

Marcomm Works – May 2004 Trolley Research Surveys – Summary Report



Edmonton Transit System
May 2004 Trolley Research Surveys
Summary Report

Presented to:
Edmonton Transit System

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By Marcomm Works

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EXECUTIVE SUMMARY

The research consisted of two separate, but related, surveys:

1. A random telephone survey of 400 Edmonton residents
2. A transit user intercept survey, in which 400 transit users were randomly intercepted in transit centres

The maximum margin of error for the surveys is +/- 5.0%, 19 times out of 20.

Random Telephone Survey of Edmonton Residents

- ✓ 43% of respondents were current transit users – with 27% using ETS services once or more per week, and 16% using them occasionally, as needed. About 24% were former riders, who have not used ETS services in the past year, while 32% were non-riders
- ✓ 58% of all respondents have ridden on one of Edmonton's trolley buses
- ✓ After being provided with some general background on the decision ETS faces with respect to trolley operations, respondents were asked if they agreed or disagreed that ETS should replace its trolley buses with diesel buses. Nearly half (48%) either strongly agreed (17%) or agreed (31%) that ETS should replace trolleys with diesel buses. More than one-third (37%) either strongly disagreed (12%) or disagreed (25%) that ETS should replace trolleys with diesel buses
- ✓ Reasons offered most often for agreeing that ETS should replace trolleys with diesels included potential cost savings (58%). The most-often offered reasons for disagreeing related to trolleys being cleaner, polluting less (53%)

Transit Rider Survey

- ✓ 95% of the respondents were regular transit users, while 5% were occasional users. About 44% primarily use bus services, while 56% use both bus and the LRT
- ✓ More than three-quarters (77%) of the transit riders surveyed have ridden on trolleys at some time, and of these, 32% were regular trolley riders, 33% were occasional riders and 35% rarely use trolleys
- ✓ After being provided with some general background on the decision ETS faces with respect to trolley operations, respondents were asked if they agreed or disagreed that ETS should replace its trolley buses with diesel buses. More than half (58%) either strongly agreed (23%) or agreed (35%) that ETS should replace its trolley buses with diesel buses. Just under one-third (30%) either strongly disagreed (8%) or disagreed (22%) ETS should replace its trolley buses with diesel buses
- ✓ Reasons offered most often for agreeing that ETS should replace trolleys with diesels included the cost savings that could be achieved (32%) followed by trolley reliability concerns (29%). The most-often offered reasons for disagreeing related to trolleys being cleaner, polluting less (42%), followed by a belief that trolleys are quieter or more efficient (17% each)

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1. INTRODUCTION

Edmonton Transit System (ETS) currently operates nearly 740 diesel buses and 59 electric trolley buses. The trolley fleet is aging and currently is scheduled for replacement in 2010.

As part of its strategic planning process, the City of Edmonton hired Booz/Allen/Hamilton, international experts on trolley bus operations, to investigate the financial impacts of maintaining and replacing a trolley bus fleet or decommissioning the trolley fleet and associated infrastructure. The consultant's report indicates that it will cost more to keep and maintain a trolley fleet (vehicles and associated infrastructure) than if the trolleys were replaced by diesel buses. The report also indicates that the current air quality advantage of trolley operations with regard to area-wide emissions will be offset by expected developments in diesel technology and more strict emission standards. In addition, low floor diesel buses enhance accessibility of the service to customers and are more flexible to deploy in detour situations. As a consequence, ETS has recommended to City Council that the trolley fleet be replaced with diesel buses.

To measure public opinion in a statistically valid manner with respect to the future of trolley operations in Edmonton, ETS established a stakeholder Consultation Steering Committee to frame the overall consultation process. As part of the consultations, ETS commissioned Marcomm Works to conduct two separate, but related, surveys:

1. A random telephone survey of 400 Edmonton residents
2. A transit user intercept survey, in which 400 transit users were randomly intercepted in transit centres

This report summarizes the methodology and main results of the surveys. Detailed tables of complete results – including by total and by demographic questions – have been delivered under separate cover.

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2. METHODOLOGY

2.1 Random Telephone Survey

The random telephone survey involved interviews with 400 adult Edmonton residents. The questionnaire was designed by Marcomm Works and approved in advance by ETS. The Steering Committee established by ETS to guide the overall stakeholder consultation process on the future of trolley operations offered input to the survey questions. A copy of the final questionnaire is included in Appendix A, for reference.

Telephone interviewing occurred in two parts. Respondents were first contacted and asked about their use of transit services, if any. Then, they were mailed a copy of the “agreed statement of facts” discussion paper regarding the trolley issue, as provided to Marcomm Works by ETS. A copy of the discussion paper is included in Appendix B, for reference. Respondents were invited to call back to complete the interview after reviewing the information, or alternatively, they were re-contacted by interviewers.

All interviewing was conducted from May 4th through 25^h, inclusive, and was conducted by Marcomm’s partner firm, Research Innovations Inc. from its Central Location Telephone Facility in Edmonton. Telephone numbers were selected at random from current city of Edmonton directories, and the number “1” was added to ensure that unlisted and newly listed numbers would be included in the survey. To ensure a random selection of individuals within each household reached, the “birthday method” of respondent selection was used – in which interviewers asked to speak to the person in the household who was 18 years of age or older and would have the next birthday.

Quotas were established to ensure a split of male and female respondents. As well, quotas ensured that the ages of respondents reflected the actual age distribution within the City of Edmonton, based on the most recent census data.

All interviewing was conducted using “Interviewer” software, which allows questionnaires to be programmed for Computer Assisted Telephone Interviewing. With the CATI system, data collection and data entry are simultaneous, given that data is entered into a computer file while the interview is in progress. “Interviewer” also allows interviewers to directly enter verbatim responses to open-ended questions.

On completion of field interviewing, all open-ended responses were checked, coded and entered into the data file. Detailed tables of complete survey results then were generated, including by total and by demographic questions.

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2.2 Transit Rider Survey

The transit rider survey involved a random “intercept” of 400 adult Edmonton transit users. The questionnaire was similar to that used in the telephone survey, and also was approved in advance by ETS. A copy of the questionnaire is included in Appendix A, for reference.

As was the case in the telephone survey, interviewing occurred in two parts. Interviewers were stationed at a variety of transit centres in Edmonton, on a variety of days and times (Appendix C contains the intercept schedule). They approached transit riders at random, first confirming that they are Edmonton residents and asking about their use of transit services. Then, respondents were given a copy of the “agreed statement of facts” discussion paper. Respondents were invited to call back to complete the interview after reviewing the information, or alternatively, they were re-contacted by telephone interviewers.

