/electric powered buses to reduce carbon footprint	38%	34%	31%	29%	52%	45%	35%	31%	35%	30%	38%	35%
Limiting stops (or introducing more express routes)	36%	32%	30%	33%	45%	32%	37%	33%	40%	24%	35%	33%
Provides a way to pay fares at both back and front entrances	31%	29%	30%	31%	44%	35%	35%	28%	32%	26%	27%	27%
Providing transit on-demand (request transit pickup via app or phone)	27%	24%	24%	24%	41%	24%	28%	27%	28%	21%	29%	27%

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. Please rate how important each item would be in terms of encouraging you to take transit more often.

Annual Base 2024/2025: Total=8,745; 2025/2026: 8,432

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Improvements that Encourage more Frequent Transit Use

Improvements (% Rating 8, 9 or 10 – Positive Statements)	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	400	395	391	344	398	393	720	890
Introducing the ability to pay fares via mobile app or credit card when boarding	53%	49%	47%	45%	46%	44%	60%	49%	49%	44%
Expanding bus route coverage to new areas	51%	48%	46%	50%	45%	44%	54%	48%	51%	45%
Increasing bus frequency on busier routes	52%	48%	43%	50%	39%	37%	49%	44%	45%	39%
Continuous cleaning and sanitizing of the buses that is visible to riders	43%	40%	37%	40%	40%	34%	42%	37%	40%	37%
New fare packages or discount passes for using transit during off-peak hours	42%	38%	31%	36%	38%	33%	41%	36%	34%	35%
Free Wi-Fi	37%	35%	26%	31%	33%	34%	43%	38%	32%	33%
Using more low carbon/electric powered buses to reduce carbon footprint	38%	34%	26%	29%	31%	31%	41%	33%	29%	27%
Limiting stops (or introducing more express routes)	36%	32%	36%	34%	30%	26%	33%	30%	29%	22%
Provides a way to pay fares at both back and front entrances	31%	29%	28%	27%	25%	24%	37%	27%	26%	28%
Providing transit on-demand (request transit pickup via app or phone)	27%	24%	22%	24%	28%	21%	29%	27%	29%	27%

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. Please rate how important each item would be in terms of encouraging you to take transit more often.

Annual Base 2024/2025: Total=8,745; 2025/2026: 8,432

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Key Findings: Transit Information Sources

BC Transit's Information Online

- ✓ Overall, 60% of respondents reported using the BC Transit website to access information about their local transit system. Usage was highest in Cowichan Valley (63%), Nanaimo (62%), Chilliwack (62%), Penticton (62%), and Victoria (61%), Central Fraser Valley (61%), and Comox Valley (61%).
 - ✓ Overall, access to the BC Transit website marked a **2-percentage point decrease** from 2024/25.
- ✓ After the BC Transit website, nearly one-third of respondents (29%) accessed local transit information at the bus stop. Google (24%) and TransitApp (19%) were the next most commonly used sources.
- ✓ The Umo App is used by 8% of respondents to access information about BC Transit. While the usage of the app to access information was highest in Victoria (17%) and Whistler (15%) in 2025/26, it specifically increased by **3-percentage point** in Victoria (17%), Nanaimo (8%), and Penticton (4%) compared to last year.
- ✓ Notably, the usage of the Umo App (8%) to access information **increased in 2025/26** compared to previous year (7%), while several other sources (i.e., BC Transit website, bus stops, Google, TransitApp, NextRide App, and television) marked a **1- to 2-percentage point year-over-year decrease**.
- ✓ Respondents were least likely to access transit information through third-party apps (2%), Twitter (2%), television (2%), telephone (2%), the NextRide app (3%), radio (3%), or newspapers (4%).

Transit Information Sources

TYPICAL SOURCES OF LOCAL TRANSIT SYSTEM INFORMATION

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	23/24	24/25	23/24	24/25	23/24	24/25	23/24	24/25	23/24	24/25	23/24	24/25	23/24	24/25	23/24	24/25
n=	8,745	8,432	2,406	1,977	620	671	640	673	625	640	622	681	635	666	239	154
BC Transit website (bctransit.com)	62%	60%	63%	61%	64%	61%	61%	58%	61%	58%	64%	62%	57%	60%	65%	58%
At the bus stop	31%	29%	35%	32%	32%	31%	27%	24%	32%	29%	35%	30%	29%	29%	34%	33%
Google	26%	24%	27%	28%	30%	27%	26%	21%	27%	21%	25%	23%	26%	24%	25%	19%
TransitApp	20%	19%	25%	23%	27%	25%	27%	25%	21%	21%	17%	16%	20%	21%	32%	19%
Printed bus schedule	15%	14%	11%	11%	14%	15%	15%	11%	12%	12%	16%	14%	16%	16%	12%	10%
Word of mouth	15%	14%	13%	11%	16%	15%	13%	14%	13%	15%	16%	14%	18%	15%	16%	14%
Facebook	11%	11%	10%	10%	13%	12%	12%	14%	9%	8%	12%	10%	11%	12%	13%	6%
Online/Internet (Non-specified)	10%	10%	8%	9%	14%	12%	11%	8%	10%	12%	12%	11%	9%	10%	9%	10%
Umo App	7%	8%	14%	17%	6%	7%	9%	11%	5%	6%	5%	8%	3%	5%	15%	15%
Through the city (e.g. city website, city hall etc.)	5%	5%	2%	2%	6%	6%	8%	7%	5%	6%	5%	3%	7%	7%	6%	6%
Newspaper	4%	4%	4%	4%	5%	4%	2%	1%	2%	3%	6%	5%	1%	2%	3%	5%
Radio	4%	3%	5%	4%	5%	2%	3%	4%	3%	4%	3%	3%	3%	5%	4%	1%
NextRide app	3%	3%	6%	5%	2%	1%	5%	3%	2%	2%	3%	4%	1%	2%	3%	2%
Telephone	3%	2%	3%	3%	3%	3%	2%	1%	2%	2%	3%	4%	2%	2%	1%	0%
Television	3%	2%	4%	3%	3%	2%	3%	3%	2%	2%	3%	3%	1%	2%	1%	0%
Twitter	3%	2%	3%	2%	3%	3%	2%	3%	2%	1%	3%	4%	1%	3%	5%	0%
Other third party transit app on smartphone	2%	2%	3%	2%	3%	3%	2%	1%	2%	2%	2%	2%	1%	3%	1%	5%
Other	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%
None of the above	7%	8%	4%	5%	4%	5%	5%	6%	6%	9%	7%	9%	8%	6%	2%	4%

Q15. Where do you typically get information about your local transit system? Select all that apply.

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Transit Information Sources

TYPICAL SOURCES OF LOCAL TRANSIT SYSTEM INFORMATION

	Total		Chilliwack		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	439	425	212	144	395	380	400	395	391	344	398	393	720	890
BC Transit website (bctransit.com)	62%	60%	62%	62%	59%	60%	62%	61%	63%	63%	64%	62%	66%	60%	55%	52%
At the bus stop	31%	29%	28%	27%	29%	30%	25%	23%	24%	26%	38%	37%	25%	24%	28%	25%
Google	26%	24%	27%	27%	20%	16%	19%	21%	19%	19%	24%	23%	26%	27%	24%	22%
TransitApp	20%	19%	20%	16%	10%	12%	16%	14%	10%	13%	10%	14%	17%	15%	12%	11%
Printed bus schedule	15%	14%	15%	13%	9%	16%	21%	21%	16%	15%	20%	20%	18%	13%	17%	19%
Word of mouth	15%	14%	18%	15%	14%	10%	14%	14%	11%	12%	17%	18%	15%	14%	17%	17%
Facebook	11%	11%	13%	10%	15%	18%	11%	10%	7%	12%	12%	7%	10%	8%	12%	14%
Online/Internet (Non-specified)	10%	10%	13%	11%	11%	11%	9%	10%	8%	12%	9%	10%	13%	11%	10%	10%
Umo App	7%	8%	3%	5%	3%	3%	3%	5%	2%	3%	1%	4%	4%	5%	3%	1%
Through the city (e.g. city website, city hall etc.)	5%	5%	6%	5%	3%	5%	5%	4%	2%	3%	8%	9%	7%	6%	9%	9%
Newspaper	4%	4%	3%	2%	3%	2%	6%	7%	3%	5%	5%	5%	2%	2%	4%	3%
Radio	4%	3%	4%	4%	6%	2%	6%	2%	2%	3%	2%	2%	3%	1%	4%	3%
NextRide app	3%	3%	2%	1%	3%	1%	4%	2%	0%	1%	2%	1%	2%	1%	1%	1%
Telephone	3%	2%	2%	2%	4%	4%	2%	1%	2%	1%	4%	0%	2%	2%	3%	3%
Television	3%	2%	2%	2%	4%	2%	2%	1%	1%	1%	3%	1%	3%	1%	2%	1%
Twitter	3%	2%	1%	2%	6%	2%	2%	1%	1%	1%	3%	1%	1%	0%	2%	2%
Other third party transit app on smartphone	2%	2%	1%	3%	1%	1%	1%	0%	1%	2%	2%	2%	3%	2%	2%	1%
Other	2%	1%	2%	1%	2%	5%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%
None of the above	7%	8%	9%	10%	10%	12%	12%	9%	11%	10%	10%	7%	9%	14%	10%	11%

Q15. Where do you typically get information about your local transit system? Select all that apply.

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Key Findings: Electronic Fare Payment

Electronic Fare Payment

- One in five respondents (21%) reported using the Electronic Fare Collection System (Umo), which **increased by 4-percentage points** since 2024/25. Usage was highest in Victoria (36%, **+6 percentage points** since last year) and Whistler (31%), and lowest in Tier 3 Regions (7%) and Cowichan Valley (9%).
- The usage of Umo also increased in Kelowna (**19% +4 percentage points**), Nanaimo (**23%, +12 percentage points**), Prince George (**15%, +5 percentage points**), and Penticton (**12%, +5 percentage points**) compared to last year.
- In 2025/26, there was a **3-percentage point decline** in the satisfaction with new Electronic Fare Collection System (66% vs. 69% in 2024/25). Specifically, respondents in Whistler (61%, **-26-percentage points**) and Campbell River (46%, **-28-percentage points**) reported lower satisfaction compared to last year. Additionally, Tier 3 riders were **more likely** to report dissatisfaction in 2025/26 (19% vs 4% in 2024/25).

