

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			Vote in 2013		Vote in Plebiscite		
		Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	BC Liberals	BC NDP	Yes	No	Not sure
Yes	61%	49%	76%	39%	59%	81%	55%	59%	55%	70%	72%	66%	61%	45%
No	39%	51%	24%	61%	41%	19%	45%	41%	45%	30%	28%	34%	39%	55%

How familiar are you with 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			Vote in 2013		Vote in Plebiscite		
		Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	BC Liberals	BC NDP	Yes	No	Not sure
Very familiar	13%	7%	20%	6%	12%	20%	13%	11%	12%	16%	21%	15%	14%	4%
Somewhat familiar	40%	31%	49%	26%	39%	51%	34%	39%	32%	47%	42%	42%	40%	30%
Somewhat unfamiliar	11%	16%	6%	16%	11%	8%	10%	17%	14%	10%	10%	12%	9%	13%
Not at all familiar	36%	46%	24%	53%	38%	21%	43%	33%	41%	26%	26%	31%	37%	54%

How would you vote if this plebiscite were held tomorrow?

	Metro Vancouver	Gender		Age			Mode of Transportation			Vote in 2013		Vote in Plebiscite		
		Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	BC Liberals	BC NDP	Yes	No	Not sure
Definitely "Yes"	16%	13%	21%	16%	17%	16%	13%	23%	21%	16%	27%	35%	0%	0%
Probably "Yes"	30%	30%	31%	36%	27%	29%	27%	38%	30%	33%	22%	65%	0%	0%
Probably "No"	18%	22%	14%	18%	19%	18%	21%	8%	16%	18%	18%	0%	43%	0%
Definitely "No"	24%	21%	28%	17%	25%	29%	28%	18%	21%	25%	22%	0%	57%	0%
Would not vote	1%	1%	0%	2%	1%	1%	2%	0%	0%	1%	1%	0%	0%	0%
Not sure	10%	14%	6%	12%	12%	8%	10%	13%	12%	8%	9%	0%	0%	100%

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

	Metro Vancouver	Gender		Age			Mode of Transportation			Vote in 2013	
		Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	BC Liberals	BC NDP
I have confidence in TransLink to do a good job to ensure that these transportation projects are implemented properly.	11%	10%	12%	10%	14%	10%	10%	14%	13%	16%	7%
I trust the Mayors to make the best decision when it comes to funding these projects.	17%	18%	17%	14%	21%	16%	19%	20%	15%	17%	24%
I think having annual independent audits and public reporting will promote transparency.	49%	48%	50%	43%	49%	56%	47%	50%	41%	55%	51%
The plebiscite addresses the traffic, service and road problems we have in the Lower Mainland.	63%	69%	58%	59%	60%	72%	61%	67%	67%	62%	73%
There is no other way to fund these projects than by allowing for this small increase in taxes.	46%	43%	48%	40%	46%	51%	45%	43%	44%	51%	51%
The tax increase—if it goes through—will stay at 0.5%.	27%	25%	29%	22%	19%	40%	27%	28%	19%	36%	24%
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.	71%	66%	75%	70%	68%	75%	70%	74%	72%	67%	77%

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

	Metro Vancouver	Gender		Age			Mode of Transportation			Vote in 2013	
		Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	BC Liberals	BC NDP
I do not have confidence in TransLink to do a good job to ensure that these transportation projects are implemented properly.	71%	68%	74%	69%	69%	74%	71%	74%	65%	71%	74%
I do not trust the Mayors to make the best decision when it comes to funding these projects.	46%	36%	57%	40%	48%	47%	50%	39%	44%	44%	43%
I don't think the annual independent audits and public reporting will promote transparency.	40%	36%	45%	29%	44%	44%	38%	39%	39%	38%	47%
The plebiscite does nothing to address the traffic, services and roads problems we have in the Lower Mainland.	41%	42%	39%	40%	38%	43%	44%	35%	33%	36%	35%
There are other ways to fund these projects—TransLink should explain how funds are spent before residents vote on any tax increase.	74%	73%	74%	82%	73%	70%	75%	80%	80%	73%	70%
I don't expect this tax increase—if it goes through—to stay at 0.5%. It will probably be higher in the future.	63%	62%	64%	56%	62%	69%	61%	59%	56%	55%	65%
I intend to send a message to TransLink and the Mayors by voting "No."	35%	25%	46%	27%	33%	42%	37%	24%	28%	34%	36%

INSIGHTS WEST

Survey on the Metro Vancouver Transportation and Transit Plebiscite - January 20, 2014

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 8 being the "least important priority" for you.

