

INSIGHTS WEST

Survey on Municipal Elections in Metro Vancouver - October 15, 2018

Municipal elections are being held in Metro Vancouver later this month. In your opinion, what is the most important issue for your community in this upcoming election? Choose one.

	Total	Gender		Age Group			City Metro Van				HH Income		Likely to Vote Upcoming Municipal Election		Voted Last Municipal Election 2014	
		Male	Female	18-34	35-54	55+	City Van	City Burnaby	City Surrey	Rest of Metro Van.	<\$75k	\$75k+	Likely	Not likely	Yes	No
Housing purchase prices/affordability	24%	25%	23%	36%	23%	18%	28%	30%	23%	21%	22%	28%	23%	31%	22%	29%
Rental unit affordability/availability	15%	13%	17%	18%	13%	15%	21%	19%	9%	14%	25%	8%	16%	7%	15%	17%
Traffic congestion	11%	12%	11%	8%	12%	13%	6%	4%	10%	16%	5%	13%	12%	10%	12%	9%
Crime/public safety	8%	9%	7%	3%	9%	10%	4%	6%	20%	5%	7%	9%	9%	5%	8%	7%
Homelessness	6%	5%	7%	5%	6%	7%	7%	5%	5%	6%	6%	7%	7%	2%	8%	2%
Taxes	6%	8%	4%	3%	8%	6%	7%	6%	2%	7%	5%	7%	6%	10%	6%	7%
Public transit	5%	5%	6%	5%	4%	7%	2%	2%	10%	5%	7%	3%	6%	4%	6%	3%
Economy	3%	3%	2%	1%	4%	2%	2%	2%	2%	4%	2%	4%	2%	5%	3%	4%
Health care	3%	3%	3%	2%	2%	4%	2%	3%	2%	4%	3%	2%	3%	3%	3%	3%
Environment	3%	2%	3%	5%	3%	2%	3%	3%	2%	3%	3%	3%	3%	2%	2%	4%
Education	2%	2%	2%	2%	3%	1%	2%	1%	3%	2%	2%	3%	2%	2%	2%	2%
Opioid addiction/crisis	2%	1%	4%	3%	2%	3%	5%	3%	2%	1%	2%	2%	2%	4%	2%	3%
Development permits/red tape	2%	2%	1%	2%	2%	1%	2%	1%	0%	2%	1%	2%	2%	2%	1%	3%
Poverty	1%	1%	2%	0%	1%	2%	1%	1%	3%	1%	2%	2%	1%	3%	2%	1%
Jobs/unemployment	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	0%	1%	1%	1%	1%
Bike lanes	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Energy/pipelines	1%	1%	1%	0%	1%	2%	1%	6%	1%	1%	1%	1%	1%	1%	1%	0%
Permits/regulations/bylaws	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%
Parks and other recreation facilities	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
Other	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	2%	2%
Not sure	3%	3%	2%	3%	4%	2%	2%	5%	3%	3%	3%	2%	2%	7%	3%	3%

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How likely are you to vote when the upcoming municipal election is held later this month? Choose one.

	Total	Gender		Age Group			City Metro Van				HH Income		Likely to Vote Upcoming Municipal Election		Voted Last Municipal Election 2014	
		Male	Female	18-34	35-54	55+	City Van	City Burnaby	City Surrey	Rest of Metro Van.	<\$75k	\$75k+	Likely	Not likely	Yes	No
Not sure	4%	2%	5%	7%	3%	2%	4%	3%	3%	4%	3%	3%	0%	0%	1%	8%
Not at all likely	5%	6%	4%	5%	6%	4%	5%	3%	4%	6%	7%	5%	0%	50%	1%	18%
Not very likely	5%	6%	4%	8%	6%	3%	5%	7%	3%	6%	5%	5%	0%	50%	1%	17%
TOTAL LIKELY	86%	85%	87%	79%	85%	91%	86%	87%	90%	84%	85%	88%	100%	0%	97%	56%
Somewhat likely	16%	16%	16%	24%	16%	11%	16%	18%	16%	16%	18%	14%	19%	0%	12%	23%
Very likely	70%	69%	70%	55%	69%	79%	70%	69%	74%	68%	67%	74%	81%	0%	86%	33%

Which of the following are reasons why you are not likely to vote in the upcoming municipal election? Choose as many as apply.

