

Fare increases bring down ridership

As with any product or service, the use of public transit services is affected by price levels. This impact was clearly felt with the introduction in 1990 of the regional transit card, which gave customers access to services provided by the STM, STL and RTL.

Following a strong increase in sales of the regional card throughout 1990, the cost hike from \$42 to \$52 in March 1991 had a major negative impact on sales. The increase to \$69 in January 1992 once again caused a steep decline in sales.

This only corroborates what numerous studies show:
a 10% fare increase will bring down ridership by between 2% and 5%.

- ***Sales of regional cards from January 1990 to October 1996 (seasonally adjusted data)***