		Metro Vancouver	Gender		Age			Mode of Transportation			Vote in 2013		Vote in Plebiscite		
			Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	BC Liberals	BC NDP	Yes	No	Not sure
Add bus service and new B-Line rapid bus routes	1	9%	8%	9%	9%	9%	8%	6%	12%	8%	5%	15%	12%	6%	4%
	2	14%	13%	15%	17%	13%	13%	12%	25%	21%	12%	17%	16%	12%	13%
	3	21%	25%	16%	23%	22%	18%	17%	27%	22%	22%	19%	21%	19%	28%
	4	17%	20%	13%	9%	19%	21%	18%	10%	14%	18%	12%	13%	22%	15%
	5	21%	21%	22%	21%	19%	24%	25%	14%	20%	23%	21%	19%	22%	28%
	6	13%	10%	16%	16%	11%	11%	14%	8%	10%	13%	12%	13%	14%	9%
	7	5%	3%	7%	4%	6%	5%	7%	3%	4%	6%	3%	6%	5%	3%
Increase service on SkyTrain, Canada Line, SeaBus and West Coast Express.	1	22%	24%	19%	26%	22%	19%	19%	36%	29%	18%	22%	22%	22%	22%
	2	23%	25%	20%	24%	24%	20%	23%	20%	20%	24%	22%	22%	22%	30%
	3	20%	19%	22%	21%	19%	21%	19%	16%	20%	14%	22%	21%	21%	12%
	4	18%	16%	21%	17%	17%	20%	20%	17%	21%	24%	16%	21%	16%	15%
	5	10%	11%	9%	8%	11%	12%	11%	8%	7%	14%	9%	10%	11%	12%
	6	4%	3%	5%	3%	4%	5%	5%	2%	1%	3%	5%	3%	5%	4%
	7	2%	2%	3%	1%	3%	3%	3%	1%	1%	4%	2%	1%	3%	4%
Maintain and upgrade the region's major roads	1	27%	26%	28%	23%	26%	31%	31%	7%	17%	28%	22%	15%	38%	28%
	2	15%	17%	13%	9%	16%	19%	15%	10%	13%	18%	11%	15%	17%	9%
	3	14%	13%	14%	9%	16%	16%	17%	13%	8%	16%	12%	14%	14%	12%
	4	17%	18%	17%	26%	17%	10%	18%	26%	18%	18%	20%	18%	15%	27%
	5	12%	13%	11%	18%	9%	11%	8%	20%	16%	12%	10%	16%	7%	16%
	6	10%	10%	11%	11%	11%	9%	7%	17%	17%	7%	17%	15%	7%	6%
	7	5%	3%	6%	5%	5%	4%	4%	5%	10%	2%	7%	7%	2%	3%
Build a new Pattullo Bridge	1	12%	11%	14%	11%	11%	15%	14%	3%	3%	14%	11%	11%	13%	15%
	2	15%	12%	17%	11%	14%	18%	19%	6%	5%	18%	14%	11%	19%	13%
	3	13%	14%	10%	10%	12%	15%	14%	11%	8%	16%	10%	11%	13%	18%
	4	11%	9%	12%	10%	10%	11%	11%	8%	7%	12%	11%	12%	10%	6%
	5	13%	11%	14%	16%	10%	12%	11%	18%	16%	10%	15%	12%	14%	9%
	6	20%	22%	19%	19%	23%	18%	18%	28%	27%	19%	21%	23%	18%	19%
	7	17%	19%	13%	23%	19%	10%	14%	25%	32%	12%	17%	20%	12%	19%
Build rapid transit connecting Surrey Centre with Guildford, Newton and Langley	1	12%	12%	12%	12%	13%	12%	15%	14%	10%	16%	10%	16%	10%	7%
	2	14%	12%	16%	16%	11%	14%	14%	12%	9%	16%	14%	14%	12%	13%
	3	13%	11%	16%	16%	9%	15%	14%	11%	17%	15%	15%	15%	13%	10%
	4	13%	14%	11%	12%	12%	15%	10%	13%	12%	9%	13%	11%	15%	12%
	5	15%	15%	14%	8%	21%	14%	15%	12%	16%	14%	16%	12%	17%	12%
	6	18%	19%	18%	18%	21%	16%	19%	16%	16%	18%	14%	16%	20%	24%
	7	15%	17%	12%	18%	13%	14%	13%	22%	21%	12%	16%	15%	14%	19%

All things considered, do you agree or disagree with these statements?

		Metro Vancouver	Gender		Age			Mode of Transportation			Vote in 2013		Vote in Plebiscite		
			Female	Male	18-34	35-54	55+	Drive	Transit	Bike / Walk	BC Liberals	BC NDP	Yes	No	Not sure
I have enough information on exactly which projects will take place in my community if the plebiscite is successful	Strongly agree	7%	3%	10%	8%	6%	6%	6%	10%	7%	7%	8%	9%	5%	7%
	Moderately agree	29%	23%	36%	22%	29%	34%	25%	33%	27%	40%	30%	41%	19%	13%
	Moderately disagree	31%	32%	29%	36%	31%	27%	33%	33%	35%	26%	37%	32%	32%	22%
	Strongly disagree	24%	29%	19%	23%	25%	25%	28%	15%	18%	22%	20%	12%	37%	30%
	Not sure	9%	12%	6%	12%	9%	8%	7%	9%	12%	6%	5%	6%	7%	27%
The provincial government, including the Premier and the Transportation Minister, should openly support the "Yes" side	Strongly agree	18%	12%	24%	16%	16%	20%	12%	22%	18%	20%	25%	33%	4%	3%
	Moderately agree	24%	25%	23%	19%	28%	25%	24%	27%	20%	29%	27%	42%	9%	13%
	Moderately disagree	11%	11%	11%	12%	10%	12%	12%	9%	12%	13%	8%	6%	19%	7%
	Strongly disagree	21%	19%	22%	18%	19%	24%	25%	13%	14%	18%	23%	1%	47%	4%
	Not sure	26%	33%	18%	34%	27%	19%	27%	29%	36%	22%	16%	18%	21%	72%