All interviewing was conducted from May 4th through 20th, inclusive, and also was conducted by Marcomm’s partner firm, Research Innovations Inc.. Quotas were established to ensure an even split of riders who regularly or occasionally use trolley services, and riders who rarely or never ride trolley buses.

Initial interviewing on site at the transit centres was conducted by paper and pen. All telephone follow-up interviewing was conducted using “Interviewer” software, which allows questionnaires to be programmed for Computer Assisted Telephone Interviewing.

On completion of field interviewing, all open-ended responses were checked, coded and entered into the data file. Detailed tables of complete survey results then were generated, including by total and by demographic questions.

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2.3 Margin of Error

For reference, the following table illustrates the margin of error for a sample of 400, as well as a selection of possible sub-sample sizes.

Sample Size	Error Margin
400	+/- 5.0%
300	+/- 5.8%
250	+/- 6.3%
100	+/- 10.0%
50	+/- 14.2%

The margins shown in the table are expressed at the 95% confidence interval (i.e. if the same survey were conducted in the same manner 20 times, results would be within the margin of error at least 19 times) and at the maximum degree of variability (i.e. where exactly 50% respond “yes” and 50% respond “no” to a yes/no question). There is a small decrease in the margin of error where responses are more uniform (e.g. 85% yes and 15% no, etc.).

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3. SUMMARY OF RESULTS

The following sections provide a summary of results from the surveys, including graphs and tables as appropriate. *Please note that throughout this report, percentages shown may not add to 100 for a variety of reasons, including: rounding; omission of “don’t know” or “no response” categories; and/or multiple responses to certain questions.*

3.1 Random Telephone Survey

3.1.1 Profile of Respondents

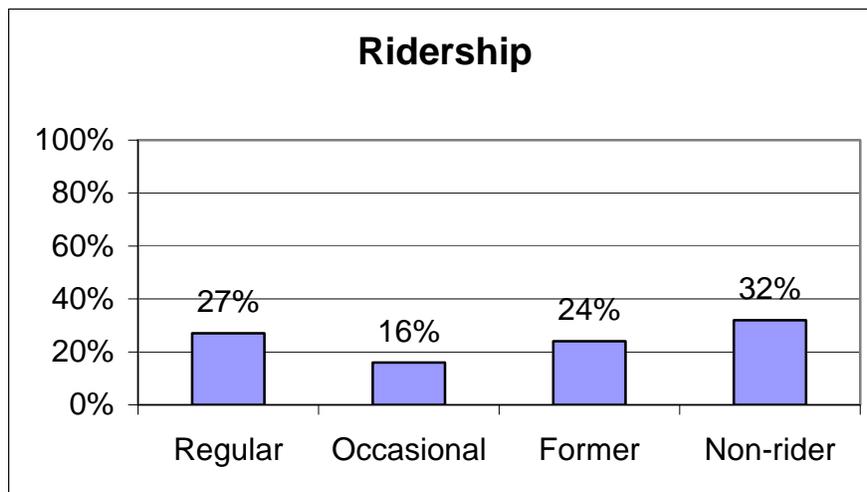
The table below provides a profile of respondents to the random telephone survey of Edmonton residents, for reference. Please note that percentages shown may not add to 100 due to rounding and/or omission of “don’t know/refused” responses.

Random Telephone Survey Respondent Profile (Base = 400)			
<i>Age</i>		<i>Employment Status</i>	
18 – 24	13%	Student	6%
25 – 34	21%	Employed part-time	9%
35 – 44	19%	Employed full-time	55%
45 – 54	22%	Unemployed	3%
55 – 64	11%	Homemaker or full-time parent	8%
65 and older	15%	Retired or semi-retired	19%
<i>Home Ownership</i>		<i>Gender</i>	
Home owner	63%	Male	49%
Renter	33%	Female	51%
Other	4%		
<i>Transit Ridership</i>		<i>Area of residence</i>	
Regular rider	27%	Trolley-served area	29%
Occasional rider	16%	Other	71%
Former rider	24%		
Non-rider	32%		

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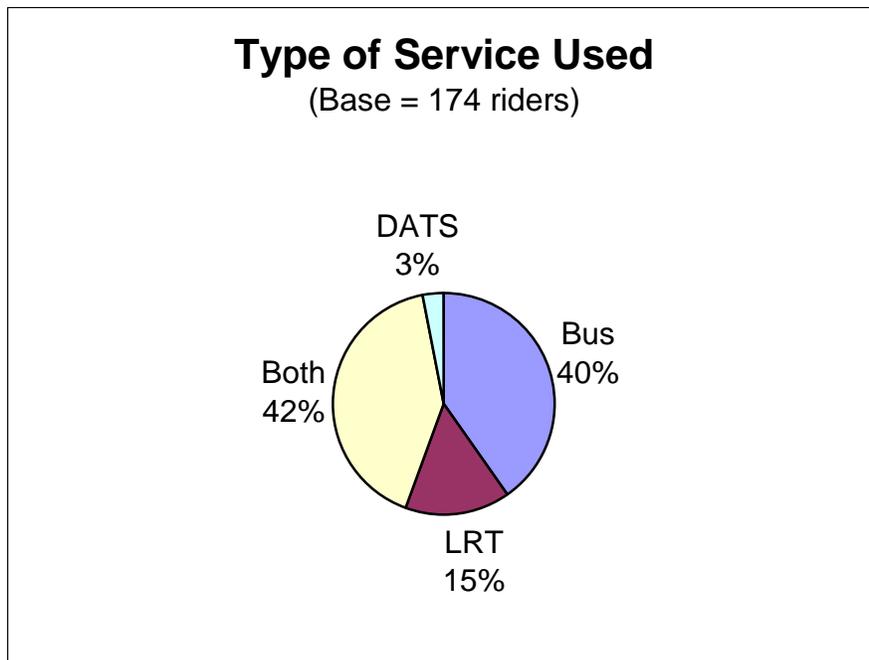
3.1.2 Transit Ridership

The survey began by asking “how often do you use the bus or LRT services offered by Edmonton Transit, not including “park n’ ride” services to things like sporting events or festivals?” As shown below, about 27% of respondents were regular users (once or more per week); 16% were occasional riders (less than once per week, or as needed); 24% were former riders who have not used transit services in the past year; and 32% were non-riders, who never use Edmonton Transit services.



