

# EDMONTON INSIGHT COMMUNITY



## February Mixed Topic 2024

As of February 2024, more than 18,000 Edmontonians are part of the Edmonton Insight Community who engage with The City of Edmonton through different survey formats. The Insight Community is managed by the Corporate Research Unit at the City of Edmonton. Corporate Research Unit advises on, plans, executes, and reports on all public opinion and market research for all administrative areas of the City.

Mixed Topic survey is composed of a variety of questions on various topics that help different departments make decisions using public feedback. This document highlights what we heard from the Insight Community members on the topics included in the February 2024 Mixed Topics survey.

From **February 13th to February 20th 2024**, 3,872 Insight Community members responded to the February 2024 Mixed Topic survey that was sent to them via email. Additionally, 143 respondents accessed the survey through the survey webpage. This report contains results for all respondents. The February 2024 Mixed Topic survey included the following topic:

- Transit Usage Patterns in Edmonton
- CRC Membership (City of Edmonton Recreation Centres and Pools)

As it is a non - random online survey, a margin of error is not reported for these results. However, if a probability sample had been used, results for a random sample of 4,015 would be accurate to +1.4 percentage points, 19 times out of 20.

*Thank you to all the Edmonton Insight Community members for engaging with us and providing your feedback to help City of Edmonton Council and administration make decisions.*

*-Corporate Research Unit*

## Key Insights

### Transit Usage Patterns in Edmonton

- More than half of the survey participants use Edmonton Transit Services.
- Among Edmonton transit riders, the most used fare type is 'Adult Arc Card', with 36% Edmonton Transit riders using it; followed by Adult Bus Tickets (16%).
- In the past 3 months, LRT is found to be the most used public transit mode, with 45% Edmonton transit riders to have used it, closely followed by bus (40%).
- Among youth transit riders (aged under 25), bus (90%) is used more widely than LRT (84%). However, among the older group (aged 25-64), LRT (68%) is used more than bus (61%) and similar trend is seen for the seniors (aged 65+).
- Among the Edmonton Transit riders, 95%+ use transit during weekdays, which is slightly higher than the usage of transit during weekends (~75%).
- Weekend has a later start in comparison to weekdays: during weekdays, most use 6:00AM - 10:00PM vs during weekend, the day starts a little late as most use 9:00 AM- 10:00 PM.
- It is noted that on weekdays, use of transit during late evening hours (after 10:00 PM) is relatively higher among gender minority transit riders (22%), in comparison to male (14%) and female (8%) transit riders.
- Among public transit riders, people falling in the income category below \$60,000 use transit more frequently (36%) in relation to those who fall in the higher income category of \$100,000+ (23%).
- Usage of public transit for 'running errands' is found to be higher among gender minority transit riders and under \$60,000 income group, in relation to other gender and income categories.
- Frequent usage of public transit for various activities like: going to work, leisure/family outing, going for sports activities etc. is higher among new Canadians (less than 1 year) in relation to those who have spent more than 1 year in the country.

### CRC Membership

- 4 in 10 survey respondents have visited recreation centres in the past 12 months, closely followed by 31% who visited pool and 30% visited leisure centre in the past 12 months.
- 49% survey respondents have used at least one of the recreation facilities (Recreation Centre, Pool, Arena or Leisure Centre) in the past 12 months.
- Youth (aged under 25) are relatively higher among those who visited the City's recreation centres in the past 12 months, in comparison to other age groups (25-64 and 65+).
- Single admission pass is the highly used admission pass for the recreation facilities with more than half of the recreation facility visitors using it.
- 38% of the City recreation centre/pool Annual membership or Continuous monthly pass holders currently have a 'Benefits Plus' membership and 12% have 'Value' membership

## Transit Usage Patterns in Edmonton

Edmonton Transit Service (ETS) reached out to Edmonton Insight Community to gather information from residents on their day-to-day transit related usage and behaviours. This information will help ETS to better understand transit riders and their needs in order to improve the services for Edmontonians.

