Customer Satisfaction Tracking Research Annual Report 2023-2024

April 11, 2024

Prepared for:

BCTransit

PIVOTAL RESEARCH Inc.™

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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, we collected feedback via an online survey from BC residents 19 years old or older who reside outside of the Metro Vancouver area through an online panel. This 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

Each quarter we aimed to collect 600 surveys in Victoria and 750 surveys from five Tier 1 communities (Central Fraser Valley, Kamloops, Kelowna, Nanaimo, Prince George) and 800 surveys in the remaining communities. In total, 8,465 British Columbians participated in the survey. The following graphic displays the total sample size obtained by each region.

Methodology

To ensure that our final sample closely mirrors the demographic makeup of the population, we weighted the data 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 sample were drawn from a random population, the estimated margin of error for a 95% confidence interval would be as follows:

Sub-group	Sample Size	Maximum Margin of Error
Annual Samples		
Total	8,645	+/-1.0%
Victoria	2,429	+/-2.0%
Central Fraser Valley, Kamloops, Kelowna, Nanaimo, Prince George	3,029	+/- 1.8%
Whistler and Tier 2 & 3 Communities	3,187	+/-1.7%
Bimonthly and Quarterly Samples		
Victoria (bimonthly)	405	+/-4.9%
Central Fraser Valley, Kamloops, Kelowna, Nanaimo, Prince George (bimonthly)	505	+/-4.4%
Whistler and Tier 2 & 3 Communities (quarterly)	797	+/-3.5%

While we relied on the 2022/2023 survey instrument, refinements were made to include additional items, such as awareness of the Electronic Fare Collection System and their sense of safety and security throughout their trip in transit. Where new additions were integrated, corresponding data is unavailable in the 2022/2023 data tables and is denoted as "N/A." Furthermore, in instances where items were removed from the survey in 2023/2024, total percentages may not add up to 100% for single select items.

Executive Summary

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 Executive Summary highlights the 2023/24 results.

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

➢ Overall, four-fifths (78%) of respondents in BC Transit service areas know that BC Transit operates their local transit service. Victoria continues to have the highest awareness level amongst all communities at 90% of survey respondents.

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

➢ Across the entire BC Transit system, one-half of respondents (56%) have taken public transit in the past year. Of these riders, 18% used transit in the past 24 hours, 22% in the past seven days, 19% in the past month and 40% used transit more than a month ago. An average of 2.9 one-way public transit trips were taken in the past seven days.

➢ Whistler continues to have the highest proportion of riders amongst all regions, with over nine-in-ten (92%) respondents using transit in the past year and an average of 7.8 one-way public transit trips taken in the past 7 days. Victoria has the second-highest proportion of transit users in the past year at 71% and riders average 4.0 one-way trips taken in the past 7 days.

➢ One-fifth (21%) of riders use transit more often than a year ago, while one-third (35%) use it less often. Under half (44%) say their usage is "about the same."

The main reasons for using transit are to go to and from work, for entertainment or social reasons, and for shopping.

➢ The respective proportions for the top three reasons for using transit have closely comparable proportions: going to/from work (24%), entertainment or social reasons (19%), and going to/from shopping (19%). Whistler and Central Fraser Valley riders tend to use transit most for going to/from work (47% and 29%, respectively), while respondents of Campbell River and Cowichan Valley primarily use transit for entertainment or social reasons (29% and 28%, respectively).

Executive Summary

One-half of respondents province-wide are satisfied with the transit system overall, while two-thirds observe that the quality of the system has remained consistent with the previous year.

➤ One-half (49%) of respondents give the transit system positive ratings overall (4 or 5 out of 5, where 1 is "extremely poor" and 5 is "excellent") or an average rating of 3.40 out of 5. Riders rated the overall local transit system more positively (average of 3.50) than non-riders (average of 3.24).

➤ Ratings remain most positive in terms of courteous drivers (66% rate it 4 or 5 out of 5, average rating 3.82), clean/well-maintained buses (57%, average rating 3.61), and convenient fare payment options and reasonable fare prices (both 51% and average rating 3.48 and 3.47 respectively). The areas which could improve are bus stops having enough amenities (34%, average of 2.97), buses having good connections with reasonable wait times (37%, average of 3.12), and frequency of scheduled service (38%, average of 3.12).

➤ At the provincial level, two-thirds (66%) feel the local bus system has stayed the same compared to a year ago, while just under one-third (29%) say it has improved.

Roughly three-quarters of riders report feeling safe throughout their most recent trip.

➤ Province-wide, nearly three-quarters (71%) report that they felt safe during their most recent trip. One-in-ten (12%) riders felt unsafe while waiting to board their first transit vehicle. Roughly half of respondents rated safety and security positively (48%, or an average of 3.36).

The Net Promoter Score (NPS) stands at -16 for 2023/24.

➤ The Net Promoter Score (NPS), a measure of client loyalty, was introduced to the 2023/24 survey by asking respondents their likelihood to recommend BC transit to a friend or family member on a scale of 0 (not at all likely) to 10 (extremely likely). The NPS is calculated by subtracting the percentage of detractors (0 to 6) from the percentage of promoters (9 or 10). Overall, BC Transit received a score of -16 in 2023/24. Riders had a much higher NPS score (0) compared to non-riders (-40).

Respondents' main source for transit information continues to be the BC Transit website.

➤ Province-wide, three-in-five (61%) respondents accessed BC Transit's website for transit information, while three-in-ten (30%) found their information at the bus stop.

Executive Summary

Convenience and cost are the main reasons for the increased usage of the public transit system.

➤ Province-wide, almost two-thirds (64%) of riders who use the public transit system more often do so because of its convenience/proximity to bus routes, while over half (56%) prefer using transit because it is inexpensive compared to other transportation modes.

The top reasons for NOT using public transit are preferring to use a personal vehicle, taking too long to reach the destination, and bus frequency not meeting their needs.

➤ Of riders using transit less often or about the same, 62% prefer using their vehicles when travelling within their community, 53% feel it takes too long to reach their destination, and 49% state the bus frequency doesn't meet their needs.

The top motivator to use public transit more frequently in the future is introducing the ability to pay fares through mobile or credit card.

➤ Respondents would like the ability to pay fares via mobile app or credit card while boarding (56%), increased bus frequency (55%), and expanded bus routes to new areas (54%).

Awareness of Electronic Fare payment implementation is low, but well-received.

➤ While just over one-quarter (28%) of respondents were aware that BC Transit is implementing an Electronic Fare Collection System, 40% of respondents believe that it would increase their likelihood of taking local transit.

While the majority of parents/caregivers whose children use transit believe the Free Transit for Children Program is important to their communities, half are satisfied with the service their child/children receive.

➤ Three-quarters (74%) of parents/caregivers feel that the free transit for children program is important or very important; however, under half (49%) are satisfied or very satisfied with the service although a quarter (25%) did not know how to answer for their satisfaction with the service.

Results At-a-Glance

BC Transit surveyed those who use and don't use their service to gauge satisfaction, awareness and perception. Between May 2023 - March 2024, Pivotal Research engaged 8,645 British Columbia residents (excluding residents in the Vancouver Metro area).

Municipality of Residence
n=8,645
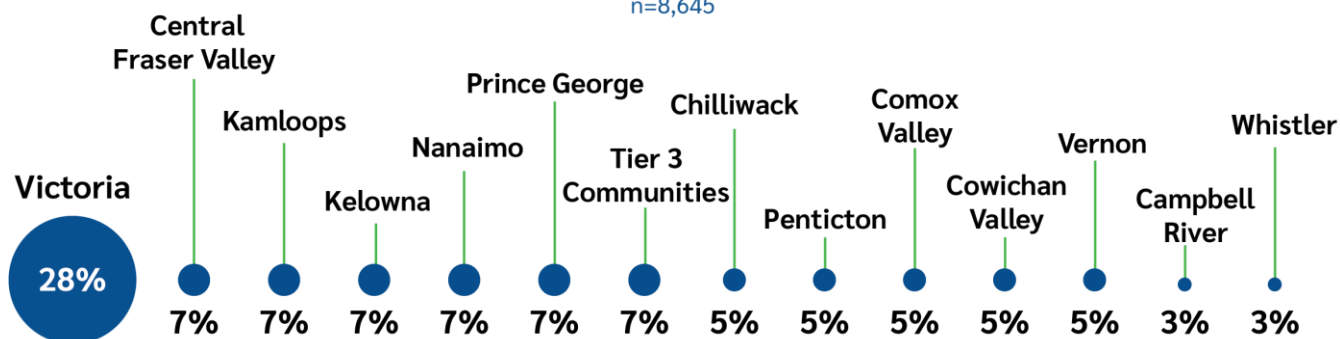
Municipality	Percentage
Victoria	28%
Central Fraser Valley	7%
Kamloops	7%
Kelowna	7%
Nanaimo	7%
Prince George	7%
Tier 3 Communities	7%
Chilliwack	5%
Penticton	5%
Comox Valley	5%
Cowichan Valley	5%
Vernon	5%
Campbell River	3%
Whistler	3%

n=8,645

Rider 56%   **Non Rider** 44%

n=8,645

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78%
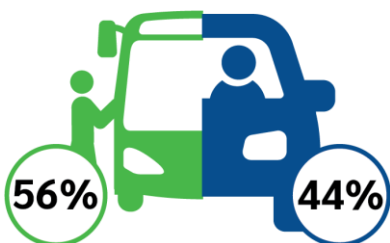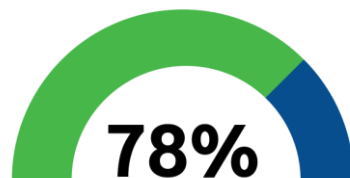
are aware that BC Transit is responsible for their local transit system

n=7,594

3.40/5

Average satisfaction with the transit system overall

Results At-a-Glance

Top 5 Reasons For More Frequent Use
n=1,000

Reason	Percentage
Convenient for me/ close to bus routes	64%
Inexpensive compared to other transportation modes	56%
Better for the environment/ less impact on climate change	38%
Lack of alternate transportation	27%
Helps reduce traffic in my community	22%

Past Year Change in Local Bus System Usage
n=4,830

35%	44%	21%
Used Less Often	Stayed the Same	Used More Often
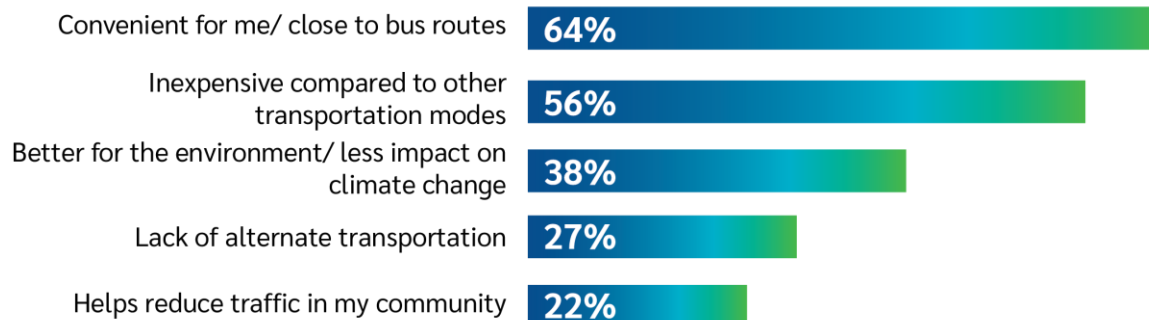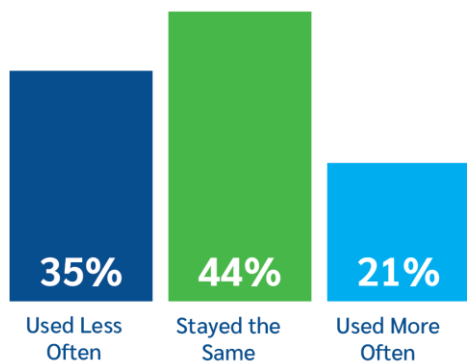
Top 3 Main Purpose of Trips
n=4,830

24% Going to or from work

19% Entertainment or social reasons

19% Going to or from shopping
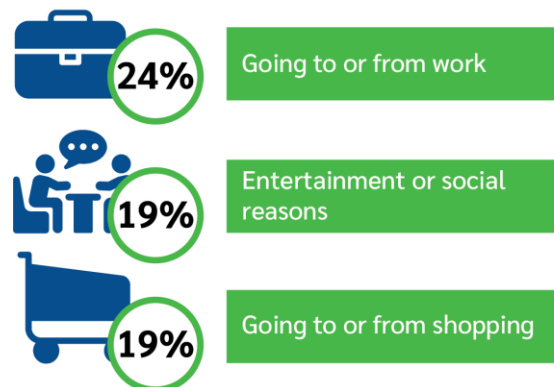
Results At-a-Glance

Improvements That Encourage More Frequent Transit Use

n=8,645
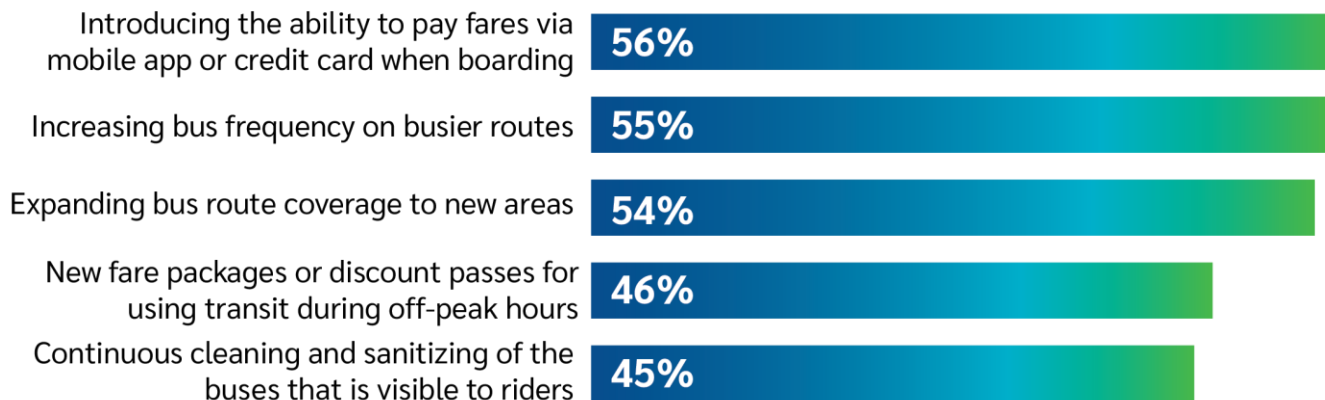
- Introducing the ability to pay fares via mobile app or credit card when boarding — **56%**
- Increasing bus frequency on busier routes — **55%**
- Expanding bus route coverage to new areas — **54%**
- New fare packages or discount passes for using transit during off-peak hours — **46%**
- Continuous cleaning and sanitizing of the buses that is visible to riders — **45%**

n=8,645 **28%** of respondents were aware that BC Transit is implementing an Electronic Fare Collection System
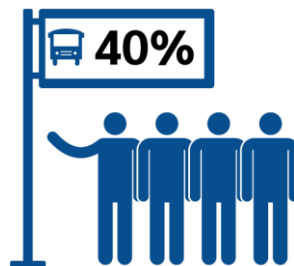
n=8,645 **40%** believe that a new electronic fare payment will increase their transit usage

n=4,829 **71%** 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, 57% of respondents are women, 42% are male, and 2% are of another gender.

➤ Province-wide, two-fifths (38%) classify their household income at $70,000+, 16% have incomes between $50,000 and $70,000, and one-third (33%) indicate their household income fits in the range of $25,000 to <$50,000.

➤ Province-wide, only two in ten (20%) have children under 12, with half (53%) of these parents/guardians having one child under 12.

➤ Just over two-fifths (42%) were employed full-time, a quarter (23%) were retired, and one-fifth (17%) worked part-time. The remaining 17% are unemployed, unable to work or stay-at-home parents.

➤ Roughly one-tenth (11%) were students in 2023/24.

➤ One-fifth (21%) identified as having a disability, 8% identified as a racialized minority, 8% identified as Indigenous, 8% identified as belonging to the LGBTQ2S+ community, and 2% were new to Canada.

Demographics

	Total	
	22/23	23/24
n=	8,039	8,645
MUNICIPALITY OF RESIDENCE		
Victoria	23%	28%
Central Fraser Valley	11%	7%
Kamloops	6%	7%
Kelowna	11%	7%
Nanaimo	8%	7%
Prince George	5%	7%
Whistler	1%	3%
Chilliwack	5%	5%
Campbell River	2%	3%
Comox Valley	3%	5%
Cowichan Valley	<1%	5%
Penticton	3%	5%
Vernon	4%	5%
Tier 3 Communities	18%	7%

Demographics

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	8,039	8,645	1784	2,429	598	607	598	600	599	620	599	590
GENDER												
Male	46%	42%	47%	39%	46%	39%	47%	45%	46%	40%	46%	41%
Female	54%	57%	53%	59%	54%	59%	53%	54%	54%	59%	53%	57%
*Nonbinary		1%		2%		1%		1%		1%		1%
*Two-Spirit		<1%		<1%		1%		<1%		<1%		<1%
*Another Gender not listed above		<1%		<1%		0%		0%		0%		<1%
AGE												
Under 25	7%	12%	11%	12%	10%	18%	10%	15%	8%	15%	1%	11%
25-34	12%	18%	14%	19%	13%	18%	9%	20%	11%	20%	12%	14%
35-54	30%	31%	26%	31%	34%	35%	38%	33%	30%	34%	31%	34%
55-64	21%	17%	21%	16%	20%	15%	18%	12%	24%	16%	19%	19%
65+	29%	21%	27%	22%	24%	14%	25%	21%	28%	15%	37%	21%
CHILDREN UNDER 12												
Yes	17%	20%	16%	19%	20%	26%	13%	19%	16%	20%	12%	19%
1		53%		59%		48%		49%		49%		44%
2		33%		30%		37%		40%		36%		42%
3		8%		6%		7%		7%		9%		9%
4		3%		2%		4%		2%		3%		3%
5		1%		1%		1%		1%		1%		1%
More than 5		2%		2%		3%		1%		2%		1%

*2023/24 scale was updated to include gender categories for Nonbinary, Two-Spirit, and Another Gender not listed above.

Demographics

	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	8,039	8,645	596	612	411	285	406	395	414	291	407	404
GENDER												
Male	46%	42%	48%	49%	56%	44%	42%	40%	44%	50%	43%	39%
Female	54%	57%	52%	50%	44%	55%	58%	59%	55%	47%	57%	60%
*Nonbinary		1%		1%		1%		<1%		2%		<1%
*Two-Spirit		<1%		0%		<1%		0%		<1%		1%
*Another Gender not listed above		<1%		0%		0%		<1%		1%		0%
AGE												
Under 25	7%	12%	14%	11%	11%	12%	2%	13%	1%	17%	2%	8%
25-34	12%	18%	13%	22%	18%	41%	15%	18%	4%	14%	8%	14%
35-54	30%	31%	36%	31%	41%	34%	29%	33%	29%	29%	27%	25%
55-64	21%	17%	17%	18%	13%	7%	25%	16%	32%	16%	25%	22%
65+	29%	21%	20%	18%	10%	6%	30%	20%	34%	24%	38%	30%
CHILDREN UNDER 12												
Yes	17%	20%	19%	27%	17%	24%	18%	25%	18%	18%	20%	22%
1		53%		59%		51%		42%		47%		59%
2		33%		25%		34%		47%		33%		31%
3		8%		12%		14%		8%		9%		3%
4		3%		2%		1%		1%		4%		5%
5		1%		0%		0%		1%		6%		0%
More than 5		2%		1%		0%		1%		2%		2%

*2023/24 scale was updated to include gender categories for Nonbinary, Two-Spirit, and Another Gender not listed above.

Demographics

	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	8,039	8,645	407	420	407	399	406	396	407	597
GENDER										
Male	46%	42%	39%	42%	44%	51%	46%	44%	45%	42%
Female	54%	57%	61%	57%	55%	49%	54%	56%	55%	58%
*Nonbinary		1%		<1%		0%		1%		<1%
*Two-Spirit		<1%		0%		0%		0%		0%
*Another Gender not listed above		<1%		<1%		0%		0%		0%
AGE										
Under 25	7%	12%	1%	6%	<1%	5%	6%	9%	4%	10%
25-34	12%	18%	8%	15%	9%	12%	11%	14%	12%	21%
35-54	30%	31%	22%	28%	22%	22%	24%	30%	34%	33%
55-64	21%	17%	21%	25%	28%	20%	26%	21%	20%	19%
65+	29%	21%	40%	26%	39%	41%	33%	26%	31%	18%
CHILDREN UNDER 12										
Yes	17%	20%	15%	16%	9%	12%	8%	17%	21%	22%
1		53%		45%		61%		48%		58%
2		33%		34%		28%		29%		26%
3		8%		17%		8%		8%		7%
4		3%		3%		0%		9%		4%
5		1%		0%		0%		3%		2%
More than 5		2%		0%		3%		4%		3%

*2023/24 scale was updated to include gender categories for Nonbinary, Two-Spirit, and
Another Gender not listed above

Demographics

	Total	Victoria	Central Fraser Valley	Kamloops	Kelowna	Nanaimo	Prince George	Whistler
n=	8,645	2,429	607	600	620	590	612	285
INCOME								
Less than $20k	**10%**	9%	7%	12%	12%	9%	14%	5%
$20k - $50k	**28%**	25%	33%	31%	27%	30%	28%	20%
$50k - $70k	**16%**	16%	15%	15%	15%	17%	20%	24%
$70k+	**38%**	42%	37%	36%	37%	39%	32%	39%
MINORITY GROUP								
Racialized Minority	**8%**	13%	10%	9%	5%	5%	7%	10%
Person with Disabilities	**21%**	20%	21%	21%	22%	26%	25%	5%
Indigenous	**8%**	6%	7%	15%	7%	9%	13%	3%
New to Canada	**2%**	2%	3%	4%	4%	1%	2%	8%
LGBTQ2S+	**8%**	10%	7%	8%	9%	8%	7%	5%
None of the above	**57%**	55%	56%	52%	58%	57%	56%	64%
STUDENT								
Yes	**11%**	14%	8%	14%	12%	8%	9%	10%
No	**86%**	83%	87%	80%	85%	89%	88%	86%
EMPLOYMENT								
Employed Full Time	**42%**	44%	46%	38%	39%	40%	43%	74%
Employed Part Time	**17%**	17%	20%	14%	19%	19%	16%	15%
Unable to work	**6%**	4%	4%	7%	8%	8%	6%	1%
Unemployed	**7%**	7%	5%	12%	8%	5%	8%	3%
Stay at home parent	**4%**	2%	6%	5%	3%	5%	5%	1%
Retired	**23%**	24%	15%	22%	20%	21%	20%	4%

*2023/24 scale was updated to include gender categories for Nonbinary, Two-Spirit, and Another Gender not listed above.

Demographics

	Total	Chilliwack	Campbell River	Comox Valley	Cowichan Valley	Penticton	Vernon	Tier 3
n=	**8,645**	395	291	404	420	399	396	597
INCOME								
Less than $20k	**10%**	14%	11%	11%	10%	7%	9%	12%
$20k - $50k	**28%**	25%	19%	32%	26%	31%	33%	33%
$50k - $70k	**16%**	20%	14%	12%	14%	17%	15%	15%
$70k+	**38%**	34%	44%	39%	39%	38%	33%	35%
MINORITY GROUP								
Racialized Minority	**8%**	7%	7%	5%	4%	2%	6%	7%
Person with Disabilities	**21%**	26%	25%	24%	18%	19%	22%	21%
Indigenous	**8%**	9%	7%	6%	4%	5%	9%	11%
New to Canada	**2%**	1%	4%	2%	0%	0%	3%	1%
LGBTQ2S+	**8%**	6%	8%	9%	7%	4%	4%	9%
None of the above	**57%**	56%	51%	60%	67%	69%	61%	57%
STUDENT								
Yes	**11%**	9%	16%	9%	6%	3%	5%	8%
No	**86%**	88%	79%	88%	92%	95%	92%	89%
EMPLOYMENT								
Employed Full Time	**42%**	39%	38%	33%	38%	33%	37%	42%
Employed Part Time	**17%**	17%	25%	20%	21%	10%	12%	15%
Unable to work	**6%**	11%	4%	6%	4%	6%	7%	6%
Unemployed	**7%**	8%	5%	4%	6%	4%	8%	9%
Stay at home parent	**4%**	5%	2%	3%	4%	2%	5%	5%
Retired	**23%**	18%	21%	30%	25%	43%	30%	21%

*2023/24 scale was updated to include gender categories for Nonbinary, Two-Spirit, and Another Gender not listed above.

Key Findings: Local Transit System Awareness

➢ Across the province in 2023/24, nearly four-fifths (78%) of respondents in BC Transit's operating regions are aware that BC Transit is responsible for their local transit system. Less than one-third (28%) believe that the local government is responsible, and one-in-ten (12%) believe that TransLink is responsible. Few (2%) believe that it is another body is responsible while 6% do not know who operates it.

➢ Greater Victoria has the highest level of BC Transit awareness, with nine-in-ten (90%) respondents aware that BC Transit is responsible for the local transit system.

➢ Following this, Prince George (80%), Kelowna (79%), Whistler (79%), Comox Valley (78%) and Cowichan Valley (78%) have high levels of awareness that BC Transit is responsible for their local transit system.

➢ The proportion of respondents who believe the local/municipal government operates their transit system is highest in the Tier 3 Communities (35%), Campbell River (33%) and Nanaimo (33%).

➢ Those who live in Central Fraser Valley (23%) and Chilliwack (23%) have the highest belief that TransLink operates their transit system.

