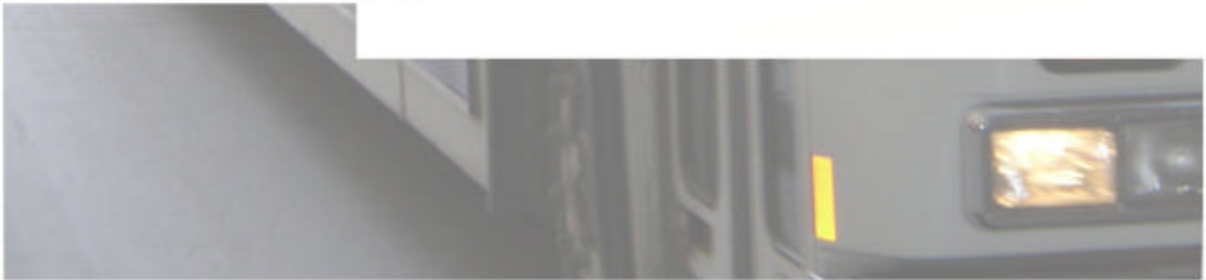


THE WINNIPEG SPIRIT SURVEY



The Winnipeg Spirit Survey: Use and Perceptions among Riders and Downtown Pedestrians

2006



About the Institute of Urban Studies

Founded in 1969 by the University of Winnipeg, the Institute of Urban Studies (IUS) was created at a time when the city's "urban university" recognized a need to address the problems and concerns of the inner city. From the outset, IUS has been both an educational and an applied research centre. The Institute has remained committed to examining urban development issues in a broad, non-partisan context and has never lost sight of the demands of applied research aimed at practical, often novel, solutions to urban problems and issues.

Executive Summary

Spirit Rider Survey

A total of 715 surveys were analyzed, examining the perceptions of both Spirit and non Spirit users.

The most frequent use for the Spirit among riders was shopping or getting to work or medical appointments.

The Forks was the most common destination cited.

64 per cent of Spirit riders either walk or take the bus to work.

55 per cent have used the Spirit for more than a year, and 40 per cent use it for three or more trips per week.

Rating of quality, comfort and convenience was high with generally low dissatisfaction levels.

More routes, extended hours and greater frequency of service were the most common suggestions for making the Spirit better.

Positive “word of mouth” was a reason for drawing 13% of respondents to the Spirit.

The Downtown Spirit is used more frequently by those who utilize the service for work and school purposes. However, respondents who use the bus service for work and school rated it less favourably than those who use it for personal, shopping and social reasons.

In comparison to those who access the Downtown Spirit by car, the service was used more frequently and rated more positively by those who reached the bus by walking, cycling or taking another bus.

Downtown Survey of Spirit

While 80 per cent had heard of the Spirit service, 20 per cent were unaware that it was free to ride.

The reason to draw people to the service were seen as saving money, convenience and good for taking short trips.

25 per cent indicated they used their car and did not need such a service.

Of those who had used the service, nearly 40 per cent did so because it was free while 25 per cent said it was convenient.

To draw persons to the service more frequent stops, better hours of operation and enhanced promotions were noted.

1.0 Introduction

This report provides a summary and analysis of the findings from two surveys that examined the use and perceptions of downtown Winnipeg's Spirit shuttle bus service. In total, 715 respondents participated in two separate surveys that were developed and administered by the Downtown Winnipeg Business Improvement Zone (BIZ).

The Downtown Spirit shuttle bus is a free service offered by Winnipeg Transit and the Downtown Winnipeg BIZ. The Downtown Spirit offers four separate routes to downtown destinations, with each route covering portions of the city centre. Each one-way bus trip lasts approximately 5 to 9 minutes, and stops at popular destinations including the Forks, the Bay and key educational centres such as the University of Winnipeg and Red River College. The routes also include business sectors along Broadway and connect to City Hall. With respect to frequency of service, Route One and Two offer seven-day service (starting at 11 am), while Routes Three and Four operate from Monday to Saturday. Route Three also offers the earliest start time (7 am) for the weekday period and 11 am on weekends.



**Walk'n Ride Guide
Downtown Winnipeg**

To present the findings of both surveys, this report has been divided into three sections. The first examines the larger sample drawn exclusively from a survey of Spirit riders (n=515) while the second part analyzes a survey (n=200) that focused on the perceptions of the Spirit bus service among downtown workers and residents. The report concludes with examination of the general findings of both surveys and ends with a summary.

