

Introduction

Background

This poll was commissioned by the Saskatchewan Transportation Company (STC) through a public proposal call in March of 2004. Its purpose is to assess attitudes and preferences among the general public and within segments of it that use or do not use scheduled passenger bus service.

Methodology

The questionnaire used in the interviews was developed by a consultative process involving the STC and Sigma Analytics. It consisted of 46 queries plus demographics.

The sample consisted of 1,017 completed interviews from households chosen at random by telephone number. The sample was stratified according to population across 10 regions so that the number of completed interviews in each region was in proportion to that region's share of the province's population.

Interviews were conducted by telephone during the first full week of May 2004, between 5:00 p.m. and 9:00 p.m. Persons aged at least 18 were interviewed.

The results from this sample can be expected to be accurate to within plus or minus 3.1 percentage points, 19 times out of 20.

Cautions

Interpreting the results in this report should be done with the following cautionary considerations in mind:

- Sample surveys provide estimates of the prevalence of the measured factors in the total population from which the sample is drawn. The estimates are statistically reliable within the ranges indicated, at the 95% level of confidence. This means that the actual prevalence of the factor could be greater or lesser than the estimate, by the amount of the margin of error. It also means that 5% of the time, the estimate can be expected to differ from reality by more than the margin of error. Results from sample surveys should therefore be treated as contributing to knowledge, but not as defining it precisely.
- While polling results for the entire sample are statistically reliable within the range indicated, results for sub-sets of the sample will have a larger margin of error because they are based on smaller numbers. They should be treated with more caution.
- Polls are “snapshot” approximations of reality. Subject to the foregoing considerations, they can be expected to reflect reality validly, within the indicated ranges, at the time

they are conducted. Opinion levels may shift over, so that a poll can only be said to capture opinion at the instant of it is conducted.

- Indicators from the sample can be projected to estimate the prevalence of the measured factor in the total population from which the sample was drawn. They cannot be interpreted as describing any other population.

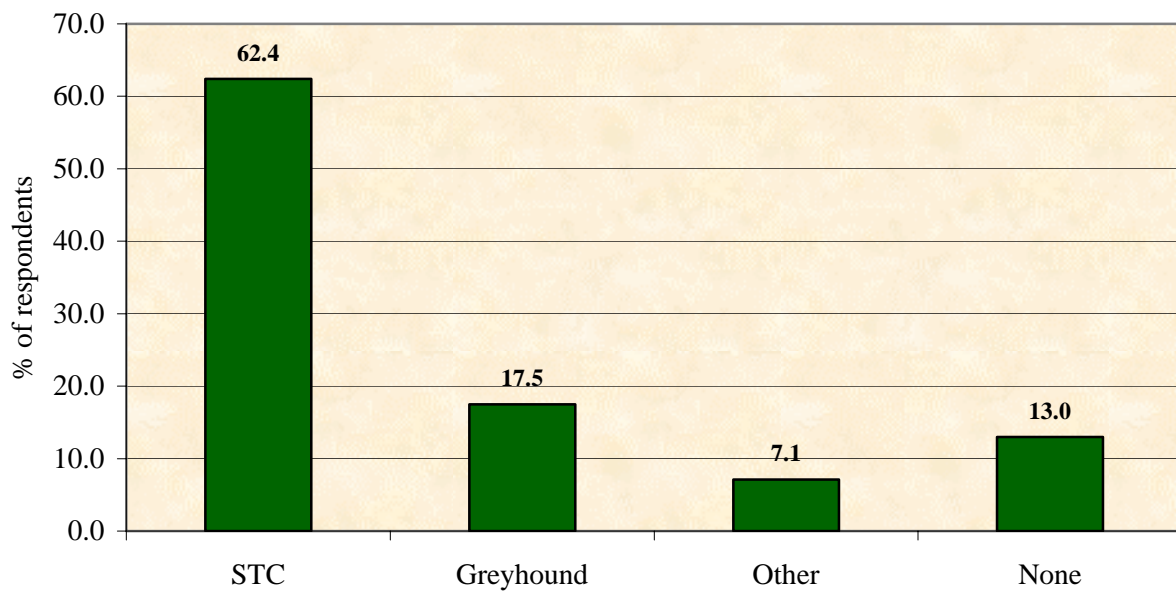
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Survey Results

SECTION A: Recent Experience

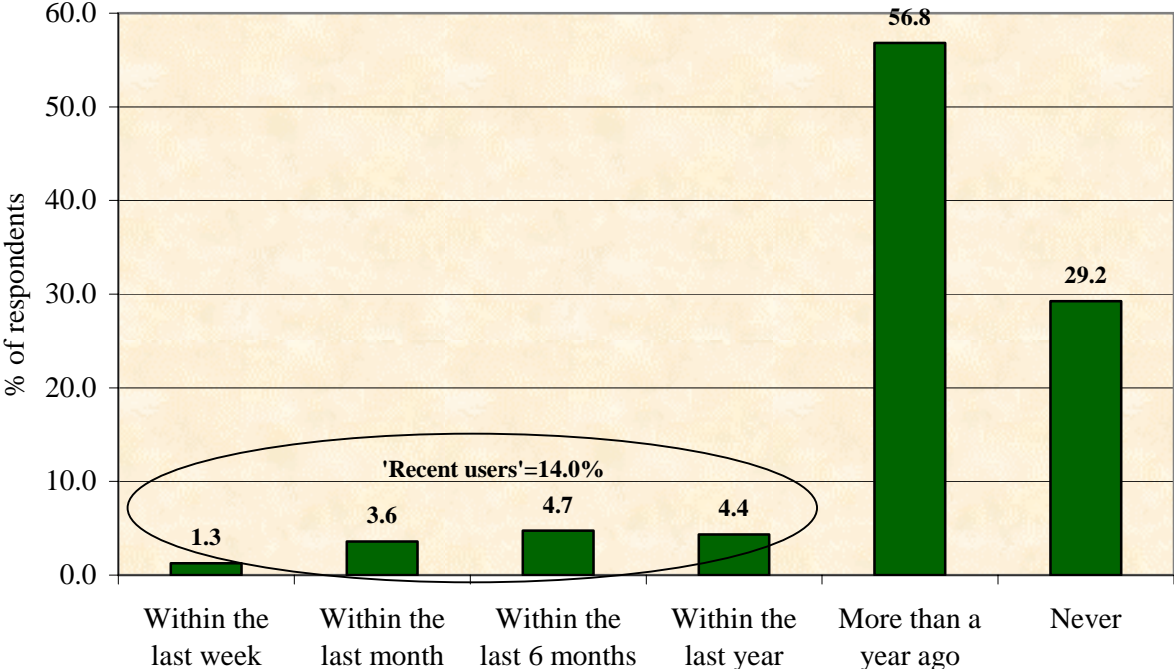
A1. What is the name of the inter-community bus company that serves your community (i.e., not city bus service)?

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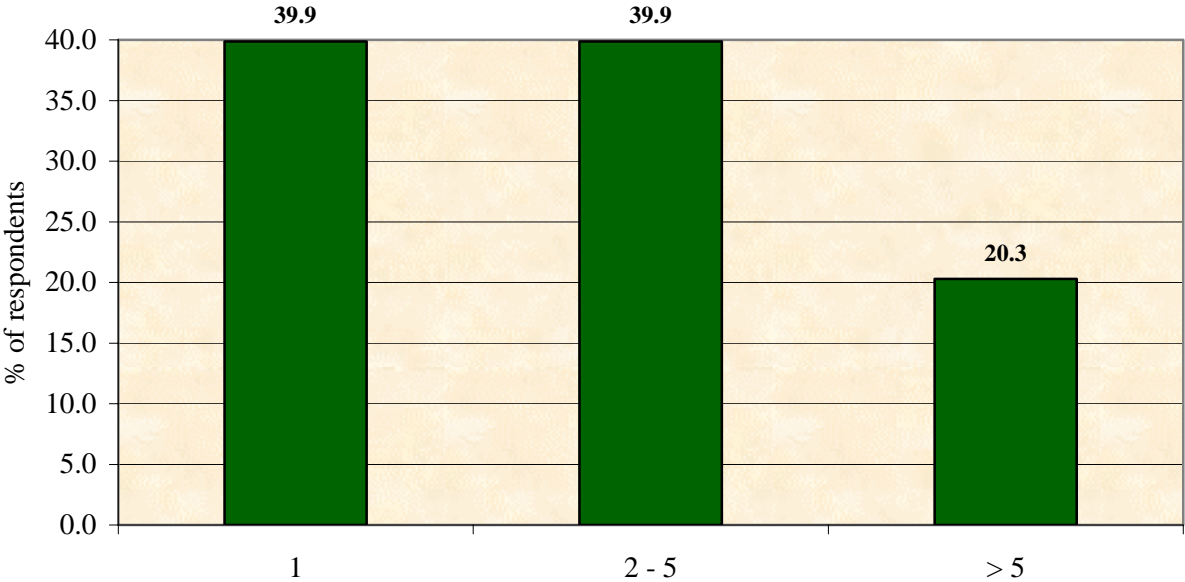
A2. When was the last time you took a trip that began in Saskatchewan on a scheduled bus, that is not a charter bus?

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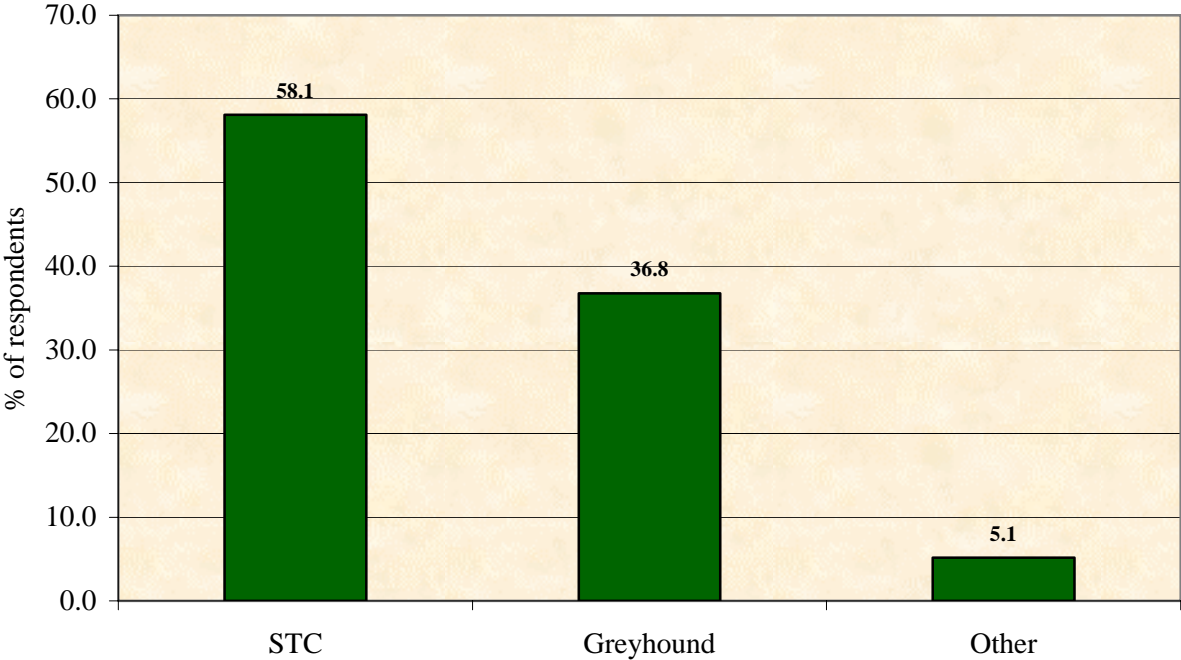
A3. How many times in the last year have you taken a scheduled bus for a trip that began in Saskatchewan?

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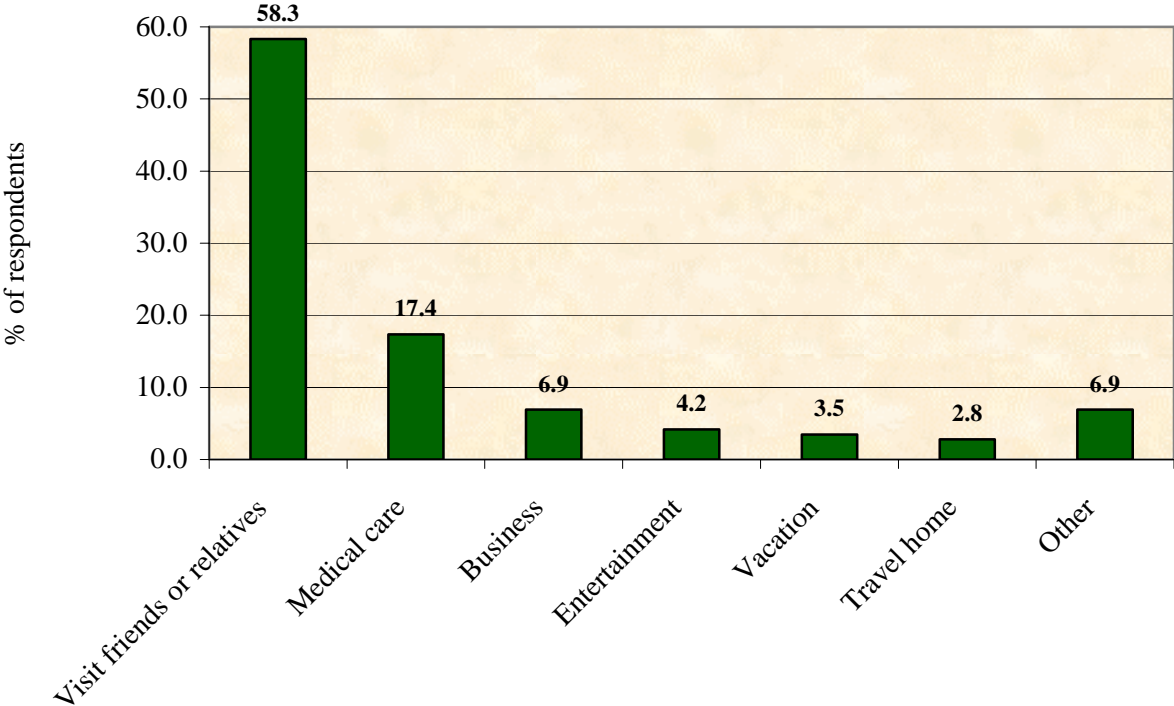
A4. What was the name of the scheduled bus company you last traveled with?

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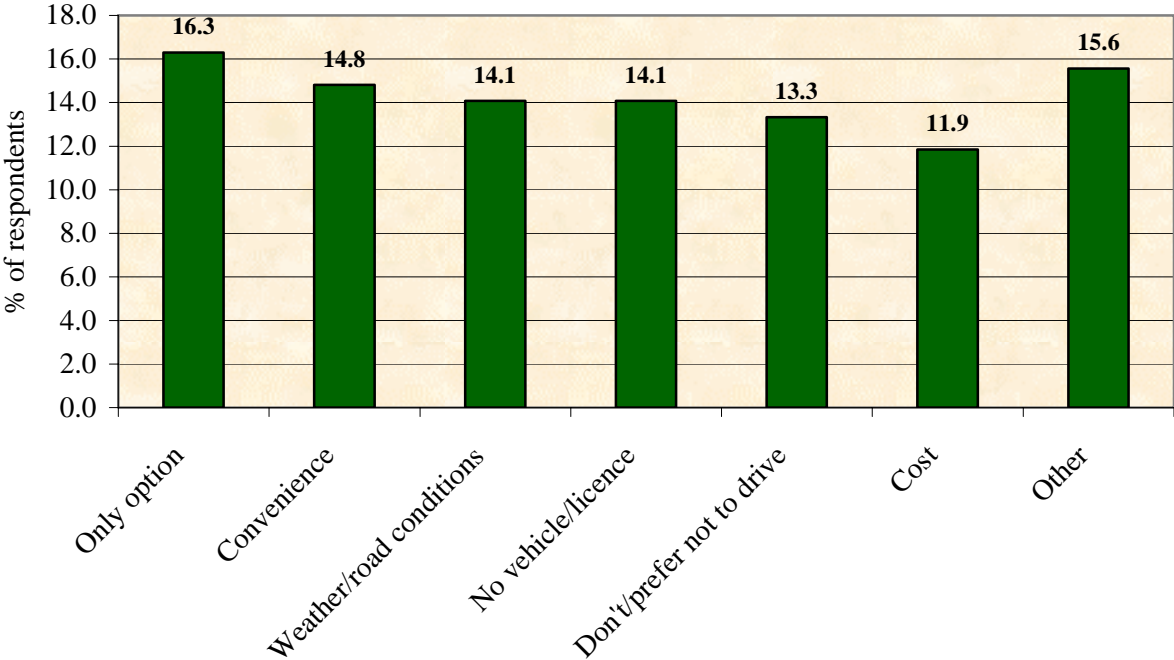
A5. What was the main purpose of your last trip?