Local Transit System Awareness

Responsibility for Local Transit System
(Multiple Responses Allowed)

Total
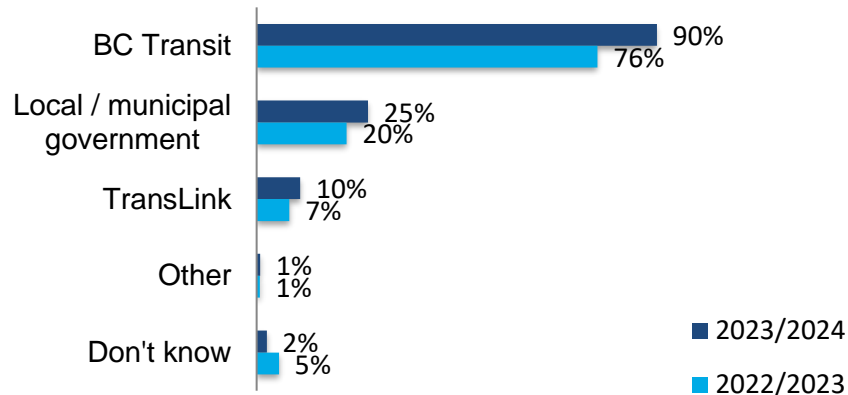
	2023/2024	2022/2023
BC Transit	78%	61%
Local / municipal government	28%	33%
TransLink	12%	7%
Other	2%	1%
Don't know	6%	9%

Victoria

	2023/2024	2022/2023
BC Transit	90%	76%
Local / municipal government	25%	20%
TransLink	10%	7%
Other	1%	1%
Don't know	2%	5%
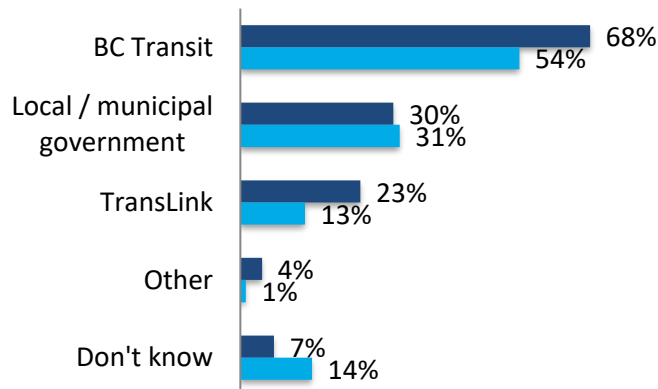
Central Fraser Valley

	2023/2024	2022/2023
BC Transit	68%	54%
Local / municipal government	30%	31%
TransLink	23%	13%
Other	4%	1%
Don't know	7%	14%

Kamloops

	2023/2024	2022/2023
BC Transit	76%	68%
Local / municipal government	26%	34%
TransLink	10%	5%
Other	1%	1%
Don't know	7%	8%

Q1. Who do you think is responsible for your local transit system?
Annual Base 2022/2023: Total=8,039; Victoria=1,784; Central Fraser Valley=598; Kamloops=598.
Annual Base 2023/2024: Total=8,645; Victoria=2,429; Central Fraser Valley=607; Kamloops=600.

Local Transit System Awareness
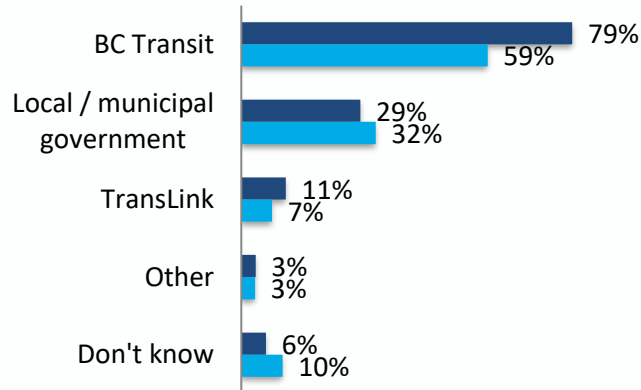
Responsibility for Local Transit System
(Multiple Responses Allowed)
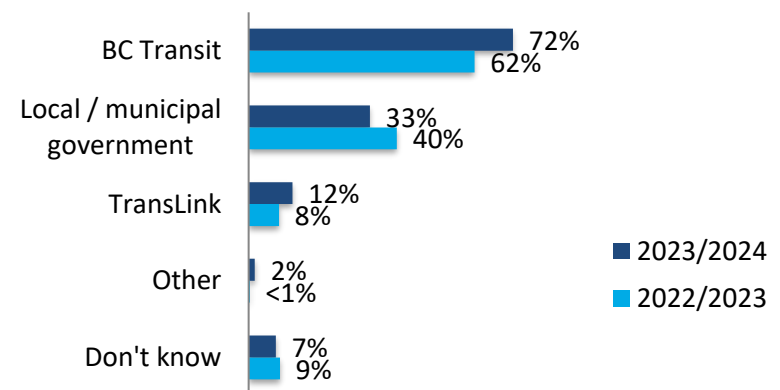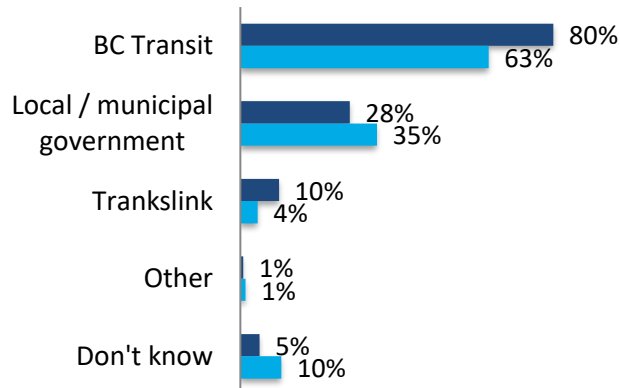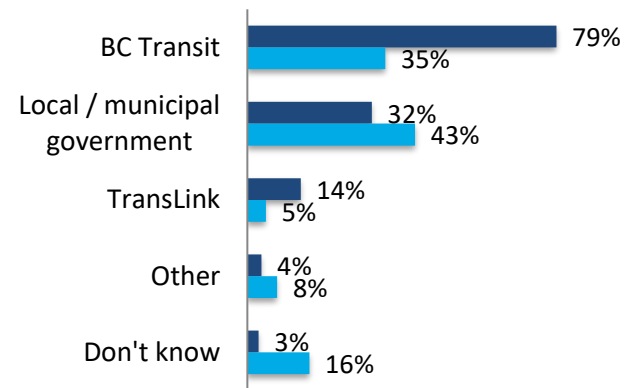
Q1. Who do you think is responsible for your local transit system?
Annual Base 2022/2023: Total=8,039; Kelowna=599; Nanaimo=599; Prince George=596; Whistler=411.
Annual Base 2023/2024: Total= 8,645; Kelowna=620; Nanaimo=590; Prince George=612; Whistler=285.

Local Transit System Awareness

Responsibility for Local Transit System
(Multiple Responses Allowed)

Chilliwack Regional
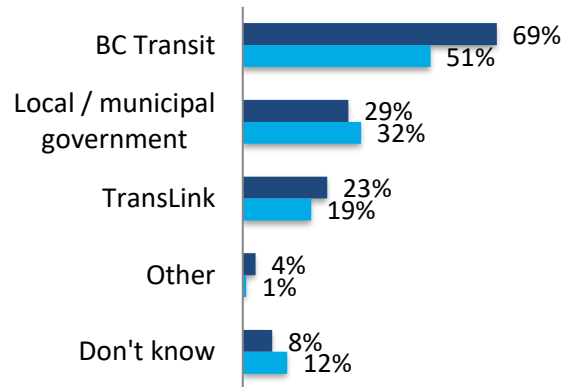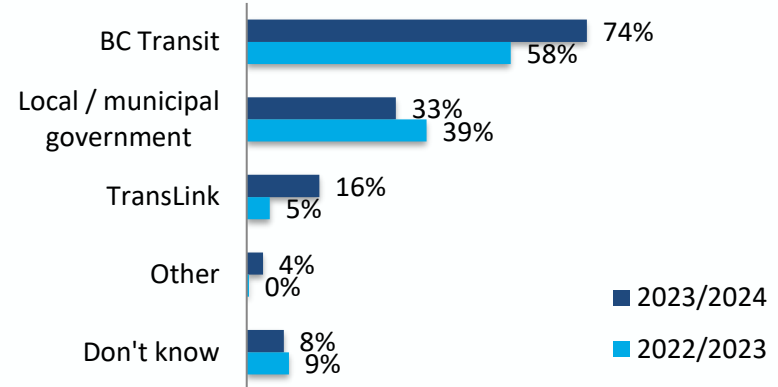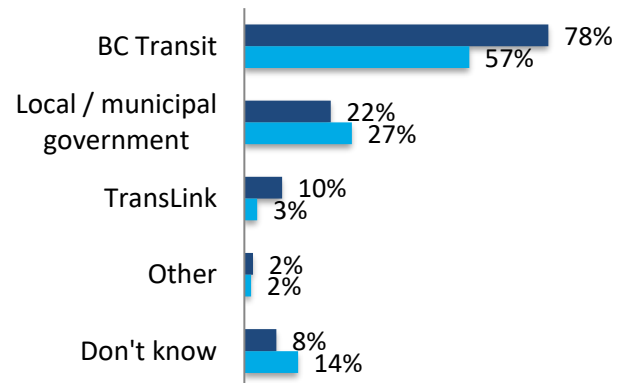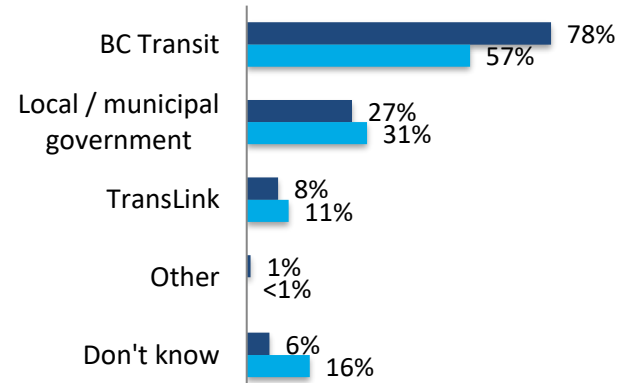
Category	2023/2024	2022/2023
BC Transit	69%	51%
Local / municipal government	29%	32%
TransLink	23%	19%
Other	4%	1%
Don't know	8%	12%

Campbell River

Category	2023/2024	2022/2023
BC Transit	74%	58%
Local / municipal government	33%	39%
TransLink	16%	5%
Other	4%	0%
Don't know	8%	9%

Comox Valley

Category	2023/2024	2022/2023
BC Transit	78%	57%
Local / municipal government	22%	27%
TransLink	10%	3%
Other	2%	2%
Don't know	8%	14%

Cowichan Valley

Category	2023/2024	2022/2023
BC Transit	78%	57%
Local / municipal government	27%	31%
TransLink	8%	11%
Other	1%	<1%
Don't know	6%	16%

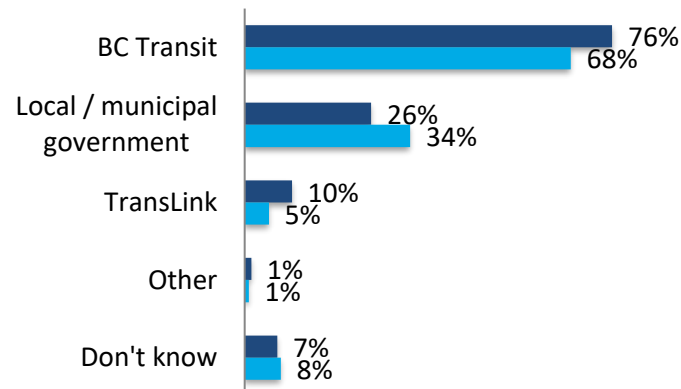**Legend:** ■ 2023/2024 ■ 2022/2023

Q1. Who do you think is responsible for your local transit system?
Annual Base 2022/2023: Total=8,039; Chilliwack=406; Campbell River=414; Comox Valley=407; Cowichan Valley=407.
Annual Base 2023/2024: Total= 8,645; Chilliwack=395; Campbell River=291; Comox Valley=404; Cowichan Valley=420.

Local Transit System Awareness

Responsibility for Local Transit System
(Multiple Responses Allowed)

Penticton

BC Transit	71% / 57%
Local / municipal government	31% / 36%
TransLink	6% / 3%
Other	2% / 3%
Don't know	7% / 8%

Vernon Regional

BC Transit	73% / 63%
Local / municipal government	27% / 39%
TransLink	8% / 8%
Other	2% / <1%
Don't know	10% / 8%
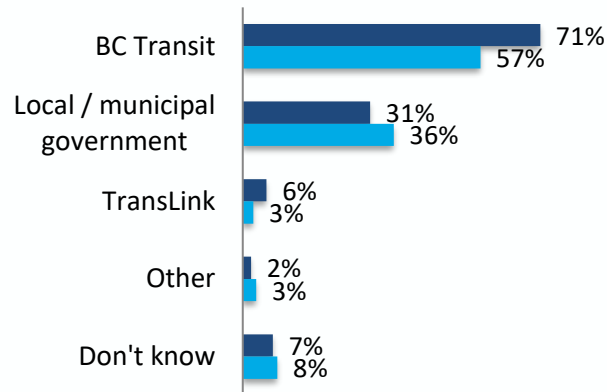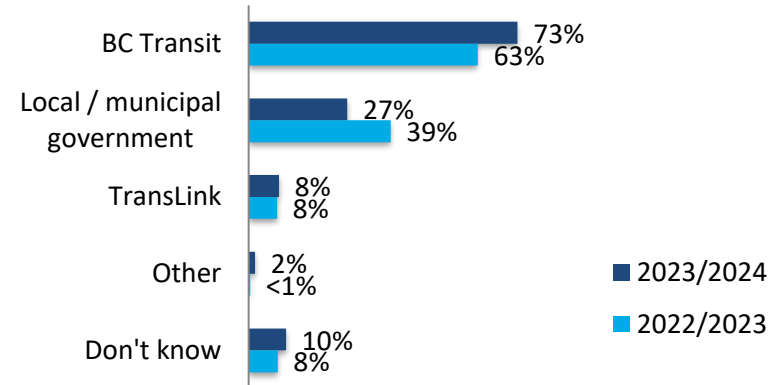
■ 2023/2024
■ 2022/2023

Tier 3 Communities
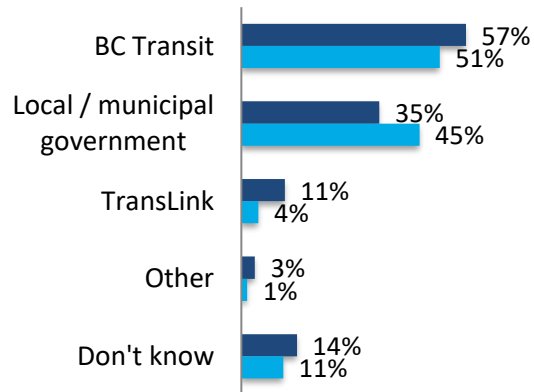
BC Transit	57% / 51%
Local / municipal government	35% / 45%
TransLink	11% / 4%
Other	3% / 1%
Don't know	14% / 11%

Q1. Who do you think is responsible for your local transit system?
Annual Base 2022/2023: Total=8,039; Penticton=407; Vernon=406; Tier 3=407.
Annual Base 2023/2024: Total= 8,645; Penticton=399; Vernon=396; Tier 3=597.

Key Findings: Transit Usage

➢ Over one-half (56%) of respondents in BC Transit's operating areas have used their local public bus system in the past year. Four-in-ten riders (40%) used transit more than one month ago.

    › Whistler (92%) and Victoria (71%) had the highest proportion of respondents use transit within the past year. Conversely, Cowichan Valley (34%) and Penticton (38%) had the lowest proportion of transit use in the past year.

➢ The main reasons that non-riders did not use public transit in the last year include using other types of transportation (64%), not needing to use the bus (32%), bus frequency not meeting their needs (16%), and the bus taking too long to arrive at their destination (16%).

➢ Of riders, approximately one-in-five used transit in the past 24 hours (18%), in the past 7 days (22%), and in the past month (19%). Four in ten riders (40%) this year used transit more than a month ago.

    › Overall, the average number of one-way trips in the past seven days was 2.9 in 2023/24.

    › When considering the overall rider group (56%), occasional riders (did not used transit in the past week) comprise the largest portion at 34%. This is followed by heavy riders (10+ one-way trips in past week) at 9%, medium users (4-9 one-way trips in past week) at 8% and light riders (1-3 one-way trips in past week) at 4% of the overall sample.

➢ Province-wide, riders use transit primarily to go to or from work (24%), for entertainment or social reasons (19%), to go to/from shopping (19%), and to conduct personal business (18%).

Key Findings: Transit Usage

➢ Just under half (44%) of riders say their usage remained the same compared to the previous year. One-third (35%) say that their transit usage has decreased since the past year, while 21% say that their frequency of usage increased since last year. As such, province-wide, the overall net loss of ridership is -14% (% of riders using the bus system more often subtracted by % using less often).

➢ For those who are using the bus more often, half (53%) are driving alone less while a quarter (26%) are walking, rollerblading skateboarding or jogging less frequently. For those who are using the bus less often, 60% are driving alone more frequently, while one-third (32%) are walking, rollerblading, skateboarding or jogging more often.

➢ When riders who are using transit less often or about the same were asked why someone might choose not to use transit, respondents agreed that most they would prefer to use a personal vehicle (62%), that transit takes too long to get where they need to go (53%), that bus frequency does not meet their needs (49%) and that they might prefer to cycle or walk (44%).

➢ Those who used transit more in 2023/24 compared to the previous year said that transit was convenient for them (64%), inexpensive compared to other transportation (56%), and better for the environment (38%).

Key Findings: Transit Usage

Greater Victoria

- ➤ Just under three-quarters (71%) of respondents who reside in Great Victoria used local transit in the past year.

- ➤ Of these, almost two in ten (18%) had used local public transit in the past 24 hours, while four in ten (40%) used it more than a month ago.

- ➤ Of those who have used transit in the past seven days, Victoria riders make, on average, 4.0 one-way trips per week, more than the average across BC respondents (2.9).

- ➤ Of the 71% of riders in Greater Victoria, respondents are mostly occasional riders (39%), followed by heavy riders (14, medium riders (11%), and light riders (7%).

- ➤ While the main reasons cited for the need for transit remain similar to the overall results, including to go to or from work (24%), for entertainment or social reasons (21%), conducting personal business (17%) and to go to or from shopping (15%), accessing transit to go to the ferry terminal or airport was also cited by one in ten (12%).

- ➤ Two in ten (22%) Victoria transit users indicate they used transit "more often" compared to a year ago, while a higher percentage (32%) use it less often. Just under one-half (45%) of riders say their usage is "about the same".

- ➤ When Victoria riders who are using transit less often or about the same were asked why they believe non-riders choose to not use public transportation within their community, the top reason by far for not using public transportation is preferring to use a personal vehicle (60%), followed by bus taking too long to arrive at destination (55%) and preferring to cycle or walk (49%).

- ➤ Victoria riders who use transit more often are increasing usage due to convenience (70%), affordability (57%), and environmental reasons (42%).

Transit Usage

LOCAL PUBLIC BUS SYSTEM USAGE

Legend: Did not use in the past year / Used in past year

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
Did not use	66%	44%	49%	29%	70%	45%	69%	49%	73%	50%
Used	34%	56%	51%	71%	29%	55%	31%	51%	27%	50%

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

Annual Base 2022/2023: Total=8,039; Victoria=1,784; Central Fraser Valley=598; Kamloops=598; Kelowna=599.
Annual Base 2023/2024: Total=8,645; Victoria=2429; Central Fraser Valley=607; Kamloops=600; Kelowna=620.

Transit Usage

LOCAL PUBLIC BUS SYSTEM USAGE

Legend:
- Did not use in the past year
- Used in past year

Nanaimo
- 22/23: 61% Did not use, 39% Used
- 23/24: 46% Did not use, 54% Used

Prince George
- 22/23: 71% Did not use, 29% Used
- 23/24: 40% Did not use, 60% Used

Whistler
- 22/23: 42% Did not use, 58% Used
- 23/24: 8% Did not use, 92% Used

Chilliwack Regional
- 22/23: 69% Did not use, 31% Used
- 23/24: 51% Did not use, 49% Used

Campbell River
- 22/23: 83% Did not use, 17% Used
- 23/24: 49% Did not use, 51% Used

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

Annual Base 2022/2023: Total=8,039; Nanaimo=599; Prince George=596; Whistler=411; Chilliwack=406; Campbell River=414.
Annual Base 2023/2024: Total= 8,645; Nanaimo=590; Prince George= 612; Whistler=285; Chilliwack=395; Campbell River=291.

Transit Usage

LOCAL PUBLIC BUS SYSTEM USAGE

Legend:
- ■ Did not use in the past year
- ■ Used in past year

	Comox Valley		Cowichan Valley		Penticton		Vernon Regional		Tier 3	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
Did not use in the past year	83%	54%	85%	66%	82%	62%	79%	58%	71%	58%
Used in past year	17%	46%	14%	34%	18%	38%	21%	42%	29%	42%

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

Annual Base 2022/2023: Total=8,039; Comox Valley=407; Cowichan Valley=407; Penticton=407; Vernon=406; Tier 3=407.
Annual Base 2023/2024: Total= 8,645; Comox Valley=404; Cowichan Valley=420; Penticton=399; Vernon=396; Tier 3=597.

Transit Usage

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

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	22/23	**23/24**	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	**22/23**	**23/24**
n=	**5,706**	**3,762**	982	700	466	270	415	294	467	307	413	272
USE OTHER TYPE OF TRANSPORTATION (e.g. own car, taxi, bike, Uber, Lyft)	**64%**	**64%**	64%	68%	66%	68%	65%	64%	65%	70%	65%	63%
Don't need to use the bus	**36%**	**32%**	39%	33%	36%	31%	38%	27%	37%	30%	31%	37%
Bus frequency does not meet my needs	**15%**	**16%**	18%	12%	11%	19%	15%	18%	13%	18%	16%	16%
Bus takes too long to get to where I need to go	**13%**	**16%**	19%	15%	14%	23%	19%	17%	11%	23%	17%	18%
Never use transit/not at all interested in using transit	**7%**	**8%**	5%	8%	7%	7%	6%	11%	8%	8%	10%	8%
Working at home	**5%**	**8%**	5%	10%	5%	9%	12%	5%	5%	9%	7%	8%
Don't feel safe on public transit/ in public	**4%**	**8%**	5%	8%	3%	9%	9%	10%	5%	13%	7%	11%
Moved – no bus service/ don't need to use the bus	**3%**	**6%**	5%	1%	1%	2%	1%	12%	3%	4%	4%	7%
Not working/laid off	**3%**	**6%**	3%	8%	2%	3%	2%	4%	3%	6%	5%	7%
*Due to personal health concerns related to respiratory viruses (e.g., COVID-19, influenza (flu), etc.)	**6%**	**5%**	14%	7%	4%	2%	10%	6%	3%	6%	6%	5%
Riding my bike more often	**4%**	**4%**	8%	6%	1%	2%	3%	2%	4%	2%	2%	2%
Changed job/ school -- no bus service/ don't need to use the bus	**2%**	**1%**	5%	1%	0%	2%	3%	1%	0%	1%	1%	1%
School, college or university classes now online		**0%**		0%		0%		0%		0%		0%

Q3A: Why have you not used the local public bus system in the past year?
*2023/24 scale was updated to include personal health concerns related to respiratory viruses. The item was 2022/23 "Due to COVID-19 pandemic/physical distancing."

Transit Usage

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

	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	5,706	3762	452	245	173	23	325	200	357	139	336	215
USE OTHER TYPE OF TRANSPORTATION (e.g. own car, taxi, bike, Uber, Lyft)	64%	64%	62%	71%	54%	55%	63%	58%	69%	62%	74%	67%
Don't need to use the bus	36%	32%	30%	25%	15%	18%	41%	40%	35%	29%	36%	31%
Bus frequency does not meet my needs	15%	16%	13%	14%	11%	12%	11%	10%	15%	13%	22%	20%
Bus takes too long to get to where I need to go	13%	16%	13%	16%	4%	22%	8%	10%	7%	10%	17%	19%
Never use transit/not at all interested in using transit	7%	8%	7%	8%	1%	17%	4%	6%	5%	9%	4%	8%
Working at home	5%	8%	5%	4%	2%	20%	2%	13%	2%	5%	9%	8%
Don't feel safe on public transit/ in public	4%	8%	2%	7%	2%	4%	3%	7%	2%	9%	5%	6%
Moved – no bus service/ don't need to use the bus	3%	6%	3%	6%	4%	4%	1%	3%	1%	6%	2%	5%
Not working/laid off	3%	6%	2%	8%	1%	0%	3%	8%	2%	4%	1%	6%
*Due to personal health concerns related to respiratory viruses (e.g., COVID-19, influenza (flu), etc.)	6%	5%	3%	7%	1%	8%	7%	4%	5%	4%	7%	3%
Riding my bike more often	4%	4%	2%	2%	8%	15%	1%	4%	3%	5%	7%	8%
Changed job/ school -- no bus service/ don't need to use the bus	2%	1%	4%	1%	0%	4%	0%	3%	0%	3%	0%	1%
School, college or university classes now online		0%		1%		0%		0%		0%		1%

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

*2023/24 scale was updated to include personal health concerns related to respiratory viruses.