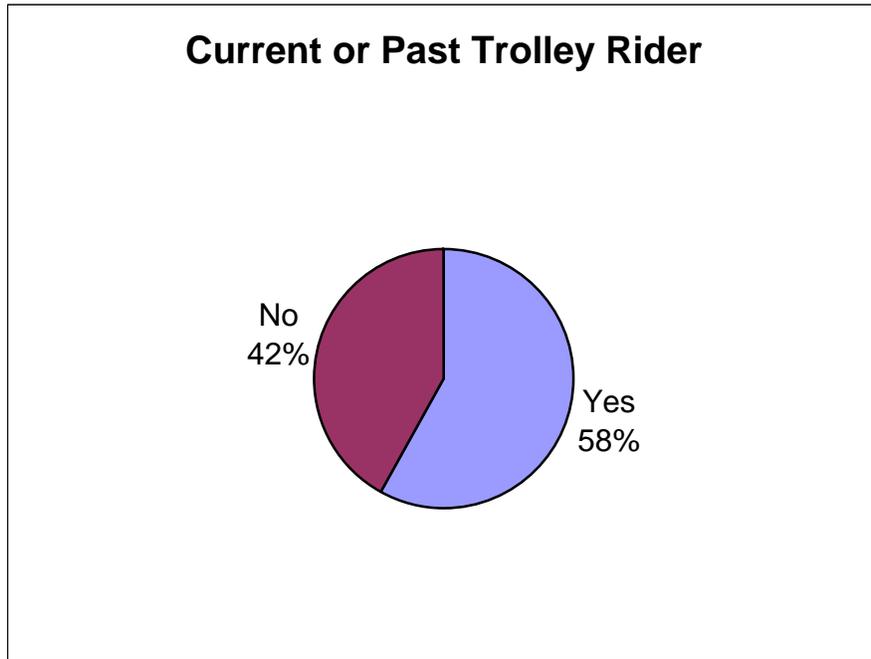
Those who are regular or occasional riders (174 respondents) were next asked for the type of service they use. The graph on the following page shows that 40% of these respondents use Edmonton Transit bus services, while 15% use the LRT and 42% use both buses and the LRT. Just 3% were regular users of the DATS service.

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**3.1.3 Trolley Ridership**

All respondents were asked whether they have ever ridden on one of Edmonton's trolley buses. As shown next, more than half (58%) have ridden a trolley at some time.

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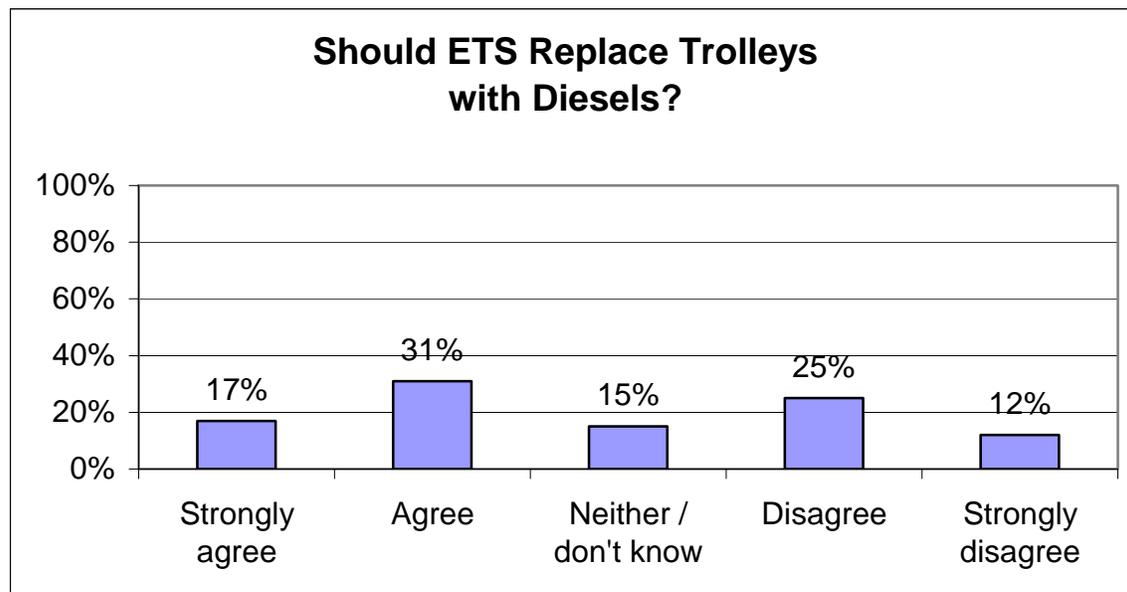
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3.1.4 Future of Trolley Service

After examining transit usage, respondents were told that they would be mailed (or e-mailed) some brief background on the situation facing ETS today. The background was in the form of the “agreed statement of facts” discussion paper (Appendix B contains a copy of the discussion paper, for reference). Respondents were invited to call back to our call centre after receiving and reviewing the information to complete their interview. If no call-back was received after a reasonable time, interviewers began attempting to re-contact respondents by telephone.

After confirming that respondents received and read the background information, they were asked: “Given that background, do you agree or disagree that Edmonton Transit should replace its trolley buses with diesel buses?”

The graph below shows that the largest percentage (48%) of the Edmonton residents surveyed either strongly agreed (17%) or agreed (31%) that ETS should replace its trolley fleet with diesel buses. Over one-third of respondents (37%) either strongly disagreed (12%) or disagreed (25%), while about 15% had no opinion or said they neither agreed nor disagreed.