A5. What was the main purpose of your last trip?



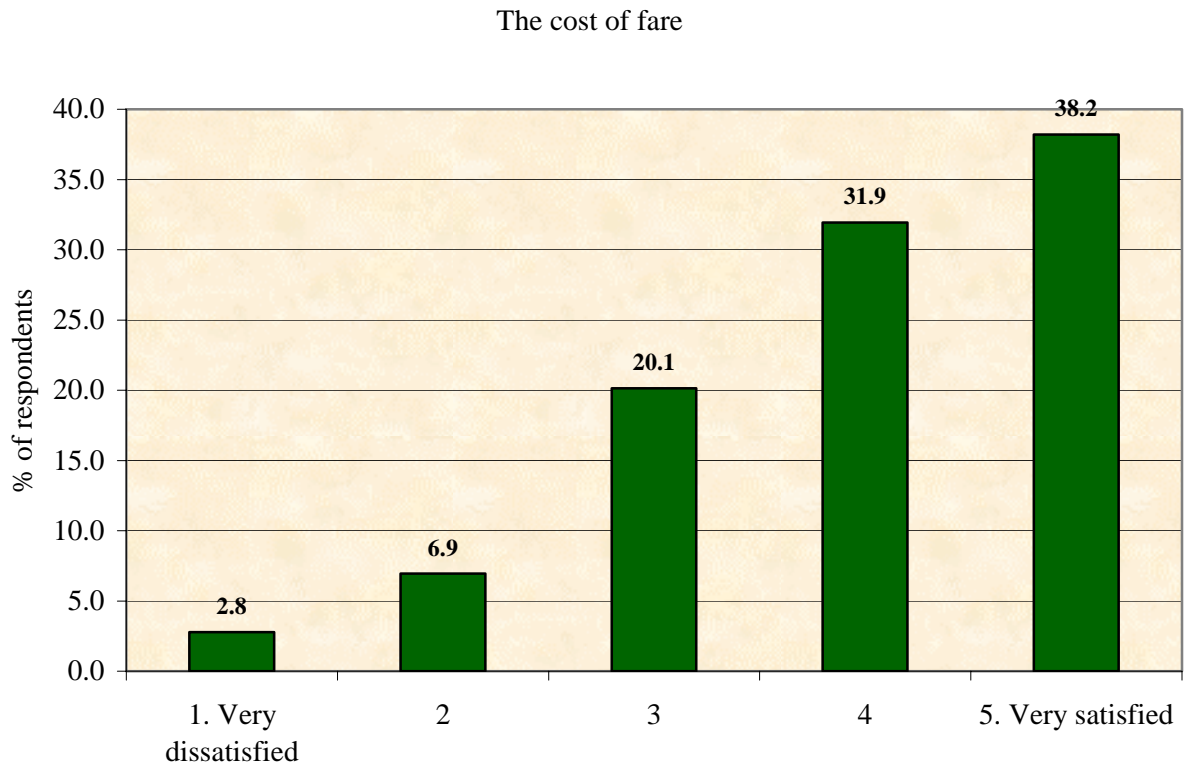
A6. Why did you choose to take the bus for your trip?

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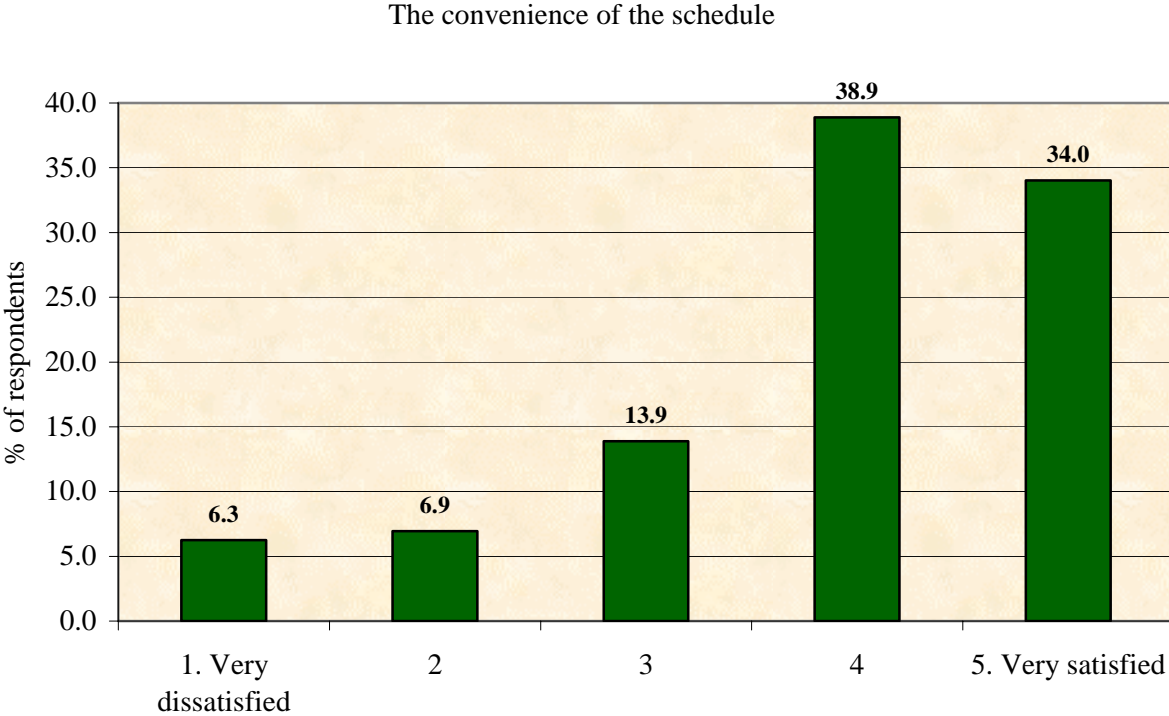


A7. How satisfied were you with your trip? We will use a 1 to 5 scale where 1 is “Very dissatisfied” and 5 is “Very satisfied”. How satisfied were you with ...