1.1 Methods

As noted, this report analyzes data recovered from two surveys. The sample for the larger survey was drawn from Spirit riders who were asked to participate in a short fourteen question “clip-board” survey. This survey template consisted primarily of questions with check box responses with one allowing respondents to insert information in an open ended format. This survey was conducted on the bus with participants being asked by BIZ staff to participate.

The second survey focused on gauging the general perceptions of downtown workers and residents about the Spirit and its functionality. This short survey consisted of five questions. Again, the format was check box responses with respondents allowed to enter supplemental data to explain their choices.

Administration of both surveys and the selection of respondents was the responsibility of the Downtown Winnipeg BIZ. As noted, the first survey was distributed to riders on all four Spirit routes during three time periods. For participating, respondents were entered into a draw for a prize. In the second survey, respondent selection was drawn from a number of downtown hotspots during various times of the day (See Appendix A and D for details).

Data processing and analysis for both surveys were conducted by the Institute of Urban Studies, University of Winnipeg, using SPSS as the main diagnostic tool. To facilitate the analysis, a template was created in SPSS and data were then entered with the basic frequencies and distributions subsequently analyzed. Following the initial review of the data a number of variables were then cross-tabulated (and chi-square tests were conducted) to examine the results in greater detail.

As was noted, the pending sections review the results of the two surveys independently, with the report ending with an overview of the findings.

2.0 Spirit Rider Survey General Overview

The opening questions of the survey gauged the time of the survey and also the route (see Appendix A for specific details). With respect to the time of day that the survey was administered over half (57 per cent) were conducted during the lunch hour, with the remainder distributed during the morning (15 per cent) and late afternoon (27 per cent). With the exception of route number four, respondents were adequately distributed among routes One, Two and Three (see again Appendix A for details).

When respondents were asked to state the destination of their current Spirit trip, most indicated that they were either going to work (23 per cent) or shopping (36 per cent). For the most part, these findings corresponded to the next question which asked riders where they most frequently went when using the Spirit. According to the results, 32 per cent used the Spirit to get to shopping destination, 25 per cent went to the Forks, 16 per cent to work and 11 per cent to medical appointments (See Appendix A).

Survey questions three and four probed respondents on their commuter habits and the length of time they have used the Spirit for general purposes. Interestingly, the majority of users stated that they either had walked or bused to get downtown (Table One). What is interesting about this finding is that although many walked or bused to work, relatively few respondents stated they lived in the downtown.

	Frequency	Percent
Car	78	15.4
Carpool	20	4.0
Bus	205	40.6
Walked	130	25.7
Biked	3	.6
Taxi	8	1.6
I live downtown	57	11.3
I'm a tourist	4	.8
Total	505	100.0

High bus rider-ship might also be explained by the fact that over 55 per cent of respondents indicated that they have used the Spirit for more than one year while only 10 per cent indicated this was their first use of the service. Table Two displays the frequency with which respondents indicated they used the Spirit service. The results indicate that nearly 40 per cent use the system three or more times per week. This finding certainly bodes well for the importance of this service in the downtown.

	Frequency	Percent
First time	54	11.2
Less than once a month	53	11.0
Once a month	67	13.9
1 or 2 times a week	120	24.9
3 or 4 times a week	97	20.1
5 or 6 times a week	63	13.1
More than 6 times a week	28	5.8
Total	482	100.0

The above section briefly reviewed the basic information provided by respondents. The findings suggest that the Spirit service is used quite frequently among respondents and for a variety of reasons but work, shopping and visiting the Forks rank high. Furthermore, the fact that a high number of Spirit users also commute to the downtown by bus shows an important linkage between these two complimentary services.

2.1 Overall Rating of the Spirit Service

Question six on the survey sought to gauge respondents' perceptions of the Spirit by asking whether persons agreed or disagreed with nine statements that examined quality, comfort and convenience of the service (Table Three).