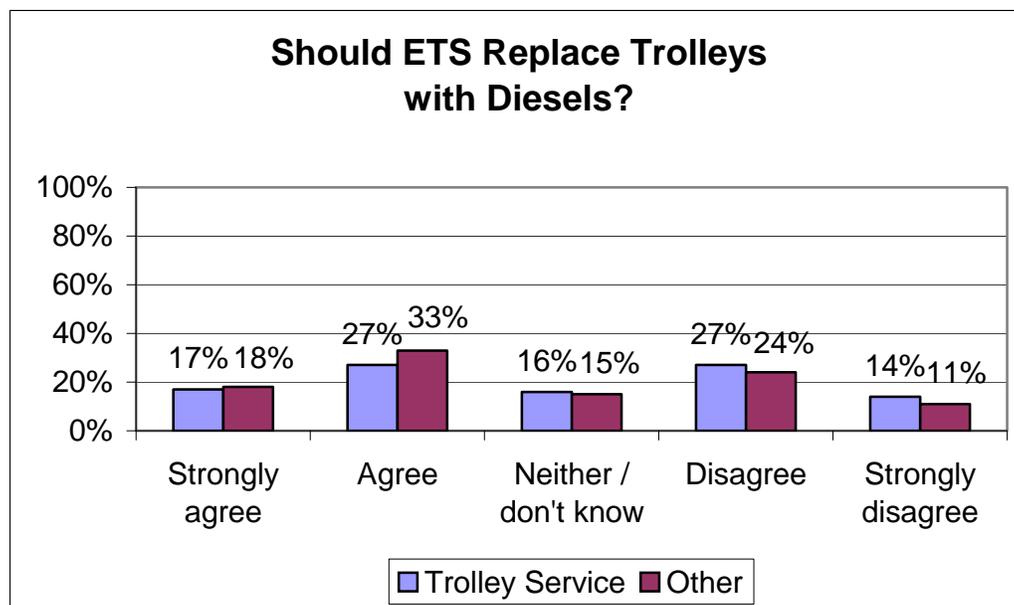


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At the conclusion of each interview, the first three digits of the respondent's postal code were captured, to provide us with their Forward Sortation Area. ETS then provided Marcomm Works with groupings of FSAs so that results could be examined by whether or not respondents live in areas served by trolley buses at the present time. The FSA groupings were:

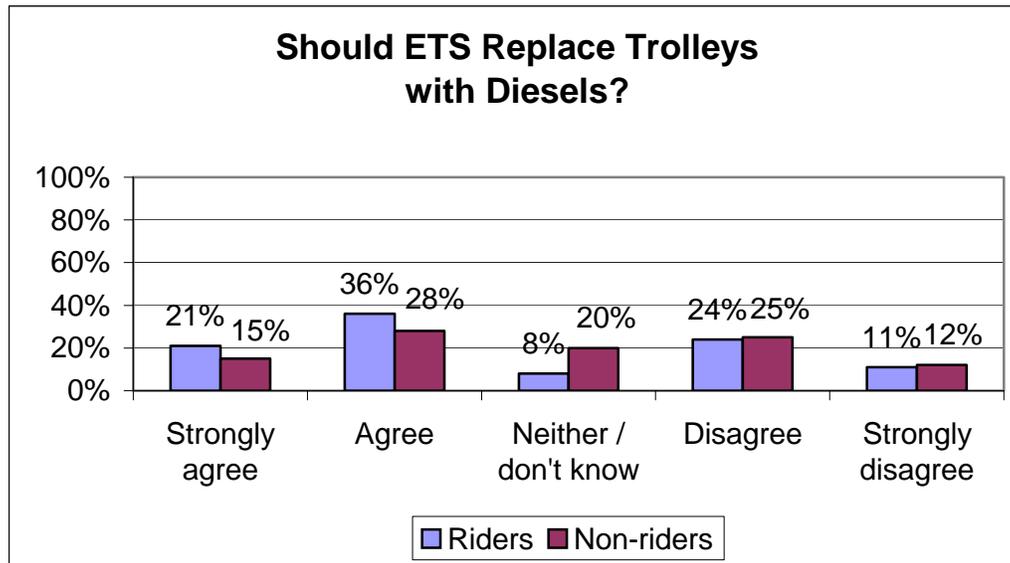
- South Edmonton trolley-served areas – T6G, T6H and T6E
- North Edmonton trolley-served areas – T5L, T5M, T5N, T5P, T5H, T5J, T5K, T5G, T5B
- Downtown trolley-served areas – T5K, T5J, T5H, T5M and T5N
- Non trolley-served areas – all other FSAs

In total, 115 respondents (29%) reside in areas served by trolley buses, while 285 (71%) do not. The graph below shows agreement with replacing trolleys by proximity to trolley routes, and shows that those respondents who do not live in areas served by trolleys were somewhat more likely to agree they should be replaced with diesels (51% compared to 44% agreement among residents of trolley served areas). Conversely, those who live in areas served by trolleys were somewhat more likely to disagree with their replacement (41% compared to 35%). However, bearing in mind the sizes of the sub-samples and the associated margins of error, the differences in response are not statistically significant.



For reference, the graph on the following page also shows results by current transit riders (regular or occasional users) versus non-riders (have not used transit in the past year or never use). It shows that riders were more likely to agree (57%) with the replacement of trolleys by diesels than were non-riders (43%). Non-riders were much more likely to have no opinion (20%) than were riders (8%).

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A follow-up open-ended question asked respondents why they either agreed or disagreed with the possible replacement of trolleys by diesels. The table below shows those responses offered by more than 5% of those respondents who either strongly agreed or agreed. It shows that potential cost savings was the type of reason offered most often, followed by comments relating to improved service flexibility and reliability of diesels or limitations of the existing trolley network.

Reasons for agreeing ETS should replace trolleys with diesel buses	194 respondents
Cost savings are important for financial reasons / more economical	58%
Diesels are more versatile / can use in all areas / more service / reliable	14%
Trolleys are limited as to where they can go	10%
As long as it doesn't increase pollution / harm environment / don't think diesels cause too much pollution	9%
Get rid of trolley wires / make city more attractive	8%
Diesels more efficient/cleaner/healthy	6%
I use wheelchair – diesels have better access / accommodate handicapped / easier for strollers	6%
Trolleys are a thing of the past / old technology /old buses	6%

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Finally, the next table shows the reasons offered by those who disagreed that ETS should consider replacing trolleys with diesel buses. It shows that most of these respondents offered reasons related to trolleys being cleaner, polluting less, followed by the quieter operation of trolleys.

Reasons for disagreeing ETS should replace trolleys with diesel buses	145 respondents
Trolleys cleaner / pollute less / less emissions	53%
Diesels pollute more / don't believe new diesels pollute less	19%
Trolleys are quieter	15%
They're already set up for trolleys / keep the trolleys / leave system the way it is	12%
Fuel prices going up / gas prices will go up in future	10%
I like trolleys / there is nothing wrong with the trolley buses / trolleys best for downtown / trolleys are fun	10%
Too costly to replace / too many taxpayers dollars / budget issues	10%
Historic / nostalgic reasons / make trolleys a tourist attraction	9%
Efficiency of trolleys is better / more fuel efficient / cost less to run	7%