Transit Usage

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

	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	5,706	3762	349	277	332	245	338	231	301	344
USE OTHER TYPE OF TRANSPORTATION (e.g. own car, taxi, bike, Uber, Lyft)	**64%**	**64%**	62%	58%	67%	68%	64%	66%	60%	53%
Don't need to use the bus	**36%**	**32%**	30%	35%	40%	41%	42%	31%	33%	28%
Bus frequency does not meet my needs	**15%**	**16%**	20%	20%	19%	15%	15%	14%	17%	18%
Bus takes too long to get to where I need to go	**13%**	**16%**	11%	19%	10%	9%	10%	15%	8%	10%
Never use transit/not at all interested in using transit	**7%**	**8%**	6%	10%	4%	8%	7%	4%	8%	7%
Working at home	**5%**	**8%**	5%	9%	8%	7%	4%	6%	4%	6%
Don't feel safe on public transit/ in public	**4%**	**8%**	2%	5%	1%	5%	2%	5%	3%	4%
Moved – no bus service/ don't need to use the bus	**3%**	**6%**	7%	4%	3%	4%	7%	11%	5%	15%
Not working/laid off	**3%**	**6%**	4%	5%	3%	4%	6%	4%	3%	5%
*Due to personal health concerns related to respiratory viruses (e.g., COVID-19, influenza (flu), etc.)	**6%**	**5%**	5%	4%	4%	2%	4%	3%	3%	2%
Riding my bike more often	**4%**	**4%**	0%	1%	4%	4%	2%	7%	3%	3%
Changed job/ school -- no bus service/ don't need to use the bus	**2%**	**1%**	0%	2%	0%	0%	1%	1%	2%	2%
School, college or university classes now online		**0%**		1%		0%		0%		1%

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

*2023/24 scale was updated to include personal health concerns related to respiratory viruses.

Transit Usage

MOST RECENT LOCAL PUBLIC BUS SYSTEM USAGE
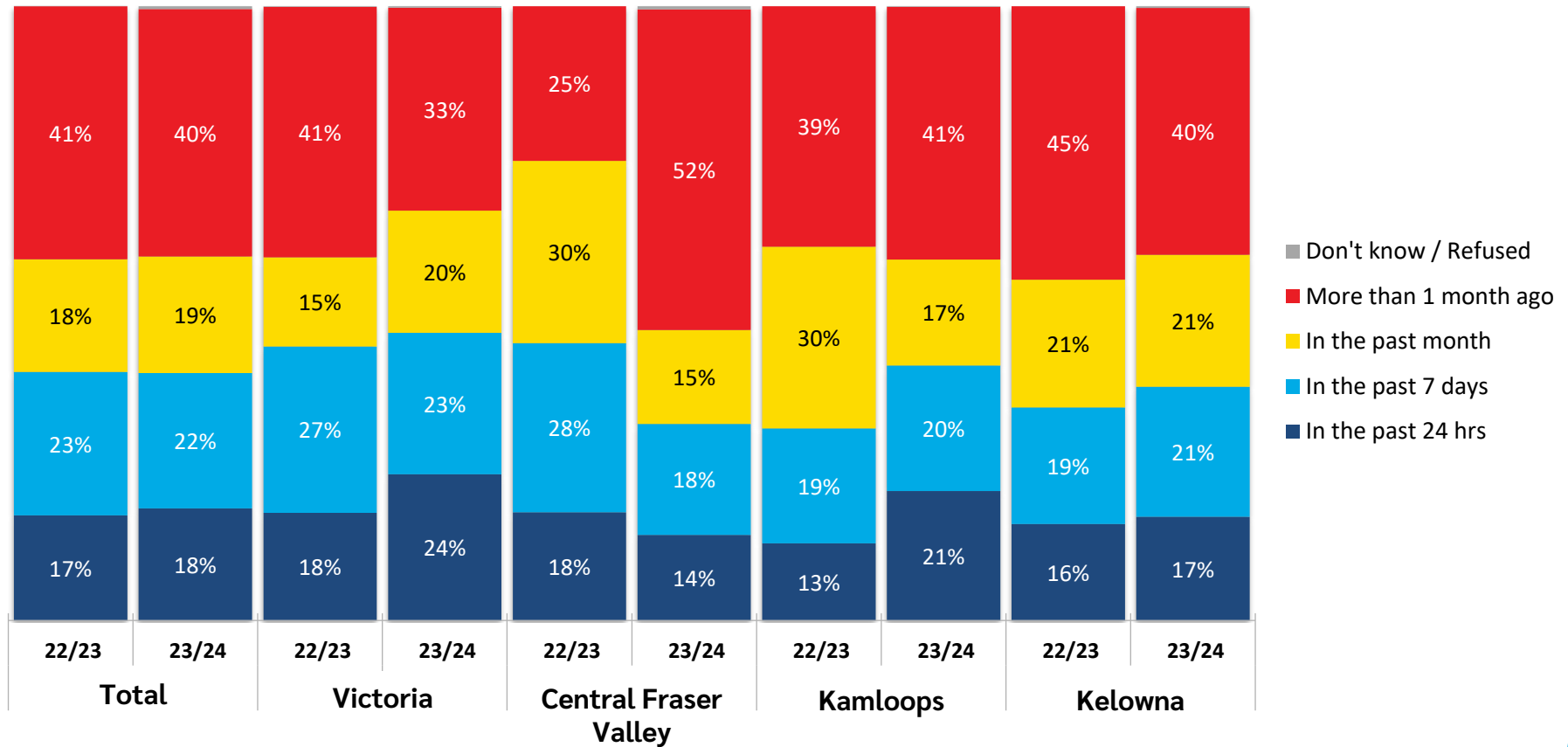
Legend:
- ■ Don't know / Refused
- ■ More than 1 month ago
- ■ In the past month
- ■ In the past 7 days
- ■ In the past 24 hrs

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
More than 1 month ago	41%	40%	41%	33%	25%	52%	39%	41%	45%	40%
In the past month	18%	19%	15%	20%	30%	15%	30%	17%	21%	21%
In the past 7 days	23%	22%	27%	23%	28%	18%	19%	20%	19%	21%
In the past 24 hrs	17%	18%	18%	24%	18%	14%	13%	21%	16%	17%

Q4. When did you last use the local public bus system? Was it ...
Annual Base 2022/2023: Total=2,319; Victoria=798; Central Fraser Valley=129; Kamloops=183; Kelowna=130.
Annual Base 2023/2024: Total=4,830; Victoria=1,718; Central Fraser Valley=333; Kamloops=305; Kelowna=311.

Transit Usage

MOST RECENT LOCAL PUBLIC BUS SYSTEM USAGE

Q4. When did you last use the local public bus system? Was it ...
Annual Base 2022/2023: Total=2,319; Nanaimo=185; Prince George=143; Whistler=238; Chilliwack=81; Campbell River=57.
Annual Base 2023/2024: Total=4,830; Nanaimo=314; Prince George=361; Whistler=260; Chilliwack=191; Campbell River=146.

Transit Usage

MOST RECENT LOCAL PUBLIC BUS SYSTEM USAGE

Legend:
- Prefer not to answer (grey)
- More than 1 month ago (red)
- In the past month (yellow)
- In the past 7 days (light blue)
- In the past 24 hrs (dark blue)

Comox Valley

	22/23	23/24
More than 1 month ago	47%	48%
In the past month	11%	20%
In the past 7 days	16%	18%
In the past 24 hrs	26%	14%

Cowichan Valley

	22/23	23/24
More than 1 month ago	71%	53%
In the past month	14%	28%
In the past 7 days	15%	14%
In the past 24 hrs		3%

Penticton

	22/23	23/24
More than 1 month ago	74%	54%
In the past month	7%	19%
In the past 7 days	9%	22%
In the past 24 hrs	11%	5%

Vernon Regional

	22/23	23/24
More than 1 month ago	37%	40%
In the past month	22%	28%
In the past 7 days	23%	23%
In the past 24 hrs	19%	9%

Tier 3

	22/23	23/24
Prefer not to answer		2%
More than 1 month ago	45%	49%
In the past month	18%	16%
In the past 7 days	22%	26%
In the past 24 hrs	15%	7%

Q4. When did you last use the local public bus system? Was it …
Annual Base 2022/2023: Total=2,319; Comox Valley=70; Cowichan Valley=57; Penticton=75; Vernon=68; Tier 3=105.
Annual Base 2023/2024: Total=4,830; Comox Valley=183; Cowichan Valley=142; Penticton=152; Vernon=164; Tier 3=249.

Transit Usage

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

	Total	Victoria	Central Fraser Valley	Kamloops	Kelowna
22/23	0.7	1.2	0.5	0.4	0.5
23/24	2.9	4.0	2.8	3.1	2.5

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 2022/2023: Total=8,039; Victoria=1,784; Central Fraser Valley=598; Kamloops=598; Kelowna=599.
Annual Base 2023/2024: Total=8,645; Victoria=2,429; Central Fraser Valley=607; Kamloops=600; Kelowna=620.

Transit Usage

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

	22/23	23/24
Nanaimo	1.0	2.0
Prince George	0.6	2.9
Whistler	1.5	7.8
Chilliwack Regional	0.6	1.6
Campbell River	0.3	4.8

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 2022/2023: Total=8,039; Nanaimo=599; Prince George=596; Whistler=411; Chilliwack=406; Campbell River=414.
Annual Base 2023/2024: Total= 8,645; Nanaimo=590; Prince George=612; Whistler=285; Chilliwack=395; Campbell River=291.

Transit Usage

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

	Comox Valley		Cowichan Valley		Penticton		Vernon Regional		Tier 3	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
	0.3	2.7	0.1	0.6	0.3	1.0	0.2	1.1	0.4	1.6

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 2022/2023: Total=8,039; Comox Valley=407; Cowichan Valley=407; Penticton=407; Vernon=406; Tier 3=407.
Annual Base 2023/2024: Total= 8,645; Comox Valley=404; Cowichan Valley=420; Penticton=399; Vernon=396; Tier 3=597.

Transit Usage

RIDER USAGE GROUP

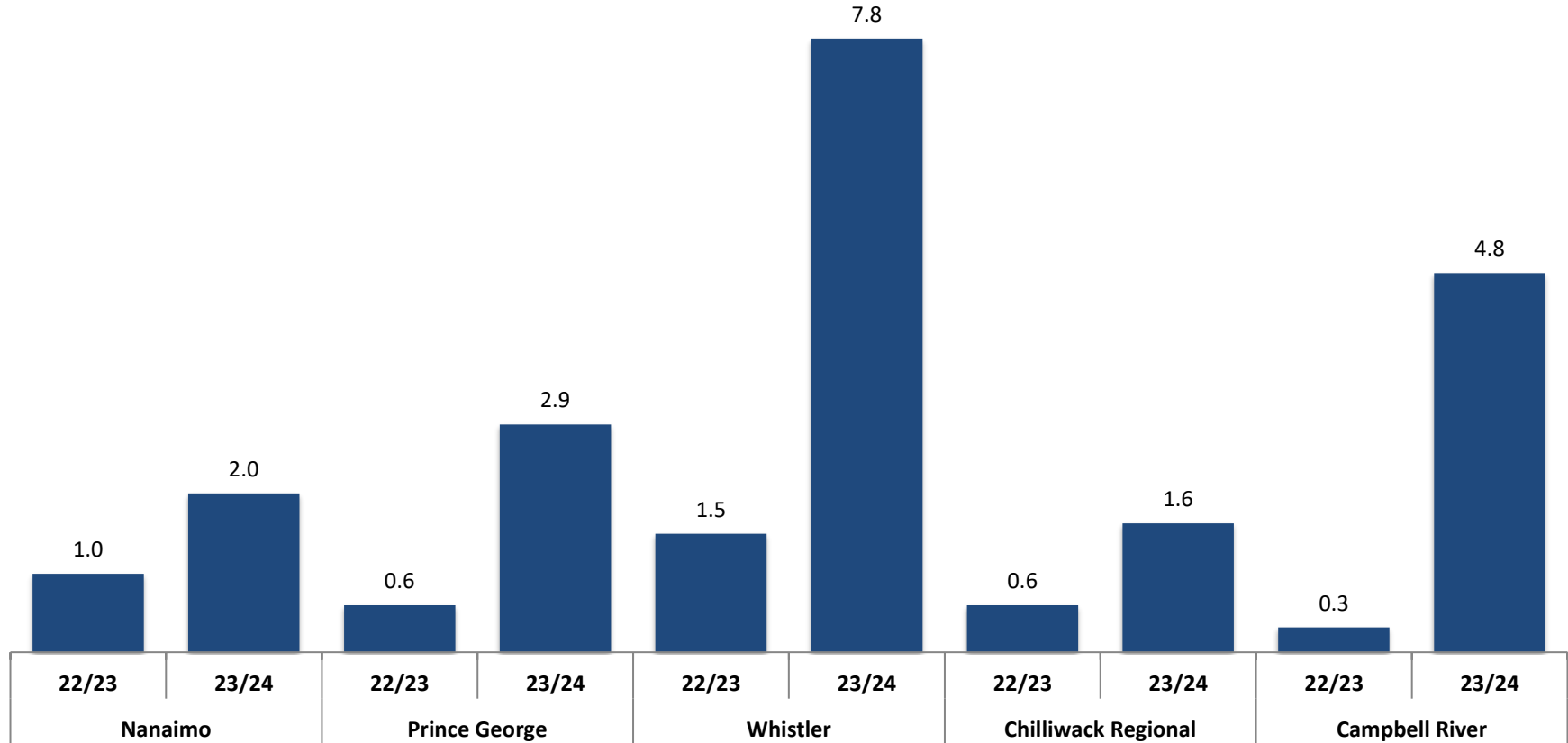**Q5. How many one-way trips did you make on public transit in the past seven days? Please count going to and from a destination as 2 one-way trips.**
Annual Base 2022/2023: Total=8,039; Victoria=1,784; Central Fraser Valley=598; Kamloops=598; Kelowna=599.
Annual Base 2023/2024: Total= 8,645; Victoria= 2,429; Central Fraser Valley= 607; Kamloops= 600; Kelowna= 620.

Transit Usage

RIDER USAGE GROUP

Legend: Non-riders (grey), Occasional riders (red), Light riders (yellow), Medium riders (light blue), Heavy riders (dark blue)

Nanaimo
- 22/23: Non-riders 61%, Occasional 23%, Light 5%, Medium 5%, Heavy 6%
- 23/24: Non-riders 47%, Occasional 37%, Light 3%, Medium 5%, Heavy 8%

Prince George
- 22/23: Non-riders 71%, Occasional 20%, Light 4%, Medium 3%, Heavy 2%
- 23/24: Non-riders 41%, Occasional 35%, Light 4%, Medium 9%, Heavy 10%

Whistler
- 22/23: Non-riders 42%, Occasional 30%, Light 13%, Medium 7%, Heavy 7%
- 23/24: Non-riders 9%, Occasional 36%, Light 8%, Medium 21%, Heavy 26%

Chilliwack Regional
- 22/23: Non-riders 69%, Occasional 17%, Light 5%, Medium 8%, Heavy 1%
- 23/24: Non-riders 52%, Occasional 33%, Light 3%, Medium 6%, Heavy 6%

Campbell River
- 22/23: Non-riders 83%, Occasional 11%, Light 4%, Medium 3%
- 23/24: Non-riders 50%, Occasional 27%, Light 2%, Medium 6%, Heavy 14%

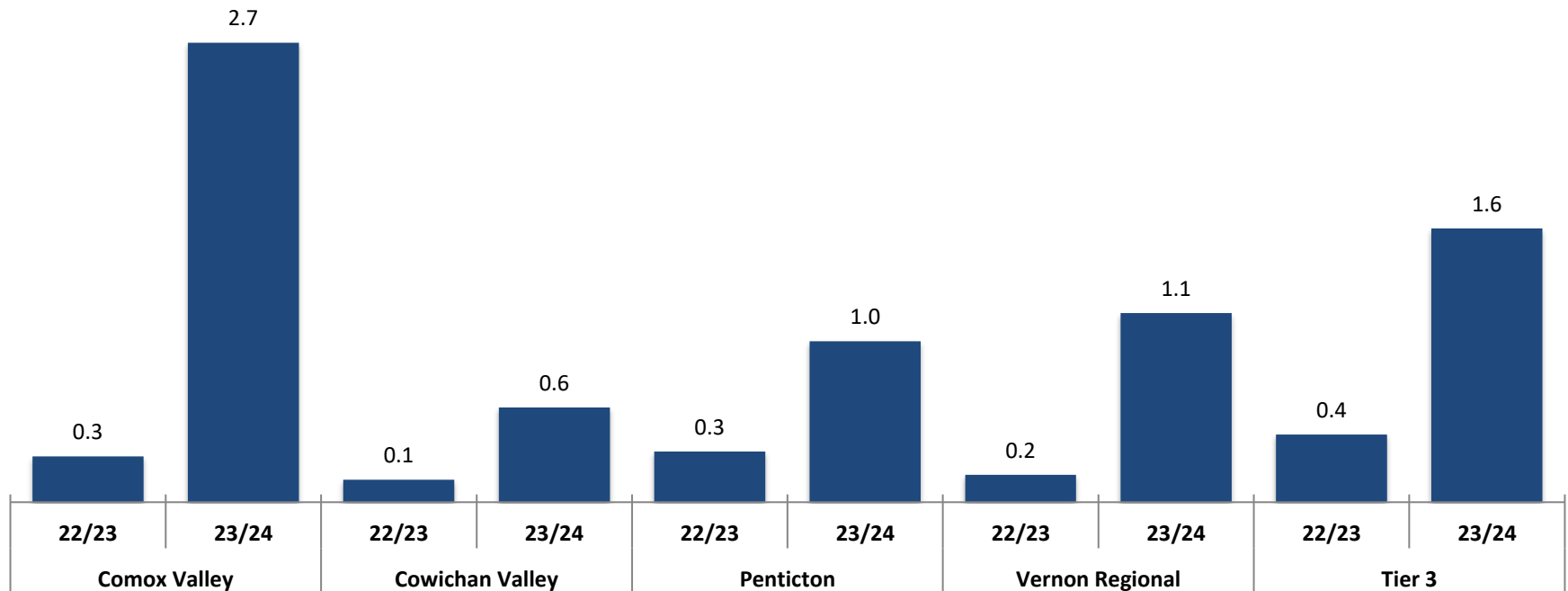**Q5. How many one-way trips did you make on public transit in the past seven days? Please count going to and from a destination as 2 one-way trips.**
Annual Base 2022/2023: Total=8,039; Nanaimo=599; Prince George=596; Whistler=411; Chilliwack=406; Campbell River=414.
Annual Base 2023/2024: Total= 8,645; Nanaimo=590; Prince George=612; Whistler=285; Chilliwack=395; Campbell River=291.

Transit Usage

RIDER USAGE GROUP

Legend:
- Non-riders (grey)
- Occasional riders (red)
- Light riders (yellow)
- Medium riders (light blue)
- Heavy riders (dark blue)

Comox Valley

	22/23	23/24
Non-riders	83%	55%
Occasional riders	10%	32%
Light riders	4%	3%
Medium riders	3%	5%
Heavy riders		6%

Cowichan Valley

	22/23	23/24
Non-riders	86%	66%
Occasional riders	12%	28%
Light riders		1%
Medium riders	1%	3%

Penticton

	22/23	23/24
Non-riders	82%	62%
Occasional riders	15%	28%
Light riders	2%	2%
Medium riders		4%
Heavy riders	0%	4%

Vernon Regional

	22/23	23/24
Non-riders	79%	58%
Occasional riders	12%	29%
Light riders	6%	3%
Medium riders	2%	6%
Heavy riders		3%

Tier 3

	22/23	23/24
Non-riders	71%	58%
Occasional riders	18%	29%
Light riders	7%	4%
Medium riders	4%	5%
Heavy riders		4%

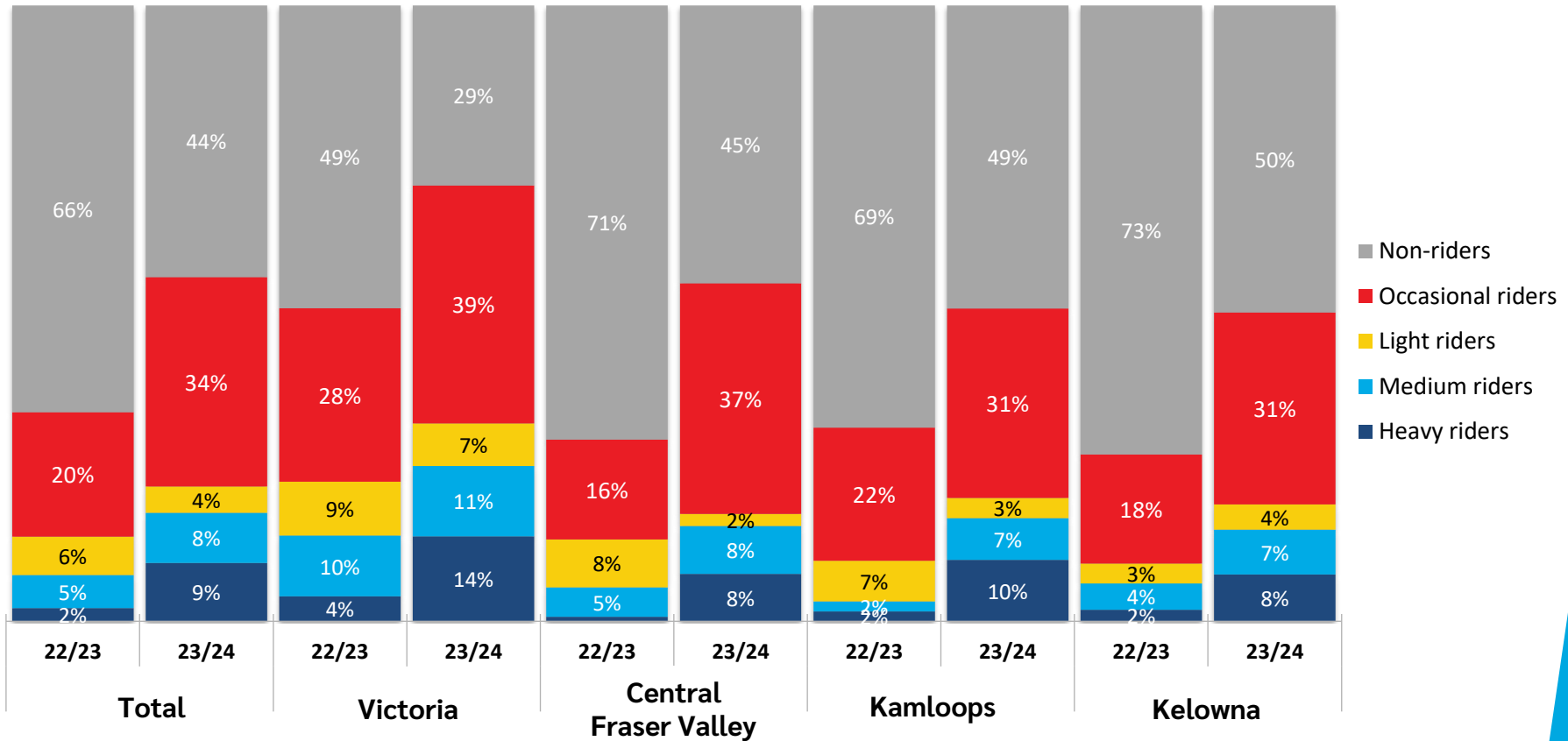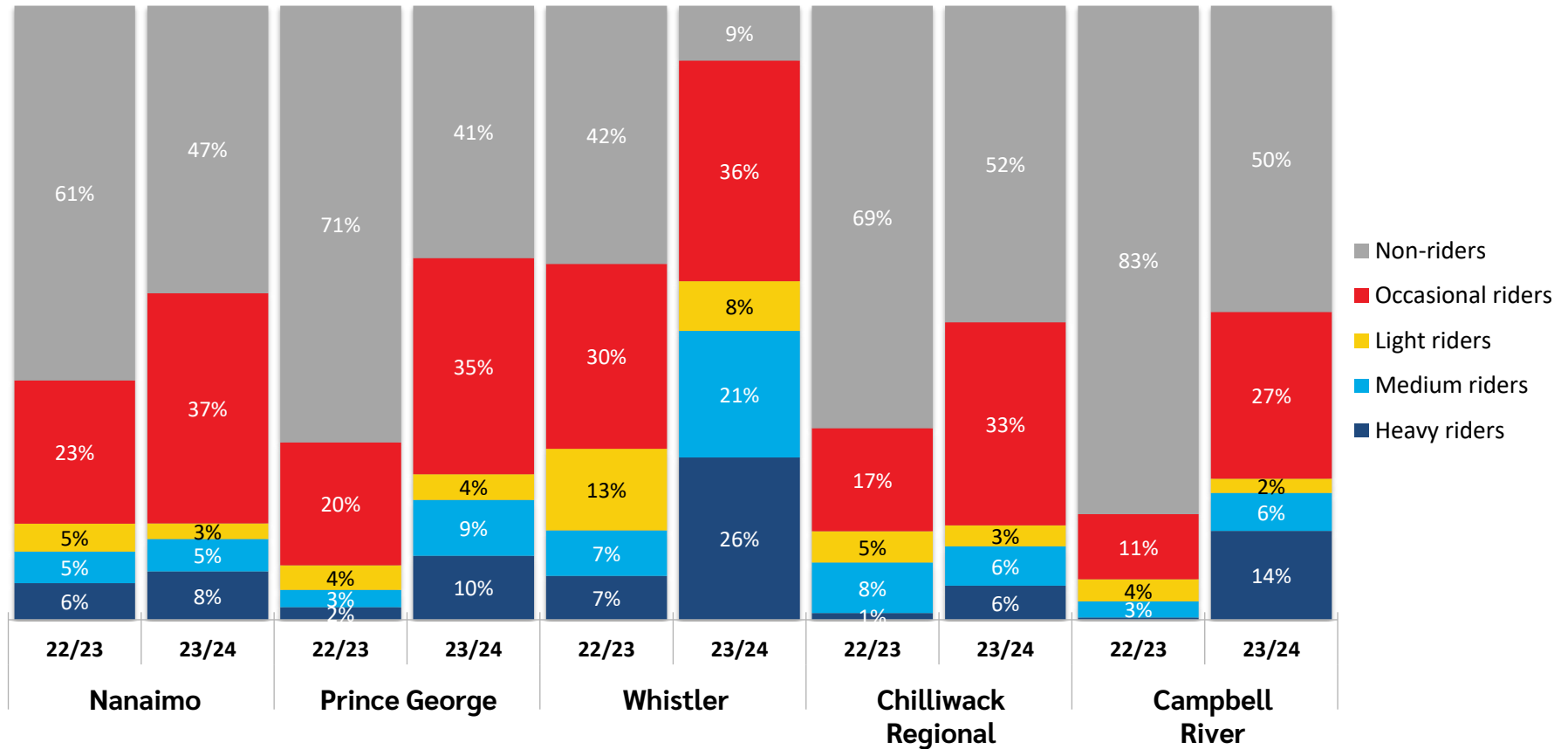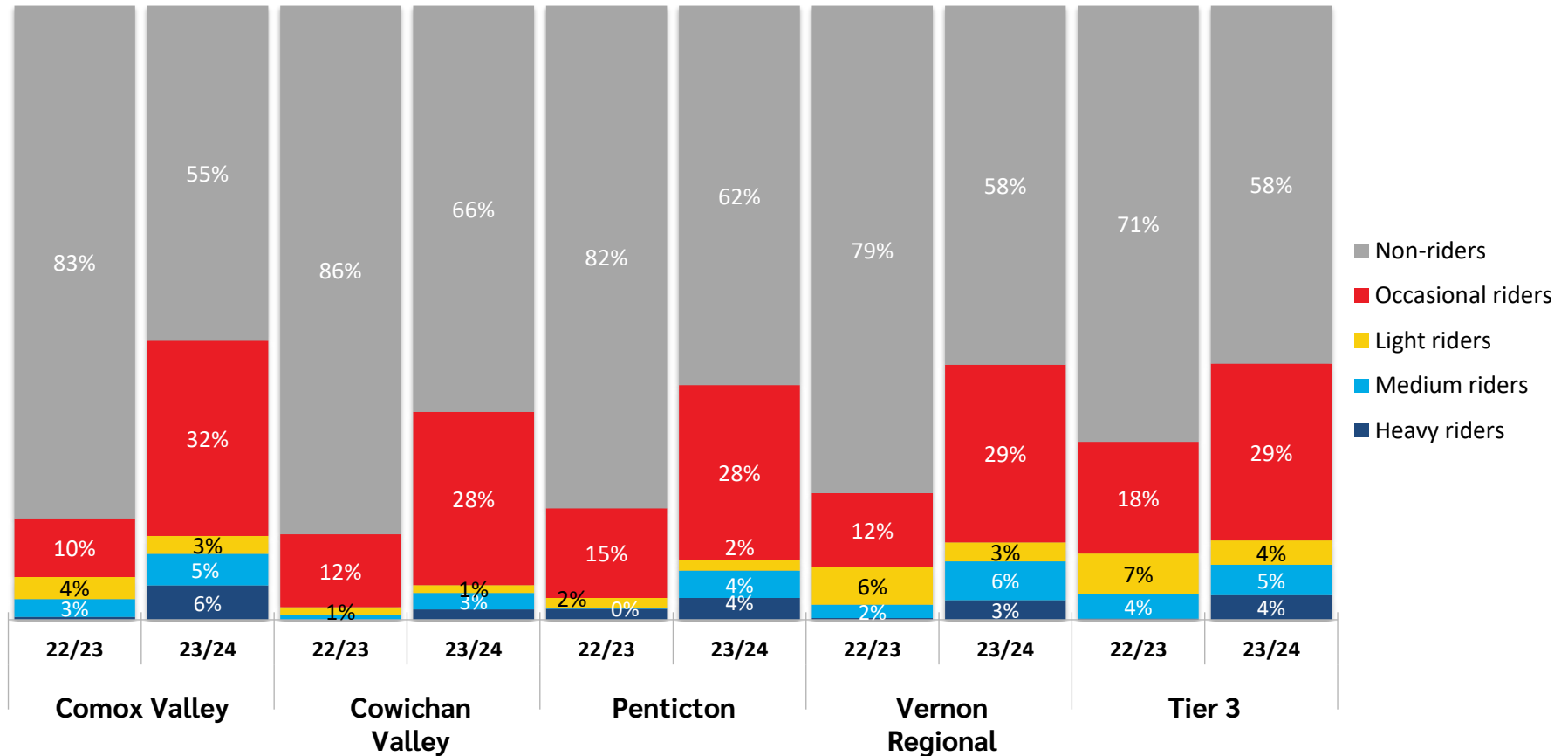**Q5. How many one-way trips did you make on public transit in the past seven days? Please count going to and from a destination as 2 one-way trips.**
Annual Base 2022/2023: Total=8,039; Comox Valley=407; Cowichan Valley=407; Penticton=407; Vernon=406; Tier 3=407.
Annual Base 2023/2024: Total= 8,645; Comox Valley=404; Cowichan Valley=420; Penticton=399; Vernon=396; Tier 3=597.