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	%	%	%	%	%
It's convenient	64.5	26.8	7.0	0.6	1.1
It's frequent	44.1	41.1	12.0	2.0	0.9
Schedule is easy to understand	43.7	40.9	13.0	1.5	0.9
Routes are easy to understand	45.0	37.1	15.6	1.5	0.9
Bus stops are easy to find	48.1	35.1	14.4	1.7	0.6
It's clean	39.6	36.3	18.7	4.3	1.1
Drivers are friendly	48.7	34.0	14.3	1.7	1.3
It takes me where I want to go	50.5	38.1	9.0	1.5	0.9
I use it because it's free	63.4	21.3	11.8	2.4	1.1

The results displayed in Table Three are very positive with most agreeing that the current Spirit provides quality, comfort and convenience of service. In looking at the distributions, the results range from just over 90 per cent indicating that the Spirit was convenient to a low of approximately 76 per cent who felt it was clean (when combining both "agree" and "strongly agree" categories). Dissatisfaction was limited in all nine questions to only 1–2 per cent, the only exception was with respect to cleanliness in which a high of 5.4 per cent indicated they felt the Spirit buses were not clean (when combining both "disagree" and "strongly disagree" categories).

Overall, the findings question six were extremely positive with the overwhelming majority being very satisfied about various aspects of the service. With relatively low levels of dissatisfaction, the conclusion is that respondents (who again are mostly frequent users) find the service to meet their needs and is provided at a consistently high standard.

2.2 Advertising the Spirit

Questions seven and eight probed changes needed to the service and also the visibility of advertisement for the Spirit service. With respect to suggestions for increasing use of the Spirit respondents provided a total of 149 comments (Table Four). As observed in the table, more routes, extended hours and greater frequency of service were most often cited.

	Frequency	Percent
More/extended routes	63	42.3
Extended hours	43	28.9
More frequent	27	18.1
Satisfied	8	5.4
Clarity (schedule and bus stops)	6	4.0
If lived in Winnipeg	2	1.3
Total	149	100.0

In the final formal survey question, respondents were asked about how the Spirit is advertised (Table Five). From this table, three factors were noted most frequently and include transit brochures, the buses themselves (and the stops) and word of mouth. It is notable that almost 13 per cent of riders heard about the Spirit through word of mouth, illustrating the importance of positive referrals from others.

	Frequency	Percent
Transit brochure	180	39.5
Downtown BIZ newsletter or brochure	70	7.0
Bus stops and the bus itself promoting "free"	231	28.7
Transit website	90	4.2
Newspaper	38	2.6
Television	38	1.8
Information at my workplace	48	3.3
Word of mouth	178	12.9
Total	873	100.0

This section highlighted two questions with the results indicating that improvement to the service should focus on more routes, extended hours and greater frequency of service while positive word of mouth referral to use the system appears to be an indication of a well run operation.

2.3 A Comparison of Routes One, Two and Three

To probe the results in more detail, a series of cross-tabulations were conducted (see Appendix B). The purpose of the cross-tabulations was to explore the results of the survey by considering differences among the three routes.

The first two tables in this series are labeled as Table One and Table Two (Appendix B). Data are examined in these tables in relation to the three routes (Route Four was excluded due to low numbers of respondents). The results are consistent with the overall findings with the exception of Route One users who indicated they used the route more for going to the Forks (nearly 25 per cent), had higher overall use of the bus to get downtown (almost 53 per cent) and also had the highest number of persons indicating they had used the bus for longer than five years (22.5 per cent).

In Table Two of this series, there was much more consistency among users of the three routes with respect to where persons most often went on the Spirit and how they had heard about the Spirit.

In Table Three (see again Appendix B) survey question six which rates to the comfort, quality and convenience of the service were cross-tabulated by the three routes. Two findings are important to highlight from this analysis. First, Route Three appears to have the highest level of dissatisfaction among respondents. Second is that Route Two had the highest levels of persons strongly agreeing with each of the questions. Given the differences between these two routes, both issues merit further examination to explain these differences. For example, why is Route Three viewed more negatively among users? Perhaps a survey question could address this by having riders rate the various routes. It is also important to note that while Route One and Two are similar in their route layout, Route Three is quite distinct, connecting the University of Winnipeg and Red River College and driving through an inner city neighbourhood.

The final cross-tabulated table examined socio-demographic characteristics among the three routes (Table Four, Appendix B). The results appear to display consistency with the exception of gender. It appears that in all cases, a higher number of females were included in the survey. While this is not a negative finding it should be further explored to determine if generally, more women use the Spirit service than males and the reasons why. A second finding was that Route Two had the highest number of persons with a University degree but also had the highest percent earning less than \$10,000. High student use was also noted among Route Three riders with nearly 16 per cent indicating they were students. The latter finding might be explained by the fact that Route Three travels between the University of Winnipeg and Red River College.