Usage of Electronic Fare Collection System

Usage of Electronic Fare Collection System (Umo)

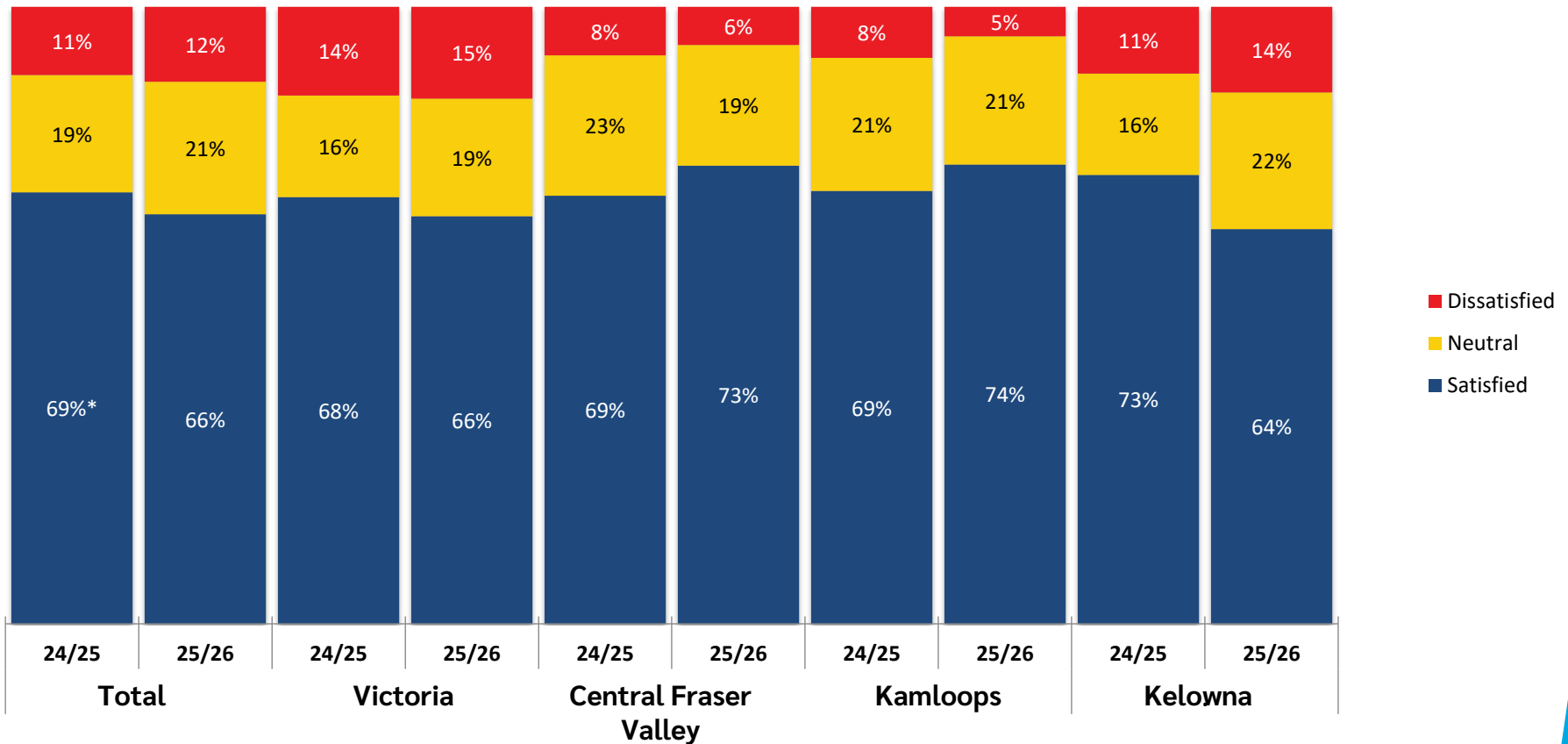
Usage of Umo	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	2,406	1,977	620	671	640	673	625	640	622	681	635	666	239	154
Yes	17%	21%	30%	36%	21%	19%	17%	23%	15%	19%	11%	23%	10%	15%	22%	31%
No	75%	72%	67%	61%	72%	74%	76%	70%	78%	74%	82%	72%	79%	77%	70%	64%
No, it's not available in my transit system	6%	6%	2%	2%	5%	5%	6%	5%	5%	5%	6%	4%	10%	7%	6%	5%
Prefer not to answer	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	0%

Usage of Umo	Total		Chilliwack		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	8,745	8,432	439	425	212	144	395	380	400	395	391	344	398	393	720	890
Yes	17%	21%	9%	13%	20%	16%	13%	13%	6%	9%	7%	12%	11%	14%	7%	7%
No	75%	72%	81%	77%	72%	71%	80%	79%	83%	80%	84%	80%	81%	77%	76%	75%
No, it's not available in my transit system	6%	6%	8%	6%	7%	8%	5%	7%	8%	9%	8%	8%	6%	6%	14%	15%
Prefer not to answer	2%	2%	3%	3%	1%	5%	2%	1%	3%	1%	1%	0%	2%	2%	2%	3%

Q17. Have you used the new electronic fare system (Umo)?

Satisfaction with Electronic Fare Impact

Electronic Fare Impact



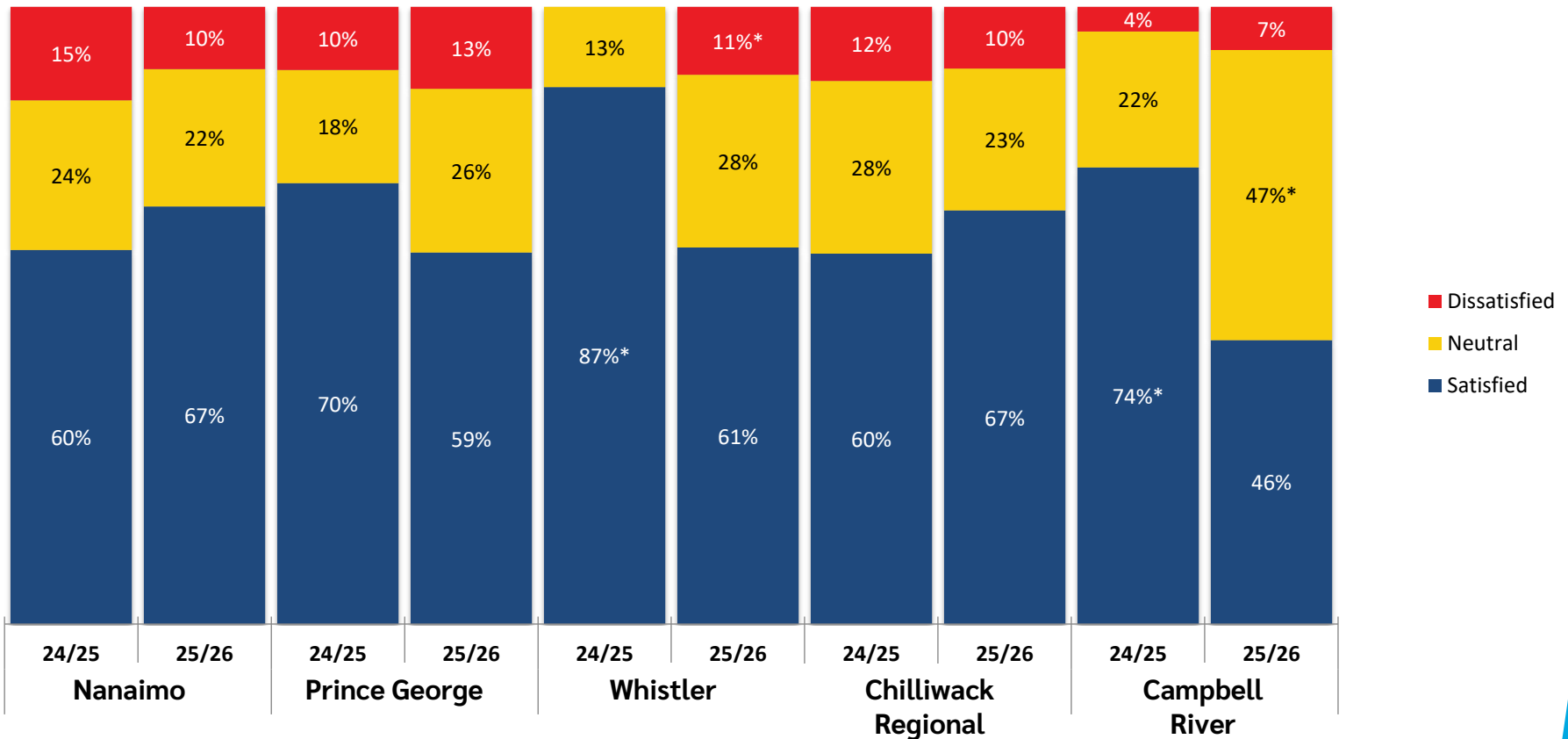
Q18. On a scale of 1 to 5 where 1 is Very dissatisfied and 5 is Very satisfied, how satisfied are you with the new electronic fare system?

Annual Base 2024/2025: Total=1,512; Victoria= 720; Central Fraser Valley=128; Kamloops=109; Kelowna=93
 Annual Base 2025/2026: Total=1,746; Victoria= 719; Central Fraser Valley=130; Kamloops=153; Kelowna=123

*This question was asked from April 2024

Satisfaction with Electronic Fare Impact

Electronic Fare Impact



Q18. On a scale of 1 to 5 where 1 is Very dissatisfied and 5 is Very satisfied, how satisfied are you with the new electronic fare system?

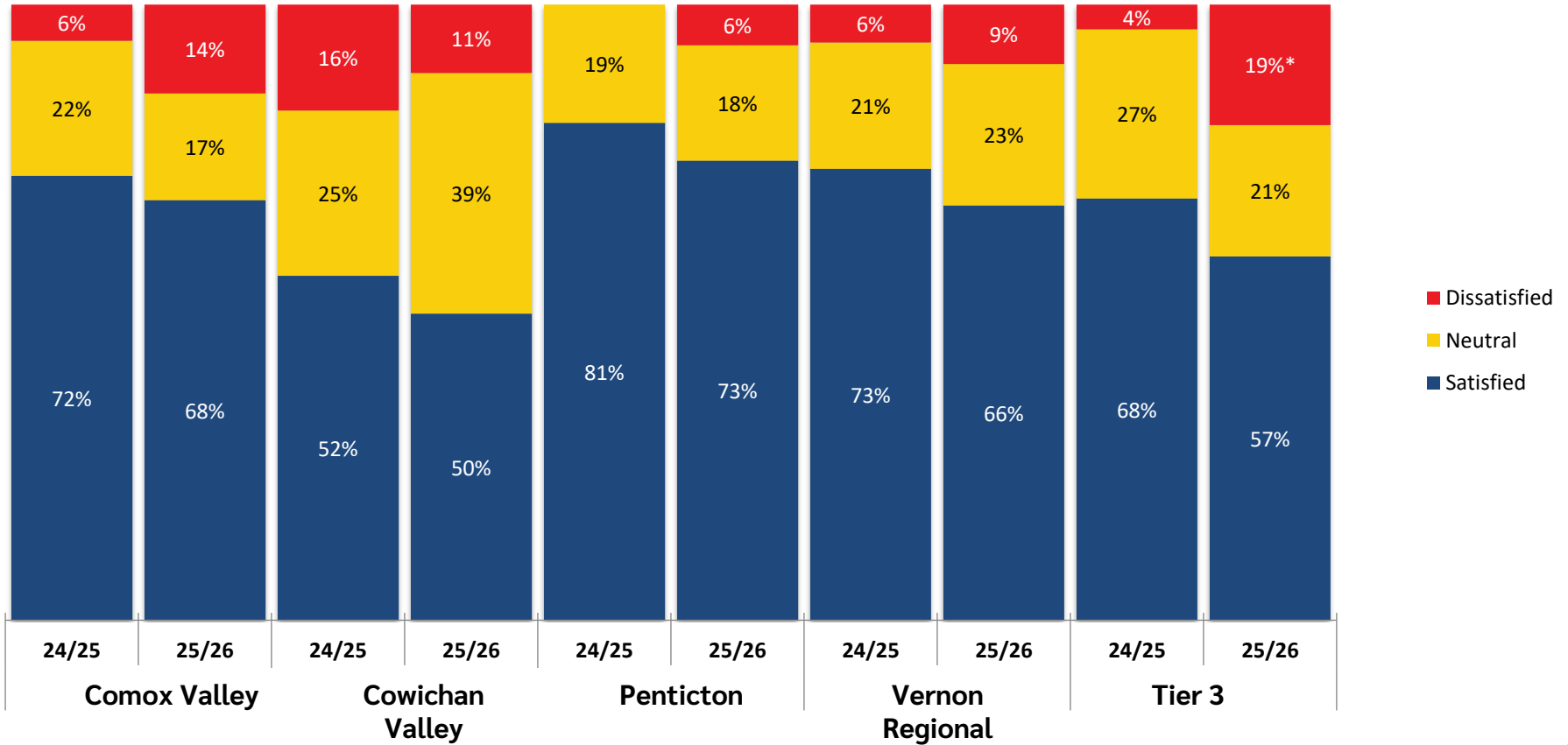
Annual Base 2024/2025: Nanaimo= 68; Prince George=61; Whistler=53; Chilliwack =38; Campbell River = 42

Annual Base 2025/2026: Nanaimo= 155; Prince George=97; Whistler=47; Chilliwack =54; Campbell River = 23

*This question was asked from April 2024

Satisfaction with Electronic Fare Impact

Electronic Fare Impact



Q18. On a scale of 1 to 5 where 1 is Very dissatisfied and 5 is Very satisfied, how satisfied are you with the new electronic fare system?