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3.2 Transit Rider Survey

3.2.1 Profile of Respondents

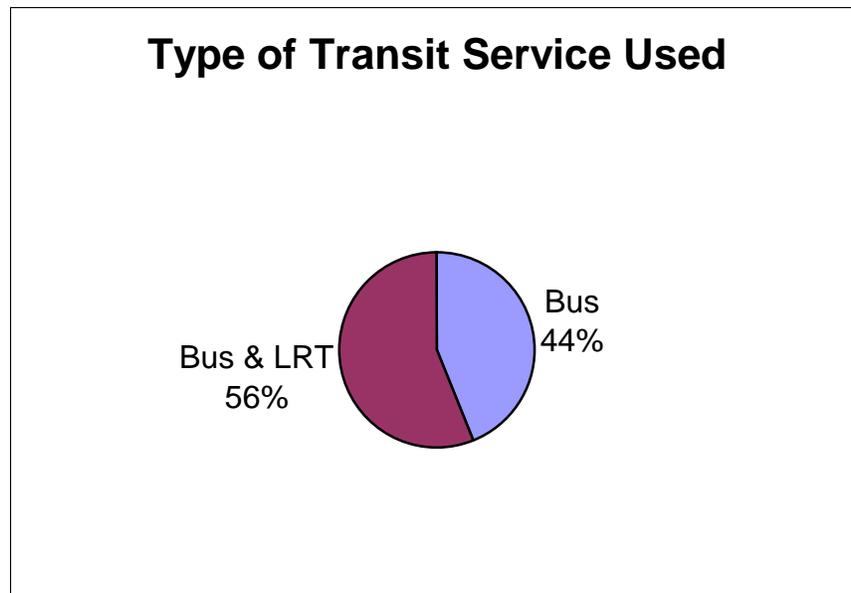
The table below provides a profile of respondents to the transit rider survey, for reference. Please note that percentages shown may not add to 100 due to rounding and/or omission of “don’t know/refused” responses.

Transit Rider Survey Respondent Profile (Base = 400)			
<i>Age</i>		<i>Employment Status</i>	
18 – 24	23%	Student	13%
25 – 34	21%	Employed part-time	13%
35 – 44	17%	Employed full-time	50%
45 – 54	18%	Unemployed	6%
55 – 64	8%	Homemaker or full-time parent	4%
65 and older	14%	Retired or semi-retired	15%
<i>Home Ownership</i>		<i>Gender</i>	
Home owner	25%	Male	38%
Renter	68%	Female	62%
Other	7%		
<i>Transit Ridership</i>		<i>Area of residence</i>	
Regular rider	95%	Trolley-served area	40%
Occasional rider	5%	Other	60%

3.2.2 Transit Ridership

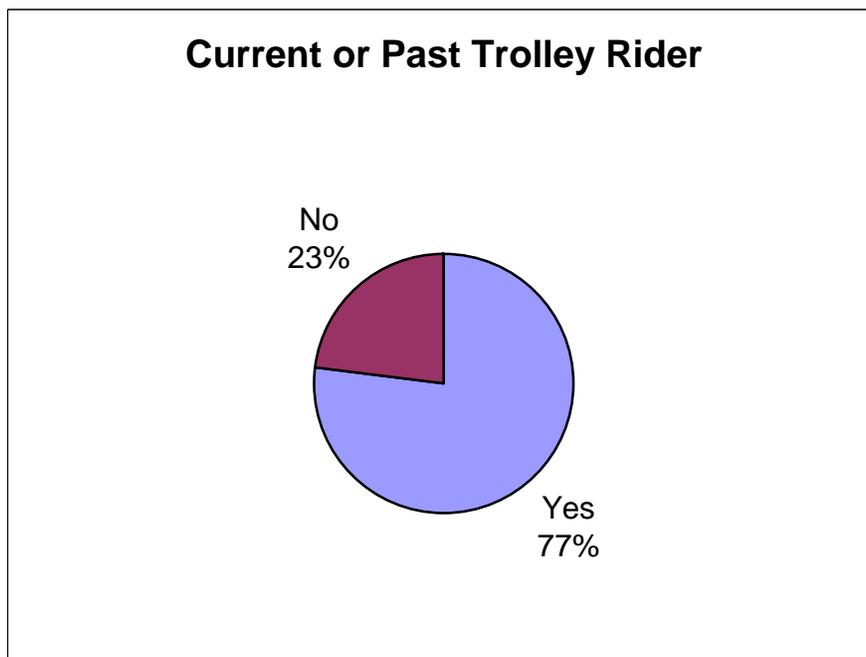
As noted in the profile of respondents above, nearly all of the respondents in the transit riders survey were regular users (once or more per week) and only 5% were occasional riders (less than once per week, or as needed). The graph on the next page shows that of these respondents, about 44% use bus services only, while 56% use a combination of both bus and LRT services.

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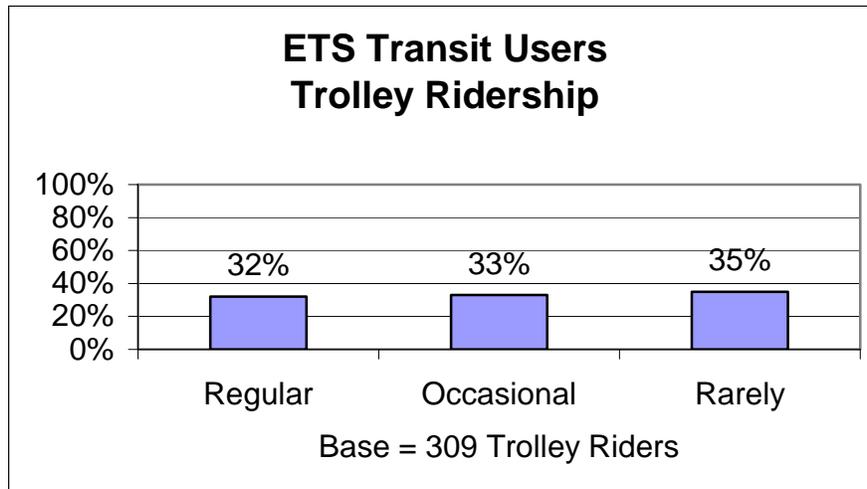
3.2.3 Trolley Ridership

All respondents were asked whether they have ever ridden on one of Edmonton's trolley buses. As shown next, more than three-quarters (77%) have ridden a trolley at some time.



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Those respondents who have used trolleys at some time (309 individuals) were then asked how frequently they use trolley services. As shown below, 32% were regular riders, 33% were occasional users, while 35% rarely use trolley services.



