

Report

EMTSC

Integrated Regional Transit Survey



Leger



We know Canadians



Methodology

Methodology

Study Population

Residents of Edmonton proper and surrounding communities (St. Albert, Fort Saskatchewan, Spruce Grove, Stony Plain, Devon, Leduc, and Beaumont) 18 years of age and older.

Data Collection

- A total of 1,219 online interviews were conducted using Leger's online panel, LEO.
 - n=800 online interviews were completed with Edmontonians (Edmonton Proper)
- Interviews were conducted from September 2nd – 17th, 2021.

Statistical Reliability

- As a non-random internet survey, a margin of error is not reported (margin of error accounts for sampling error).

Analysis & Interpretation of Results

- To ensure the sample is representative data were weighted according to the actual distribution of the population based on gender, age, and region. Results are weighted using 2016 Census data from Statistic Canada.
- Due to rounding, percentages may not sum to 100%.
- Throughout the report, where applicable, statistical analyses were conducted to compare differences across between core community groups: Edmonton Proper, Full-Service Transit System Ring Communities (FSTS) (includes, St. Alberta, Fort Saskatchewan, Spruce Grove) and Commuter Transit System Ring Communities (CTS) (includes, Stony Plain, Devon, Leduc, Beaumont). These analyses were only conducted if there was an appropriate sample size (n>30) in the subgroup population. Differences have been noted where applicable.



Summary of Findings

Summary of Findings

By Community

Current/Future Transit Usage

- A third of respondents think public transit is valuable to them personally. Those in Commuter Transit System Ring Communities are least likely to think public transit is valuable to them personally.
- Seven-in-ten respondents think public transit is valuable to their town/city. Those in Commuter Transit System Ring Communities are least likely to think public transit is valuable to their town/city.
- Less than one-in-five think public transit is efficient in their town/city. Those in Commuter Transit System Ring Communities are least likely to think public transit is efficient to their town/city.
- The majority of respondents rarely or never use public transit. Those in Edmonton Proper are more likely to use public transit, and to use it more frequently.
- Prior to the pandemic, respondents were likely to take public transit more often. Those in Edmonton Proper were more likely to use public transit, and to use it more frequently.
- When things return to the way they were pre-pandemic, the largest proportion think they will use public transit as much as they did before the pandemic. Those in Commuter Transit System Ring Communities are more likely to indicate using public transit less than they did before the pandemic.
- Those who are likely to use public transit more than they did before the pandemic prefer public transit over driving and it gets them to places to where they need to go.
- Those who are likely to use public transit as much as they did before the pandemic feel public transit it gets them to places to where they need to go and gets them to and from work.
- Those who are likely to use public transit less than they did before the pandemic cite COVID-related concerns and/or have transitioned to working from home or doing online learning.
- When using public transit, those within Edmonton utilize transit to get around Edmonton. Those in the ring communities usually use public transit to get around in their own community in addition to going elsewhere in the Greater Edmonton region.
- The largest proportion of transit riders use public transit to get to social activities, followed by work.

Summary of Findings

By Community

Attitudes/ Values of Public Transit

- Most agree with all statements regarding transit. Those in Edmonton proper are more likely to agree that: transit gives people, who otherwise wouldn't be able to, the opportunity to get around; investing in public transit is necessary, than those in surrounding communities.
- More than two-thirds of respondents agree that having an integrated transit system would make the area a better place to live, driving is more efficient than the current public transit system, and public transit has stops that are within a reasonable walking distance from their home.
- Those in Edmonton Proper are most likely to agree with most statements apart from: having an integrated transit system that connects Edmonton and all the surrounding towns/cities would make the area a better place to live and buses in my community are usually empty , there is no demand for public transit.

Summary of Findings

By Community

Attitudes/ Values of Integrated Public Transit

- The largest proportion of respondents' initial reaction to the long-term plan is that it is a good idea, and they like it.
- Before today, the majority of respondents had not heard of this plan to integrate the transit systems.
- The largest proportion of respondents who have heard about the plan to integrate the transit system recall hearing the plan on the News/TV Media.
- Four-in-five respondents think that integrating the municipal transit systems into a single transit system in the Edmonton metro region is an excellent/good idea.
- Three quarters of respondents' support integrating municipal transit systems into a single transit system in the Edmonton metro region.
- The largest proportion of those who support the integration of the regional transit systems feel that it would be easier to get around and there would be connections to more places.
- Few oppose the integration of the regional transit system. Among those who oppose, they feel that it will be too expensive to build, will be an increased cost to taxpayers and a waste of money.
- After being provided more information about the plan, over three quarters of respondents support the idea of integrating most of the transit systems in the region into a regional transit system.
- Those who support integration most of the transit systems in the region into a regional transit system support the idea because it will offer connections to more places and make it easier to get around.
- Those few who oppose integrating most of the transit systems in the region into a regional transit system, think that it will be too expensive to build.
- The largest proportion of respondents think the best thing about the integrated transit for them would be the connections to more places and that it would be easier to get around.

Summary of Findings

By Community

Integrated Public Transit Aspirations

- Two-in-five respondents would be likely to use an integrated transit system in the Edmonton metro region.
- Less than half of respondents have someone in their household who is likely to use an integrated transit system in the Edmonton metro region.

Integrated Transit System Expectations

- Respondents are most likely to agree that post-secondary students would benefit from this system will still being able to live at home.
- Around half of respondents agree that having an integrated transit system will reduce the costs of transit in the region and/or this system will help Canada meet its greenhouse gas emissions reduction goal.
- Those in the Commuter Transit System Ring Communities are more likely to agree that post-secondary students would benefit from this system while still being able to live at home and people could work in places around the region they might not have ever considered before than those in Edmonton Proper.
- Seven-in-ten agree that it would be much easier for young people/their children to get around independently.
- Those in the Commuter Transit System Ring Communities are more likely to agree that it would be much easier for young people/their children to get around independently and they could use this system to get to the core of Edmonton to events and back more easily.

Summary of Findings

By Future Users

(residents who would likely use or have someone in their household who would use)

Current/Future Transit Usage

- Over half of future users think public transit is valuable to them personally.
- Four-in-five of future users think public transit is valuable to their town/city.
- Less than one-quarter of future users think public transit is efficient in their town/city.
- Over one third of future users currently use public transit once a week or more.
- Prior to the pandemic, nearly half of future users took public transit once a week or more.
- When things return to the way they were pre-pandemic, the largest proportion of future users think they will use public transit as much as they did before the pandemic.
- Those who are likely to use public transit more than they did before the pandemic prefer public transit over driving and it gets them to places to where they need to go.
- Those who are likely to use public transit as much as they did before the pandemic feel public transit gets them to and from work.
- Those who are likely to use public transit less than they did before the pandemic cite COVID-related concerns and/or have transitioned to working from home or doing online learning.
- When using public transit, the largest proportion of future users use it to get around their own town/city.
- The largest proportion of transit riders use public transit to get to social activities.

Attitudes/ Values of Public Transit

- Most agree with all statements regarding transit.
- More than two-thirds of respondents agree that having an integrated transit system would make the area a better place to live, driving is more efficient than the current public transit system, and public transit has stops that are within a reasonable walking distance from their home.

Summary of Findings

By Future Users

(residents who would likely use or have someone in their household who would use)

Attitudes/ Values of Integrated Public Transit

- The largest proportion of respondents' initial reaction to the long-term plan is that it is a good idea, and they like it.
- Before today, the majority of respondents had not heard of this plan to integrate the transit systems.
- The largest proportion of respondents who have heard about the plan to integrate the transit system recall hearing the plan on the News/TV Media.
- Four-in-five respondents think that integrating the municipal transit systems into a single transit system in the Edmonton metro region is an excellent/good idea.
- Nine-in-ten future users support integrating municipal transit systems into a single transit system in the Edmonton metro region.
- The largest proportion of those who support the integration of the regional transit systems feel that it would be easier to get around and there would be connections to more places.
- After being provided more information about the plan, over nine-in-ten respondents support the idea of integrating most of the transit systems in the region into a regional transit system.
- Those who support integration most of the transit systems in the region into a regional transit system support the idea because it will offer connections to more places and make it easier to get around.
- The largest proportion of respondents think the best thing about the integrated transit for them would be the connections to more places and that it would be easier to get around.

Integrated Public Transit Aspirations

- Four-in-five respondents would be likely to use an integrated transit system in the Edmonton metro region.
- Nine-in-ten future users have someone in their household who is likely to use an integrated transit system in the Edmonton metro region.

Summary of Findings

By Future Users

(residents who would likely use or have someone in their household who would use)

Integrated Transit System Expectations

- Respondents are most likely to agree that people could work in places around the region they might not have ever considered before.
- While future users agree with all statements, seven-in-ten agree that this system will help Canada meet its greenhouse gas emissions and having an integrated transit system will reduce the costs of transit in the region.
- Over four-in-five agree that it would be much easier for young people/their children to get around independently.



Profile of Current and Integrated Riders

Current Transit Rider



- Male
- 25-34
- Edmonton
- Single
- High-school Education
- Retail Manager

86%

Public Transit is Valuable to them Personally

Joel uses public transit multiple times a week to get him back and forth from work and when running errands or shopping. Joel prefers public transit over driving. He has had a good experience taking transit and the current system takes him where he needs to go.

When he heard of the integrated transit system he thought it was a good idea. He felt that this transit system would make it easier to get around and would provide a convenient service. Joel supports this idea and could see himself utilizing the service. He would like to be able to explore parts of the region more easily and would be able to access more events in Edmonton more easily.

83%

Public Transit is Valuable to their Town/City

Future Integrated Transit Rider



- Woman
- 25-34
- Edmonton
- Married
- University Education
- Health Care Professional

54%

Public Transit is Valuable to them Personally

Jane uses public transit multiple times per week as it saves her driving at rush hour. While Jane occasionally takes public transit to work she is more likely to utilize public transit for attending social activities and events in the city.

When Jane heard of the integrated transit system she really liked the idea and fully supports the idea. She feels that the integrated transit system would offer better connections and would provide more access to other communities. Jane strongly feels that this system brings convenience to the region and people can live anywhere. While she would benefit, she identifies that this system would have a great impact on young people and their ability to get around.

82%

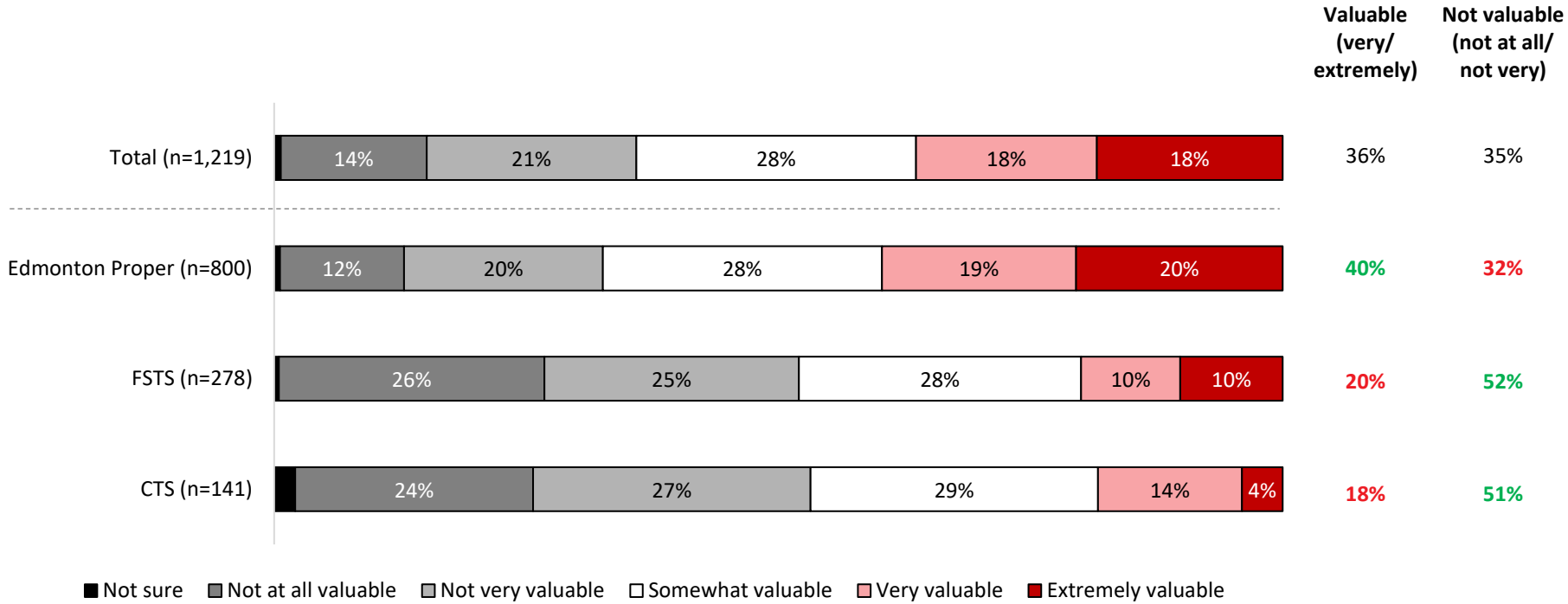
Public Transit is Valuable to their Town/City



Current/Future Transit Usage

By Community

A third of respondents think public transit is valuable to them personally. Those in Commuter Transit System Ring Communities are least likely to think public transit is valuable to them personally.



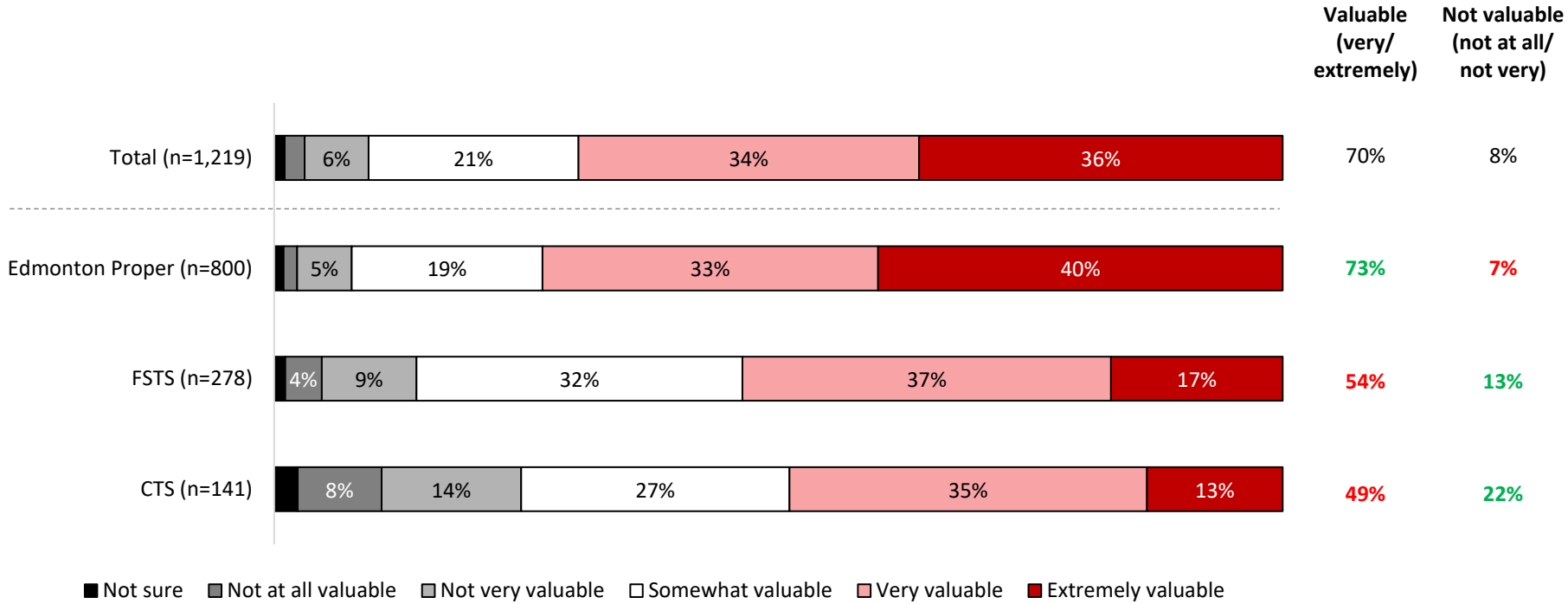
% is significantly higher than %

Base: Residents of Edmonton and target communities
 Note: Responses 2% or less are not labelled.
 Q1a. In your opinion, how **valuable** is public transit to you personally?

Personal Value of Public Transit Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Valuable (Extremely/ Very)	36%	40%	25%	23%	16%	16%	20%	27%	13%
Extremely valuable	18%	20%	11%	-	5%	13%	7%	8%	5%
Very valuable	18%	19%	14%	23%	11%	4%	13%	19%	7%
Somewhat valuable	28%	28%	25%	33%	45%	22%	26%	-	29%
Not valuable (Not very/ Not at all)	35%	32%	50%	43%	38%	61%	46%	73%	57%
Not very valuable	21%	20%	24%	25%	19%	30%	22%	37%	31%
Not at all valuable	14%	12%	26%	18%	20%	31%	23%	36%	27%
Not sure	1%	1%	-	-	1%	1%	8%	-	1%

Seven-in-ten respondents think public transit is valuable to their town/city. Those in Commuter Transit System Ring Communities are least likely to think public transit is valuable to their town/city.



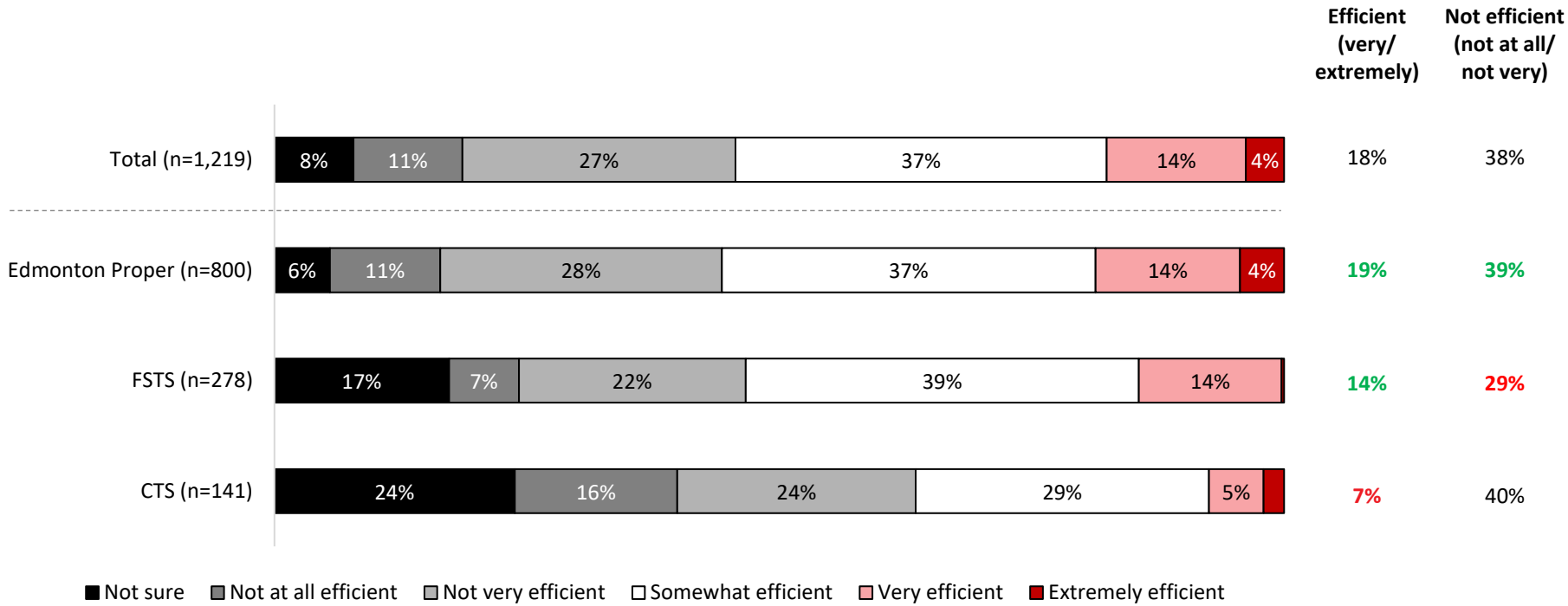
% is significantly higher than %

Base: Residents of Edmonton and target communities
 Note: Responses 2% or less are not labelled.
 Q1c. In your opinion, how valuable is public transit to your town/city?

Value of Public Transit to Town/City Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Valuable (Extremely/ Very)	70%	73%	57%	33%	45%	54%	59%	27%	58%
Extremely valuable	36%	40%	18%	6%	15%	17%	19%	8%	17%
Very valuable	34%	33%	39%	27%	30%	37%	40%	19%	41%
Somewhat valuable	21%	19%	29%	32%	35%	35%	22%	62%	21%
Not valuable (Not very/ Not at all)	8%	7%	13%	34%	18%	10%	15%	11%	17%
Not very valuable	6%	5%	10%	18%	18%	4%	11%	-	13%
Not at all valuable	2%	1%	3%	16%	-	7%	4%	11%	4%
Not sure	1%	1%	1%	-	3%	-	4%	-	4%

Less than one-in-five think public transit is efficient in their town/city. Those in Commuter Transit System Ring Communities are least likely to think public transit is efficient to their town/city.