A7a. The cost of fare

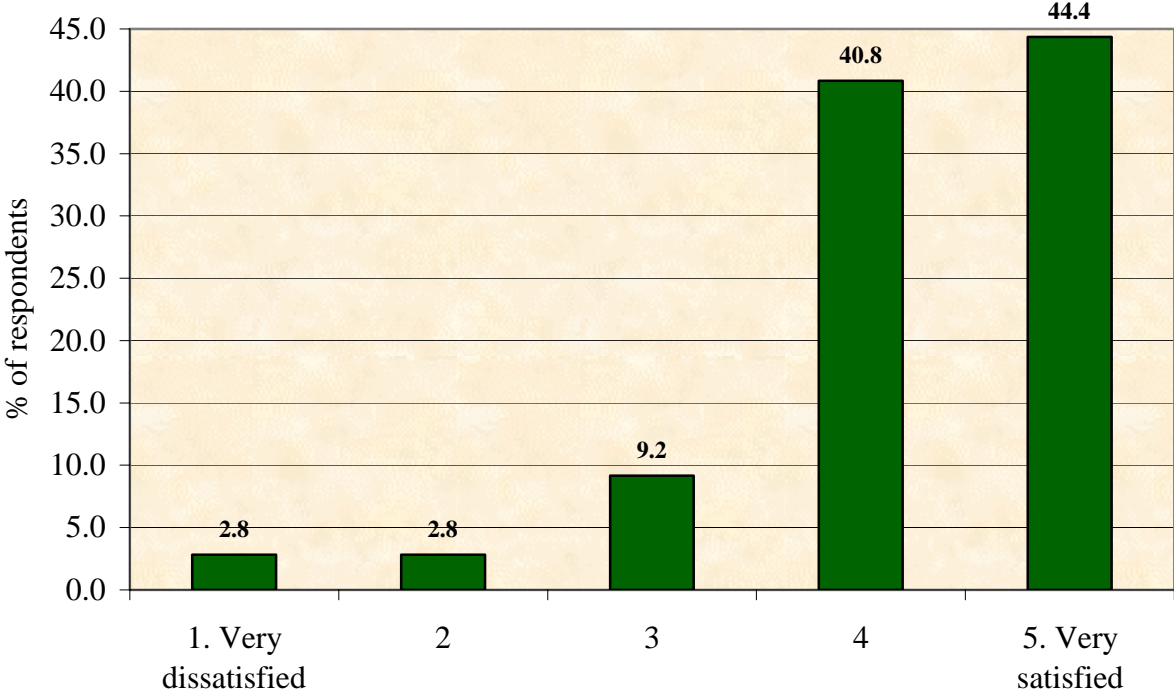


A7b. The convenience of the schedule



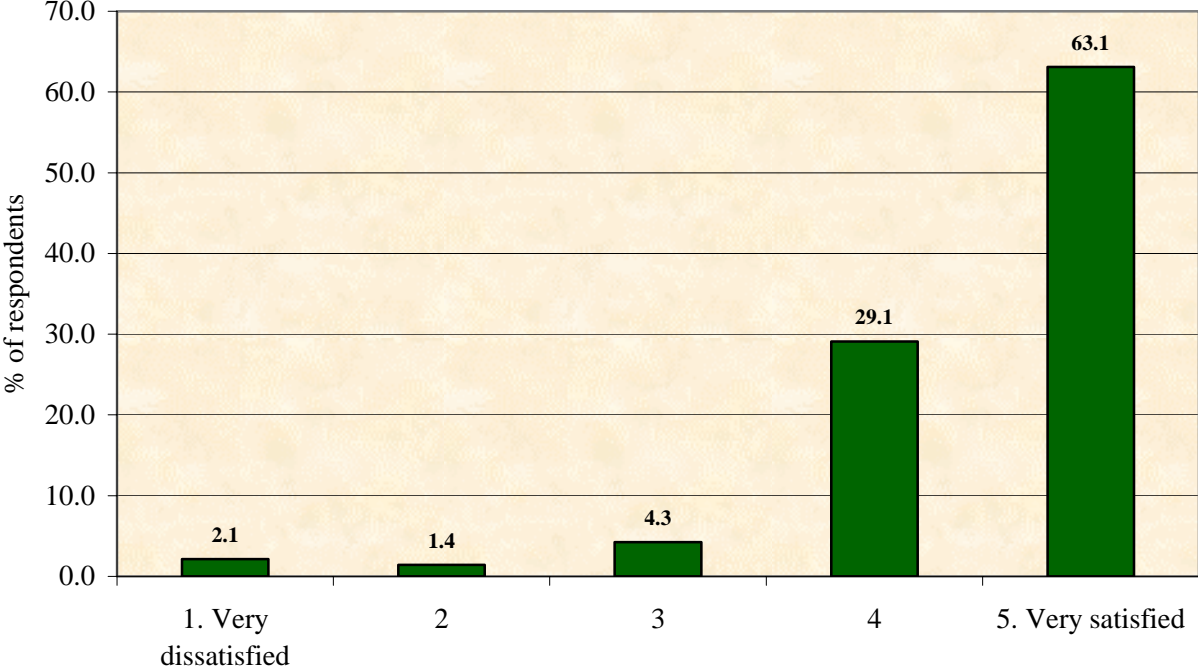
A7c. The location of the terminals

The location of the terminals

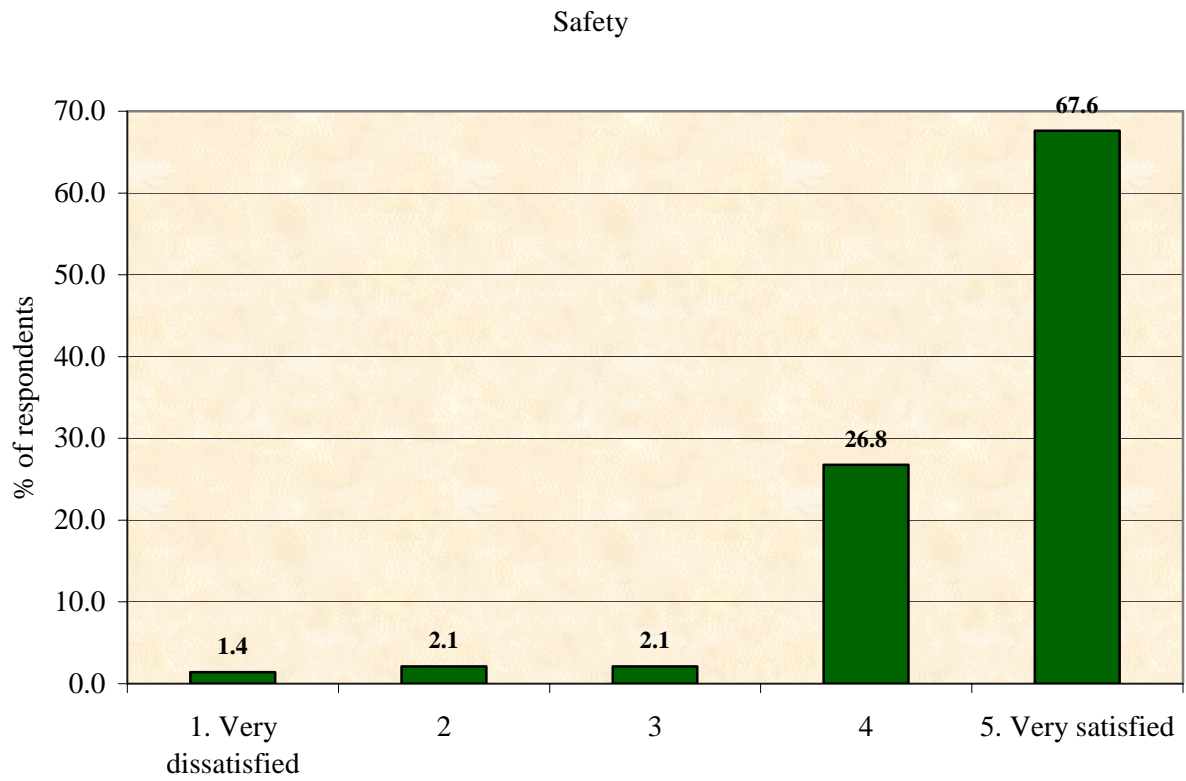


A7d. The service you got from the driver

The service you got from the driver

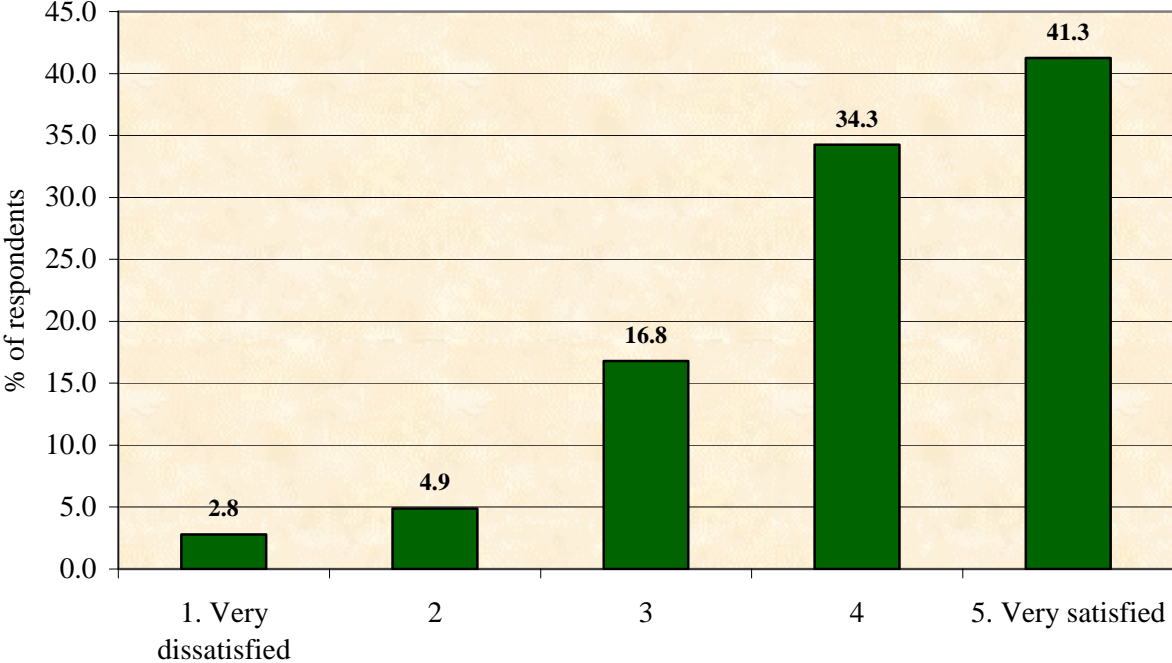


A7e. Safety



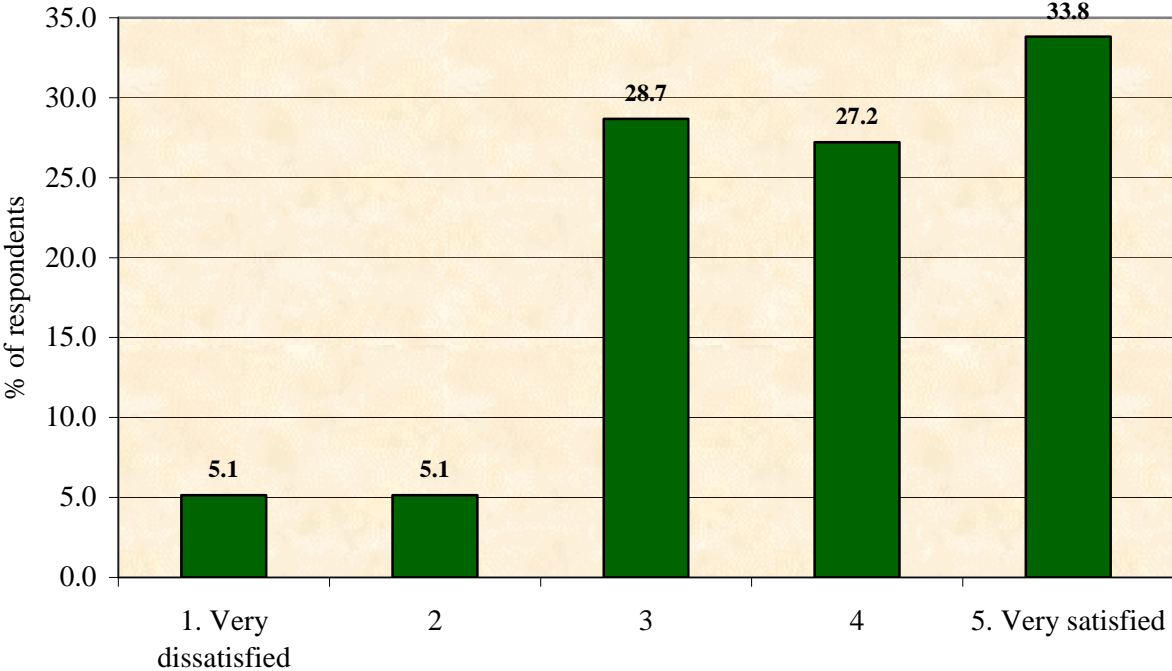
A7f. The comfort of the coach you rode in

The comfort of the coach you rode in



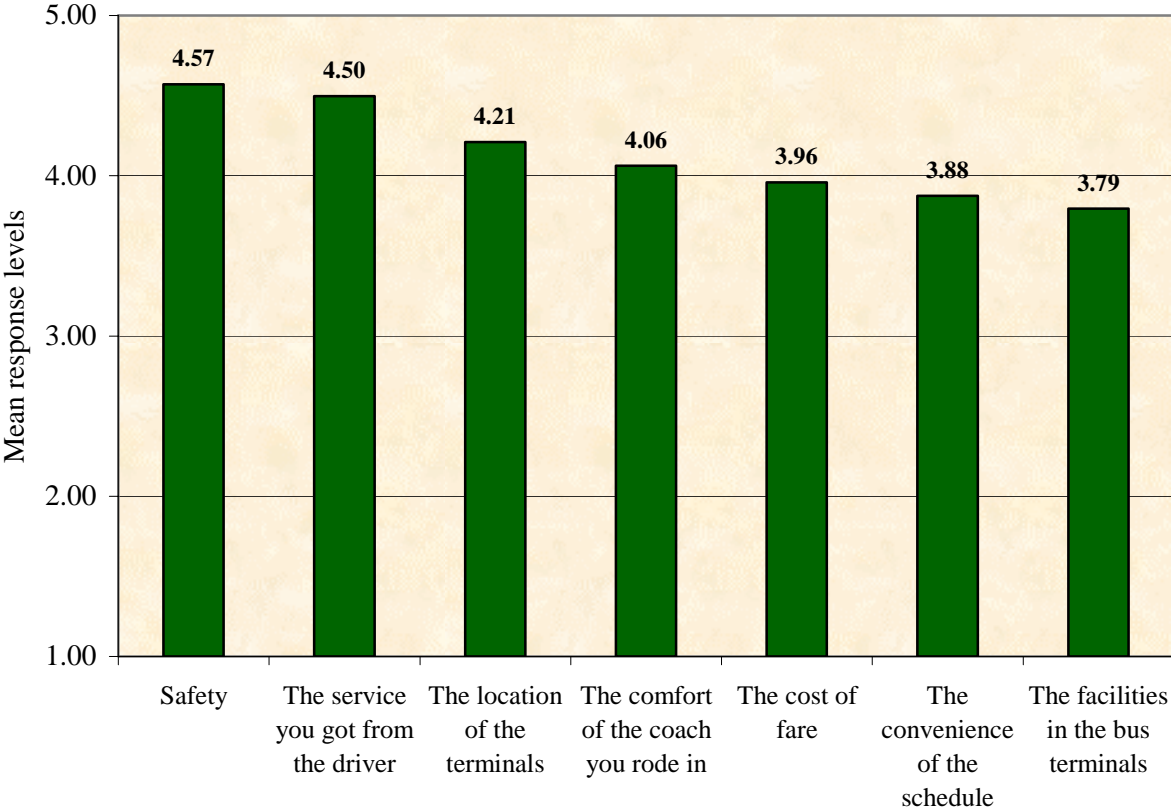
A7g. The facilities in the bus terminals

The facilities in the bus terminals



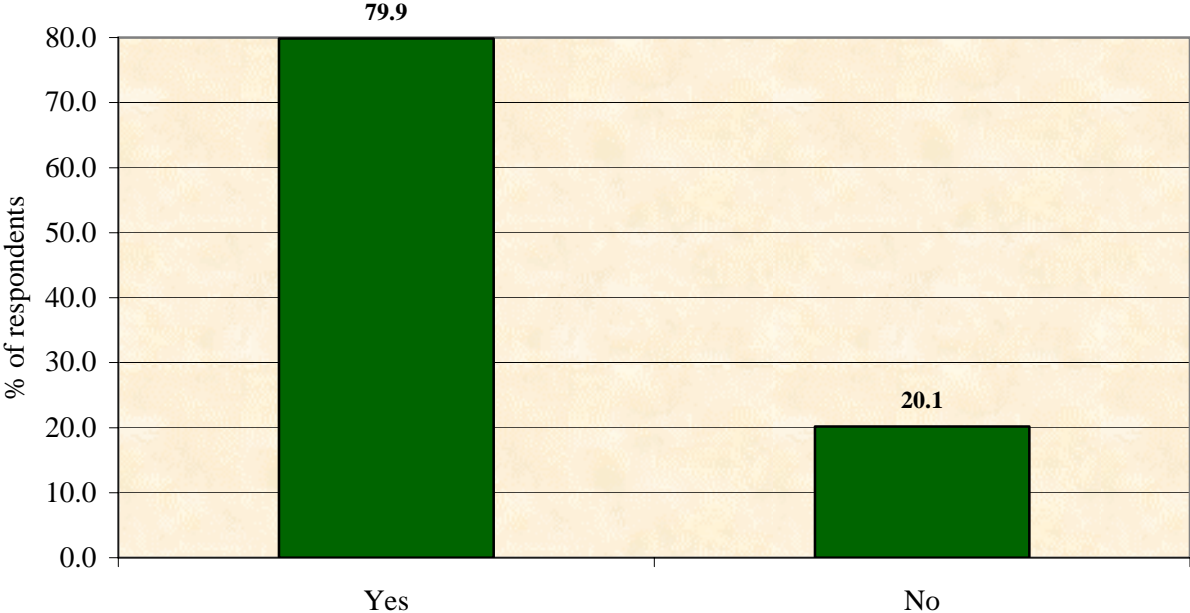
A7. Summary of Client Satisfaction

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A8. Do you expect to travel by bus again in the next 12 months?

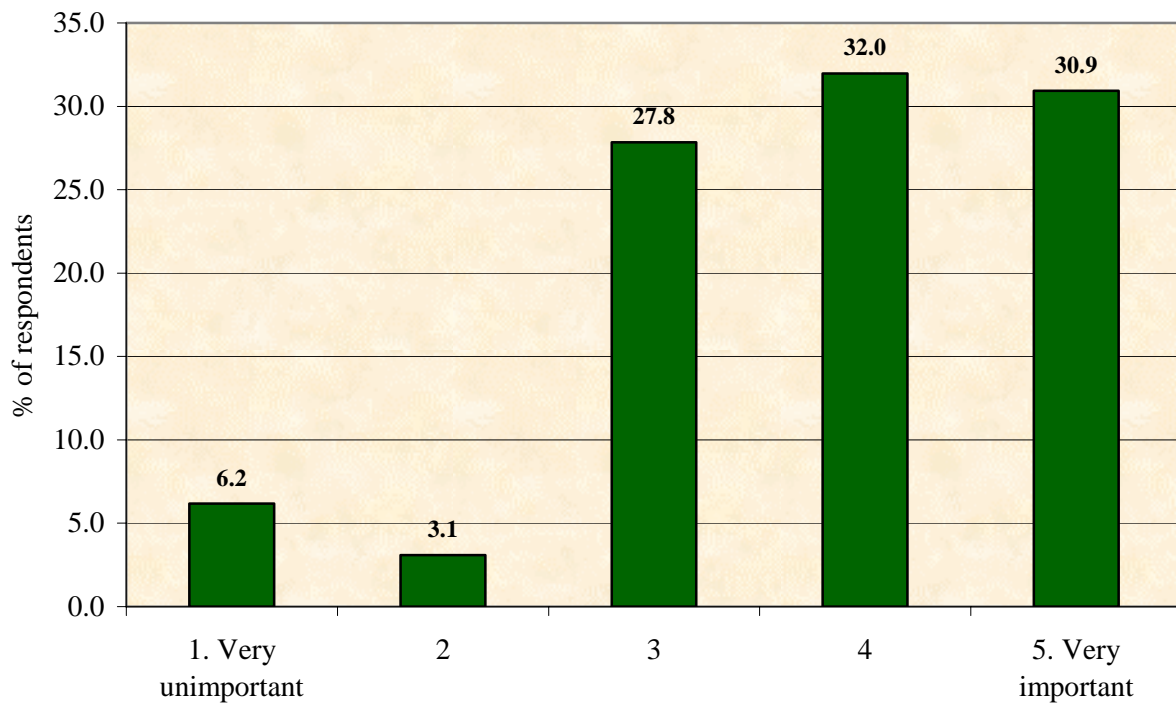
A8. Do you expect to travel by bus again in the next 12 months?



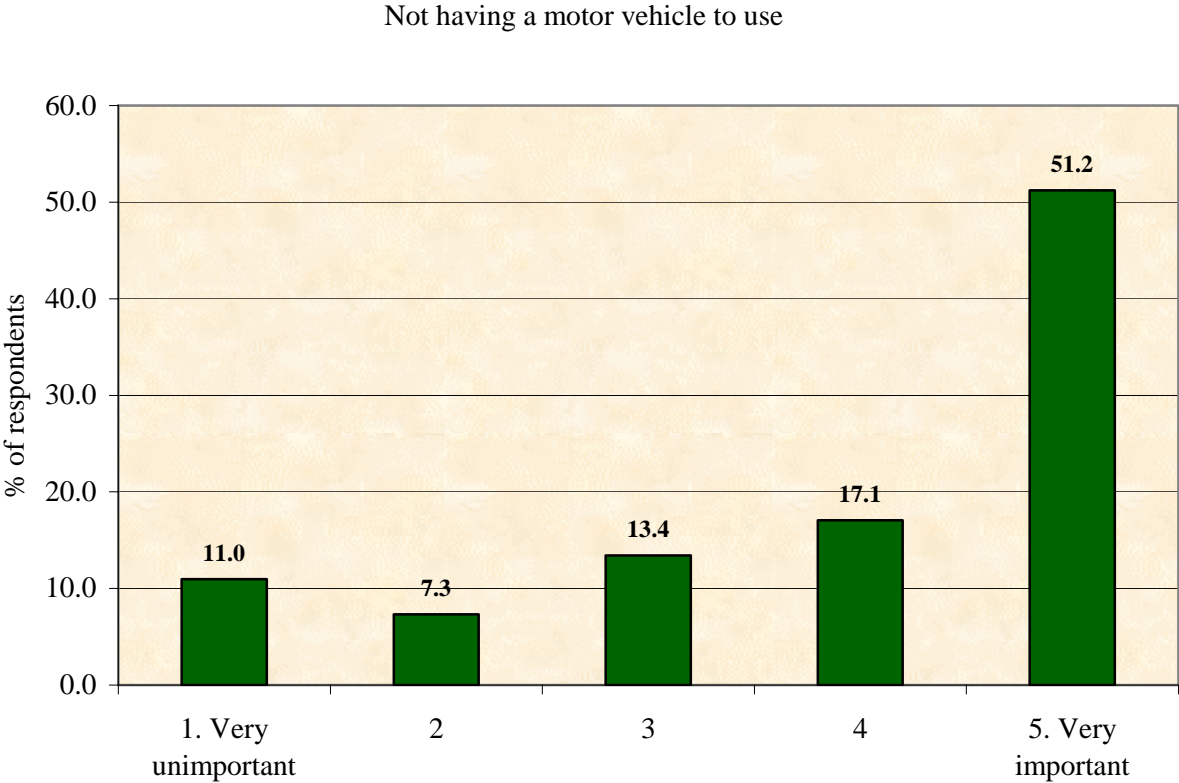
**A9. How important are the following factors when you decide to take the bus?
If the factor does not apply to you, please indicate “Not applicable”. How important is ...**