(Among Those Not at All/Not Very Likely to Vote)	Total
Don't know enough about the candidates	38%
Too much effort to figure out who to vote for	25%
Overwhelmed by the number of positions to vote for (mayor, city councilors, parks board and school board)	22%
Too difficult to find useful information about the candidates	21%
The candidates are pretty much all the same	20%
Don't care enough about the outcome	18%
Overwhelmed by the number of candidates	15%
Don't like any of the candidates	13%
Won't have time to vote	7%
Will be out of town	7%
Other	13%
Not sure	5%

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Which of the following best reflects your voting intentions when it comes to this upcoming municipal election? Choose one.

(Among Those Very/ Somewhat Likely to Vote)	Total	Gender		Age Group			City Metro Van				HH Income		Likely to Vote Upcoming Municipal Election		Voted Last Municipal Election 2014	
		Male	Female	18-34	35-54	55+	City Van	City Burnaby	City Surrey	Rest of Metro Van.	<\$75k	\$75k+	Likely	Not likely	Yes	No
I have already decided which candidates I'm going to vote for	22%	23%	21%	17%	21%	25%	22%	33%	21%	20%	24%	23%	22%	0%	24%	18%
I plan to do more research before I decide which candidates I'm going to vote for	68%	65%	71%	66%	71%	66%	64%	55%	69%	72%	65%	68%	68%	0%	67%	73%
I don't know who I'm going to vote for yet, but I don't plan to do more research	8%	9%	6%	15%	6%	5%	11%	6%	7%	6%	7%	7%	8%	0%	7%	8%
I'll randomly pick candidates when I go to vote	1%	2%	0%	2%	1%	1%	3%	2%	1%	0%	1%	1%	1%	0%	2%	0%
Not sure	1%	1%	2%	1%	1%	2%	1%	4%	2%	1%	2%	0%	1%	0%	1%	1%

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Thinking about the upcoming municipal election, how much do you agree or disagree with each of the following statements? Choose one for each row.