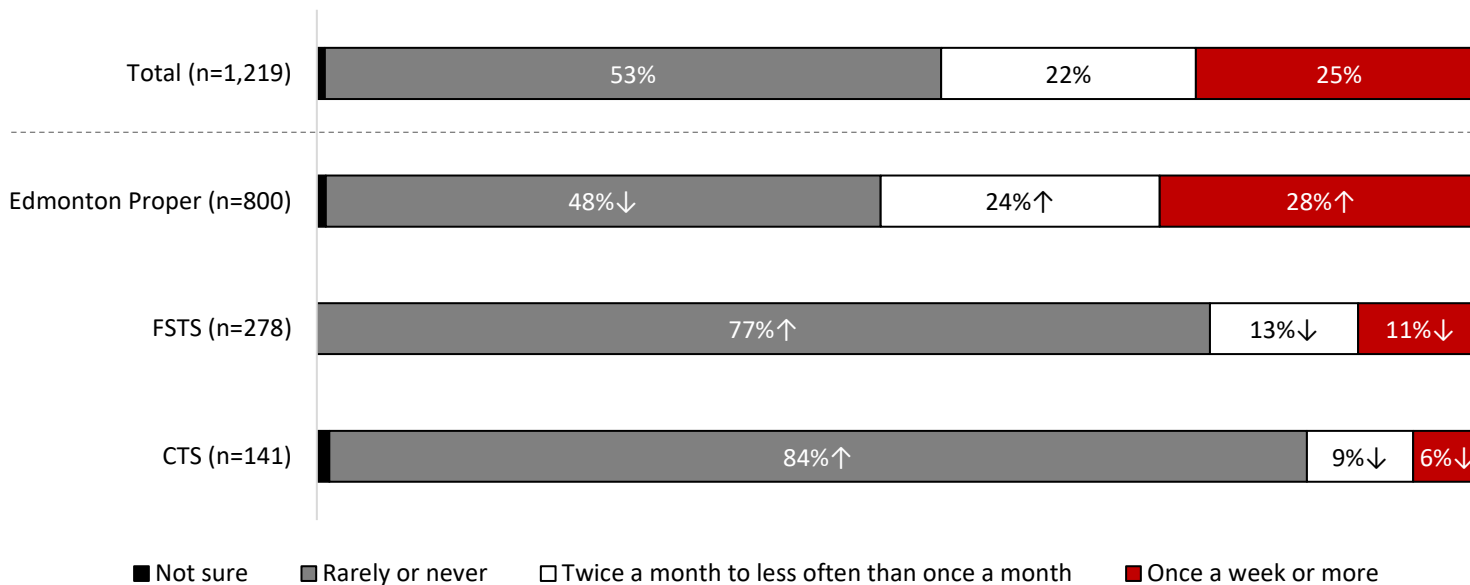
% is significantly higher than %

Base: Residents of Edmonton and target communities
 Note: Responses 2% or less are not labelled.
 Q1b. In your opinion, how **efficient** is public transit in your town/city?

Efficiency of Public Transit in Town/City Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Efficient (Extremely/ Very)	18%	19%	15%	7%	14%	15%	6%	-	10%
Extremely efficient	4%	4%	-	-	1%	-	2%	-	4%
Very efficient	14%	14%	15%	7%	12%	15%	4%	-	6%
Somewhat efficient	37%	37%	43%	26%	37%	35%	30%	8%	33%
Not efficient (Not very/ Not at all)	38%	39%	33%	52%	28%	26%	34%	67%	31%
Not very efficient	27%	28%	20%	25%	28%	23%	21%	46%	22%
Not at all efficient	11%	11%	13%	27%	-	3%	13%	22%	9%
Not sure	8%	6%	10%	15%	22%	24%	31%	25%	26%

The majority of respondents rarely or never use public transit.



↑ is significantly higher than ↓

Those in Edmonton Proper are more likely to use public transit, and to use it more frequently.

	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Once a week or more	25%	28%	11%	6%
Daily	8%	9%	3%	1%
3-4 times a week	7%	7%	2%	1%
2-3 times a week	6%	6%	3%	-
Once a week	5%	5%	2%	4%
Twice a month to less often than once a month	22%	24%	13%	9%
Once or twice a month	8%	9%	3%	6%
Less often than once a month	14%	15%	9%	4%
Rarely or never	53%	48%	77%	84%
Not sure	1%	1%	-	1%

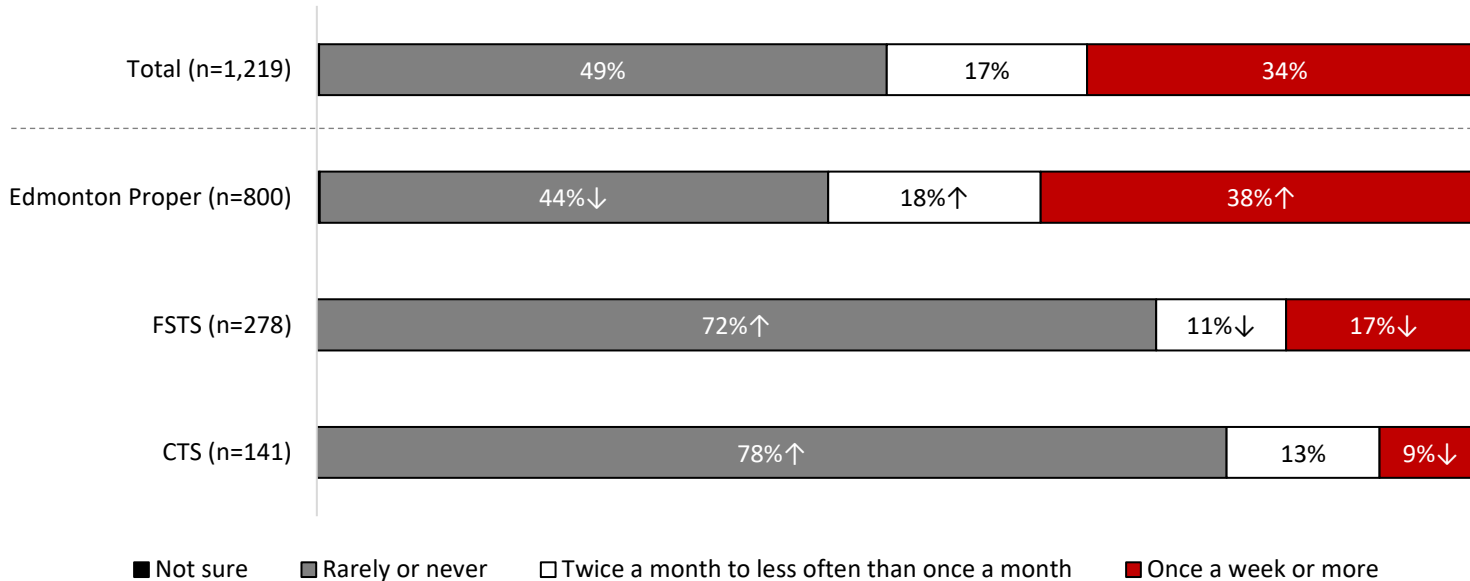
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Public Transit Usage Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Once a week or more	25%	28%	10%	-	10%	11%	4%	8%	11%
Daily	8%	9%	2%	-	-	5%	4%	-	-
3-4 times a week	7%	7%	4%	-	2%	-	-	-	3%
2-3 times a week	6%	6%	1%	-	5%	5%	-	8%	-
Once a week	5%	5%	3%	-	3%	2%	-	-	9%
Twice a month to less often than once a month	22%	24%	18%	15%	7%	10%	14%	-	3%
Once or twice a month	8%	9%	5%	10%	1%	2%	7%	-	2%
Less often than once a month	14%	15%	13%	5%	6%	7%	7%	-	1%
Rarely or never	53%	48%	72%	85%	83%	79%	82%	92%	83%
Not sure	1%	1%	-	-	-	-	-	-	3%

Base: Residents of Edmonton and target communities
 Note: Caution to be used in interpretation due to small sample size (*).
 Q2: How often do you currently use public transit?

Prior to the pandemic, respondents were likely to take public transit more often.



↑ is significantly higher than ↓

Base: Residents of Edmonton and target communities
 Note: Responses 2% or less are not labelled.
 Q2A: Before the pandemic started, March 2020, how often did you take public transit?

Those in Edmonton Proper were more likely to use public transit, and to use it more frequently.

	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Once a week or more	34%	38%	17%	9%
Daily	17%	19%	6%	2%
3-4 times a week	8%	9%	6%	-
2-3 times a week	6%	6%	2%	5%
Once a week	4%	4%	3%	3%
Twice a month to less often than once a month	17%	18%	11%	13%
Once or twice a month	7%	7%	6%	7%
Less often than once a month	10%	11%	6%	6%
Rarely or never	49%	44%	72%	78%
Not sure	<1%	<1%	-	-

% is significantly higher than % in same row

Public Transit Usage prior to the Pandemic Community Breakdown

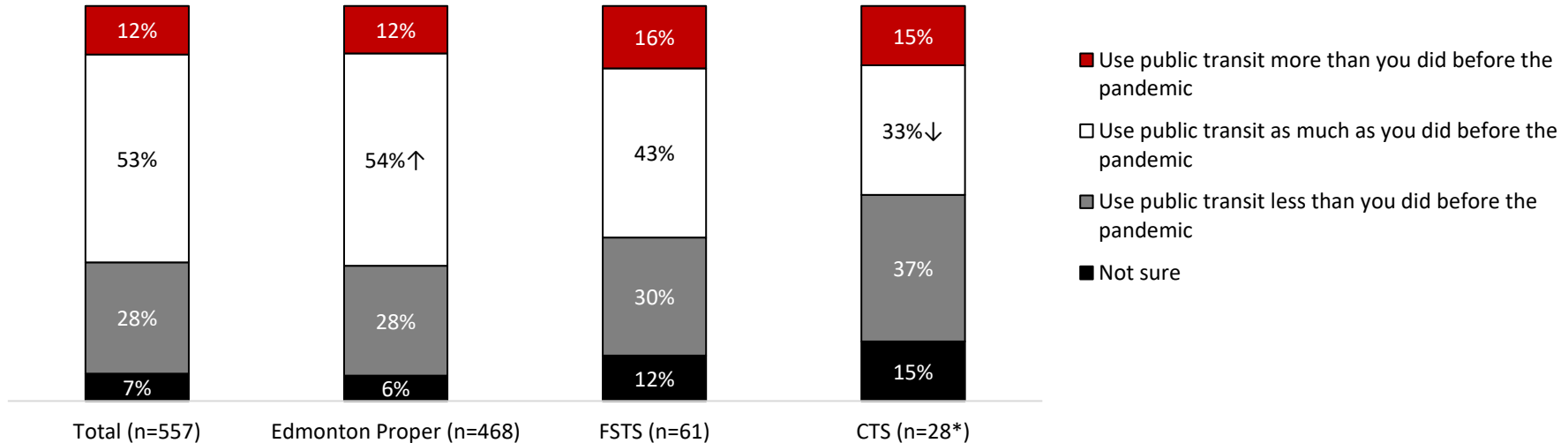
	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Once a week or more	34%	38%	20%	5%	6%	19%	-	27%	14%
Daily	17%	19%	9%	-	3%	5%	-	-	4%
3-4 times a week	8%	9%	3%	-	3%	11%	-	-	-
2-3 times a week	6%	6%	3%	3%	-	-	-	8%	8%
Once a week	4%	4%	4%	3%	-	3%	-	19%	2%
Twice a month to less often than once a month	17%	18%	14%	18%	6%	10%	16%	-	9%
Once or twice a month	7%	7%	7%	13%	1%	7%	13%	-	-
Less often than once a month	10%	11%	7%	6%	5%	3%	4%	-	9%
Rarely or never	49%	44%	66%	76%	88%	71%	84%	73%	77%
Not sure	<1%	<1%	-	-	-	-	-	-	-

Base: Residents of Edmonton and target communities

Note: Caution to be used in interpretation due to small sample size (*).

Q2A: Before the pandemic started, March 2020, how often did you take public transit?

When things return to the way they were pre-pandemic, the largest proportion think they will use public transit as much as they did before the pandemic. Those in Commuter Transit System Ring Communities are more likely to indicate using public transit less than they did before the pandemic.



↑ is significantly higher than ↓

Base: Residents of Edmonton and target communities who use/previous used transit
 Note: Caution to be used in interpretation due to small sample size (*).
 Q3: Thinking of when things return more to the way they were pre-pandemic, do you think you will...?

Public Transit Usage Post-Pandemic Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	557	468	37	7*	12*	12*	7*	2*	12
Use public transit <u>more</u> than you did before the pandemic	12%	12%	17%	-	28%	10%	11%	-	30%
Use public transit <u>as much</u> as you did before the pandemic	53%	54%	41%	21%	48%	43%	63%	28%	29%
Use public transit <u>less</u> than you did before the pandemic	28%	28%	38%	57%	10%	25%	19%	-	34%
Not sure	7%	6%	4%	22%	14%	21%	7%	72%	7%

Base: Residents of Edmonton and target communities who use/previous used transit

Note: Caution to be used in interpretation due to small sample size (*).

Q3: Thinking of when things return more to the way they were pre-pandemic, do you think you will...?

Those who are likely to use public transit more than they did before the pandemic prefer public transit over driving and it gets them to places to where they need to go.

	Total	Edmonton proper	FSTS	CTS
n=	71	55	12*	4*
Prefer public transit over driving / Saves driving at rush hour / Good rider experience	15%	17%	-	-
It will get me to places I need to go	14%	14%	5%	24%
LRT expansion / Transit has become more appealing	10%	11%	-	-
Affordable transportation / Will save me money / No need to pay for parking	9%	10%	9%	-
Don't own a vehicle / Don't drive	8%	9%	3%	-
Gets me to and from work	8%	8%	9%	-
It will feel safer post-COVID	7%	7%	20%	-
Better for the environment / Less fuel consumption	7%	7%	9%	-
Convenience / Easy of use / Stress-free	6%	6%	-	31%
Easier access in and out of downtown Edmonton / Don't have to deal with parking downtown	6%	7%	-	-
Gets me to and from school	4%	3%	9%	-
Aging / Health issues	4%	3%	5%	13%
Nothing / Similar needs	3%	2%	12%	-
Other	7%	7%	-	-
Don't know	7%	5%	32%	-
Prefer not to answer	5%	5%	-	31%

Base: Residents of Edmonton and target communities who use/previous used transit and will use public transit more than they did before the pandemic
 Note: Caution to be used in interpretation due to small sample size (*). A community breakdown is not shown due to small sample size (*). Significances are not shown for verbatim comments.
 Q3a: For what reasons do you think you will use public transit more than you did before the pandemic?

Those who are likely to use public transit as much as they did before the pandemic feel public transit it gets them to places to where they need to go and gets them to and from work.

	Total	Edmonton proper	FSTS	CTS
n=	292	252	26*	14*
It will get me to places I need to go	16%	16%	1%	24%
Gets me to and from work	14%	15%	-	-
Don't own a vehicle / Don't drive	11%	11%	17%	10%
It will feel safer post-COVID	9%	10%	-	-
Nothing / Similar needs as before	9%	9%	19%	4%
Affordable transportation / Will save me money / No need to pay for parking	8%	8%	10%	17%
Convenience / Easy of use / Stress-free	8%	8%	15%	12%
Easier access in and out of downtown Edmonton / Don't have to deal with parking downtown	6%	7%	1%	6%
Prefer driving / Transit is not a good option for me	6%	6%	4%	11%
Gets me to and from school	6%	6%	9%	-
Prefer public transit over driving / Saves driving at rush hour / Good rider experience	4%	5%	-	6%
Don't have to deal with parking in an area of the city with limited parking	4%	4%	-	11%
Faster than driving / More efficient	3%	3%	1%	-
Better for the environment / Less fuel consumption	2%	2%	-	6%
LRT expansion / Transit has become more appealing	1%	1%	5%	-
Aging / Health issues	1%	1%	4%	-
Other	5%	5%	-	-
Don't know	14%	13%	22%	19%
Prefer not to answer	3%	3%	2%	-

Base: Residents of Edmonton and target communities who use/previous used transit and will use public transit as much as they did before the pandemic
 Note: Caution to be used in interpretation due to small sample size (*). A community breakdown is not shown due to small sample size (*). Significances are not shown for verbatim comments.
 Q3b: For what reasons do you think you will use public transit as much as you did before the pandemic?

Those who are likely to use public transit less than they did before the pandemic cite COVID-related concerns and/or have transitioned to working from home or doing online learning.

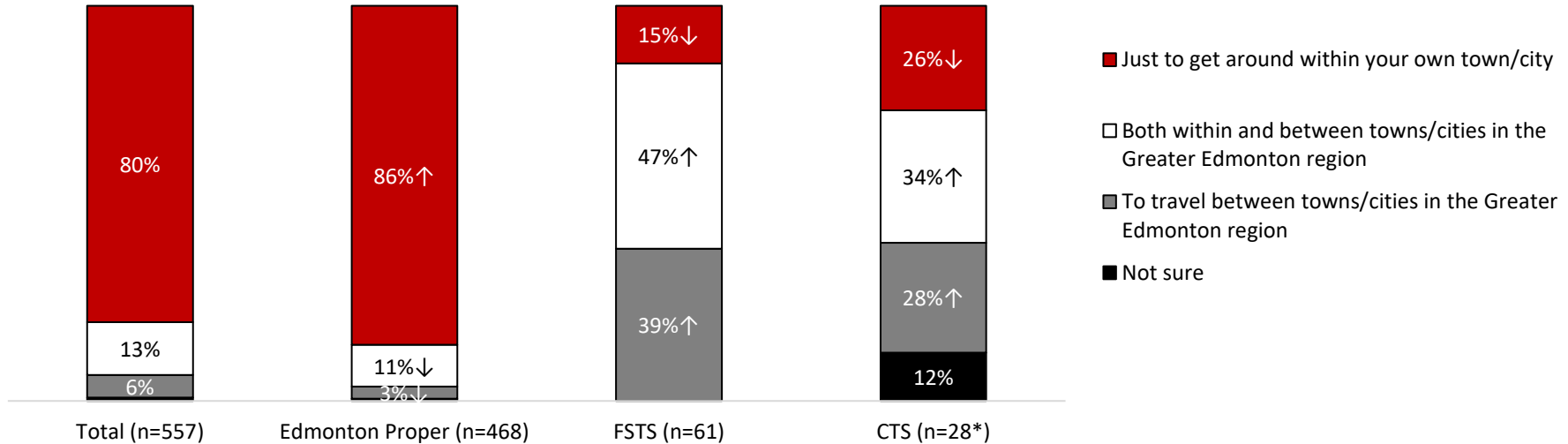
	Total	Edmonton proper	FSTS	CTS
n=	150	129	17*	4*
COVID-related concerns (unspecified)	18%	17%	20%	48%
Working from home / Online learning	14%	14%	25%	-
Route changes affected my travel / Poor route planning / Reduced service	12%	13%	-	-
Safety concerns	11%	10%	25%	-
Bought a car / Started driving	11%	11%	11%	-
Inconvenient / Not user-friendly / Infrequent service / Removed bus stops	10%	9%	19%	39%
Sanitation concerns	7%	8%	6%	-
Inadequate service / Inefficient / Too long to commute	6%	6%	7%	-
Social distancing concerns	5%	5%	7%	-
Nothing / No need to use transit	5%	5%	3%	-
Riders not wearing masks	4%	4%	-	-
I moved / Planning on moving	4%	4%	-	-
Expensive transportation / LRT is too expensive to build	3%	3%	-	-
Prefer other green options like walking, biking, carpooling	2%	2%	-	-
Don't have to deal with crowded buses / LRT	2%	2%	-	-
Less places I want to go to	2%	1%	2%	13%
Other	6%	7%	2%	-
Don't know	8%	9%	-	-
Prefer not to answer	3%	3%	-	-

Base: Residents of Edmonton and target communities who use/previous used transit and will use public transit less than they did before the pandemic

Note: Caution to be used in interpretation due to small sample size (*). A community breakdown is not shown due to small sample size (*). Total responses 1% or less are not shown. Significances are not shown for verbatim comments. 31

Q3c: For what reasons do you think you will use public transit less than you did before the pandemic?

When using public transit, those within Edmonton utilize transit to get around Edmonton. Those in the ring communities usually use public transit to get around in their own community in addition to going elsewhere in the Greater Edmonton region.



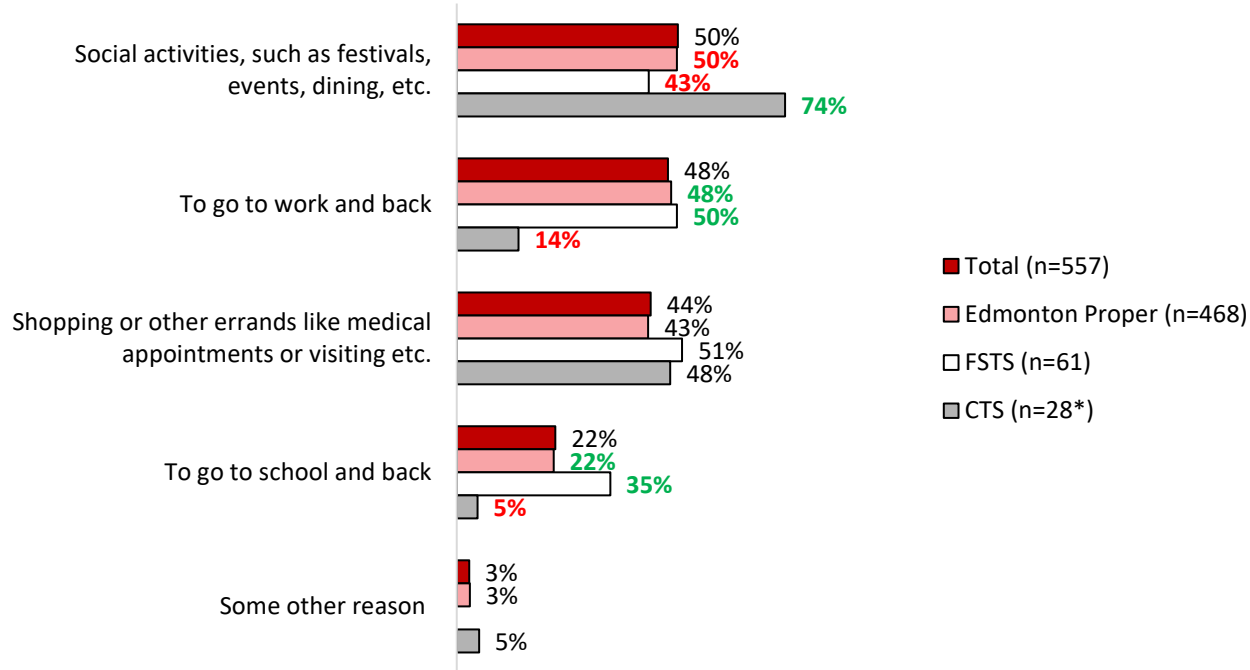
↑ is significantly higher than ↓

Base: Residents of Edmonton and target communities who use/previous used transit
 Note: Caution to be used in interpretation due to small sample size (*). Responses 2% or less are not shown.
 Q4: When you use public transit, do you usually use it...?

