

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

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High Satisfaction with Edmonton Transit Service

Half say they experience unexpected delays often

Toronto, May 29th, 2019 - In a random sampling of public opinion taken by the Forum Poll™ among 1936 randomly selected transit users in Toronto, Calgary, Edmonton, Vancouver, and Montreal 16 years of age and older, two-thirds (TOP2: 66%) of Edmonton transit users say they are satisfied with the ETS, with almost 1 in 5 (19%) saying they are very satisfied and almost half (47%) saying they are somewhat satisfied.

More can be done for anticipated population growth

Although high levels of overall satisfaction, about 3 in 5 (59%) respondents say they do not think enough is being done to expand public transit to accommodate Edmonton future population growth. This opinion is most prevalent for those making \$100-\$250k (71%) and those who walk (74%) or use a private vehicle (64%) as their mode of transportation.

ETS is viewed as clean

7 in 10 (TOP2: 70%) respondents say the ETS system is clean, with 1 in 5 (20%) saying it is very clean and half (50%) saying it is somewhat clean. 3 in 10 (BTM2: 30%) respondents say the ETS system is clean, with one-sixth (17%) saying it is not very clean and one-eighth (13%) saying it is not clean at all.

ETS is seen as frequent

Two-thirds (TOP2: 66%) say the service provided by the ETS is frequent, with about one-sixth (15%) saying it is very frequent. One-third (BTM2: 34%) say the service is infrequent, with about one-fifth (22%) saying it is not very frequent and just over 1 in 10 (12%) saying it is not frequent at all.

ETS is reliable

Three-quarters (75%) say that the services provided by the ETS are reliable, with just over one-quarter (26%) saying it is very reliable and about 1 in 2 (49%) saying it is somewhat reliable. Perception of reliability increase with age (TOP2: 60% of those aged 16 to 34 vs. 88% of those 55 and older).

Nearly half are impacted by delays

Just under half of respondents (TOP2: 48%) who travel on ETS are impacted by unexpected delays. This trend generally decreases with age (TOP2: 65% of those aged 16 to 34 vs. 35% of those 65 and older).



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ETS is perceived as a good value for money

About two-thirds (TOP2: 65%) say that the ETS provides good value for money, with nearly 1 in 5 (19%) saying it is a very good value for money. This trend increases with age (TOP2: 55% of those aged 16 to 34 vs. 78% of those 65 and older).

ETS riders are courteous

Nearly three-quarters (TOP2: 74%) say other ETS riders are courteous, with about one-sixth (16%) saying other riders are very courteous and nearly 3 in 5 (59%) saying other riders are somewhat courteous. Just over one-quarter (26%) say riders are uncourteous, with about 1 in 10 (11%) saying riders are not very courteous and almost one-sixth (15%) saying they are not at all courteous.

3 in 10 use the ETS every day

Just under one-third (30%) use the ETS every day, with almost half (49%) of respondents aged 16 to 34 saying they use it every day. 1 in 5 (20%) who say they use a private vehicle also say they use the ETS every day.

1 in 10 respondents use the ETS more than once per day (10%), once a week (8%) and once a month (9%), where one-eighth (13%) either use the ETS a few times per week or a few times per month. Almost two-fifths (18%) use the ETS less than once per month.

“Nearly half of Edmonton transit users say they often experience unexpected delays,” said Dr. Lorne Bozinoff, President of Forum Research. “While ETS scores highly in many categories, addressing delays, and the concerns of its riders about its expansion in response to population growth, will drive these scores even higher.”

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.



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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1936 randomly selected transit users in Toronto, Calgary, Edmonton, Vancouver, and Montreal, 16 years of age or older. The poll was conducted May 24th-May 27th, 2019.

Results based on the total sample are considered accurate +/- 2.23%, 19 times out of 20, measured as the average deviation across all response categories. Subsample results will be less accurate. Margins of error for subsample (such as age, gender, or city) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at forumpoll.com.



Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses (EXAMPLE ONLY):

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

Due to rounding some numbers may not add up to 100

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Overall Satisfaction

Overall, how satisfied or dissatisfied are you with the ETS?