Overall, the cross-tabulation displayed a high level of consistency among the three routes. While minor differences were observed regarding agreement and disagreement with Survey question six, it is interesting that Route Three registered higher overall levels of dissatisfaction with respect to quality comfort and convenience of the Spirit service. Regardless, of this finding, overall satisfaction and positive comments provide strong support among users of this service. Among the issues to be addressed, most respondents emphasized that the Spirit is in need of expansion along with increasing the frequency of existing service.

2.4 Use and Access of the Downtown Spirit

Data on the Downtown Spirit was also examined in relation to use and access of the service. Cross-tabulations were formulated and chi-square tests were conducted to examine the data. A series of tables are provided in Appendix C that evaluates the data according to: (1) the general purpose for utilizing the bus service, and (2) the type of transport mode used to access the bus service.

The first three tables in Appendix C compare those respondents who indicated that they use the Spirit service for work or school purposes and those who use it for personal, shopping and social reasons. The tables highlight that a higher proportion of females utilized the Downtown Spirit for medical appointments, shopping and social outings. And while income levels are similar for both groups, those who used the service for work or school purposes had a slightly higher level of education.

A comparison of the user groups also illustrates that Route One of the Spirit had the greatest proportion of riders who used the service for personal needs. Those who use the Spirit bus for shopping and meeting friends used it less often than those who used it for work or school purposes. In addition, those who use the service for personal needs rated the service more positively in relation to convenience, frequency, accessibility of bus stops and the provision of a free service. Finally, those who use the service for work or school purposes were more likely to access the Spirit by walking, cycling or taking a transit bus.

Appendix C provides three subsequent tables that examine the data in relation to those who travelled in a car to access the Spirit bus, and those who walked, cycled or took another transit bus. Overall, riders who accessed the Downtown Spirit by walking, cycling or bus had lower incomes, were more likely to be male, and less likely to report having children.

It is also interesting to note that, in comparison to the bus/walk/cycle group, those who travelled by car to access the Spirit bus had used the service for a shorter period of time and used it less frequently. Finally, those walking, cycling or taking a bus to access the Spirit service provided a more positive rating in terms of the convenience of the service, the ability to go where they want to go and the complimentary nature of the service.

3.0 Spirit Survey Two Overview

The second survey focused on gauging the perceptions of 200 individuals on the Spirit. The surveys were conducted at seven strategic locations within the downtown over a seven day period in February with the majority (nearly 80 per cent) being administered between noon and 2 pm. The majority of respondents (71 per cent) worked in the downtown with 23 per cent indicating they lived in the downtown. The full breakdown of the sample is listed in Appendix D.

The survey commenced by asking respondents whether they had heard of the Spirit service and just over 80 per cent indicated that they had. This question was supported by a follow-up question that asked whether respondents were also aware that the Spirit was free. The majority, 74.5 per cent, said they were aware it was free but over 20 per cent indicated that they were not.

When asked if they would use a free service in the downtown, 37 per cent of the sample indicated they would. The reasons for using the service are summarized in Table Six, with the results ranging from saving money (just over 50 per cent) to convenience and useful for short trips (just under 15%).

	Frequency	Percent
Shopping	1	2.4
Work downtown	2	4.9
Save money/it's free	21	51.2
For short trips	6	14.6
Convenient	6	14.6
Go to the Forks	2	4.9
Go to the Bay	1	2.4
Go for lunch/errands	1	2.4
Don't drive	1	2.4
Total	41	100.0

Approximately 25 per cent of the sample indicated they would not use the service with most indicating that the current routes do not meet their needs or that they use their car or walking as the primary mode for travel (Table Seven).

	Frequency	Percent
Everything need is in walking distance	1	2.9
Don't go far from workplace	3	8.6
Drive/own vehicle	9	25.7
Use different routes	2	5.7
Not interested	1	2.9
No need to	6	17.1
Have bus pass	1	2.9
Poor service	2	5.7
Didn't know about it	2	5.7
Not familiar with routes taken	1	2.9
Covers too small an area	1	2.9
Walk instead	6	17.1
Total	35	100.0

In examining rider-ship levels among the sample, 40 per cent indicated had used the service. The reasons for using the service offered by respondents included: it saved money, was convenient and it took them to the Forks (Table Eight).

