

2024 HURON SHORES AREA TRANSIT PASSENGER POLL

Beginning April 29 to July 19, 2024, a series of six polls were released approximately every two weeks with one simple question with a preset group of responses. Overall, there were 635 responses with an average of 106 responses to each poll question.

Incentive to poll takers was a chance to win one of ten \$80 Monthly Passes! Each poll entry counted as an entry into the contest. Sharing their email address was optional, but noted as the only method of contact in case their name was drawn for one of the passes.

The poll was promoted on Facebook (paid and organic postings), through the HSAT e-alert subscriber contact list, HSAT website, headliner advertising in the buses, flyers distributed to local groceries, libraries and health centres and notifications included in municipal newsletters.

POLL RESULTS

1. Why are you riding the bus today? (pick one)

Travel Trigger	Count	Percentage
Work	14	28
Other	11	22
Social or leisure activity	10	20
Shopping	8	16
Medical Appointment	5	10
Meeting up with friends and family	2	4
School, College, University	0	0
Total Responses	50	100

2. Boomer or Zoomer? Vote for your generation!

Generation	Count	Percentage
Gen Z (born 1997-2012; 12-27 yrs.)	23	18
Millennial (born 1981-1996; 28-43 yrs.)	30	24
Gen X (born 1965-1980; 44-59 yrs.)	32	26
Boomers - 2nd Gen (born 1955-1964; 60-69 yrs.)	27	22
Boomers - 1st Gen (born 1946-1954; 70-78 yrs.)	11	9
Silent Generation (born 1928-1945; 79-96 yrs.)	2	2
Total responses	125	101

3. How best would you describe your occupation? (click ALL that apply)

Occupation	Count	Percentage
Retiree / Pensioner	24	21
Full-time employee	23	20
Other	20	18
Part-time employee	16	14
Full-time Student	10	9
Stay-at-home parent	9	8
Self-employed	7	6
Part-time student	4	4
Total responses	113	100

4. Local yokal or from away? Where do you live?

Where to you live?	Count	Percentage
London	19	27
Sarnia	14	20
Forest	6	9
Kettle & Stony Point FN	6	8
Grand Bend	5	7
Exeter	4	6
Port Franks / Northville	4	6
Goderich	2	3
Parkhill	2	3
Theford	2	3
Bayfield	1	1
Clinton	1	1
Dashwood	1	1
Other	1	1
St. Joseph	1	1
Zurich	1	1
Total responses	70	98

Possible responses included: Ailsa Craig, Arkona, Bayfield, Centralia, Clinton, Crediton, Dashwood, Exeter, Forest, Goderich, Grand Bend, Hensall, Huron Park, Ipperwash Beach, Kettle & Stony Point, London, Lucan, Parkhill, Port Franks / Northville, Sarnia, Shipka, St. Joseph, Strathroy, Theford, Varna, Zurich, Other.

5. Would you say you rely on public transportation for getting around?

Transit Reliance	Count	Percentage
Yes. I have a tight budget!	21	38
Yes. For a reason other than those in this poll.	12	22
No. I choose to take the bus.	11	20
Yes. Due to physical or medical condition.	5	9
Yes. Prefer not to say.	3	5
Yes. I'm not comfortable driving anymore.	2	4
Yes. I'm too young to drive.	1	2
Total responses	55	100

6. Where do you get most of your local community information? Click all that apply.

SOCIAL MEDIA		
	Count	Percentage
Facebook	18	82
Instagram	3	14
Twitter / X	1	4
Total responses	22	100

WEBSITES		
	Count	Percentage
Municipal website	8	47
HuronCountyNews.ca	6	35
CKNXNewsToday.ca	2	12
BIA or Chamber website	1	6
Total responses	17	100

NEWSPAPERS & MAGAZINES		
	Count	Percentage
Grand Bend & Lambton Shores Magazine	4	15
London Free Press	4	15
Sarnia & Lambton County This Week	4	15
Sarnia News Today	4	15
Daytripper Magazine	3	11
The Sarnia Observer	3	11
Exeter Lakeshore Times -Advance	2	7
It Starts At The Beach Magazine	2	7
Lifestyle Magazine	1	4
Total responses	27	100

TELEVISION		
	Count	Percentage
CTV London	13	76
CBC London	2	12
Channel ONE (avail. to Hay TV customers)	1	6
Local ONE with Roz Elliott:	1	6
Total responses	17	100

RADIO		
	Count	Percentage
myFM 90.5 Exeter-Grand Bend	5	28
Cool 94.5	2	11
Country 104.9	2	11
London's Rock FM96	2	11
The Fox 99.9 FM	2	11
Classic Rock 98.1	1	6
Cool 106.3	1	6
Country Music BX93	1	6
Fresh FM 103.1	1	6
The One 101.7	1	6
Total responses	18	102

OTHER		
	Count	Percentage
Municipal newsletter	8	40
Bulletin boards at libraries, grocery stores, health centres	8	40
Billboards	4	20
Total responses	20	100

Response options included:

- Social Media: Facebook, Instagram, Twitter / X
- Websites: Bayfield-breeze.com, HuronCountyNews.ca, CKNXNewsToday.ca, BIA or Chamber website, Municipal website
- Newspapers & Magazines: Exeter Lakeshore Times-Advance, Grand Bend & Lambton Shores Magazine, It Starts At The Beach magazine, Lifestyle Magazine, London Free Press, Sarnia & Lambton County This Week, Sarnia News Today, Strathroy Age Dispatch, The Londoner, The Sarnia Observer.
- Television: CTV London, Channel One (available to HAY TV customers), Local One with Roz Elliott.
- Radio: myFM 90.5 Exeter-Grand Bend, Classic Rock 98.1, Cool 106.3, Cool 94.5, Country 104.9, Country Music BX93, Fresh FM 103.1, Jack 102.3 FM, London's Best Rock FM96, Sarnia Lambton's Country CHOK 103.9, The Fox 99.9 FM, The One 101.7, Virgin Radio 97.5.
- Other: Municipal newsletter. Bulletin boards at libraries, grocery stores, health centres, Billboards.