Annual Base 2024/2025: Comox Valley=50; Cowichan Valley=24; Penticton=27; Vernon=45; Tier 3=53.

Annual Base 2025/2026: Comox Valley=51; Cowichan Valley=35; Penticton=50; Vernon=56; Tier 3=63.

*This question was asked from April 2024

Key Findings: Free Transit for Children Program

- **Free Transit for Children Program Impact**

- As noted in the demographics, just 19% of respondents reported having children under the age of 12 in their care.
- Overall, nearly half (48%) of parents or caregivers report that children under their care, aged 12 and younger, used public transit in 2025/26. Just over one in ten say their children use transit either 3 or more days a week (11%), 1–2 days a week (8%), or a few times a month (11%).
 - › Transit use among children aged 12 and under is lowest in Cowichan Valley (26%), Kelowna (35%) and Tier 3 (35%), while the highest levels are seen in Victoria (65%) and Whistler (59%).
- Just over one-fifth (22%, **-5 points compared to previous year**) of parents and caregivers report that the Free Transit for Children Program has led to increased transit use among their children.
 - › Parents and caregivers in the Central Fraser Valley were less likely to report that their transit usage has increased with the implementation of the Free Transit program in 2025/26 (15%, **-14 points**) compared to 2024/25. In contrast, those in Kamloops (72%, **+14 points**) and Whistler (64%, **+28 points**) were more likely to report that their transit use did not change compared to 2024/25 rates.
- Seven in ten parents and caregivers (71%) consider the Free Transit for Children Program to be fairly or very important to their community—**remained consistent with 2024/25 (70%)**.
- Nearly half (46%) of parents and caregivers whose children use transit are satisfied or very satisfied with their child's experience. One quarter (24%) were unsure or unable to provide a response.

Frequency of Children's Transit Use

FREQUENCY OF TRANSIT USAGE AMONG CHILDREN 12 AND UNDER

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	1,690	1,622	415	319	169	163	135	138	120	114	104	149	164	172	70	33
USED ANY FREQUENCY	50%	48%	62%	65%	58%	43%	54%	49%	43%	35%	46%	58%	47%	38%	48%	59%
3+ days a week	13%	11%	16%	14%	20%	9%	15%	11%	10%	9%	13%	21%	12%	7%	10%	15%
1-2 days a week	9%	8%	13%	12%	9%	7%	9%	6%	11%	4%	12%	8%	8%	9%	7%	18%
A few times a month	11%	11%	12%	12%	11%	11%	17%	17%	10%	11%	5%	10%	9%	11%	19%	15%
A few times a year	17%	18%	21%	27%	18%	16%	13%	15%	11%	11%	16%	20%	18%	11%	13%	11%
They do not use transit	48%	49%	35%	33%	40%	52%	44%	50%	55%	64%	52%	39%	51%	58%	49%	41%
Don't know/Refused	2%	3%	3%	2%	2%	4%	2%	1%	3%	2%	2%	3%	2%	4%	3%	0%

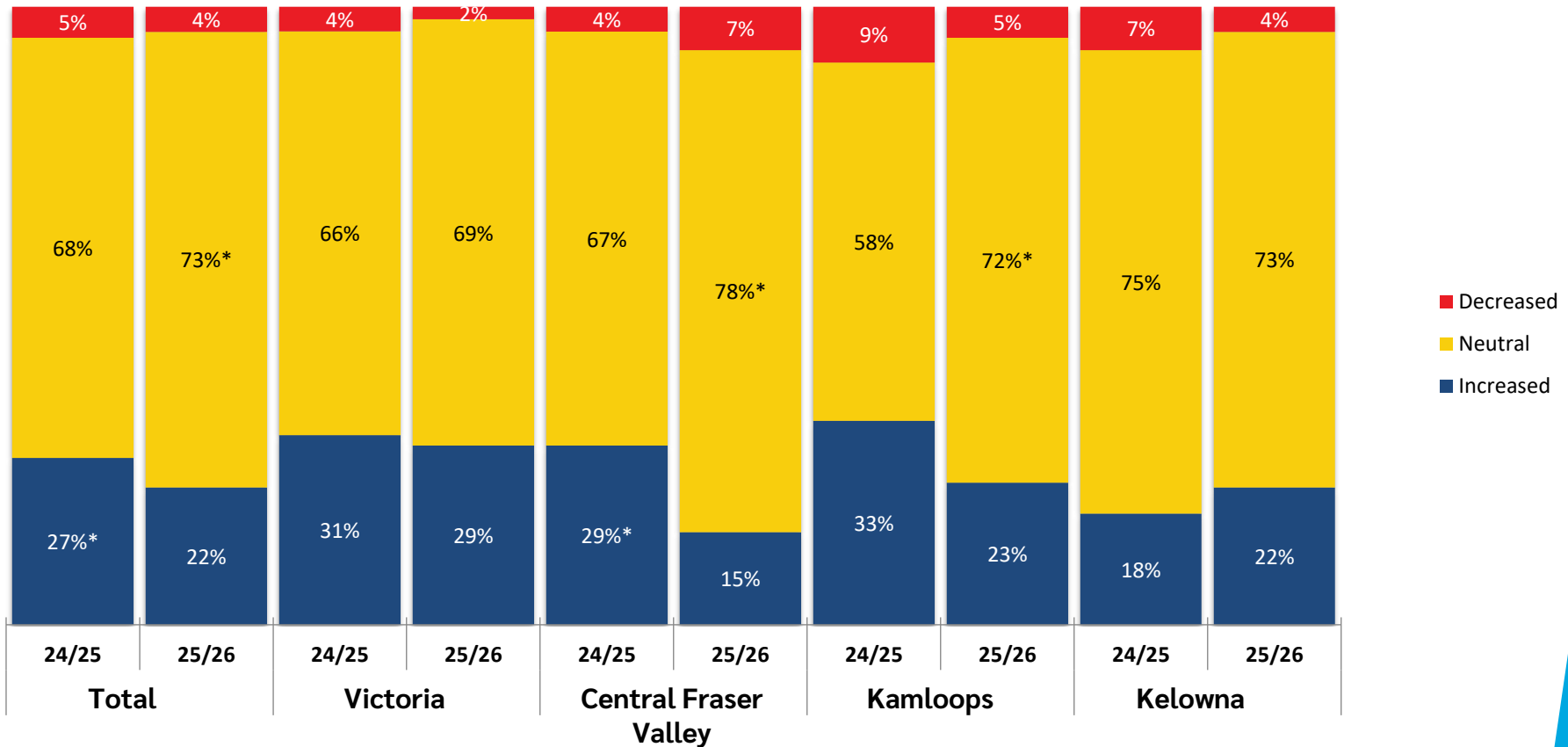
	Total		Chilliwack		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	1,690	1,622	110	103	31	23	62	70	67	64	46	50	66	60	130	163
USED ANY FREQUENCY	50%	48%	40%	46%	54%	58%	44%	49%	21%	26%	51%	54%	36%	39%	42%	35%
3+ days a week	13%	11%	10%	16%	19%	15%	5%	7%	2%	3%	13%	11%	9%	4%	7%	10%
1-2 days a week	9%	8%	6%	6%	13%	4%	5%	1%	0%	6%	2%	8%	3%	5%	9%	5%
A few times a month	11%	11%	11%	10%	7%	22%	6%	7%	8%	6%	18%	8%	12%	13%	8%	10%
A few times a year	17%	18%	13%	14%	15%	17%	28%	33%	11%	10%	18%	27%	13%	18%	19%	10%
They do not use transit	48%	49%	59%	49%	44%	32%	56%	49%	77%	68%	47%	43%	59%	58%	55%	59%
Don't know/Refused	2%	3%	1%	5%	3%	10%	0%	3%	1%	6%	2%	3%	4%	3%	3%	6%

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

Significantly higher at the 95% level.
Significantly lower at the 95% level.

Free Transit for Children Program Impact

IMPACT OF FREE TRANSIT FOR CHILDREN 12 AND UNDER PROGRAM



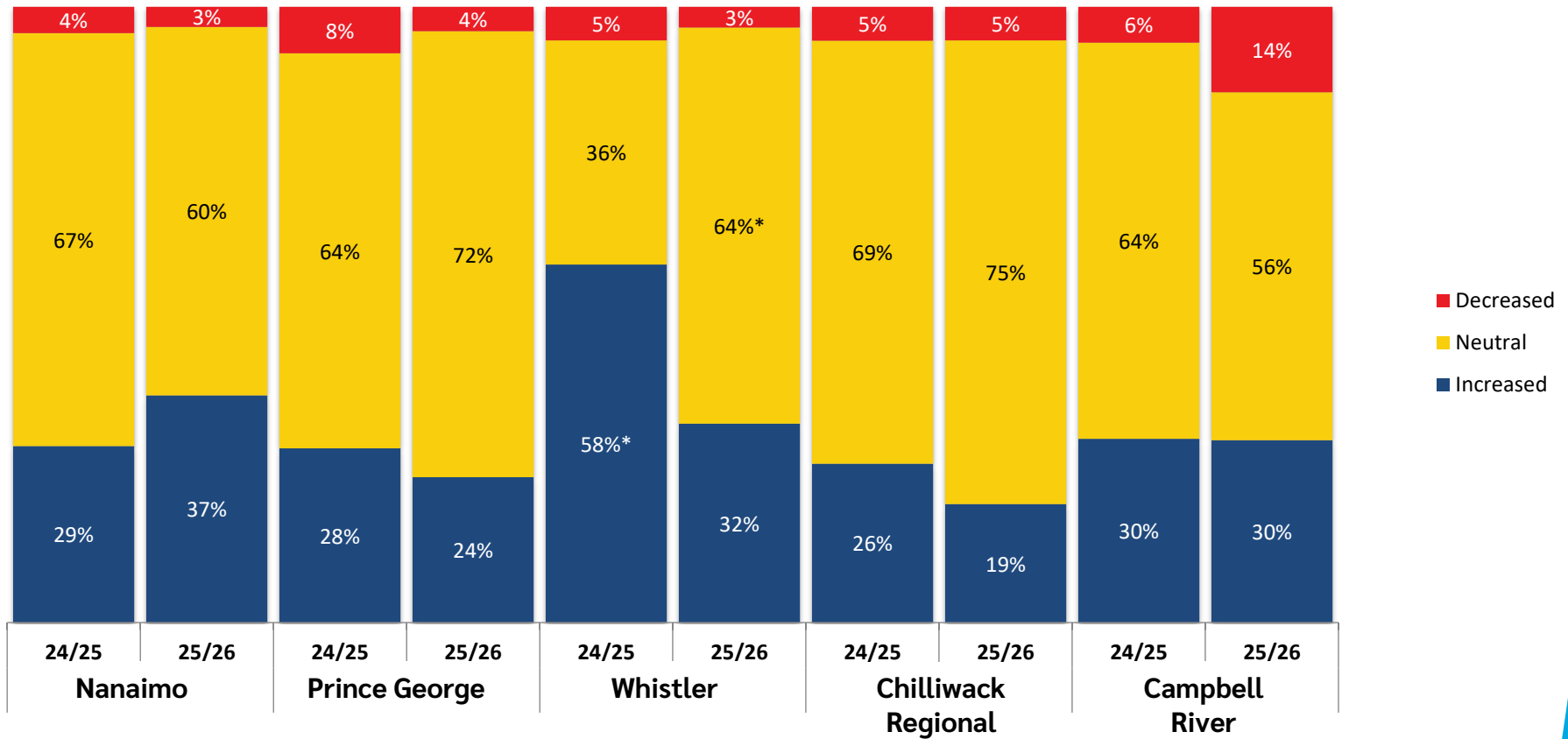
X4. To what extent has the implementation of the Free Transit program impacted the frequency with which your child/children uses public transit?