Public Transit Usage Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	557	468	37	7*	12*	12*	7*	2*	12
Just to get around within your own town/city	80%	86%	14%	6%	30%	9%	52%	100%	22%
Both within and between towns/cities in the Greater Edmonton region	13%	11%	42%	57%	38%	57%	40%	-	16%
To travel between towns/cities in the Greater Edmonton region	6%	3%	44%	26%	32%	33%	-	-	45%
Don't know	1%	1%	-	11%	-	-	7%	-	17%

The largest proportion of transit riders use public transit to get to social activities, followed by work.



% is significantly higher than % in same row

Base: Residents of Edmonton and target communities who use/previous used transit
 Note: Caution to be used in interpretation due to small sample size (*). Responses 2% or less are not shown.
 Q5. When you use public transit, do you usually use it...?

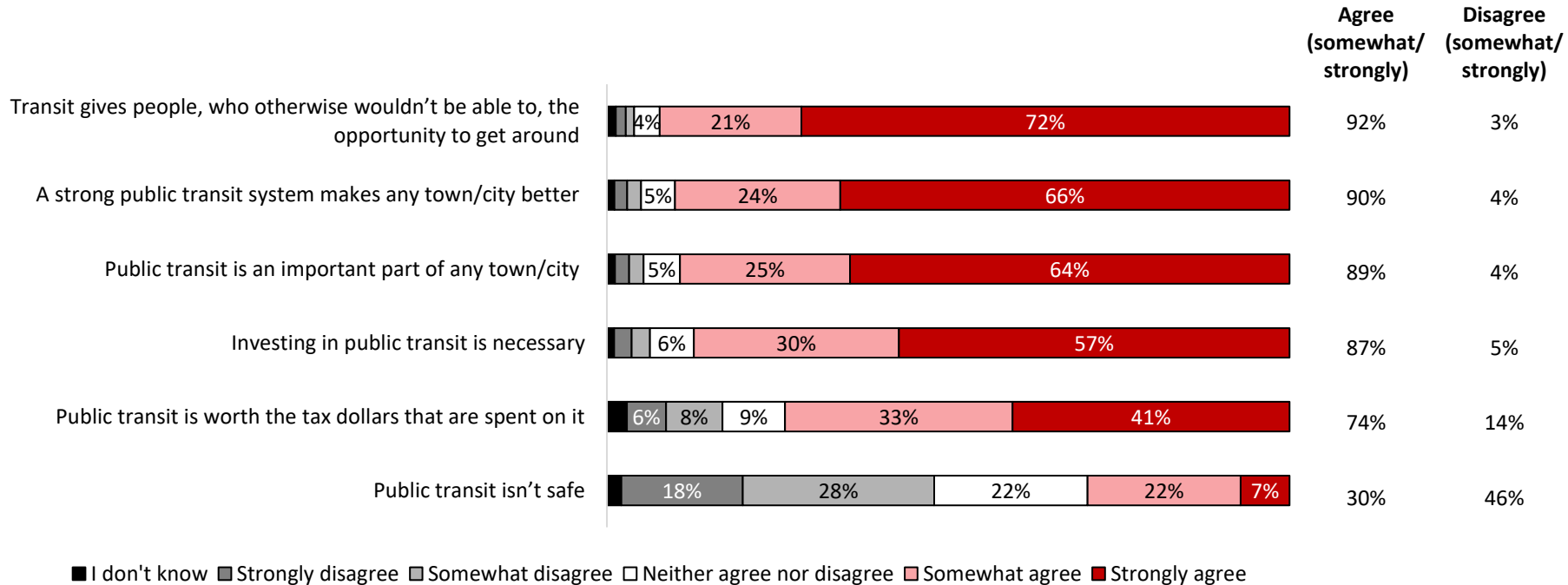
Public Transit Activity Usage Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	557	468	37	7*	12*	12*	7*	2*	12
Social activities, such as festivals, events, dining, etc.	50%	50%	52%	68%	14%	42%	64%	72%	83%
To go to work and back	48%	48%	46%	11%	25%	64%	-	-	24%
Shopping or other errands like medical appointments or visiting etc.	44%	43%	54%	11%	26%	54%	29%	100%	80%
To go to school and back	22%	22%	29%	-	53%	36%	-	-	11%
Some other reason	3%	3%	-	11%	-	-	7%	-	-

Attitudes/ Values of Public Transit

By Community

Most agree with all statements regarding transit.



Base: Residents of Edmonton and target communities (total respondents n=1,219)

Note: Responses 3% or less are not labelled.

Q6a. How much do you agree or disagree with the following statements about public transit?

Those in Edmonton proper are more likely to agree that: transit gives people, who otherwise wouldn't be able to, the opportunity to get around; investing in public transit is necessary, than those in surrounding communities.

% Agree (somewhat/ strongly)	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Transit gives people, who otherwise wouldn't be able to, the opportunity to get around	92%	92%	95%	85%
A strong public transit system makes any town/city better	90%	91%	88%	86%
Public transit is an important part of any town/city	89%	89%	90%	85%
Investing in public transit is necessary	87%	88%	84%	76%
Public transit is worth the tax dollars that are spent on it	74%	75%	71%	68%
Public transit isn't safe	30%	32%	18%	20%

% is significantly higher than % in same row

Attitudes Towards Public Transit Community Breakdown

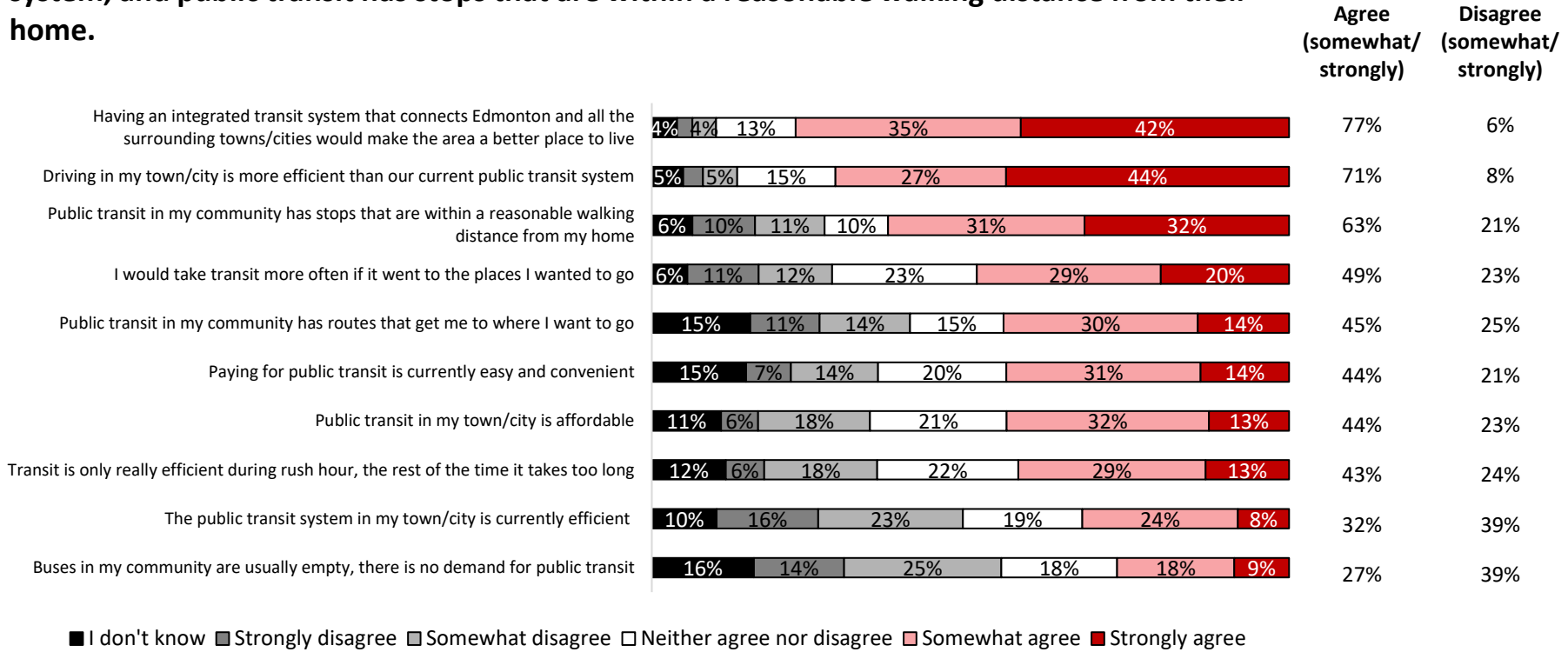
% Agree (somewhat/strongly)	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Transit gives people, who otherwise wouldn't be able to, the opportunity to get around	92%	92%	94%	69%	93%	98%	88%	100%	95%
A strong public transit system makes any town/city better	90%	91%	88%	83%	86%	87%	83%	89%	89%
Public transit is an important part of any town/city	89%	89%	88%	88%	90%	93%	81%	100%	84%
Investing in public transit is necessary	87%	88%	86%	59%	83%	82%	88%	89%	82%
Public transit is worth the tax dollars that are spent on it	74%	75%	68%	59%	75%	73%	75%	89%	69%
Public transit isn't safe	30%	32%	22%	29%	13%	16%	6%	11%	21%

Base: Residents of Edmonton and target communities (total respondents n=1,219)

Note: Responses 3% or less are not labelled.

Q6a. How much do you agree or disagree with the following statements about public transit?

More than two-thirds of respondents agree that having an integrated transit system would make the area a better place to live, driving is more efficient than the current public transit system, and public transit has stops that are within a reasonable walking distance from their home.



Base: Residents of Edmonton and target communities (total respondents n=1,219)

Note: Responses 3% or less are not labelled.

Q6b. How much do you agree or disagree with the following statements about public transit?

Those in Edmonton Proper are most likely to agree with most statements apart from: having an integrated transit system that connects Edmonton and all the surrounding towns/cities would make the area a better place to live and buses in my community are usually empty , there is no demand for public transit.

% Agree (somewhat/ strongly)	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Having an integrated transit system that connects Edmonton and all the surrounding towns/cities would make the area a better place to live	77%	76%	82%	83%
Driving in my town/city is more efficient than our current public transit system	71%	71%	76%	70%
Public transit in my community has stops that are within a reasonable walking distance from my home	63%	65%	61%	34%
I would take transit more often if it went to the places I wanted to go	49%	50%	45%	41%
Public transit in my community has routes that get me to where I want to go	45%	49%	29%	16%
Paying for public transit is currently easy and convenient	44%	47%	34%	31%
Public transit in my town/city is affordable	44%	46%	39%	34%
Transit is only really efficient during rush hour, the rest of the time it takes too long	43%	44%	39%	26%
The public transit system in my town/city is currently efficient	32%	33%	35%	17%
Buses in my community are usually empty, there is no demand for public transit	27%	25%	39%	30%

% is significantly higher than % in same row

Attitudes Towards Public Transit Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Sask.	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Having an integrated transit system that connects Edmonton and all the surrounding towns/cities would make the area a better place to live	77%	76%	80%	76%	84%	84%	80%	89%	89%
Driving in my town/city is more efficient than our current public transit system	71%	71%	81%	74%	73%	70%	60%	73%	72%
Public transit in my community has stops that are within a reasonable walking distance from my home	63%	65%	71%	9%	59%	50%	15%	27%	63%
I would take transit more often if it went to the places I wanted to go	49%	50%	55%	34%	31%	40%	44%	100%	39%
Public transit in my community has routes that get me to where I want to go	45%	49%	34%	12%	25%	26%	4%	8%	26%
Paying for public transit is currently easy and convenient	44%	47%	35%	28%	33%	35%	15%	18%	42%
Public transit in my town/city is affordable	44%	46%	44%	32%	40%	32%	24%	27%	42%
Transit is only really efficient during rush hour, the rest of the time it takes too long	43%	44%	55%	42%	31%	23%	11%	11%	23%
The public transit system in my town/city is currently efficient	32%	33%	35%	13%	36%	34%	11%	-	24%
Buses in my community are usually empty, there is no demand for public transit	27%	25%	54%	38%	29%	25%	14%	37%	30%

Attitudes/ Values of Integrated Public Transit

By Community

The largest proportion of respondents initial reaction to the long-term plan is that it is a good idea and they like it.

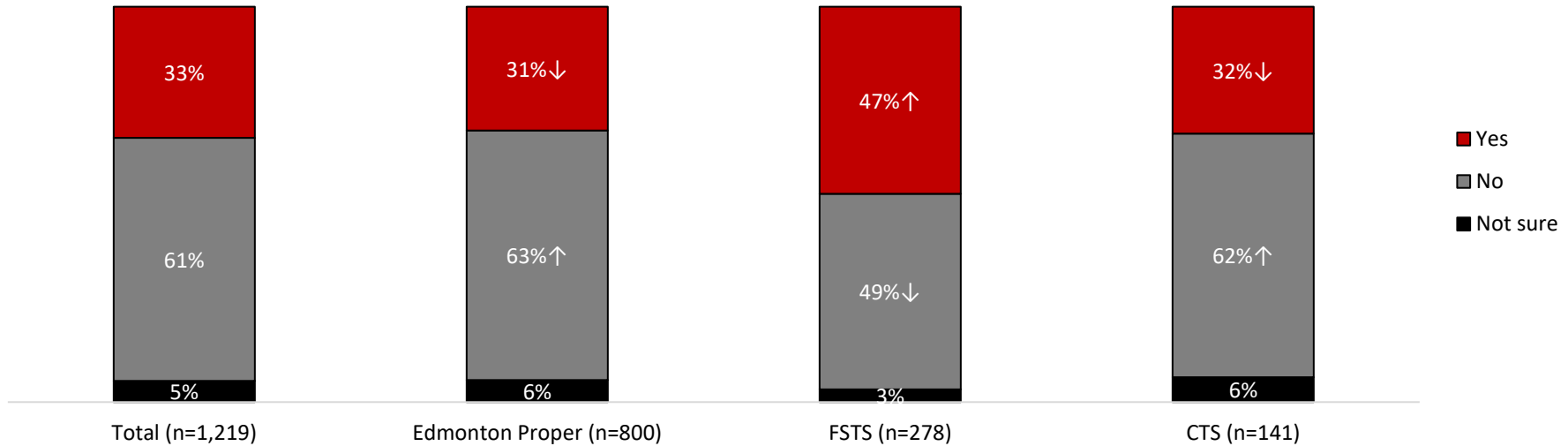
	Total	Edmonton proper	FSTS	CTS
n=	1,219	800	278	141
Good idea / Great idea / Excellent idea	27%	27%	27%	22%
Good / Great / Excellent / Like it	20%	20%	17%	29%
More connections to more places / Easier to get around / More convenient	14%	14%	11%	13%
It's about time / Finally / Long overdue	9%	9%	8%	16%
Very beneficial / Important / Much needed / Will be well-used	7%	7%	4%	3%
Awesome / Cool / Fantastic / Exciting	5%	5%	4%	12%
Eliminates duplication / More organized / Integrated transit system / Makes sense	5%	5%	8%	5%
Depends on the routing / If the service is adequate / Efficient	4%	4%	5%	5%
Local transit needs to be improved before it is expanded	3%	4%	1%	1%
Improve efficiency / Quicker commute times	3%	3%	3%	2%
Waste of taxpayers money	3%	3%	3%	2%
Easier access / Don't need a car	3%	3%	3%	8%
Economical to operate / Shared costs between cities	3%	3%	3%	-
Bureaucracy will get in the way / It will take forever for it to go-ahead	3%	3%	3%	1%
Other	6%	7%	6%	1%
Don't know	17%	17%	20%	11%
Prefer not to answer	2%	2%	2%	-

Base: Residents of Edmonton and target communities

Note: A community breakdown is not shown due to small sample size (*). Total responses 2% or less are not shown.

Q7: As you may, or may not be aware, the City of Edmonton, St. Albert, Fort Saskatchewan, Spruce Grove, Stony Plain, Devon, Leduc, and Beaumont are creating a regional transit authority that is integrating the transit systems of all of these communities. This is a long-term project that will be completed in phases. By 2026, all of the municipal transit systems will be fully integrated. What is your initial reaction to this long-term plan?

Before today, the majority of respondents had not heard of this plan to integrate the transit systems.



↑ is significantly higher than ↓

Base: Residents of Edmonton and target communities
 Note: Caution to be used in interpretation due to small sample size (*).
 Q8: Before today, have you heard of this plan to integrate the transit systems?

Awareness of Plan to Integrate the Transit Systems Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Yes	33%	31%	59%	27%	37%	39%	46%	63%	26%
No	61%	63%	40%	68%	62%	55%	43%	37%	69%
Not sure	5%	6%	1%	5%	1%	7%	11%	-	5%

Base: Residents of Edmonton and target communities

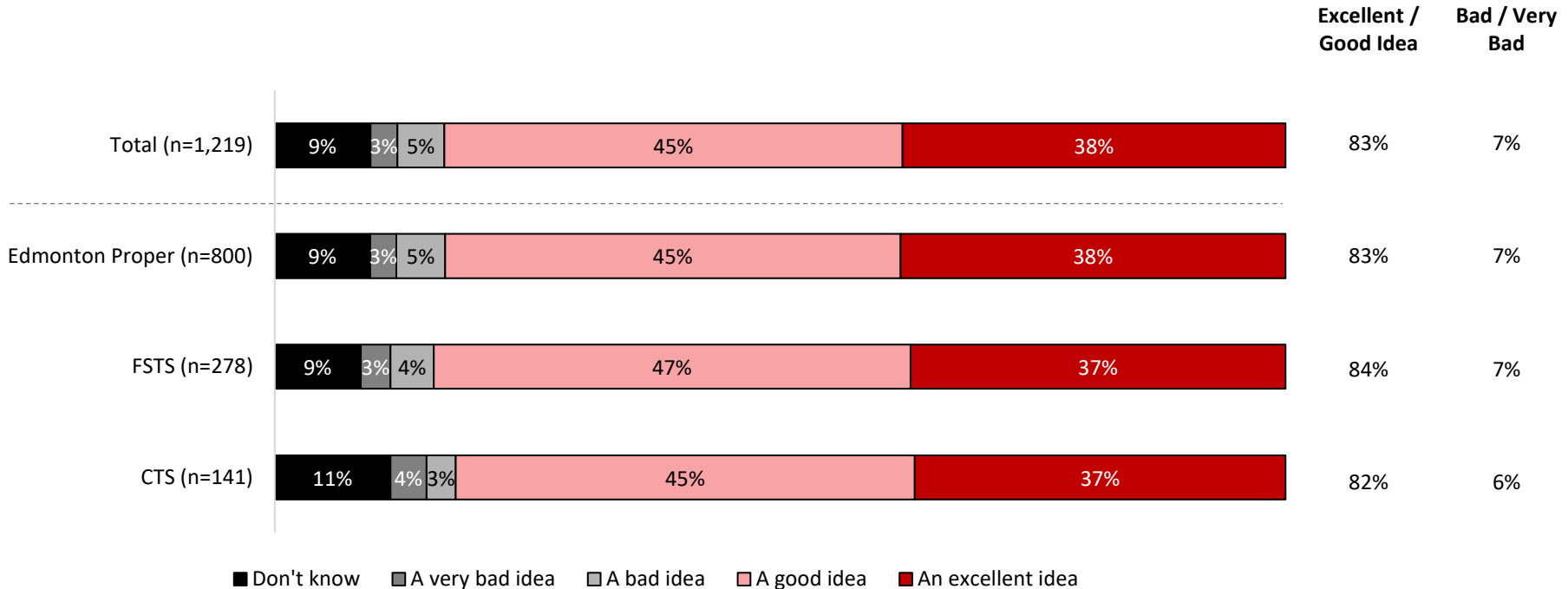
Note: Caution to be used in interpretation due to small sample size (*).

Q8: Before today, have you heard of this plan to integrate the transit systems?

The largest proportion of respondents who have heard about the plan to integrate the transit system recall hearing the plan on the News/TV Media.

	Total	Edmonton proper	FSTS	CTS
n=	455	253	144	58
News/TV Media	61%	63%	54%	42%
Newspaper	23%	20%	36%	35%
Social media	18%	18%	22%	20%
Word of mouth/someone told me	17%	16%	21%	19%
Radio	17%	18%	13%	7%
Organization website (including government)	10%	10%	12%	3%
Emails or e-newsletters	4%	4%	6%	1%
Flyer/mail outs	3%	2%	7%	5%
Other	3%	3%	3%	4%
None of the above	1%	1%	-	-
Don't know	3%	2%	3%	5%

Four-in-five respondents think that integrating the municipal transit systems into a single transit system in the Edmonton metro region is an excellent/good idea.



Base: Residents of Edmonton and target communities
 Note: Responses 2% or less are not labelled.

Q9: Taking everything into account, do you think that integrating municipal transit systems into a single transit system in the Edmonton metro region is...?