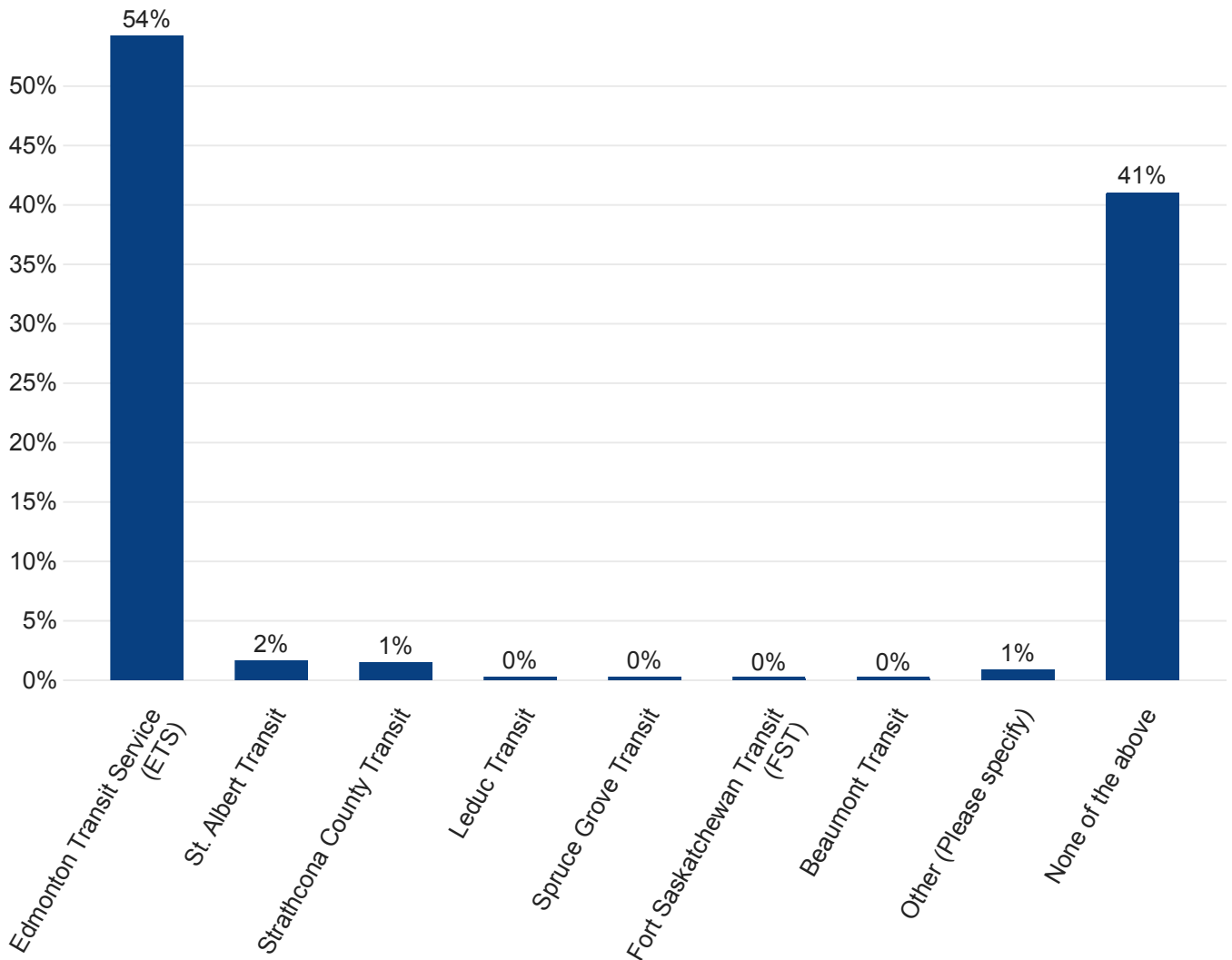
### Usage of transit services

54% of the survey respondents use Edmonton Transit Service (ETS) and 41% do not use transit services (Figure 1)

- Other transit services used by respondents include: St. Albert Transit (2%) and Strathcona County Transit (1%).

Figure 1 - Do you use any of the following public transit systems?