Annual Base 2024/2025: Total=1,690; Victoria=415; Central Fraser Valley=169; Kamloops=135; Kelowna=120

Annual Base 2025/2026: Total=1,622; Victoria=319; Central Fraser Valley=163; Kamloops=138; Kelowna=114

Free Transit for Children Program Impact

IMPACT OF FREE TRANSIT FOR CHILDREN 12 AND UNDER PROGRAM

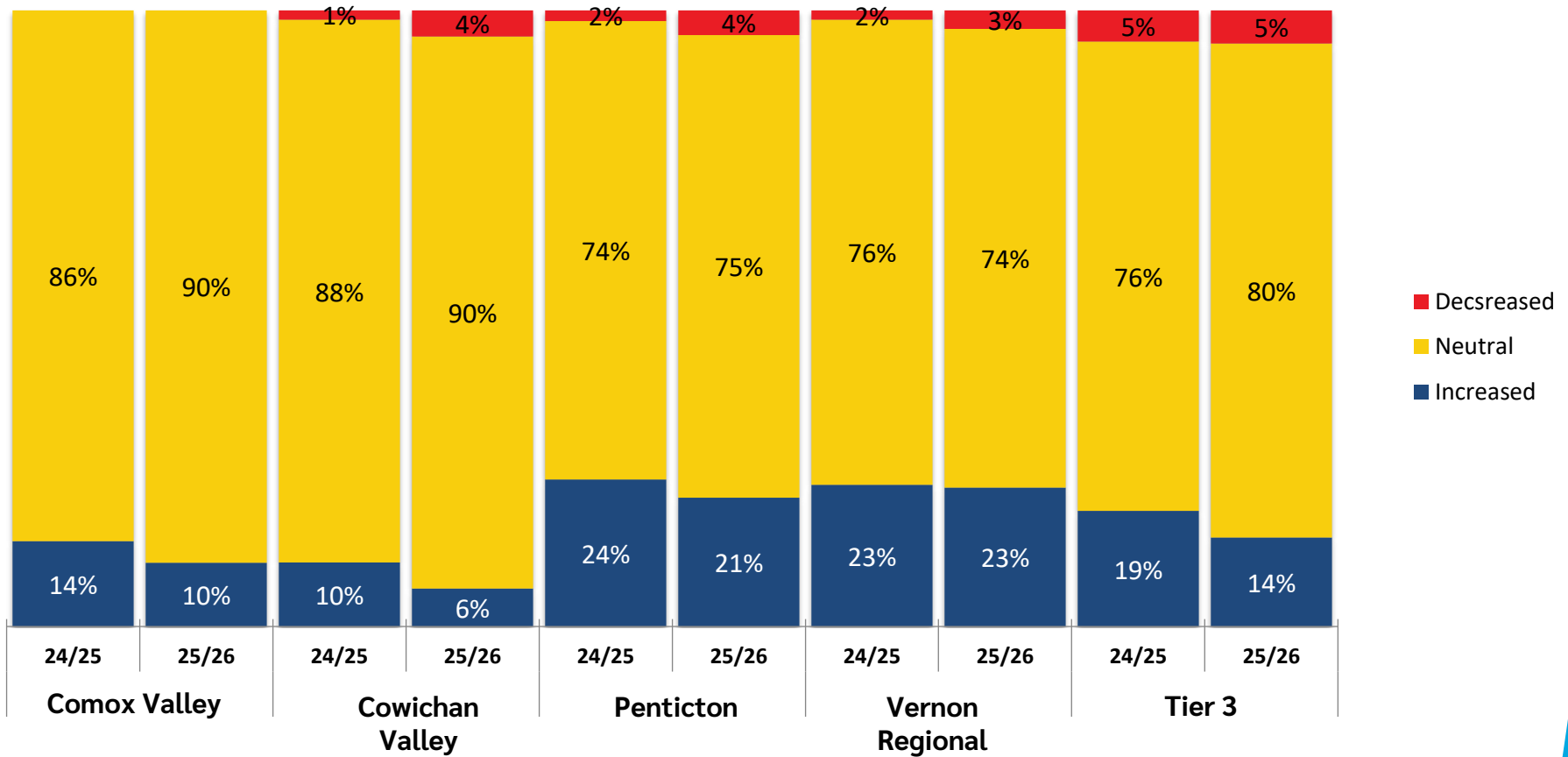


X4. To what extent has the implementation of the Free Transit program impacted the frequency with which your child/children uses public transit?

Annual Base 2024/2025: Total=1,690; Nanaimo= 104; Prince George=164; Whistler=70; Chilliwack=110; Campbell River=31
 Annual Base 2025/2026: Total=1,622; Nanaimo= 149; Prince George=172; Whistler=33; Chilliwack=103; Campbell River=23

Free Transit for Children Program Impact

IMPACT OF FREE TRANSIT FOR CHILDREN 12 AND UNDER PROGRAM



X4. To what extent has the implementation of the Free Transit program impacted the frequency with which your child/children uses public transit?

Annual Base 2024/2025: Total=1,690; Comox Valley=62; Cowichan Valley=67; Penticton=46; Vernon=66; Tier 3=130.

Annual Base 2025/2026: Total=1,622; Comox Valley=70; Cowichan Valley=64; Penticton=50; Vernon=60; Tier 3=163.

Free Transit for Children Program Importance

IMPORTANCE OF FREE TRANSIT FOR CHILDREN PROGRAM FOR THE COMMUNITY

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	1,690	1,622	415	319	169	163	135	138	120	114	104	149	164	172	70	33
Not at all important	3%	3%	3%	2%	3%	3%	3%	1%	3%	2%	4%	1%	6%	5%	3%	3%
Slightly important	7%	6%	7%	6%	9%	6%	5%	7%	8%	6%	5%	4%	3%	5%	7%	6%
Important	17%	17%	13%	14%	20%	19%	20%	12%	19%	19%	22%	17%	18%	19%	20%	12%
Fairly important	16%	15%	16%	11%	14%	16%	11%	15%	18%	15%	15%	19%	15%	18%	29%	20%
Very important	54%	57%	59%	65%	53%	50%	57%	63%	49%	56%	50%	55%	54%	53%	40%	58%
Don't know	2%	2%	2%	2%	1%	5%	4%	1%	2%	3%	3%	4%	3%	1%	0%	0%
TOTAL IMPORTANT (Very Important + Fairly Important)	70%	71%	76%	76%	67%	66%	68%	78%	68%	71%	65%	74%	70%	70%	70%	79%

	Total		Chilliwack		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	1,690	1,622	110	103	31	23	62	70	67	64	46	50	66	60	130	163
Not at all important	3%	3%	2%	2%	9%	5%	1%	2%	6%	4%	2%	4%	2%	5%	3%	4%
Slightly important	7%	6%	9%	7%	16%	19%	11%	6%	11%	3%	9%	9%	3%	5%	7%	8%
Important	17%	17%	22%	19%	21%	22%	17%	13%	8%	15%	14%	29%	11%	21%	21%	20%
Fairly important	16%	15%	13%	11%	21%	21%	17%	7%	16%	16%	17%	13%	11%	16%	18%	15%
Very important	54%	57%	50%	59%	33%	30%	52%	71%	57%	58%	55%	44%	69%	52%	47%	50%
Don't know	2%	2%	4%	3%	0%	4%	3%	0%	1%	3%	2%	0%	4%	0%	4%	3%
TOTAL IMPORTANT (Very Important + Fairly Important)	70%	71%	64%	69%	54%	51%	68%	79%	73%	74%	72%	58%	80%	69%	65%	65%

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

Significantly higher at the 95% level.
Significantly lower at the 95% level.

Satisfaction with Service Experience of Children

SATISFACTION WITH SERVICE EXPERIENCE OF YOUR CHILD/CHILDREN

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	1,690	1,622	415	319	169	163	135	138	120	114	104	149	164	172	70	33
Dissatisfied	5%	6%	5%	7%	7%	9%	9%	7%	5%	6%	6%	9%	3%	5%	4%	0%
Neutral	23%	24%	19%	20%	29%	27%	29%	22%	32%	27%	22%	21%	23%	26%	12%	32%
Satisfied	49%	46%	56%	60%	50%	39%	47%	52%	40%	36%	47%	51%	48%	38%	70%	44%
Don't know	22%	24%	19%	13%	15%	24%	15%	19%	23%	31%	25%	18%	27%	31%	14%	24%

	Total		Chilliwack		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon		Tier 3	
	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26	24/25	25/26
n=	1,690	1,622	110	103	31	23	62	70	67	64	46	50	66	60	130	163
Dissatisfied	5%	6%	5%	5%	9%	5%	2%	0%	4%	1%	3%	8%	5%	2%	6%	5%
Neutral	23%	24%	31%	25%	23%	16%	13%	22%	21%	31%	12%	17%	22%	32%	29%	28%
Satisfied	49%	46%	44%	43%	52%	68%	54%	51%	26%	32%	61%	55%	42%	36%	41%	34%
Don't know	22%	24%	20%	27%	16%	12%	32%	27%	48%	36%	25%	20%	31%	30%	24%	33%

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

■ Significantly higher at the 95% level.
■ Significantly lower at the 95% level.

Appendix - Questionnaire



BC Transit CSAT and Rider Experience Questionnaire Monthly Tracking Survey

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D1

Do you or any person in your household work for the local transit system or local, municipal or regional council?