Age/Gender

%	Total	16-34	35-44	45-54	55-64	65+	Male	Female	Other
Sample	311	42	62	54	74	79	179	122	10
NET: TOP2	66	67	56	66	72	72	62	73	30
NET: BTM2	34	33	44	34	28	28	38	27	70
Very satisfied	19	16	17	24	22	20	15	24	10
Somewhat satisfied	47	51	39	42	50	51	47	49	20
Somewhat dissatisfied	21	15	35	21	20	20	18	22	60
Very dissatisfied	13	18	9	13	8	8	21	5	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K +	Prefer not to answer
Sample	311	41	41	34	34	50	63	8	40
NET: TOP2	66	88	62	76	65	41	60	58	75
NET: BTM2	34	12	38	24	35	59	40	42	25
Very satisfied	19	35	15	22	23	5	18	34	15
Somewhat satisfied	47	53	47	54	42	36	42	24	61
Somewhat dissatisfied	21	6	30	21	26	24	30	24	16
Very dissatisfied	13	7	8	3	9	35	11	17	9

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	311	56	81	118	56
NET: TOP2	66	66	70	60	72
NET: BTM2	34	34	30	40	28
Very satisfied	19	19	19	16	23
Somewhat satisfied	47	47	50	44	49
Somewhat dissatisfied	21	17	18	31	17
Very dissatisfied	13	18	12	9	11



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Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	311	125	118	17	17	14	20
NET: TOP2	66	65	64	55	80	91	71
NET: BTM2	34	35	36	45	20	9	29
Very satisfied	19	15	21	12	31	36	12
Somewhat satisfied	47	50	44	42	49	55	59
Somewhat dissatisfied	21	27	17	34	16	0	24
Very dissatisfied	13	8	18	12	4	9	5



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Expansion

Do you think enough is being done to expand public transit to accommodate Edmonton future population growth?

Age/Gender

%	Total	16-34	35-44	45-54	55-64	65+	Male	Female	Other
Sample	311	42	62	54	74	79	179	122	10
Yes	41	37	38	47	44	48	40	43	30
No	59	63	62	53	56	52	60	57	70

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K +	Prefer not to answer
Sample	311	41	41	34	34	50	63	8	40
Yes	41	46	52	62	34	43	29	54	31
No	59	54	48	38	66	57	71	46	69

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	311	56	81	118	56
Yes	41	45	37	38	49
No	59	55	63	62	51

Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	311	125	118	17	17	14	20
Yes	41	36	45	52	26	62	44
No	59	64	55	48	74	38	56



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Cleanliness

In your opinion, how clean is ETS system, overall?

Age/Gender

%	Total	16-34	35-44	45-54	55-64	65+	Male	Female	Other
Sample	311	42	62	54	74	79	179	122	10
NET: TOP2	70	59	67	77	82	82	72	68	70
NET: BTM2	30	41	33	23	18	18	28	32	30
Very clean	20	22	7	26	22	27	20	22	0
Somewhat clean	50	38	60	51	60	55	53	45	70
Not very clean	17	21	20	12	13	12	13	20	20
Not clean at all	13	20	13	11	5	7	14	12	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K +	Prefer not to answer
Sample	311	41	41	34	34	50	63	8	40
NET: TOP2	70	66	63	84	81	59	82	48	69
NET: BTM2	30	34	37	16	19	41	18	52	31
Very clean	20	34	13	38	22	10	25	0	13
Somewhat clean	50	33	51	45	59	49	57	48	57
Not very clean	17	15	25	6	11	15	13	34	23
Not clean at all	13	19	11	10	8	27	5	17	7

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	311	56	81	118	56
NET: TOP2	70	65	63	71	88
NET: BTM2	30	35	37	29	12
Very clean	20	20	24	17	22
Somewhat clean	50	45	39	54	67
Not very clean	17	7	29	23	3
Not clean at all	13	28	8	6	8



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Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	311	125	118	17	17	14	20
NET: TOP2	70	67	67	86	95	85	67
NET: BTM2	30	33	33	14	5	15	33
Very clean	20	13	23	26	17	41	32
Somewhat clean	50	54	44	60	78	44	35
Not very clean	17	14	22	0	5	8	28
Not clean at all	13	19	11	14	0	7	5



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Frequency of Service

Overall, how frequent is the service provided by ETS?

Age/Gender

%	Total	16-34	35-44	45-54	55-64	65+	Male	Female	Other
Sample	311	42	62	54	74	79	179	122	10
NET: TOP2	66	62	61	72	75	69	64	69	60
NET: BTM2	34	38	39	28	25	31	36	31	40
Very frequent	15	10	14	22	18	17	17	14	0
Somewhat frequent	52	53	47	49	57	52	47	55	60
Not very frequent	22	15	35	24	16	27	20	22	40
Not frequent at all	12	23	4	5	9	3	16	9	0

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K +	Prefer not to answer
Sample	311	41	41	34	34	50	63	8	40
NET: TOP2	66	63	70	67	63	47	68	46	87
NET: BTM2	34	37	30	33	37	53	32	54	13
Very frequent	15	9	24	20	24	4	16	0	16
Somewhat frequent	52	53	46	46	38	42	52	46	71
Not very frequent	22	14	28	24	31	25	25	36	11
Not frequent at all	12	24	2	9	6	28	6	17	2