4015 Responses

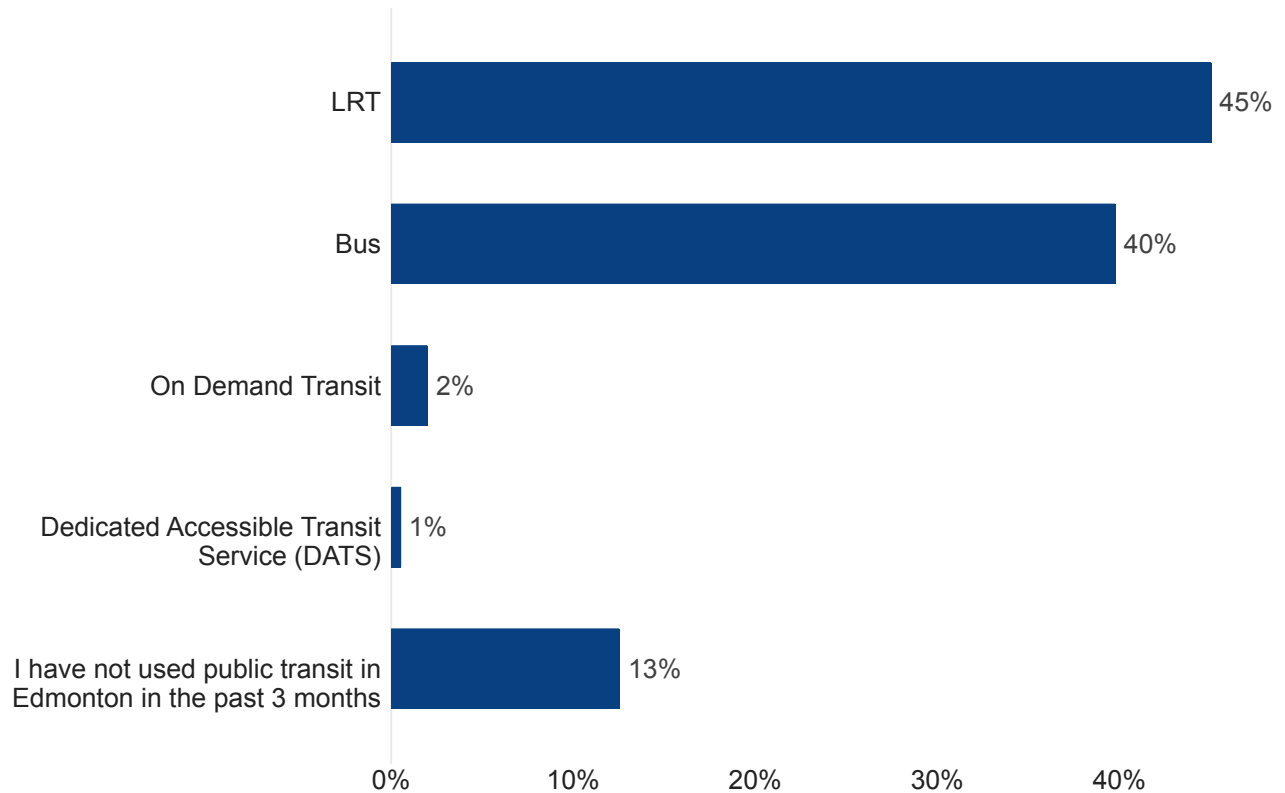


## **Mode of public transit used in Edmonton**

- Among the Edmonton Transit riders, 45% have used LRT services, followed by those who have used bus services (40%) in the past 3 months. (Figure 2)

**Figure 2: Which of the following public transit modes have you used in Edmonton in the past 3 months?**

2270 Responses



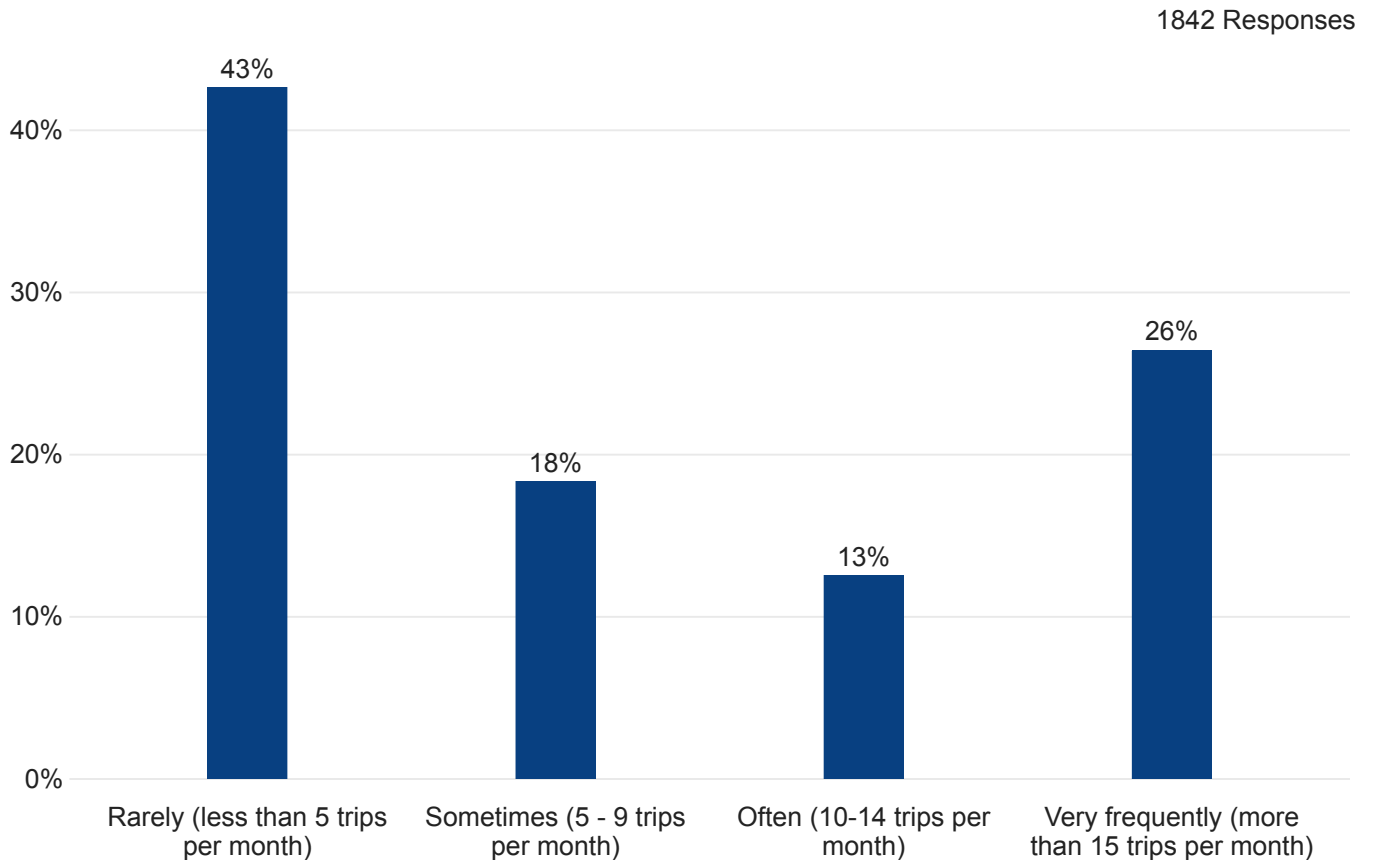
### **Cross-tabulation analysis shows that**

- Among youth transit riders (aged under 25), bus (90%) is used more widely than LRT (84%).
- Among the older age group (aged 25-64), LRT (68%) is used more than bus (61%) and similar trend is seen for the seniors (aged 65+).