Transit Usage

MAIN PURPOSE OF TRIP

OVERALL TOTAL Main Purpose of Trip	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	22/23	23/34	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	2319	4830	798	1718	129	333	183	305	130	311	185	314	143	361	238	260
Going to or from work	21%	24%	22%	24%	30%	29%	17%	23%	33%	24%	23%	18%	7%	28%	35%	47%
Entertainment or social reasons	17%	19%	18%	21%	22%	19%	16%	14%	12%	17%	8%	17%	28%	14%	30%	28%
Going to or from shopping	23%	19%	17%	15%	20%	24%	22%	19%	25%	20%	29%	21%	24%	25%	9%	9%
Conducting personal business	22%	18%	27%	17%	15%	18%	21%	20%	14%	18%	21%	17%	19%	19%	12%	9%
Going to the ferry terminal/ airport*		8%		12%		1%		3%		2%		19%		2%		1%
Going to or from school	7%	6%	6%	7%	10%	5%	13%	14%	8%	11%	8%	5%	14%	8%	3%	2%
Other	9%	4%	10%	4%	2%	2%	12%	6%	9%	8%	10%	3%	7%	3%	9%	3%
Don't know	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	2%	0%

Q5a What was the main purpose of your trip, the last time you used the local public bus system?
Annual Base 2022/2023: Total=2,319 | Annual Base 2023/2034: Total=4,830

*2023/24 scale was updated to include ferry terminal and airport trips

Transit Usage

MAIN PURPOSE OF TRIP

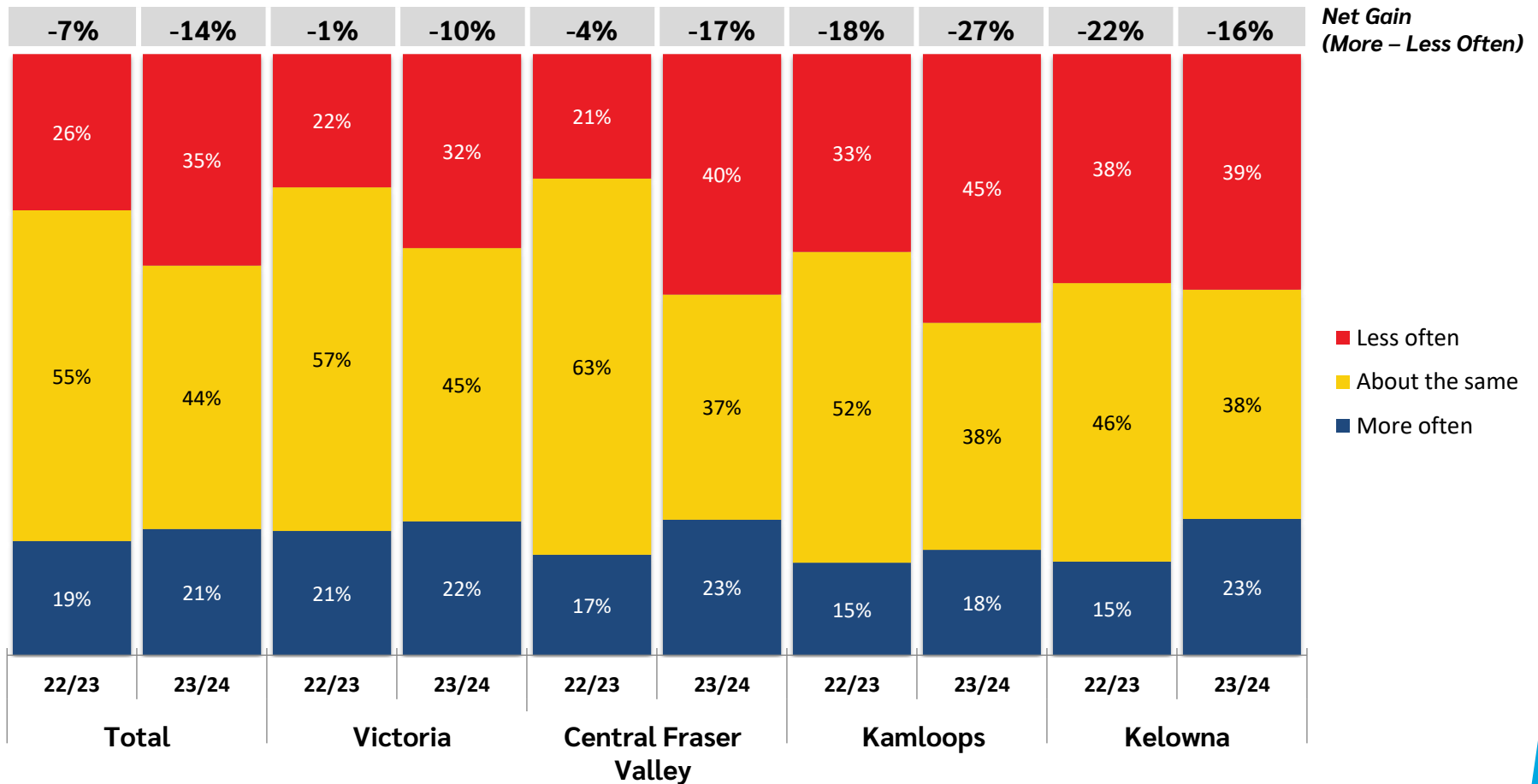| OVERALL TOTAL Main Purpose of Trip	Total		Chilliwack Regional		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon Regional		Tier 3 Communities	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	2319	4830	81	191	57	146	70	183	57	142	75	152	68	164	105	249
Going to or from work	21%	24%	9%	26%	30%	23%	3%	17%	6%	9%	7%	13%	18%	15%	19%	18%
Entertainment or social reasons	17%	19%	26%	17%	24%	29%	24%	13%	20%	28%	35%	23%	23%	17%	11%	15%
Going to or from shopping	23%	19%	32%	28%	10%	15%	28%	26%	23%	23%	24%	20%	27%	31%	31%	23%
Conducting personal business	22%	18%	30%	19%	24%	15%	20%	24%	39%	19%	22%	33%	18%	21%	20%	23%
Going to the ferry terminal/ airport		8%		4%		6%		10%		12%		2%		9%		10%
Going to or from school	7%	6%	0%	5%	3%	7%	4%	3%	0%	1%	3%	2%	10%	2%	4%	5%
Other	9%	4%	3%	1%	8%	5%	20%	6%	11%	7%	8%	7%	5%	4%	12%	6%
Don't know	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	3%	0%

Q5a What was the main purpose of your trip, the last time you used the local public bus system?
Annual Base 2022/2023: Total=2,319 | Annual Base 2023/2034: Total=4,830
*2023/24 scale was updated to include ferry terminal and airport trips

Transit Usage

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

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
Net Gain (More – Less Often)	-7%	-14%	-1%	-10%	-4%	-17%	-18%	-27%	-22%	-16%
Less often	26%	35%	22%	32%	21%	40%	33%	45%	38%	39%
About the same	55%	44%	57%	45%	63%	37%	52%	38%	46%	38%
More often	19%	21%	21%	22%	17%	23%	15%	18%	15%	23%

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 2022/2023: Total=2,319; Victoria=798; Central Fraser Valley=129; Kamloops=183; Kelowna=130.
Annual Base 2023/2024: Total=4,830; Victoria=1,718; Central Fraser Valley=333; Kamloops=305; Kelowna=311.

Transit Usage

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

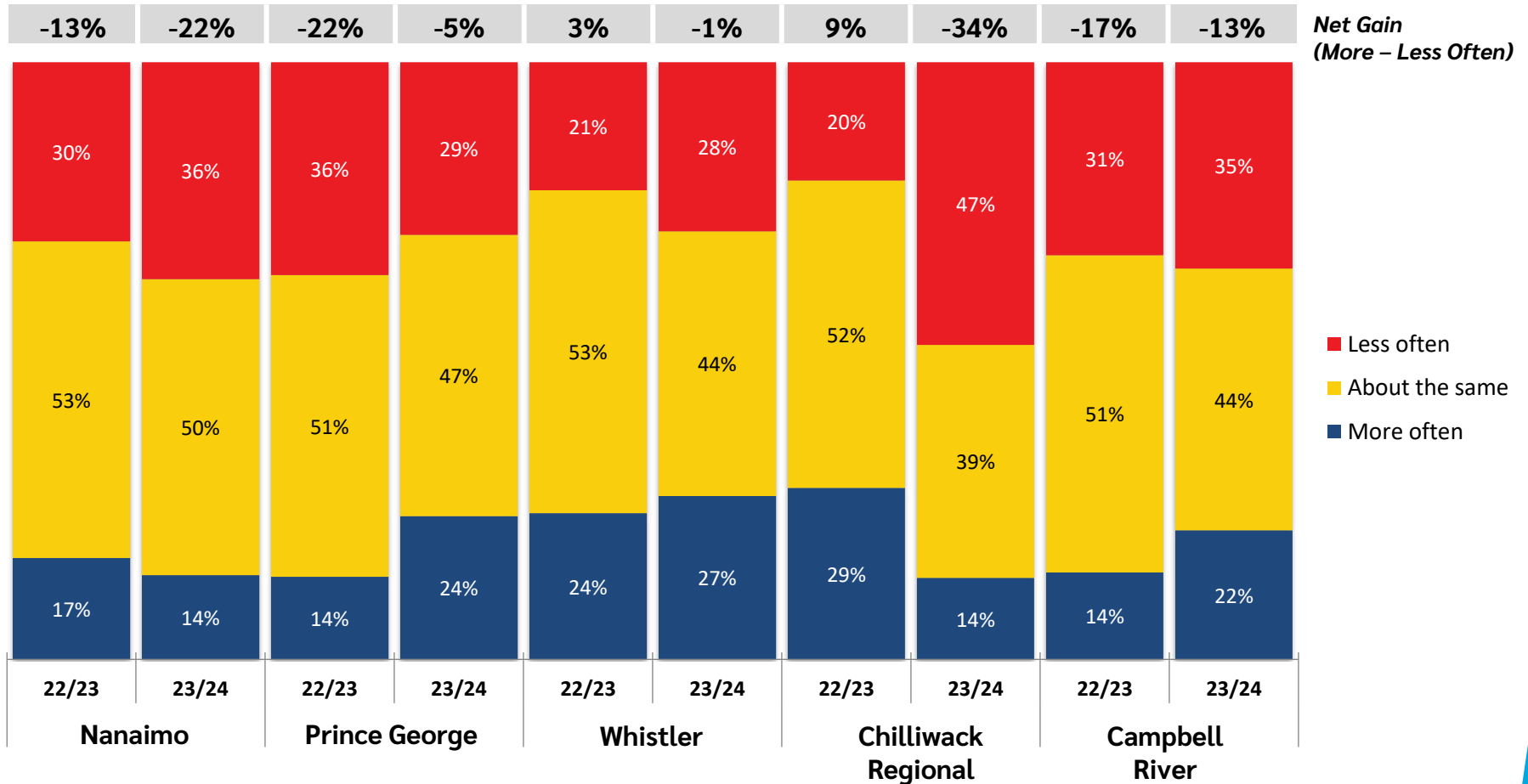|	Nanaimo 22/23	Nanaimo 23/24	Prince George 22/23	Prince George 23/24	Whistler 22/23	Whistler 23/24	Chilliwack Regional 22/23	Chilliwack Regional 23/24	Campbell River 22/23	Campbell River 23/24
Net Gain (More – Less Often)	-13%	-22%	-22%	-5%	3%	-1%	9%	-34%	-17%	-13%
Less often	30%	36%	36%	29%	21%	28%	20%	47%	31%	35%
About the same	53%	50%	51%	47%	53%	44%	52%	39%	51%	44%
More often	17%	14%	14%	24%	24%	27%	29%	14%	14%	22%

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 2022/2023: Total=2,319; Nanaimo=185; Prince George=143; Whistler=238; Chilliwack=81; Campbell River=57.
Annual Base 2023/2024: Total=4,830; Nanaimo=314; Prince George=361; Whistler=260; Chilliwack=191; Campbell River=146.

Transit Usage

PAST YEAR CHANGE IN LOCAL BUS SYSTEM USAGE (AMONG PAST YEAR RIDERS)
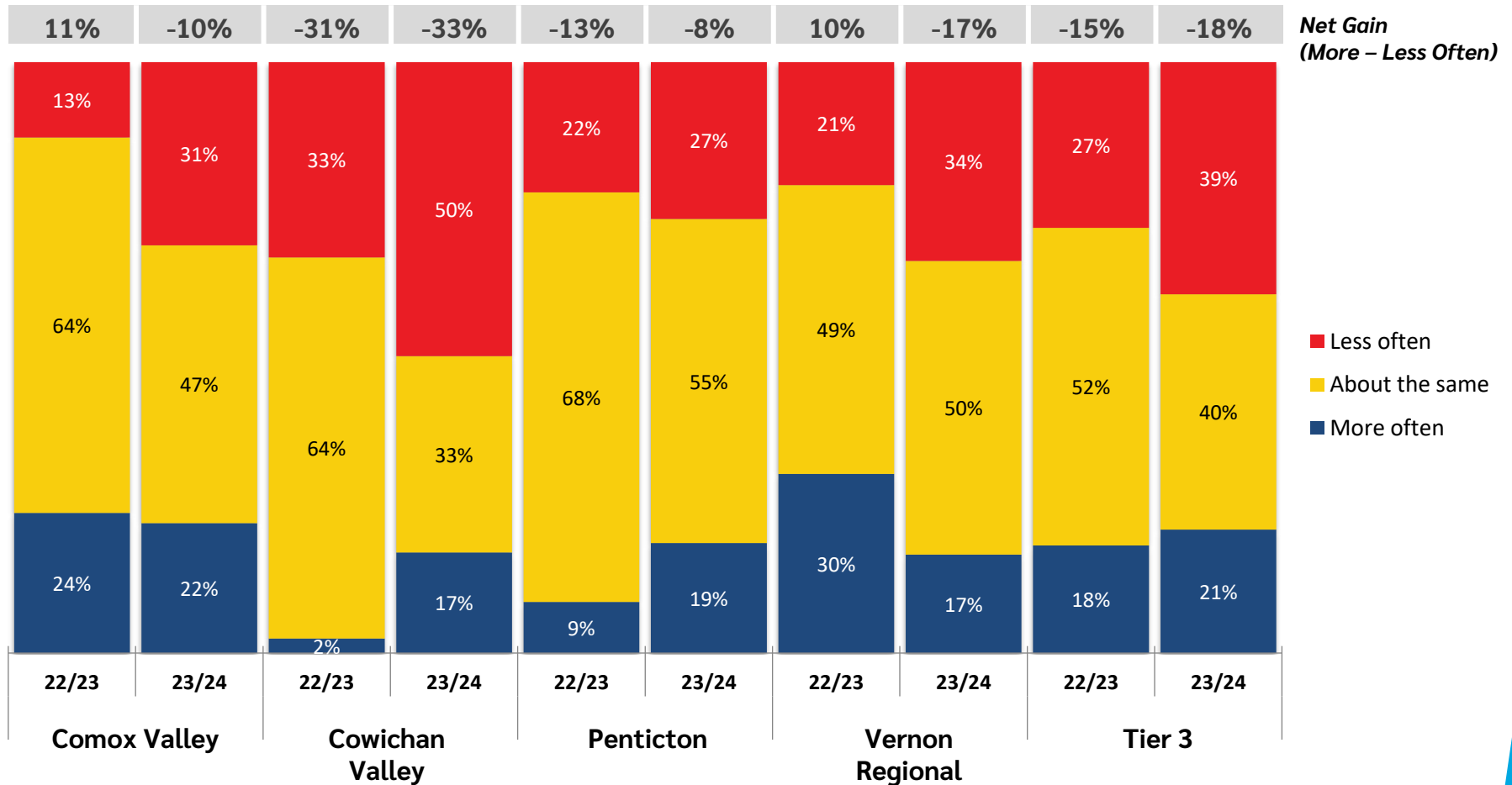
Net Gain (More – Less Often)

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?
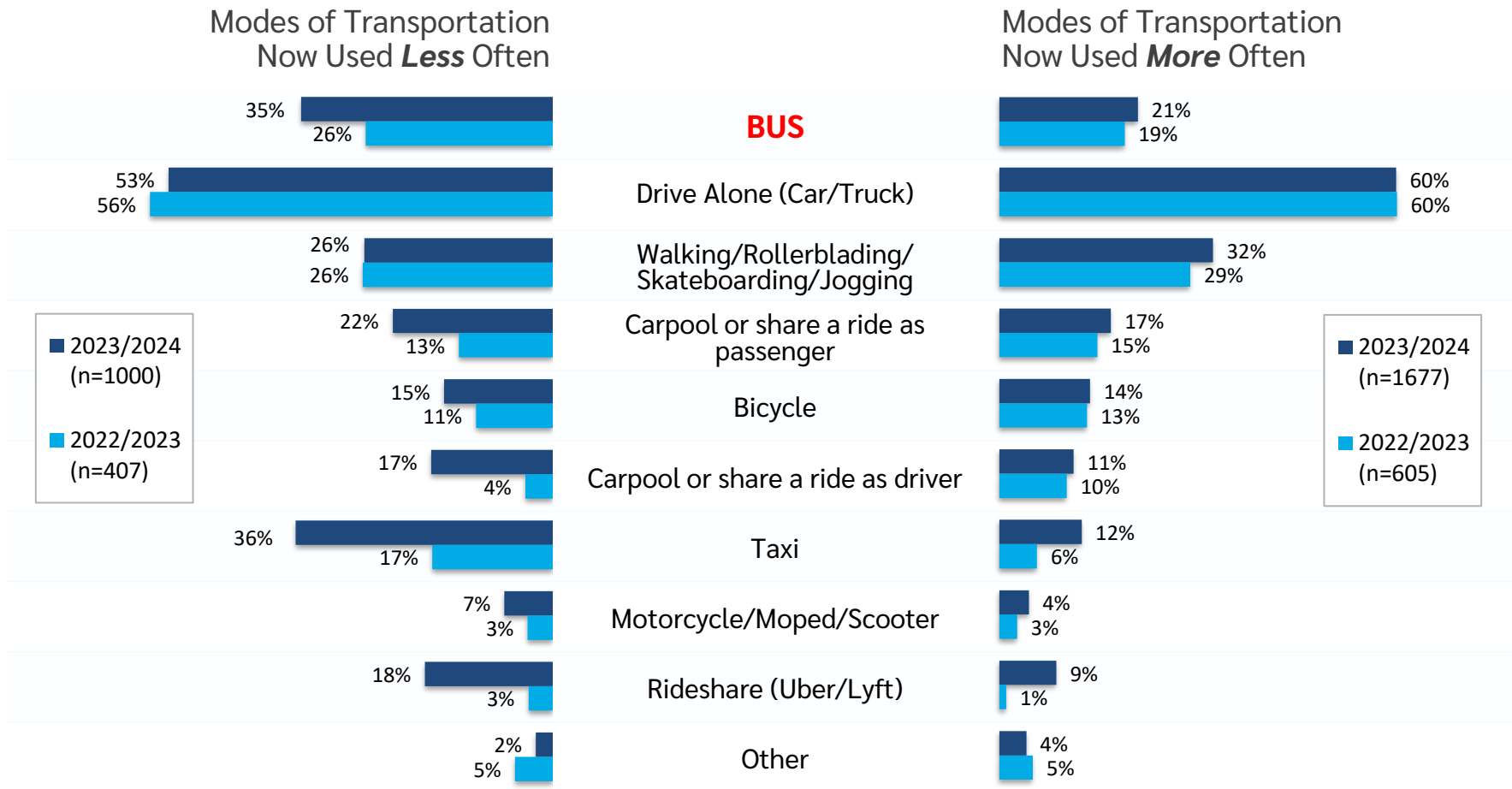Annual Base 2022/2023: Total=2,319; Comox Valley=70; Cowichan Valley=57; Penticton=75; Vernon=68; Tier 3=105.
Annual Base 2023/2024: Total=4,830; Comox Valley=183; Cowichan Valley=142; Penticton=152; Vernon=164; Tier 3=249.