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	311	56	81	118	56
NET: TOP2	66	65	70	60	75
NET: BTM2	34	35	30	40	25
Very frequent	15	10	16	14	22
Somewhat frequent	52	55	53	46	53
Not very frequent	22	12	25	33	13
Not frequent at all	12	23	5	7	12

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Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	311	125	118	17	17	14	20
NET: TOP2	66	57	70	81	73	88	65
NET: BTM2	34	43	30	19	27	12	35
Very frequent	15	10	19	8	19	0	20
Somewhat frequent	52	47	51	73	53	88	45
Not very frequent	22	28	19	14	17	12	29
Not frequent at all	12	15	11	5	10	0	6



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Reliability

Generally, how reliable is the service provided by ETS?

Age/Gender

%	Total	16-34	35-44	45-54	55-64	65+	Male	Female	Other
Sample	311	42	62	54	74	79	179	122	10
NET: TOP2	75	60	78	81	88	88	79	71	70
NET: BTM2	25	40	22	19	12	12	21	29	30
Very reliable	26	16	21	25	39	46	24	30	0
Somewhat reliable	49	44	57	56	50	43	55	41	70
Not very reliable	16	29	13	9	8	5	14	18	20
Not reliable at all	9	11	9	11	4	7	7	11	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K +	Prefer not to answer
Sample	311	41	41	34	34	50	63	8	40
NET: TOP2	75	74	70	81	91	83	81	48	61
NET: BTM2	25	26	30	19	9	17	19	52	39
Very reliable	26	30	30	43	43	14	27	12	15
Somewhat reliable	49	44	40	38	48	69	53	36	46
Not very reliable	16	5	21	16	7	11	16	34	28
Not reliable at all	9	21	9	3	2	6	4	17	11

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	311	56	81	118	56
NET: TOP2	75	84	62	78	75
NET: BTM2	25	16	38	22	25
Very reliable	26	27	20	29	31
Somewhat reliable	49	57	43	50	44
Not very reliable	16	4	29	13	18
Not reliable at all	9	12	9	9	7



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Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	311	125	118	17	17	14	20
NET: TOP2	75	75	72	74	87	91	75
NET: BTM2	25	25	28	26	13	9	25
Very reliable	26	23	30	20	15	20	37
Somewhat reliable	49	52	42	54	72	71	38
Not very reliable	16	11	21	18	8	5	20
Not reliable at all	9	14	7	8	5	4	5



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Delays

How often is your travel on ETS impacted by unexpected delays?

Age/Gender

%	Total	16-34	35-44	45-54	55-64	65+	Male	Female	Other
Sample	311	42	62	54	74	79	179	122	10
NET: TOP2	48	65	45	43	27	35	43	52	70
NET: BTM2	52	35	55	57	73	65	57	48	30
Very often	19	30	13	14	13	8	19	19	10
Somewhat often	29	35	32	29	14	27	24	33	60
Not very often	35	31	36	35	46	35	39	33	30
Not often at all	17	4	19	22	27	31	19	16	0

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K +	Prefer not to answer
Sample	311	41	41	34	34	50	63	8	40
NET: TOP2	48	58	60	35	35	54	32	42	53
NET: BTM2	52	42	40	65	65	46	68	58	47
Very often	19	31	28	4	9	36	4	17	10
Somewhat often	29	28	33	31	26	17	27	24	42
Not very often	35	27	28	44	45	36	30	54	40
Not often at all	17	15	12	21	20	10	38	5	8

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	311	56	81	118	56
NET: TOP2	48	55	50	40	48
NET: BTM2	52	45	50	60	52
Very often	19	28	21	11	14
Somewhat often	29	27	30	28	34
Not very often	35	31	36	39	35
Not often at all	17	14	14	21	17



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Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	311	125	118	17	17	14	20
NET: TOP2	48	34	66	33	29	18	45
NET: BTM2	52	66	34	67	71	82	55
Very often	19	13	28	0	10	5	11
Somewhat often	29	21	38	33	18	14	34
Not very often	35	46	21	36	55	62	43
Not often at all	17	20	13	31	17	20	12



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Value

In your opinion, does the ETS provide good value for money?