## Frequency of public transit usage in Edmonton

- 43% of the Edmonton transit riders who responded to the survey, use public transit for less than 5 trips per month and 26% are frequent riders with more than 15 trips per month. (Figure 3)

**Figure 3: On average how often do you use public transit per month? A trip here means a one-way trip from origin to final destination.**



### **Cross-tabulation analysis shows that**

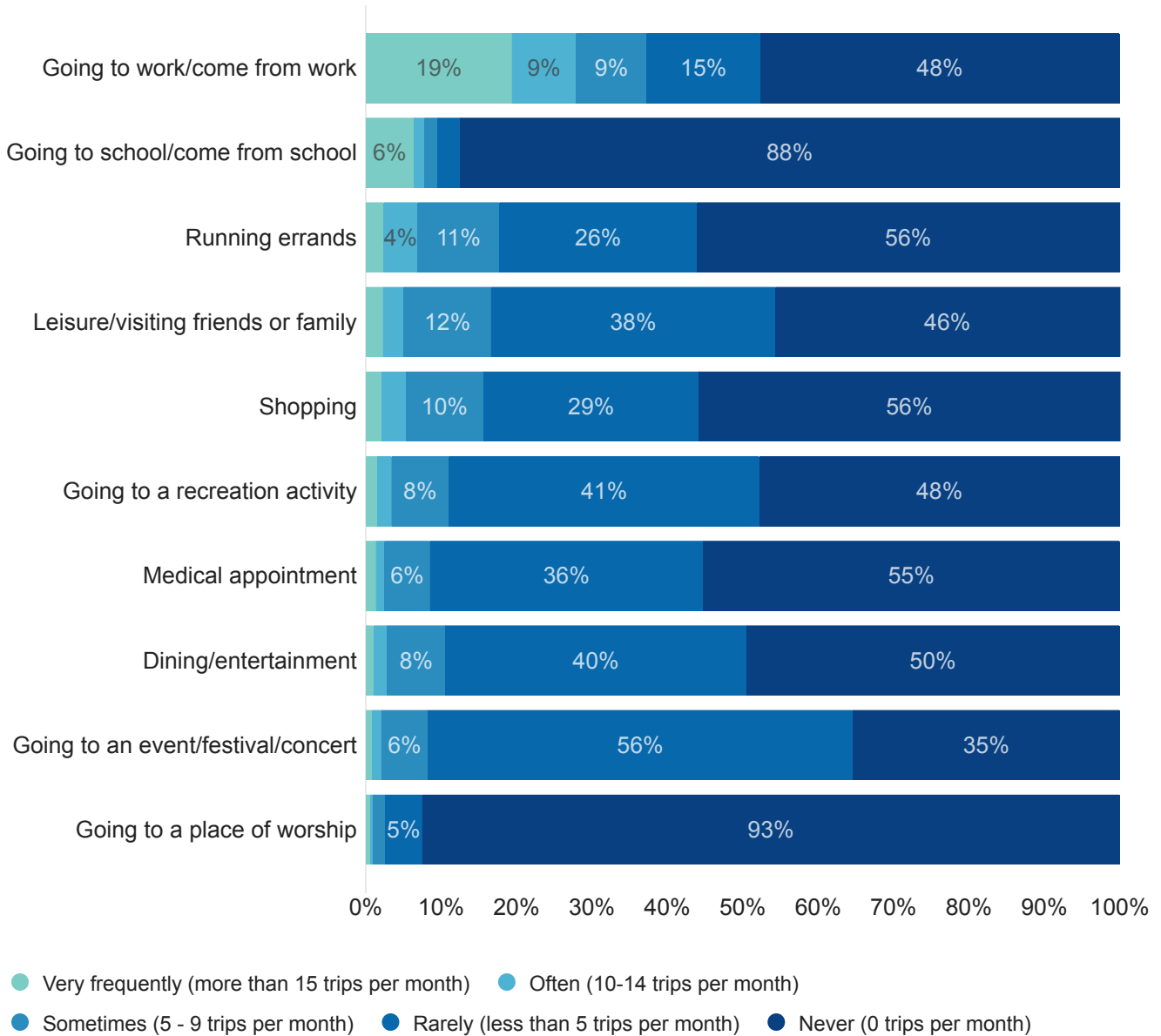
- Among public transit riders, people falling in the income category below \$60,000 use transit more frequently (36%) in relation to those who fall in the higher income category of \$100,000+ (23%).
- Frequent usage of public transit for various activities like: going to work, leisure/family outing, going for sports activities etc. is higher among new Canadians (less than 1 year) in relation to those who have spent more than 1 year in the country.

**Reasons for public transit usage with frequency**

The most popular reason for taking frequent trips on public transit is for 'going to/coming from work' (19%), followed by 'going to/coming from school' (6%) (Figure 4).

**Figure 4: How often do you use public transit (bus, LRT, DATS, On Demand Transit) for the following reasons?**

1842 Responses



**Cross-tabulation analysis shows that**

- Usage of public transit for 'running errands' is found to be higher among gender minority transit riders and under \$60,000 income group, in relation to other gender and income categories.

