

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	Vancouver + Richmond	South of Fraser	Burnaby + East	North Shore
Yes	74%	69%	79%	53%	75%	91%	69%	71%	73%	76%	72%	70%	83%
No	26%	31%	21%	47%	25%	9%	31%	29%	27%	24%	28%	29%	17%

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	Vancouver + Richmond	South of Fraser	Burnaby + East	North Shore
Very familiar	20%	11%	30%	8%	20%	29%	20%	18%	15%	21%	20%	18%	25%
Somewhat familiar	44%	43%	44%	31%	44%	55%	39%	42%	48%	46%	43%	42%	46%
Somewhat unfamiliar	10%	13%	8%	14%	11%	6%	12%	13%	9%	10%	10%	10%	12%
Not at all familiar	26%	32%	19%	46%	25%	10%	29%	27%	27%	24%	27%	31%	15%

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	Vancouver + Richmond	South of Fraser	Burnaby + East	North Shore
Definitely "Yes"	16%	17%	16%	17%	14%	18%	12%	24%	24%	20%	12%	17%	12%
Probably "Yes"	22%	27%	17%	29%	25%	14%	22%	28%	30%	28%	19%	22%	15%
Probably "No"	19%	21%	17%	19%	19%	18%	20%	16%	12%	18%	20%	18%	19%
Definitely "No"	34%	27%	42%	26%	33%	41%	37%	26%	21%	27%	42%	31%	42%
Would not vote	1%	2%	0%	2%	0%	1%	1%	1%	1%	1%	1%	2%	0%
Not sure	8%	7%	8%	7%	8%	7%	8%	6%	10%	6%	6%	11%	10%

	Metro Vancouver	Annual Household Income			Level of Education		
		Less than \$50,000	From \$50,000 to \$100,000	More than \$100,000	High School or Less	Community College / Technical Degree	University Degree
Definitely "Yes"	16%	18%	15%	22%	10%	16%	19%
Probably "Yes"	22%	26%	21%	23%	17%	18%	28%
Probably "No"	19%	16%	19%	20%	18%	19%	19%
Definitely "No"	34%	31%	38%	33%	40%	39%	28%
Would not vote	1%	3%	1%	0%	3%	2%	0%
Not sure	8%	7%	7%	2%	13%	7%	6%

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	Vancouver + Richmond	South of Fraser	Burnaby + East	North Shore
I have confidence in TransLink to do a good job to ensure that these transportation projects are implemented properly.	10%	10%	10%	11%	11%	8%	11%	15%	13%	9%	13%	8%	8%
I trust the Mayors to make the best decision when it comes to funding these projects.	13%	15%	9%	11%	14%	13%	12%	16%	16%	12%	17%	9%	8%
I think having annual independent audits and public reporting will promote transparency.	44%	41%	49%	33%	44%	59%	43%	41%	42%	41%	42%	51%	46%
The plebiscite addresses the traffic, services and roads problems we have in the Lower Mainland.	60%	60%	61%	58%	56%	71%	55%	64%	62%	64%	57%	59%	54%
There is no other way to fund these projects than by allowing for this small increase in taxes.	40%	43%	38%	38%	38%	49%	39%	39%	38%	43%	36%	43%	38%
The tax increase—if it goes through—will stay at 0.5%.	25%	24%	28%	23%	21%	33%	29%	22%	26%	26%	32%	19%	31%
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%	69%	73%	65%	68%	79%	70%	70%	68%	68%	71%	72%	69%
Other	5%	6%	2%	5%	4%	4%	7%	7%	4%	3%	7%	5%	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	Vancouver + Richmond	South of Fraser	Burnaby + East	North Shore
I do not have confidence in TransLink to do a good job to ensure that these transportation projects are implemented properly.	82%	79%	85%	71%	85%	87%	82%	80%	77%	77%	80%	87%	93%
I do not trust the Mayors to make the best decision when it comes to funding these projects.	47%	41%	52%	43%	39%	56%	42%	52%	47%	56%	44%	38%	48%
I don't think the annual independent audits and public reporting will promote transparency.	44%	44%	45%	29%	44%	54%	42%	51%	44%	37%	47%	41%	72%
The plebiscite does nothing to address the traffic, services and roads problems we have in the Lower Mainland.	42%	42%	41%	35%	34%	52%	40%	49%	35%	34%	42%	45%	59%
There are other ways to fund these projects—TransLink should explain how funds are spent before residents vote on any tax increase.	74%	72%	75%	73%	73%	75%	75%	80%	67%	77%	72%	74%	76%
I don't expect this tax increase—if it goes through—to stay at 0.5%. It will probably be higher in the future.	67%	68%	67%	56%	61%	79%	65%	68%	53%	69%	65%	67%	72%
I intend to send a message to TransLink and the Mayors by voting "No."	43%	32%	53%	37%	39%	51%	43%	44%	42%	41%	45%	41%	52%
Other	11%	8%	13%	12%	8%	13%	10%	9%	9%	11%	11%	11%	14%

