

## BACKGROUNDER

### METRO VANCOUVER ATTITUDES TO TRANSPORTATION OPTIONS RESEARCH CONDUCTED BY INSIGHTS WEST

#### SURVEY HIGHLIGHTS

##### **Demand is evident in Metro Vancouver to provide more transportation options:**

- The majority of respondents support a new, affordable sedan style car service that would meet BC regulations (60%). Support lower for a private car or rideshare service that does not meet BC regulations is lower (32%).
- Survey indicates desire to improve the reliability of SkyTrain (95%), increasing capacity on SkyTrain (90%), creating new SkyTrain lines (87%), having more buses (82%) and building light rail (78%).

##### **Strong views on the frequency, reliability and variety of transportation options in Vancouver:**

- One third of residents (34%) and Taxi/Limo riders (33%) consider that Metro Vancouver is worse than other Canadian and US cities in offering a variety of transportation choices for its citizens and visitors.
- Two thirds of residents (66%) and Taxi/Limo riders (64%) think Metro Vancouver is NOT a leader in providing transportation choices for its citizens and visitors.

##### **Experiences with available hired car services indicate challenges:**

- More than one third of respondents encountered a busy dispatch line (38%) and longer than acceptable wait times (37%).
- More than one-in-four say their taxi ride took longer than required (29%) and had a taxi driver who used a hand-held cell phone while driving (28%).
- At least one-in-five had a driver who drove recklessly (24%), were told all the taxis were full (23%), had a taxi with a bad smell (22%), and had a driver who did not wear a seat belt (20%).
- Other experiences recorded are being left without a way to get home (19%), calling a taxi that did not show up (17%), riding in a dirty taxi (16%), having to order a ride ahead of time (12%), and feeling that their personal safety was at risk because they could not get a taxi (9%).

##### **Safety is top consideration for Metro Vancouverites in choosing a hired car service:**

- The most important traits on a hired car service are safety (27%), cost (23%) and value (22%), followed by speed of service (17%), transparent transaction (8%) and comfort (2%).

**Survey methodology**

The survey, commissioned by Ripe includes results are based on an online study conducted by Insights West from December 9 to December 12, 2014, among 795 adult residents of Metro Vancouver— including 401 frequent taxi and/or limo riders. Results have a margin of error of +/- 3.5 percentage points (full sample) and +/- 4.9 percentage points (taxi/limo riders), 19 times out of 20.

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