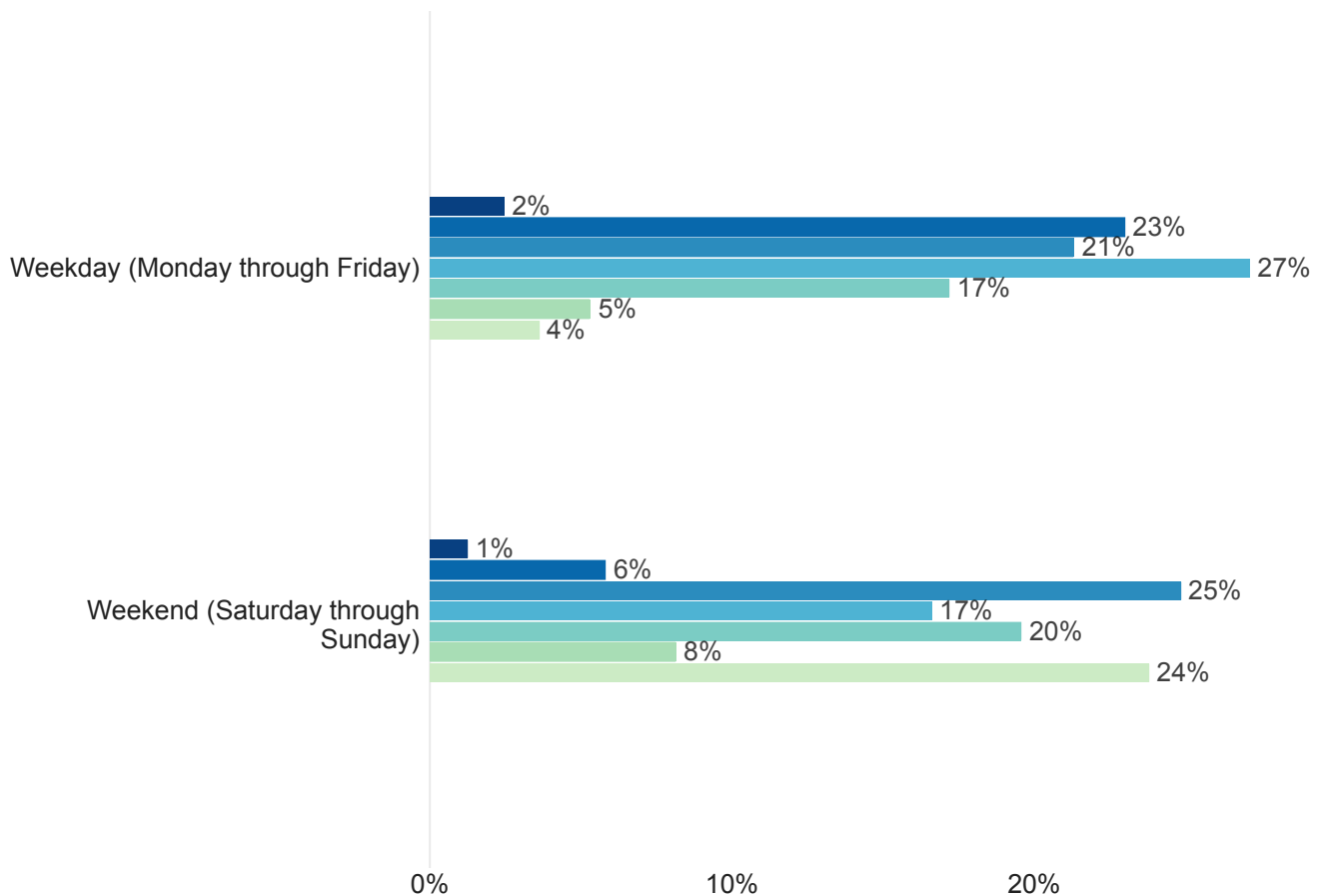
**Transit usage based on time of the day**

Among the Edmonton Transit riders, 95%+ use transit during weekdays, which is slightly higher than the usage of transit during weekends (~75%) (Figure 5).

- Weekend has a later start in comparison to weekdays: during weekdays, most use 6:00AM - 10:00PM vs during weekend, the day starts a little late as most use 9:00 AM- 10:00 PM.
- Peak hours are different for weekdays vs weekends, i.e. 3:00PM-6:00PM for weekdays vs 9:00AM-3:00PM for weekend.

**Figure 5: Please select the times of day you use public transit**

1842 Responses



- Early morning (before 6:00AM)
- AM peak (6:01AM - 9:00AM)
- Midday (9:01AM - 3:00PM)
- PM peak (3:01PM - 6:00 PM)
- Evening (6:01PM - 10:00PM)
- Late evening (after 10:00PM)
- None – do not use transit on these days