	Frequency	Percent
Fast/easy	3	6.3
Save money/it's free	19	39.6
Convenient	12	25.0
To the Bay	1	2.1
To the Forks	6	12.5
Go for lunch/errands	2	4.2
Get to appointments	1	2.1
Get to work	1	2.1
Always on time	2	4.2
Don't have a car	1	2.1
Total	48	100.0

Just over 40 per cent indicated they did not use the Spirit service and the reasons for not using the service are that they drove (20 per cent), did not need to use the service (9 per cent) and did not know enough about it (8 per cent). The remainder of issues raised by respondents reflected that the routes were not convenient or frequent enough (Table Nine).

	Frequency	Percent
Don't know schedule	1	.5
Didn't know about it	8	4.0
Drive/own vehicle	26	12.9
No need to	12	6.0
Not familiar with routes	3	1.5
Not frequent enough	4	2.0
Use different routes	4	2.0
No time	3	1.5
Have bus pass	1	.5
Don't work/live downtown	2	1.0
Don't live in Winnipeg	1	.5
No convenient routes	1	.5
Walk instead	4	2.0
Total	131	100.0

The final formal question was geared toward the non-user and asked under what circumstances the individual would use the Downtown Spirit (Table Ten). As the table illustrates, the two primary reasons to attract riders were better hours of operation and expanded routes. More frequent stops, along with clearly marked routes, were also observed as being important. Interestingly, 16 per cent stated that they simply would not ride the Spirit (offering no reason for their decision).

	Frequency	Percent
More frequent stop times	23	11.3
Better hours of operation	34	16.6
Better routes	39	19.1
Promotion/information on bus	23	11.3
Better brochures/maps	19	9.3
More clearly marked stops	16	7.8
Cleaner	7	3.4
Don't know	10	4.9
N/A (would not ride)	33	16.2
Total	204	100.0

The survey of perceptions among this sample showed some level of consistency regarding their preferences for using a free system. Again, comfort, convenience and quality remain key areas flagged by respondents as being critical to address. To attract additional riders to the Spirit it was observed that the service needs expansion especially to key destinations. The current hours of operation were also flagged as a potential area that could be expanded. In the survey's final question 28 per cent of respondents also observed a need to improve advertising and promotions in order to attract riders to the service. This included more visible stops, better brochures and more useful information on the bus.

4.0 General Findings

The results of both surveys provided practical information on current Spirit usage and potential areas to strengthen. Among the survey respondents who presently use the service, it is important to note that it was highly rated across all the variables examined including comfort, quality of service and overall convenience. In fact, apart from a small percentage questioning the level of cleanliness, very few were dissatisfied with any aspect of the service.

From the initial surveys with Spirit riders, it was observed that many had used the service for some time, and in fact, a high number of users also commuted daily by bus into the downtown. This finding is interesting when examining the second survey that was conducted randomly in the downtown where those who indicated they did not or would not use the Spirit service tended to use their cars for short trips.

While most respondents cited a number of positive aspects of the system the key areas of concern included adding additional routes, extending the hours of operation, reducing the wait-times and better promoting the service.

In attempting to gather information on the routes themselves, a series of cross-tabulations revealed that there was a high degree of similarity among the three routes. The exception was between Route Two and Three, where Route Two riders consistently rated elements of the service higher than those in Route Three which the highest level of dissatisfaction.

In the second survey, 80 per cent of respondents were aware of the Spirit but 20 per cent were unaware that it was free. It was also in this group that car rider-ship appeared to be a factor that contributed to someone being less likely to use the Spirit.

The final point is that in both surveys finding more creative ways to promote the Spirit was seen as critical in making it more attractive. This included providing better visibility of the service along the Spirit route and stops in the downtown and increasing the availability of brochures and maps. Both of these should also be expanded outside of the downtown and across various media (on bus, radio, TV etc).



Portage Avenue Downtown Winnipeg

5.0 Conclusion

Overall, this report reviewed the findings from two brief surveys that examined the perceptions of both Spirit riders and non users. The conclusion is that the current system is well perceived and riders use it effectively as a tool to get to key sectors of the downtown and for reasons as diverse as getting to the Forks or other shopping zones, work or medical appointments. Therefore, continuing to focus on quality, comfort and convenience are seen as being critical to expand the service and attract new riders.

What is perhaps an area to explore further is that in the first survey those most frequently using the Spirit appeared to be persons who regularly commuted by bus or walked to the downtown. Interestingly, in the second survey, those who used their cars to commute were likely to not use the Spirit or feel it was an important service in the downtown. This may be an indication that the target group to promote the service for expansion would be car users. This would help bring in new riders. This should also be done in concert with a promotional strategy that targets current bus riders on non-Spirit routes into the downtown. This might be helpful in not only attracting riders but in ensuring that they have the necessary information about the service, in particular, that it is free.