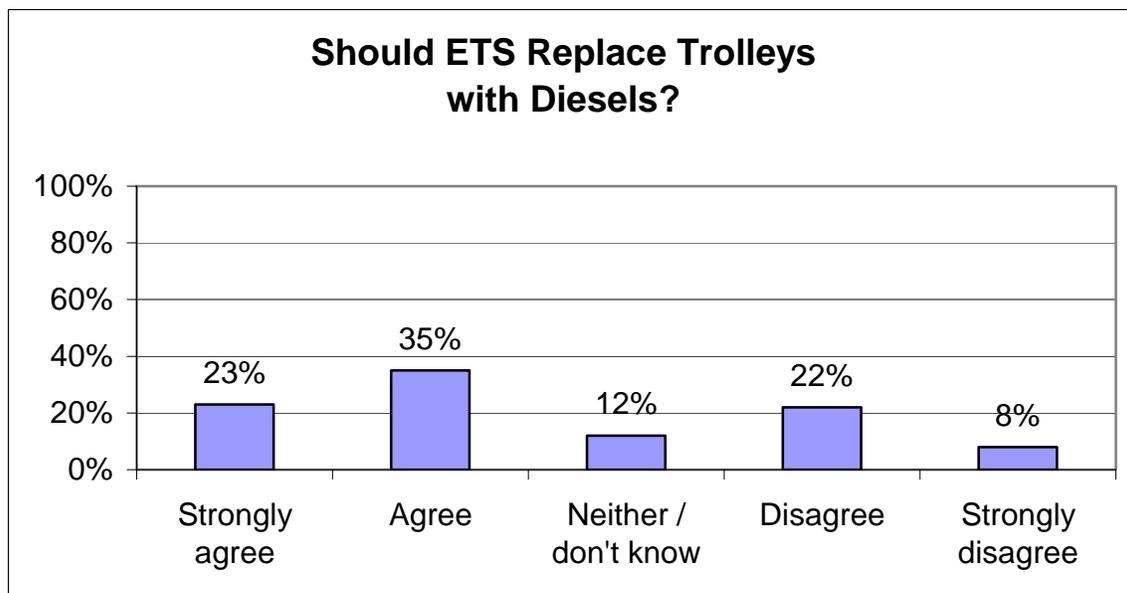
3.2.4 Future of Trolley Service

After examining trolley usage, the transit users were given some brief background on the situation facing ETS today. The background was in the form of the “agreed statement of facts” discussion paper (Appendix B contains a copy, for reference). Respondents were invited to call back to our call centre after reviewing the information to complete their interview. If no call-back was received after a reasonable time, interviewers began attempting to re-contact the respondents by telephone.

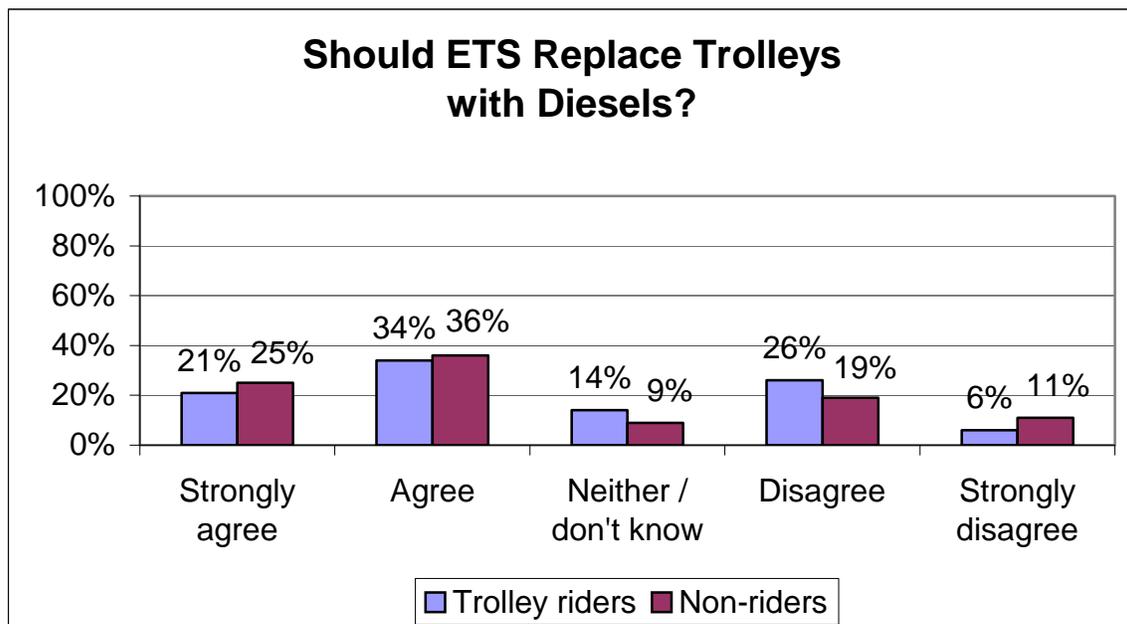
After confirming that respondents read the background information, they were asked: “Given that background, do you agree or disagree that Edmonton Transit should replace its trolley buses with diesel buses?”

The graph on the following page shows that the largest percentage (58%) of transit riders surveyed either strongly agreed (23%) or agreed (35%) that ETS should replace its trolley fleet with diesel buses. Just under one-third of respondents (30%) either strongly disagreed (8%) or disagreed (22%), while about 12% had no opinion or said they neither agreed nor disagreed.

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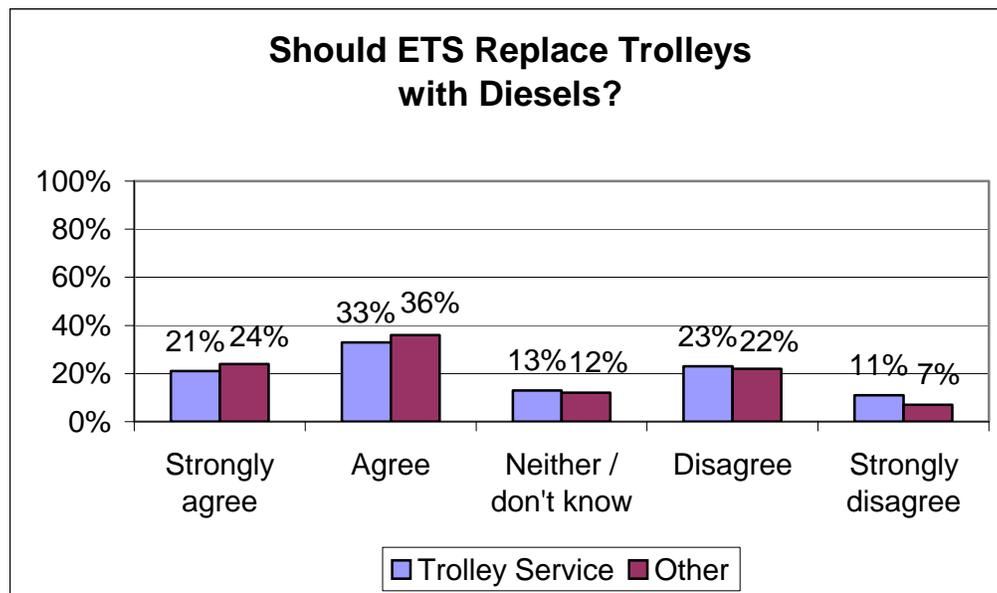
For reference, the next graph shows results to the same question by current trolley riders (i.e. regular or occasional trolley riders) versus non-riders (i.e. never use trolleys or have not used in the past year). It shows that non-riders were more likely to strongly disagree with the replacement of trolleys than were riders – however, non-riders were also more likely to either agree or strongly agree with the replacement of trolleys. Bearing in mind the margin of error for the sub-sample sizes, there was no statistically significant difference in overall results.