**Cross-tabulation analysis shows that**

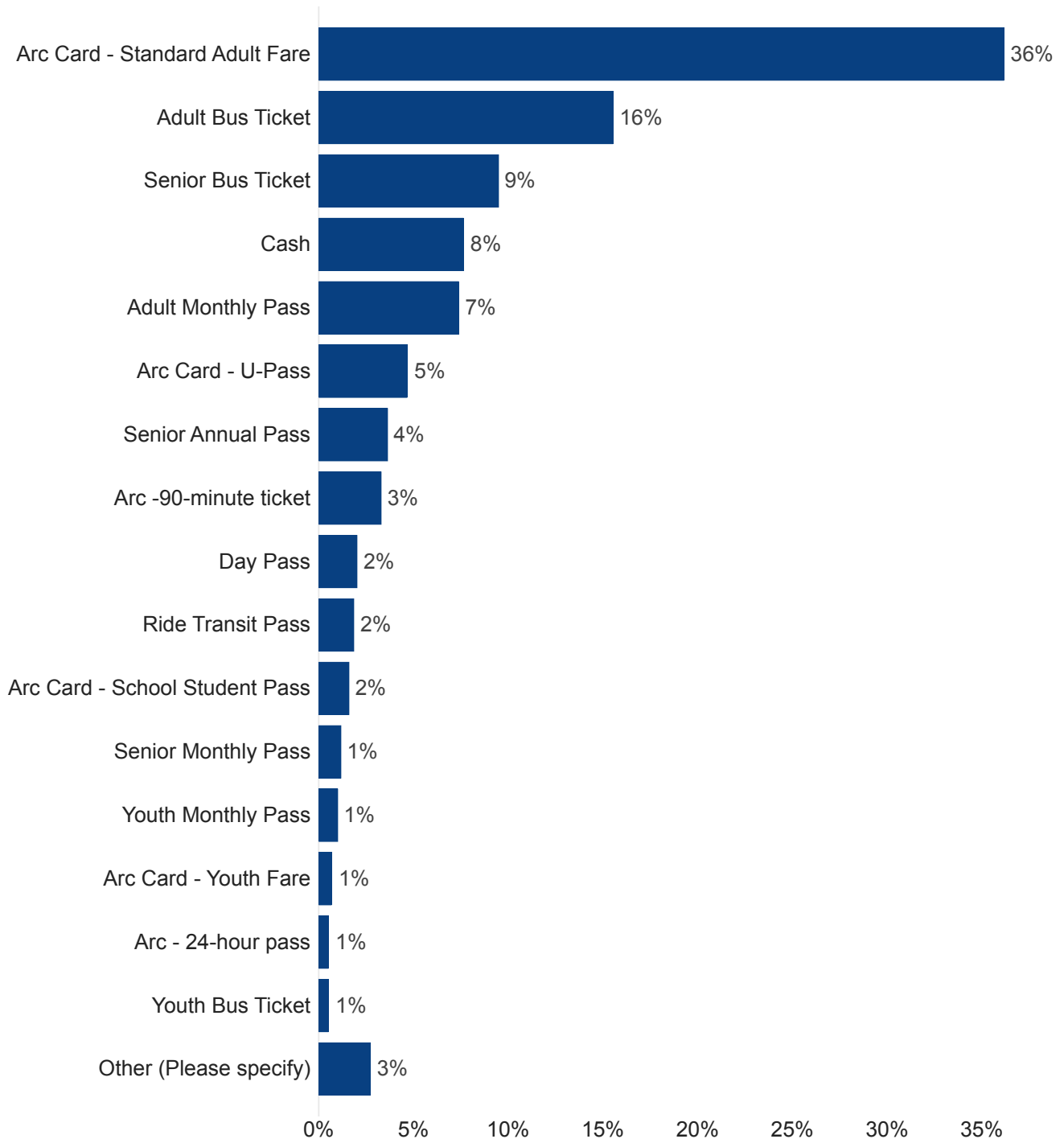
- Gender minority (22%) transit riders are more likely to use of transit on weekdays during late evening hours (after 10:00 PM), in comparison to male (14%) and female (8%) transit riders.

**Modes of transit fare**

The most used transit fare type for ETS trips is Arc card (standard adult fare), with 36% transit riders using it, followed by adult bus tickets (16%) and senior bus tickets (9%) (Figure 6).

**Figure 6: Which transit fare did you use for your most recent ETS trip?**

1827 Responses





## CRC Membership Review

The Community Recreation and Culture (CRC) Branch is conducting research to inform the development of its membership product. Factors driving this project include our commitment to continually improving its programs and services, simplifying the product, meeting our mandate to provide basic recreation programs and services to citizens.

