

Have you heard of the Metro Vancouver Transportation & Transit Plebiscite, which is scheduled to take place in the Lower Mainland this year?

	Metro Vancouver	Gender		Age			Mode of Transportation				Area			
		Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	No weekday commute	Vancouver + Richmond	South of Fraser	Burnaby and East	North Shore
Yes	88%	84%	92%	79%	88%	95%	87%	86%	86%	93%	89%	87%	86%	93%
No	12%	15%	8%	21%	12%	5%	13%	14%	14%	7%	11%	13%	14%	7%

How familiar are you the Metro Vancouver Transportation & Transit Plebiscite, which is scheduled to take place in the Lower Mainland this year?

	Metro Vancouver	Gender		Age			Mode of Transportation				Area			
		Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	No weekday commute	Vancouver + Richmond	South of Fraser	Burnaby and East	North Shore
Very familiar	27%	18%	37%	18%	25%	35%	28%	25%	26%	30%	29%	25%	25%	33%
Somewhat familiar	51%	53%	48%	48%	50%	53%	48%	49%	51%	57%	49%	54%	50%	48%
Somewhat unfamiliar	9%	11%	6%	12%	10%	4%	9%	11%	11%	5%	10%	7%	9%	9%
Not at all familiar	13%	18%	8%	21%	14%	7%	14%	16%	13%	8%	11%	14%	16%	10%

How would you vote if this plebiscite were held tomorrow?

	Metro Vancouver	Gender		Age			Mode of Transportation				Area			
		Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	No weekday commute	Vancouver + Richmond	South of Fraser	Burnaby and East	North Shore
Definitely "Yes"	15%	13%	18%	15%	15%	16%	12%	25%	26%	16%	20%	10%	14%	20%
Probably "Yes"	18%	22%	15%	22%	18%	16%	18%	21%	22%	17%	23%	14%	18%	19%
Probably "No"	18%	18%	19%	18%	21%	15%	20%	18%	15%	16%	18%	18%	18%	20%
Definitely "No"	37%	32%	42%	29%	35%	43%	40%	23%	26%	41%	30%	46%	36%	33%
Would not vote	2%	3%	1%	4%	2%	1%	2%	2%	2%	2%	2%	3%	2%	1%
Not sure	9%	13%	5%	12%	9%	8%	8%	11%	8%	9%	9%	9%	11%	7%

	Metro Vancouver	Household Income			Education			Vote in 2013 Provincial Election			
		Less than \$50,000	From \$50,000 to \$100,000	More than \$100,000	High School or Less	Community College / Technical Degree	University Degree	BC Libs.	BC NDP	BC Green	BC Cons.
Definitely "Yes"	15%	14%	15%	22%	10%	11%	20%	19%	20%	18%	8%
Probably "Yes"	18%	20%	18%	20%	18%	16%	20%	16%	18%	27%	24%
Probably "No"	18%	15%	21%	18%	15%	18%	19%	18%	18%	15%	27%
Definitely "No"	37%	34%	37%	36%	42%	43%	30%	41%	36%	31%	36%
Would not vote	2%	5%	1%	1%	4%	3%	1%	0%	2%	1%	0%
Not sure	9%	12%	9%	5%	11%	10%	9%	6%	7%	9%	7%

Why would you vote "Yes" on the plebiscite? (Choose all that apply)

	Metro Vancouver	Gender		Age			Mode of Transportation				Area			
		Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	No weekday commute	Vancouver + Richmond	South of Fraser	Burnaby and East	North Shore
I have confidence in TransLink to do a good job to ensure that these transportation projects are implemented properly.	11%	10%	12%	11%	12%	9%	10%	16%	17%	10%	12%	13%	7%	8%
I trust the Mayors to make the best decision when it comes to funding these projects.	19%	18%	20%	18%	21%	19%	16%	26%	22%	17%	19%	20%	21%	14%
I think having annual independent audits and public reporting will promote transparency.	43%	43%	43%	46%	37%	46%	37%	58%	46%	51%	47%	36%	40%	47%
The plebiscite addresses the traffic, services and roads problems we have in the Lower Mainland.	55%	54%	55%	53%	55%	56%	53%	62%	54%	58%	61%	55%	44%	53%
There is no other way to fund these projects than by allowing for this small increase in taxes.	37%	33%	40%	44%	32%	36%	40%	38%	33%	33%	35%	34%	41%	41%
The tax increase—if it goes through—will stay at 0.5%.	27%	28%	26%	19%	29%	30%	29%	30%	27%	35%	25%	26%	26%	35%
While I'm not satisfied with TransLink's performance, I'm voting "Yes" because the plebiscite is the best way to deal with current and future transit problems.	70%	71%	69%	72%	66%	72%	67%	69%	72%	78%	69%	70%	67%	80%
Other	5%	4%	6%	3%	2%	9%	5%	5%	6%	6%	6%	4%	6%	0%

