



Late Night Transportation Research Study Summary Results Report

Cindy Davies
Responsible Hospitality Edmonton



Suite 140 | 10309 – 107 Street | Edmonton, AB | T5J 1K3
office. 780.756.5614 fax. 780.756.5613 email. hello@gotoybox.com www.gotoybox.com



Summary Results (Quantitative)

PART 1 - LATE NIGHT TRANSPORTATION BEHAVIOURS

1. How often is this area your late night entertainment destination?

- a. **More than once a week** (23.7%, 261)
- b. Once a week (21.3%, 234)
- c. Once or twice a month (21.3%, 234)
- d. Less than once a month (20.5%, 226)
- e. Just visiting from out of town (13.2%, 145)

END INTERVIEW

2. When you go out on a Friday or Saturday night to one of Edmonton's entertainment destinations (such as Whyte Ave or Jasper Ave), what time do you typically leave that area?

- a. Before 12:00AM (17.6%, 167)
- b. Between 12:00AM and 1:00AM (18.9%, 179)
- c. **Between 1:00AM and 2:00AM** (28.8%, 273)
- d. Between 2:00AM and 3:00AM (25.7%, 243)
- e. After 3:00AM (9.0%, 85)

END INTERVIEW

3. How do you usually get home from these areas?

- a. Private vehicle as driver (14.4%, 114)
- b. Private vehicle as passenger (18.7%, 148)
- c. **Taxi, limo, other hired vehicle** (49.6%, 393)
- d. Public transit (6.2%, 49)
- e. Other (walk, bicycle, etc.) (11.1%, 88)

4. (IF C or D in Q2, ASK:) Typically, how long do you have to wait before you are able to find transportation away from the area?

Time in minutes: _____ (Average = 21.4 minutes)

5. (IF C or D in Q2, ASK:) In your opinion, what is an acceptable amount of time to wait for public transportation?

Time in minutes: _____ (Average = 11.4 minutes)

6. Please provide your postal code or the Street and Avenue closest to your final destination tonight.
(e.g. **T5K 0J1** or **113 Street and 99 Ave**)



PART 2 - LATE NIGHT TRANSPORTATION OPTIONS

1. The City of Edmonton is exploring different ways of ensuring people have a safe means of late night transportation home from entertainment areas. Please choose your preferred option from the list below.
 - a. **Extended late night public transit between the hours of 12:30am and 3:30am** (60.6%, 453)
 - b. Increased availability of taxis and other vehicles for hire (34.6%, 259)
 - c. Other late night transportation option (please describe):
_____ (4.8%, 36)

2. If public transit were available between 12:30am and 3:30am, how likely would you be to use it?
 - a. **Very likely** (53.9%, 412)
 - b. Somewhat likely (28.4%, 217)
 - c. Unlikely (8.2%, 63)
 - d. Not at all likely (8.1%, 62)
 - e. Don't Know (1.4%, 11)

3. **(IF VERY, SOMEWHAT or UNLIKELY in Q8, ASK:)** If extended late night public transit were available, which of the following would you most prefer?
 - a. A bus that provides service along a direct route out of the entertainment district; to a transit centre closer to your final destination where additional taxis are waiting to take you the remainder of your trip (e.g. bus leaves Whyte, drives down 109 Street to Southgate Transit Centre)
(40.6%, 262)
 - b. **Extended late night operation of existing transit routes that travel through city neighbourhoods, and drop off closer to your final destination**
(51.5%, 332)
 - c. Other late night public transit option (please describe):
(7.9%, 51)

4. **(ALL RESPONDENTS, ASK:)** If the availability of taxis and other vehicles-for-hire increased, which of the following would you most prefer?
 - a. **Formal taxi stands at set locations within entertainment district** (54.9%, 402)
 - b. Use of smart phone app to request next available taxi to your location (37.2%, 272)
 - c. Other late night taxi/vehicle-for-hire option (please describe):
(7.9%, 58)



PART 3 - DEMOGRAPHICS

1. How frequently do you currently use public transit?

- a. 40 or more times per month (18.3%, 137)
- b. 25 to 39 times per month (10.0%, 75)
- c. 9 to 24 times per month (19.0%, 142)
- d. **1 to 8 times per month (26.7%, 200)**
- e. Less than once per month (15.2%, 114)
- f. Never (10.7%, 80)

2. (IF A to D, IN Q11, ASK:) How do you typically pay for your transit fare?

- a. **Cash (47.2%, 262)**
- b. Ticket (12.6%, 70)
- c. Monthly pass (13.9%, 77)
- d. U-Pass (Student) (25.2%, 140)
- e. Other (1.1%, 6)

3. What is your primary occupation?

- a. High school student (4.9%, 37)
- b. University, college or trade school student (37.5%, 281)
- c. **Full or part-time worker, including self-employed (54.5%, 408)**
- d. Not currently employed (3.1%, 23)

4. What is your secondary occupation?

- a. **None (34.6%, 258)**
- b. High school student (3.1%, 23)
- c. University, college or trade school student (25.9%, 193)
- d. Full or part-time worker, including self-employed (34.0%, 253)
- e. Not currently employed (2.3%, 17)

5. (IF C in Q13 OR Q14, ASK:) When do your shifts typically end?

- a. Between 4am and 9am (6.6%, 36)
- b. Between 9am and 3pm (16.1%, 88)
- c. **Between 3pm and 6pm (36.0%, 196)**
- d. Between 6pm and 9pm (16.3%, 89)
- e. Between 9pm and 12 am (9.5%, 52)
- f. Between 12am and 4am (7.7%, 42)
- g. Varies (7.7%, 42)

6. Will you be attending a post-secondary school in September?

- a. Yes, full-time (42.0%, 311)
- b. Yes, part-time (10.3%, 76)
- c. **No (47.7%, 353)**



7. (IF YES IN Q10) What school will you be attending?

- a. **University of Alberta** (48.6%, 189)
- b. MacEwan (23.4%, 91)
- c. NAIT (12.3%, 48)
- d. Other (15.7%, 61)

Gender?

- a. Male (49.3%, 367)
- b. Female (50.7%, 377)

Birth year?