		Total	Gender		Age Group			City Metro Van				HH Income		Likely to Vote Upcoming Municipal Election		Voted Last Municipal Election 2014	
			Male	Female	18-34	35-54	55+	City Van	City Burnaby	City Surrey	Rest of Metro Van.	<\$75k	\$75k+	Likely	Not likely	Yes	No
I am overwhelmed by the number of candidates running for office in my municipality	TOTAL DISAGREE	37%	35%	39%	33%	40%	36%	18%	56%	29%	47%	39%	36%	37%	41%	37%	34%
	Strongly disagree	10%	9%	10%	6%	10%	12%	5%	13%	10%	11%	11%	8%	10%	11%	11%	8%
	Somewhat disagree	27%	26%	28%	27%	30%	24%	13%	43%	18%	35%	28%	27%	27%	30%	27%	26%
	TOTAL AGREE	63%	65%	61%	67%	60%	64%	82%	44%	71%	53%	61%	64%	63%	59%	63%	66%
	Somewhat agree	43%	46%	40%	42%	43%	44%	52%	35%	46%	39%	39%	46%	44%	37%	44%	43%
	Strongly agree	20%	19%	21%	24%	17%	20%	30%	9%	26%	14%	22%	19%	19%	22%	19%	24%
	Total	775	394	377	202	258	316	199	77	159	340	261	354	665	80	533	190
I'm finding it difficult to find good/meaningful information about the candidates	TOTAL DISAGREE	34%	31%	37%	27%	38%	36%	30%	32%	35%	36%	36%	33%	33%	41%	34%	32%
	Strongly disagree	7%	6%	8%	3%	9%	8%	5%	8%	8%	8%	9%	6%	7%	7%	9%	4%
	Somewhat disagree	27%	26%	29%	24%	29%	28%	25%	25%	27%	29%	27%	27%	26%	35%	26%	29%
	TOTAL AGREE	66%	69%	63%	73%	62%	64%	70%	68%	65%	64%	64%	67%	67%	59%	66%	68%
	Somewhat agree	47%	50%	44%	49%	45%	47%	53%	50%	43%	45%	47%	48%	47%	40%	47%	48%
	Strongly agree	19%	19%	19%	24%	18%	17%	17%	18%	22%	18%	17%	20%	19%	19%	18%	20%
	Total	775	394	377	202	258	316	199	77	159	340	261	354	665	80	533	190
I find it to be too much effort to figure out who to vote for	TOTAL DISAGREE	56%	52%	59%	38%	57%	66%	46%	58%	56%	61%	58%	55%	60%	33%	62%	41%
	Strongly disagree	26%	23%	28%	10%	28%	34%	23%	27%	25%	27%	23%	27%	29%	10%	32%	10%
	Somewhat disagree	30%	30%	31%	28%	29%	32%	23%	31%	31%	34%	35%	28%	32%	23%	30%	31%
	TOTAL AGREE	44%	48%	41%	62%	43%	34%	54%	42%	44%	39%	42%	45%	40%	67%	38%	59%
	Somewhat agree	35%	36%	34%	48%	33%	28%	42%	35%	35%	31%	33%	36%	33%	41%	32%	43%
	Strongly agree	9%	11%	7%	14%	10%	6%	12%	7%	9%	8%	9%	8%	7%	27%	6%	17%
	Total	775	394	377	202	258	316	199	77	159	340	261	354	665	80	533	190
Municipal elections aren't that important	TOTAL DISAGREE	86%	84%	88%	76%	87%	91%	83%	85%	87%	88%	86%	86%	89%	67%	91%	74%
	Strongly disagree	56%	50%	61%	38%	58%	65%	55%	53%	58%	55%	55%	59%	61%	20%	67%	28%
	Somewhat disagree	31%	35%	27%	39%	29%	26%	27%	32%	29%	33%	31%	27%	28%	47%	24%	46%
	TOTAL AGREE	14%	16%	12%	24%	13%	9%	17%	15%	13%	12%	14%	14%	11%	33%	9%	26%
	Somewhat agree	10%	12%	8%	18%	11%	4%	13%	12%	8%	9%	9%	11%	8%	25%	6%	22%
	Strongly agree	4%	3%	4%	5%	2%	4%	4%	2%	5%	3%	5%	3%	3%	8%	3%	5%
	Total	775	394	377	202	258	316	199	77	159	340	261	354	665	80	533	190
There are good, qualified candidates running for office in my municipality	TOTAL DISAGREE	28%	28%	27%	31%	31%	23%	25%	27%	36%	26%	28%	26%	24%	51%	24%	36%
	Strongly disagree	4%	5%	4%	2%	6%	4%	4%	5%	4%	4%	3%	4%	3%	12%	4%	5%
	Somewhat disagree	23%	24%	23%	29%	24%	19%	20%	22%	32%	22%	24%	22%	21%	40%	20%	31%
	TOTAL AGREE	72%	72%	73%	69%	69%	77%	75%	73%	64%	74%	72%	74%	76%	49%	76%	64%
	Somewhat agree	56%	58%	55%	55%	53%	59%	59%	61%	49%	57%	56%	55%	57%	45%	56%	55%
	Strongly agree	16%	14%	18%	13%	16%	18%	16%	13%	15%	17%	16%	18%	18%	3%	20%	8%
	Total	775	394	377	202	258	316	199	77	159	340	261	354	665	80	533	190
I am following the news about the municipal election very closely	TOTAL DISAGREE	45%	44%	47%	59%	49%	34%	41%	51%	46%	46%	48%	42%	39%	85%	36%	65%
	Strongly disagree	13%	10%	17%	19%	14%	9%	9%	19%	13%	14%	15%	11%	8%	46%	7%	25%
	Somewhat disagree	32%	34%	31%	40%	35%	25%	32%	32%	33%	32%	33%	31%	31%	39%	28%	41%
	TOTAL AGREE	55%	56%	53%	41%	51%	66%	59%	49%	54%	54%	52%	58%	61%	15%	64%	35%
	Somewhat agree	40%	43%	36%	34%	37%	46%	42%	33%	41%	39%	37%	42%	44%	13%	45%	31%
	Strongly agree	15%	13%	17%	7%	15%	21%	17%	16%	13%	14%	15%	17%	17%	2%	20%	4%
	Total	775	394	377	202	258	316	199	77	159	340	261	354	665	80	533	190
It is time for a change of government in my municipality	TOTAL DISAGREE	31%	31%	30%	34%	33%	27%	22%	39%	20%	39%	29%	33%	28%	51%	28%	36%
	Strongly disagree	5%	5%	4%	4%	5%	5%	4%	10%	1%	6%	5%	5%	5%	1%	6%	2%
	Somewhat disagree	26%	26%	26%	30%	28%	21%	18%	30%	19%	33%	24%	28%	23%	51%	22%	34%
	TOTAL AGREE	69%	69%	70%	66%	67%	73%	78%	61%	80%	61%	71%	67%	72%	49%	72%	64%
	Somewhat agree	38%	37%	39%	43%	36%	36%	35%	33%	43%	38%	40%	35%	37%	36%	35%	45%
	Strongly agree	31%	33%	30%	23%	31%	38%	43%	28%	37%	23%	31%	32%	34%	13%	37%	20%
	Total	775	394	377	202	258	316	199	77	159	340	261	354	665	80	533	190