Label	Value	Notes
Yes	1	PHONE: THANK AND TERMINATE WEB: TERMINATE
No	2	

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D2

Are you under 45 or are you 45 or older? – Telephone only

In which of the following age categories do you fall? - Web

RESPONDENT/INTERVIEWER INSTRUCTION:	Please select one response
-------------------------------------	----------------------------

Label	Value	Notes
Less than 19 years of age	0	Terminate
19-24	1	
25-34	2	
35-44	3	
45-54	4	
55-64	5	
65 and older	6	
Prefer not to answer	99	

Single Mention Question

[BASE: ASK ALL]



[SINGLE MENTION]

[LIST ORDER: In order]

D3

PHONE: Record gender (do not ask)

WEB: Please indicate your gender identity.

Label	Value	Notes
Female	1	
Male	2	
Nonbinary	3	
Two-spirit	4	
Another gender not listed above	95	THIS OPTION IS ONLY FOR THE WEB VERSION
Prefer not to answer	99	THIS OPTION IS ONLY FOR THE WEB VERSION

Text Answer Question

[BASE: ASK ALL]

[Drop down list]

D4

What are the first 3 digits of your postal code? Please begin typing to display your FSA. If your FSA is not found, please select None of the above.

Vancouver FSA's are not included on the drop down list. If respondent selects 'None of the above' they will be terminated from the survey.

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D5

PHONE: Can you confirm that you live in (import municipality from file) CHECK AGAINST QUOTAS

If no: record community using list from sample frame and re-classify quota group if necessary.

WEB: Which municipality/city/region do you live in? [Select an answer or begin typing]

Label	Value	Notes
Victoria	1	

Appendix - Questionnaire



Oak Bay	2	
Esquimalt	3	
Saanich	4	
Central Saanich	5	
North Saanich	6	
Sidney	7	
View Royal	8	
Colwood	9	
Langford	10	
Highlands	11	
Metchosin	12	
Sooke	13	
Central Fraser Valley	15	
Kamloops	16	
Kelowna	17	
Nanaimo	18	
Prince George	19	
Whistler	20	
Campbell River	21	
Chilliwack	22	
Comox Valley	23	
Cowichan Valley	24	
Penticton	25	
Vernon	26	
Cranbrook	27	
Dawson Creek	28	
Fort St. John	29	
Kitimat	30	
Kootenay Boundary	31	
Nelson	32	
Port Alberni	33	
Powell River	34	
Prince Rupert	35	
Squamish	36	
Sunshine Coast	37	
Terrace	38	
Other: Please specify _____	39	



Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q1

Who do you think is responsible for your local transit system?

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: PROBE. DO NOT READ LIST. CAN BE MULTIPLE RESPONSES. WEB: Please select all that apply
-------------------------------------	---------------------------------------------------------------------------------------------------------------

Label	Value	Notes
BC Transit	1	
Local/municipal government	2	
TransLink	3	
Other	95	
No/Don't know	99	

[BASE: SHOW ALL ONCE QUALIFIED]

This survey is about your experience with, and perceptions about, BC Transit. This survey will take approximately 7-10 minutes to complete.

Your participation is voluntary and any information you provide will remain strictly confidential and used for statistical purposes only. We will be asking questions about you to make sure that we are getting opinions from a variety of people living in British Columbia (excluding the Vancouver Region).

Personal information is collected for the purpose of assessment and will assist BC Transit in providing excellent services for its residents. Collection is authorized under section 26(c) and (e) of the Freedom of Information and Protection of Privacy (FOIP) Act and is managed and protected in accordance with the Act. **For any questions about the collection, please contact Voice of the Rider, BC Transit, by phone at 250-812-6545, via email at voiceoftherider@bctransit.com or by mail at 520 Gorge Rd East, PO Box 9861, Victoria BC, V8W 9T5.** You may also contact Pivotal Research at 1-877-421-1199 for any questions.

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q3

Have you used the local public bus system within the last year?

Appendix - Questionnaire



Label	Value	Notes
Yes	1	Go to Q4
No	2	Go to Q3a
Don't know	99	GO TO Q7
Prefer not to answer	99	GO TO Q7

Multiple Mention Question

[BASE: IF Q3=2]
 [SINGLE MENTION]
 [LIST ORDER: In order]
Q3a

Why have you not used the local public bus system within the last year?

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: PROBE. DO NOT READ LIST. CAN BE MULTIPLE RESPONSES. WEB: Please select all that apply
-------------------------------------	---------------------------------------------------------------------------------------------------------------

Label	Value	Notes
Don't need to use the bus	1	GO TO Q7
Use my own car more	2	GO TO Q7
Moved -- no bus service/don't need to use the bus	3	GO TO Q7
Changed job/ school - no bus service /don't need to use the bus	4	GO TO Q7
Due to personal health concerns related to respiratory viruses (e.g. COVID-19, influenza (Flu), etc.)	5	GO TO Q7
Working at home	6	GO TO Q7
Not working/laid off	7	GO TO Q7
Don't feel safe on public transit	8	GO TO Q7
School/college/university classes now online	9	GO TO Q7
Bus frequency does not meet my needs	10	GO TO Q7
Bus takes too long to get to where I need to go	11	GO TO Q7
Riding my bike more often	12	GO TO Q7
Use taxi more often	13	GO TO Q7
Use ride sharing (eg. Uber, Lyft etc.) more often	14	GO TO Q7



Never use transit/not at all interested in using transit [ANCHOR EXCLUSIVE]	15	GO TO Q7
Other [ANCHOR]	95	GO TO Q7
Don't know/Refused [Anchor exclusive]	99	GO TO Q7

Single Mention Question

[BASE: IF Q3=1]
 [SINGLE MENTION]
 [LIST ORDER: In order]
Q4

When did you last use the public bus system? Was it...

RESPONDENT/INTERVIEWER INSTRUCTION:	Read
-------------------------------------	------

Label	Value	Notes
In the past 24 hours	1	
In the past seven days	2	
In the past month	3	GO TO Q5a
One to three months ago	4	GO TO Q5a
Was it more than three months ago	5	GO TO Q5a
Don't know/Refused	99	GO TO Q5a

Numeric Question

[BASE: IF Q4=1 or 2]
 [NUMERIC RANGE=MIN 1, MAX 100]
 [DECIMALS: 0]
Q5

How many one-way trips did you make on public transit in the past seven days? Please count going to and from a destination as 2 one-way trips. If you don't know, please slide the scale to the far right to select the 'Don't know' option.

RESPONDENT/INTERVIEWER INSTRUCTION:	Please provide the number below
-------------------------------------	---------------------------------

Label	Value	Notes
Don't know/Refused	99	

Single Mention Question

Appendix - Questionnaire



[BASE: IF Q3=1]
[SINGLE MENTION]
[LIST ORDER: In order]

Q5a

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

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: DO NOT READ LIST. WEB: Please select one response
-------------------------------------	---------------------------------------------------------------------------

Label	Value	Notes
Going to or from work	1	
Going to or from school	2	
Going to or from shopping	3	
Conducting personal business (such as going to the doctor or bank, etc.)	4	
Entertainment or social reasons (such as visiting friends or relatives)	5	
Going to the ferry terminal/airport	6	
Other	95	
Don't know/Refused	99	

Single Mention Question

[BASE: IF Q3=1]
[SINGLE MENTION]
[LIST ORDER: In order]

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?

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: IF MORE OR LESS: Would that be much (more/less) often or somewhat (more/less) often? WEB: Please select one response
-------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------

Label	Value	Notes
Much less often	1	GO TO Q6b
Somewhat less often	2	GO TO Q6b
About the same	3	GO TO Q6bbb
Somewhat more often	4	GO TO Q6c
Much more often	5	GO TO Q6c



Don't know/Refused	99	PHONE – GO TO Q6bbb
Prefer not to answer	99	WEB – GO TO Q6bbb

Multiple Mention Question

[BASE: IF Q6a=1 OR 2]
[MULTIPLE MENTIONS]
[LIST ORDER: In order]

Q6b

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

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: DO NOT READ. PROBE. CAN BE MULTIPLE RESPONSES. FOR ALL RESPONSES GO TO Q7. WEB: Please select all that apply. FOR ALL RESPONSES GO TO Q7.
-------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------

Label	Value	Notes
Drive alone (car/truck)	1	
Carpool or share a ride as driver	2	
Carpool or share a ride as passenger	3	
Taxi	4	
Bicycle	5	
Motorcycle/moped/scooter	6	
Walking/rollerblading/skateboarding/jogging	7	
Ride share (e.g. Uber, Lyft, etc.)	8	
Other [ANCHOR]	95	
Don't know/Refused [ANCHOR]	99	

Single Mention Grid Question

[BASE: Q6a=1, 2, 3 or 99]
[Select an item MENTION GRID]
[LIST ORDER: In order]
[STATEMENT LIST ORDER: Randomize]

Q6bbb

Below is a list of possible reasons why some may choose not to use public transportation within their community. Using a scale of 1 to 5 where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement with each of the reasons listed.

RESPONDENT INSTRUCTION:	Please select one response per each row.
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Appendix - Questionnaire



RANDOMIZE	List	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Prefer not to answer
Statements	Value	1	2	3	4	5	99
Prefer to use personal vehicle	a	o	o	o	o	o	o
Prefer ride-sharing (Uber, Lyft, etc.)	b	o	o	o	o	o	o
Prefer to cycle or walk	c	o	o	o	o	o	o
No reason to travel	e	o	o	o	o	o	o
Negative perception(s) of public transportation	F	o	o	o	o	o	o
Concern for personal safety	g	o	o	o	o	o	o
Concern for personal health related to respiratory viruses (e.g. COVID-19, Influenza (Flu), etc.)	h	o	o	o	o	o	o
Bus frequency does not meet my needs	i	o	o	o	o	o	o
Takes too long to get where I need to go	j	o	o	o	o	o	o
Prefer using a taxi	k	o	o	o	o	o	o
Other – please specify							

Multiple Mention Question

[BASE: IF Q6a=4 OR 5]
 [MULTIPLE MENTIONS]
 [LIST ORDER: In order]

Q6c



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

Label	Value	Notes
Drive alone (car/truck)	1	
Carpool or share a ride as driver	2	
Carpool or share a ride as passenger	3	
Taxi	4	
Bicycle	5	
Motorcycle/moped/scooter	6	
Walking/rollerblading/skateboarding/jogging	7	
Ride share (e.g. Uber, Lyft, etc.)	8	
Other	95	
Don't know/Refused	99	

Multiple Mention Question

[BASE: IF Q6a=4 OR 5]
 [MULTIPLE MENTIONS]
 [LIST ORDER: In order]

Q6d

Why are you using local transit more often?

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: DO NOT READ. PROBE. CAN BE MULTIPLE RESPONSES. WEB: Please select all that apply.
-------------------------------------	---------------------------------------------------------------------------------------------------------------

Label – RANDOMIZE	Value	Notes
Convenient for me / close to bus routes	1	
Inexpensive compared to other transportation modes	2	
Better for the environment / less impact on climate change	3	
Helps reduce traffic in my community	4	
Important to continue supporting public transit and help fund it	5	
Lack of alternate transportation	6	
Support health goals (e.g., reach daily step count, get more exercise)	7	
Other	95	ANCHOR
Don't know/Refused	99	ANCHOR, EXCLUSIVE

Single Mention Question

Appendix - Questionnaire



[BASE: ALL]
[SINGLE MENTION]
[LIST ORDER: In order]

Q7

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

If you haven't taken public transit in the past year, that's fine—we just want your impression based on what you may have heard.