INSIGHTS WEST

Survey on the Metro Vancouver Transportation and Transit Plebiscite - February 20, 2015

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			Area			
			Female	Male	18 - 34	35 - 54	55+	Drive	Transit	Bike / Walk	Vancouver + Richmond	South of Fraser	Burnaby + East	North Shore
Add bus service and new B-Line rapid bus routes	1	16%	16%	15%	15%	15%	16%	12%	26%	20%	20%	8%	17%	21%
	2	16%	18%	13%	15%	15%	16%	14%	22%	15%	19%	10%	16%	15%
	3	16%	18%	14%	19%	13%	17%	14%	20%	19%	21%	10%	17%	21%
	4	19%	18%	20%	18%	18%	20%	19%	12%	14%	17%	19%	21%	19%
	5	20%	18%	22%	19%	22%	19%	22%	10%	19%	14%	34%	13%	12%
	6	10%	9%	12%	8%	14%	7%	13%	6%	7%	8%	12%	11%	8%
	7	4%	4%	5%	5%	4%	3%	4%	4%	5%	2%	7%	5%	0%
Increase service on SkyTrain, Canada Line, SeaBus and West Coast Express.	1	18%	21%	15%	23%	16%	15%	17%	27%	22%	20%	10%	23%	25%
	2	24%	25%	23%	25%	24%	24%	25%	28%	24%	27%	18%	25%	33%
	3	21%	21%	22%	20%	21%	22%	20%	21%	23%	23%	22%	22%	10%
	4	19%	17%	21%	16%	20%	20%	21%	13%	20%	16%	26%	15%	19%
	5	12%	11%	14%	10%	12%	15%	12%	6%	9%	10%	17%	11%	6%
	6	5%	4%	5%	5%	5%	4%	5%	5%	2%	4%	6%	4%	2%
	7	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
Maintain and upgrade the region's major roads	1	24%	21%	29%	19%	27%	25%	31%	9%	12%	19%	23%	34%	25%
	2	18%	17%	18%	15%	19%	19%	19%	14%	10%	12%	23%	21%	6%
	3	18%	18%	19%	21%	16%	18%	18%	16%	18%	18%	22%	14%	19%
	4	16%	18%	13%	15%	15%	17%	14%	24%	20%	18%	15%	13%	21%
	5	12%	13%	11%	16%	12%	9%	11%	16%	20%	18%	8%	12%	6%
	6	8%	10%	7%	10%	6%	9%	5%	13%	13%	12%	6%	5%	10%
	7	3%	3%	4%	4%	4%	3%	3%	7%	5%	3%	3%	2%	10%
Build a new Pattullo Bridge	1	15%	12%	17%	11%	13%	18%	16%	9%	4%	6%	25%	14%	12%
	2	14%	11%	18%	10%	16%	15%	17%	7%	9%	8%	20%	15%	15%
	3	13%	11%	14%	11%	14%	12%	17%	8%	6%	10%	14%	16%	6%
	4	14%	12%	16%	13%	13%	15%	12%	17%	14%	13%	14%	16%	10%
	5	11%	12%	9%	9%	10%	13%	10%	12%	9%	13%	9%	10%	8%
	6	18%	21%	14%	21%	16%	16%	16%	20%	23%	25%	10%	15%	25%
	7	17%	20%	12%	24%	16%	11%	11%	27%	33%	25%	9%	14%	21%
Build rapid transit connecting Surrey Centre with Guildford, Newton and Langley	1	12%	15%	10%	12%	14%	12%	13%	11%	9%	3%	31%	6%	2%
	2	12%	12%	12%	13%	12%	13%	11%	10%	11%	11%	18%	9%	6%
	3	13%	13%	13%	9%	14%	16%	14%	10%	11%	8%	20%	12%	10%
	4	12%	11%	13%	13%	11%	13%	15%	11%	8%	11%	11%	16%	8%
	5	20%	17%	24%	18%	20%	23%	20%	22%	16%	22%	15%	22%	29%
	6	18%	20%	16%	21%	17%	17%	15%	23%	28%	26%	4%	23%	25%
	7	11%	12%	10%	14%	13%	7%	11%	12%	16%	19%	1%	13%	17%