A9a. The cost of bus fare compared to taking a car

The cost of bus fare compared to taking a car

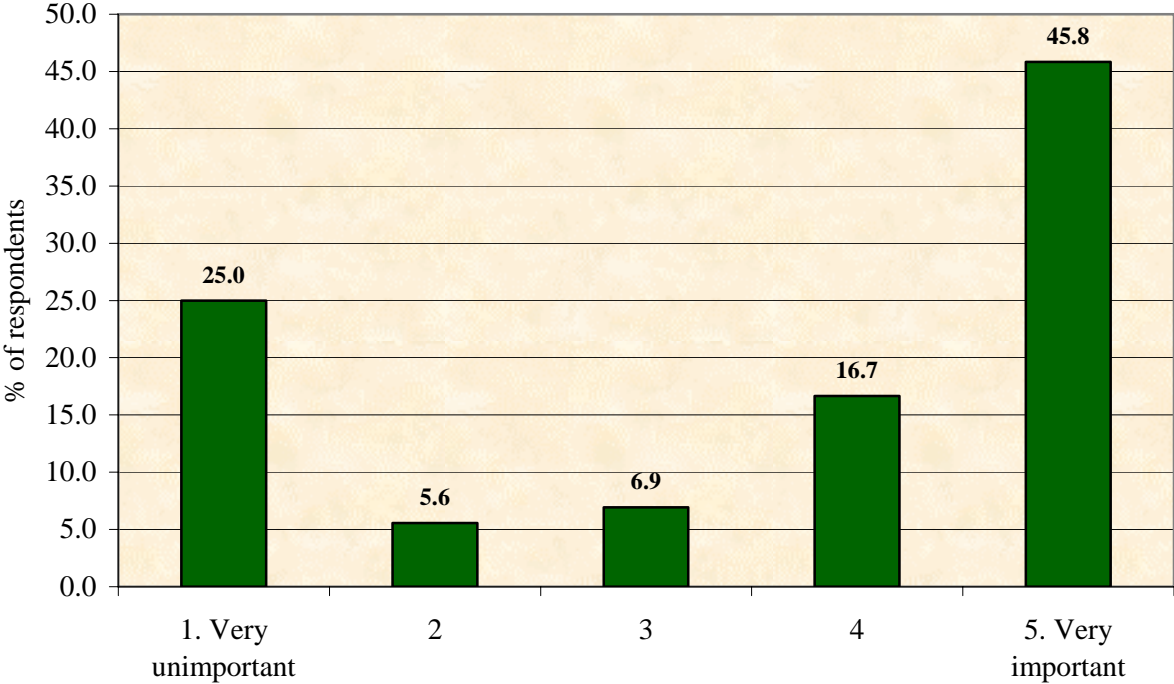


A9b. Not having a motor vehicle to use



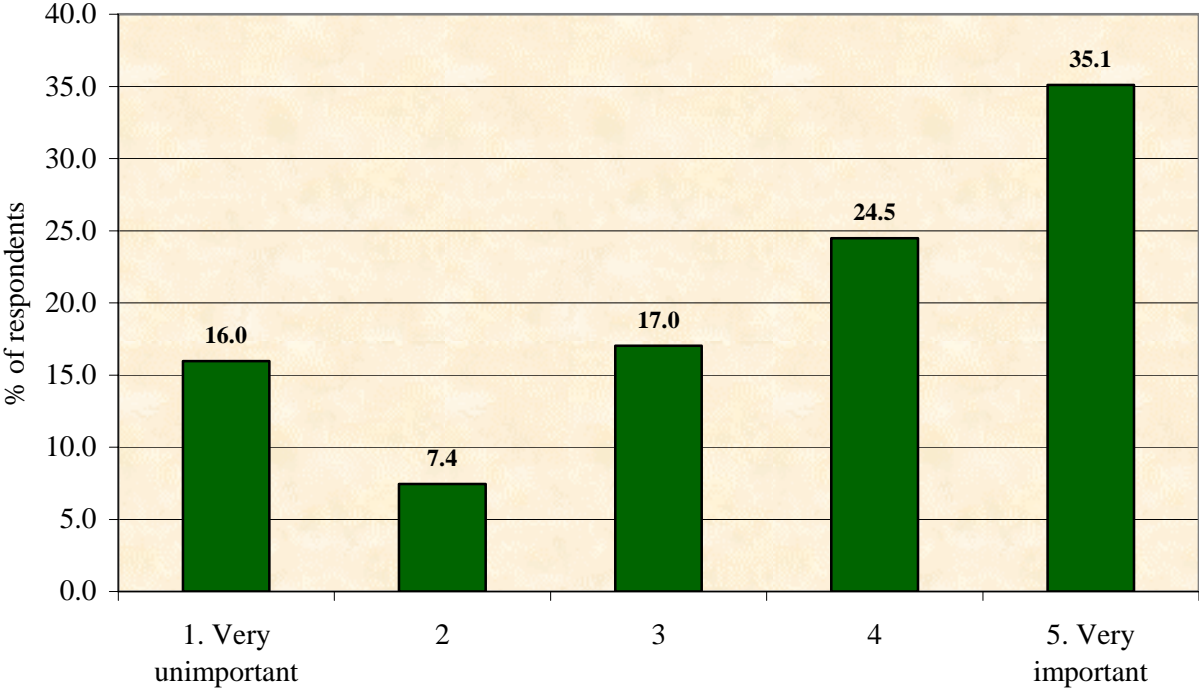
A9c. Not having a driver's license

Not having a driver's license

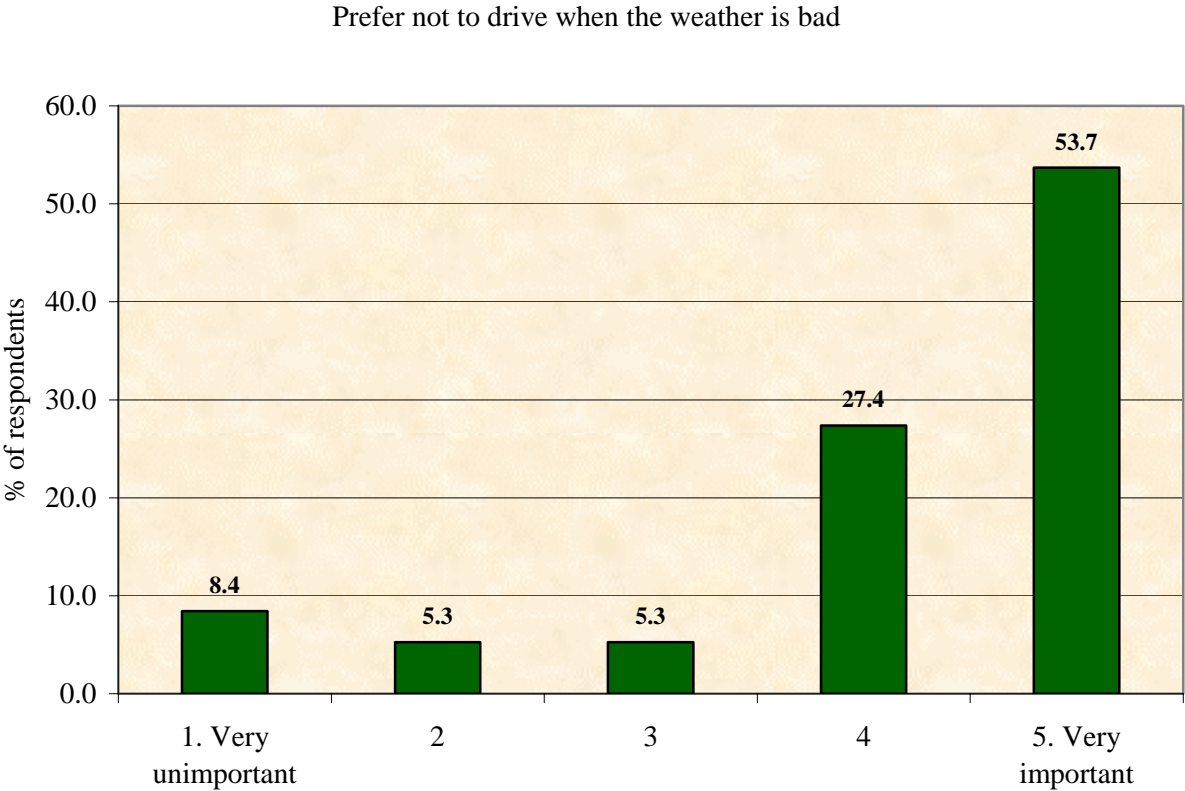


A9d. Prefer not to drive long distances

Prefer not to drive long distances

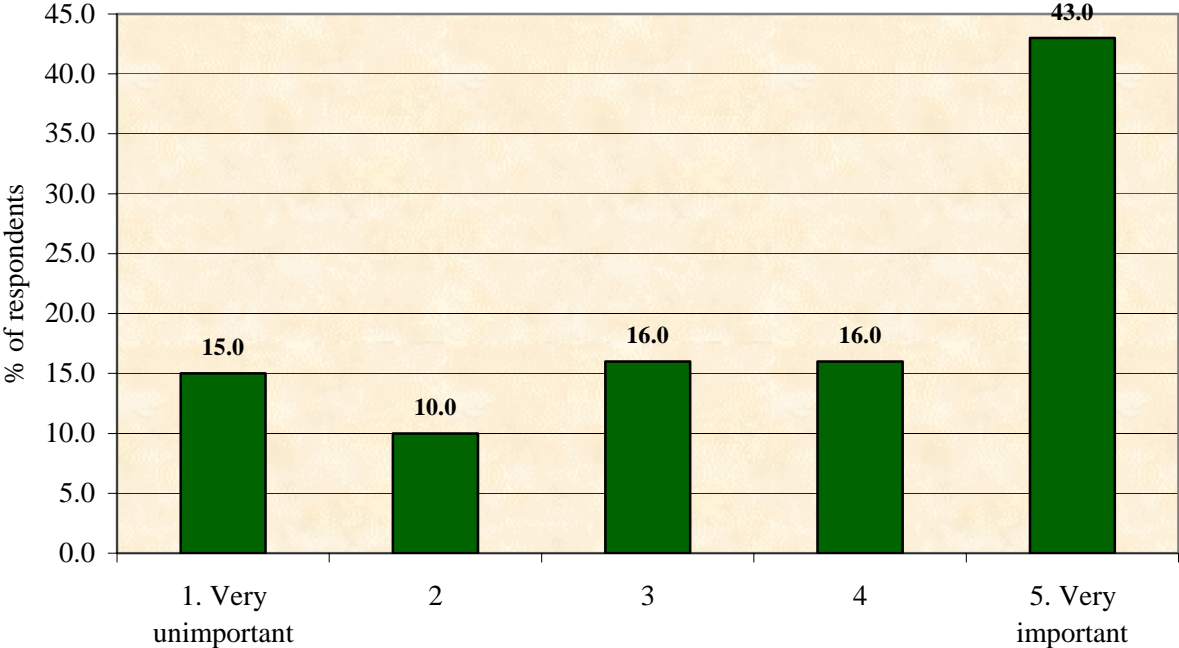


A9e. Prefer not to drive when the weather is bad



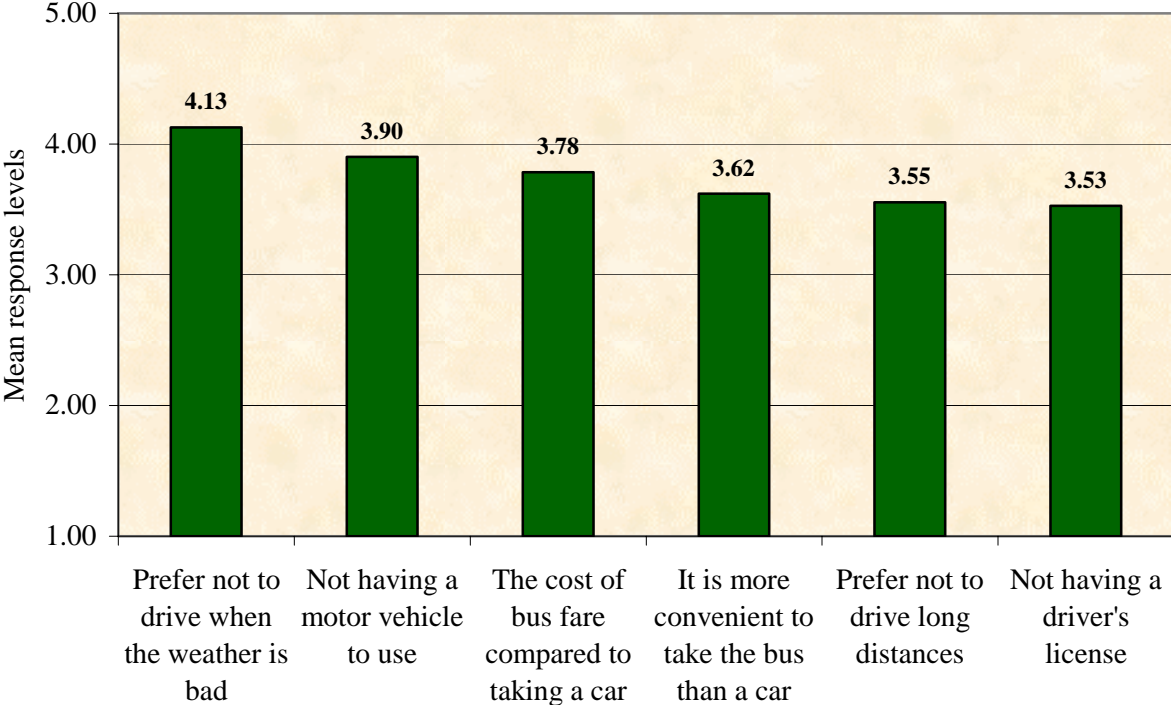
A9f. It is more convenient to take the bus than a car

It is more convenient to take the bus than a car



A9. Summary of Decision Factors

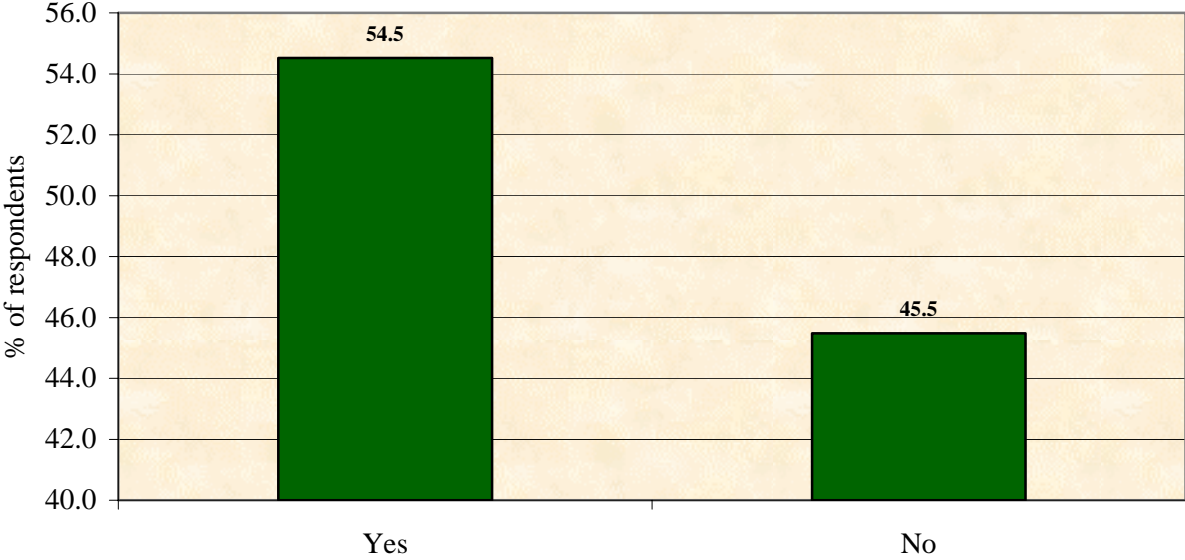
A9. Summary of Decision Factors



SECTION B: Future Use

B1. Would you consider taking the bus to travel some time in the future?