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: IF IMPROVED/WORSE: Would that be much or somewhat (improved/worse)? WEB: Please select one response.
-------------------------------------	------------------------------------------------------------------------------------------------------------------------------

Label – RANDOMIZE	Value	Notes
Much worse	1	
Somewhat worse	2	
Stayed the same	3	
Somewhat improved	4	
Much improved	5	
Don't know/Refused	99	

Single Mention Grid Question

[BASE ALL]
[SIMPLE MENTION GRID: ONE ANSWER PER EACH ROW]
[LIST ORDER: In order]
[STATEMENT LIST ORDER: Rotated]
[PROGRAMMER NOTES: MAR 29, 2016 CHANGED FROM 7-POINT SCALE TO FIVE POINT]

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.

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: READ STATEMENTS. REPEAT SCALE IF NEEDED. IF A RESPONDENT DOESN'T HAVE AN ANSWER, SELECT DK OPTION. IF A RESPONDENT STILL HESITATING TO ANSWER, ADD "THE OVERALL IMPRESSION" WORDING TO THE STATEMENT WEB: Please select one response per row.
-------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



	List	Extremely poor (1)	2	3	4	Excellent (5)	Prefer not to answer
Statements	Value	1	2	3	4	5	99
Fare prices are reasonable	a	o	o	o	o	o	o
Bus drivers are courteous	b	o	o	o	o	o	o
Frequency of scheduled service	c	o	o	o	o	o	o
Buses run on time/on schedule	d	o	o	o	o	o	o
Buses are clean/well-maintained	e	o	o	o	o	o	o
Availability and accuracy of schedule information	h	o	o	o	o	o	o
Buses not being overcrowded	i	o	o	o	o	o	o
Buses have a direct route	j	o	o	o	o	o	o
Bus fare payment options are convenient and easy to use	k	o	o	o	o	o	o
Buses have good connections with reasonable wait times	l	o	o	o	o	o	o
Bus stops have enough amenities such as shelters, benches, information and trash cans	m	o	o	o	o	o	o
Bus stops are clean and well maintained	n	o	o	o	o	o	o
Trip duration, that is the time from when you boarded to the time you got off the bus	o	o	o	o	o	o	o

Appendix - Questionnaire



Sense of safety and security							
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Single Mention Question

[BASE: ALL]
[SINGLE MENTION]
[LIST ORDER: In order]

Q12

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

RESPONDENT/INTERVIEWER INSTRUCTION: Please select one response.

Label	Value	Notes
Extremely Poor (1)	1	
(2)	2	
(3)	3	
(4)	4	
Excellent (5)	5	
Don't know/Refused	99	

Multiple Mention Question

[BASE: Q3 = 1]
[SINGLE MENTION]
[LIST ORDER: In order]

Q13

During your most recent trip, were there parts of the trip where you felt unsafe? [Select all that apply]

RESPONDENT/INTERVIEWER INSTRUCTION: Please select one or more response.

Label	Value	Notes
No, I felt safe throughout the trip	1	exclusive
Yes, I felt unsafe while travelling to my first stop	2	
Yes, I felt unsafe while waiting to board my first transit vehicle	3	
Yes, I felt unsafe while on-board	4	



Yes, I felt unsafe during a transfer	5	
Yes, I felt unsafe when exiting	6	
Yes, I felt unsafe while travelling to my final destination	7	
Don't know/not sure	8	exclusive

Single Mention Grid Question

[BASE ALL]
[SIMPLE MENTION GRID: ONE ANSWER PER EACH ROW]
[LIST ORDER: In order]
[STATEMENT LIST ORDER: Randomized]

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.

RESPONDENT/INTERVIEWER INSTRUCTION: **PHONE:** READ STATEMENTS. REPEAT SCALE IF NEEDED. IF A RESPONDENT DOESN'T HAVE AN ANSWER, SELECT DK OPTION. IF A RESPONDENT STILL HESITATING TO ANSWER, ADD "THE OVERALL IMPRESSION" WORDING TO THE STATEMENT
WEB: Please select one response per row.

Label	Value
a. Continuous cleaning and sanitizing of the buses that is visible to riders	1 2 3 4 5 6 7 8 9 10 Not at all important Extremely important Prefer not to answer
b. Expanding bus route coverage to new areas	-
c. Increasing bus frequency on busier routes	-
d. Providing transit on-demand (request transit pickup via app or phone)	-
e. Limiting stops (or introducing more express routes)	-
f. Provides a way to pay fares at both back and front entrances	-
g. Introducing the ability to pay fares via mobile app or credit card when boarding	-

Appendix - Questionnaire



h. Using more low carbon/electric powered buses to reduce carbon footprint	-
i. Free Wi-Fi	-
j. New fare packages or discount passes for using transit during off-peak hours	-

Multiple Mention Question

[BASE ALL]
[MULTIPLE MENTIONS]
[LIST ORDER: In order]

Q15

Where do you typically get information about your local transit system? Select all that apply.

RESPONDENT/INTERVIEWER INSTRUCTION: Please select all that apply.

Label	Value	Notes
Facebook	1	
Twitter	2	
BC Transit website (bctransit.com)	3	
At the bus stop	4	
Radio	5	
NextRide app	6	
TransitApp	7	
Other third party transit app on smartphone	8	
Google	9	
Newspaper	10	
Word of mouth	11	
Online/Internet (Non-specified)	12	
Through the city (e.g. city website, city hall etc.)	13	
Printed bus schedule	14	
Telephone	15	
Television	16	
Other	95	ANCHOR
None of the above	99	EXCLUSIVE

Single Mention Question

[BASE: ALL]
[SINGLE MENTION]
[LIST ORDER: In order]



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"?

RESPONDENT/INTERVIEWER INSTRUCTION: Please select one response.

Label	Value	Notes
0 - Not at all likely	1	
1	2	
2	3	
3	4	
4	5	
5	6	
6	7	
7	8	
8	9	
9	10	
10 - Extremely likely	11	
Don't know/not sure	12	

Single Mention Question

[BASE: ALL]
[SINGLE MENTION]
[LIST ORDER: In order]

Q17

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

RESPONDENT/INTERVIEWER INSTRUCTION: Please select one answer.

Label	Value	Notes
Yes	1	
No	2	
Prefer not to answer	99	

Single Mention Question

[BASE: ALL]
[SINGLE MENTION]
[LIST ORDER: In order]

Q18

Appendix - Questionnaire



The electronic fare payment system is called Umo. It is in its implementation phase, and soon you will be able to pay your fare with a new mobile app, credit card, debit card, reloadable smart card, and mobile wallet.

** For more information on Umo and the communities where it will be introduced, please visit <https://www.bctransit.com/umo>.

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?

RESPONDENT/INTERVIEWER INSTRUCTION: *Please select one answer.*

Label	Value	Notes
Very unlikely	1	
Unlikely	2	
Somewhat likely	3	
Likely	4	
Very likely	5	
Don't know/unsure	99	

Single Mention Question

[BASE: ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

X1

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

RESPONDENT/INTERVIEWER INSTRUCTION: **PHONE:** DO NOT READ. SINGLE RESPONSE. **WEB:** Please select one response

Label	Value	Notes
Yes	1	
No	2	

Numeric Question

[BASE: IF X1=1]

[DROPDOWN LIST]

[DECIMALS: 0]

X2

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

RESPONDENT/INTERVIEWER INSTRUCTION: *Please provide the number below*



Label	Value	Notes
1	1	
2	2	
3	3	
4	4	
5	5	
More than 5	6	
Prefer not to answer/Refused	99	

Single Mention Question

[BASE: X1=1]

[SINGLE MENTION]

[LIST ORDER: In order]

X3

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

RESPONDENT/INTERVIEWER INSTRUCTION: **PHONE:** DO NOT READ. SINGLE RESPONSE. **WEB:** Please select one response

Label	Value	Notes
1-2 days a week	1	
3+ days a week	2	
A few times a month	3	
A few times a year	4	
They do not use transit	5	
Prefer not to answer/Refused	99	

Single Mention Question

[BASE: X1=1]

[SINGLE MENTION]

[LIST ORDER: In order]

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?

Label	Value	Notes
Decreased	1	
Neither decreased nor increased	2	
Increased	3	

Appendix - Questionnaire



Single Mention Question

[BASE: X1=1]

[SINGLE MENTION]

[LIST ORDER: In order]

X5

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

Label	Value	Notes
Not at all important	1	
Slightly important	2	
Important	3	
Fairly important	3	
Very important	4	
Don't know	99	

Single Mention Question

[BASE: X1=1]

[SINGLE MENTION]

[LIST ORDER: In order]

X6

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

Label	Value	Notes
Very dissatisfied	1	
Dissatisfied	2	
Neutral	3	
Satisfied	4	
Very Satisfied	5	
Don't know	99	

DEMOGRAPHICS

And just a few questions for classification purposes only.

Single Mention Question



[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D6

In terms of employment (including self-employment), how would you describe yourself?

RESPONDENT/INTERVIEWER INSTRUCTION:	Please select one response
-------------------------------------	----------------------------

Label	Value	Notes
Employed full time (30 hours or more per week)	1	
Employed part time (less than 30 hours per week)	2	
Unable to work	3	
Unemployed	4	
Stay at home parent	5	
Retired	6	
Prefer not to answer	7	

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D7

Are you currently attending school?

RESPONDENT/INTERVIEWER INSTRUCTION:	Please select one response
-------------------------------------	----------------------------

Label	Value	Notes
Not currently a student	1	
Yes, High school student	2	
Yes, Full time postsecondary student	3	
Yes, Part time postsecondary student	4	
Yes, Student in vocational college	5	
Prefer not to answer	6	

Appendix - Questionnaire



Multiple Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D8

Do you identify as any of the following? [Select all that apply]

RESPONDENT/INTERVIEWER INSTRUCTION:	Please select one response
-------------------------------------	----------------------------

Label	Value	Notes
Racialized minority	1	
Persons with disabilities (including physical and/or mental health disability)	2	
Indigenous (as defined in Canada as First Nations, Métis or Inuit)	3	
New to Canada (less than 1 year)	4	
LGBTQ2S+	5	
None of the above [EXCLUSIVE]	6	
Prefer not to answer [EXCLUSIVE]	7	

Single Mention Question

[BASE: ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D9

Lastly, is your total annual household income before taxes under \$45,000 or \$45,000 or more? – Telephone only; then provide categories as below.

Please indicate which of the following represents your total household income per year before taxes. -

RESPONDENT/INTERVIEWER INSTRUCTION:	Please select one response
-------------------------------------	----------------------------

Label	Value	Notes
Less than \$20,000	1	
\$20,000 - \$29,999	2	
\$30,000-\$39,999	3	



\$40,000-\$49,999	4	
\$50,000-\$59,999	5	
\$60,000-\$69,999	6	
\$70,000-\$99,999	7	
\$100,000-\$149,999	8	
\$150,000 or more	9	
Prefer not to answer/Refused	99	

Web: Thank you for participating in this survey! Have a great day!

Appendix – Survey Instrument

Q1 2023

BC Transit CSAT and Rider Experience Questionnaire Monthly Tracking Survey

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D1

Do you or any person in your household work for the local transit system or local, municipal or regional council?