Opinion on Integrating the Transit Systems Community Breakdown

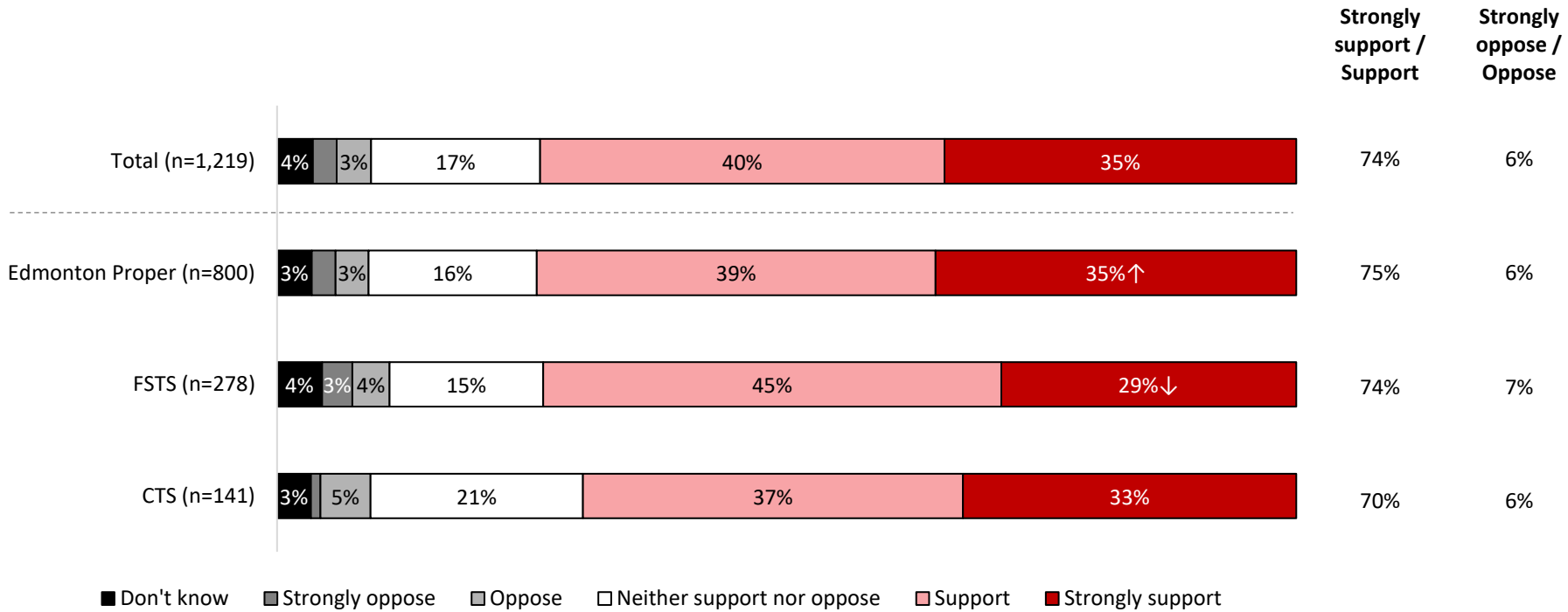
	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Excellent / Good	83%	83%	78%	76%	89%	89%	93%	89%	80%
An excellent idea	38%	38%	34%	31%	51%	33%	55%	45%	31%
A good idea	45%	45%	45%	45%	38%	56%	38%	45%	50%
Bad / Very bad	7%	7%	12%	11%	4%	3%	2%	11%	5%
A bad idea	5%	5%	8%	4%	3%	-	2%	-	3%
A very bad idea	3%	3%	4%	7%	1%	3%	-	11%	2%
Don't know	9%	9%	9%	13%	7%	8%	5%	-	14%

Base: Residents of Edmonton and target communities

Note: Caution to be used in interpretation due to small sample size (*).

Q9: Taking everything into account, do you think that integrating municipal transit systems into a single transit system in the Edmonton metro region is...?

Three quarters of respondents support integrating municipal transit systems into a single transit system in the Edmonton metro region.



↑ is significantly higher than ↓

Base: Residents of Edmonton and target communities
 Note: Responses 2% or less are not labelled.
 Q10: Taking everything into account, how much do you support or oppose the idea of integrating municipal transit systems into a single transit system in the Edmonton metro region?

Support for Integrating the Transit Systems Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Strongly support / Support	74%	75%	72%	62%	72%	77%	87%	89%	66%
Strongly support	35%	35%	31%	26%	36%	22%	49%	19%	31%
Support	40%	39%	42%	35%	36%	54%	38%	70%	35%
Neither support nor oppose	17%	16%	11%	18%	21%	17%	11%	-	29%
Strongly oppose / Oppose	6%	6%	11%	11%	4%	3%	2%	11%	4%
Oppose	3%	3%	7%	11%	3%	-	2%	-	3%
Strongly oppose	2%	2%	4%	-	1%	3%	-	11%	1%
Don't know	4%	3%	6%	9%	3%	3%	-	-	1%

Base: Residents of Edmonton and target communities

Note: Caution to be used in interpretation due to small sample size (*).

Q10: Taking everything into account, how much do you support or oppose the idea of integrating municipal transit systems into a single transit system in the Edmonton metro region?

The majority of respondents support the integration of the regional transit system. Among those who support, the largest proportion feel that it would be easier to get around and their would be connections to more places.

	Total	Edmonton proper	FSTS	CTS
n=	888	591	200	97
Easier to get around / Convenience / Accessibility	26%	25%	32%	27%
Better connections / Connections to more places / Access to communities	26%	26%	26%	34%
More organized / Eliminate duplication / One set schedule / Integrated transit system	11%	10%	14%	8%
Increased efficiency / Faster to get around	10%	10%	12%	6%
Economical / Cost effective / Lower cost to operate	10%	9%	12%	9%
Affordable fares / One set fare / Less confusing fare payments	7%	8%	3%	10%
Don't need a car / Can get around without a car	6%	6%	6%	11%
Better routing / Better service / Better coverage	6%	5%	4%	14%
Good idea / Great idea	5%	5%	8%	5%
Less traffic on the roads	5%	5%	4%	3%
Better for the environment	4%	4%	3%	2%
Gets me to and from work	4%	4%	2%	1%
Benefits the community / Helps the community grow	3%	3%	4%	1%
It will get me to places I need to go	3%	3%	2%	5%
Other	6%	6%	11%	1%
Don't know	12%	12%	11%	10%
Prefer not to answer	4%	5%	2%	1%

Base: Residents of Edmonton and target communities who support integrating municipal transit systems into a single transit system in the Edmonton metro region

Note: A community breakdown is not shown due to small sample size (*). Total responses 2% or less are not shown.

Q10A: What is it about the integration of the regional transit systems that makes you support the idea?

Of the few respondents who oppose the amalgamation of the regional transit systems, the greatest proportion feel that it will be too expensive to build, will be an increase cost to tax payers and a waste of money.

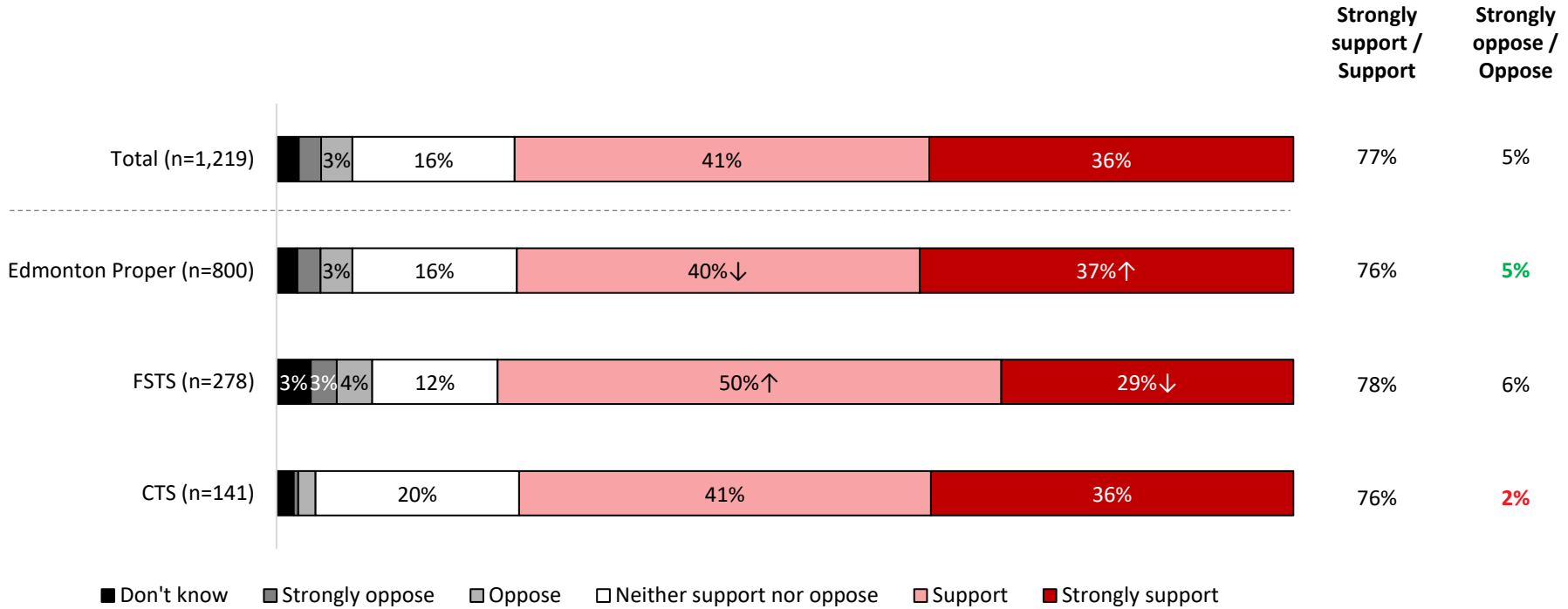
	Total	Edmonton proper	FSTS	CTS
n=	79	47	22*	10*
Too expensive to build / Will increase cost to taxpayer / Waste of money	63%	67%	45%	47%
Little benefit to our community / Won't use the service	22%	23%	8%	32%
Current transit system needs to be fixed before service is expanded	17%	19%	11%	-
Service reductions / Routes will be streamlined	15%	18%	4%	5%
Will not attract ridership	12%	13%	11%	8%
Bureaucracy will get in the way	4%	4%	4%	-
Increased bus fares	3%	4%	-	-
Safety concerns	3%	2%	4%	18%
Other	4%	2%	15%	5%
Don't know	6%	4%	12%	18%
Prefer not to answer	4%	4%	6%	-

Base: Residents of Edmonton and target communities who support integrating municipal transit systems into a single transit system in the Edmonton metro region

Note: Caution to be used in interpretation due to small sample size (*). A community breakdown is not shown due to small sample size (*).

Q10B: What is it about the amalgamation of the regional transit systems that makes you oppose the idea?

After being provided more information about the plan, over three quarters of respondents support the idea of integrating most of the transit systems in the region into a regional transit system.



↑ is significantly higher than ↓, % is significantly higher than %

Base: Residents of Edmonton and target communities
 Note: Responses 2% or less are not labelled.
 Q11: Now that you have seen more information about the plan, taking everything into account, how much do you support or oppose the idea of integrating most of the transit systems in the region into a regional transit system in and around Edmonton?

Aided Support for Integrating the Transit Systems Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Strongly support / Support	77%	76%	72%	58%	81%	85%	86%	89%	84%
Strongly support	36%	37%	30%	27%	35%	23%	51%	30%	35%
Support	41%	40%	42%	31%	46%	62%	34%	59%	49%
Neither support nor oppose	16%	16%	12%	38%	16%	11%	14%	-	11%
Strongly oppose / Oppose	5%	5%	10%	3%	1%	3%	-	11%	2%
Oppose	3%	3%	7%	3%	-	-	-	-	2%
Strongly oppose	2%	2%	3%	-	1%	3%	-	11%	-
Don't know	2%	2%	5%	1%	2%	1%	-	-	3%

Base: Residents of Edmonton and target communities

Note: Caution to be used in interpretation due to small sample size (*).

Q11: Taking everything into account, how much do you support or oppose the idea of integrating municipal transit systems into a single transit system in the Edmonton metro region?

The majority of respondents support integrating most of the transit systems in the region into a regional transit system. Among these respondents, the greatest proportion support the idea because it will offer connections to more places and make it easier to get around.

	Total	Edmonton proper	FSTS	CTS
n=	926	609	208	109
Better connections / Connections to more places / Access to communities	18%	17%	22%	14%
Easier to get around / Convenience / Accessibility	17%	16%	19%	27%
Increased efficiency / Faster to get around	11%	11%	11%	10%
Economical / Cost effective / Lower cost to operate	8%	8%	8%	9%
Good idea / Great idea	6%	7%	3%	2%
More organized / Eliminate duplication / One set schedule / Integrated transit system	5%	5%	3%	3%
Affordable fares / One set fare / Less confusing fare payments	5%	4%	6%	9%
Don't need a car / Can get around without a car	4%	4%	8%	5%
Better routing / Better service / Better coverage	4%	4%	7%	5%
Better for the environment	4%	4%	1%	2%
Benefits the community / Helps the community grow	3%	3%	1%	4%
Less traffic on the roads	3%	3%	5%	2%
Gets me to and from work	2%	3%	1%	1%
Common sense / Makes sense	2%	2%	1%	3%
It will get me to places I need to go	2%	1%	2%	3%
Other	4%	4%	3%	3%
Don't know	15%	15%	18%	12%
Prefer not to answer	14%	14%	13%	12%

Base: Residents of Edmonton and target communities who support integrating most of the transit systems in the region into a regional transit system in and around Edmonton

Note: A community breakdown is not shown due to small sample size (*). Total responses 1% or less are not shown.

Q11a: For what reasons do you support the idea of integrating most of the transit systems in the region into a regional transit system in and around Edmonton?

Few respondents oppose integrating most of the transit systems in the region into a regional transit system, among those who do, the greatest proportion feel that it will be too expensive to build.

	Total	Edmonton proper	FSTS	CTS
n=	70	45	21*	4*
Too expensive to build / Will increase cost to taxpayer / Waste of money	45%	46%	44%	30%
Little benefit to our community / Won't need the service	20%	20%	24%	21%
Current transit system needs to be fixed before service is expanded	15%	17%	-	-
Service reductions / Routes will not be streamlined	8%	9%	3%	21%
Will not attract ridership / No demand	5%	4%	12%	-
Doesn't fit the current scheduling	3%	3%	4%	-
Other	5%	4%	9%	-
Don't know	3%	2%	13%	-
Prefer not to answer	17%	16%	12%	49%

Base: Residents of Edmonton and target communities who oppose integrating most of the transit systems in the region into a regional transit system in and around Edmonton
 Note: A community breakdown is not shown due to small sample size (*). Total responses 1% or less are not shown.
 Q11b: For what reasons do you oppose the idea of integrating most of the transit systems in the region into a regional transit system in and around Edmonton?

The largest proportion of respondents think the best thing about the integrated transit for them would be the connections to more places and that it would be easier to get around.

	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Better connections / Connections to more places / Access to communities	17%	18%	12%	17%
Easier to get around / Convenience / Accessibility	16%	16%	15%	18%
Don't use public transit / Will not benefit from the new integrated system	11%	11%	11%	9%
Affordable fares / One set fare / Less confusing fare payments	5%	5%	8%	8%
Benefits the community / Helps the community grow	4%	4%	3%	9%
Don't need a car / Can get around without a car	4%	4%	6%	3%
More organized / Eliminate duplication / One set schedule / Integrated transit system	4%	4%	5%	2%
Increased efficiency / Faster to get around	3%	3%	3%	2%
Economical / Cost effective / Lower cost to operate	3%	3%	2%	1%
Less traffic on the roads	3%	3%	3%	-
It will get me to places I need to go	2%	2%	3%	3%
Better routing / Better service / Better coverage	2%	1%	5%	2%
Good idea / Great idea	2%	2%	1%	2%
Other	2%	2%	1%	2%
Nothing	5%	5%	3%	2%
Don't know	25%	24%	32%	22%
Prefer not to answer	6%	6%	2%	9%

Base: Residents of Edmonton and target communities

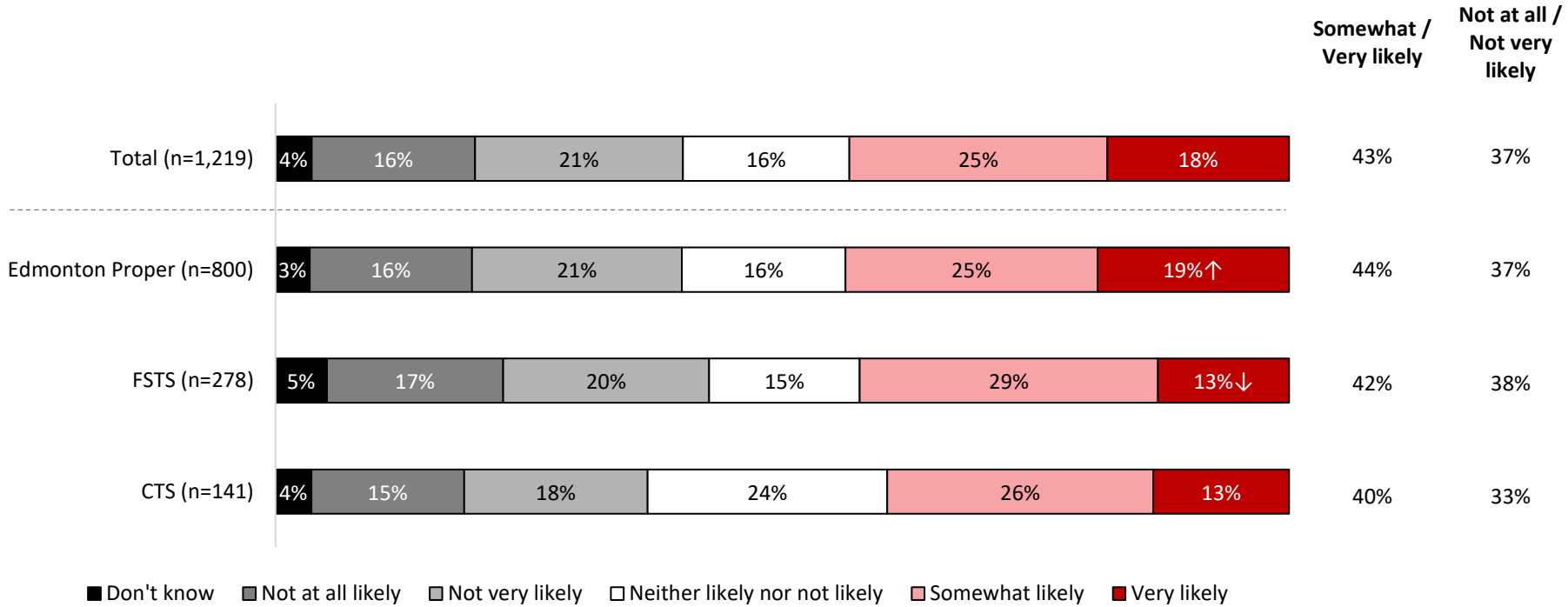
Note: A community breakdown is not shown due to small sample size (*). Total responses 1% or less are not shown.

Q12: In your own words, what is the best thing about this new integrated system for you personally?

Integrated Transit System Usage Aspirations

By Community

Two-in-five respondents would be likely to use an integrated transit system in the Edmonton metro region.



↑ is significantly higher than ↓

Base: Residents of Edmonton and target communities
 Q13: Taking everything into account, how likely are you personally to use an integrated transit system in the Edmonton metro region?

Likelihood to Use an Integrated Transit System Community Breakdown

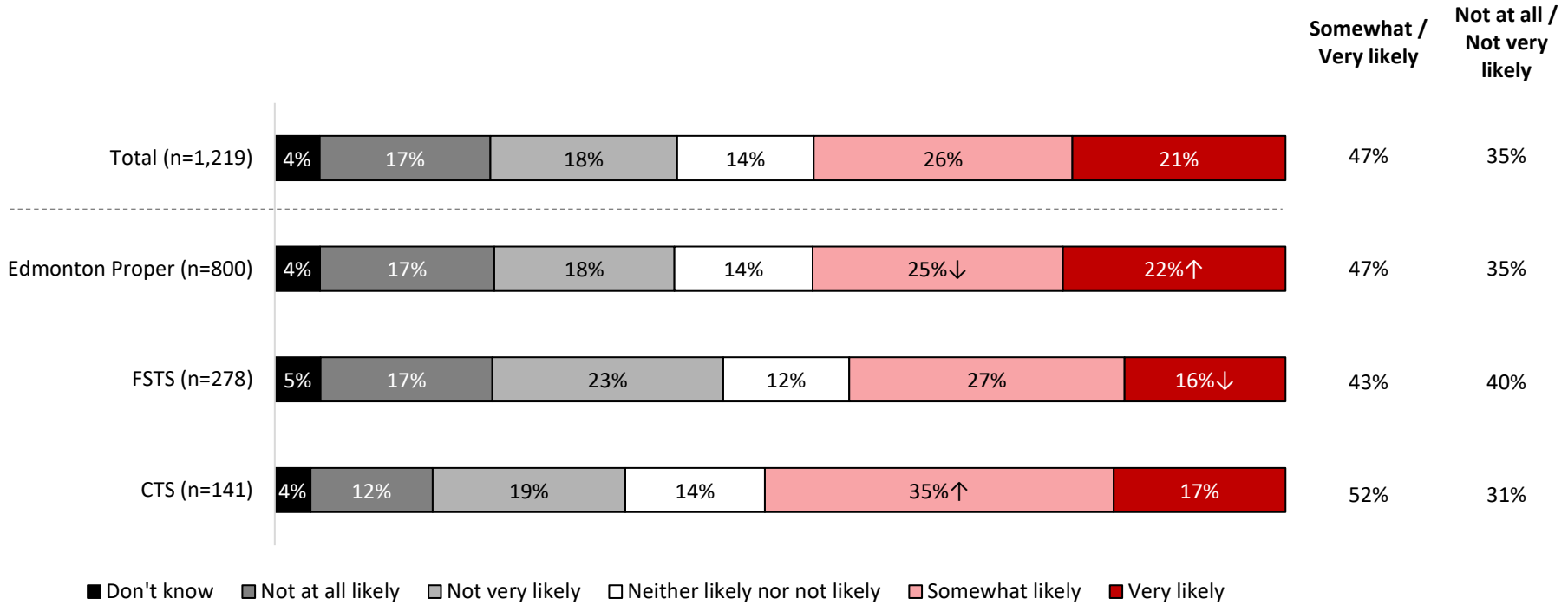
	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Somewhat / Very likely	43%	44%	50%	28%	36%	35%	47%	89%	40%
Very likely	18%	19%	16%	1%	10%	11%	19%	8%	20%
Somewhat likely	25%	25%	34%	27%	27%	25%	28%	82%	19%
Neither likely nor not likely	16%	16%	13%	34%	20%	14%	16%	-	22%
Not at all / Not very likely	37%	37%	34%	37%	39%	42%	37%	11%	31%
Not very likely	21%	21%	17%	17%	30%	20%	13%	-	23%
Not at all likely	16%	16%	17%	20%	10%	22%	24%	11%	8%
Don't know	4%	3%	3%	1%	5%	8%	-	-	8%

Base: Residents of Edmonton and target communities

Note: Caution to be used in interpretation due to small sample size (*).