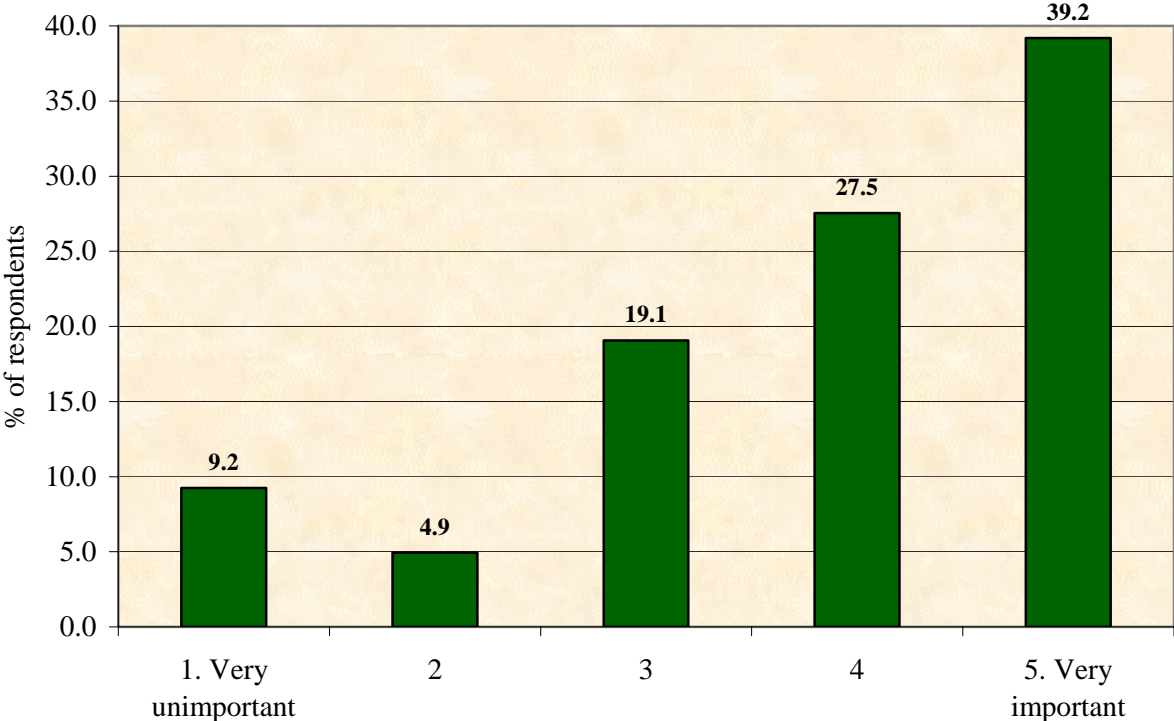
B1. Would you consider taking the bus to travel some time in the future?



B2. How important would each of the following factors be if you choose to take the bus in the future? If the factor does not apply to you, please indicate “not applicable”. How important is ...

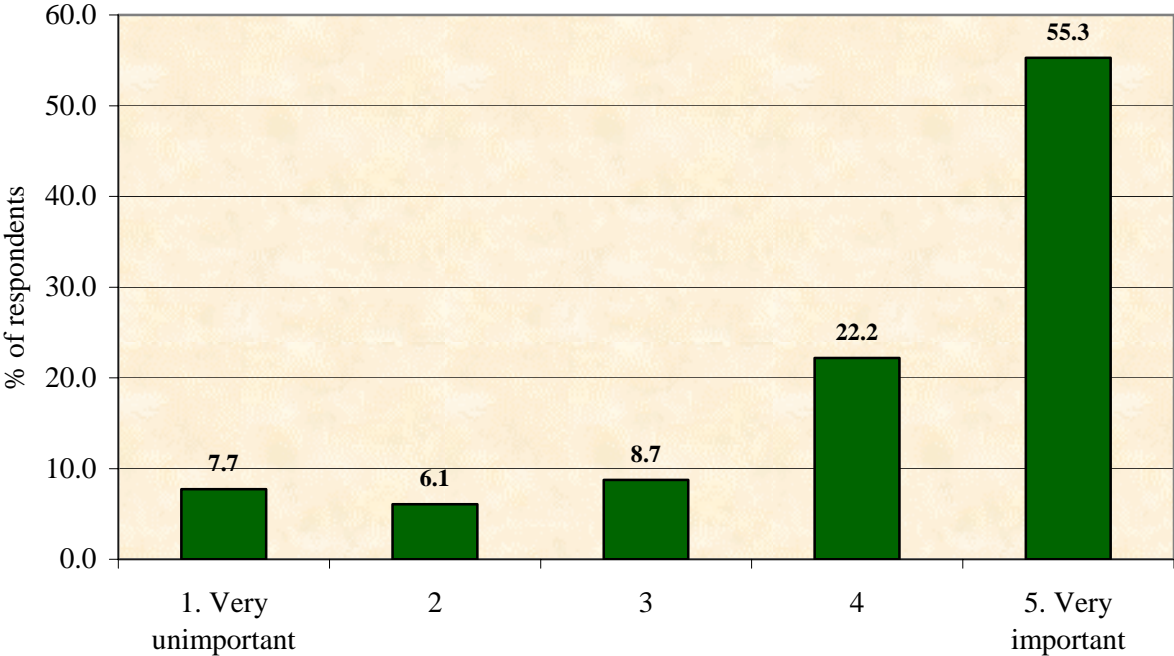
B2a. Cost of bus fare compared to taking a car

B2a. Cost of bus fare compared to taking a car



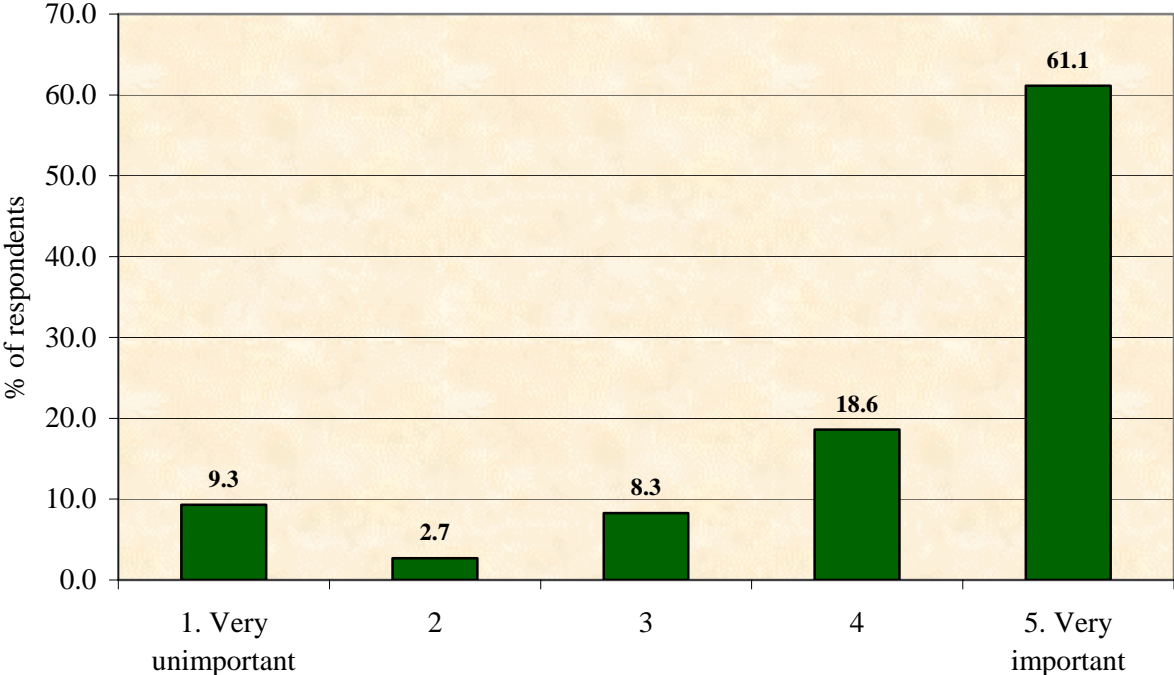
B2b. Not having a motor vehicle to use

B2b. Not having a motor vehicle to use



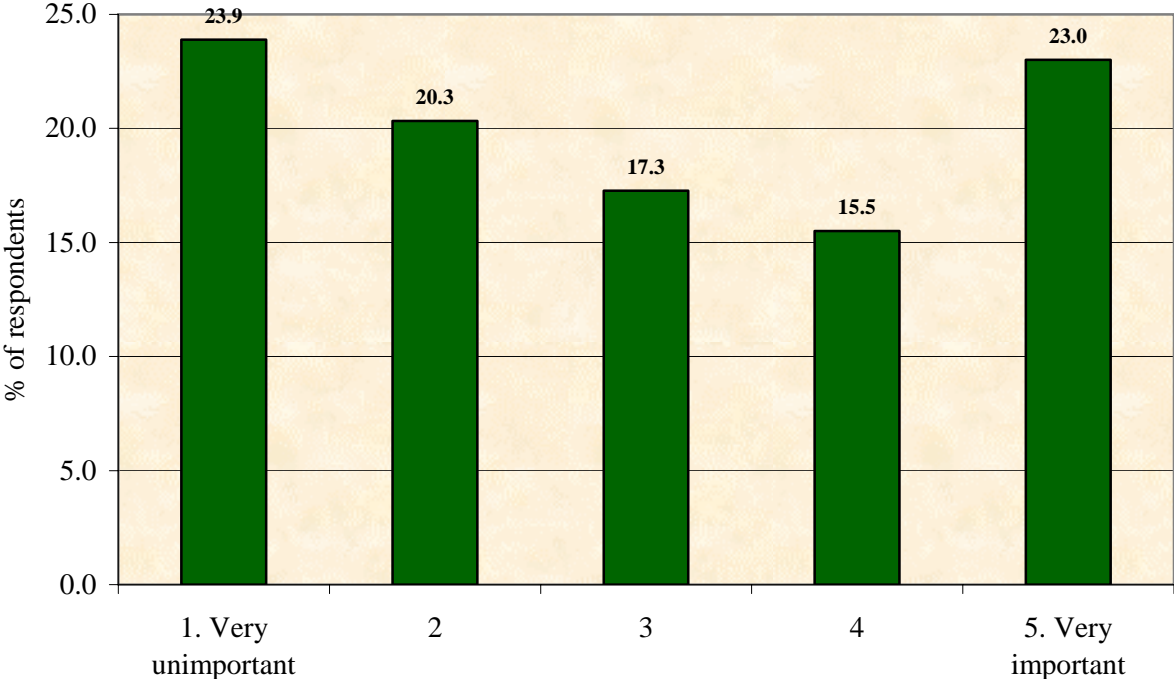
B2c. Not having a driver's license

B2c. Not having a driver's license



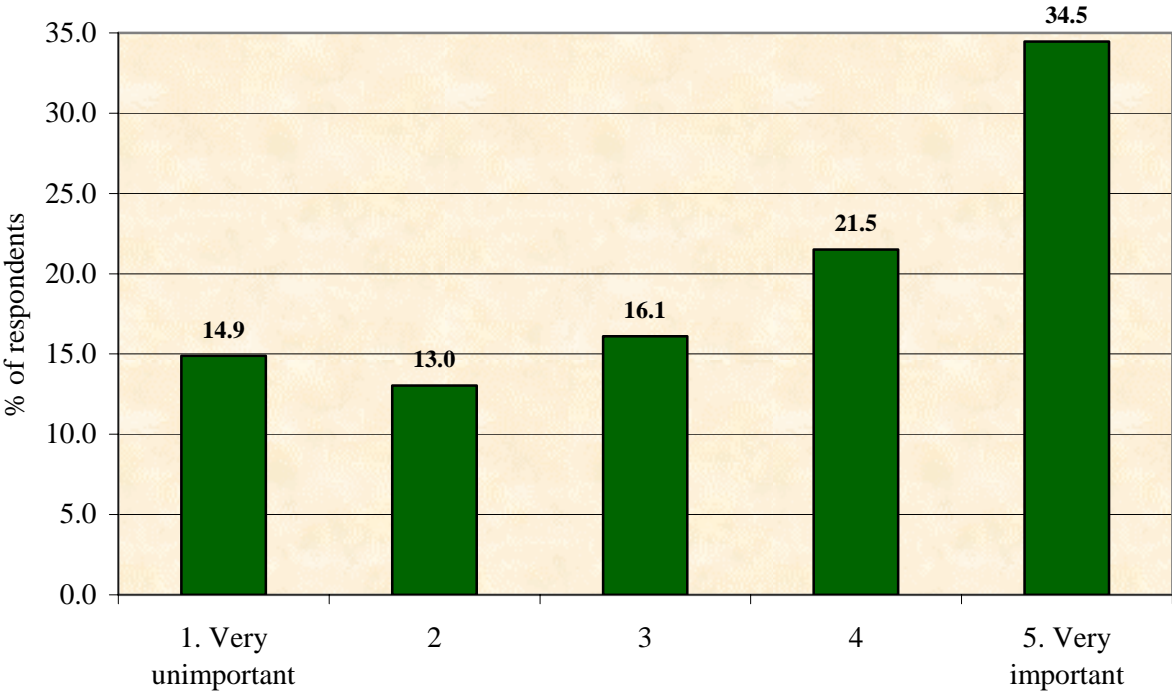
B2d. Prefer not to drive long distances

B2d. Prefer not to drive long distances



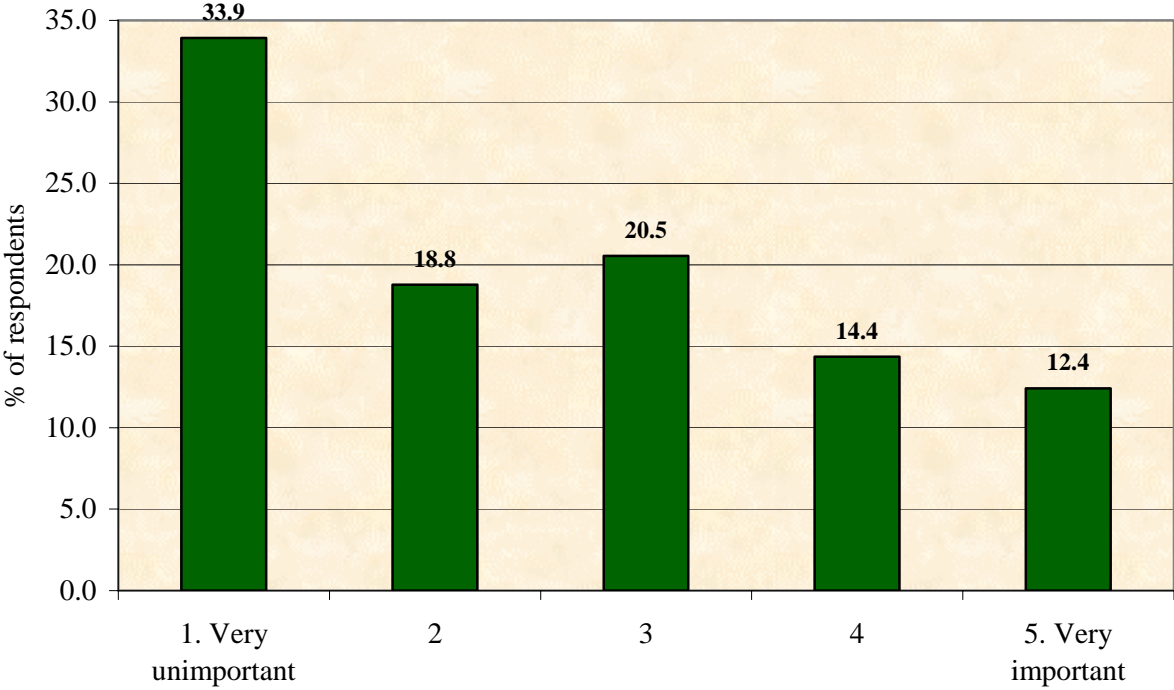
B2e. Prefer not to drive when the weather is bad

B2e. Prefer not to drive when the weather is bad



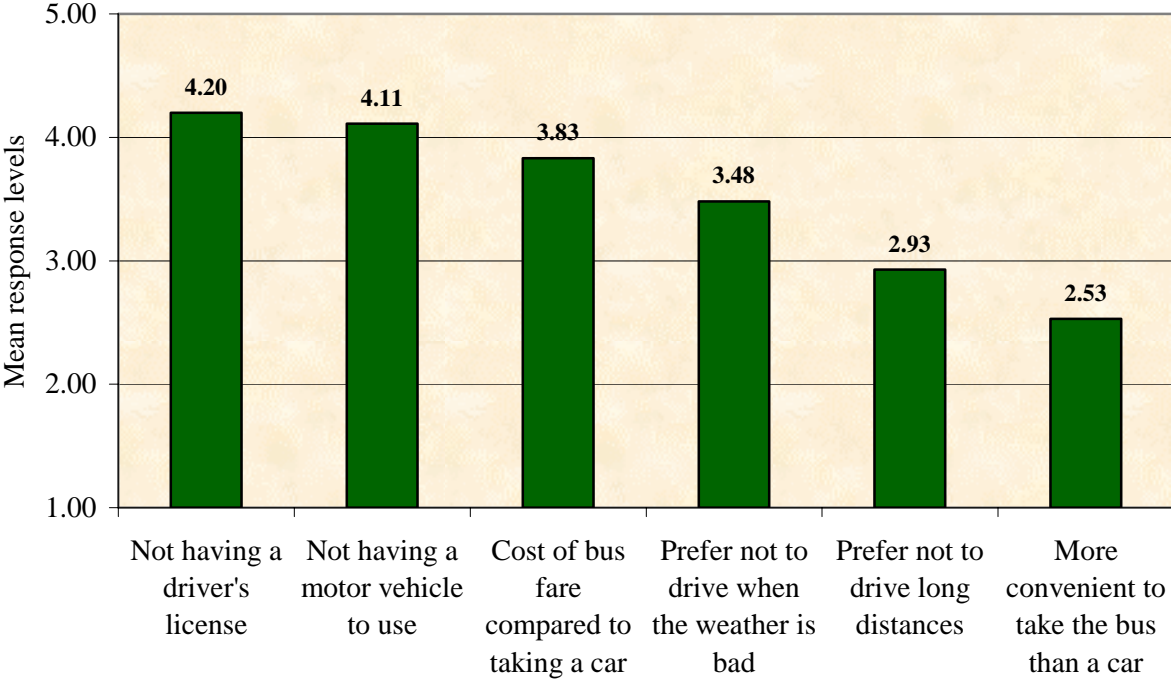
B2f. More convenient to take the bus than a car

