

City of Edmonton Transit Department Trolley Survey Summary 2007

The current project involves gathering survey data to understand how important trolleys are in customers' decisions to use ETS. Interviewers distributed and collected surveys on the routes where trolley buses were used. Three routes were involved in data collection (Routes 3, 5, and 9). Respondents were those individuals who rode the trolley buses during survey administration times between April 10, 2007 and April 19, 2007.

Results from the survey are as follows:

- 1 - 35% of respondents agreed that they ride a particular route because it is a trolley bus, 65% neither disagreed nor agreed.
- 2 - 16% would not ride Routes 3, 5, and 9 if a regular bus was substituted for a trolley bus 84% neither disagreed nor agreed.
- 3 - 49% of respondent's agreed that they preferred Trolley buses over other types of buses, 51% neither disagreed nor agreed
- 4 - Of note, 10% of respondents reported that the trolley buses are too high and difficult to board especially for those with strollers or wheelchairs and those who are elderly or disabled.
- 5 - 71% of respondents were between the ages of 20 and 54.
- 6 - 52% of respondents reported that they used ETS at least 2 times per day, over 40 times a month
- 7 - 46% of respondents reported that the purpose of their trip was to go to or from work, 25% said their purpose was to go to school, and 24% said their purpose was for personal reasons.
- 8 - Reasons Prefer Trolley Buses

Reason Prefer Trolley Buses	Percent
Better for environment, less pollution	27%
Comfortable (seats, bigger)	11%
Faster ride and schedule	9%
Cheaper to maintain, fuel efficient	7%
Cleaner, smell better	6%
Easy to drive, smoother ride	6%
Quieter	4%
Nostalgia, history, riding for years	3%
Need more and newer	3%
Cheaper to ride	2%
Safer	2%
More reliable	2%
Waste to buy new buses	1%
Add more features, hydraulic lift, bike rack ¹	1%
Different atmosphere than city buses	1%
Scenery	1%
Other	1%

n=198 Note: Respondents could identify more than one response to this question. Totals may not add to 100% due to rounding and due

to multiple responses.

9 - Reasons Do Not Prefer Trolley Buses

Reason Do Not Prefer Trolley Buses	Percent
Delay (break, off cables/tracks, stuck, lose power)	16%
Hard to board/high (strollers, wheelchairs, elderly, disabled)	10%
Slower	6%
Not a smooth ride (rough starts/stops)	5%
Uncomfortable (things fall, stink, dirty, crowded)	4%
Old (look bad)	3%
No bike rack/hydraulics	3%
Cost more to maintain	2%
Minor problems	2%
Other buses are better	2%
Inefficient	2%
Interfere with radio	1%
Rather have trolleys downtown only	1%
No route to work	1%
Noisy	1%
Sometimes have to ride but then takes longer to get home	1%

n=198 Note: Respondents could identify more than one response to this question. Totals may not add to 100% due to rounding and due to multiple responses.