Q13: Taking everything into account, how likely are you personally to use an integrated transit system in the Edmonton metro region?

Less than half of respondents have someone in their household who is likely to use an integrated transit system in the Edmonton metro region.



↑ is significantly higher than ↓

Base: Residents of Edmonton and target communities

Note: Responses 2% or less are not labelled.

Q14: Taking everything into account, how likely is someone in your household to use an integrated transit system in the Edmonton metro region?

Likelihood for a Household Member to Use an Integrated Transit System Community Breakdown

	Total	Edmonton proper	St. Albert	Beaumont	Fort Saskatchewan	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
Somewhat / Very likely	47%	47%	48%	47%	42%	38%	54%	62%	53%
Very likely	21%	22%	20%	16%	7%	16%	19%	-	18%
Somewhat likely	26%	25%	28%	31%	35%	23%	35%	62%	35%
Neither likely nor not likely	14%	14%	13%	25%	14%	11%	7%	-	10%
Not at all / Not very likely	35%	35%	36%	28%	37%	46%	37%	30%	30%
Not very likely	18%	18%	21%	17%	27%	23%	19%	-	22%
Not at all likely	17%	17%	15%	11%	11%	23%	18%	30%	8%
Don't know	4%	4%	4%	-	7%	5%	2%	8%	7%

Base: Residents of Edmonton and target communities

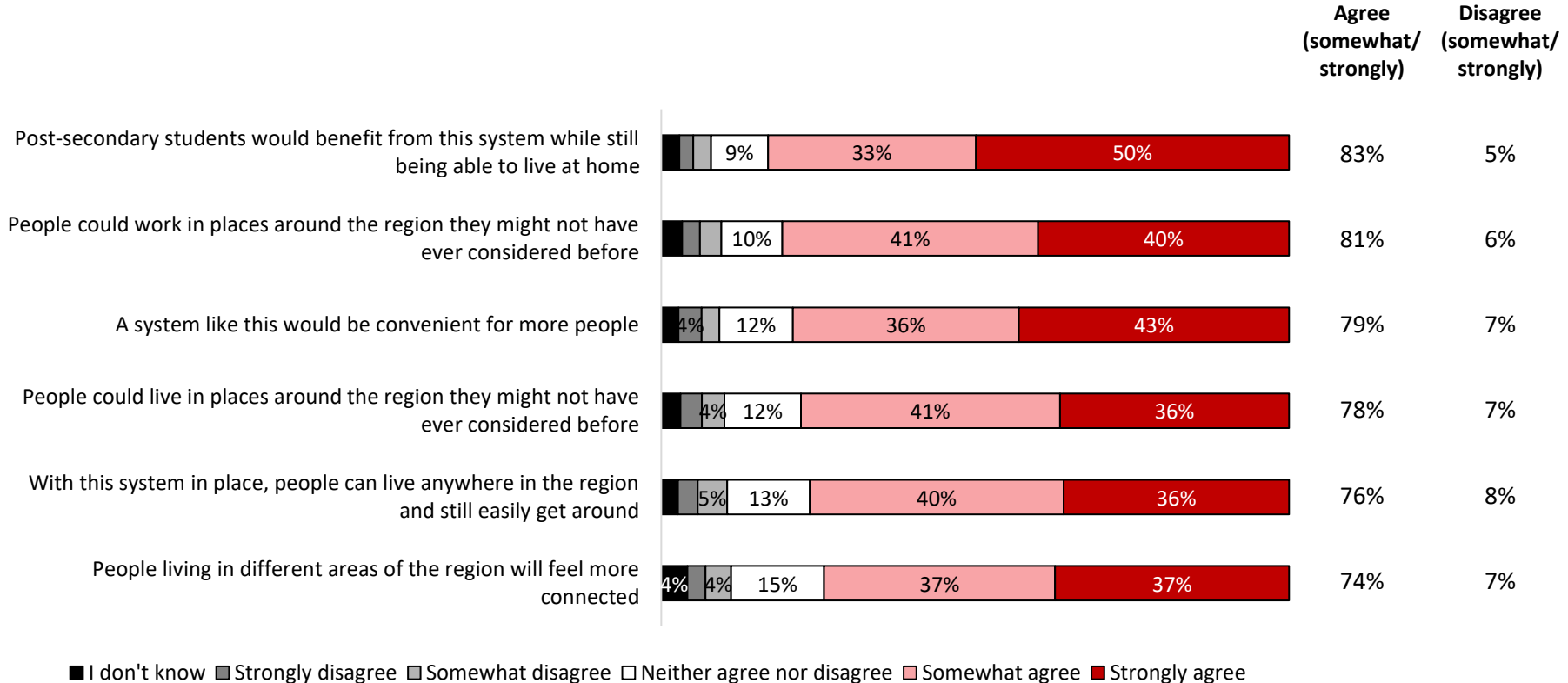
Note: Caution to be used in interpretation due to small sample size (*).

Q14: Taking everything into account, how likely is someone in your household to use an integrated transit system in the Edmonton metro region?

Integrated Transit System Expectations

By Community

Respondents are most likely to agree that post-secondary students would benefit from this system will still being able to live at home.

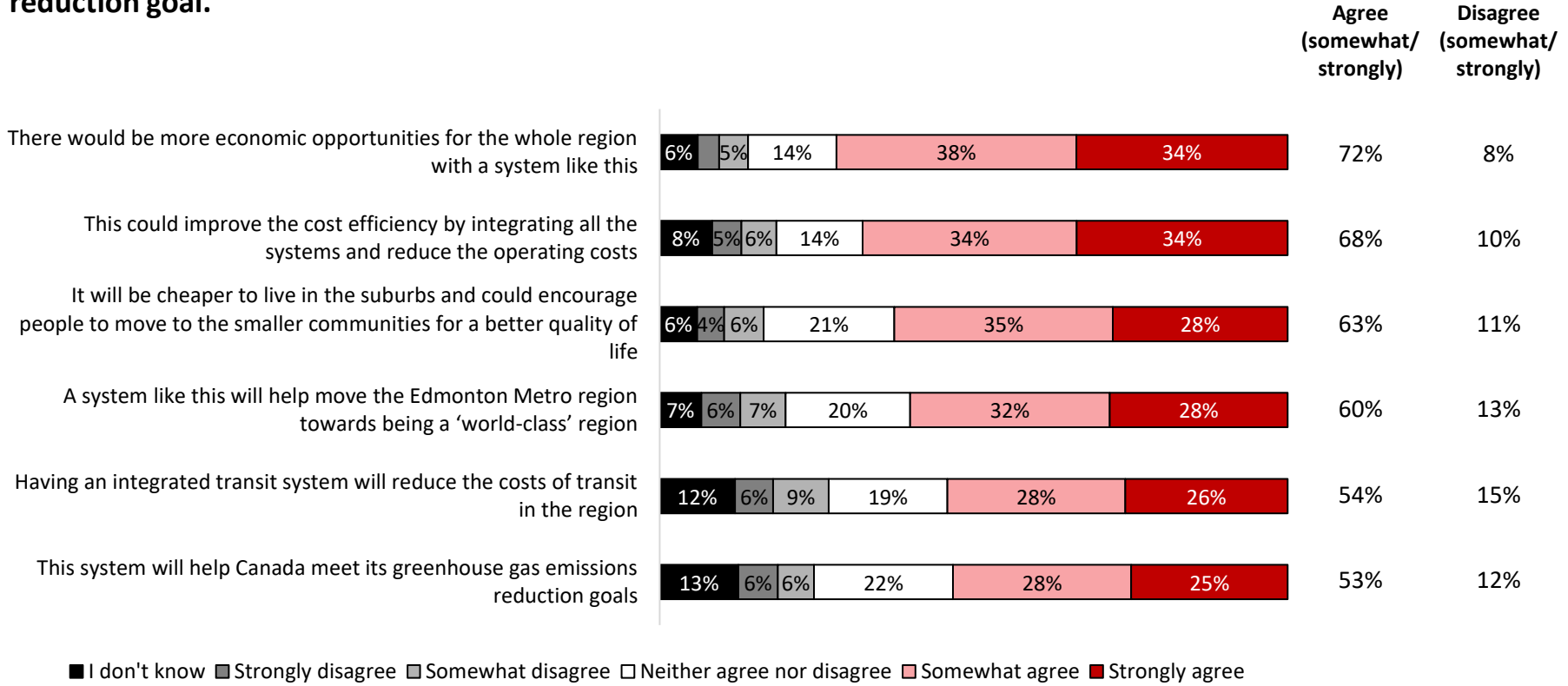


Base: Residents of Edmonton and target communities (total respondents n=1,219)

Note: Responses 3% or less are not labelled.

Q15. Now that you have seen the long-term plan, how much do you agree or disagree with the following statements?

Around half of respondents agree that having an integrated transit system will reduce the costs of transit in the region and/or this system will help Canada meet its greenhouse gas emissions reduction goal.



Base: Residents of Edmonton and target communities (total respondents n=1,219)
 Note: Responses 3% or less are not labelled.
 Q15. Now that you have seen the long-term plan, how much do you agree or disagree with the following statements?

Those in the Commuter Transit System Ring Communities are more likely to agree that post-secondary students would benefit from this system while still being able to live at home and people could work in places around the region they might not have ever considered before than those in Edmonton Proper.

% Agree (somewhat/ strongly)	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Post-secondary students would benefit from this system while still being able to live at home	83%	82%	85%	92%
People could work in places around the region they might not have ever considered before	81%	80%	81%	84%
A system like this would be convenient for more people	79%	79%	78%	78%
People could live in places around the region they might not have ever considered before	78%	78%	75%	84%
With this system in place, people can live anywhere in the region and still easily get around	76%	76%	80%	80%
People living in different areas of the region will feel more connected	74%	74%	74%	71%

% is significantly higher than % in same row

Perceptions of Long-term Plan

% Agree (somewhat/ strongly)	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
There would be more economic opportunities for the whole region with a system like this	72%	72%	73%	74%
This could improve the cost efficiency by integrating all the systems and reduce the operating costs	68%	67%	71%	68%
It will be cheaper to live in the suburbs and could encourage people to move to the smaller communities for a better quality of life	63%	62%	63%	70%
A system like this will help move the Edmonton Metro region towards being a 'world-class' region	60%	60%	58%	64%
Having an integrated transit system will reduce the costs of transit in the region	54%	54%	54%	50%
This system will help Canada meet its greenhouse gas emissions reduction goals	53%	54%	48%	56%

Integrated Transit System Expectations Community Breakdown

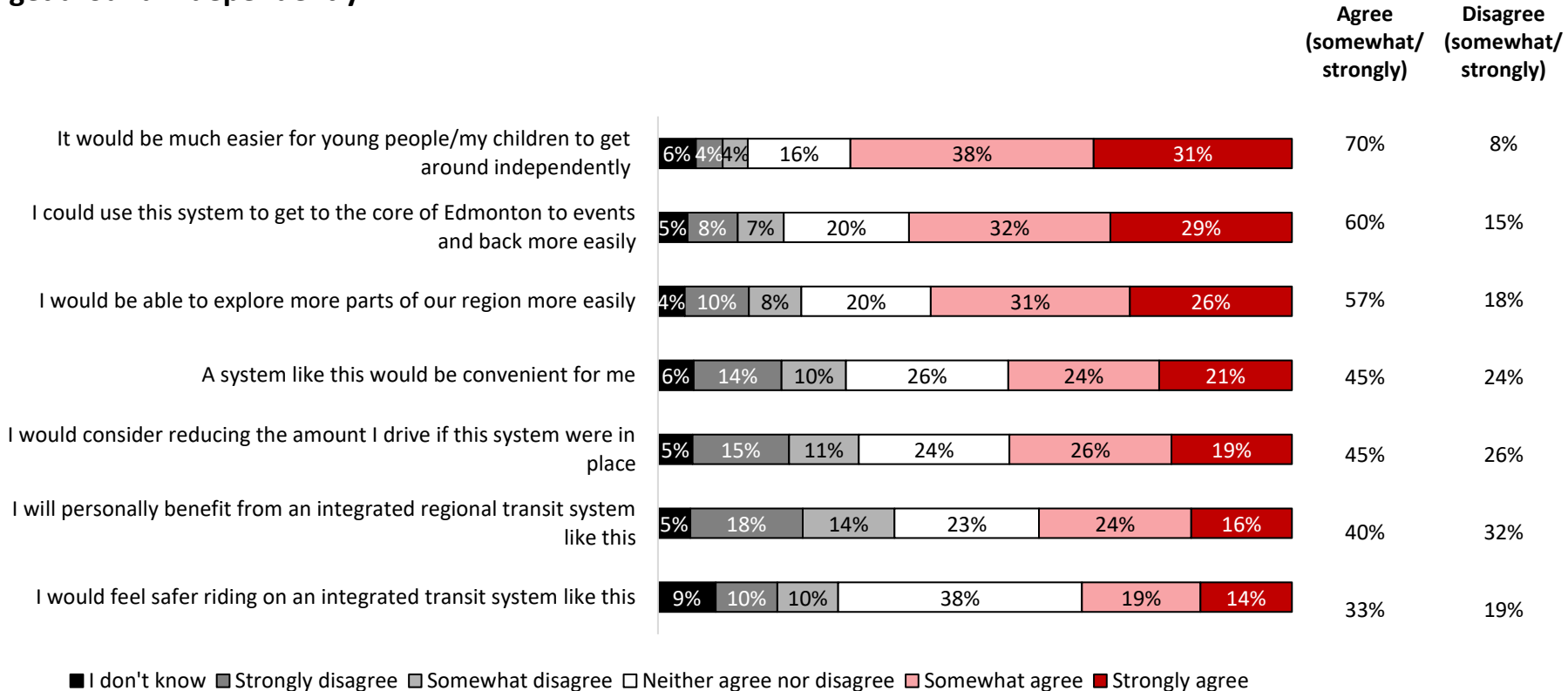
% Agree (somewhat/ strongly)	Total	Edmonton proper	St. Albert	Beaumont	Fort Sask.	Spruce Grove	Stony Plain	Devon	Leduc
	n= 1219	800	140	41	55	83	35	6*	59
Post-secondary students would benefit from this system while still being able to live at home	83%	82%	81%	93%	84%	89%	86%	89%	94%
People could work in places around the region they might not have ever considered before	81%	80%	80%	77%	80%	83%	84%	89%	88%
A system like this would be convenient for more people	79%	79%	74%	67%	79%	81%	88%	89%	80%
People could live in places around the region they might not have ever considered before	78%	78%	71%	79%	76%	80%	84%	89%	88%
With this system in place, people can live anywhere in the region and still easily get around	76%	76%	74%	84%	82%	87%	77%	63%	81%
People living in different areas of the region will feel more connected	74%	74%	71%	70%	74%	76%	72%	63%	73%

Integrated Transit System Expectations (continued)

Community Breakdown

% Agree (somewhat/ strongly)	Total	Edmonton proper	St. Albert	Beaumont	Fort Sask.	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
There would be more economic opportunities for the whole region with a system like this	72%	72%	69%	56%	73%	79%	82%	89%	81%
This could improve the cost efficiency by integrating all the systems and reduce the operating costs	68%	67%	67%	67%	69%	76%	59%	63%	74%
It will be cheaper to live in the suburbs and could encourage people to move to the smaller communities for a better quality of life	63%	62%	58%	63%	62%	70%	67%	78%	76%
A system like this will help move the Edmonton Metro region towards being a 'world-class' region	60%	60%	51%	61%	65%	62%	57%	27%	73%
Having an integrated transit system will reduce the costs of transit in the region	54%	54%	55%	39%	36%	62%	52%	63%	56%
This system will help Canada meet its greenhouse gas emissions reduction goals	53%	54%	46%	46%	54%	48%	60%	63%	60%

Seven-in-ten respondents agree that it would be much easier for young people/their children to get around independently.



Base: Residents of Edmonton and target communities (total respondents n=1,219)

Q15b. Now that you have seen the long-term plan, how much do you agree or disagree with the following statements?

Those in the Commuter Transit System Ring Communities are more likely to agree that it would be much easier for young people/their children to get around independently and they could use this system to get to the core of Edmonton to events and back more easily.

% Agree (somewhat/ strongly)	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
It would be much easier for young people/my children to get around independently	70%	69%	70%	82%
I could use this system to get to the core of Edmonton to events and back more easily	60%	59%	68%	68%
I would be able to explore more parts of our region more easily	57%	59%	46%	52%
A system like this would be convenient for me	45%	45%	42%	43%
I would consider reducing the amount I drive if this system were in place	45%	45%	39%	54%
I will personally benefit from an integrated regional transit system like this	40%	41%	32%	39%
I would feel safer riding on an integrated transit system like this	33%	35%	26%	22%

% is significantly higher than % in same row

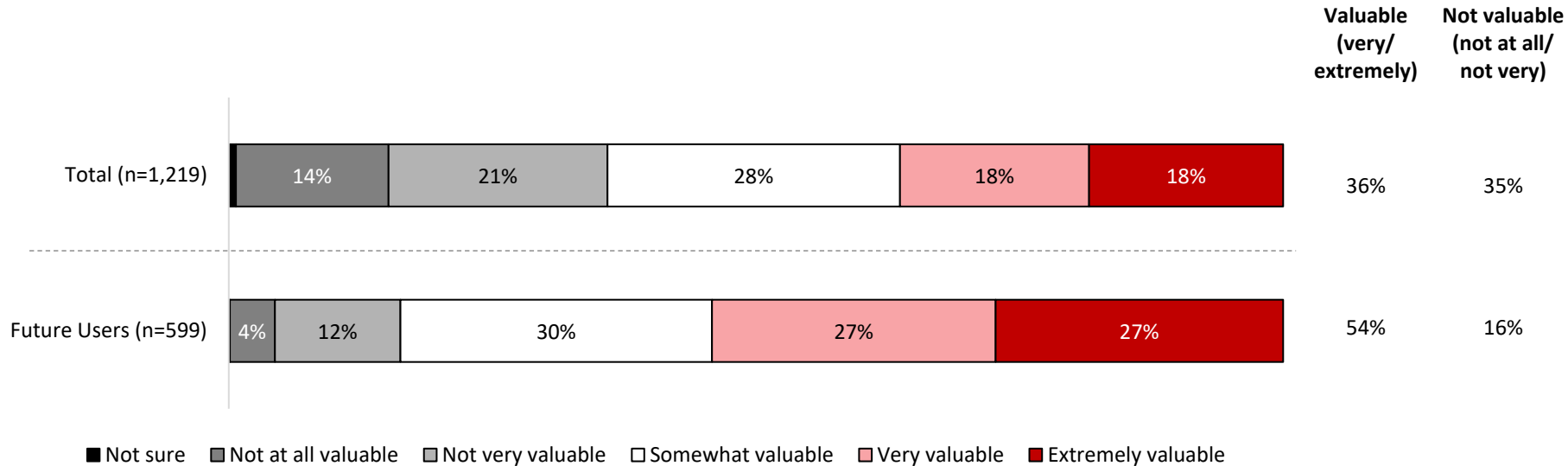
Aided Integrated Transit System Expectations Community Breakdown

% Agree (somewhat/ strongly)	Total	Edmonton proper	St. Albert	Beaumont	Fort Sask.	Spruce Grove	Stony Plain	Devon	Leduc
n=	1219	800	140	41	55	83	35	6*	59
It would be much easier for young people/my children to get around independently	70%	69%	68%	85%	63%	76%	77%	89%	81%
I could use this system to get to the core of Edmonton to events and back more easily	60%	59%	59%	63%	66%	79%	61%	89%	74%
I would be able to explore more parts of our region more easily	57%	59%	46%	40%	45%	46%	54%	52%	61%
A system like this would be convenient for me	45%	45%	48%	31%	42%	33%	56%	89%	41%
I would consider reducing the amount I drive if this system were in place	45%	45%	43%	43%	36%	34%	56%	82%	58%
I will personally benefit from an integrated regional transit system like this	40%	41%	36%	31%	32%	26%	47%	89%	36%
I would feel safer riding on an integrated transit system like this	33%	35%	25%	15%	34%	24%	37%	27%	19%



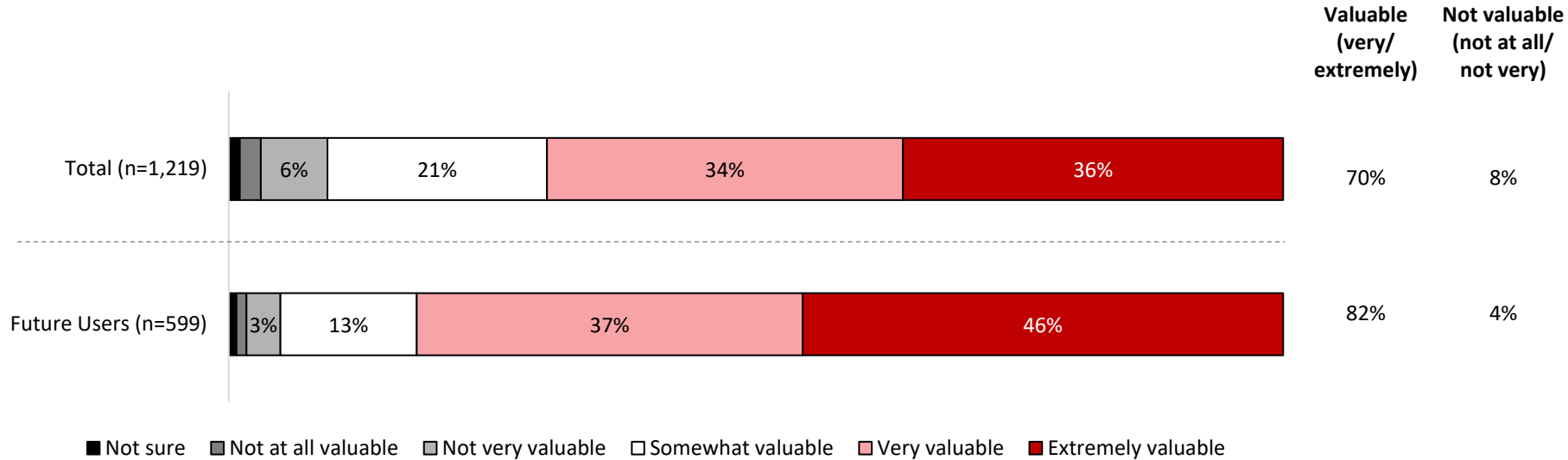
Current/Future Integrated Transit Users

Over half of future users think public transit is valuable to them personally.