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B2. Summary of Future Users Decision Factors

Summary of Future Users Decision Factors

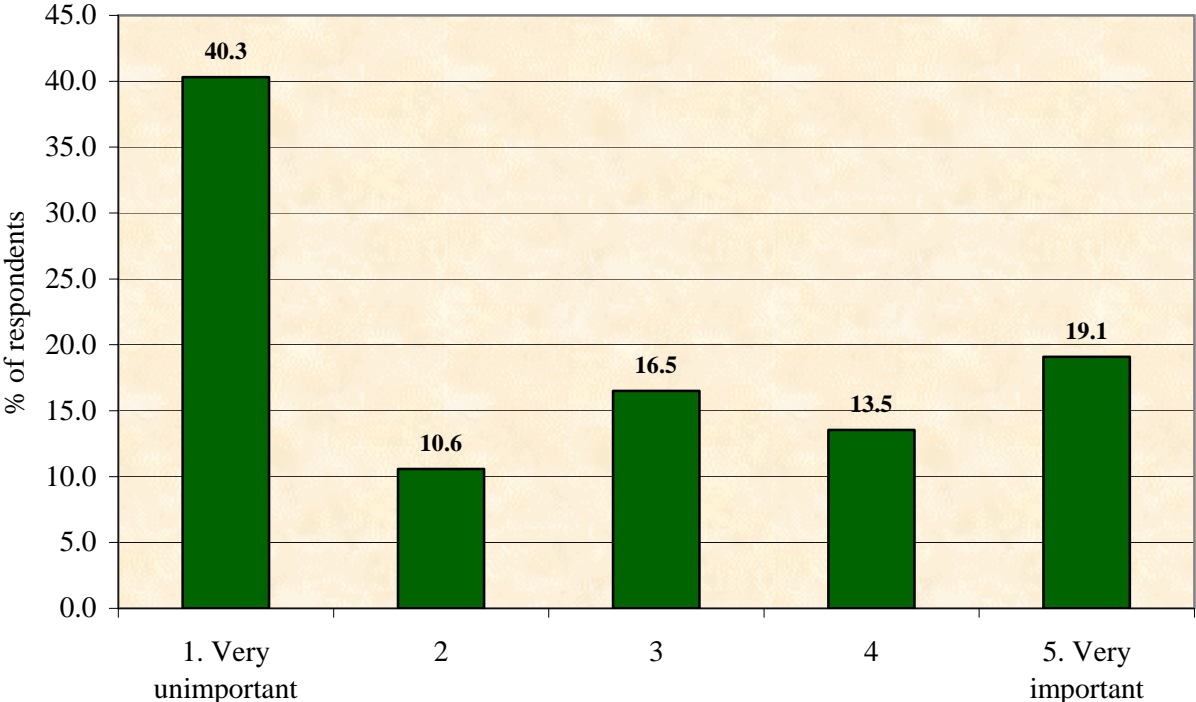


SECTION C: Non-users

C1. How important is each of the following in your decision not to take the bus, using a 1 to 5 scale where 1 means “Very unimportant” and 5 means “Very important”. How important is ...