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As was the case in the random telephone survey, the transit riders study captured the first three digits of the respondent's postal code, to provide us with their Forward Sortation Area. Using the same groupings of FSAs as used in the random telephone survey, results were grouped by whether or not respondents live in areas served by trolley buses at the present time.

In total, 159 respondents (40%) reside in areas served by trolley buses, while 241 (60%) do not. The graph below shows agreement with replacing trolleys by proximity to trolley routes, and shows that those respondents who do not live in areas served by trolleys were somewhat more likely to agree they should be replaced with diesels, while those who live in areas served by trolleys were somewhat more likely to disagree. However, bearing in mind the sizes of the sub-samples and the associated margins of error, the differences in response are not statistically significant.



A follow-up open-ended question asked respondents why they either agreed or disagreed with the replacement of trolleys by diesels. The table on the next page shows those types of responses offered by more than 5% of those respondents who either strongly agreed or agreed. It shows that cost savings were mentioned most often, followed by trolley reliability and accessibility concerns.

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Reasons for agreeing ETS should replace trolleys with diesel buses	231 respondents
Cost savings are important for financial reasons / more economical	32%
Trolleys go off their runs and cause delays / wires come off / hold up traffic / are slower / break down	29%
Use wheelchair – diesels have better access / accommodates handicapped / easier for strollers	19%
Diesels more versatile / can use in all areas / more service / reliable	15%
Maintenance/installation of trolley wires expensive / troublesome	11%
Trolleys a thing of the past / old technology / old buses	8%
Trolleys are limited as to where they can go	8%
Get rid of trolley wires / make city more attractive / eyesore	6%
Diesels more efficient / cleaner / healthy	6%

Finally, the next table shows the types of reasons offered by those who disagreed that ETS should replace trolleys with diesel buses. It shows that most of these respondents offered various reasons related to trolleys being cleaner, polluting less, followed by a belief that trolleys are quieter and more efficient.

Reasons for disagreeing ETS should replace trolleys with diesel buses	121 respondents
Trolleys pollute less / cleaner / less emissions / environmental reasons	42%
Trolleys are quieter	17%
Efficiency of trolleys is better / more fuel efficient / cost less to run	17%
They're already set up for trolleys / leave system the way it is	14%
Historic / nostalgic reasons / make trolleys a tourist attraction	14%
More pollution (not specified) / air pollution / smog	11%
I like the trolley buses / nothing wrong with trolleys / trolleys are best for downtown / trolleys are fun	11%
Fuel prices going up / gas prices will go up in future	7%

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Appendix A
Questionnaires

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Edmonton Transit Trolley Research Survey – Wave 2 May , 2004

Good afternoon/evening. My name is _____ and I'm calling on behalf of the City of Edmonton. I'm with Research Innovations, an Edmonton public opinion research company, and we've been contracted by the City to conduct a short survey of Edmonton residents that will help Edmonton Transit in its future planning. To ensure we get a representative sample of opinions, I'm looking for the person in your household who is 18 years old or older, and who will have the next birthday. Would that be you?

INTERVIEWER: IF NECESSARY, ASK FOR THE CORRECT PERSON AND REINTRODUCE.

Do you have five or six minutes to answer a few questions for me?

INTERVIEWER: IF NECESSARY, ARRANGE CALL-BACK TIME:

Day _____ Time _____ Name: _____

1. To ensure our sample is representative, before we begin, I'm going to read some age ranges to you. Please tell me which one most accurately describes you. Are you (READ LIST): WATCH QUOTAS

1. 18 – 24
2. 25 – 34
3. 35 – 44
4. 45 – 54
5. 55 – 64
6. 65 and older
- DO NOT READ.
7. Refused

2. ENTER GENDER. WATCH QUOTAS. EVEN SPLIT DESIRED.

1. Male
2. Female

3. How often do you use the bus or LRT services offered by Edmonton Transit, **NOT** including "park n' ride services" to things like sporting events or festivals? Would it be...

1. Once or more per week (Regular rider)
2. Less than once per week, or occasionally, as needed (Occasional rider)
1. Rarely, have not used transit in the past year (Formerly rider) – GO TO QUESTION 4
2. Never use (Non-rider) – GO TO QUESTION 4
- DO NOT READ
5. Don't know / refused – GO TO QUESTION 4

3a. What type of Transit service do you use?

Bus.....	1
LRT.....	2
Both bus & LRT	3

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DATS.....4

4. Have you ever ridden on one of Edmonton's trolley buses? IF NECESSARY, EXPLAIN: Trolley buses are powered by electricity that they get through overhead wires.

1. Yes
2. No

DO NOT READ

1. Don't know/can't recall

Before completing our survey, I need to provide you with some background information about trolley bus services in Edmonton and their future. We'd like to mail or e-mail you that background information, for you to read. It's only two-pages long, but it's important information. Then, you can call us back to complete this questionnaire, or we'll call you. There's only a few more questions that won't take more than a few minutes to complete.

OBTAIN NAME, MAILING ADDRESS AND/OR E-MAIL ADDRESS

CONFIRM PHONE NUMBER: _____

5. AFTER RESPONDENT CALLS BACK OR IS RE-CONTACTED, CONFIRM THEY HAVE READ AND UNDERSTOOD THE BACKGROUND INFORMATION. THEN ASK:

Given that background, do you agree or disagree that Edmonton Transit should replace its trolley buses with diesel buses? Would you say you ...