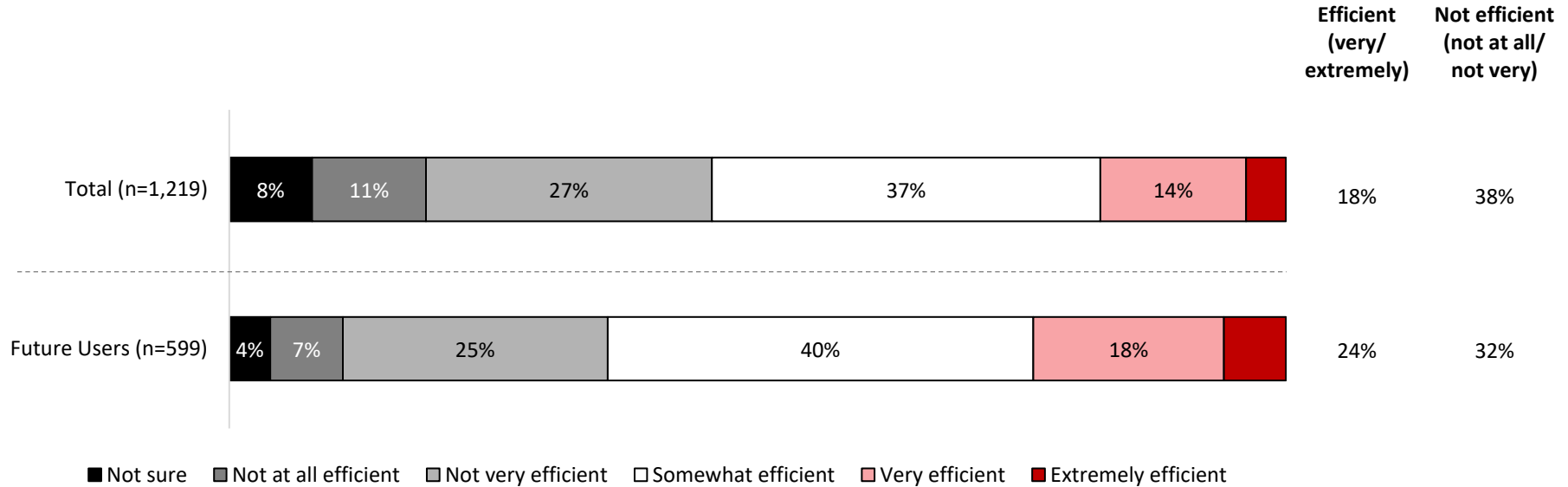


Base: Residents of Edmonton and target communities
 Note: Responses 2% or less are not labelled.
 Q1a. In your opinion, how **valuable** is public transit to you personally?

Four-in-five of future users think public transit is valuable to their town/city.



Less than one-quarter of future users think public transit is efficient in their town/city.



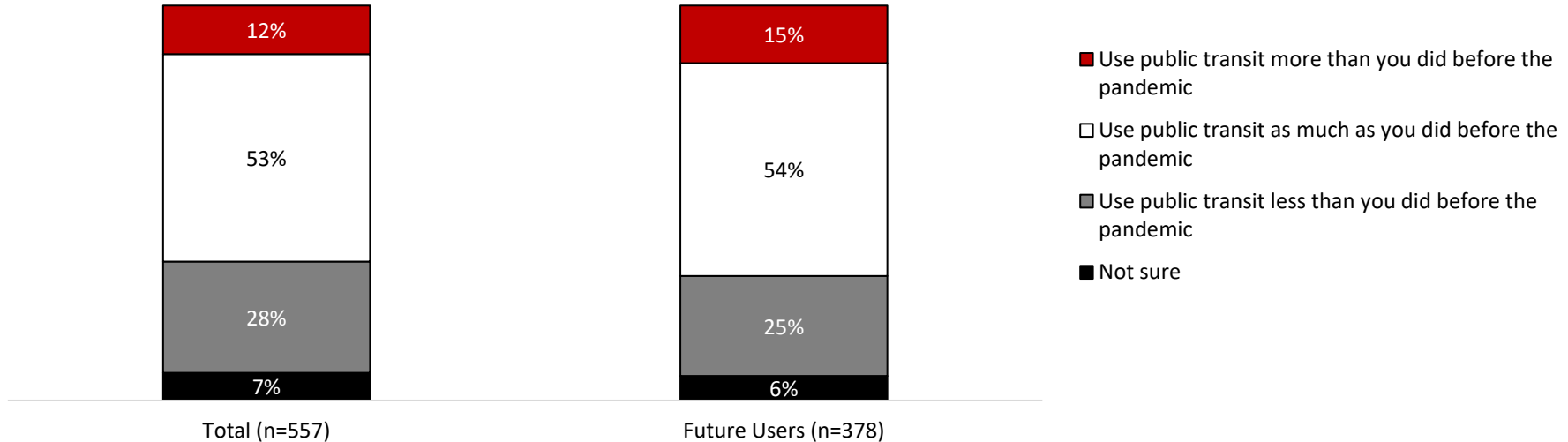
Over one third of future users currently use public transit once a week or more.

	Total	Future Users
n=	1,219	599
Daily	8%	11%
3-4 times a week	7%	9%
2-3 times a week	6%	9%
Once a week	5%	6%
Once a week or more (NET):	25%	36%
Once or twice a month	8%	11%
Less often than once a month	14%	17%
Twice a month to less often than once a month (NET):	22%	28%
Rarely or never	53%	35%
Not sure	1%	1%

Prior to the pandemic, nearly half of future users took public transit once a week or more.

	Total	Future Users
n=	1,219	599
Daily	17%	23%
3-4 times a week	8%	10%
2-3 times a week	6%	9%
Once a week	4%	5%
Once a week or more (NET):	34%	47%
Once or twice a month	7%	8%
Less often than once a month	10%	10%
Twice a month to less often than once a month (NET):	17%	19%
Rarely or never	49%	34%
Not sure	<1%	<1%

When things return to the way they were pre-pandemic, the largest proportion of future users think they will use public transit as much as they did before the pandemic.



Base: Residents of Edmonton and target communities who use/previous used transit
 Note: Caution to be used in interpretation due to small sample size (*).
 Q3: Thinking of when things return more to the way they were pre-pandemic, do you think you will...?

Those who are likely to use public transit more than they did before the pandemic prefer public transit over driving and it gets them to places to where they need to go.

	Total	Future Users
n=	71	58
Prefer public transit over driving / Saves driving at rush hour / Good rider experience	15%	19%
It will get me to places I need to go	14%	15%
LRT expansion / Transit has become more appealing	10%	7%
Affordable transportation / Will save me money / No need to pay for parking	9%	12%
Don't own a vehicle / Don't drive	8%	11%
Gets me to and from work	8%	8%
It will feel safer post-COVID	7%	9%
Better for the environment / Less fuel consumption	7%	6%
Convenience / Easy of use / Stress-free	6%	6%
Easier access in and out of downtown Edmonton / Don't have to deal with parking downtown	6%	6%
Gets me to and from school	4%	4%
Aging / Health issues	4%	3%
Nothing / Similar needs	3%	3%
Other	7%	1%
Don't know	7%	6%
Prefer not to answer	5%	5%

Base: Residents of Edmonton and target communities who use/previous used transit and will use public transit more than they did before the pandemic
 Note: Caution to be used in interpretation due to small sample size (*). A community breakdown is not shown due to small sample size (*). Significances are not shown for verbatim comments.
 Q3a: For what reasons do you think you will use public transit more than you did before the pandemic?

Those who are likely to use public transit as much as they did before the pandemic feel public transit gets them to and from work.

	Total	Future Users
n=	292	203
It will get me to places I need to go	16%	12%
Gets me to and from work	14%	13%
Don't own a vehicle / Don't drive	11%	12%
It will feel safer post-COVID	9%	9%
Nothing / Similar needs as before	9%	9%
Affordable transportation / Will save me money / No need to pay for parking	8%	10%
Convenience / Easy of use / Stress-free	8%	9%
Easier access in and out of downtown Edmonton / Don't have to deal with parking downtown	6%	6%
Prefer driving / Transit is not a good option for me	6%	6%
Gets me to and from school	6%	6%
Prefer public transit over driving / Saves driving at rush hour / Good rider experience	4%	6%
Don't have to deal with parking in an area of the city with limited parking	4%	4%
Faster than driving / More efficient	3%	4%
Better for the environment / Less fuel consumption	2%	4%
LRT expansion / Transit has become more appealing	1%	3%
Aging / Health issues	1%	1%
Other	5%	1%
Don't know	14%	4%
Prefer not to answer	3%	14%

Base: Residents of Edmonton and target communities who use/previous used transit and will use public transit as much as they did before the pandemic
 Note: Caution to be used in interpretation due to small sample size (*). A community breakdown is not shown due to small sample size (*). Significances are not shown for verbatim comments.
 Q3b: For what reasons do you think you will use public transit as much as you did before the pandemic?

Those who are likely to use public transit less than they did before the pandemic cite COVID-related concerns and/or have transitioned to working from home or doing online learning.

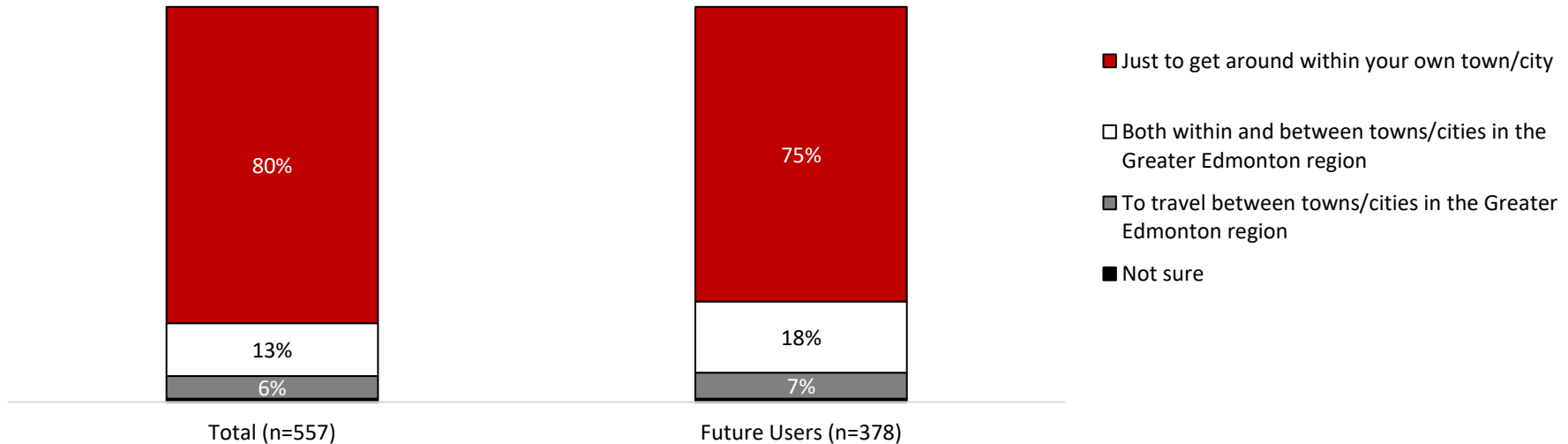
	Total	Future Users
n=	150	89
COVID-related concerns (unspecified)	18%	17%
Working from home / Online learning	14%	12%
Route changes affected my travel / Poor route planning / Reduced service	12%	6%
Safety concerns	11%	11%
Bought a car / Started driving	11%	13%
Inconvenient / Not user-friendly / Infrequent service / Removed bus stops	10%	9%
Sanitation concerns	7%	9%
Inadequate service / Inefficient / Too long to commute	6%	4%
Social distancing concerns	5%	6%
Nothing / No need to use transit	5%	4%
Riders not wearing masks	4%	2%
I moved / Planning on moving	4%	4%
Expensive transportation / LRT is too expensive to build	3%	1%
Prefer other green options like walking, biking, carpooling	2%	2%
Don't have to deal with crowded buses / LRT	2%	-
Less places I want to go to	2%	3%
Other	6%	7%
Don't know	8%	7%
Prefer not to answer	3%	4%

Base: Residents of Edmonton and target communities who use/previous used transit and will use public transit less than they did before the pandemic

Note: Caution to be used in interpretation due to small sample size (*). A community breakdown is not shown due to small sample size (*). Total responses 1% or less are not shown. Significances are not shown for verbatim comments

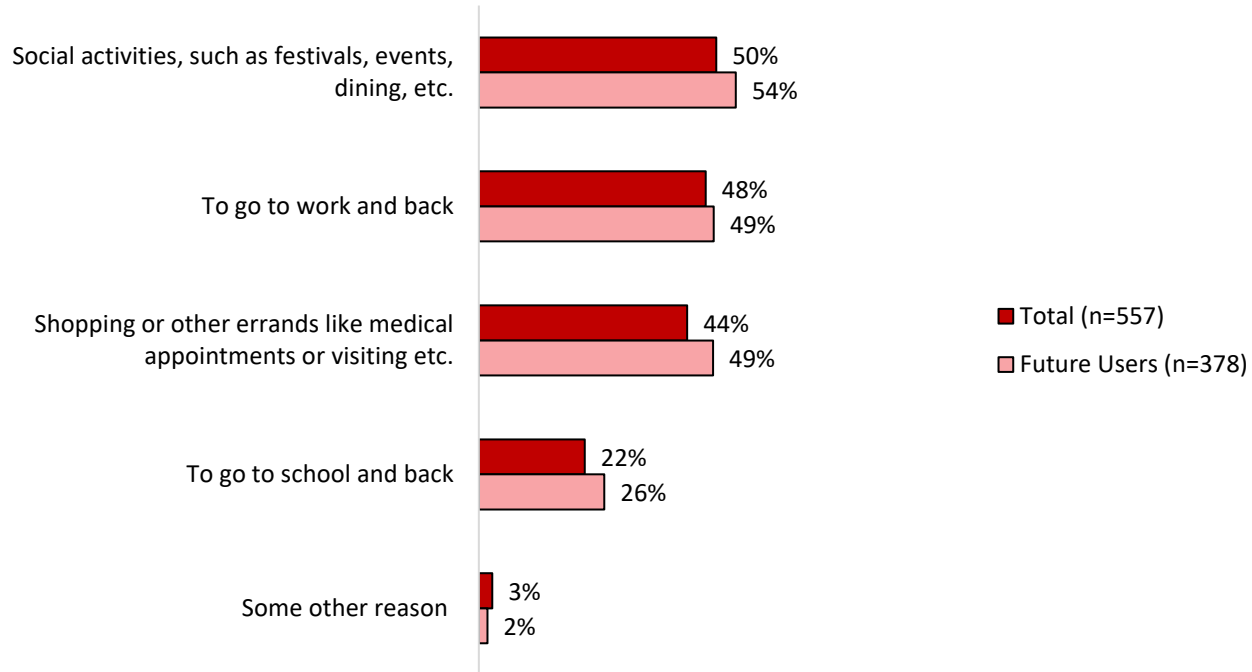
Q3c: For what reasons do you think you will use public transit less than you did before the pandemic?

When using public transit, the largest proportion of future users use it to get around their own town/city.



Base: Residents of Edmonton and target communities who use/previous used transit
 Note: Caution to be used in interpretation due to small sample size (*). Responses 2% or less are not shown.
 Q4: When you use public transit, do you usually use it...?

The largest proportion of transit riders use public transit to get to social activities.

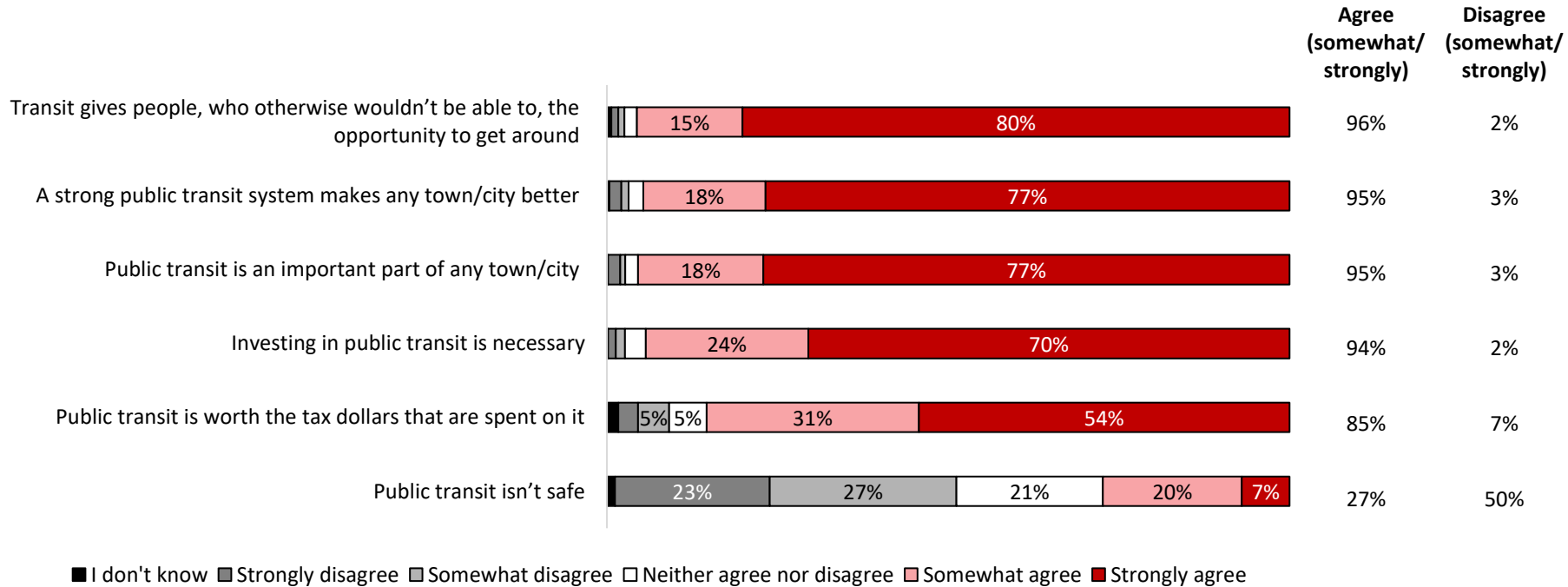


% is significantly higher than % in same row

Base: Residents of Edmonton and target communities who use/previous used transit
 Note: Caution to be used in interpretation due to small sample size (*). Responses 2% or less are not shown.
 Q5. When you use public transit, do you usually use it...?

Attitudes/ Values of Public Transit

Most respondents agree with all statements regarding transit.

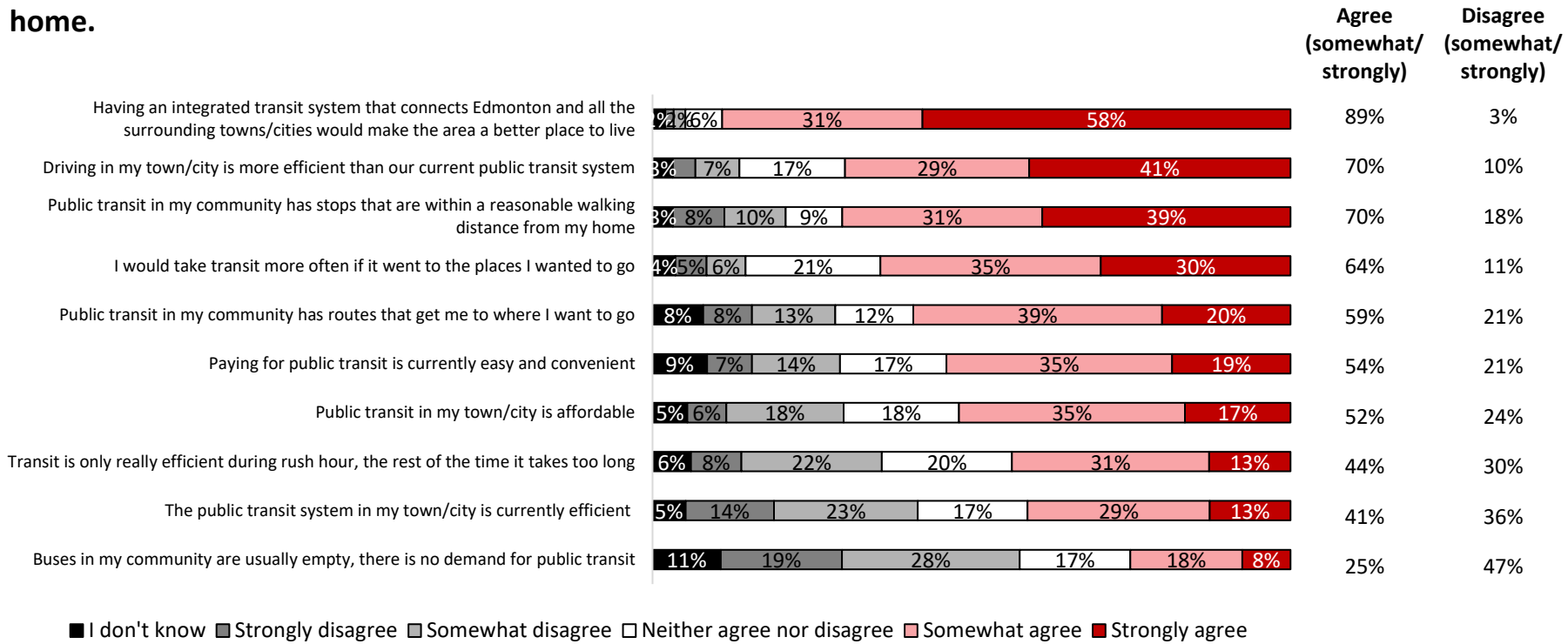


Base: Residents of Edmonton and target communities (future users n=599)

Note: Responses 3% or less are not labelled.