Transit Usage

TRANSPORTATION USED LESS/MORE OFTEN – TOTAL
(Multiple Responses Allowed)

Modes of Transportation Now Used *Less* Often | **Modes of Transportation Now Used *More* Often**

Mode	Less 2023/2024	Less 2022/2023	More 2023/2024	More 2022/2023
BUS	35%	26%	21%	19%
Drive Alone (Car/Truck)	53%	56%	60%	60%
Walking/Rollerblading/Skateboarding/Jogging	26%	26%	32%	29%
Carpool or share a ride as passenger	22%	13%	17%	15%
Bicycle	15%	11%	14%	13%
Carpool or share a ride as driver	17%	4%	11%	10%
Taxi	36%	17%	12%	6%
Motorcycle/Moped/Scooter	7%	3%	4%	3%
Rideshare (Uber/Lyft)	18%	3%	9%	1%
Other	2%	5%	4%	5%

Legend (Less): ■ 2023/2024 (n=1000) ■ 2022/2023 (n=407)
Legend (More): ■ 2023/2024 (n=1677) ■ 2022/2023 (n=605)

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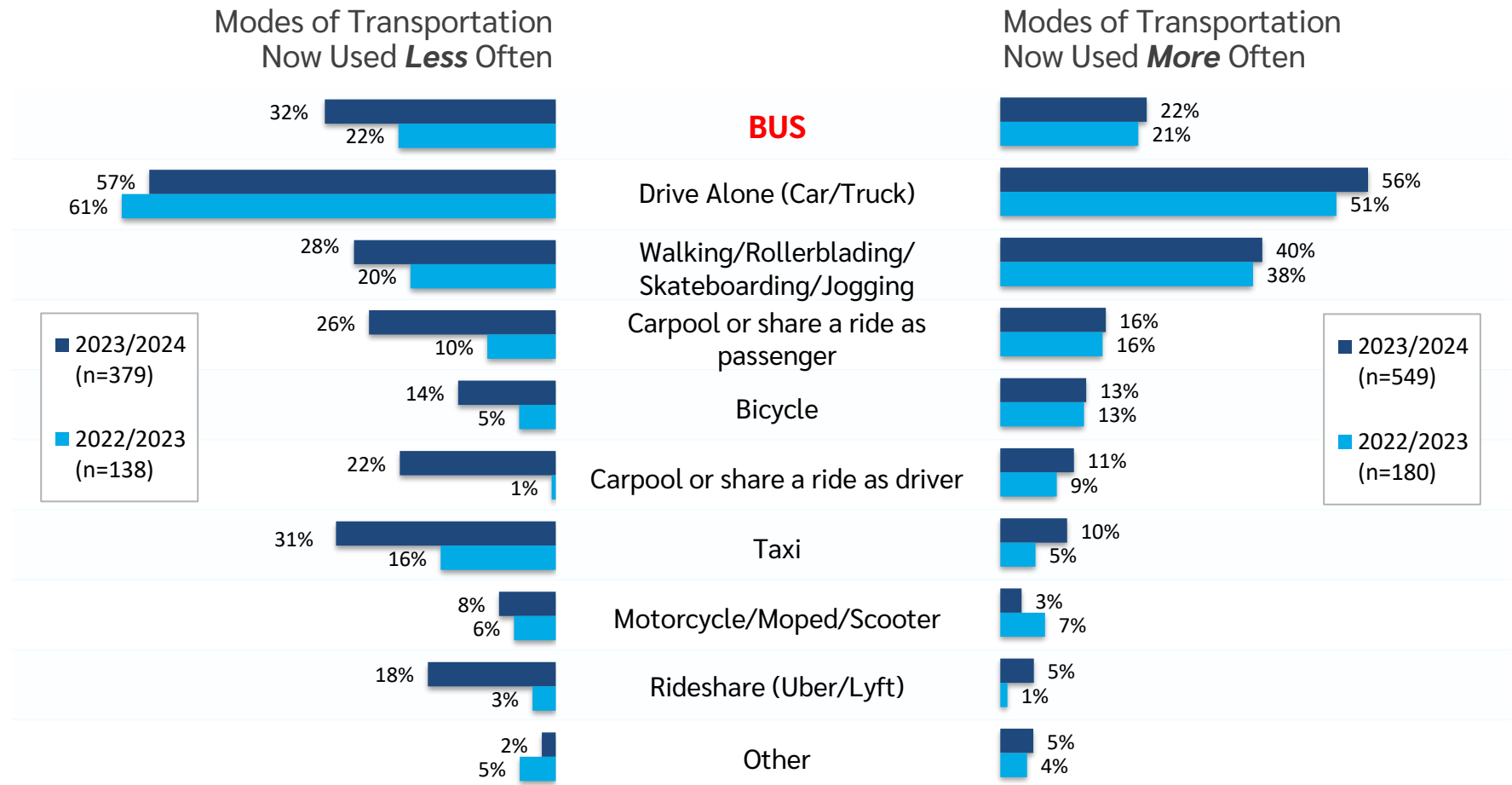**Q6c.** Now that you are using the local bus system *more* often, what mode(s) are you using less?

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

Transit Usage

TRANSPORTATION USED LESS/MORE OFTEN - VICTORIA
(Multiple Responses Allowed)

Modes of Transportation Now Used *Less* Often

Modes of Transportation Now Used *More* Often

Mode	Less 2023/2024	Less 2022/2023	More 2023/2024	More 2022/2023
BUS	32%	22%	22%	21%
Drive Alone (Car/Truck)	57%	61%	56%	51%
Walking/Rollerblading/Skateboarding/Jogging	28%	20%	40%	38%
Carpool or share a ride as passenger	26%	10%	16%	16%
Bicycle	14%	5%	13%	13%
Carpool or share a ride as driver	22%	1%	11%	9%
Taxi	31%	16%	10%	5%
Motorcycle/Moped/Scooter	8%	6%	3%	7%
Rideshare (Uber/Lyft)	18%	3%	5%	1%
Other	2%	5%	5%	4%

Less legend: ■ 2023/2024 (n=379) ■ 2022/2023 (n=138)

More legend: ■ 2023/2024 (n=549) ■ 2022/2023 (n=180)

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.

49

Transit Usage

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	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	605	1677	35	132	65	133	55	119	61	112	40	103	47	72
Drive Alone (Car/Truck)	60%	60%	84%	56%	56%	64%	64%	71%	67%	61%	62%	63%	83%	70%
Walking/Rollerblading/Skateboarding/Jogging	29%	32%	15%	41%	17%	29%	29%	25%	13%	29%	62%	34%	12%	27%
Carpool or share a ride as passenger	15%	17%	6%	20%	10%	19%	18%	22%	29%	15%	25%	10%	1%	15%
Bicycle	13%	14%	2%	12%	1%	8%	7%	12%	14%	8%	4%	11%	24%	25%
Carpool or share a ride as driver	10%	11%	12%	9%	19%	11%	5%	19%	19%	8%	29%	10%	1%	18%
Taxi	6%	12%	6%	20%	11%	15%	3%	6%	11%	22%	3%	10%	0%	11%
Motorcycle/Moped/Scooter	3%	4%	0%	7%	0%	2%	0%	2%	1%	3%	0%	3%	0%	8%
Rideshare (Uber/Lyft)	1%	9%	3%	21%	1%	9%	0%	4%	1%	11%	0%	11%	3%	15%
Other	5%	4%	2%	2%	4%	4%	0%	6%	9%	3%	9%	3%	5%	1%

Modes of Transportation Now Used Less Often	Total		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	407	1000	24**	74	23**	52	19**	69	34	44	21**	85	56	69
Drive Alone (Car/Truck)	56%	53%	45%	54%	61%	49%	40%	58%	63%	45%	67%	44%	56%	47%
Walking/Rollerblading/Skateboarding/Jogging	26%	26%	43%	25%	5%	25%	21%	29%	17%	23%	17%	25%	20%	23%
Carpool or share a ride as passenger	13%	22%	13%	20%	0%	25%	30%	18%	22%	30%	16%	16%	14%	8%
Bicycle	11%	15%	6%	13%	1%	11%	4%	16%	0%	24%	6%	4%	8%	34%
Carpool or share a ride as driver	4%	17%	10%	11%	0%	16%	6%	9%	11%	26%	0%	12%	4%	11%
Taxi	17%	36%	11%	30%	15%	44%	3%	33%	33%	30%	20%	51%	17%	50%
Motorcycle/Moped/Scooter	3%	7%	2%	5%	0%	6%	0%	8%	2%	8%	6%	6%	0%	1%
Rideshare (Uber/Lyft)	3%	18%	0%	18%	5%	11%	0%	18%	0%	19%	0%	25%	0%	15%
Other	5%	2%	8%	2%	13%	5%	2%	4%	8%	5%	5%	2%	3%	0%

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?

** - small sample size

Transit Usage

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	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	605	1677	15**	90	20**	49	10**	57	17**	71	16**	40	18**	55
Drive Alone (Car/Truck)	60%	60%	98%	51%	88%	48%	68%	61%	41%	66%	71%	73%	62%	70%
Walking/Rollerblading/Skateboarding/Jogging	29%	32%	0%	33%	44%	25%	14%	29%	17%	16%	16%	24%	23%	21%
Carpool or share a ride as passenger	15%	17%	2%	23%	22%	15%	26%	12%	41%	19%	25%	10%	4%	15%
Bicycle	13%	14%	4%	13%	10%	25%	11%	11%	0%	10%	19%	25%	0%	20%
Carpool or share a ride as driver	10%	11%	0%	9%	34%	14%	0%	16%	15%	4%	27%	2%	3%	12%
Taxi	6%	12%	0%	24%	0%	15%	0%	10%	5%	6%	0%	8%	12%	7%
Motorcycle/Moped/Scooter	3%	4%	2%	9%	2%	8%	0%	5%	0%	12%	10%	2%	4%	6%
Rideshare (Uber/Lyft)	1%	9%	0%	19%	0%	10%	0%	2%	3%	4%	0%	12%	0%	3%
Other	5%	4%	0%	1%	2%	3%	15%	6%	12%	11%	8%	0%	11%	2%

Modes of Transportation Now Used Less Often	Total		Chilliwack Regional		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon Regional	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	407	1000	25**	26**	7**	31	19**	39	2**	24**	6**	28**	14**	27
Drive Alone (Car/Truck)	56%	53%	25%	50%	80%	60%	83%	48%	100%	49%	84%	48%	69%	52%
Walking/Rollerblading/Skateboarding/Jogging	26%	26%	58%	25%	7%	13%	0%	22%	0%	36%	16%	25%	5%	30%
Carpool or share a ride as passenger	13%	22%	39%	15%	0%	32%	20%	35%	0%	25%	0%	24%	2%	10%
Bicycle	11%	15%	6%	15%	0%	16%	9%	21%	0%	7%	0%	23%	5%	12%
Carpool or share a ride as driver	4%	17%	14%	11%	0%	33%	5%	10%	0%	0%	0%	20%	9%	10%
Taxi	17%	36%	22%	43%	0%	36%	37%	44%	0%	24%	0%	43%	15%	41%
Motorcycle/Moped/Scooter	3%	7%	11%	3%	0%	15%	0%	9%	0%	4%	0%	3%	0%	6%
Rideshare (Uber/Lyft)	3%	18%	17%	28%	0%	39%	12%	17%	0%	0%	0%	3%	0%	23%
Other	5%	2%	15%	6%	14%	0%	0%	0%	0%	0%	0%	3%	0%	8%

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?

** - small sample size

Transit Usage

TRANSPORTATION USED LESS/MORE OFTEN
(Multiple Responses Allowed)

Modes of Transportation Now Used **More** Often	Total		Tier 3 Communities	
	22/23	23/24	22/23	23/24
n=	605	1677	26**	96
Drive Alone (Car/Truck)	60%	60%	47%	59%
Walking/Rollerblading/Skateboarding/Jogging	29%	32%	30%	27%
Carpool or share a ride as passenger	15%	17%	8%	19%
Bicycle	13%	14%	35%	23%
Carpool or share a ride as driver	10%	11%	1%	13%
Taxi	6%	12%	6%	12%
Motorcycle/Moped/Scooter	3%	4%	1%	4%
Rideshare (Uber/Lyft)	1%	9%	2%	7%
Other	5%	4%	9%	4%

Modes of Transportation Now Used **Less** Often	Total		Tier 3 Communities	
	22/23	23/24	22/23	23/24
n=	407	1000	19**	51
Drive Alone (Car/Truck)	56%	53%	56%	63%
Walking/Rollerblading/Skateboarding/Jogging	26%	26%	45%	25%
Carpool or share a ride as passenger	13%	22%	3%	15%
Bicycle	11%	15%	46%	13%
Carpool or share a ride as driver	4%	17%	0%	17%
Taxi	17%	36%	17%	25%
Motorcycle/Moped/Scooter	3%	7%	0%	5%
Rideshare (Uber/Lyft)	3%	18%	3%	9%
Other	5%	2%	0%	0%

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?

** - small sample size

Transit Usage

REASONS NOT TO USE PUBLIC TRANSPORTATION

Attributes (% Rating 4 or 5 – Positive Statements)	Total	Victoria	Central Fraser Valley	Kamloops	Kelowna	Nanaimo	Prince George	Whistler
n=	3831	1339	259	252	242	270	275	190
Prefer to use personal vehicle	62%	60%	61%	69%	65%	65%	61%	64%
Takes too long to get where I need to go	53%	55%	59%	63%	55%	61%	51%	52%
Bus frequency does not meet my needs	49%	46%	49%	58%	49%	61%	37%	57%
Prefer to cycle or walk	44%	49%	44%	39%	35%	38%	45%	55%
Concern for personal health related to respiratory viruses (e.g. COVID-19, Influenza (Flu), etc.)	32%	33%	37%	31%	27%	37%	29%	17%
No reason to travel	31%	34%	31%	34%	27%	35%	29%	19%
Concern for personal safety	30%	28%	34%	37%	31%	36%	34%	17%
Negative perception(s) of public transportation	24%	22%	28%	26%	25%	28%	28%	20%
Prefer ride-sharing (Uber, Lyft, etc.)	19%	16%	31%	23%	20%	22%	23%	21%
Prefer using a taxi	17%	17%	21%	20%	17%	22%	19%	15%
Other	12%	12%	14%	12%	10%	13%	11%	17%

*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.
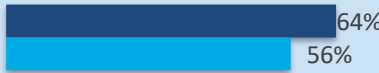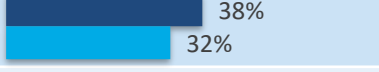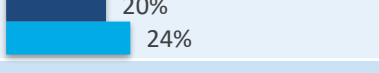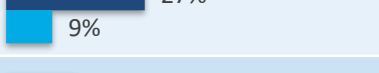
Transit Usage
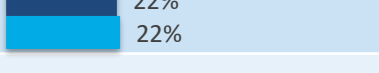
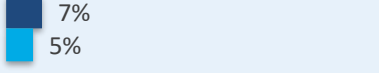## REASONS NOT TO USE PUBLIC TRANSPORTATION

Attributes (% Rating 4 or 5 – Positive Statements)	Total	Chilliwack	Campbell River	Comox Valley	Cowichan Valley	Penticton	Vernon	Tier 3
n=	3831	166	115	144	118	124	137	198
Prefer to use personal vehicle	62%	52%	62%	61%	63%	70%	63%	63%
Takes too long to get where I need to go	53%	52%	37%	47%	47%	39%	56%	45%
Bus frequency does not meet my needs	49%	54%	45%	50%	59%	38%	45%	48%
Prefer to cycle or walk	44%	37%	44%	41%	29%	46%	42%	40%
Concern for personal health related to respiratory viruses (e.g. COVID-19, Influenza (Flu), etc.)	32%	35%	28%	26%	33%	29%	33%	36%
No reason to travel	31%	30%	26%	28%	22%	40%	32%	28%
Concern for personal safety	30%	30%	27%	22%	33%	29%	36%	28%
Negative perception(s) of public transportation	24%	30%	27%	22%	26%	18%	24%	22%
Prefer ride-sharing (Uber, Lyft, etc.)	19%	20%	21%	11%	11%	12%	19%	21%
Prefer using a taxi	17%	20%	19%	12%	6%	14%	15%	14%
Other	12%	17%	17%	16%	13%	5%	9%	10%

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.

Transit Usage

REASONS FOR MORE FREQUENT USE

OVERALL TOTAL	** small sample size			Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	■ 2023/2024 (n=1000) ■ 2022/2023 (n=407)			22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
			n=	138	379	24**	74	23**	52	19**	69	34	44	21**	85	56	69
Convenient for me/ close to bus routes	64%	56%		52%	70%	85%	70%	35%	66%	58%	55%	40%	53%	49%	71%	39%	53%
Inexpensive compared to other transportation modes	56%	47%		47%	57%	17%	61%	39%	44%	54%	56%	40%	48%	62%	61%	46%	39%
Better for the environment/ less impact on climate change	38%	32%		40%	42%	20%	44%	15%	24%	40%	33%	17%	38%	19%	44%	8%	37%
Important to continue supporting public transit and help fund it	20%	24%		22%	23%	17%	22%	16%	16%	18%	12%	21%	20%	3%	14%	1%	12%
Helps reduce traffic in my community	22%	22%		27%	26%	12%	19%	8%	17%	26%	21%	21%	22%	6%	23%	10%	14%
Lack of alternate transportation	27%	9%		8%	26%	0%	29%	26%	36%	3%	38%	19%	17%	0%	15%	8%	12%
Support health goals*	14%				17%		12%		5%		13%		15%		14%		8%
Other	7%	5%		8%	7%	2%	7%	7%	12%	0%	9%	2%	14%	5%	3%	7%	8%
Don't know	1%	<1%		0%	0%	0%	0%	0%	5%	0%	0%	0%	2%	0%	0%	0%	0%

Q6d Why are you using local transit more often?   *2023/2024 scale updated to reflect supporting health goals

Transit Usage

REASONS FOR MORE FREQUENT USE

OVERALL TOTAL	Chilliwack Regional		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon Regional		Tier 3	
** small sample size / 2023/2024 (n=1000) / 2022/2023 (n=407)	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	25**	26**	7**	31	19**	39	2**	24**	6**	28**	14**	27**	19**	51
Convenient for me/ close to bus routes — 64% / 56%	58%	75%	59%	59%	65%	63%	0%	52%	26%	42%	18%	63%	75%	59%
Inexpensive compared to other transportation modes — 56% / 47%	37%	62%	9%	52%	74%	57%	32%	54%	55%	68%	51%	61%	68%	56%
Better for the environment/ less impact on climate change — 38% / 32%	16%	34%	12%	66%	61%	25%	68%	27%	0%	23%	47%	28%	36%	35%
Important to continue supporting public transit and help fund it — 20% / 24%	11%	20%	0%	37%	67%	30%	32%	4%	0%	10%	21%	26%	54%	17%
Helps reduce traffic in my community — 22% / 22%	7%	33%	0%	17%	57%	17%	68%	8%	0%	7%	2%	30%	35%	16%
Lack of alternate transportation — 27% / 9%	31%	33%	0%	28%	14%	34%	0%	33%	6%	47%	0%	42%	3%	26%
Support health goals — 14%		14%		6%		12%		8%		6%		19%		19%
Other — 7% / 5%	3%	5%	25%	0%	3%	2%	0%	18%	18%	14%	0%	3%	5%	4%
Don't know — 1% / <1%	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%

Q6d Why are you using local transit more often?   *2023/2024 scale updated to reflect supporting health goals

Key Findings: Perceptions of Transit Service

Perception of Past Year Change

➤ At the overall level, one half (51%) say that the local bus system has stayed the same in the past year. Those who say that the transit system improved (29%) outnumber those who say that the transit system worsened (21%) over the past year.

➤ Individual communities that viewed transit as improving the most include: Campbell River (35%), Victoria (34%), Whistler (32%), and Nanaimo (31%).

➤ The communities with the highest proportion of respondents who believe the transit system worsened are: Chilliwack (40%), Central Fraser Valley (38%), Kamloops (27%) and Campbell River (27%).

Key Findings: Perceptions of Transit Service

Perception of Service Attributes

- ➢ Respondents in BC Transit service areas were asked to rate 14 local transit system service attributes on a scale of 1 to 5, where 1 is "extremely poor" and 5 is "excellent." They were also asked to rate the local transit system overall on the same scale.

- ➢ Province-wide, half of respondents give their local transit system an overall rating of 4 or 5 out of 5 (49%, average rating of 3.40).

  - ➢ Riders rated the overall local transit system more positively (average of 3.50) than non-riders (average of 3.24).
  - ➢ Overall, the highest ratings of local transit are found in Penticton (63%, average of 3.73), Whistler (57%, average of 3.51), and Victoria (55%, average of 3.55).

- ➢ At a system-wide level, the three most positively viewed attributes of local transit systems are courteous drivers (66%, average of 3.82), clean and well-maintained buses (57%, average of 3.61), convenience of bus fare payments and ease of use (51%, average of 3.48) and reasonable fares (51%, average of 3.47).

- ➢ Overall, the attributes that could use the most improvement in BC are bus stops with enough amenities (34%, average of 2.97), buses with good connections with reasonable wait times (37%, average of 3.12), and frequency of scheduled service (38%, average of 3.12).
  - ➢ Respondents in Cowichan Valley indicated the highest need for amenities in bus stops with a rating of 21% or an average of 2.54.

- ➢ For Victoria respondents, the best rated attributes are consistent with the overall positively viewed attributes. The elements which could use the most improvement are overcrowded buses (37%, average of 3.09), and bus stops having enough amenities (39%, average of 3.16).

Key Findings: Perceptions of Transit Service

Net Promoter Score (NPS)

➢ The Net Promoter Score (NPS), a measure of client loyalty, was introduced to the 2023/24 survey by asking respondents their likelihood to recommend BC transit to a friend or family member on a scale of 0 (not at all likely) to 10 (extremely likely). The NPS is calculated by subtracting the percentage of detractors (those scoring 0 to 6) from the percentage of promoters (those scoring 9 or 10).

➢ Overall, BC Transit received a score of -16 in 2023/24.

➢ The NPS was highest in Whistler (14) and in Victoria (0).

➢ Conversely the score was lowest in Kelowna (-37) and in Cowichan Valley (-35).

➢ Riders had a much higher NPS score (0) compared to non-riders (-40).

Key Findings: Perceptions of Transit Service

Safety

➢ In 2023/2024 a new question was added to understand perceptions of safety throughout the rider journey on transit. Overall, just under three-quarters (71%) of riders felt safe throughout their most recent trip.

  ➢ Comparatively, safety was a heightened concern in Chilliwack (64%), Campbell River (64%), Kamloops (65%) and Central Fraser Valley (66%).

  ➢ Overall, when experiencing safety concerns, waiting to board their first transit vehicle (12%) and riding on board (8%) were the aspects of their trip where most concern was identified.

➢ As shown in the 14 attributes, roughly half of respondents rated safety and security positively (48%, or an average of 3.36).

Importance of Potential Transit Improvements

➢ The top areas of improvement to encourage more frequent transit use include: the ability to pay fares via mobile app/credit card (56%), increasing bus frequency on busier routes (55%) and expanding bus route coverage to new areas (54%).

➢ There was limited interest in providing transit on-demand (29%), providing a way to pay fares at both back and front entrances (33%), and on limiting stops or introducing more express routes (38%).

➢ Victoria respondents expressed above-average interest in increasing the frequency of busier routes (61%) and in introducing the ability to pay fares via mobile app or credit card (59%).