Appendix A

Where are you going with the Downtown Spirit today?		
	Frequency	Percent
Work	100	23.0
Shopping	158	36.3
Business meeting	30	6.9
Medical appointment	31	7.1
School	48	11.0
The Forks	68	15.6
Total	435	100.0

In general, where do you go with the Downtown Spirit?		
	Frequency	Percent
Work	129	16.5
Shopping	250	32.0
Business meeting	46	5.8
Medical appointment	87	11.1
School	68	8.7
The Forks	200	25.6
Total	780	100.0

For how long have you used the Downtown Spirit?		
	Frequency	Percent
First time	55	10.8
Less than 6 months	102	20.1
6-12 months	70	13.8
1-3 years	145	28.5
4-5 years	59	11.6
More than 5 years	77	15.2
Total	508	100.0

Are you male or female?		
	Frequency	Percent
Male	209	45.3
Female	252	54.7
Total	461	100.0

Are you a:		
	Frequency	Percent
Winnipeg resident	322	47.9
Student	104	15.5
Downtown worker	115	17.1
Tourist	17	2.5
Downtown resident	113	16.8
Total	671	100.0

What is the highest level of schooling you have obtained?		
	Frequency	Percent
Grade school/some high school	70	15.3
Completed high school	101	22.1
Some technical/vocational after high school	47	10.3
Technical/vocational diploma	37	8.1
Some university	100	21.9
University degree	102	22.3
Total	457	100.0

Do you have children aged 15 years or younger in your home?		
	Frequency	Percent
Yes	116	25.6
No	337	74.4
Total	453	100.0

Family Income		
	Frequency	Percent
Under \$10,000	87	20.7
\$10,000-\$29,000	132	31.4
\$30,000-\$59,000	103	24.5
\$60,000-\$79,000	57	13.6
\$80,000 or over	41	9.8
Total	420	100.0

Have you used the Internet in past 30 days?		
	Frequency	Percent
Yes	316	68.1
No	148	31.9
Total	464	100.0

Appendix B

Use of the Downtown Spirit

	Route 1 %	Route 2 %	Route 3 %
Where are you going today?			
Work	13.5	6.3	26.7
Shopping/Personal Business	44.9	31.3	35.6
Business Meeting	4.5	16.7	2.2
Medical Appointment	5.6	4.2	8.9
School	3.4	6.3	15.6
The Forks	24.7	14.6	2.2
Social Outing	3.4	20.8	8.9
How did you get downtown today?			
Car	18.0	22.9	21.3
Carpool	2.2	6.3	6.4
Bus	52.8	37.5	27.7
Walk	15.7	25.0	34.0
Bike	0	0	0
Taxi	0	0	2.1
Live downtown	10.1	8.3	8.5
Tourist	1.1	0	0
How long have you used the Downtown Spirit?			
First time	7.9	18.8	16.7
Less than 6 months	13.5	22.9	39.6
6-12 months	12.4	12.5	18.8
1-3 years	24.7	31.3	16.7
4-5 years	19.1	10.4	2.1
More than 5 years	22.5	4.2	6.3
How often do you use the Downtown Spirit?			
First time	9.6	21.7	17.0
Less than once a month	12.0	8.7	14.9
Once a month	14.5	19.6	14.9
1-2 times a week	31.3	26.1	27.7
3-4 times a week	18.1	6.5	8.5
5-6 times a week	13.3	17.4	10.6
More than 6 times a week	1.2	0	6.4

Destination on Downtown Spirit (multiple responses)

	Route 1 %	Route 2 %	Route 3 %
Where do you go with the Downtown Spirit?			
Work	12.6	17.2	18.5
Shopping/Personal Business	37.8	32.8	44.4
Business Meeting	3.5	9.4	1.9
Medical Appointment	11.9	6.3	1.9
School	2.1	4.7	18.5
The Forks	30.8	28.1	13.0
Social Outing	1.4	1.6	1.9
Where did you hear about the Downtown Spirit?			
Transit Brochure	22.0	20.3	22.5
Downtown BIZ Newsletter	8.9	10.1	4.2
Bus stops and bus	27.4	29.0	19.7
Transit website	10.1	11.6	12.7
Newspaper	3.6	1.4	4.2
Television	3.6	2.9	9.9
Information at my workplace	5.4	5.8	7.0
Word of Mouth	19.0	18.8	19.7
Who are you?			
Winnipeg resident	56.8	50.0	51.0
Student	7.2	10.7	23.5
Downtown worker	21.6	30.4	15.7
Tourist	3.6	0	2.0
Downtown resident	10.8	8.9	7.8