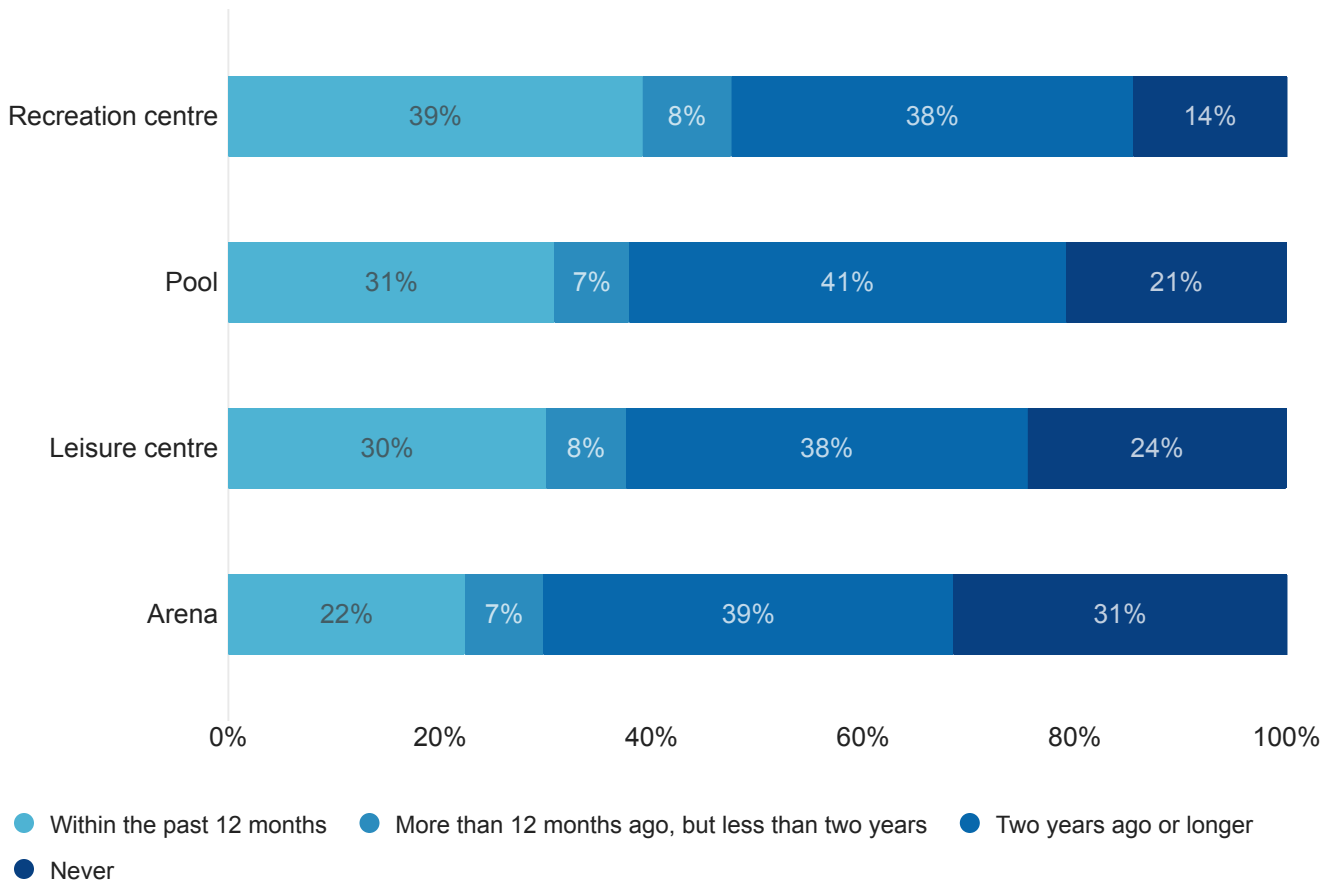
### Visiting City's recreation activity centres

4 in 10 survey respondents have visited recreation centres in the past 12 months, closely followed by 31% who visited pool and 30% visited leisure centre in the past 12 months (Figure 7).

- 49% survey respondents have used at least one of the recreation facilities in the past 12 months.

**Figure 7: When was the last time you did each of the following?**

4015 Responses



### Cross-tabulation analysis shows that

- Youth (aged under 25) are relatively higher among those who visited the City's recreation centres in the past 12 months, in comparison to other age groups (25-64 and 65+).