Perceptions of Transit Service

PAST YEAR CHANGE IN LOCAL BUS SYSTEM
(Excludes Don't Know/Prefer Not To Answer Responses)

Legend:
- Become worse (red)
- Stayed the same (yellow)
- Improved (blue)

	Total 22/23	Total 23/24	Victoria 22/23	Victoria 23/24	Central Fraser Valley 22/23	Central Fraser Valley 23/24	Kamloops 22/23	Kamloops 23/24	Kelowna 22/23	Kelowna 23/24
Become worse	14%	21%	18%	19%	11%	38%	21%	27%	19%	19%
Stayed the same	66%	51%	62%	47%	65%	41%	63%	47%	65%	58%
Improved	20%	29%	20%	34%	24%	21%	16%	26%	16%	23%
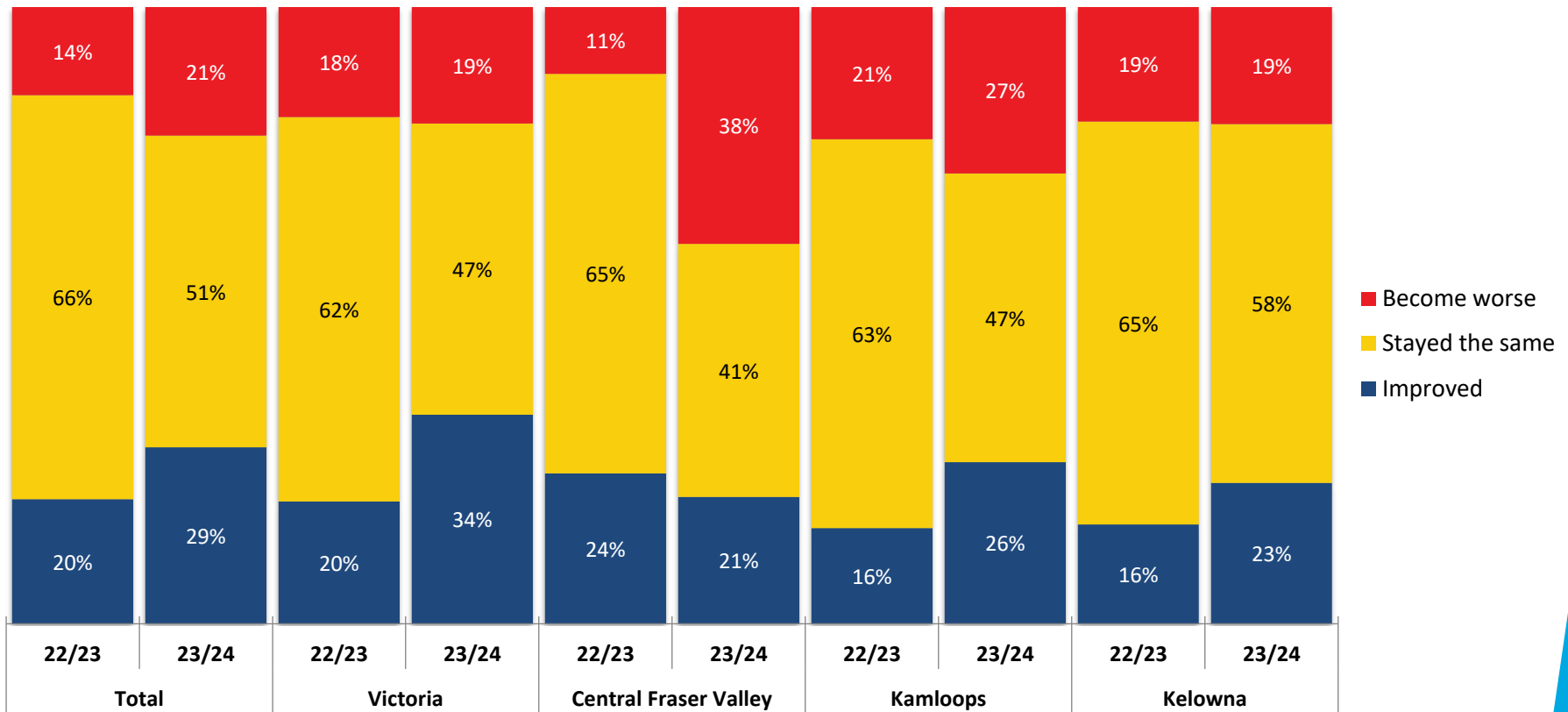
Q7. Compared to a year ago, would you say that the local bus system has improved, stayed the same or become worse?
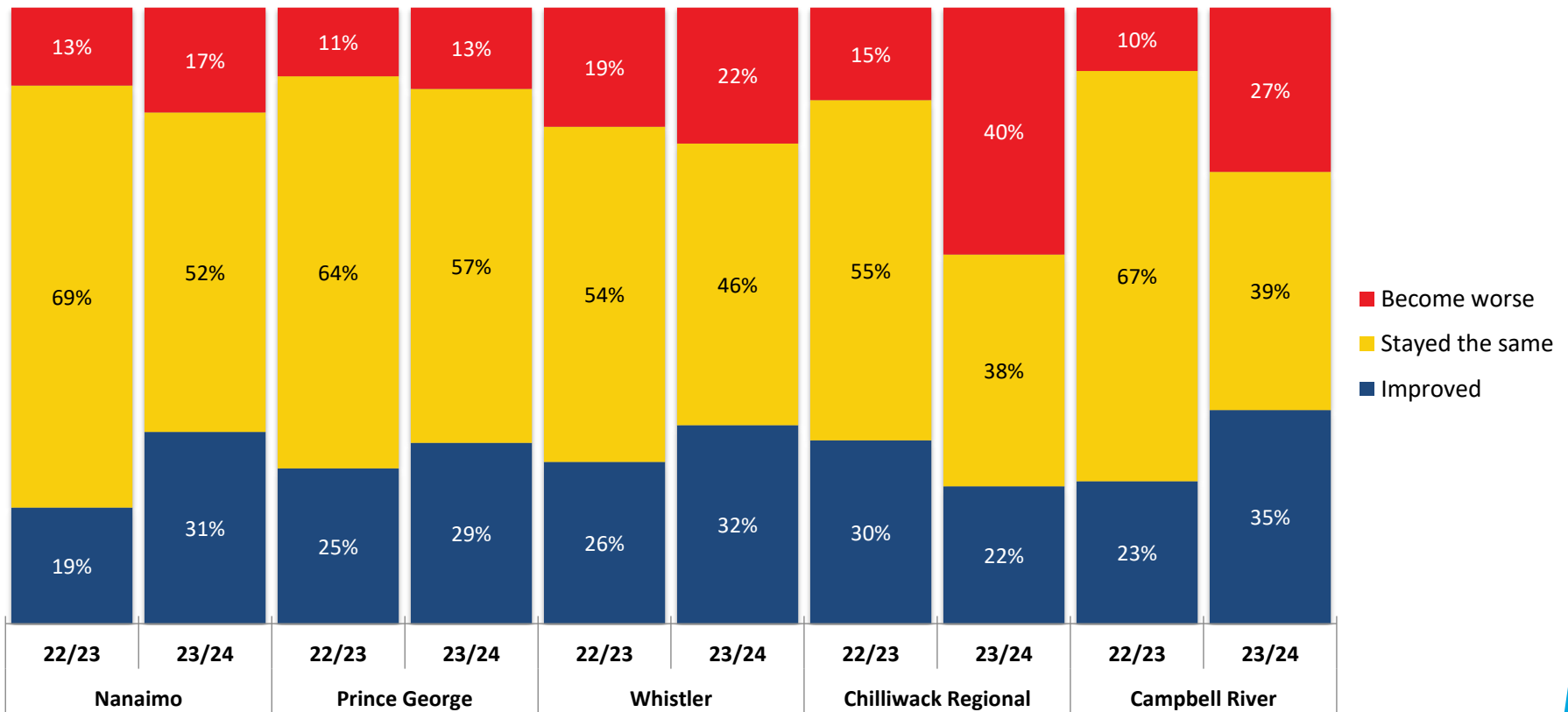
Annual Base 2022/2023: Total=6,937; Victoria=1,608; Central Fraser Valley=505; Kamloops=537; Kelowna=513.
Annual Base 2023/2024: Total=7,426; Victoria=2,191; Central Fraser Valley=542; Kamloops=524; Kelowna=510.

Perceptions of Transit Service

PAST YEAR CHANGE IN LOCAL BUS SYSTEM
(Excludes Don't Know/Prefer Not To Answer Responses)

Legend:
- Become worse (red)
- Stayed the same (yellow)
- Improved (blue)

	Nanaimo 22/23	Nanaimo 23/24	Prince George 22/23	Prince George 23/24	Whistler 22/23	Whistler 23/24	Chilliwack Regional 22/23	Chilliwack Regional 23/24	Campbell River 22/23	Campbell River 23/24
Become worse	13%	17%	11%	13%	19%	22%	15%	40%	10%	27%
Stayed the same	69%	52%	64%	57%	54%	46%	55%	38%	67%	39%
Improved	19%	31%	25%	29%	26%	32%	30%	22%	23%	35%

Q7. Compared to a year ago, would you say that the local bus system has improved, stayed the same or become worse?
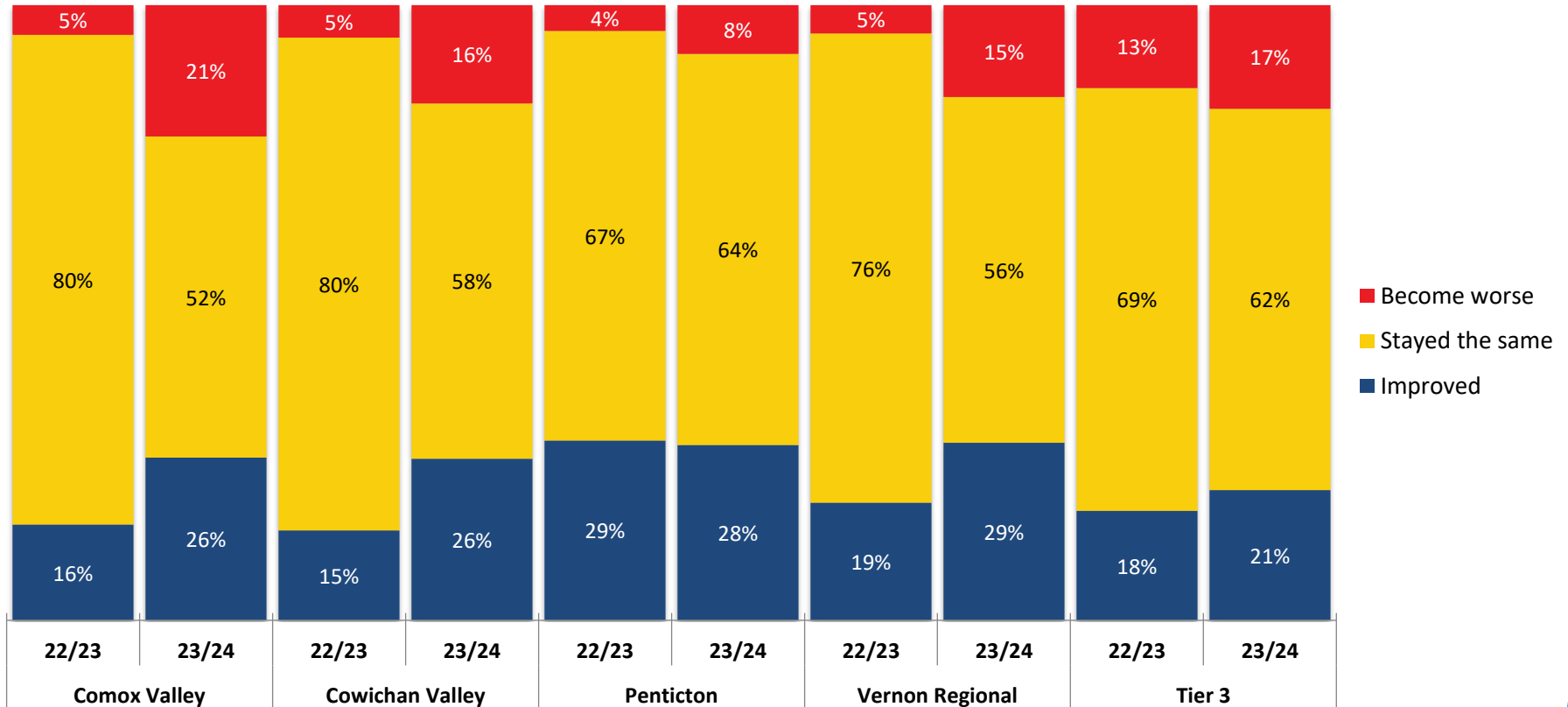
Annual Base 2022/2023: Total=6,937; Nanaimo=503; Prince George=502; Whistler=367; Chilliwack=340; Campbell River=331
Annual Base 2023/2024: Total=7,426; Nanaimo=505; Prince George=541; Whistler=266; Chilliwack=328; Campbell River=234.

Perceptions of Transit Service

PAST YEAR CHANGE IN LOCAL BUS SYSTEM
(Excludes Don't Know/Prefer Not To Answer Responses)

Legend:
- 🟥 Become worse
- 🟨 Stayed the same
- 🟦 Improved

	Comox Valley		Cowichan Valley		Penticton		Vernon Regional		Tier 3	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
Become worse	5%	21%	5%	16%	4%	8%	5%	15%	13%	17%
Stayed the same	80%	52%	80%	58%	67%	64%	76%	56%	69%	62%
Improved	16%	26%	15%	26%	29%	28%	19%	29%	18%	21%

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

Annual Base 2022/2023: Total=6,937; Comox Valley=336; Cowichan Valley=328; Penticton=354; Vernon=345; Tier 3=368.
Annual Base 2023/2024: Total=7,426; Comox Valley=324; Cowichan Valley=326; Penticton=320; Vernon=318; Tier 3=498.

Perceptions of Transit Service

Attributes (% Rating 4 or 5 – Positive Statements)	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	7227	7594	1676	2261	527	543	546	526	529	554	525	508
Bus drivers are courteous	71%	66%	72%	69%	68%	61%	63%	62%	62%	52%	75%	67%
Buses are clean and well-maintained	67%	57%	70%	61%	64%	51%	63%	55%	56%	47%	69%	58%
Buses not being overcrowded	59%	49%	41%	37%	69%	47%	55%	44%	51%	41%	61%	48%
Fare prices are reasonable	58%	51%	54%	50%	62%	47%	59%	51%	52%	47%	55%	52%
Buses run on time/on schedule	56%	49%	57%	48%	56%	41%	51%	42%	43%	38%	56%	52%
Availability and accuracy of schedule information	54%	50%	58%	53%	54%	44%	51%	48%	47%	45%	51%	48%
Bus fare payment options are convenient and easy to use	54%	51%	50%	54%	54%	52%	50%	51%	55%	45%	50%	48%
Bus stops are clean and well maintained	52%	43%	54%	48%	52%	37%	51%	38%	50%	34%	45%	38%
Trip duration, that is the time from when you boarded to the time you got off the bus	48%	46%	51%	48%	51%	38%	42%	43%	41%	39%	35%	41%
Buses have a direct route	45%	42%	45%	44%	50%	39%	36%	37%	40%	34%	38%	37%
Buses have good connections with reasonable wait times	40%	37%	45%	40%	42%	30%	31%	33%	35%	30%	33%	34%
Frequency of scheduled service	38%	38%	48%	42%	45%	33%	33%	36%	30%	30%	31%	33%
Bus stops have enough amenities such as shelters, benches, information and trash cans	34%	34%	43%	39%	31%	31%	33%	29%	36%	32%	27%	27%
Sense of safety and security	N/A	48%	N/A	50%	N/A	40%	N/A	42%	N/A	37%	N/A	41%
OVERALL	50%	49%	56%	55%	54%	41%	45%	45%	41%	36%	44%	43%

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

*2023/24 scale was updated to include sense of safety and security

Perceptions of Transit Service

Attributes (% Rating 4 or 5 – Positive Statements)	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	7227	7594	540	553	395	259	356	343	366	228	357	327
Bus drivers are courteous	71%	66%	71%	65%	77%	65%	58%	58%	80%	66%	73%	69%
Buses are clean and well-maintained	67%	57%	65%	59%	85%	70%	55%	43%	80%	58%	67%	59%
Buses not being overcrowded	59%	49%	78%	62%	52%	42%	51%	46%	81%	62%	70%	62%
Fare prices are reasonable	58%	51%	61%	56%	71%	45%	55%	45%	63%	50%	58%	53%
Buses run on time/on schedule	56%	49%	58%	61%	60%	43%	47%	40%	59%	48%	51%	54%
Availability and accuracy of schedule information	54%	50%	62%	59%	65%	44%	47%	39%	54%	52%	56%	47%
Bus fare payment options are convenient and easy to use	54%	51%	54%	53%	57%	40%	54%	47%	66%	51%	50%	50%
Bus stops are clean and well maintained	52%	43%	42%	36%	69%	59%	44%	30%	56%	49%	54%	47%
Trip duration, that is the time from when you boarded to the time you got off the bus	48%	46%	38%	49%	72%	53%	49%	41%	56%	52%	42%	43%
Buses have a direct route	45%	42%	32%	45%	65%	48%	38%	39%	53%	46%	34%	39%
Buses have good connections with reasonable wait times	40%	37%	37%	47%	50%	33%	33%	29%	35%	38%	31%	33%
Frequency of scheduled service	38%	38%	36%	48%	46%	38%	27%	31%	37%	39%	26%	30%
Bus stops have enough amenities such as shelters, benches, information and trash cans	34%	34%	28%	33%	54%	45%	23%	26%	41%	46%	31%	33%
Sense of safety and security	N/A	48%	N/A	50%	N/A	70%	N/A	36%	N/A	48%	N/A	54%
OVERALL	50%	49%	43%	52%	63%	57%	44%	37%	57%	54%	47%	43%

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

*2023/24 scale was updated to include sense of safety and security

Perceptions of Transit Service

Attributes (% Rating 4 or 5 – Positive Statements)	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	7227	7594	351	350	370	305	346	332	376	505
Bus drivers are courteous	71%	66%	82%	66%	76%	79%	77%	69%	75%	68%
Buses are clean and well-maintained	67%	57%	66%	55%	75%	71%	68%	59%	70%	55%
Buses not being overcrowded	59%	49%	78%	59%	81%	74%	72%	65%	67%	55%
Fare prices are reasonable	58%	51%	58%	46%	59%	64%	61%	51%	64%	52%
Buses run on time/on schedule	56%	49%	59%	52%	75%	66%	58%	56%	63%	51%
Availability and accuracy of schedule information	54%	50%	57%	46%	51%	63%	62%	50%	52%	51%
Bus fare payment options are convenient and easy to use	54%	51%	53%	46%	53%	56%	57%	49%	59%	49%
Bus stops are clean and well maintained	52%	43%	50%	39%	59%	57%	53%	44%	53%	44%
Trip duration, that is the time from when you boarded to the time you got off the bus	48%	46%	46%	42%	61%	59%	50%	46%	53%	49%
Buses have a direct route	45%	42%	39%	35%	49%	58%	50%	43%	52%	49%
Buses have good connections with reasonable wait times	40%	37%	29%	30%	45%	49%	43%	37%	42%	36%
Frequency of scheduled service	38%	38%	34%	26%	37%	49%	42%	39%	31%	36%
Bus stops have enough amenities such as shelters, benches, information and trash cans	34%	34%	30%	21%	39%	43%	36%	32%	28%	29%
Sense of safety and security	N/A	48%	N/A	47%	N/A	60%	N/A	48%	N/A	53%
OVERALL	50%	49%	45%	41%	60%	63%	53%	51%	49%	47%

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

*2023/24 scale was updated to include sense of safety and security

Perceptions of Transit Service

Attributes (Mean Rating on a 1-5 scale)	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	7227	7594	1676	2261	527	543	546	526	529	554	525	508
Bus drivers are courteous	3.9	3.82	3.9	3.89	3.8	3.71	3.7	3.70	3.8	3.58	4.1	3.77
Buses are clean and well-maintained	3.8	3.61	3.7	3.67	3.8	3.48	3.7	3.53	3.6	3.40	3.8	3.55
Buses not being overcrowded	3.7	3.42	3.2	3.09	3.9	3.39	3.6	3.29	3.5	3.23	3.7	3.38
Fare prices are reasonable	3.7	3.47	3.5	3.45	3.8	3.40	3.7	3.45	3.5	3.42	3.6	3.47
Availability and accuracy of schedule information	3.5	3.43	3.5	3.50	3.5	3.28	3.4	3.33	3.3	3.34	3.6	3.39
Buses run on time/on schedule	3.5	3.38	3.4	3.35	3.6	3.22	3.4	3.14	3.5	3.19	3.5	3.44
Bus fare payment options are convenient and easy to use	3.5	3.48	3.5	3.54	3.6	3.49	3.5	3.45	3.4	3.37	3.5	3.40
Bus stops are clean and well maintained	3.4	3.24	3.4	3.37	3.5	3.11	3.3	3.08	3.4	3.06	3.2	3.04
Trip duration, that is the time from when you boarded to the time you got off the bus	3.4	3.36	3.4	3.42	3.5	3.19	3.2	3.22	3.3	3.22	3.2	3.22
Buses have a direct route	3.3	3.24	3.3	3.30	3.4	3.11	3.1	3.06	3.2	3.10	3.1	3.09
Buses have good connections with reasonable wait times	3.2	3.12	3.2	3.22	3.3	2.96	3.0	2.96	3.1	2.97	3.0	2.98
Frequency of scheduled service	3.1	3.12	3.3	3.27	3.3	2.95	3.0	3.02	3.0	2.95	3.0	2.95
Bus stops have enough amenities such as shelters, benches, information and trash cans	3.0	2.97	3.2	3.16	3.0	2.89	2.9	2.78	3.1	2.97	2.7	2.72
Sense of safety and security	N/A	3.36	N/A	3.43	N/A	3.20	N/A	3.14	N/A	3.09	N/A	3.16
OVERALL	3.4	3.40	3.5	3.55	3.5	3.18	3.3	3.27	3.3	3.16	3.4	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.
(Excludes Don't Know/Prefer Not To Answer Responses)

*2023/24 scale was updated to include sense of safety and security

Perceptions of Transit Service

Attributes (Mean Rating on a 1-5 scale)	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	7227	7594	540	553	395	259	356	343	366	228	357	327
Bus drivers are courteous	3.9	3.82	4.0	3.87	4.2	3.80	3.7	3.62	4.2	3.81	4.0	3.91
Buses are clean and well-maintained	3.8	3.61	3.8	3.62	4.2	3.87	3.5	3.30	4.1	3.73	3.9	3.70
Buses not being overcrowded	3.7	3.42	4.1	3.78	3.5	3.25	3.6	3.35	4.2	3.76	4.0	3.74
Fare prices are reasonable	3.7	3.47	3.7	3.59	3.9	3.27	3.6	3.28	3.9	3.56	3.7	3.63
Buses run on time/on schedule	3.5	3.43	3.6	3.65	3.6	3.25	3.3	3.19	3.6	3.47	3.5	3.39
Bus fare payment options are convenient and easy to use	3.5	3.38	3.6	3.73	3.6	3.19	3.6	3.11	3.9	3.32	3.5	3.46
Availability and accuracy of schedule information	3.5	3.48	3.7	3.58	3.8	3.02	3.3	3.37	3.6	3.56	3.6	3.49
Bus stops are clean and well maintained	3.4	3.24	3.3	3.04	3.9	3.62	3.3	2.95	3.6	3.40	3.5	3.32
Trip duration, that is the time from when you boarded to the time you got off the bus	3.4	3.36	3.1	3.42	4.0	3.46	3.4	3.25	3.6	3.48	3.3	3.31
Buses have a direct route	3.3	3.24	3.1	3.28	3.8	3.33	3.2	3.11	3.5	3.35	3.2	3.17
Buses have good connections with reasonable wait times	3.2	3.12	3.1	3.37	3.4	3.08	3.0	2.90	3.1	3.12	3.0	3.06
Frequency of scheduled service	3.1	3.12	3.0	3.33	3.2	3.05	3.0	2.95	3.1	3.12	2.9	2.94
Bus stops have enough amenities such as shelters, benches, information and trash cans	3.0	2.97	2.8	2.91	3.5	3.26	2.8	2.73	3.2	3.22	2.9	2.93
Sense of safety and security	N/A	3.36	N/A	3.40	N/A	3.85	N/A	3.12	N/A	3.40	N/A	3.51
OVERALL	3.4	3.40	3.3	3.48	3.7	3.51	3.3	3.13	3.6	3.46	3.4	3.32

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

*2023/24 scale was updated to include sense of safety and security

Perceptions of Transit Service

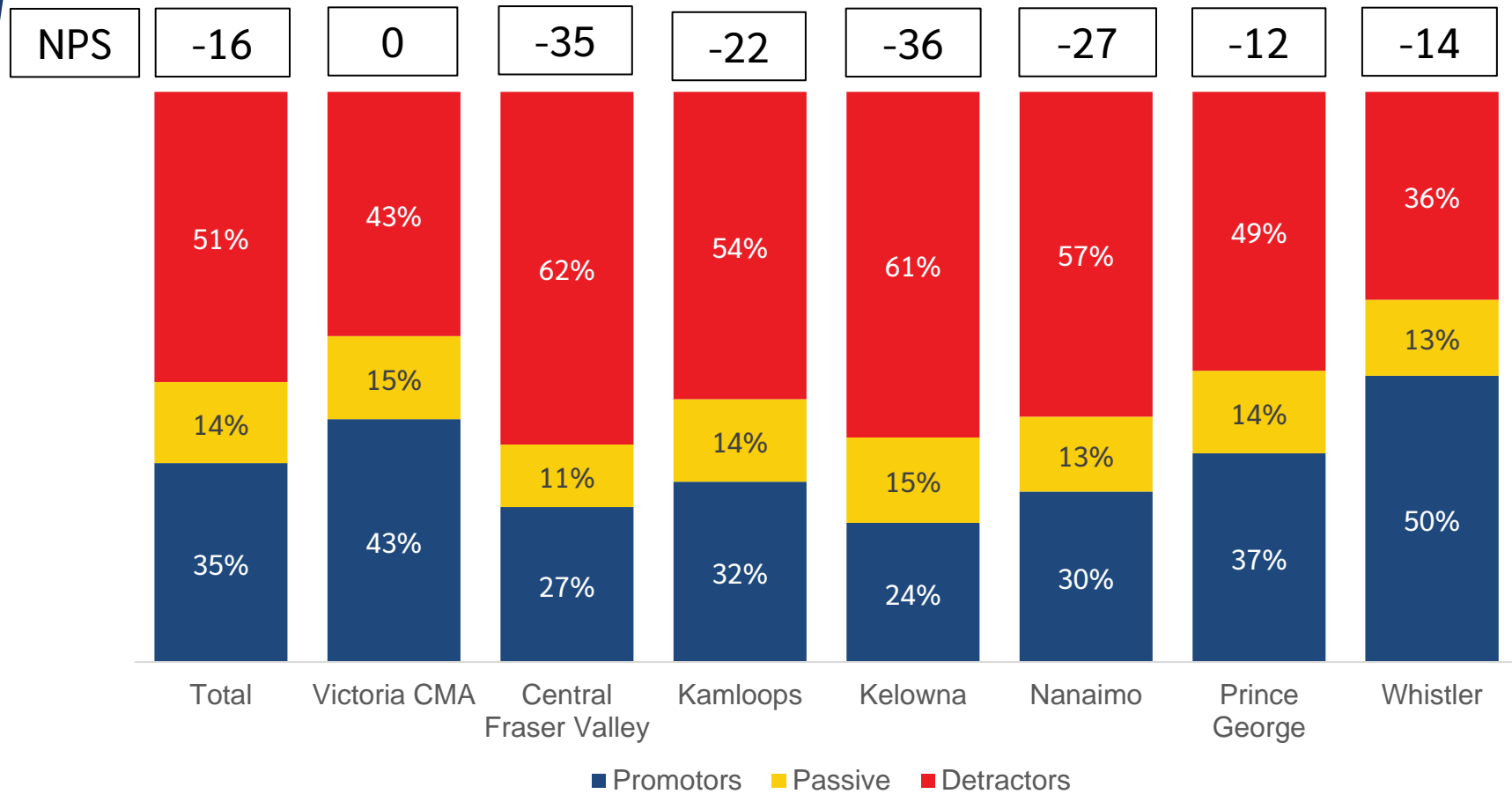| Attributes (Mean Rating on a 1-5 scale)	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	7227	7594	351	350	370	305	346	332	376	505
Bus drivers are courteous	3.9	3.82	4.2	3.82	4.1	4.16	4.1	3.88	4.1	3.87
Buses are clean and well-maintained	3.8	3.61	3.9	3.59	4.0	3.91	3.9	3.64	3.9	3.62
Buses not being overcrowded	3.7	3.42	4.1	3.74	4.3	4.12	4.0	3.85	3.9	3.62
Fare prices are reasonable	3.7	3.47	3.7	3.44	3.7	3.77	3.8	3.49	3.9	3.52
Buses run on time/on schedule	3.5	3.43	3.7	3.37	4.0	3.77	3.8	3.48	3.7	3.43
Bus fare payment options are convenient and easy to use	3.5	3.38	3.6	3.48	3.6	3.84	3.8	3.57	3.6	3.50
Availability and accuracy of schedule information	3.5	3.48	3.7	3.45	3.5	3.62	3.8	3.50	3.5	3.48
Bus stops are clean and well maintained	3.4	3.24	3.4	3.05	3.7	3.60	3.6	3.28	3.5	3.30
Trip duration, that is the time from when you boarded to the time you got off the bus	3.4	3.36	3.4	3.31	3.7	3.66	3.6	3.40	3.5	3.47
Buses have a direct route	3.3	3.24	3.1	3.14	3.5	3.63	3.5	3.28	3.5	3.39
Buses have good connections with reasonable wait times	3.2	3.12	3.1	3.01	3.3	3.47	3.4	3.18	3.2	3.11
Frequency of scheduled service	3.1	3.12	3.0	2.86	3.1	3.43	3.3	3.15	3.0	3.07
Bus stops have enough amenities such as shelters, benches, information and trash cans	3.0	2.97	2.9	2.54	3.1	3.21	3.0	2.95	2.8	2.86
Sense of safety and security	N/A	3.36	N/A	3.36	N/A	3.69	N/A	3.34	N/A	3.50
OVERALL	3.4	3.40	3.4	3.21	3.5	3.73	3.6	3.44	3.5	3.39