1. Strongly agree – GO TO QUESTION 6a
 2. Agree – GO TO QUESTION 6a
 3. Disagree – GO TO QUESTION 6b
 4. Strongly disagree - GO TO QUESTION 6b
- DO NOT READ
5. Neither agree nor disagree – no opinion
 6. Refused

6a. Please tell me the main reason or reasons you agree?

1. Other (Specify) _____
2. Don't know/no particular reason

6b. Please tell me the main reason or reasons you disagree?

1. Other (Specify) _____
2. Don't know/no particular reason

Demographics

Thank you. Now I have just a few more questions that will help us to classify and analyze the answers you've given us.

7. Do you own your own home or are you a renter?

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1. Homeowner
2. Renter
- DO NOT READ
3. Other
4. Refused

8. What is your employment status? Are you....

1. A student
2. Employed part-time
3. Employed full-time
4. Unemployed
5. A homemaker or full-time parent
6. Retired or semi-retired
- DO NOT READ
7. Refused

9. What are the first three characters of your postal code?

ENTER CHARACTERS: _____

That's all I have to ask you! Thank you very much.

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Edmonton Transit Trolley Research Survey – Transit Riders May , 2004

[ONSITE INTERVIEWERS MUST WEAR THEIR NAME TAG] I'm with Research Innovations, an Edmonton public opinion research company, and we've been contracted by the City of Edmonton to conduct a short survey of transit riders that will help Edmonton Transit in its future planning.

Do you have a few minutes to answer a few questions for me? INTERVIEWER: PLEASE CIRCLE RESPONSE

1. Are you a City of Edmonton resident, that is, do you live within its corporate limits?

Yes.	1	
No	2	THANK AND END INTERVIEW

2. How often do you use the bus or LRT services offered by Edmonton Transit, **NOT** including "park n' ride services" to things like sporting events or festivals? Would it be...

Once or more per week (Regular rider)	1
Less than once per week, or occasionally, as needed (Occasional rider)	2
Rarely or never used – THANK AND END INTERVIEW	
(Don't know / refused)	5

2a. What type of Transit service do you use?

Bus	1
LRT	2
Both bus & LRT	3
DATS	4
(Not stated)	5

3. Have you ever ridden on one of Edmonton's trolley buses? IF NECESSARY, EXPLAIN: Trolley buses are powered by electricity that they get through overhead wires.

Yes	1	
No	2	WATCH QUOTAS
Don't know/can't recall		THANK AND END INTERVIEW

3a. IF YES, ASK: Over the past 12 months, would you say you usually ride trolley buses (READ LIST)? WATCH QUOTAS - LOOKING FOR EVEN SPLIT OF REGULAR/OCCASIONAL AND RARE/NEVER RIDE TROLLEYS

Once or more per week (Regular rider)	1
Less than once per week, or occasionally, as needed (Occasional rider)	2
Rarely, have not ridden trolleys in the past year (Former rider)	3
(Don't know / refused)	5

Before completing our survey, I need to provide you with some background information about trolley bus services in Edmonton and their future. Here is that background information, for you to read (PROVIDE BACKGROUND INFORMATION AND COVER LETTER). It's only two-pages long, but it's important information. You can take

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this with you, then after you've had a chance to read it, you can call us back to complete this questionnaire, or we'll call you. There's only a few more questions that won't take more than a few minutes to complete.

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And what is your name and phone number so we can call you back?

NAME: _____

PHONE NUMBER: _____

Recruited by: _____ Date: _____

Location: _____

4. AFTER RESPONDENT CALLS BACK OR IS RE-CONTACTED, CONFIRM THEY HAVE READ AND UNDERSTOOD THE BACKGROUND INFORMATION. THEN ASK:

Given that background, do you agree or disagree that Edmonton Transit should replace its trolley buses with diesel buses? Would you say you ...

1. Strongly agree – GO TO QUESTION 5a
2. Agree – GO TO QUESTION 5a
3. Disagree – GO TO QUESTION 5b
4. Strongly disagree - GO TO QUESTION 5b
- DO NOT READ
5. Neither agree nor disagree – no opinion
6. Refused

5a. Please tell me the main reason or reasons you agree?

1. Other (Specify) _____
2. Don't know/no particular reason

5b. Please tell me the main reason or reasons you disagree?

1. Other (Specify) _____
2. Don't know/no particular reason

Demographics

Thank you. Now I have just a few more questions that will help us to classify and analyze the answers you've given us.

6. I'm going to read some age ranges to you. Please tell me which one most accurately describes you....

1. 18 – 24
2. 25 – 34
3. 35 – 44
4. 45 – 54
5. 55 – 64
6. 65 and older
7. (Refused)

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7. Do you own your own home or are you a renter?

1. Homeowner
2. Renter
3. (Other)
4. (Refused)

8. What is your employment status? Are you....

1. A student
2. Employed part-time
3. Employed full-time
4. Unemployed
5. A homemaker or full-time parent
6. Retired or semi-retired
7. (Refused)

9. What are the first three characters of your postal code?

ENTER CHARACTERS: _____

10. RECORD GENDER.

- | | |
|--------|---|
| Male | 1 |
| Female | 2 |

That's all I have to ask you! Thank you very much.

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Appendix B

Discussion Paper

'Agreed to Statement of Facts'

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Appendix C

Rider Intercept Schedule

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Final Schedule for Recruiting Transit Riders at Edmonton Transit Centres		
May, 2004		
<i>Transit Centre Location</i>	<i>Recruiter #1</i>	<i>Recruiter #2</i>
<i>With Trolley Buses:</i>		
Jasper Place	Tuesday, May 4, 6 AM – 2 PM	
Westmount	Wednesday, May 5, 2 PM – 10 PM	
Kingsway	Thursday, May 6, 6 AM – 2 PM	
Coliseum	Saturday, May 8, 6 AM – 2 PM	
Southgate	Saturday, May 8, 6 AM – 2 PM	
Jasper Place	Monday, May 10, 2 PM – 10 PM	
Stadium	Tuesday, May 11, 6 AM – 10 AM	
<i>Without Trolley Buses:</i>		
Government Centre		Tuesday, May 4, 6 AM – 2 PM
Millgate		Wednesday, May 5, 2 PM – 10 PM
Lakewood		Thursday, May 6, 6 AM – 2 PM
Meadowlark		Friday, May 7, 2 PM – 10 PM
Abbotsfield		Monday, May 10, 6 AM – 2 PM
Castledowns		Tuesday, May 11, 10 AM – 2 PM
Capilano		Monday, May 17, 12:30 AM – 4:30 PM
Capilano		Wednesday, May 19, 6 AM – 10:30 AM