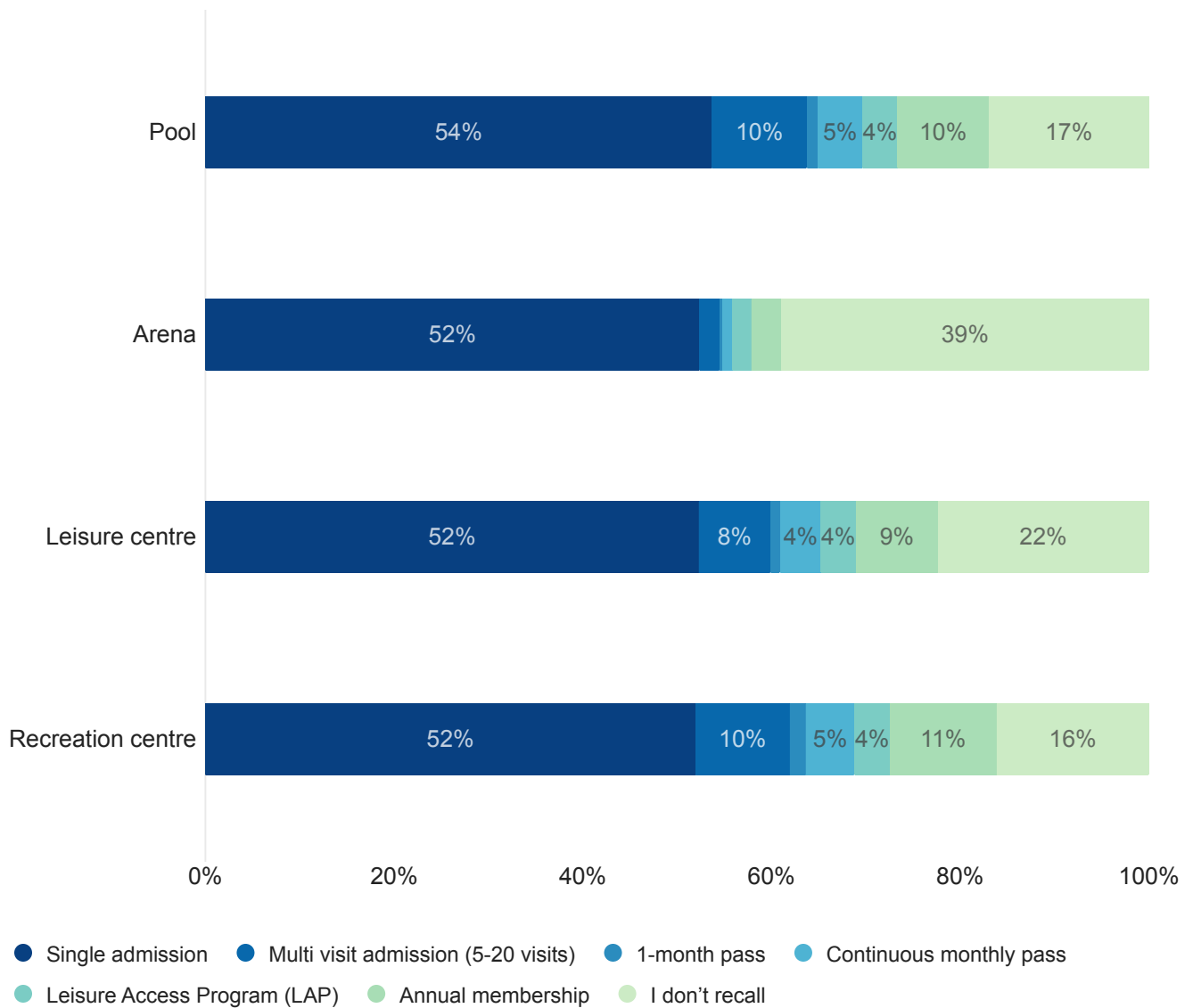
**Types of admissions**

More than half of the survey respondents used 'single admission pass' when they last visited City of Edmonton's pool (54%), arena (52%), leisure centre (52%) and recreation centre (52%) (Figure 8).

- 17% of the survey respondents currently hold either a City recreation centre/pool Annual membership or Continuous monthly pass

**Figure 8: Which of the following types of admission did you use the last time you visited a City of Edmonton recreation centre, leisure centre, arena or pool?**

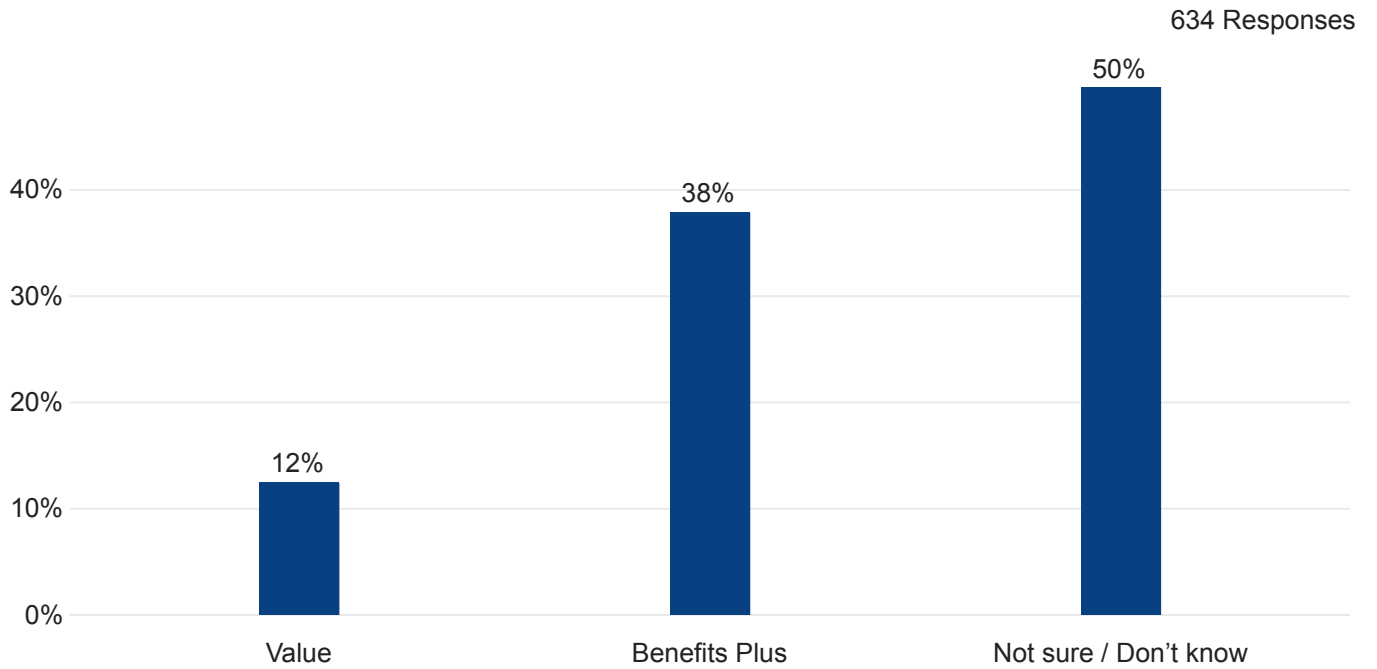
3675 Responses



## **Current memberships**

38% of the City recreation centre/pool Annual membership or Continuous monthly pass holders currently have a 'Benefits Plus' membership and 12% have 'Value' membership (Figure 8).

**Figure 9: Which of the following memberships do you currently have?**



### Questions?

E-mail [research@edmonton.ca](mailto:research@edmonton.ca) for more information, or visit [www.edmonton.ca/surveys](http://www.edmonton.ca/surveys)

### Interested in the Edmonton Insight Community?

Go to [www.edmontoninsightcommunity.ca](http://www.edmontoninsightcommunity.ca) to join or learn more.

### Looking for Data?

Visit [data.edmonton.ca](http://data.edmonton.ca) to find this and other City of Edmonton data on the Open Data Portal.