Rating the Downtown Spirit

	Route 1 %	Route 2 %	Route 3 %
It's convenient			
Strongly Agree	66.7	71.1	36.2
Agree	31.0	15.6	44.7
Neutral	2.4	8.9	10.6
Disagree/Strongly Disagree	0	4.4	8.5
It's frequent			
Strongly Agree	36.3	52.4	21.7
Agree	55.0	35.7	47.8
Neutral	7.5	7.1	21.7
Disagree/Strongly Disagree	1.3	4.8	8.6
Schedule is easy to understand			
Strongly Agree	36.6	47.6	15.9
Agree	56.1	33.3	52.3
Neutral	4.9	14.3	27.3
Disagree/Strongly Disagree	2.4	4.8	4.5
Routes are easy to understand			
Strongly Agree	31.3	47.6	18.6
Agree	56.3	33.3	46.5
Neutral	11.3	14.3	27.9
Disagree/Strongly Disagree	1.3	4.8	2.3
Bus stops are easy to find			
Strongly Agree	40.7	60.5	22.2
Agree	55.6	25.6	44.4
Neutral	3.7	9.3	26.7
Disagree/Strongly Disagree	0	4.7	6.6
It's clean			
Strongly Agree	37.5	37.2	18.6
Agree	50.0	39.5	34.9
Neutral	10.0	16.3	37.2
Disagree/Strongly Disagree	2.5	7.0	9.4
Drivers are friendly			
Strongly Agree	44.6	46.5	15.9
Agree	47.0	37.2	38.6
Neutral	8.4	9.3	34.1
Disagree/Strongly Disagree	0	7.0	11.3
It takes me where I want to go			
Strongly Agree	36.3	55.8	41.3
Agree	58.8	27.9	41.3
Neutral	3.8	11.6	10.9
Disagree/Strongly Disagree	1.3	4.7	6.5
I use it because it's free			
Strongly Agree	53.1	76.7	67.4
Agree	23.5	14.0	8.7
Neutral	19.8	4.7	15.2
Disagree/Strongly Disagree	3.7	4.6	8.6

Socio-Demographic Characteristics

	Route 1 %	Route 2 %	Route 3 %
Gender			
Male	39.5	35.6	41.3
Female	60.5	64.4	58.7
Education			
Grade school/some high school	8.8	11.4	26.7
Completed high school	30.0	29.5	15.6
Some technical after high school	10.0	11.4	8.9
Technical/vocational diploma	13.8	4.5	8.9
Some university	16.3	9.1	20.0
University degree	21.3	34.1	20.0
Do you have children 15 years or younger in your home?			
Yes	27.2	27.9	30.4
No	72.8	72.1	69.6
Family Income			
Under \$10,000	13.2	26.3	15.6
\$10,000 to \$29,000	33.8	28.9	37.8
\$30,000 to \$59,000	35.3	18.4	15.6
\$60,000 to \$79,000	13.2	13.2	22.2
\$80,000+	4.4	13.2	8.9
Have you used the internet within the past 30 days?			
Yes	64.2	82.2	76.1
No	35.8	17.8	23.9

Appendix C

General Use of Spirit Service: Characteristics of Riders

	Work/Business Meeting/ School %	Personal/Shopping/ Social Outing %
<i>Gender*</i>		
Female	28.3	71.7
Male	41.8	58.2
<i>Education</i>		
High School or less	27.3	72.7
More than High School	37.9	62.1
<i>Income</i>		
Less than \$30,000	33.3	66.7
More than \$30,000	30.7	69.3
<i>Children</i>		
Yes	34.1	65.9
No	33.1	66.9

* Significant $p < 0.10$

General Use of Spirit Service: Patterns of Use

	Work/Business Meeting/ School %	Personal/Shopping/ Social Outing %
<i>Routes*</i>		
Spirit 1	23.3	76.7
Spirit 2	39.5	60.5
Spirit 3	42.9	57.1
Spirit 4	55.6	44.4
<i>Transport Type from Origin*</i>		
Car/Carpool	23.3	76.7
Bus/Walk/Cycle	36.0	64.0
<i>Length of Use</i>		
Less than 1 year	39.3	60.7
More than 1 year	28.1	71.9
<i>Frequency of Use*</i>		
Once a week or more	41.0	59.0
Less than once a week	20.9	79.1