Build rapid transit along Broadway in Vancouver	1	10%	10%	10%	15%	9%	7%	8%	15%	19%	25%	0%	3%	4%
	2	11%	10%	12%	16%	11%	7%	9%	15%	20%	15%	5%	12%	15%
	3	11%	11%	11%	12%	13%	8%	10%	16%	11%	14%	8%	11%	8%
	4	12%	14%	10%	13%	13%	9%	11%	11%	12%	14%	9%	10%	19%
	5	13%	14%	12%	14%	12%	12%	14%	17%	16%	11%	8%	16%	23%
	6	28%	25%	31%	19%	27%	36%	31%	17%	12%	15%	45%	26%	19%
	7	16%	17%	16%	13%	15%	20%	18%	8%	9%	6%	24%	21%	10%
Extend the region's cycling and pedestrian walkway networks	1	5%	6%	4%	4%	5%	5%	3%	3%	13%	8%	2%	4%	8%
	2	6%	7%	4%	8%	3%	7%	5%	4%	9%	7%	6%	2%	6%
	3	7%	7%	8%	7%	9%	7%	7%	8%	12%	6%	5%	9%	21%
	4	9%	10%	7%	12%	9%	5%	7%	12%	11%	11%	7%	9%	2%
	5	12%	15%	9%	13%	13%	9%	11%	17%	12%	12%	9%	15%	12%
	6	13%	12%	16%	16%	14%	11%	15%	16%	14%	11%	16%	15%	8%
	7	48%	43%	54%	41%	46%	55%	52%	42%	30%	45%	55%	45%	42%

All things considered, do you agree or disagree with this statement?

	Metro Vancouver	Gender		Age			Mode of Transportation			Area				
		Female	Male	18 - 34	35 - 54	55+	Drive	Transit	Bike / Walk	Vancouver + Richmond	South of Fraser	Burnaby + East	North Shore	
I have enough information on exactly which projects will take place in my community if the plebiscite is successful	Strongly agree	9%	7%	11%	5%	8%	12%	9%	8%	6%	9%	9%	7%	15%
	Moderately agree	32%	33%	31%	31%	29%	36%	29%	39%	36%	38%	27%	32%	25%
	Moderately disagree	28%	29%	26%	27%	31%	25%	28%	24%	27%	26%	30%	26%	27%
	Strongly disagree	24%	24%	24%	28%	24%	21%	28%	22%	19%	19%	26%	27%	29%
	Not sure	7%	7%	8%	8%	8%	6%	6%	8%	10%	7%	8%	7%	2%