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Survey on Municipal Elections in Metro Vancouver - October 15, 2018

How closely are you following the municipal election in Vancouver? Choose one.

(Excluding City of Vancouver)	Total	Gender		Age Group			City Metro Van				HH Income		Likely to Vote Upcoming Municipal Election		Voted Last Municipal Election 2014	
		Male	Female	18-34	35-54	55+	City Van	City Burnaby	City Surrey	Rest of Metro Van.	<\$75k	\$75k+	Likely	Not likely	Yes	No
Top 2 Boxes	67%	64%	69%	71%	66%	65%	0%	62%	71%	66%	67%	66%	64%	85%	63%	71%
Not closely at all	33%	31%	34%	34%	32%	33%	0%	28%	38%	31%	35%	30%	29%	56%	28%	42%
Not too closely	34%	33%	35%	37%	35%	33%	0%	34%	32%	35%	32%	36%	35%	29%	35%	29%
Bottom 2 Boxes	33%	36%	31%	29%	34%	35%	0%	38%	29%	34%	33%	34%	36%	15%	37%	29%
Somewhat closely	29%	29%	30%	26%	30%	31%	0%	33%	27%	30%	29%	30%	32%	15%	32%	27%
Very closely	4%	7%	1%	3%	4%	4%	0%	6%	2%	4%	5%	4%	4%	0%	5%	2%

Overall, how important is the outcome of the Vancouver municipal election compared to the municipal election in your community? Choose one.

(Excluding City of Vancouver)	Total	Gender		Age Group			City Metro Van				HH Income		Likely to Vote Upcoming Municipal Election		Voted Last Municipal Election 2014	
		Male	Female	18-34	35-54	55+	City Van	City Burnaby	City Surrey	Rest of Metro Van.	<\$75k	\$75k+	Likely	Not likely	Yes	No
Not sure	10%	5%	13%	14%	8%	8%	0%	6%	8%	11%	10%	5%	7%	13%	7%	14%
Vancouver municipal election is a lot less important	12%	16%	7%	9%	10%	14%	0%	11%	17%	10%	10%	13%	12%	10%	13%	10%
Vancouver municipal election is a little less important	14%	13%	14%	7%	16%	15%	0%	12%	14%	14%	10%	17%	15%	7%	15%	8%
Both about the same	44%	42%	46%	42%	47%	43%	0%	42%	45%	44%	52%	41%	44%	45%	45%	42%
Bottom 2 Boxes	21%	23%	19%	27%	18%	20%	0%	28%	15%	22%	18%	24%	21%	24%	19%	26%
Vancouver municipal election is a little more important	14%	16%	13%	22%	13%	12%	0%	19%	10%	15%	14%	15%	15%	19%	13%	20%
Vancouver municipal election is a lot more important	7%	7%	6%	6%	5%	8%	0%	9%	5%	7%	4%	8%	7%	6%	7%	6%