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

*2023/24 scale was updated to include sense of safety and security

NPS Score of Transit Service

NPS SCORE OF BUS SYSTEM (Promoters – Detractors)
(Excludes Don't Know/Prefer Not To Answer Responses)

NPS	-16	0	-35	-22	-36	-27	-12	-14

	Total	Victoria CMA	Central Fraser Valley	Kamloops	Kelowna	Nanaimo	Prince George	Whistler
Detractors	51%	43%	62%	54%	61%	57%	49%	36%
Passive	14%	15%	11%	14%	15%	13%	14%	13%
Promotors	35%	43%	27%	32%	24%	30%	37%	50%

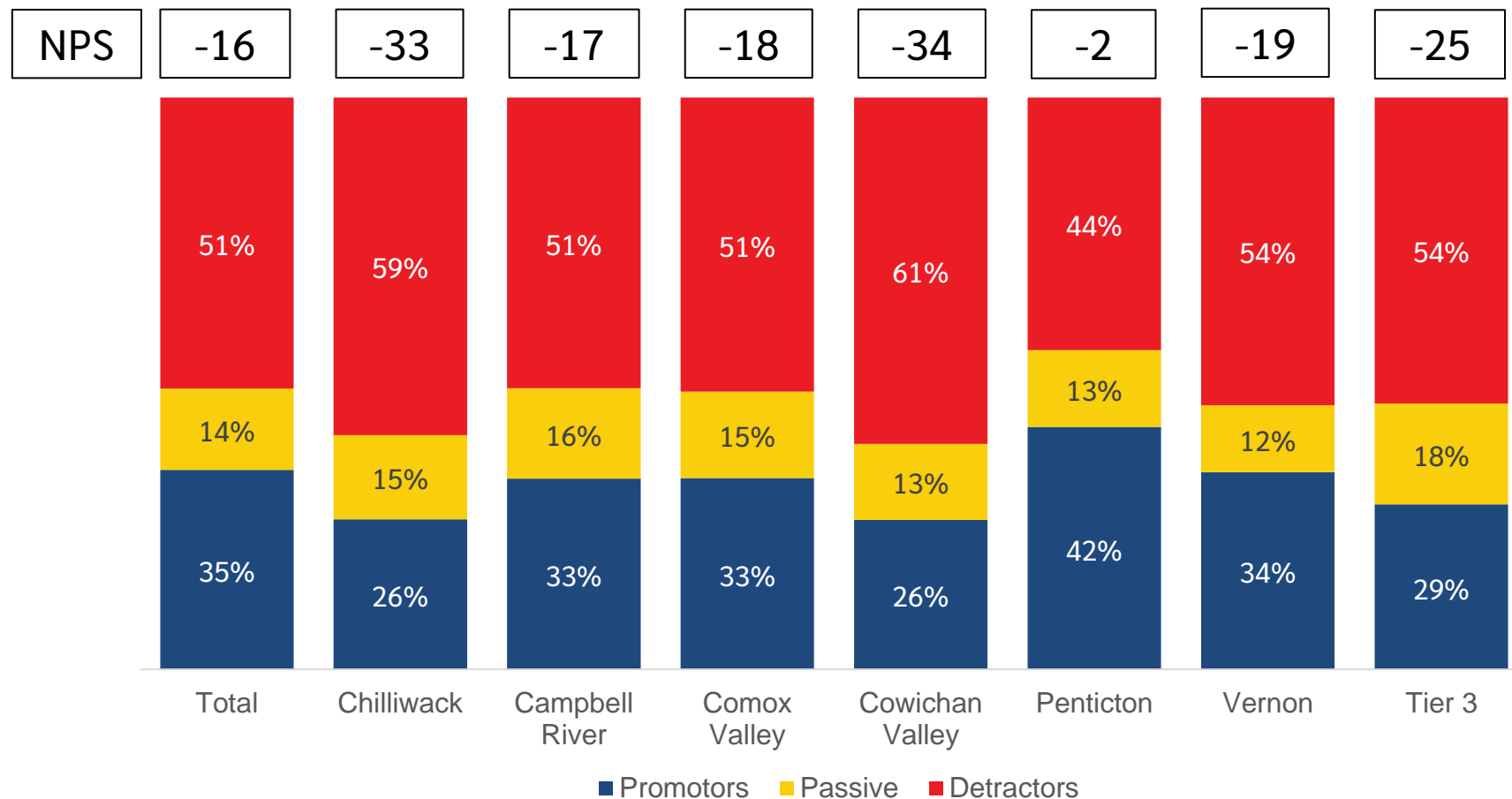■ Promotors ■ Passive ■ Detractors

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 2023/2024: Total=8,032; Victoria= 2,320; Central Fraser Valley=580; Kamloops=564; Kelowna=573; Nanaimo= 543; Prince George=578; Whistler=280

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 2023/2024: Total= 8,032; Chilliwack=357; Campbell River=263; Comox Valley=369; Cowichan Valley=366; Penticton=340; Vernon=361; Tier 3=538

Experience with Safety

Attributes (% Rating 4 or 5 – Positive Statements)	Total	Victoria	Central Fraser Valley	Kamloops	Kelowna	Nanaimo	Prince George	Whistler
n=	4,829	1,718	332	305	311	314	361	260
No, I felt safe throughout the trip	71%	73%	66%	65%	67%	67%	75%	84%
Yes, I felt unsafe while travelling to my first stop	6%	6%	7%	5%	8%	8%	5%	4%
Yes, I felt unsafe while waiting to board my first transit vehicle	12%	9%	17%	15%	12%	18%	11%	5%
Yes, I felt unsafe while on-board	8%	8%	10%	12%	11%	13%	5%	6%
Yes, I felt unsafe during a transfer	5%	4%	7%	9%	6%	6%	2%	3%
Yes, I felt unsafe when exiting	4%	3%	4%	6%	5%	7%	5%	2%
Yes, I felt unsafe while travelling to my final destination	4%	3%	5%	5%	6%	5%	4%	3%
Don't know/not sure	4%	4%	5%	5%	6%	4%	3%	3%

Attributes (% Rating 4 or 5 – Positive Statements)	Total	Chilliwack	Campbell River	Comox Valley	Cowichan Valley	Penticton	Vernon	Tier 3
n=	4,829	191	146	183	142	152	164	249
No, I felt safe throughout the trip	71%	64%	64%	70%	71%	77%	71%	73%
Yes, I felt unsafe while travelling to my first stop	6%	8%	10%	3%	5%	5%	3%	7%
Yes, I felt unsafe while waiting to board my first transit vehicle	12%	15%	10%	12%	19%	10%	14%	13%
Yes, I felt unsafe while on-board	8%	9%	8%	7%	5%	5%	10%	6%
Yes, I felt unsafe during a transfer	5%	4%	8%	4%	1%	4%	7%	4%
Yes, I felt unsafe when exiting	4%	3%	4%	0%	3%	3%	7%	1%
Yes, I felt unsafe while travelling to my final destination	4%	4%	3%	3%	5%	3%	5%	2%
Don't know/not sure	4%	8%	5%	5%	5%	5%	5%	3%

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

Improvements that Encourage more Frequent Transit Use

NOT IMPORTANT   **IMPORTANT**

2023/2024 (blue)
2022/2023 (red)

Increasing bus frequency on busier routes
- NOT: 7% | 4% 2% ; 3% 0%
- IMP 2023/2024: 25% | 14% | 16% → 55%
- IMP 2022/2023: 25% | 12% | 22% → 58%

Expanding bus route coverage to new areas
- NOT: 8% | 4% 2% ; 4% 1%
- IMP: 26% | 12% | 16% → 54%
- IMP: 25% | 10% | 20% → 54%

Introducing the ability to pay fares via mobile app or credit card when boarding
- NOT: 12% | 4% 7% 5% ; 9% 5%
- IMP: 28% | 14% | 15% → 56%
- IMP: 26% | 11% | 18% → 55%

Continuous cleaning and sanitizing of the buses that is visible to riders
- NOT: 12% | 7% 3% ; 6% 1%
- IMP: 21% | 11% | 13% → 45%
- IMP: 28% | 9% | 17% → 55%

New fare packages such as buying three adult monthly passes for the price of two, or discount passes for using transit during off-peak hours
- NOT: 12% | 5% 4% ; 7% 4%
- IMP: 18% | 12% | 16% → 46%
- IMP: 21% | 9% | 19% → 48%

Using more hybrid diesel electric powered buses to reduce carbon footprint
- NOT: 18% | 6% 4% 9% ; 9% 4%
- IMP: 20% | 10% | 13% → 43%
- IMP: 28% | 10% | 16% → 53%

Limiting stops
- NOT: 15% | 7% 4% 4% ; 7% 3%
- IMP: 15% | 10% | 14% → 38%
- IMP: 14% | 7% | 17% → 38%

Free Wi-Fi
- NOT: 24% | 6% 4% 14% ; 24% 5% 5% 14%
- IMP: 18% | 10% | 11% → 40%
- IMP: 15% | 6% | 11% → 32%

Provide a way to pay fares at both back and front entrances
- NOT: 25% | 7% 6% 12% ; 18% 6% 4% 8%
- IMP: 13% | 9% | 12% → 33%
- IMP: 13% | 6% | 14% → 33%

Providing transit on-demand
- NOT: 26% | 10% 6% 10% ; 17% 5% 4% 8%
- IMP: 11% | 8% | 10% → 29%
- IMP: 10% | 5% | 14% → 29%

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 2022/2023: Total=8,039; 2023/2024: Total=8,645

Improvements that Encourage more Frequent Transit Use

Improvements (% Rating 8, 9 or 10 – Positive Statements)	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	8039	8645	1784	2429	598	607	598	600	599	620	599	590
Introducing the ability to pay fares via mobile app or credit card when boarding	49%	56%	49%	59%	56%	55%	51%	59%	50%	57%	53%	60%
Increasing bus frequency on busier routes	57%	55%	61%	61%	61%	56%	53%	60%	58%	54%	62%	56%
Expanding bus route coverage to new areas	54%	54%	55%	55%	61%	57%	47%	58%	52%	56%	57%	57%
New fare packages or discount passes for using transit during off-peak hours	44%	46%	44%	51%	48%	41%	41%	47%	45%	45%	47%	45%
Continuous cleaning and sanitizing of the buses that is visible to riders	45%	45%	44%	45%	51%	47%	44%	49%	49%	43%	50%	44%
Using more low carbon/electric powered buses to reduce carbon footprint	44%	43%	47%	50%	51%	44%	40%	43%	49%	38%	51%	40%
Free WiFi	29%	40%	28%	41%	31%	45%	28%	42%	34%	41%	27%	38%
Limiting stops (or introducing more express routes)	37%	38%	42%	42%	38%	38%	37%	40%	44%	35%	41%	43%
Provide a way to pay fares at both back and front entrances	29%	33%	29%	34%	37%	38%	34%	33%	32%	33%	33%	36%
Providing transit on-demand (request transit pickup via app or phone)	26%	29%	23%	30%	29%	32%	24%	29%	25%	29%	28%	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 2022/2023: Total=8,039; 2023/2024: Total=8,645

Improvements that Encourage more Frequent Transit Use

Improvements (% Rating 8, 9 or 10 – Positive Statements)	Total		Prince George		Whistler		Chilliwack		Campbell River		Comox Valley	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	8039	8645	596	612	411	285	406	395	414	291	407	404
Introducing the ability to pay fares via mobile app or credit card when boarding	49%	56%	47%	57%	62%	62%	47%	55%	46%	42%	50%	58%
Increasing bus frequency on busier routes	57%	55%	57%	54%	60%	60%	55%	56%	54%	49%	52%	59%
Expanding bus route coverage to new areas	54%	54%	56%	51%	48%	54%	57%	54%	55%	50%	49%	57%
New fare packages or discount passes for using transit during off-peak hours	44%	46%	44%	46%	40%	57%	47%	44%	51%	41%	42%	45%
Continuous cleaning and sanitizing of the buses that is visible to riders	45%	45%	49%	55%	43%	32%	45%	46%	44%	41%	39%	42%
Using more low carbon/electric powered buses to reduce carbon footprint	44%	43%	35%	42%	50%	53%	40%	33%	50%	32%	45%	42%
Free WiFi	29%	40%	32%	41%	28%	38%	24%	43%	32%	36%	31%	39%
Limiting stops (or introducing more express routes)	37%	38%	39%	39%	41%	41%	41%	37%	40%	32%	31%	39%
Provide a way to pay fares at both back and front entrances	29%	33%	27%	35%	31%	36%	23%	32%	27%	28%	32%	32%
Providing transit on-demand (request transit pickup via app or phone)	26%	29%	24%	33%	29%	29%	24%	26%	23%	26%	24%	31%

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 2022/2023: Total=8,039; 2023/2024: Total=8,645

Improvements that Encourage more Frequent Transit Use

Improvements (% Rating 8, 9 or 10 – Positive Statements)	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	8039	8645	407	420	407	399	406	396	407	597
Introducing the ability to pay fares via mobile app or credit card when boarding	49%	56%	46%	46%	43%	51%	51%	60%	45%	49%
Increasing bus frequency on busier routes	57%	55%	51%	48%	51%	42%	52%	51%	52%	43%
Expanding bus route coverage to new areas	54%	54%	50%	54%	51%	51%	53%	54%	51%	47%
New fare packages or discount passes for using transit during off-peak hours	44%	46%	35%	36%	44%	44%	44%	47%	43%	39%
Continuous cleaning and sanitizing of the buses that is visible to riders	45%	45%	42%	41%	40%	45%	38%	48%	41%	44%
Using more low carbon/electric powered buses to reduce carbon footprint	44%	43%	43%	35%	38%	39%	46%	40%	35%	35%
Free WiFi	29%	40%	21%	29%	20%	38%	26%	45%	29%	37%
Limiting stops (or introducing more express routes)	37%	38%	31%	35%	32%	31%	27%	39%	27%	26%
Provide a way to pay fares at both back and front entrances	29%	33%	25%	28%	28%	31%	28%	37%	21%	29%
Providing transit on-demand (request transit pickup via app or phone)	26%	29%	22%	23%	27%	26%	29%	28%	28%	26%

Q13. 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 2022/2023: Total=8,039; 2023/2024: Total=8,645

Key Findings: Transit Information Sources

BC Transit's Information Online

- ✓ Overall, three-in-five (61%) respondents accessed the BC Transit website for information about their local system. Respondents from Central Fraser Valley (66%), Victoria (65%), Nanaimo (64%), and Vernon (64%) respondents used the BC Transit website to access information the most.

- ✓ Following the BC Transit website, nearly one-third (30%) of respondents found information about their local transit system at the bus stop. Accessing information through Google (26%) was the next most cited source of information accessed.

- ✓ Respondents were least likely to access information using another third-party transit app on their smartphone (3%), through the telephone (3%), on television (4%), through the radio (4%), or through the newspaper (4%).

Transit Information Sources

TYPICAL SOURCES OF LOCAL TRANSIT SYSTEM INFORMATION

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	8039	8645	1784	2429	598	607	598	600	599	620	599	590	596	612	411	285
BC Transit website	50%	61%	57%	65%	47%	66%	47%	56%	40%	55%	56%	64%	52%	57%	35%	54%
Google	19%	26%	23%	28%	18%	30%	22%	24%	21%	29%	16%	28%	25%	25%	27%	36%
At the bus stop	18%	30%	23%	35%	9%	26%	16%	30%	19%	32%	20%	31%	21%	29%	6%	32%
TransitApp	9%	18%	14%	22%	10%	18%	11%	27%	8%	19%	8%	17%	8%	22%	12%	25%
Newspaper	8%	4%	7%	4%	9%	7%	9%	4%	8%	2%	7%	5%	3%	2%	7%	3%
Facebook	8%	11%	9%	11%	12%	16%	4%	10%	7%	8%	11%	9%	8%	11%	3%	18%
Word of mouth	5%	15%	4%	12%	4%	16%	6%	18%	7%	14%	4%	16%	9%	17%	10%	13%
Radio	4%	4%	6%	5%	4%	6%	3%	5%	6%	3%	3%	4%	4%	3%	0%	4%
Online / Internet	3%	11%	3%	10%	4%	13%	3%	12%	4%	12%	5%	13%	3%	9%	4%	9%
Twitter	3%	4%	4%	6%	4%	7%	7%	2%	4%	3%	3%	3%	3%	3%	2%	11%
Printed bus schedule	2%	16%	2%	12%	2%	13%	1%	18%	2%	16%	4%	15%	3%	22%	2%	13%
NextRide app	2%	5%	5%	9%	0%	3%	5%	7%	4%	3%	2%	5%	2%	2%	1%	10%
Through the city	2%	5%	0%	3%	2%	5%	1%	7%	2%	4%	1%	5%	2%	8%	3%	6%
Other third-party transit app on smartphone	2%	3%	2%	4%	3%	4%	2%	3%	1%	5%	1%	4%	3%	3%	3%	4%
Telephone	1%	3%	1%	3%	2%	3%	1%	2%	1%	2%	1%	6%	1%	3%	1%	1%
Television	1%	4%	1%	4%	1%	8%	1%	6%	3%	3%	1%	2%	1%	3%	0%	1%

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

Transit Information Sources

TYPICAL SOURCES OF LOCAL TRANSIT SYSTEM INFORMATION

	Total		Chilliwack Regional		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon Regional		Tier 3 Communities	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	8039	8645	406	395	414	291	407	404	407	420	407	399	406	396	407	597
BC Transit website	50%	61%	52%	59%	45%	54%	49%	63%	49%	60%	44%	57%	53%	64%	46%	54%
Google	19%	26%	12%	32%	16%	19%	20%	17%	14%	19%	16%	19%	15%	25%	13%	25%
At the bus stop/On the bus	18%	30%	21%	25%	9%	22%	13%	25%	19%	23%	18%	31%	9%	28%	21%	30%
TransitApp	9%	18%	5%	19%	5%	12%	9%	13%	5%	8%	3%	8%	5%	13%	4%	13%
Newspaper	8%	4%	8%	3%	7%	4%	10%	8%	12%	3%	11%	6%	8%	3%	10%	3%
Facebook	8%	11%	3%	14%	11%	20%	4%	11%	3%	7%	3%	7%	6%	7%	6%	11%
Word of mouth	5%	15%	6%	20%	4%	16%	5%	12%	3%	13%	4%	12%	8%	14%	5%	15%
Radio	4%	4%	4%	5%	8%	7%	2%	4%	2%	2%	1%	3%	3%	2%	3%	4%
Online / Internet	3%	11%	3%	13%	5%	11%	2%	12%	6%	8%	3%	12%	1%	14%	4%	10%
Twitter	3%	4%	0%	5%	5%	9%	1%	3%	1%	1%	0%	2%	0%	2%	0%	3%
Printed bus schedule	2%	16%	3%	17%	3%	14%	3%	20%	1%	18%	8%	17%	3%	20%	2%	16%
NextRide app	2%	5%	0%	1%	1%	2%	1%	3%	0%	0%	0%	1%	1%	2%	1%	1%
Through the city	2%	5%	2%	8%	3%	6%	2%	5%	1%	1%	6%	9%	2%	7%	4%	8%
Other third-party transit app on smartphone	2%	3%	1%	2%	1%	2%	2%	3%	1%	1%	0%	2%	3%	2%	1%	2%
Telephone	1%	3%	1%	3%	2%	5%	2%	2%	1%	1%	2%	3%	0%	2%	2%	3%
Television	1%	4%	1%	3%	1%	3%	1%	2%	0%	3%	2%	1%	1%	3%	0%	2%

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

Key Findings: Electronic Fare Payment

Electronic Fare Payment

- ➢ Under one-third (28%) of respondents were aware that BC Transit is implementing an Electronic Fare Collection System.
    - ➢ Awareness was highest in Victoria (48%) and lowest among Tier 3 communities (14%).

- ➢ Nearly 37% of surveyed riders demonstrated awareness of the electronic fare collection system, while approximately 16% of non-riders were aware of the system.

- ➢ Two-in-five (40%) respondents believe that the introduction of an Electronic Fare Collection System would increase their likelihood of using public transit.
    - ➢ Three-in-five (58%) Whistler respondents believe that introducing an electronic fare payment would increase their likelihood of taking transit.

Awareness of Electronic Fare Collection System

Awareness of Electronic Fare Collection System

Attributes	Total	Victoria	Central Fraser Valley	Kamloops	Kelowna	Nanaimo	Prince George	Whistler
n=	8645	2429	607	600	620	590	612	285
Yes	28%	48%	20%	20%	19%	23%	23%	27%
No	71%	51%	78%	79%	79%	76%	74%	70%
Prefer not to answer	2%	1%	2%	1%	2%	1%	2%	3%

Attributes	Total	Chilliwack	Campbell River	Comox Valley	Cowichan Valley	Penticton	Vernon	Tier 3
n=	8645	395	291	404	420	399	396	597
Yes	28%	16%	19%	24%	20%	18%	17%	14%
No	71%	82%	76%	74%	79%	82%	82%	84%
Prefer not to answer	2%	2%	5%	2%	1%	1%	2%	1%
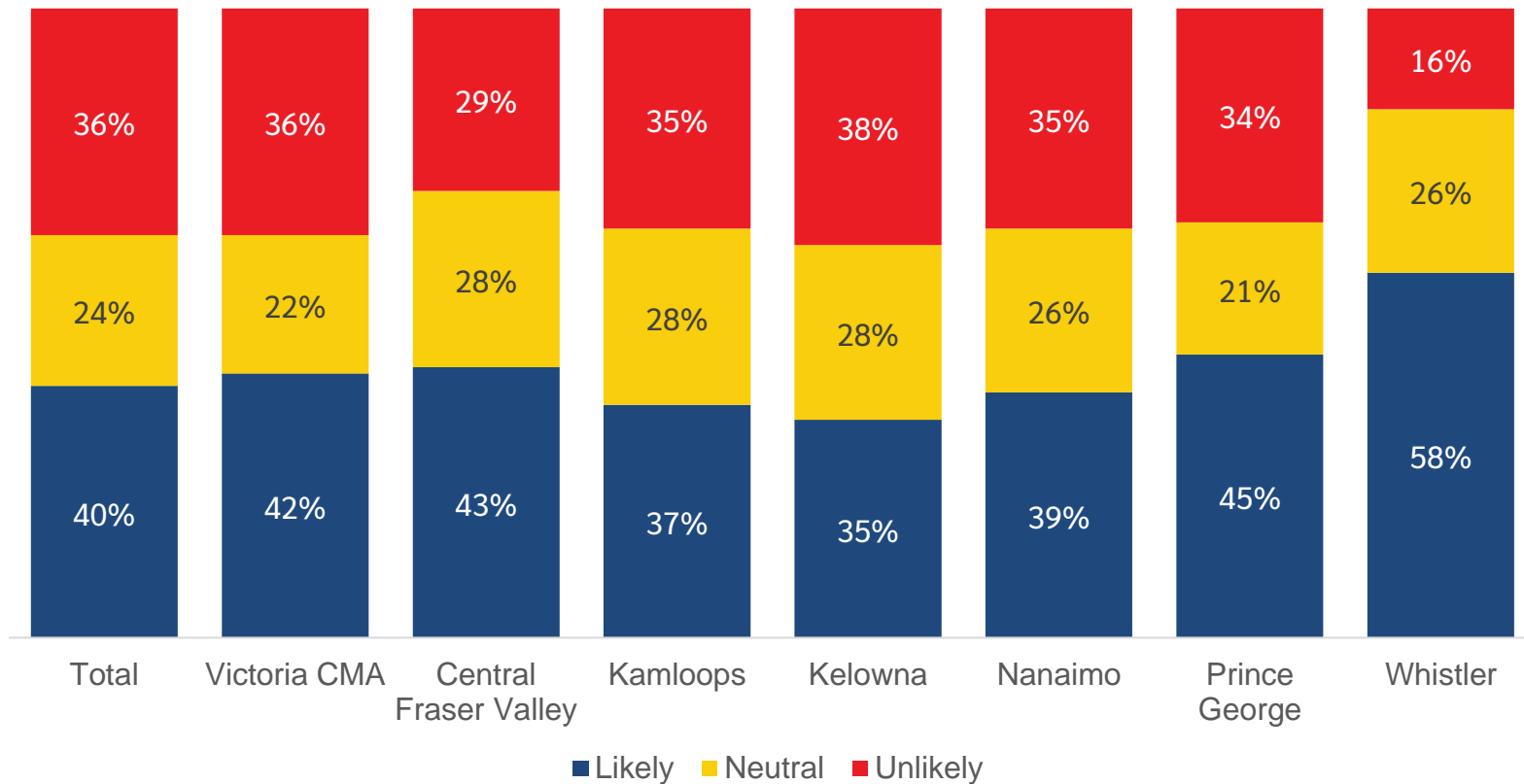
Q.17 Are you aware that BC Transit is implementing an Electronic Fare Collection System?