Age/Gender

%	Total	16-34	35-44	45-54	55-64	65+	Male	Female	Other
Sample	311	42	62	54	74	79	179	122	10
NET: TOP2	65	55	63	69	70	78	64	68	30
NET: BTM2	35	45	37	31	30	22	36	32	70
Very good value	19	19	13	20	17	27	20	18	10
Somewhat good value	46	37	50	50	54	52	43	50	20
Not a very good value	17	16	21	17	22	9	18	14	50
Not good value at all	18	28	16	13	8	12	18	18	20

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K +	Prefer not to answer
Sample	311	41	41	34	34	50	63	8	40
NET: TOP2	65	61	76	76	66	44	73	72	62
NET: BTM2	35	39	24	24	34	56	27	28	38
Very good value	19	29	24	19	22	8	22	24	9
Somewhat good value	46	33	51	57	43	36	52	48	53
Not a very good value	17	17	13	17	32	22	17	10	12
Not good value at all	18	22	11	7	3	34	10	17	26



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	311	56	81	118	56
NET: TOP2	65	61	64	66	69
NET: BTM2	35	39	36	34	31
Very good value	19	22	17	17	21
Somewhat good value	46	40	47	50	48
Not a very good value	17	8	17	23	22
Not good value at all	18	31	20	11	9

Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	311	125	118	17	17	14	20
NET: TOP2	65	70	60	64	51	88	69
NET: BTM2	35	30	40	36	49	12	31
Very good value	19	12	24	8	9	51	12
Somewhat good value	46	57	36	57	42	37	57
Not a very good value	17	15	20	22	31	0	3
Not good value at all	18	15	21	14	18	12	28



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Courtesy

Overall, how courteous would you say that other ETS riders are?

Age/Gender

%	Total	16-34	35-44	45-54	55-64	65+	Male	Female	Other
Sample	311	42	62	54	74	79	179	122	10
NET: TOP2	74	72	67	74	80	83	74	76	60
NET: BTM2	26	28	33	26	20	17	26	24	40
Very courteous	16	8	14	24	17	26	15	15	30
Somewhat courteous	59	64	54	51	63	57	58	61	30
Not very courteous	11	4	23	12	9	12	12	9	30
Not courteous at all	15	24	10	13	11	4	14	15	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K +	Prefer not to answer
Sample	311	41	41	34	34	50	63	8	40
NET: TOP2	74	73	86	82	74	54	83	75	73
NET: BTM2	26	27	14	18	26	46	17	25	27
Very courteous	16	13	25	19	5	10	20	43	11
Somewhat courteous	59	60	61	63	69	44	64	32	63
Not very courteous	11	8	8	15	9	19	10	7	8
Not courteous at all	15	19	6	3	17	27	7	17	18



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	311	56	81	118	56
NET: TOP2	74	65	75	76	86
NET: BTM2	26	35	25	24	14
Very courteous	16	14	12	9	34
Somewhat courteous	59	51	63	66	52
Not very courteous	11	7	10	18	6
Not courteous at all	15	27	16	6	8

Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	311	125	118	17	17	14	20
NET: TOP2	74	73	72	79	86	86	81
NET: BTM2	26	27	28	21	14	14	19
Very courteous	16	14	14	24	4	40	30
Somewhat courteous	59	59	58	55	82	45	51
Not very courteous	11	9	12	9	14	9	14
Not courteous at all	15	18	16	12	0	5	5



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Frequency of Use

Which of the following most closely resembles how often you use the ETS?

Age/Gender

%	Total	16-34	35-44	45-54	55-64	65+	Male	Female	Other
Sample	311	42	62	54	74	79	179	122	10
Less than once per month	18	8	19	21	28	30	17	20	10
Once per month	9	4	9	2	16	19	9	9	0
A few times per month	13	7	16	17	8	21	15	9	20
Once per week	8	11	5	6	9	6	4	11	20
A few times per week	13	11	15	21	12	6	11	14	20
Every day	30	49	24	16	23	13	37	24	20
More than once per day	10	11	13	16	5	6	7	14	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K +	Prefer not to answer
Sample	311	41	41	34	34	50	63	8	40
Less than once per month	18	20	8	22	19	16	34	12	10
Once per month	9	7	8	8	7	10	13	32	2
A few times per month	13	19	10	12	16	15	12	24	4
Once per week	8	19	15	0	2	5	5	0	7
A few times per week	13	11	18	21	13	7	14	0	11
Every day	30	19	31	19	31	42	7	32	53
More than once per day	10	5	10	18	12	6	16	0	11



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	311	56	81	118	56
Less than once per month	18	21	11	19	22
Once per month	9	8	8	8	11
A few times per month	13	9	13	20	5
Once per week	8	16	7	2	9
A few times per week	13	8	11	14	19
Every day	30	32	36	23	29
More than once per day	10	6	14	13	6

Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	311	125	118	17	17	14	20
Less than once per month	18	37	2	31	14	13	25
Once per month	9	13	1	15	9	29	27
A few times per month	13	19	4	14	35	21	16
Once per week	8	2	12	9	15	0	18
A few times per week	13	5	17	31	27	0	0
Every day	30	20	46	0	0	36	6
More than once per day	10	4	19	0	0	0	7



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