Label	Value	Notes
Yes	1	PHONE: THANK AND TERMINATE WEB: TERMINATE
No	2	

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D2

Are you under 45 or are you 45 or older? – Telephone only

In which of the following age categories do you fall? - Web

RESPONDENT/INTERVIEWER INSTRUCTION:

Label	Value	Notes
Less than 19 years of age	0	Terminate
19-24	1	
25-34	2	
35-44	3	
45-54	4	
55-64	5	
65 and older	6	
Prefer not to answer	99	

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q1 2023

D3

PHONE: Record gender (do not ask)

WEB: Please indicate your gender identity.

Label	Value	Notes
Female	1	
Male	2	
Nonbinary	3	
Two-spirit	4	
Another gender not listed above	95	THIS OPTION IS ONLY FOR THE WEB VERSION
Prefer not to answer	99	THIS OPTION IS ONLY FOR THE WEB VERSION

Text Answer Question

[BASE: ASK ALL]

D4

What are the first 3 digits of your postal code?

If FSA is outside of the defined region (e.g., Vancouver) the respondent will terminate.

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D5

PHONE: Can you confirm that you live in (import municipality from file) CHECK AGAINST QUOTAS

If no: record community using list from sample frame and re-classify quota group if necessary.

WEB: Which municipality/city/region do you live in? [Select an answer or begin typing]

Label	Value	Notes
Victoria	1	
Oak Bay	2	
Esquimalt	3	
Saanich	4	
Central Saanich	5	

Appendix – Survey Instrument

Q1 2023

North Saanich	6	
Sidney	7	
View Royal	8	
Colwood	9	
Langford	10	
Highlands	11	
Metchosin	12	
Sooke	13	
Other (including Juan de Fuca EA)	14	
Central Fraser Valley	15	
Kamloops	16	
Kelowna	17	
Nanaimo	18	
Prince George	19	
Whistler	20	
Campbell River	21	
Chilliwack	22	
Comox Valley	23	
Cowichan Valley	24	
Penticton	25	
Vernon	26	
Cranbrook	27	
Dawson Creek	28	
Fort St. John	29	
Kitimat	30	
Kootenay Boundary	31	
Nelson	32	
Port Alberni	33	
Powell River	34	
Prince Rupert	35	
Squamish	36	
Sunshine Coast	37	
Terrace	38	
Other: Please specify _____	39	

Q1 2023

[BASE: SHOW ALL ONCE QUALIFIED]

This survey is about your experience with, and perceptions about, BC Transit. This survey will take approximately 7-10 minutes to complete.

Your participation is voluntary and any information you provide will remain strictly confidential and used for statistical purposes only. We will be asking questions about you to make sure that we are getting opinions from a variety of people living in British Columbia (excluding the Vancouver Region).

Personal information is collected for the purpose of assessment and will assist BC Transit in providing excellent services for its residents. Collection is authorized under section 26(c) and (e) of the Freedom of Information and Protection of Privacy (FOIP) Act and is managed and protected in accordance with the Act. **For any questions about the collection, please contact Voice of the Rider, BC Transit, by phone at 250-812-6545, via email at voiceoftherider@bctransit.com or by mail at 520 Gorge Rd East, PO Box 9861, Victoria BC, V8W 9T5.** You may also contact Pivotal Research at 1-877-421-1199 for any questions.

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q1

Who do you think is responsible for your local transit system?

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: PROBE. DO NOT READ LIST. CAN BE MULTIPLE RESPONSES. WEB: Please select all that apply
-------------------------------------	---------------------------------------------------------------------------------------------------------------

Label	Value	Notes
BC Transit	1	
Local/municipal government	2	
TransLink	3	
Other (Please Specify: _____)	95	
No/Don't know	99	

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q3

Have you used the local public bus system within the last year?

Appendix – Survey Instrument

Q1 2023

Label	Value	Notes
Yes	1	Go to Q4
No	2	Go to Q3a
Don't know	99	GO TO Q11
Prefer not to answer	99	GO TO Q11

Multiple Mention Question

[BASE: IF Q3=2]
 [SINGLE MENTION]
 [LIST ORDER: In order]
Q3a

Why have you not used the local public bus system within the last year?

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: PROBE. DO NOT READ LIST. CAN BE MULTIPLE RESPONSES. WEB: Please select all that apply
-------------------------------------	---------------------------------------------------------------------------------------------------------------

Label	Value	Notes
Don't need to use the bus	1	GO TO Q11
Use my own car more	2	GO TO Q11
Moved – no bus service/don't need to use the bus	3	GO TO Q11
Changed job/ school - no bus service /don't need to use the bus	4	GO TO Q11
Due to personal health concerns related to respiratory viruses (e.g. COVID-19, Influenza (Flu), etc.)	5	GO TO Q11
Working at home	6	GO TO Q11
Not working/laid off	7	GO TO Q11
Don't feel safe on public transit	8	GO TO Q11
School/college/university classes now online	9	GO TO Q11
Bus frequency does not meet my needs	10	GO TO Q11
Bus takes too long to get to where I need to go	11	GO TO Q11
Riding my bike more often	12	GO TO Q11
Use taxi more often	13	GO TO Q11
Use ride sharing (eg. Uber, Lyft etc.) more often	14	GO TO Q11

Q1 2023

Never use transit/not at all interested in using transit [ANCHOR EXCLUSIVE]	15	GO TO Q11
Other—please specify [ANCHOR]	95	GO TO Q11
Don't know/Refused [Anchor]	99	GO TO Q11

Single Mention Question

[BASE: IF Q3=1]
 [SINGLE MENTION]
 [LIST ORDER: In order]
Q4

When did you last use the public bus system? Was it...

RESPONDENT/INTERVIEWER INSTRUCTION:	Read
-------------------------------------	------

Label	Value	Notes
In the past 24 hours	1	
In the past seven days	2	
In the past month	3	GO TO Q5a
One to three months ago, or	4	GO TO Q5a
Was it more than three months ago	5	GO TO Q5a
Don't know/Refused	99	

Numeric Question

[BASE: IF Q4=1 or 2]
 [NUMERIC RANGE=MIN 0, MAX 100]
 [DECIMALS: 0]
Q5

How many one-way trips did you make on public transit in the past seven days? Please count going to and from a destination as 2 one-way trips.

RESPONDENT/INTERVIEWER INSTRUCTION:	Please provide the number below
-------------------------------------	---------------------------------

Label	Value	Notes
None	000	
Don't know/Refused	99	

Single Mention Question

[BASE: IF Q3=1]

Appendix – Survey Instrument

Q1 2023

[SINGLE MENTION]
[LIST ORDER: In order]

Q5a

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

RESPONDENT/INTERVIEWER INSTRUCTION: **PHONE:** DO NOT READ LIST.
WEB: Please select one response

Label	Value	Notes
Going to or from work	1	
Going to or from school	2	
Going to or from shopping	3	
Conducting personal business (such as going to the doctor or bank, etc.)	4	
Entertainment or social reasons (such as visiting friends or relatives)	5	
Going to the ferry terminal/airport	6	
Other	95	
Don't know/Refused	99	

Single Mention Question

[BASE: IF Q3=1]
[SINGLE MENTION]

[LIST ORDER: In order]

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?

RESPONDENT/INTERVIEWER INSTRUCTION: **PHONE: IF MORE OR LESS:** Would that be much (more/less) often or somewhat (more/less) often?
WEB: Please select one response

Label	Value	Notes
Much less often	1	GO TO Q6b
Somewhat less often	2	GO TO Q6b
About the same	3	GO TO Q6bbb
Somewhat more often	4	GO TO Q6c
Much more often	5	GO TO Q6c
Don't know/Refused	99	PHONE – GO TO Q6bbb

Q1 2023

Prefer not to answer	99	WEB – GO TO Q6bbb
----------------------	----	-------------------

Multiple Mention Question

[BASE: IF Q6a=1 OR 2]

[MULTIPLE MENTIONS]

[LIST ORDER: In order]

Q6b

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

RESPONDENT/INTERVIEWER INSTRUCTION: **PHONE:** DO NOT READ. PROBE. CAN BE MULTIPLE RESPONSES. FOR ALL RESPONSES GO TO Q11.
WEB: Please select all that apply. FOR ALL RESPONSES GO TO Q11.

Label	Value	Notes
Drive alone (car/truck)	1	
Carpool or share a ride as driver	2	
Carpool or share a ride as passenger	3	
Taxi	4	
Bicycle	5	
Motorcycle/moped/scooter	6	
Walking/rollerblading/skateboarding/jogging	7	
Ride share (e.g. Uber, Lyft, etc.)	8	
Other	95	
Don't know/Refused	99	

Single Mention Grid Question

[BASE: Q6a=1, 2, 3 or 99]

[Select an item MENTION GRID]

[LIST ORDER: In order]

[STATEMENT LIST ORDER: Randomize]

Q6bbb

Below is a list of possible reasons why some may choose not to use public transportation within their community. Using a scale of 1 to 5 where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement with each of the reasons listed.

RESPONDENT INSTRUCTION: *Please select one response per each row.*

Appendix – Survey Instrument

Q1 2023

RANDOMIZE	List	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Prefer not to answer
Statements	Value	1	2	3	4	5	99
Prefer to use personal vehicle	a	o	o	o	o	o	o
Prefer ride-sharing (Uber, Lyft, etc.)	b	o	o	o	o	o	o
Prefer to cycle or walk	c	o	o	o	o	o	o
No reason to travel	d	o	o	o	o	o	o
Negative perception(s) of public transportation	e	o	o	o	o	o	o
Concern for personal safety	f	o	o	o	o	o	o
Concern for personal health related to respiratory viruses (e.g. COVID-19, Influenza (Flu), etc.)	g	o	o	o	o	o	o
Bus frequency does not meet my needs	h	o	o	o	o	o	o
Takes too long to get where I need to go	i	o	o	o	o	o	o
Prefer using a taxi	j	o	o	o	o	o	o
Other – please specify	k						

Multiple Mention Question

[BASE: IF Q6a=4 OR 5]
 [MULTIPLE MENTIONS]
 [LIST ORDER: In order]

Q6c

Q1 2023

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

Label	Value	Notes
Drive alone (car/truck)	1	
Carpool or share a ride as driver	2	
Carpool or share a ride as passenger	3	
Taxi	4	
Bicycle	5	
Motorcycle/moped/scooter	6	
Walking/rollerblading/skateboarding/jogging	7	
Ride share (e.g. Uber, Lyft, etc.)	8	
Other	95	
Don't know/Refused	99	

Multiple Mention Question

[BASE: IF Q6a=4 OR 5]
 [MULTIPLE MENTIONS]
 [LIST ORDER: In order]

Q6d

Why are you using local transit more often?

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: DO NOT READ. PROBE. CAN BE MULTIPLE RESPONSES. WEB: Please select all that apply.
-------------------------------------	---------------------------------------------------------------------------------------------------------------

Label – RANDOMIZE	Value	Notes
Convenient for me / close to bus routes	1	
Inexpensive compared to other transportation modes	2	
Better for the environment / less impact on climate change	3	
Helps reduce traffic in my community	4	
Important to continue supporting public transit and help fund it	5	
Lack of alternate transportation	6	
Support health goals (e.g., reach daily step count, get more exercise)	7	
Other – please specify	95	ANCHOR
Don't know/Refused	99	ANCHOR, EXCLUSIVE

Single Mention Question

Appendix – Survey Instrument

Q1 2023

[BASE: ALL]
[SINGLE MENTION]
[LIST ORDER: In order]

Q7

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

If you haven't taken public transit in the past year, that's fine—we just want your impression based on what you may have heard.