Why would you vote "No" on the plebiscite? (Choose all that apply)

	Metro Vancouver	Gender		Age			Mode of Transportation				Area			
		Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	No weekday commute	Vancouver + Richmond	South of Fraser	Burnaby and East	North Shore
I do not have confidence in TransLink to do a good job to ensure that these transportation projects are implemented properly.	78%	75%	80%	76%	76%	80%	77%	80%	72%	79%	79%	75%	79%	78%
I do not trust the Mayors to make the best decision when it comes to funding these projects.	49%	42%	55%	51%	44%	53%	47%	47%	48%	59%	52%	48%	48%	52%
I don't think the annual independent audits and public reporting will promote transparency.	43%	40%	46%	46%	38%	46%	43%	42%	36%	48%	45%	42%	42%	42%
The plebiscite does nothing to address the traffic, services and roads problems we have in the Lower Mainland.	38%	41%	36%	37%	36%	41%	40%	28%	34%	40%	34%	43%	35%	41%
There are other ways to fund these projects—TransLink should explain how funds are spent before residents vote on any tax increase.	67%	68%	67%	67%	68%	66%	68%	63%	73%	68%	70%	67%	68%	62%
I don't expect this tax increase—if it goes through—to stay at 0.5%. It will probably be higher in the future.	66%	64%	67%	67%	60%	71%	64%	63%	66%	74%	67%	62%	66%	78%
I intend to send a message to TransLink and the Mayors by voting "No."	41%	35%	46%	40%	40%	42%	41%	36%	37%	50%	39%	44%	38%	39%
Other	13%	12%	13%	13%	11%	14%	12%	10%	12%	15%	12%	12%	14%	16%

Here are the projects that are included in the Mayors' Transportation and Transit Plan. How much are each of these projects a priority for you? Please rank them from 1 to 7, with 1 being the "most important priority" and 7 being the "least important priority" for you.