Q6a. How much do you agree or disagree with the following statements about public transit?

More than two-thirds of respondents agree that having an integrated transit system would make the area a better place to live, driving is more efficient than the current public transit system, and public transit has stops that are within a reasonable walking distance from their home.



Base: Residents of Edmonton and target communities (future users n=599)
 Note: Responses 3% or less are not labelled.
 Q6b. How much do you agree or disagree with the following statements about public transit?

Attitudes/ Values of Integrated Public Transit

The largest proportion of respondents initial reaction to the long-term plan is that it is a good idea and they like it.

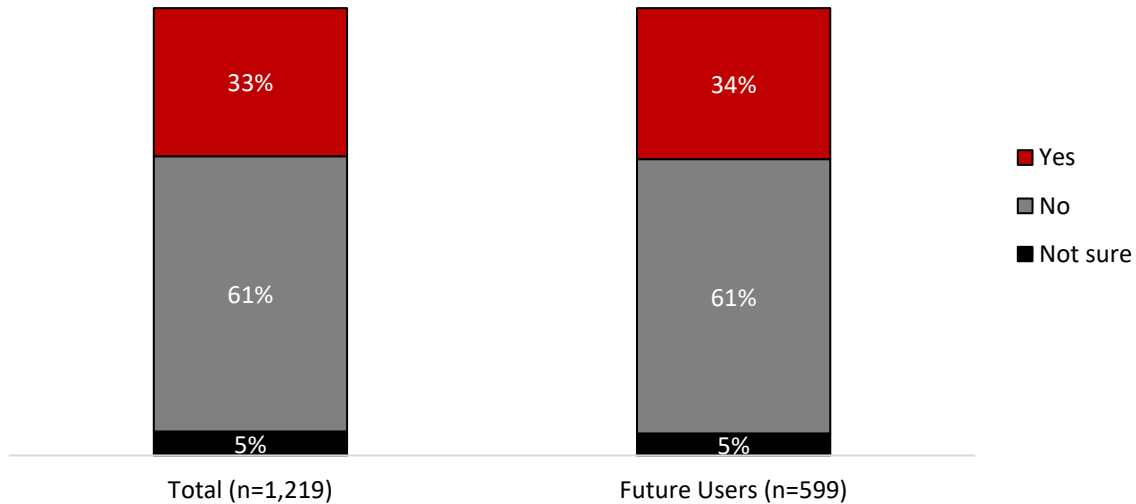
	Total	Future Users
n=	1,219	599
Good idea / Great idea / Excellent idea	27%	29%
Good / Great / Excellent / Like it	20%	26%
More connections to more places / Easier to get around / More convenient	14%	19%
It's about time / Finally / Long overdue	9%	11%
Very beneficial / Important / Much needed / Will be well-used	7%	8%
Awesome / Cool / Fantastic / Exciting	5%	10%
Eliminates duplication / More organized / Integrated transit system / Makes sense	5%	6%
Depends on the routing / If the service is adequate / Efficient	4%	3%
Local transit needs to be improved before it is expanded	3%	2%
Improve efficiency / Quicker commute times	3%	4%
Waste of taxpayers money	3%	1%
Easier access / Don't need a car	3%	3%
Economical to operate / Shared costs between cities	3%	3%
Bureaucracy will get in the way / It will take forever for it to go-ahead	3%	2%
Other	6%	6%
Don't know	17%	12%
Prefer not to answer	2%	2%

Base: Residents of Edmonton and target communities

Note: A community breakdown is not shown due to small sample size (*). Total responses 2% or less are not shown.

Q7: As you may, or may not be aware, the City of Edmonton, St. Albert, Fort Saskatchewan, Spruce Grove, Stony Plain, Devon, Leduc, and Beaumont are creating a regional transit authority that is integrating the transit systems of all of these communities. This is a long-term project that will be completed in phases. By 2026, all of the municipal transit systems will be fully integrated. What is your initial reaction to this long-term plan?

Before today, the majority of respondents had not heard of this plan to integrate the transit systems.



Base: Residents of Edmonton and target communities

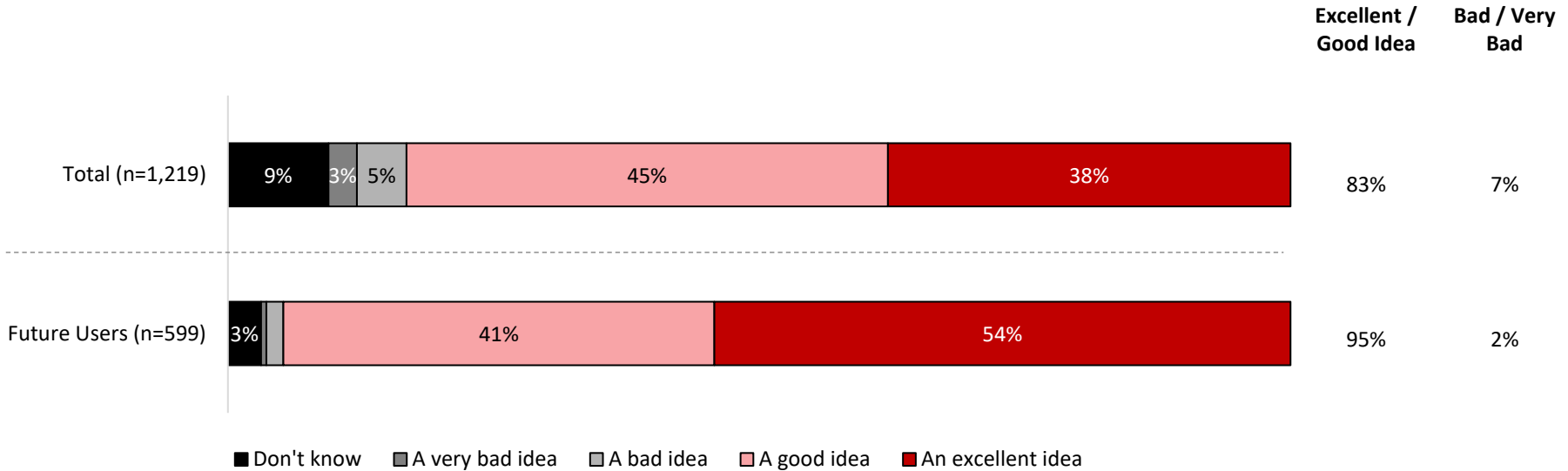
Note: Caution to be used in interpretation due to small sample size (*).

Q8: Before today, have you heard of this plan to integrate the transit systems?

Among those respondents who have heard about the plan to integrate the transit system, the greatest proportion recall hearing the plan on the News/TV Media.

	Total	Future Users
n=	455	223
News/TV Media	61%	55%
Newspaper	23%	23%
Social media	18%	26%
Word of mouth/someone told me	17%	22%
Radio	17%	17%
Organization website (including government)	10%	15%
Emails or e-newsletters	4%	7%
Flyer/mail outs	3%	5%
Other	3%	3%
None of the above	1%	1%
Don't know	3%	<1%

Four-in-five respondents think that integrating the municipal transit systems into a single transit system in the Edmonton metro region is an excellent/good idea.

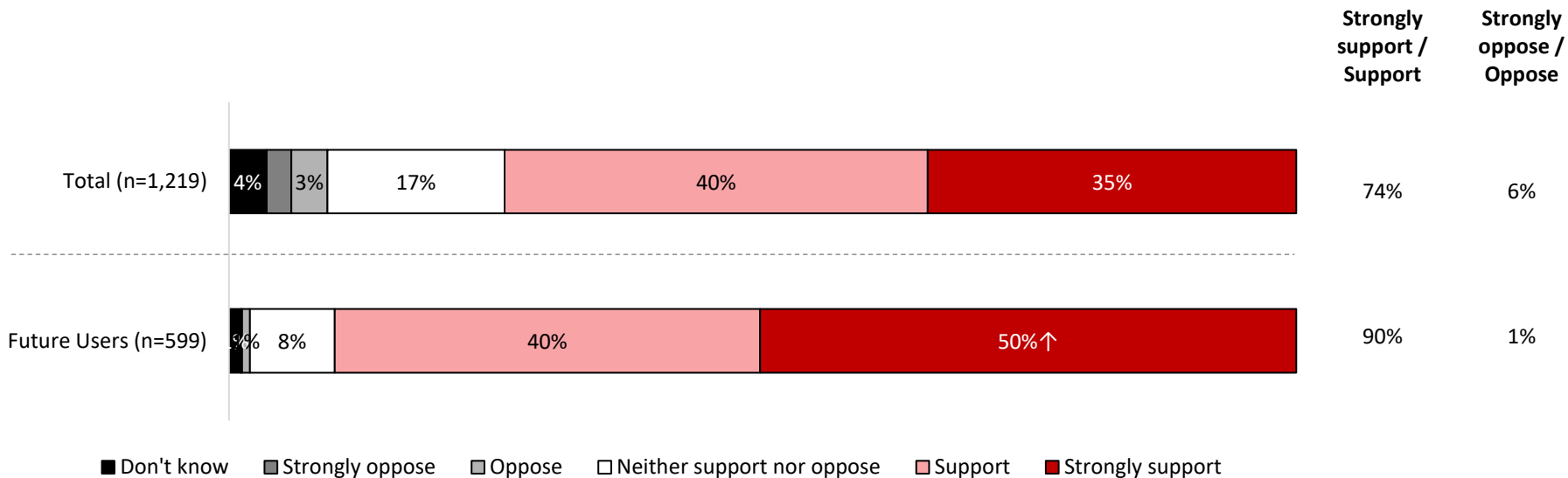


Base: Residents of Edmonton and target communities

Note: Responses 2% or less are not labelled.

Q9: Taking everything into account, do you think that integrating municipal transit systems into a single transit system in the Edmonton metro region is...?

Nine-in-ten future users support integrating municipal transit systems into a single transit system in the Edmonton metro region.



Base: Residents of Edmonton and target communities

Note: Responses 2% or less are not labelled.

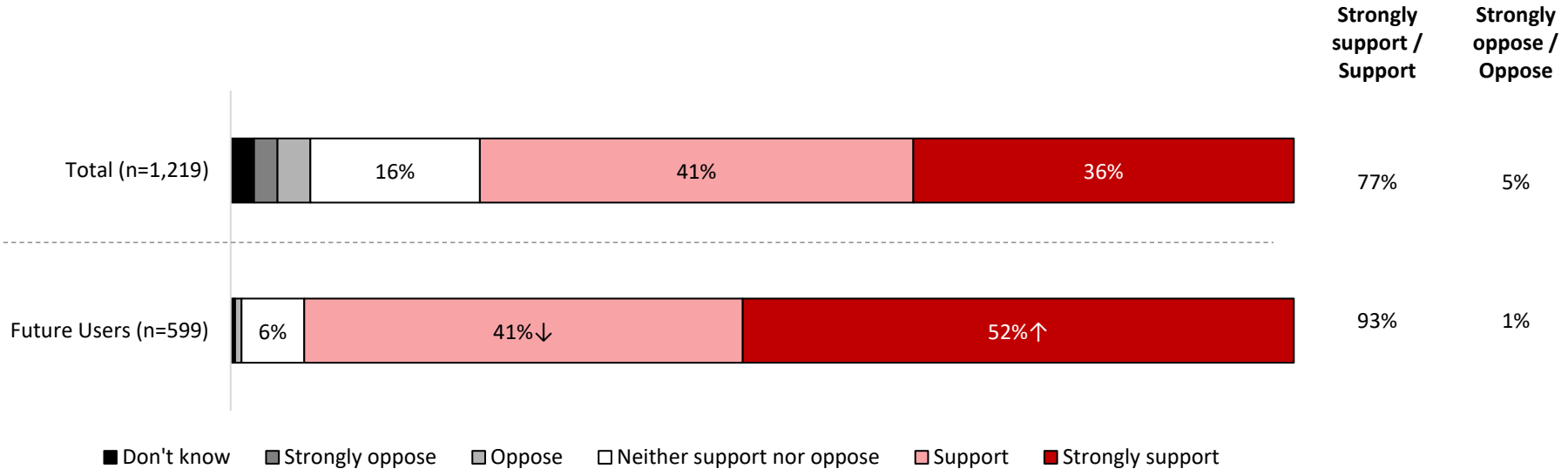
Q10: Taking everything into account, how much do you support or oppose the idea of integrating municipal transit systems into a single transit system in the Edmonton metro region?

The majority of respondents support the integration of the regional transit systems. Among these respondents, the greatest proportion feel that it would be easier to get around and their would be connections to more places.

	Total	Future Users
n=	888	538
Easier to get around / Convenience / Accessibility	26%	28%
Better connections / Connections to more places / Access to communities	26%	28%
More organized / Eliminate duplication / One set schedule / Integrated transit system	11%	9%
Increased efficiency / Faster to get around	10%	10%
Economical / Cost effective / Lower cost to operate	10%	9%
Affordable fares / One set fare / Less confusing fare payments	7%	8%
Don't need a car / Can get around without a car	6%	5%
Better routing / Better service / Better coverage	6%	7%
Good idea / Great idea	5%	5%
Less traffic on the roads	5%	5%
Better for the environment	4%	5%
Gets me to and from work	4%	4%
Benefits the community / Helps the community grow	3%	4%
It will get me to places I need to go	3%	4%
Other	6%	7%
Don't know	12%	10%
Prefer not to answer	4%	5%

Base: Residents of Edmonton and target communities who support integrating municipal transit systems into a single transit system in the Edmonton metro region
 Note: A community breakdown is not shown due to small sample size (*). Total responses 2% or less are not shown. Q10B is not shown due to a small sample size (n=6).
 Q10A: What is it about the integration of the regional transit systems that makes you support the idea?

After being provided more information about the plan, over nine-in-ten respondents support the idea of integrating most of the transit systems in the region into a regional transit system.



Base: Residents of Edmonton and target communities

Note: Responses 2% or less are not labelled.

Q11: Now that you have seen more information about the plan, taking everything into account, how much do you support or oppose the idea of integrating most of the transit systems in the region into a regional transit system in and around Edmonton?

Among those who support integration most of the transit systems in the region into a regional transit system, they indicate supporting the idea because it will offer connections to more places and make it easier to get around.

	Total	Future Users
n=	926	559
Better connections / Connections to more places / Access to communities	18%	18%
Easier to get around / Convenience / Accessibility	17%	18%
Increased efficiency / Faster to get around	11%	11%
Economical / Cost effective / Lower cost to operate	8%	8%
Good idea / Great idea	6%	6%
More organized / Eliminate duplication / One set schedule / Integrated transit system	5%	5%
Affordable fares / One set fare / Less confusing fare payments	5%	5%
Don't need a car / Can get around without a car	4%	5%
Better routing / Better service / Better coverage	4%	5%
Better for the environment	4%	4%
Benefits the community / Helps the community grow	3%	4%
Less traffic on the roads	3%	2%
Gets me to and from work	2%	2%
Common sense / Makes sense	2%	1%
It will get me to places I need to go	2%	1%
Other	4%	4%
Don't know	15%	14%
Prefer not to answer	14%	15%

Base: Residents of Edmonton and target communities who support integrating most of the transit systems in the region into a regional transit system in and around Edmonton

Note: A community breakdown is not shown due to small sample size (*). Total responses 1% or less are not shown.

Q11a: For what reasons do you support the idea of integrating most of the transit systems in the region into a regional transit system in and around Edmonton?

The largest proportion of respondents think the best thing about the integrated transit for them would be the connections to more places and that it would be easier to get around.

	Total	Future Users
n=	1219	599
Better connections / Connections to more places / Access to communities	17%	25%
Easier to get around / Convenience / Accessibility	16%	24%
Don't use public transit / Will not benefit from the new integrated system	11%	2%
Affordable fares / One set fare / Less confusing fare payments	5%	8%
Benefits the community / Helps the community grow	4%	4%
Don't need a car / Can get around without a car	4%	6%
More organized / Eliminate duplication / One set schedule / Integrated transit system	4%	5%
Increased efficiency / Faster to get around	3%	4%
Economical / Cost effective / Lower cost to operate	3%	3%
Less traffic on the roads	3%	3%
It will get me to places I need to go	2%	4%
Better routing / Better service / Better coverage	2%	2%
Good idea / Great idea	2%	3%
Other	2%	2%
Nothing	5%	2%
Don't know	25%	18%
Prefer not to answer	6%	7%

Base: Residents of Edmonton and target communities

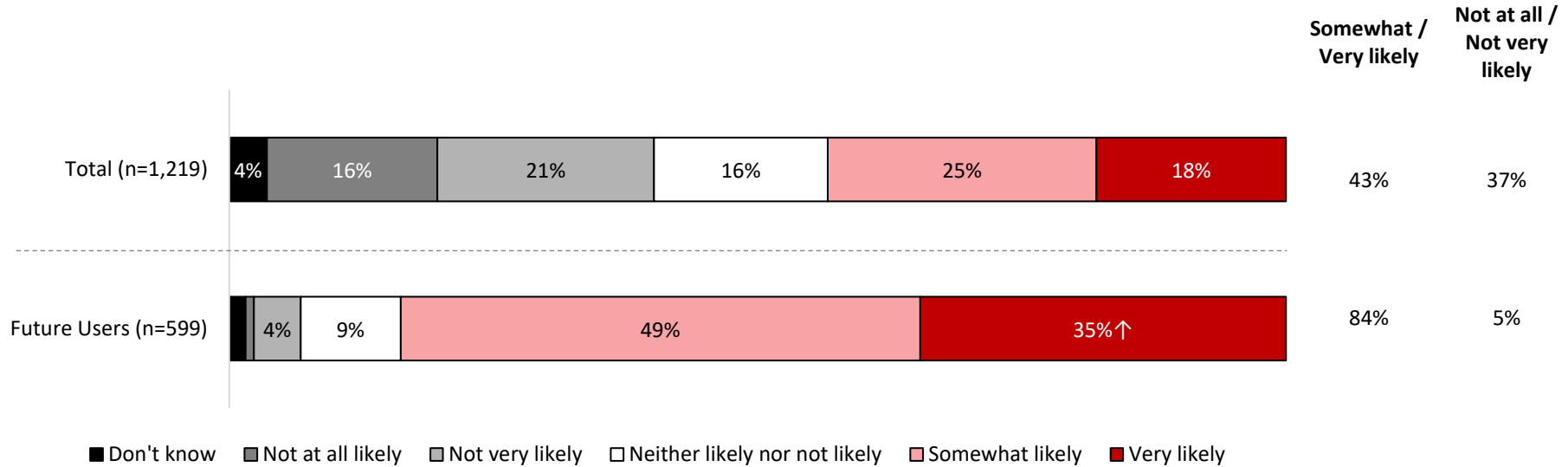
Note: A community breakdown is not shown due to small sample size (*). Total responses 1% or less are not shown.

Q12: In your own words, what is the best thing about this new integrated system for you personally?

Integrated Transit System Usage Aspirations

By Community

Four-in-five respondents would be likely to use an integrated transit system in the Edmonton metro region.

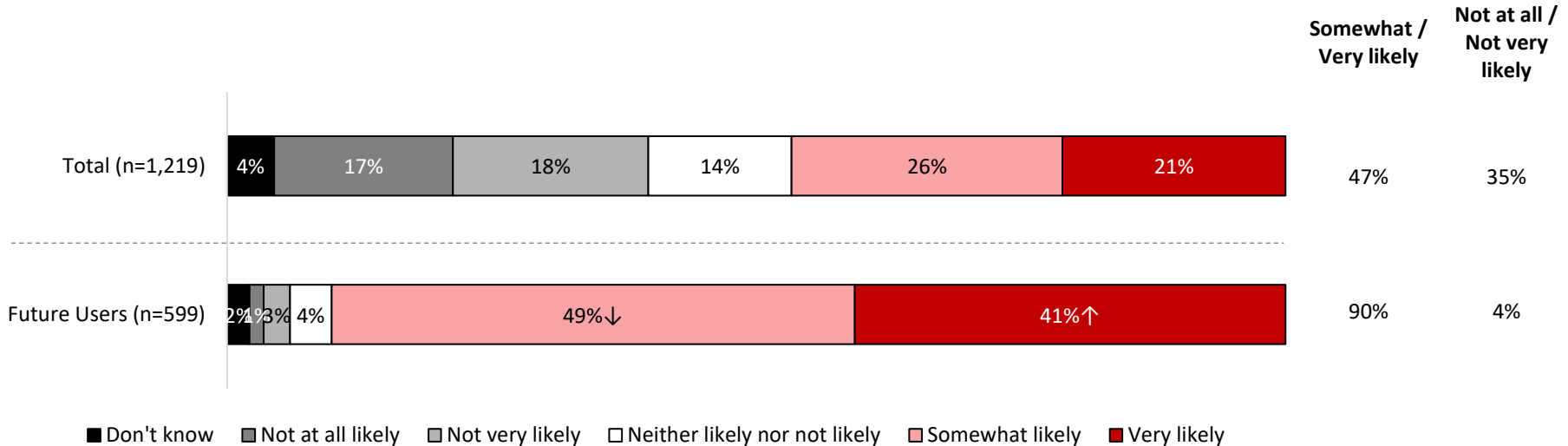


Base: Residents of Edmonton and target communities

Note: Responses 2% or less are not shown

Q13: Taking everything into account, how likely are you personally to use an integrated transit system in the Edmonton metro region?