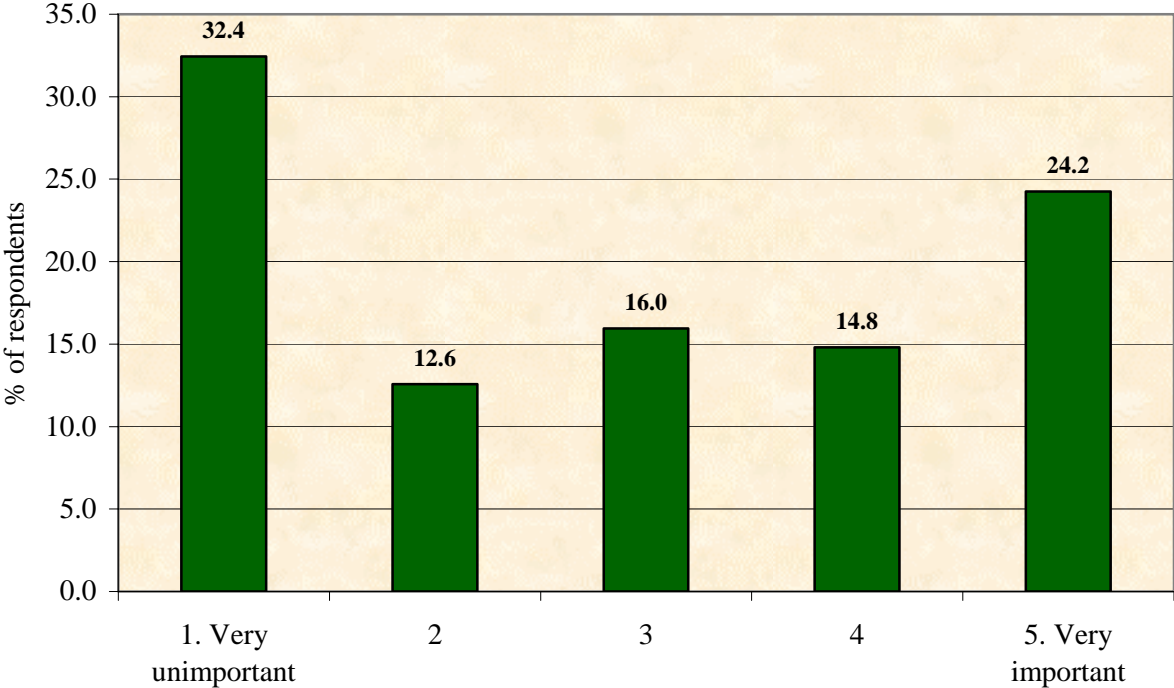
C1a. Cost of bus fare

C1a. Cost of bus fare

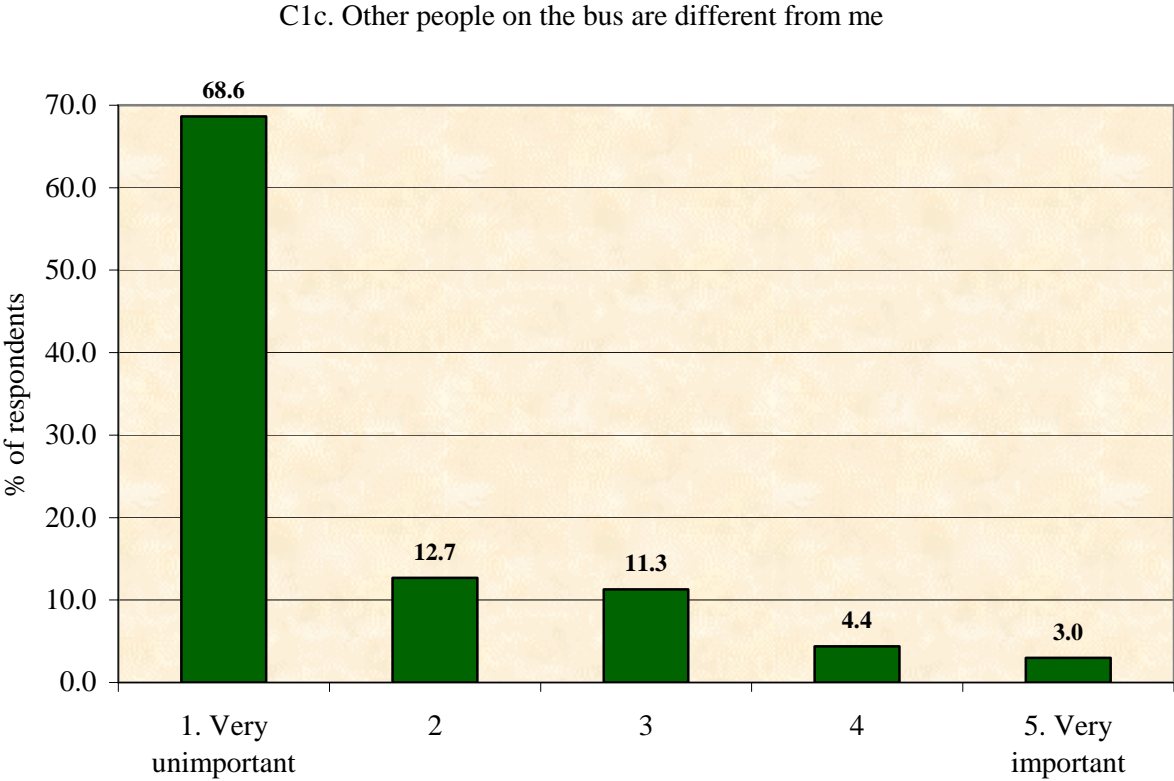


C1b. Departure and arrival times are not convenient

C1b. Departure and arrival times are not convenient

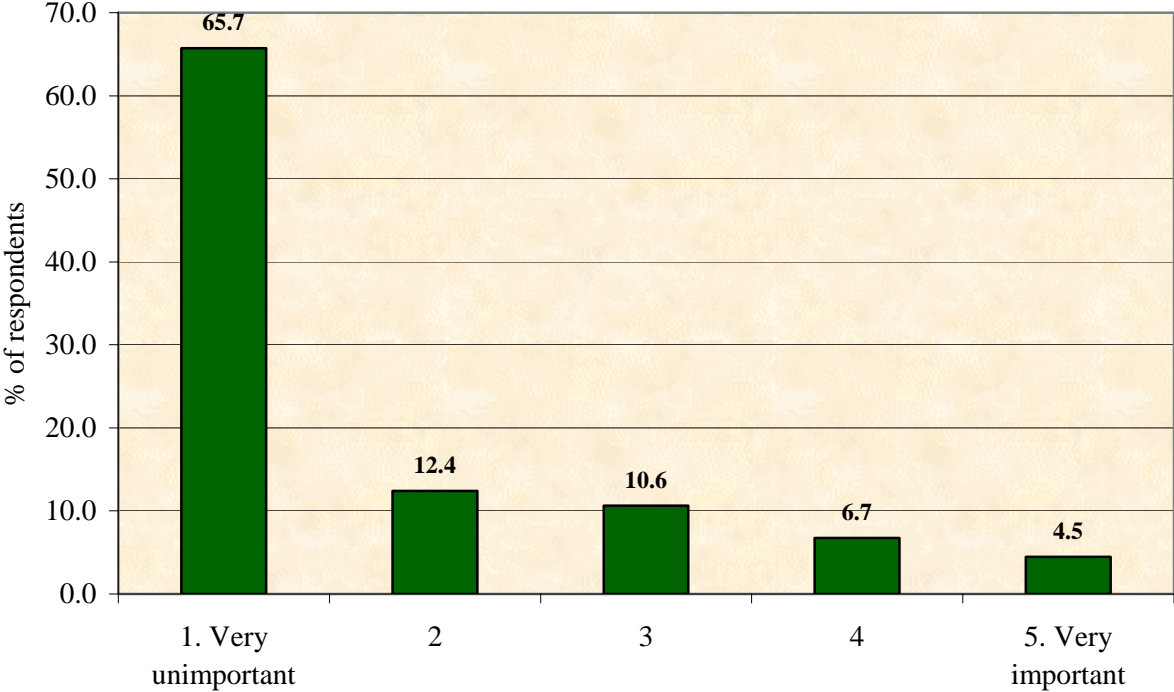


C1c. Other people on the bus are different from me



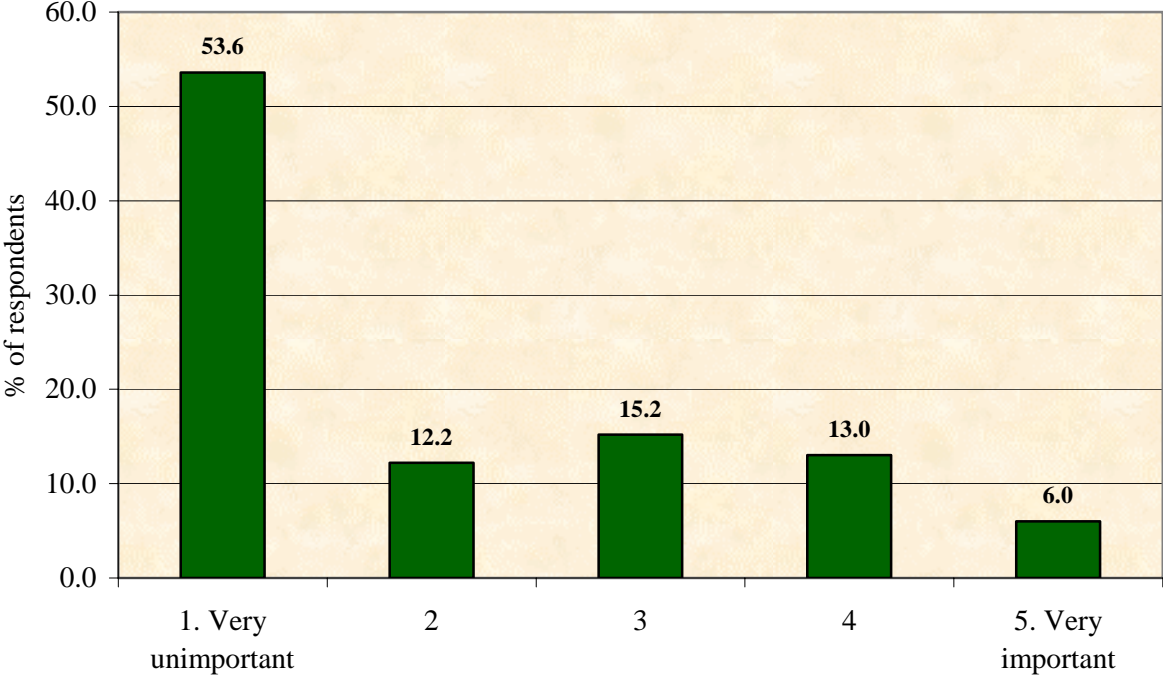
C1d. I don't feel safe on the bus

C1d. I don't feel safe on the bus



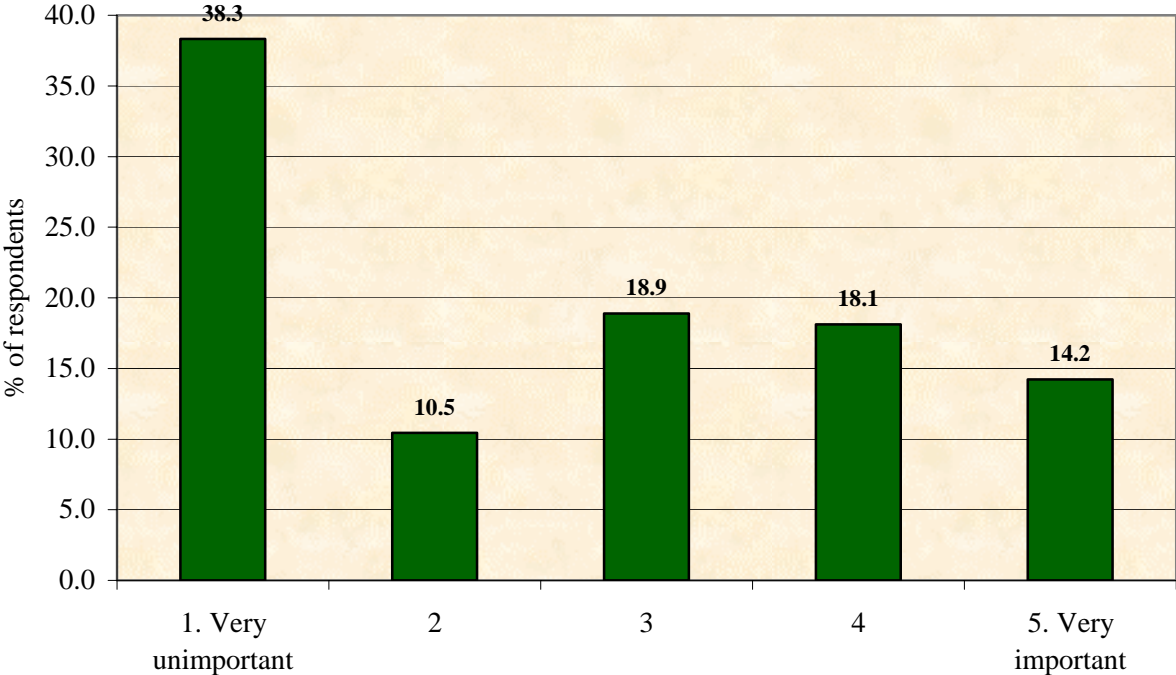
C1e. The bus doesn't seem clean

C1e. The bus doesn't seem clean



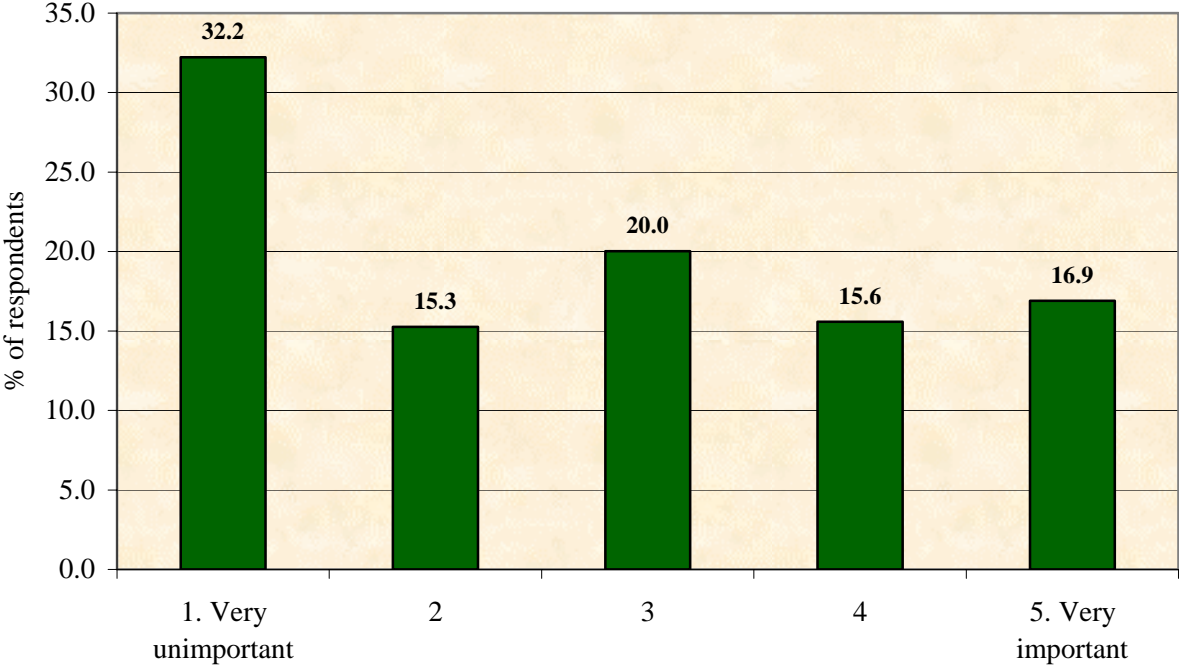
C1f. I am not familiar with bus service

C1f. I am not familiar with bus service



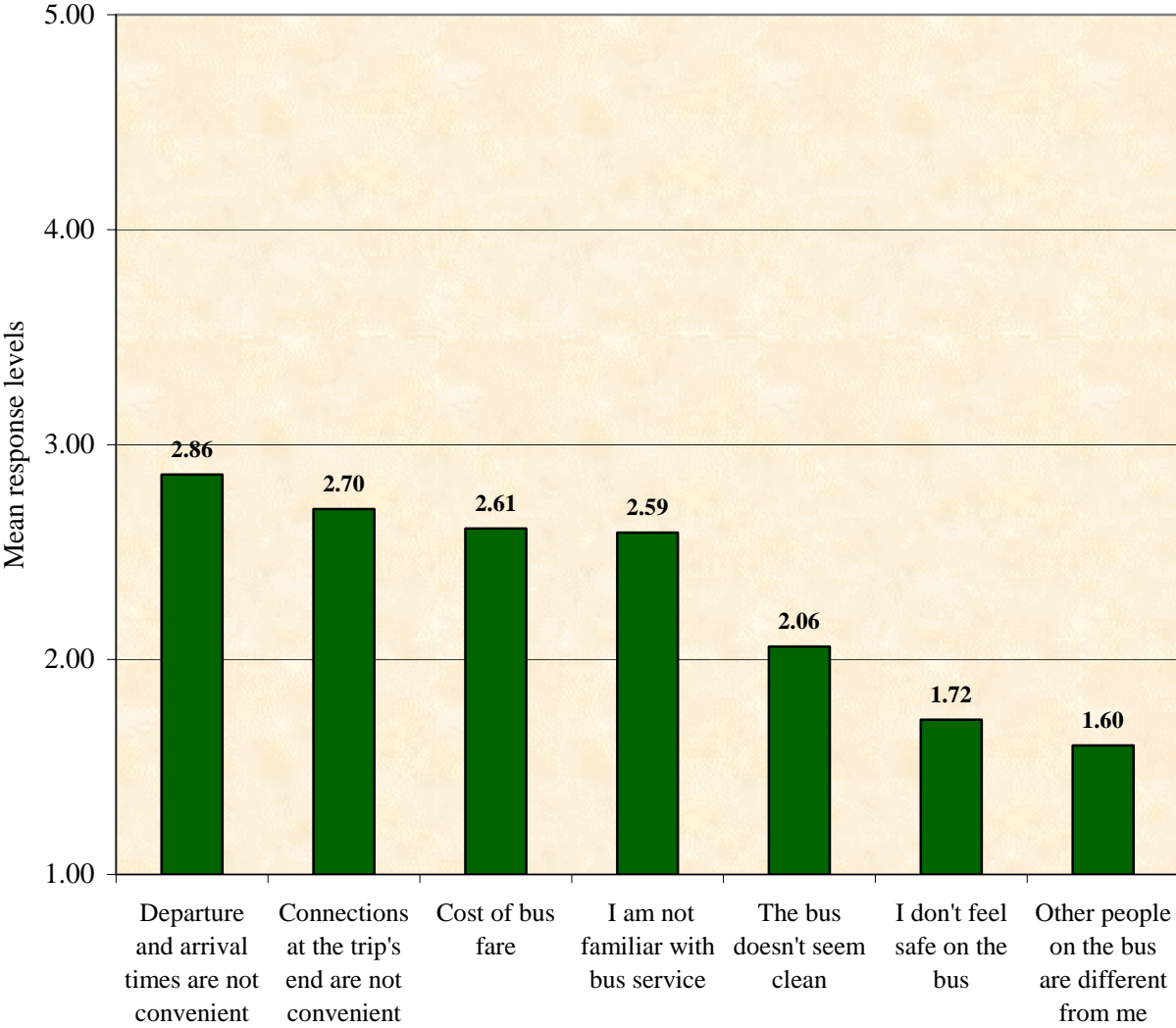
C1g. Connections at the trip's end are not convenient

C1g. Connections at the trip's end are not convenient



C1. Non-users Decision Factors (NOT to Use the Bus)

Non-users Decision Factors
(NOT to Use the Bus)

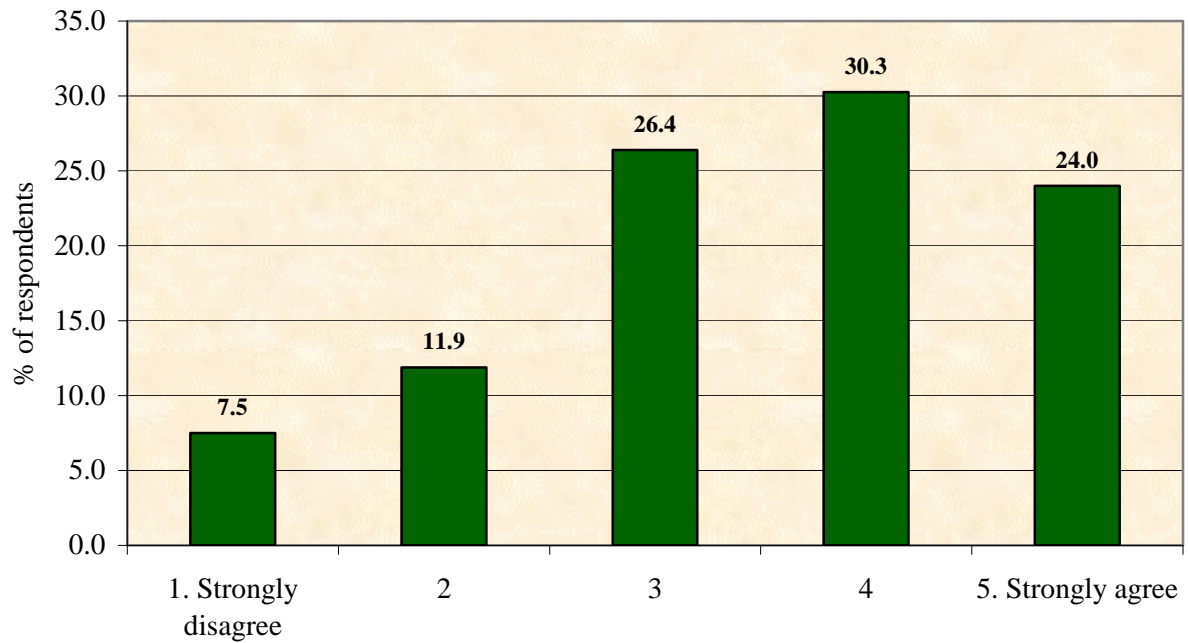


SECTION D: Opinions and Perceptions

D1. Do you agree or disagree with the following statements about bus service?

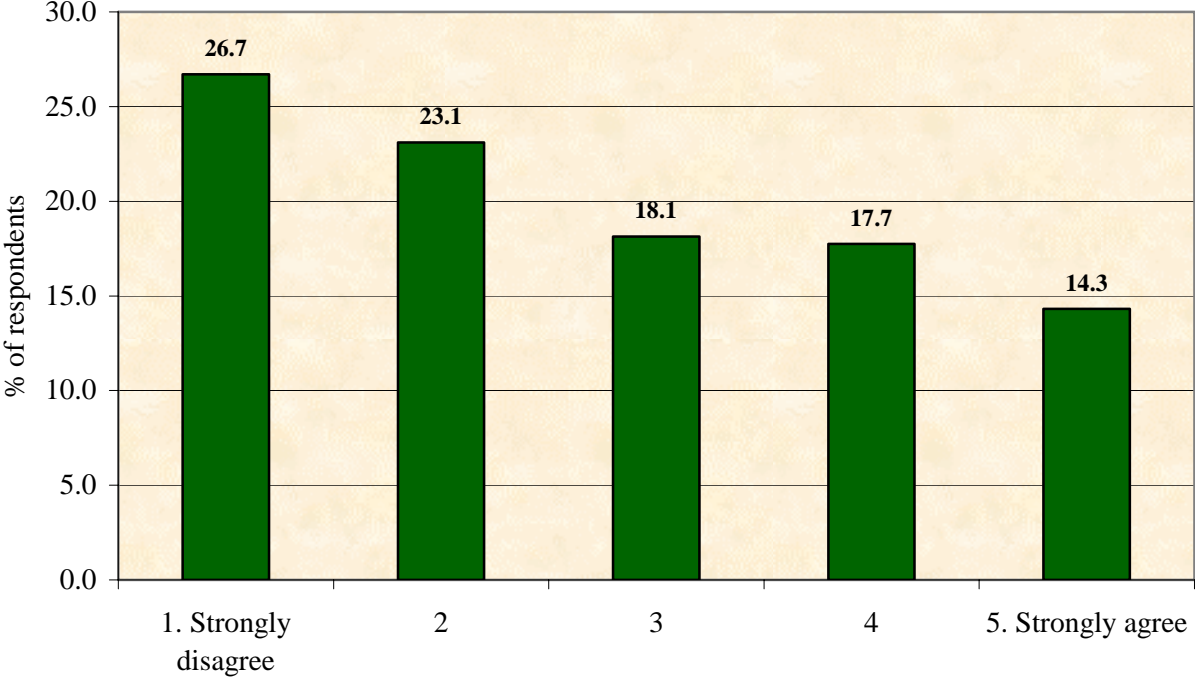
D1a. Passenger bus service should be a profit-making business.

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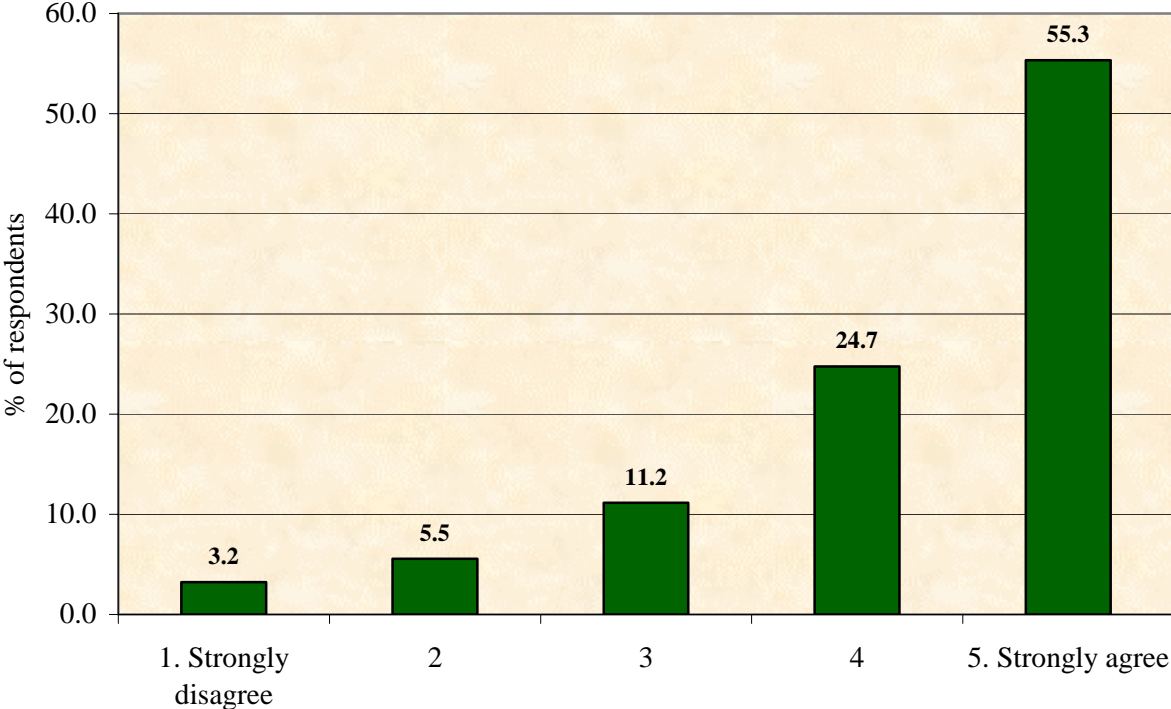
D1b. People like me don't ride the bus.

D1b. People like me don't ride the bus.