		Metro Vancouver	Gender		Age			Mode of Transportation				Area				
			Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	No weekday commute	Vancouver + Richmond	South of Fraser	Burnaby and East	North Shore	
Add bus service and new B-Line rapid bus routes	1	9%	12%	7%	10%	9%	10%	8%	16%	13%	9%	12%	5%	10%	14%	
	2	16%	15%	17%	13%	17%	17%	13%	22%	18%	16%	22%	9%	16%	14%	
	3	19%	19%	18%	19%	17%	20%	17%	17%	19%	23%	21%	17%	17%	20%	
	4	20%	20%	21%	17%	23%	20%	21%	19%	19%	19%	21%	20%	23%	20%	16%
	5	19%	18%	21%	22%	18%	19%	22%	14%	17%	19%	14%	27%	18%	17%	
	6	12%	13%	10%	13%	12%	11%	12%	10%	10%	11%	9%	13%	13%	17%	
	7	5%	3%	6%	6%	5%	3%	7%	2%	5%	1%	2%	7%	5%	2%	
Increase service on SkyTrain, Canada Line, SeaBus and West Coast Express.	1	22%	25%	19%	28%	21%	19%	20%	32%	24%	18%	25%	11%	27%	35%	
	2	21%	22%	19%	25%	20%	17%	20%	23%	24%	19%	24%	13%	21%	30%	
	3	21%	19%	22%	22%	20%	21%	20%	22%	24%	20%	22%	22%	19%	18%	
	4	16%	14%	18%	11%	16%	19%	18%	10%	14%	18%	14%	21%	16%	6%	
	5	12%	12%	13%	7%	14%	15%	12%	7%	9%	17%	9%	20%	10%	3%	
	6	6%	5%	7%	6%	7%	6%	8%	3%	4%	6%	4%	10%	5%	6%	
	7	2%	2%	3%	1%	3%	3%	3%	2%	2%	2%	2%	3%	2%	2%	
Maintain and upgrade the region's major roads	1	24%	23%	25%	18%	22%	29%	28%	11%	15%	29%	22%	22%	27%	31%	
	2	20%	19%	20%	17%	21%	20%	22%	14%	13%	23%	14%	26%	20%	20%	
	3	17%	17%	17%	15%	17%	19%	18%	14%	16%	17%	16%	19%	18%	14%	
	4	15%	16%	13%	18%	14%	13%	12%	19%	16%	13%	15%	15%	14%	15%	
	5	10%	12%	9%	12%	12%	7%	8%	16%	16%	9%	15%	9%	6%	6%	
	6	9%	8%	11%	13%	9%	8%	8%	18%	16%	7%	12%	6%	10%	8%	
	7	5%	4%	5%	7%	4%	4%	4%	9%	8%	3%	6%	3%	4%	7%	
Build a new Pattullo Bridge	1	15%	12%	18%	11%	15%	18%	17%	7%	11%	19%	7%	24%	17%	6%	
	2	14%	13%	14%	8%	15%	17%	16%	6%	7%	16%	8%	21%	14%	7%	
	3	12%	12%	12%	11%	12%	12%	14%	11%	7%	12%	6%	15%	16%	13%	
	4	11%	10%	11%	10%	9%	12%	11%	6%	5%	14%	8%	10%	13%	12%	
	5	13%	13%	13%	12%	12%	16%	13%	16%	12%	12%	14%	12%	12%	17%	
	6	18%	20%	16%	23%	19%	14%	16%	23%	25%	17%	29%	10%	12%	26%	
	7	17%	19%	15%	26%	18%	11%	13%	31%	33%	11%	27%	7%	15%	19%	
Build rapid transit connecting Surrey Centre with Guildford, Newton and Langley	1	14%	13%	16%	13%	16%	14%	15%	11%	8%	16%	5%	33%	9%	4%	
	2	14%	14%	14%	17%	12%	14%	15%	11%	14%	14%	10%	22%	12%	5%	
	3	12%	12%	12%	10%	13%	13%	13%	12%	9%	12%	11%	16%	12%	5%	
	4	15%	13%	16%	14%	13%	17%	13%	16%	14%	18%	13%	14%	15%	25%	
	5	16%	16%	15%	16%	15%	16%	16%	15%	18%	15%	19%	7%	21%	20%	
	6	17%	17%	16%	15%	18%	16%	17%	19%	20%	16%	23%	5%	20%	22%	
	7	12%	14%	10%	16%	13%	9%	12%	16%	16%	9%	19%	4%	12%	19%	
Build rapid transit along Broadway in Vancouver	1	12%	11%	12%	16%	13%	7%	9%	18%	20%	6%	23%	3%	8%	5%	
	2	10%	10%	10%	14%	9%	9%	9%	17%	14%	9%	17%	4%	8%	12%	
	3	11%	12%	11%	16%	12%	9%	10%	17%	14%	9%	15%	6%	12%	14%	
	4	13%	14%	12%	16%	14%	10%	14%	16%	17%	9%	17%	8%	12%	17%	
	5	16%	17%	15%	15%	16%	17%	17%	12%	12%	17%	13%	13%	21%	24%	
	6	22%	21%	23%	15%	20%	29%	25%	9%	12%	27%	9%	38%	22%	13%	
	7	16%	16%	16%	9%	16%	19%	16%	10%	10%	22%	5%	28%	15%	14%	
Extend the region's cycling and pedestrian walkway networks	1	4%	4%	4%	4%	5%	3%	3%	5%	11%	3%	6%	3%	2%	5%	
	2	6%	6%	6%	5%	6%	6%	6%	7%	11%	4%	5%	4%	8%	10%	
	3	8%	8%	7%	7%	9%	7%	8%	7%	12%	8%	10%	5%	6%	16%	
	4	11%	12%	9%	14%	11%	8%	11%	14%	13%	7%	12%	10%	9%	11%	
	5	13%	13%	13%	17%	13%	10%	11%	19%	15%	11%	15%	11%	12%	13%	
	6	15%	15%	16%	16%	15%	16%	14%	18%	13%	17%	12%	19%	17%	9%	
	7	43%	42%	45%	36%	42%	50%	46%	30%	26%	51%	39%	48%	45%	37%	

INSIGHTS WEST

Survey on the Metro Vancouver Transportation & Transit Plebiscite - March 9, 2015

You may have heard that B.C. businessman Jim Pattison has agreed to head a committee that will oversee any money collected through the proposed sales tax increase, if the "Yes" side wins the Metro Vancouver Transportation & Transit Plebiscite. Had you heard about this prior to now?

	Metro Vancouver	Gender		Age			Vote in Plebiscite		
		Female	Male	18-34	35-54	55+	Yes	No	Not sure
Yes	74%	70%	78%	62%	73%	83%	70%	79%	62%
No	26%	30%	22%	38%	27%	17%	30%	21%	37%

Does the fact that B.C. businessman Jim Pattison has agreed to head a committee that will oversee any money collected through the proposed sales tax increase have an effect on your vote in the Metro Vancouver Transportation & Transit Plebiscite?

	Metro Vancouver	Gender		Age			Vote in Plebiscite		
		Female	Male	18-34	35-54	55+	Yes	No	Not sure
It makes me more likely to vote "Yes"	21%	19%	23%	19%	21%	22%	50%	3%	15%
It does not have an effect on my vote	54%	52%	56%	48%	55%	57%	43%	64%	40%
It makes me more likely to vote "No"	14%	15%	13%	16%	13%	14%	1%	24%	2%
Not sure	11%	15%	8%	17%	11%	7%	5%	9%	42%