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: IF IMPROVED/WORSE: Would that be much or somewhat (improved/worse)? WEB: Please select one response.
-------------------------------------	------------------------------------------------------------------------------------------------------------------------------

Label – RANDOMIZE	Value	Notes
Much worse	1	
Somewhat worse	2	
Stayed the same	3	
Somewhat improved	4	
Much improved	5	
Don't know/Refused	99	

Single Mention Grid Question

[BASE ALL]
[SIMPLE MENTION GRID: ONE ANSWER PER EACH ROW]
[LIST ORDER: In order]
[STATEMENT LIST ORDER: Rotated]
[PROGRAMMER NOTES: MAR 29, 2016 CHANGED FROM 7-POINT SCALE TO FIVE POINT]

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.

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: READ STATEMENTS. REPEAT SCALE IF NEEDED. IF A RESPONDENT DOESN'T HAVE AN ANSWER, SELECT DK OPTION. IF A RESPONDENT STILL HESITATING TO ANSWER, ADD "THE OVERALL IMPRESSION" WORDING TO THE STATEMENT WEB: Please select one response per row.
-------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Q1 2023

	List	Extremely poor				Excellent	Prefer not to answer
Statements	Value	1	2	3	4	5	99
Fare prices are reasonable	a	o	o	o	o	o	o
Bus drivers are courteous	b	o	o	o	o	o	o
Frequency of scheduled service	c	o	o	o	o	o	o
Buses run on time/on schedule	d	o	o	o	o	o	o
Buses are clean/well-maintained	e	o	o	o	o	o	o
Availability and accuracy of schedule information	f	o	o	o	o	o	o
Buses not being overcrowded	g	o	o	o	o	o	o
Buses have a direct route	h	o	o	o	o	o	o
Bus fare payment options are convenient and easy to use	i	o	o	o	o	o	o
Buses have good connections with reasonable wait times	j	o	o	o	o	o	o
Bus stops have enough amenities such as shelters, benches, information and trash cans	k	o	o	o	o	o	o
Bus stops are clean and well maintained	l	o	o	o	o	o	o
Trip duration, that is the time from when you boarded to the time you got off the bus	m	o	o	o	o	o	o
Sense of safety and security	n						

Appendix – Survey Instrument

Q1 2023

Single Mention Question

[BASE: ALL]
[SINGLE MENTION]
[LIST ORDER: In order]
Q12

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

RESPONDENT/INTERVIEWER INSTRUCTION: *Please select one response.*

Label	Value	Notes
Extremely Poor	1	
	2	
	3	
	4	
Excellent	5	
Don't know/Refused	99	

Multiple Mention Question

[BASE: ALL]
[SINGLE MENTION]
[LIST ORDER: In order]
Q13

During your most recent trip, were there parts of the trip where you felt unsafe? [Select all that apply]

RESPONDENT/INTERVIEWER INSTRUCTION: *Please select one or more response.*

Label	Value	Notes
No, I felt safe throughout the trip	1	exclusive
Yes, I felt unsafe while travelling to my first stop	2	
Yes, I felt unsafe while waiting to board my first transit vehicle	3	
Yes, I felt unsafe while on-board	4	
Yes, I felt unsafe during a transfer	5	
Yes, I felt unsafe when exiting	6	

Q1 2023

Yes, I felt unsafe while travelling to my final destination	7	
Don't know/not sure	8	exclusive

Single Mention Grid Question

[BASE ALL]
[SIMPLE MENTION GRID: ONE ANSWER PER EACH ROW]
[LIST ORDER: In order]
[STATEMENT LIST ORDER: Randomized]
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.

RESPONDENT/INTERVIEWER INSTRUCTION:	PHONE: READ STATEMENTS. REPEAT SCALE IF NEEDED. IF A RESPONDENT DOESN'T HAVE AN ANSWER, SELECT DK OPTION. IF A RESPONDENT STILL HESITATING TO ANSWER, ADD "THE OVERALL IMPRESSION" WORDING TO THE STATEMENT WEB: Please select one response per row.
-------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Label	Value
a. Continuous cleaning and sanitizing of the buses that is visible to riders	1 2 3 4 5 6 7 8 9 10 Not at all important Extremely important
b. Expanding bus route coverage to new areas	-
c. Increasing bus frequency on busier routes	-
d. Providing transit on-demand (request transit pickup via app or phone)	-
e. Limiting stops (or introducing more express routes)	-
f. Provides a way to pay fares at both back and front entrances	-
g. Introducing the ability to pay fares via mobile app or credit card when boarding	-
h. Using more low carbon/electric powered buses to reduce carbon footprint	-
i. Free Wi-Fi	-
j. New fare packages or discount passes for using transit during off-peak hours	-

Appendix – Survey Instrument

Q1 2023

Multiple Mention Question

[BASE ALL]
[MULTIPLE MENTIONS]
[LIST ORDER: In order]

Q15

Where do you typically get information about your local transit system? Select all that apply.

RESPONDENT/INTERVIEWER INSTRUCTION: Please select all that apply.

Label	Value	Notes
Facebook	1	
Twitter	2	
BC Transit website (bctransit.com)	3	
At the bus stop	4	
Radio	5	
NextRide app	6	
TransitApp	7	
Other third party transit app on smartphone	8	
Google	9	
Newspaper	10	
Word of mouth	11	
Online/Internet (Non-specified)	12	
Through the city (e.g. city website, city hall etc.)	13	
Printed bus schedule	14	
Telephone	15	
Television	16	
Other (please specify)	95	ANCHOR
None of the above	99	EXCLUSIVE

Single Mention Question

[BASE: ALL]
[SINGLE MENTION]
[LIST ORDER: In order]

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"?

Q1 2023

RESPONDENT/INTERVIEWER INSTRUCTION: Please select one response.

Label	Value	Notes
0 - Not at all likely	1	
1	2	
2	3	
3	4	
4	5	
5	6	
6	7	
7	8	
8	9	
9	10	
10 - Extremely likely	11	
Don't know/not sure	12	

Single Mention Question

[BASE: ALL]
[SINGLE MENTION]
[LIST ORDER: In order]

Q17

Have you used the new electronic fare system (Umo)?

RESPONDENT/INTERVIEWER INSTRUCTION: Please select one answer.

Label	Value	Notes
Yes	1	
No	2	
No, it's not available in my transit system	3	
Prefer not to answer	99	

Single Mention Question

[BASE: ALL]
[SINGLE MENTION]
[LIST ORDER: In order]

Q18

the electronic fare payment system called Umo. It's in its implementation phase, and soon you will be able to pay your fare with a new mobile app, credit card, debit card, reloadable smart card, and mobile wallet.

Appendix – Survey Instrument

Q1 2023

** For more information on Umo and the communities where it will be introduced, please visit <https://www.bctransit.com/umo>.

On a scale of 1 to 5 where 1 is Very dissatisfied and 5 is Very satisfied, how satisfied are you with the new electronic fare system?

RESPONDENT/INTERVIEWER INSTRUCTION: *Please select one answer.*

Label	Value	Notes
Very dissatisfied	1	
Dissatisfied	2	
Neutral	3	
Satisfied	4	
Very satisfied	5	
Don't know/unsure	99	

Single Mention Question

[BASE: ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

X1

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

RESPONDENT/INTERVIEWER INSTRUCTION: **PHONE:** DO NOT READ. SINGLE RESPONSE. **WEB:** Please select one response

Label	Value	Notes
Yes	1	
No	2	

Numeric Question

[BASE: IF X1=1]

[DROPDOWN LIST]

[DECIMALS: 0]

X2

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

RESPONDENT/INTERVIEWER INSTRUCTION: *Please provide the number below*

Label	Value	Notes
-------	-------	-------

Q1 2023

1	1	
2	2	
3	3	
4	4	
5	5	
6+	6	
Prefer not to answer/Refused	99	

Single Mention Question

[BASE: X1=1]

[SINGLE MENTION]

[LIST ORDER: In order]

X3

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

RESPONDENT/INTERVIEWER INSTRUCTION: **PHONE:** DO NOT READ. SINGLE RESPONSE. **WEB:** Please select one response

Label	Value	Notes
3+ days a week	1	
1-2 days a week	2	
A few times a month	3	
A few times a year	4	
They do not use transit	5	
Prefer not to answer/Refused	99	

Single Mention Question

[BASE: X1=1]

[SINGLE MENTION]

[LIST ORDER: In order]

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?

Label	Value	Notes
Increased	1	
Neither decreased nor increased	2	
Decreased	3	

Single Mention Question

[BASE: X1=1]

[SINGLE MENTION]

Appendix – Survey Instrument

Q1 2023

[LIST ORDER: In order]

X5

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

Label	Value	Notes
Very much important	1	
Somewhat important	2	
Not really important	3	
Not at all important	4	

Single Mention Question

[BASE: X1=1]

[SINGLE MENTION]

[LIST ORDER: In order]

X6

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

Label	Value	Notes
Very dissatisfied	1	
Dissatisfied	2	
Neutral	3	
Satisfied	4	
Very Satisfied	5	

DEMOGRAPHICS

And just a few questions for classification purposes only.

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D6

In terms of employment (including self-employment), how would you describe yourself?

Q1 2023

RESPONDENT/INTERVIEWER INSTRUCTION:	Please select one response
-------------------------------------	----------------------------

Label	Value	Notes
Employed full time (30 hours or more per week)	1	
Employed part time (less than 30 hours per week)	2	
Unable to work	3	
Unemployed	4	
Stay at home parent	5	
Retired	6	
Prefer not to answer	7	

Single Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D7

Are you currently attending school?

RESPONDENT/INTERVIEWER INSTRUCTION:	Please select one response
-------------------------------------	----------------------------

Label	Value	Notes
Not currently a student	1	
Yes, High school student	2	
Yes, Full time postsecondary student	3	
Yes, Part time postsecondary student	4	
Yes, Student in vocational college	5	
Prefer not to answer	6	

Multiple Mention Question

[BASE: ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D8

Appendix – Survey Instrument

Q1 2023

Do you identify as any of the following? [Select all that apply]

RESPONDENT/INTERVIEWER INSTRUCTION:	Please select one response
-------------------------------------	----------------------------

Label	Value	Notes
Racialized minority	1	
Persons with disabilities (including physical and/or mental health disability)	2	
Indigenous (as defined in Canada as First Nations, Métis or Inuit)	3	
New to Canada (less than 1 year)	4	
LGBTQ2S+	5	
None of the above	6	
Prefer not to answer	7	

Single Mention Question

[BASE: ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

D9

Lastly, is your total annual household income before taxes under \$45,000 or \$45,000 or more? – Telephone only; then provide categories as below.

Please indicate which of the following represents your total household income per year before taxes. -

RESPONDENT/INTERVIEWER INSTRUCTION:	Please select one response
-------------------------------------	----------------------------

Label	Value	Notes
Less than \$20,000	1	
\$20,000 - \$29,999	2	
\$30,000-\$39,999	3	
\$40,000-\$49,999	4	
\$50,000-\$59,999	5	
\$75,000-\$99,999	6	
\$100,000-\$149,999	7	
\$150,000 or more	8	
Prefer not to answer/Refused	99	

Web: Thank you for participating in this survey! Have a great day!

Thank-you



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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.