Nine-in-ten future users have someone in their household who is likely to use an integrated transit system in the Edmonton metro region.



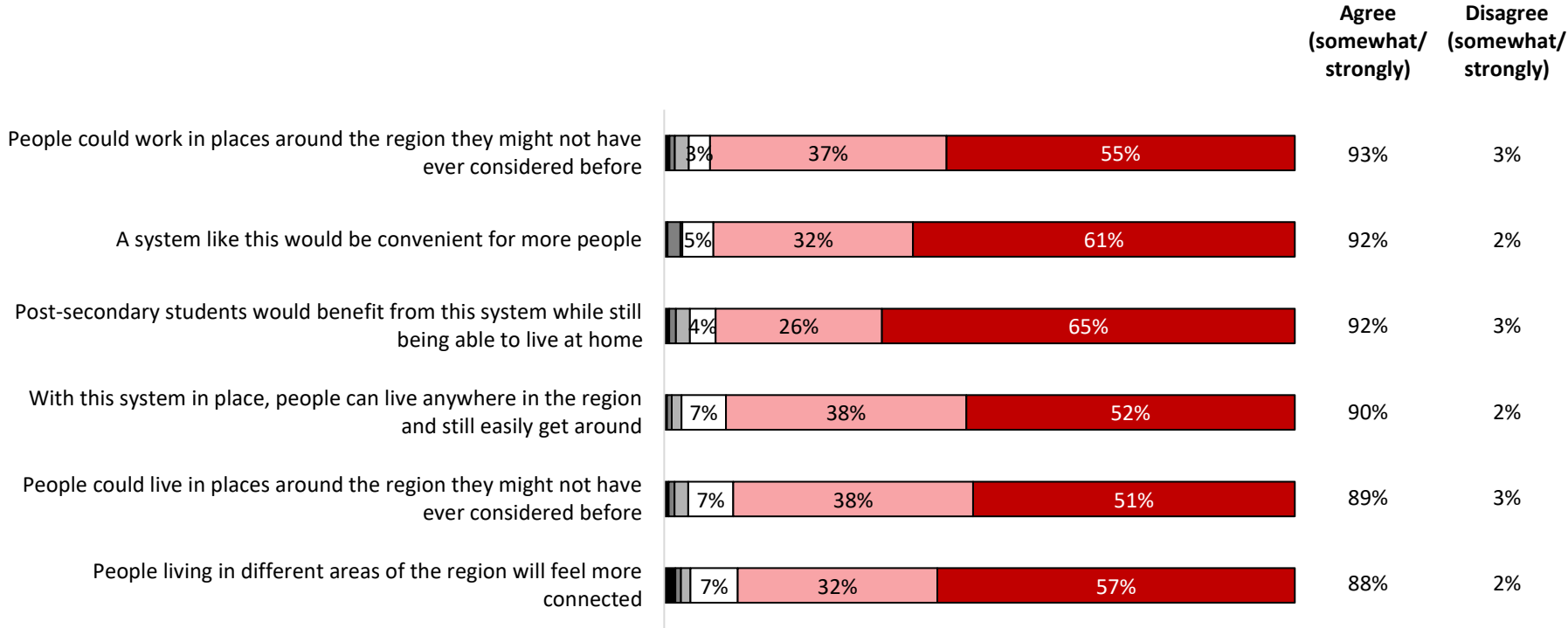
Base: Residents of Edmonton and target communities

Note: Responses 2% or less are not labelled.

Q14: Taking everything into account, how likely is someone in your household to use an integrated transit system in the Edmonton metro region?

Integrated Transit System Expectations

Respondents are most likely to agree that people could work in places around the region they might not have ever considered before.



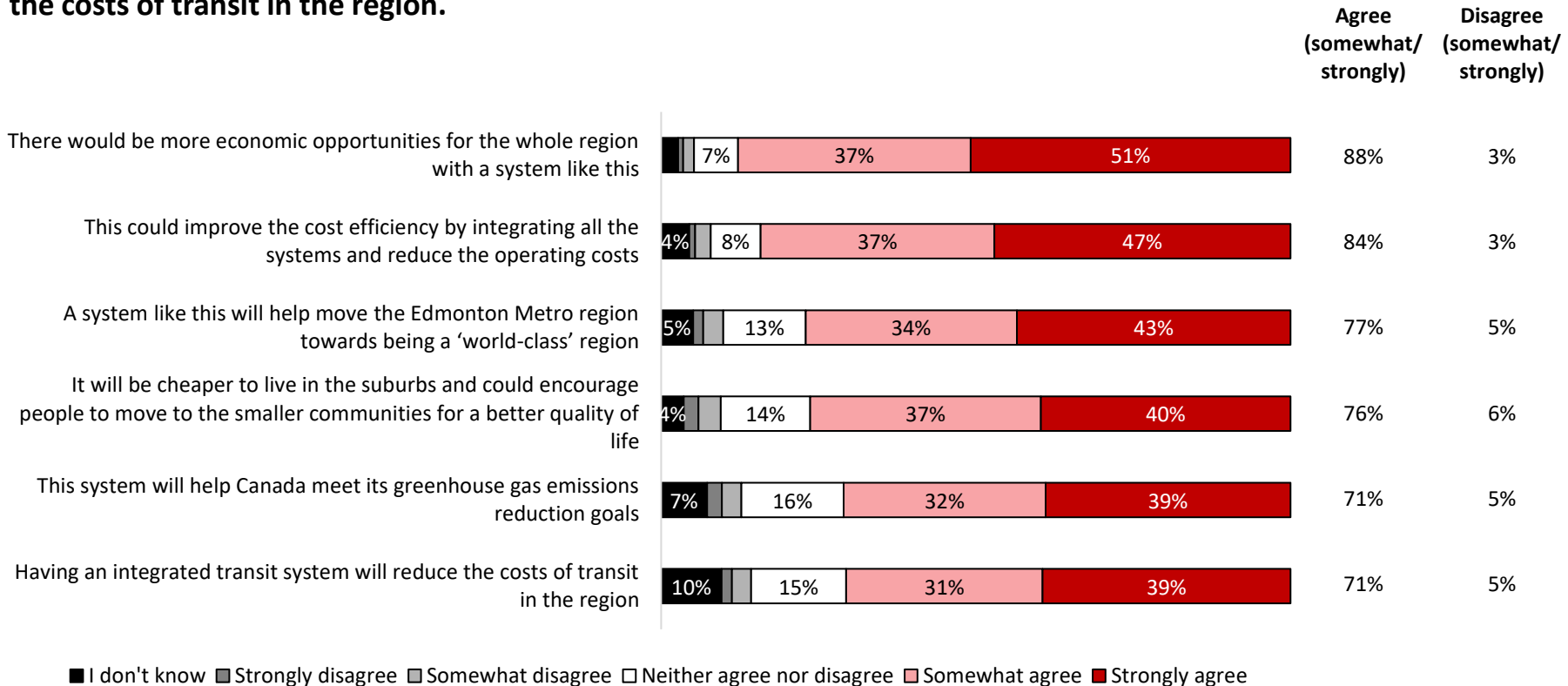
■ I don't know ■ Strongly disagree ■ Somewhat disagree □ Neither agree nor disagree □ Somewhat agree ■ Strongly agree

Base: Residents of Edmonton and target communities (future users n=599)

Note: Responses 3% or less are not labelled.

Q15. Now that you have seen the long-term plan, how much do you agree or disagree with the following statements?

While future users agree with all statements, only seven-in-ten agree that this system will help Canada meet its greenhouse gas emissions and having an integrated transit system will reduce the costs of transit in the region.

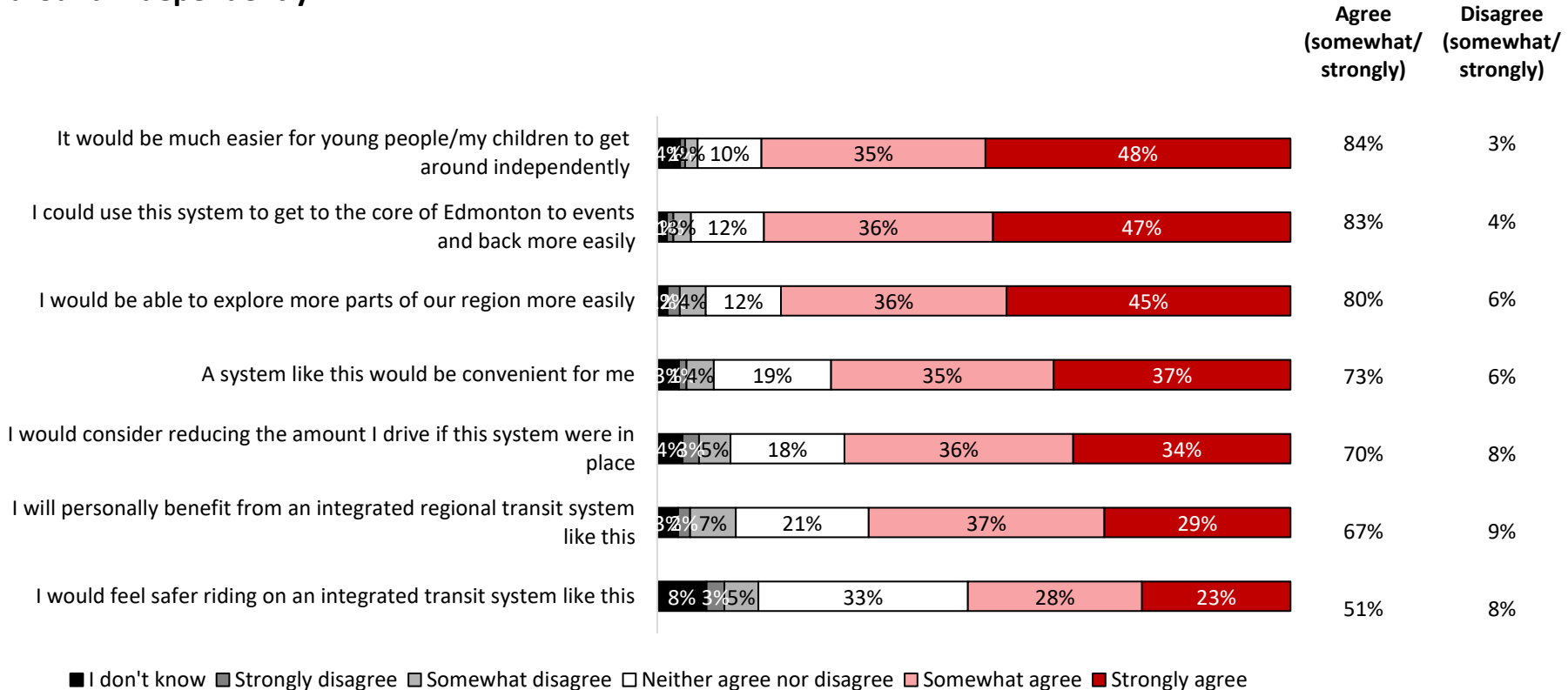


Base: Residents of Edmonton and target communities (future users n=599)

Note: Responses 3% or less are not labelled.

Q15. Now that you have seen the long-term plan, how much do you agree or disagree with the following statements?

Over four-in-five agree that it would be much easier for young people/their children to get around independently.





Respondent Profile

By Community

RESPONDENT PROFILE

	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Gender Identity				
Woman/Girl	50%	50%	50%	52%
Man/Boy	48%	48%	48%	48%
Trans Woman - Male to Female (MtF)	<1%	<1%	<1%	-
Trans Man - Female to Male (FtM)	<1%	<1%	-	-
Non-binary	<1%	<1%	-	-
Two-spirit	<1%	<1%	2%	-
Another gender not listed	<1%	1%	-	-
Prefer not to answer	<1%	<1%	-	-

	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Age				
18 - 24	10%	11%	7%	6%
25 - 34	24%	24%	23%	26%
35 - 44	18%	18%	19%	23%
45 - 54	17%	17%	18%	13%
55 - 64	12%	12%	11%	13%
65 - 74	14%	14%	17%	13%
75 or older	4%	4%	5%	5%
Region				
Edmonton proper	83%	100%	-	-
St Albert	5%	-	45%	-
Beaumont	2%	-	-	32%
Fort Saskatchewan	2%	-	20%	-
Spruce Grove	4%	-	35%	-
Stony Plain	1%	-	-	21%
Devon	<1%	-	-	4%
Leduc	2%	-	-	42%

RESPONDENT PROFILE

	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Children in Household				
Yes: 12 years of age and older only	7%	8%	11%	1%
Yes: 12 years of age and younger than 12 years old	6%	5%	6%	13%
Yes: younger than 12 years old only	19%	17%	21%	36%
No children under 18 years old at all in the household	67%	70%	60%	50%
I prefer not to answer	1%	<1%	2%	-

	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Relationship Status				
Single	29%	31%	19%	18%
Common-law	10%	11%	9%	9%
Married	49%	46%	61%	64%
Separated	2%	2%	2%	<1%
Divorced	7%	8%	3%	6%
Widowed	2%	2%	3%	2%
I prefer not to answer	1%	<1%	3%	-
Visible Minority				
Yes	21%	23%	8%	14%
No	77%	75%	90%	85%
Prefer not to answer	2%	2%	2%	1%
Indigenous Person				
Yes	6%	6%	4%	6%
No	93%	92%	94%	93%
Prefer not to answer	2%	2%	2%	1%

RESPONDENT PROFILE

	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Education				
Elementary	<1%	<1%	-	-
High school, general or vocational	21%	20%	20%	29%
Polytechnic/ College	21%	20%	25%	25%
University certificates and diplomas	10%	10%	14%	8%
University Bachelor (including classical studies)	31%	32%	24%	27%
University Master's degree	14%	14%	13%	10%
University Doctorate (PhD)	3%	3%	3%	1%
I prefer not to answer	1%	1%	2%	-

	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Employment Status				
Working full time	45%	46%	45%	45%
Working part time	8%	8%	9%	11%
Self-employed / freelance work	5%	5%	4%	6%
Student	8%	9%	5%	0%
Homemaker	6%	5%	7%	11%
Unemployed	6%	6%	5%	10%
Retired	20%	20%	24%	16%
I prefer not to answer	1%	1%	3%	1%

RESPONDENT PROFILE

	Total	Edmonton proper	FSTS	CTS
n*=	665	467	124	74
Occupation				
Professional	24%	24%	31%	21%
Manager/Administrator/Owner	18%	18%	20%	11%
Office worker	18%	18%	16%	16%
Science and technologies worker	9%	10%	2%	6%
Skilled, semi-skilled worker	8%	7%	8%	14%
Personnel specialized in services	6%	5%	5%	12%
Personnel specialized in sales	5%	4%	11%	4%
Manual worker	4%	5%	2%	2%
Other	9%	9%	5%	12%
I prefer not to answer	1%	1%	1%	1%

	Total	Edmonton proper	FSTS	CTS
n*=	665	467	124	74
Industry				
Health Care and Social Assistance	15%	14%	15%	17%
Professional, Scientific and Technical Services	10%	11%	10%	4%
Wholesale Trade/Retail Trade	9%	9%	11%	14%
Public Administration	9%	10%	4%	1%
Educational Services	8%	8%	7%	9%
Construction	6%	6%	7%	8%
Arts, Entertainment and Recreation and Accommodation and Food Services	6%	6%	4%	4%

*Base: Those who are employed

RESPONDENT PROFILE

	Total	Edmonton proper	FSTS	CTS
n*=	665	467	124	74
Industry Continued				
Finance and Insurance, Real Estate and Rental and Leasing	6%	6%	5%	4%
Transportation and Warehousing	5%	5%	13%	4%
Other Services (except Public Administration)	4%	4%	5%	9%
Manufacturing	3%	3%	5%	4%
Mining and Oil and Gas Extraction	3%	3%	4%	2%
Utilities	3%	2%	1%	6%
Information and Cultural Industries	2%	2%	1%	1%
Agriculture, Forestry, Fishing and Hunting	2%	2%	1%	2%

	Total	Edmonton proper	FSTS	CTS
n*=	665	467	124	74
Industry Continued				
Administrative and Support, Waste Management and Remediation Services	2%	2%	2%	1%
Management of Companies and Enterprises	1%	1%	-	2%
Environmental Consulting	1%	1%	-	-
Other	1%	1%	-	-
Don't know	2%	1%	3%	4%
I prefer not to answer	3%	3%	1%	1%

*Base: Those who are employed

RESPONDENT PROFILE

	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Canadian Citizen				
Canadian citizen by birth	80%	78%	87%	88%
Canadian citizen by naturalization	14%	15%	8%	9%
Permanent resident	5%	5%	3%	3%
Temporary resident (foreign worker, student, visitor)	1%	2%	-	-
Other, Please specify:	<1%	<1%	-	-
I prefer not to answer	<1%	<1%	2%	-

	Total	Edmonton proper	FSTS	CTS
n=	1219	800	278	141
Income				
\$19,999 or less	4%	4%	3%	6%
\$20,000 - \$39,999	11%	12%	6%	8%
\$40,000 - \$59,999	11%	12%	9%	12%
\$60,000 - \$79,999	15%	15%	15%	14%
\$80,000 - \$99,999	15%	15%	16%	10%
\$100,000 or more	33%	32%	39%	36%
I prefer not to answer	11%	11%	12%	14%



Respondent Profile

By Future Users

RESPONDENT PROFILE

	Total	Future Users
n=	1219	599
Gender Identity		
Woman/Girl	50%	50%
Man/Boy	48%	49%
Trans Woman - Male to Female (MtF)	<1%	<1%
Trans Man - Female to Male (FtM)	<1%	-
Non-binary	<1%	1%
Two-spirit	<1%	<1%
Another gender not listed	<1%	<1%
Prefer not to answer	<1%	<1%

	Total	Future Users
n=	1219	599
Age		
18 - 24	10%	13%
25 - 34	24%	29%
35 - 44	18%	19%
45 - 54	17%	18%
55 - 64	12%	9%
65 - 74	14%	10%
75 or older	4%	3%
Region		
Edmonton proper	83%	83%
St Albert	5%	5%
Beaumont	2%	2%
Fort Saskatchewan	2%	2%
Spruce Grove	4%	4%
Stony Plain	1%	1%
Devon	<1%	<1%
Leduc	2%	3%

RESPONDENT PROFILE

	Total	Future Users
n=	1219	599
Children in Household		
Yes: 12 years of age and older only	7%	10%
Yes: 12 years of age and older and younger than 12 years old	6%	7%
Yes: younger than 12 years old only	19%	20%
No children under 18 years old at all in the household	67%	63%
I prefer not to answer	1%	<1%

	Total	Future Users
n=	1219	599
Relationship Status		
Single	29%	33%
Common-law	10%	11%
Married	49%	45%
Separated	2%	2%
Divorced	7%	5%
Widowed	2%	3%
I prefer not to answer	1%	<1%
Visible Minority		
Yes	21%	22%
No	77%	76%
Prefer not to answer	2%	1%
Indigenous Person		
Yes	6%	9%
No	93%	91%
Prefer not to answer	2%	1%

RESPONDENT PROFILE

	Total	Future Users
n=	1219	599
Education		
Elementary	<1%	<1%
High school, general or vocational	21%	21%
Polytechnic/ College	21%	18%
University certificates and diplomas	10%	11%
University Bachelor (including classical studies)	31%	31%
University Master's degree	14%	15%
University Doctorate (PhD)	3%	3%
I prefer not to answer	1%	<1%

	Total	Future Users
n=	1219	599
Employment Status		
Working full time	45%	47%
Working part time	8%	10%
Self-employed / freelance work	5%	5%
Student	8%	11%
Homemaker	6%	5%
Unemployed	6%	6%
Retired	20%	14%
I prefer not to answer	1%	1%

RESPONDENT PROFILE

	Total	Future Users
n*=	665	358
Occupation		
Professional	24%	23%
Manager/Administrator/ Owner	18%	19%
Office worker	18%	15%
Science and technologies worker	9%	10%
Skilled, semi-skilled worker	8%	9%
Personnel specialized in services	6%	6%
Personnel specialized in sales	5%	4%
Manual worker	4%	5%
Other	9%	9%
I prefer not to answer	1%	<1%

	Total	Future Users
n*=	665	358
Industry		
Health Care and Social Assistance	15%	14%
Professional, Scientific and Technical Services	10%	12%
Wholesale Trade/Retail Trade	9%	11%
Public Administration	9%	7%
Educational Services	8%	10%
Construction	6%	7%
Arts, Entertainment and Recreation and Accommodation and Food Services	6%	6%

RESPONDENT PROFILE

	Total	Future Users
n*=	665	358
Industry Continued		
Finance and Insurance, Real Estate and Rental and Leasing	6%	5%
Transportation and Warehousing	5%	4%
Other Services (except Public Administration)	4%	5%
Manufacturing	3%	4%
Mining and Oil and Gas Extraction	3%	2%
Utilities	3%	3%
Information and Cultural Industries	2%	2%
Agriculture, Forestry, Fishing and Hunting	2%	2%

	Total	Future Users
n*=	665	358
Industry Continued		
Administrative and Support, Waste Management and Remediation Services	2%	1%
Management of Companies and Enterprises	1%	<1%
Environmental Consulting	1%	1%
Other	1%	1%
Don't know	2%	2%
I prefer not to answer	3%	1%

RESPONDENT PROFILE

	Total	Future Users
n=	1219	599
Canadian Citizen		
Canadian citizen by birth	80%	76%
Canadian citizen by naturalization	14%	15%
Permanent resident	5%	7%
Temporary resident (foreign worker, student, visitor)	1%	2%
Other	<1%	-
I prefer not to answer	<1%	-

	Total	Future Users
n=	1219	599
Income		
\$19,999 or less	4%	5%
\$20,000 - \$39,999	11%	12%
\$40,000 - \$59,999	11%	12%
\$60,000 - \$79,999	15%	14%
\$80,000 - \$99,999	15%	17%
\$100,000 or more	33%	31%
I prefer not to answer	11%	10%

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