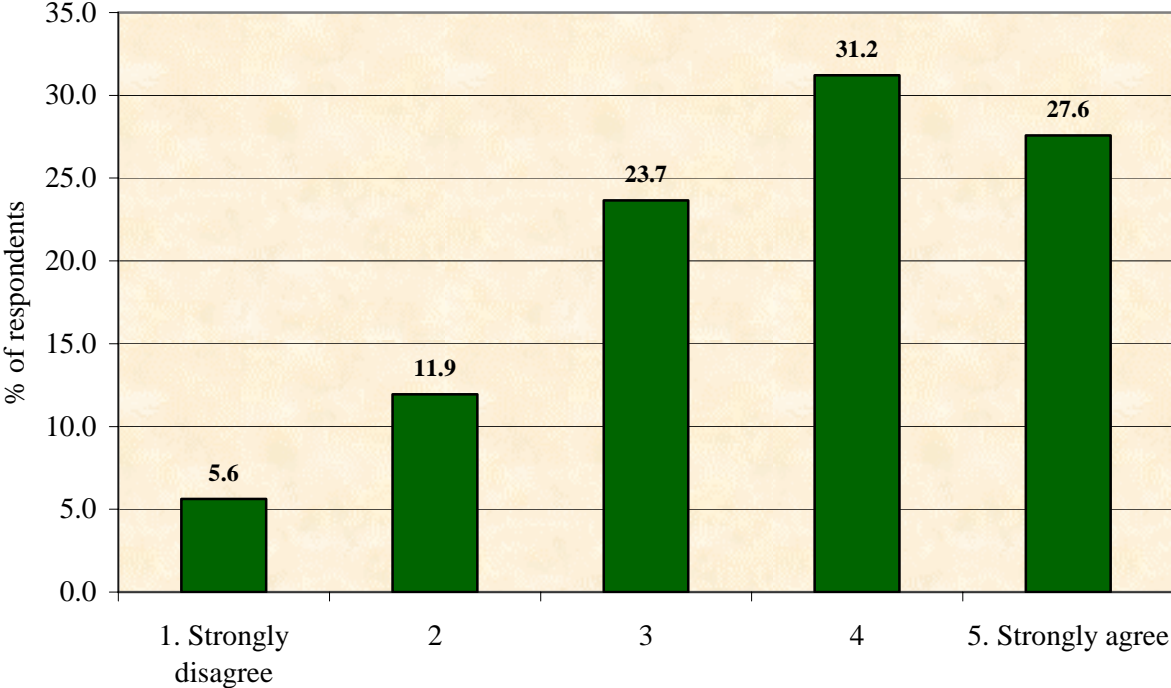
D1c. It is important to me that smaller towns have passenger bus service.

D1c. It is important to me that smaller towns have passenger bus service.



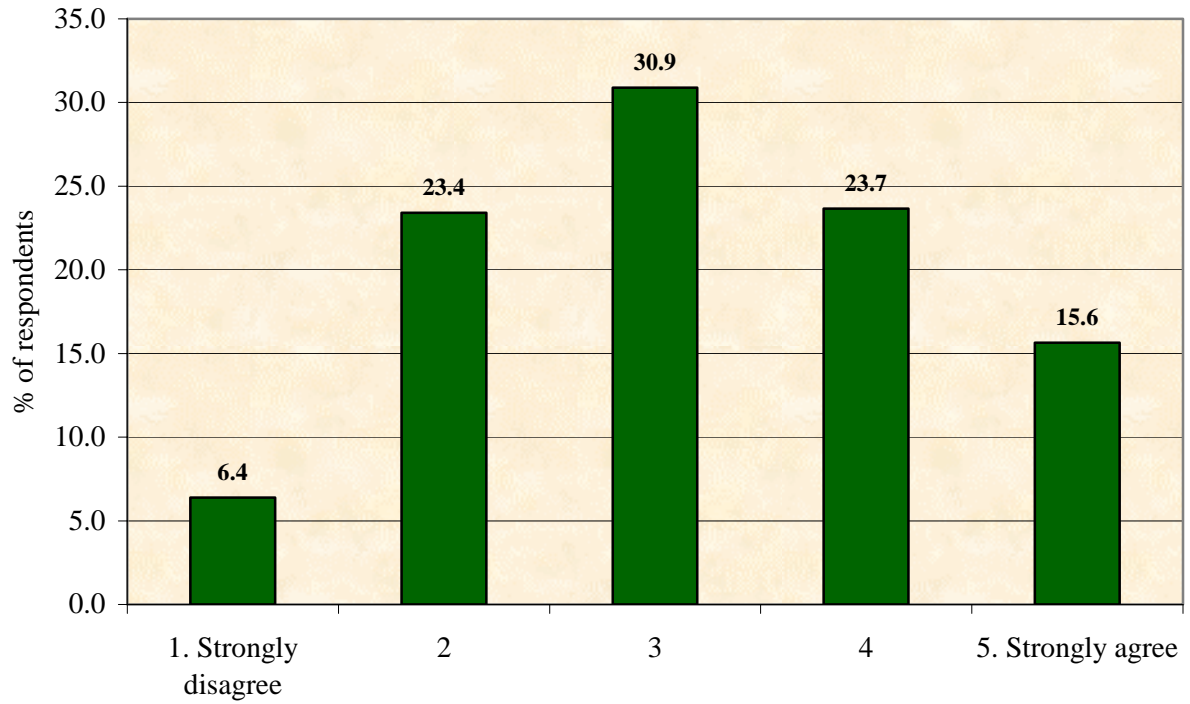
D1d. People who ride the bus should pay the full cost.

D1d. People who ride the bus should pay the full cost.



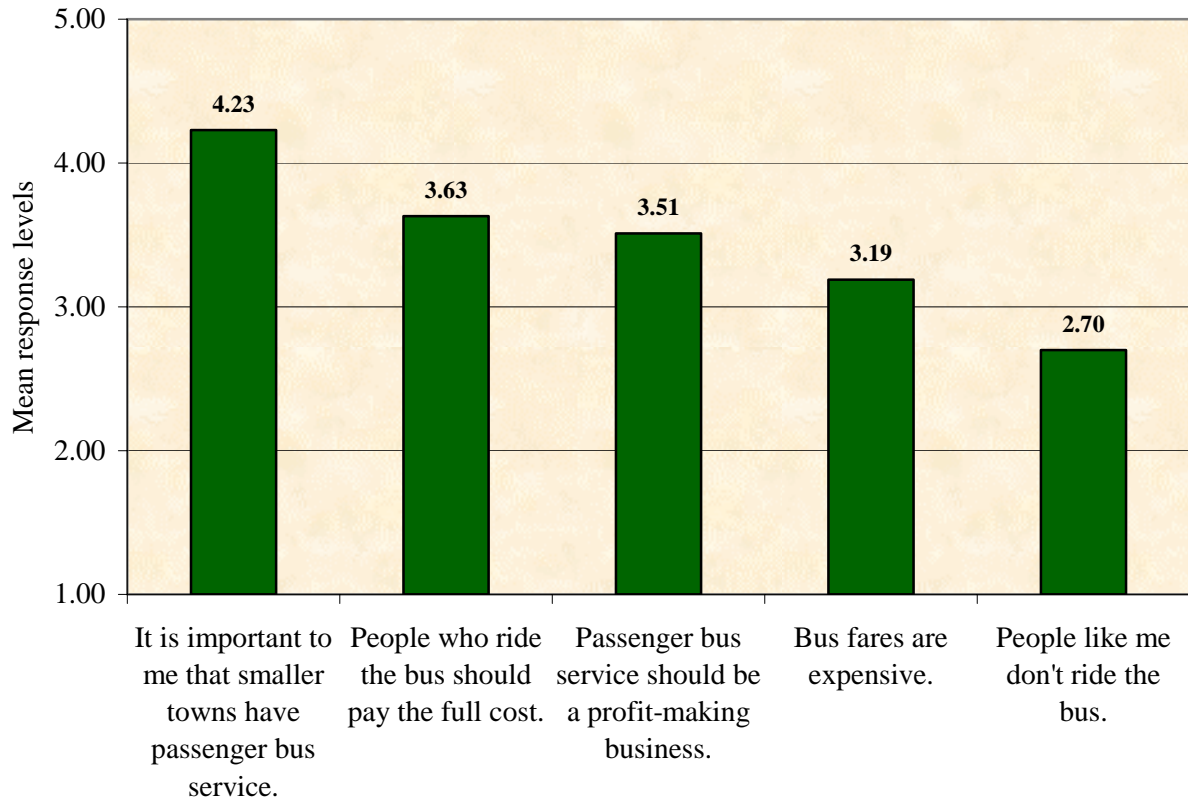
D1e. Bus fares are expensive.

D1e. Bus fares are expensive.



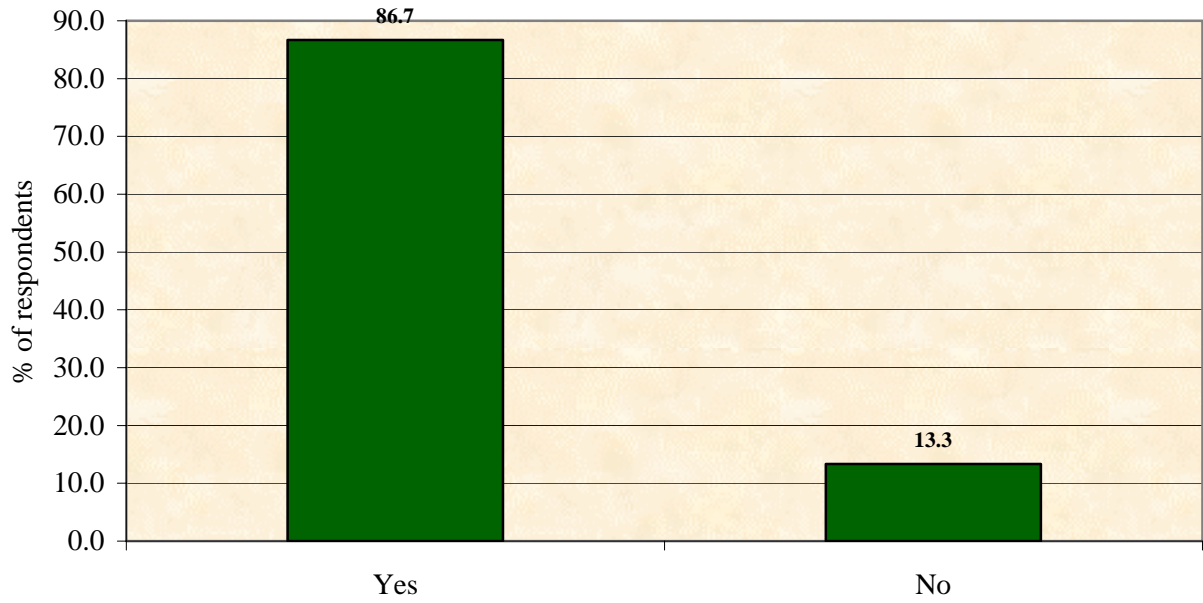
D1. Summary of Opinions about Bus Service

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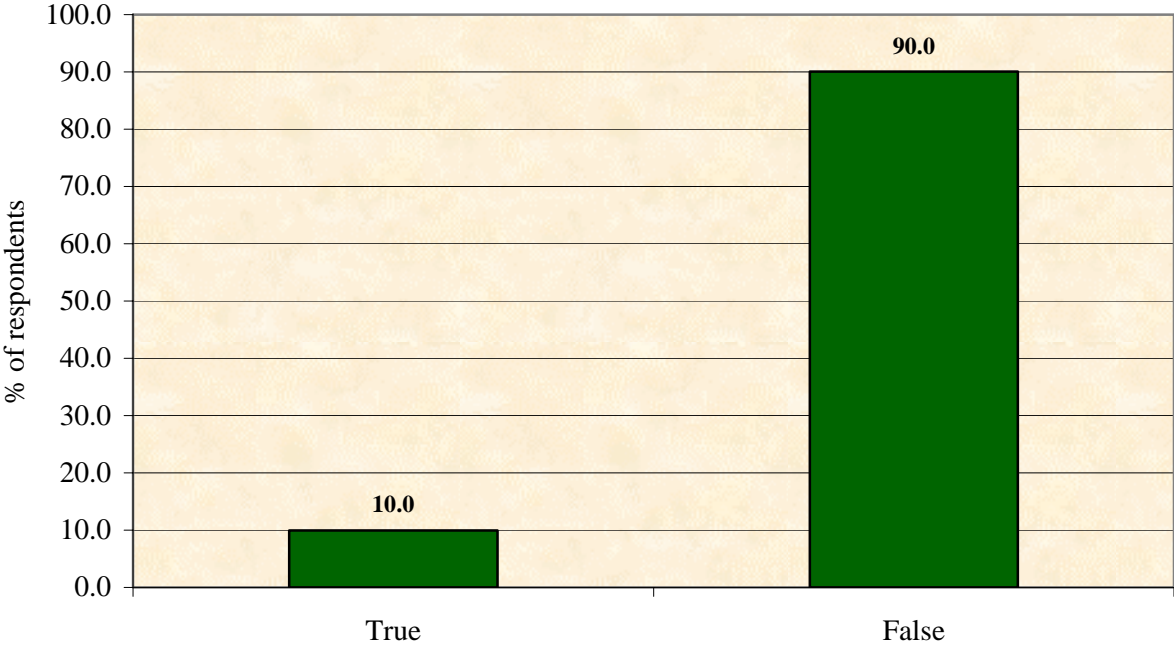
D2. Have you heard of the Saskatchewan Transportation Company, sometimes called "STC"?

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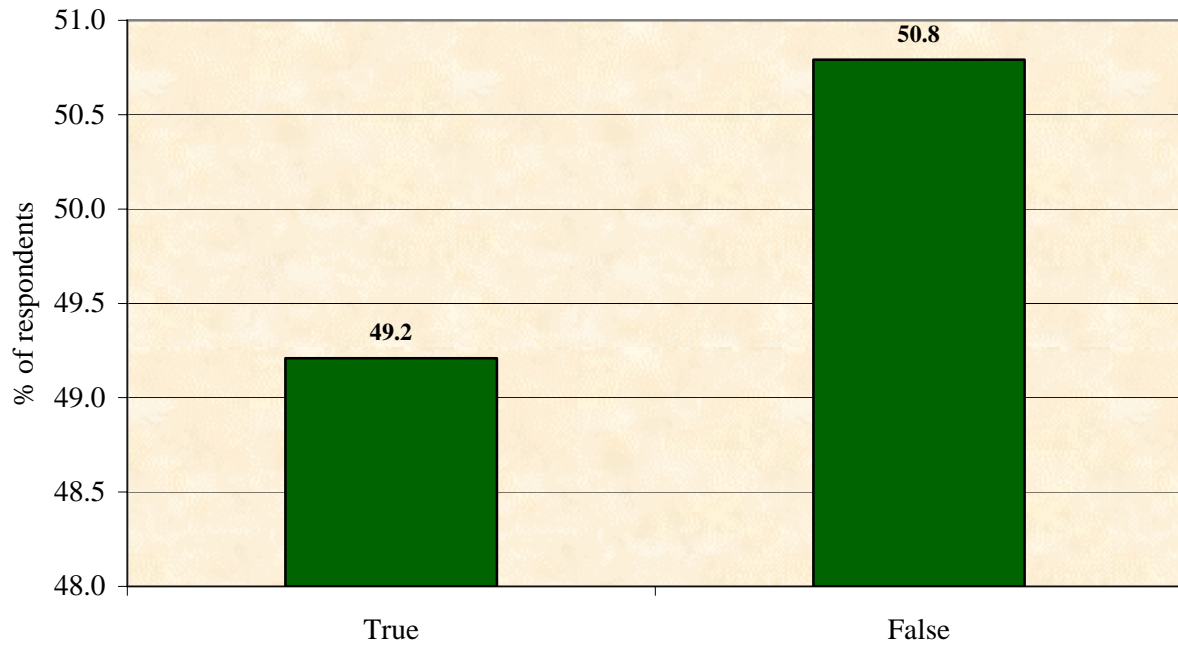
D3a. STC is owned by private investors.

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D3b. STC competes with other bus companies on the routes it serves.

D3b. STC competes with other bus companies on the routes it serves.



D3c. STC is a profit-making company.