Electronic Fare Impact

Electronic Fare Impact

	Total	Victoria CMA	Central Fraser Valley	Kamloops	Kelowna	Nanaimo	Prince George	Whistler
Unlikely	36%	36%	29%	35%	38%	35%	34%	16%
Neutral	24%	22%	28%	28%	28%	26%	21%	26%
Likely	40%	42%	43%	37%	35%	39%	45%	58%

Legend: Likely, Neutral, Unlikely

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

Annual Base 2023/2024: Total=8,645; Victoria= 2,429; Central Fraser Valley=607; Kamloops=600; Kelowna=620; Nanaimo= 590; Prince George=612; Whistler=285

Electronic Fare Impact
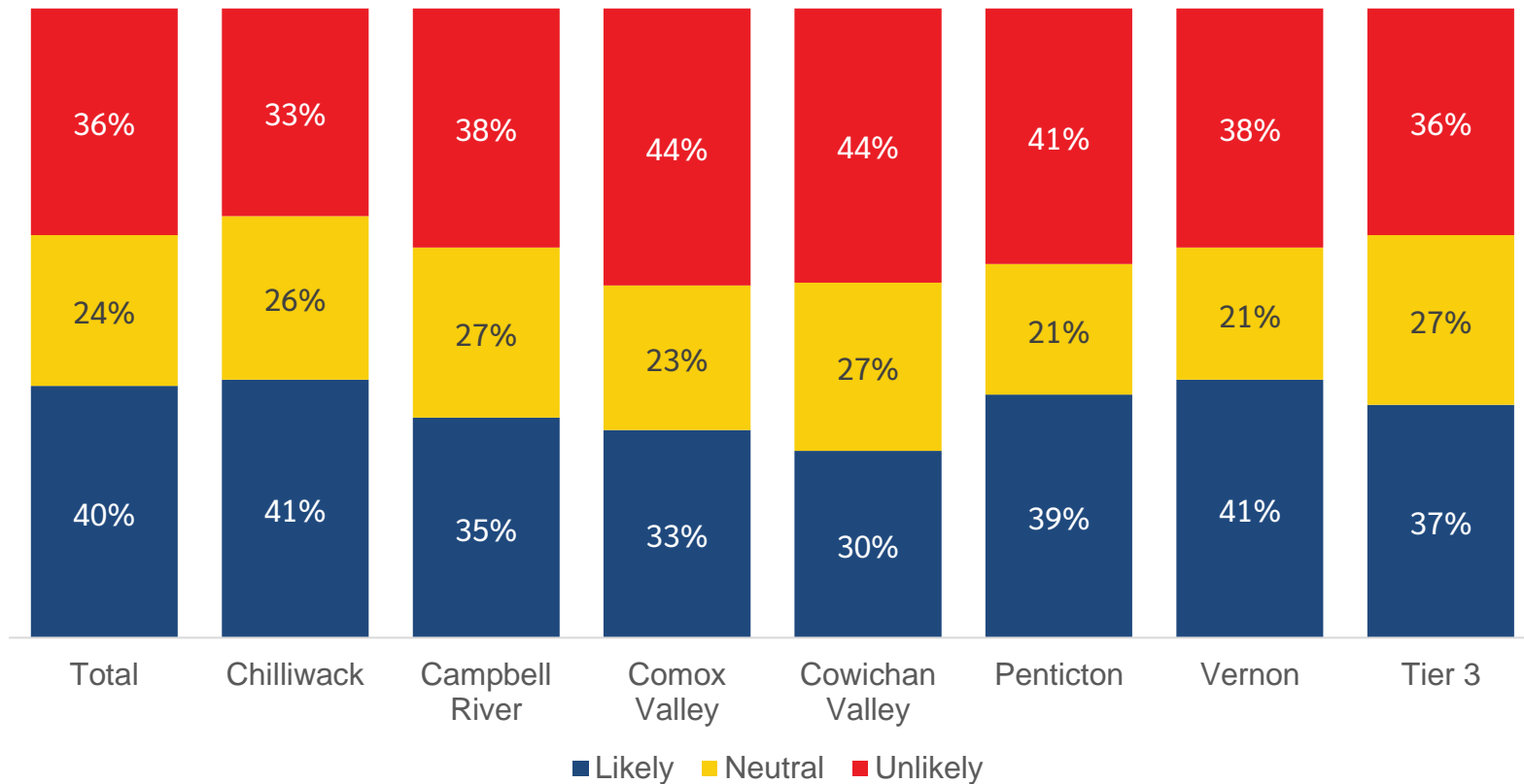
Electronic Fare Impact

	Total	Chilliwack	Campbell River	Comox Valley	Cowichan Valley	Penticton	Vernon	Tier 3
Unlikely	36%	33%	38%	44%	44%	41%	38%	36%
Neutral	24%	26%	27%	23%	27%	21%	21%	27%
Likely	40%	41%	35%	33%	30%	39%	41%	37%

■ Likely ■ Neutral ■ Unlikely

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

Annual Base 2023/2024: Total= 8,645; Chilliwack=395; Campbell River=291; Comox Valley=404; Cowichan Valley=420; Penticton=399; Vernon=396; Tier 3=597

Key Findings: Free Transit for Children Program

- ***Free Transit for Children Program Impact***

  - ➤ As shown in the demographics section, only one-in-five (20%) respondents have children under the age of 12 in their care.

  - ➤ Overall, over half (51%) of parents/caregivers state that children under their care aged 12 years and younger have used transit in 2023/24. Just over one-in-ten parents/caregivers state that their children use transit 3+ days a week, 1-2 days a week, or a few times a month (12%, 11% and 12% respectively.

    - › Transit use among children 12 years and under is highest in Whistler (77%), Campbell River (72%), and Victoria (61%).

  - ➤ One-quarter (26%) of parents/caregivers feel that the Free Transit for Children Program has increased their child/children's transit usage.

    - › Usage due to the Free Transit for Children Program has increased most in Whistler (39%), Kamloops (33%), and Nanaimo (32%).

  - ➤ Nearly three-quarters (74%) of parents/caregivers believe the Free Transit for Children Program is fairly important or very important to their communities.

  - ➤ Just about half (49%) of parents/caregivers whose children use transit are satisfied or very satisfied with the service experience for their children. A quarter (25%) did not know how to respond.

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	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	869	1750	158	460	87	158	59	112	61	122	47	113	89	162	72	67
USED ANY FREQUENCY	39%	51%	60%	61%	23%	48%	31%	54%	21%	39%	46%	44%	33%	55%	51%	77%
3+ days a week	7%	12%	12%	13%	2%	8%	2%	10%	7%	8%	10%	6%	6%	12%	5%	33%
1-2 days a week	8%	11%	23%	17%	1%	11%	5%	12%	1%	7%	9%	2%	6%	13%	17%	14%
A few times a month	9%	12%	7%	11%	4%	17%	8%	10%	9%	16%	12%	14%	10%	14%	9%	11%
A few times a year	16%	15%	18%	20%	17%	13%	16%	21%	5%	8%	14%	22%	11%	16%	20%	19%
They do not use transit	59%	46%	39%	37%	72%	50%	67%	44%	76%	59%	52%	52%	65%	42%	49%	21%
Don't know/Refused	1%	3%	1%	3%	5%	2%	2%	2%	3%	2%	2%	3%	2%	3%	0%	1%

	Total		Chilliwack Regional		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon Regional		Tier 3 Communities	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
n=	869	1750	43	101	60	53	55	89	38	66	28**	46	22**	69	50	132
USED ANY FREQUENCY	39%	51%	27%	36%	38%	72%	31%	45%	11%	22%	29%	52%	17%	34%	44%	44%
3+ days a week	7%	12%	1%	13%	13%	30%	2%	9%	0%	1%	0%	12%	0%	10%	9%	11%
1-2 days a week	8%	11%	3%	6%	2%	27%	2%	8%	3%	5%	0%	7%	0%	6%	3%	6%
A few times a month	9%	12%	9%	9%	7%	12%	6%	13%	5%	7%	5%	15%	0%	10%	15%	14%
A few times a year	16%	15%	14%	9%	16%	2%	22%	15%	3%	9%	24%	17%	17%	9%	17%	14%
They do not use transit	59%	46%	73%	62%	61%	20%	68%	54%	89%	76%	71%	48%	83%	56%	56%	54%
Don't know/Refused	1%	3%	0%	2%	0%	8%	1%	1%	0%	2%	0%	0%	0%	10%	0%	2%

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

** - small sample size

Free Transit for Children Program Impact

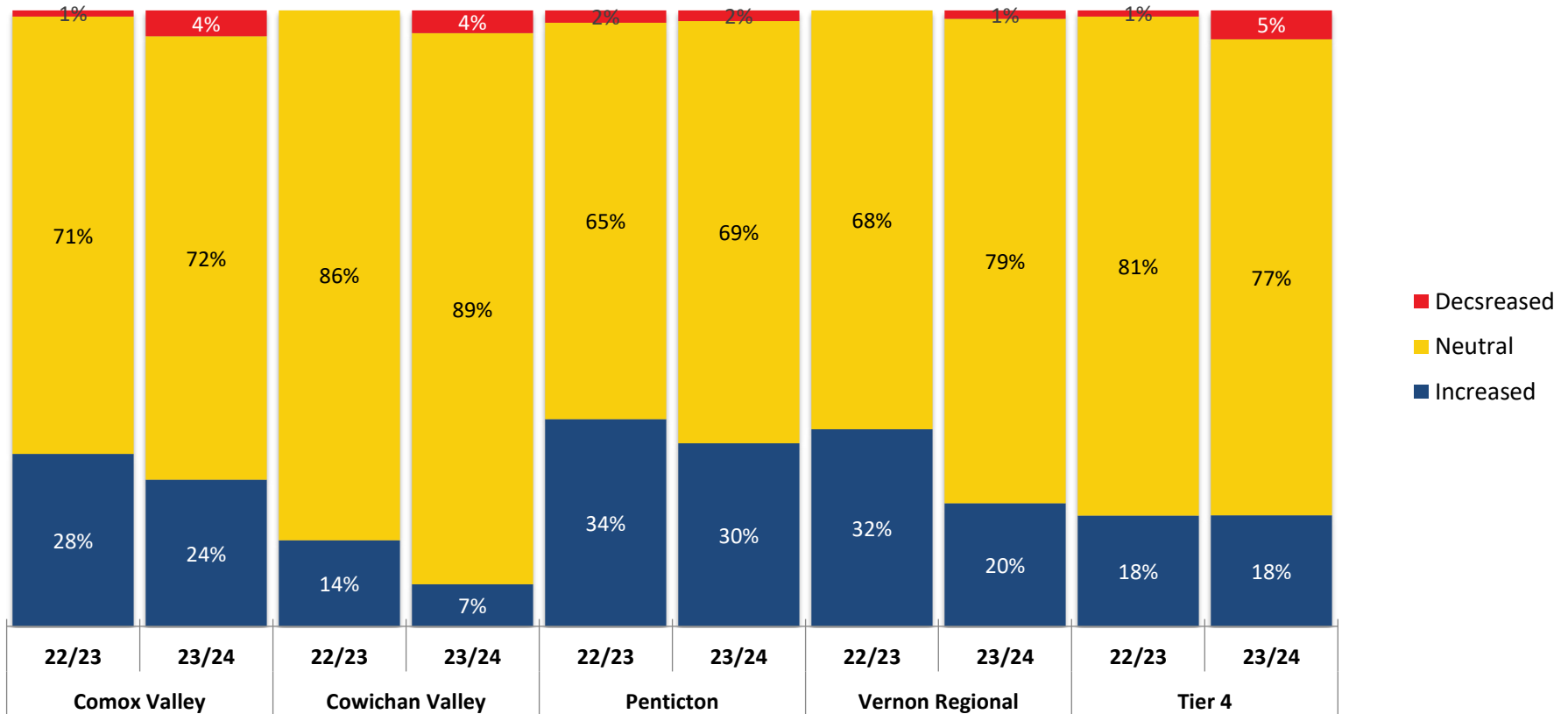## IMPACT OF FREE TRANSIT FOR CHILDREN 12 AND UNDER PROGRAM
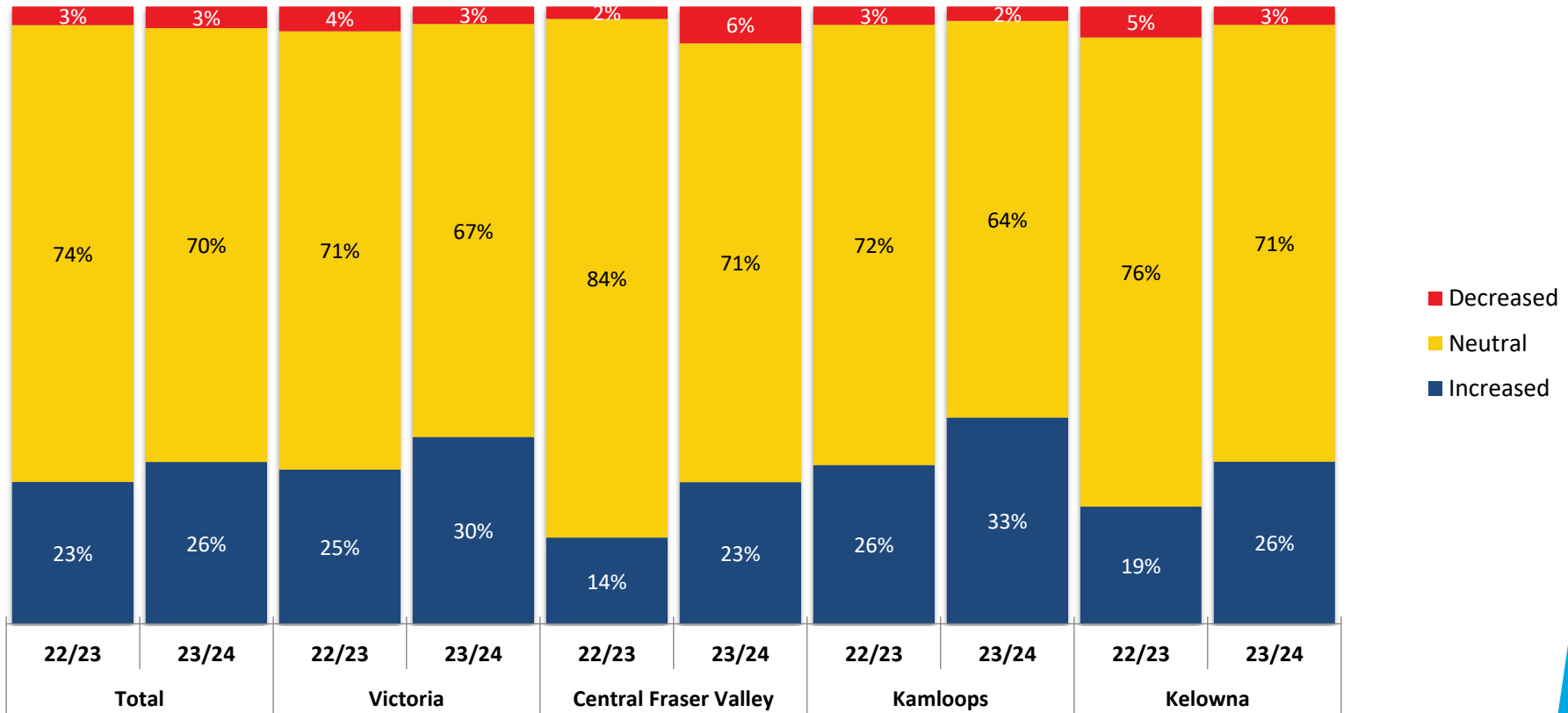
X4: To what extent has the implementation of the Free Transit program impacted the frequency with which your child/children uses public transit?

Annual Base 2022/2023: Total=869; Victoria=158; Central Fraser Valley=87; Kamloops=59; Kelowna=61
Annual Base 2023/2024: Total=1,750; Victoria=460; Central Fraser Valley=158; Kamloops=112; Kelowna=122

Free Transit for Children Program Impact

IMPACT OF FREE TRANSIT FOR CHILDREN 12 AND UNDER PROGRAM

Legend: Decreased / Neutral / Increased

Location	Year	Increased	Neutral	Decreased
Nanaimo	22/23	46%	51%	3%
Nanaimo	23/24	32%	67%	1%
Prince George	22/23	26%	61%	14%
Prince George	23/24	28%	70%	2%
Whistler	22/23	20%	77%	3%
Whistler	23/24	39%	59%	3%
Chilliwack Regional	22/23	29%	71%	
Chilliwack Regional	23/24	13%	81%	5%
Campbell River	22/23	31%	63%	6%
Campbell River	23/24	30%	57%	12%
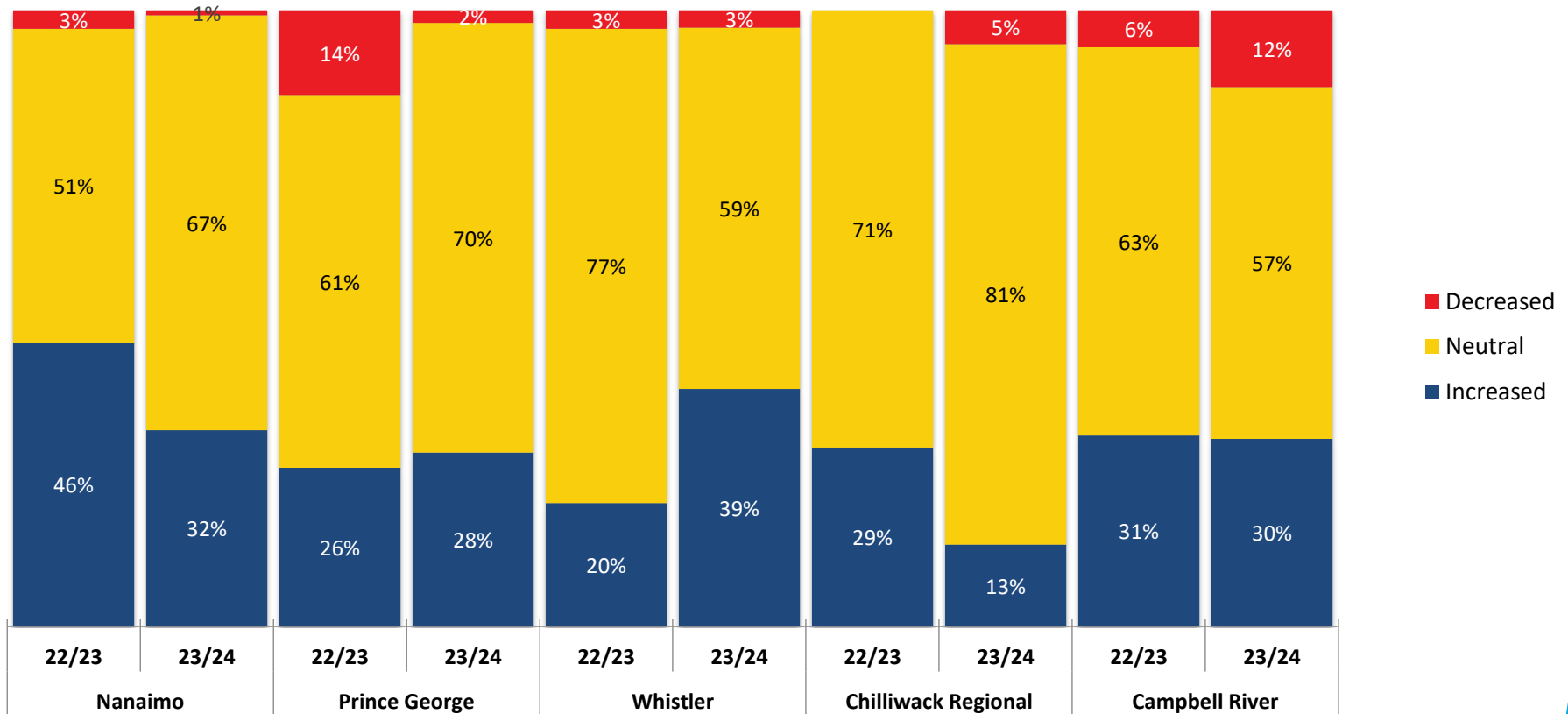
X4: To what extent has the implementation of the Free Transit program impacted the frequency with which your child/children uses public transit?

Annual Base 2022/2023: Total=869; Nanaimo= 47; Prince George=89; Whistler=72; Chilliwack=43; Campbell River=60
Annual Base 2023/2024: Total=1,750; Nanaimo= 113; Prince George=162; Whistler=67; Chilliwack=101; Campbell River=53

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 2022/2023: Total=869; Comox Valley=55; Cowichan Valley=38; Penticton=28; Vernon=22; Tier 3=50.
Annual Base 2023/2024: Total=1,750; Comox Valley=89; Cowichan Valley=66; Penticton=46; Vernon=69; Tier 3=132.

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
	23/24	23/24	23/24	23/24	23/24	23/24	23/24	23/24
n=	1,750	460	158	112	122	113	162	67
Not at all important	3%	2%	2%	4%	3%	1%	4%	1%
Slightly important	7%	6%	9%	7%	7%	4%	7%	4%
Important	14%	14%	16%	8%	17%	8%	16%	15%
Fairly important	16%	15%	21%	13%	16%	22%	15%	10%
Very important	57%	62%	50%	63%	55%	63%	57%	67%
Don't know	2%	1%	2%	4%	3%	2%	1%	3%
TOTAL IMPORTANT (Very Important + Fairly Important)	74%	77%	72%	77%	71%	86%	72%	77%

	Total	Chilliwack Regional	Campbell River	Comox Valley	Cowichan Valley	Penticton	Vernon Regional	Tier 3 Communities
	23/24	23/24	23/24	23/24	23/24	23/24	23/24	23/24
n=	1,750	101	53	89	66	46	69	132
Not at all important	3%	3%	8%	3%	1%	0%	4%	4%
Slightly important	7%	8%	14%	8%	9%	7%	6%	10%
Important	14%	15%	20%	16%	20%	16%	10%	15%
Fairly important	16%	18%	16%	21%	8%	24%	19%	14%
Very important	57%	50%	37%	50%	60%	53%	56%	55%
Don't know	2%	6%	4%	2%	2%	0%	5%	3%
TOTAL IMPORTANT (Very Important + Fairly Important)	74%	68%	53%	71%	68%	77%	75%	68%

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

** - small sample size

Satisfaction with Service Experience of Children

SATISFACTION WITH SERVICE EXPERIENCE OF YOUR CHILD/CHILDREN

Attributes	Total	Victoria	Central Fraser Valley	Kamloops	Kelowna	Nanaimo	Prince George	Whistler
n=	1,750	460	158	112	122	113	162	67
Very dissatisfied	2%	1%	2%	3%	2%	2%	1%	5%
Dissatisfied	3%	3%	3%	6%	1%	3%	4%	3%
Neutral	22%	16%	27%	27%	25%	23%	26%	18%
Satisfied	26%	33%	25%	22%	30%	24%	19%	37%
Very Satisfied	22%	27%	17%	18%	6%	23%	28%	34%
Don't know	25%	19%	25%	24%	35%	24%	23%	3%
TOTAL SATISFACTION (Very Satisfied + Satisfied)	49%	60%	43%	41%	36%	47%	47%	71%

Attributes	Total	Chilliwack	Campbell River	Comox Valley	Cowichan Valley	Penticton	Vernon	Tier 3
n=	1,750	101	53	89	66	46	69	132
Very dissatisfied	2%	1%	3%	1%	1%	0%	1%	1%
Dissatisfied	3%	4%	10%	1%	1%	2%	3%	1%
Neutral	22%	31%	19%	14%	11%	21%	18%	31%
Satisfied	26%	24%	25%	32%	12%	13%	24%	23%
Very Satisfied	22%	13%	31%	26%	20%	36%	17%	16%
Don't know	25%	28%	11%	26%	55%	28%	36%	28%
TOTAL SATISFACTION (Very Satisfied + Satisfied)	49%	37%	57%	58%	31%	48%	41%	39%

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

Appendix - Questionnaire

PIVOTAL RESEARCH Inc.™

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]

PIVOTAL RESEARCH Inc.™

[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

PIVOTAL RESEARCH Inc.™

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	

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PIVOTAL RESEARCH Inc.™

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?

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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

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Label	Value	Notes
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

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[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

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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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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

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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

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[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.

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	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

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Sense of safety and security							

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	

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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	-

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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]

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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

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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

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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	

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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

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[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

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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	

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Label	Value	Notes
$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!