* Significant $p < 0.10$

General Use of Spirit Service: Rating the Downtown Spirit

	Work/Business Meeting/ School %	Personal/Shopping/ Social Outing %
<i>It's convenient*</i>		
Strongly Agree	26.2	73.8
Other	43.3	56.7
<i>It's frequent*</i>		
Strongly Agree	19.3	80.7
Other	41.1	58.9
<i>Schedule is easy to understand</i>		
Strongly Agree	25.5	74.5
Other	36.7	63.3
<i>Routes are easy to understand</i>		
Strongly Agree	25.5	74.5
Other	36.0	64.0
<i>Bus stops are easy to find*</i>		
Strongly Agree	24.2	75.8
Other	38.0	62.0
<i>It's clean</i>		
Strongly Agree	24.1	75.9
Other	36.7	63.3
<i>Drivers are friendly</i>		
Strongly Agree	28.1	71.9
Other	35.3	64.7
<i>It takes me where I want to go</i>		
Strongly Agree	34.3	65.7
Other	31.3	68.8
<i>It's free*</i>		
Strongly Agree	26.7	73.3
Other	42.4	57.6

* Significant $p < 0.10$

Transport Type from Origin: Characteristics of Riders

	Car/Carpool %	Bus/Walk/Cycle %
<i>Gender*</i>		
Female	31.2	68.8
Male	16.9	83.1
<i>Education</i>		
High School or less	20.5	79.5
More than High School	29.7	70.3
<i>Income*</i>		
Less than \$30,000	16.0	84.0
More than \$30,000	38.5	61.5
<i>Children*</i>		
Yes	36.0	64.0
No	20.9	79.1

* Significant $p < 0.10$ **Transport Type from Origin: Patterns of Use**

	Car/Carpool %	Bus/Walk/Cycle %
<i>Routes</i>		
Spirit 1	20.2	79.8
Spirit 2	29.2	70.8
Spirit 3	29.8	70.2
Spirit 4	10.0	90.0
<i>Length of Use*</i>		
Less than 1 year	29.9	70.1
More than 1 year	18.6	81.4
<i>Frequency of Use*</i>		
Once a week or more	12.1	87.9
Less than once a week	41.0	59.0

* Significant $p < 0.10$

Transport Type from Origin: Rating the Downtown Spirit

	Car/Carpool	Bus/Walk/Cycle
	%	%
<i>It's convenient*</i>		
Strongly Agree	19.6	80.4
Other	32.4	67.6
<i>It's frequent</i>		
Strongly Agree	30.2	69.8
Other	22.3	77.7
<i>Schedule is easy to understand</i>		
Strongly Agree	31.7	68.3
Other	22.4	77.6
<i>Routes are easy to understand</i>		
Strongly Agree	29.8	70.2
Other	22.4	77.6
<i>Bus stops are easy to find</i>		
Strongly Agree	29.2	70.8
Other	21.9	78.1
<i>It's clean</i>		
Strongly Agree	25.9	74.1
Other	25.0	75.0
<i>Drivers are friendly</i>		
Strongly Agree	27.1	72.9
Other	24.1	75.9
<i>It takes me where I want to go*</i>		
Strongly Agree	30.8	69.2
Other	20.0	80.0
<i>It's free*</i>		
Strongly Agree	33.0	67.0
Other	13.0	87.0

* Significant $p < 0.10$

Appendix D

Please indicate your gender:		
	Frequency	Percent
Female	110	57.3
Male	82	42.7
Total	192	100.0

Please indicate your age category:		
	Frequency	Percent
18-29 years	50	25.5
30-39 years	45	23.0
40-49 years	44	22.4
50-59 years	43	21.9
60 years and over	14	7.1
Total	196	100.0

Please choose the category which best represents your occupation:		
	Frequency	Percent
Retail	24	12.6
Hospitality	19	10.0
Production	12	6.3
Office	82	43.2
Student	14	7.4
Don't know	5	2.6
Human resources	1	.5
Accountant	1	.5
Information technology	2	1.0
Bank	1	.5
Broker	2	1.1
N/A	17	8.9
Government	2	1.1
Personal assistant for disabled	1	.5
Retired	3	1.6
Security	1	.5
Cleaner	2	1.1
Unemployed	1	.5
Total	190	100.0

