

LRT Telephone Survey Final Report

February 11, 2016



Background and Methodology

- This is a report of the results of a representative telephone survey of 600 adult City of Surrey residents.
- The survey was fielded from January 25-29, 2016.
- The data were statistically weighted to ensure the sample's overall region, age and gender composition reflects that of the actual City of Surrey population according to Census data.
- The overall margin of error is 4.0%, 19 times out of 20.
 - The margin of error is larger within regions and for other sub-groupings of the survey population.

KEY FINDINGS



Key Findings

Familiarity with Surrey LRT

- Nearly six-in-ten Surrey residents (58%) say they are either very familiar or somewhat familiar with the plans for bringing LRT into service in Surrey.
 - Familiarity is higher among Whalley/City Centre residents (71%) and older residents (65% among 55+ years, 62% among 35-54 years vs. 45% among 18-34 years).

Support for Surrey LRT

- There is substantial support for building the planned LRT network in Surrey. Eight-in-ten residents (80%) say they strongly support or somewhat support LRT. Fewer than two-in ten residents (17%) are strongly opposed or somewhat opposed to LRT. Three percent are undecided.
 - Support for LRT is well above majority levels for all demographic and neighbourhood segments, but higher among younger residents (83% among 18-54 years vs. 73% 55+ years).

Key Findings

Likelihood of Using Surrey LRT

- Slightly more than six-in-ten residents (62%) say it is either very likely or somewhat likely that they will use the new LRT network once it is completed.
 - Likelihood of using LRT is higher among younger residents (75% among 18-34 years vs. 59% among 35-54 years, 53% among 55+ years) and those currently using transit as their main mode of transportation (83% vs. 56% of drivers).
 - Likelihood of using LRT is lower among South Surrey residents (47%) compared to all other neighbourhoods.

Top-of-Mind Benefits and Questions/Concerns

- On a top-of-mind basis, Surrey residents rate increased convenience/efficiency (41% mentioned) and reduced traffic congestion (39%) as the main benefits of building the planned LRT network. The next most frequently mentioned benefits include improved accessibility/connectivity (12%) and reduced pollution/greenhouse gases (8%).
- On a top-of-mind basis, cost/funding (41% mentioned) was the top question/concern about building LRT. Far less frequently mentioned questions/concerns include impacts on traffic flow/congestion (12%) and project completion/construction timelines (8%).

Key Findings

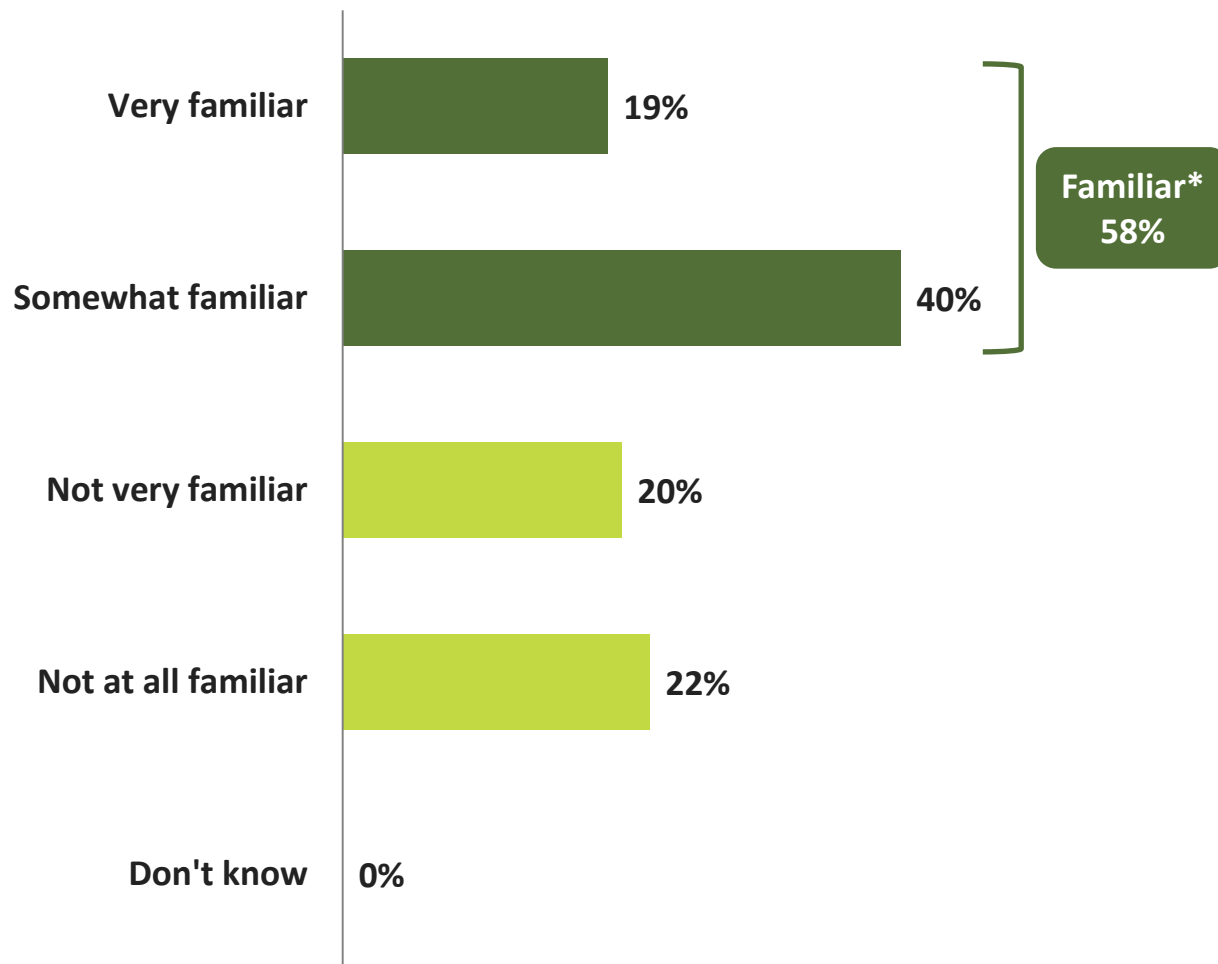
Agreement with Statements About Surrey LRT

- A substantial majority of Surrey residents agreed that building the planned LRT network will help bring about the following community benefits.
 - LRT will help improve transportation options for Surrey residents (90% agreed)
 - LRT will help connect communities within Surrey (88%)
 - LRT will help create good jobs in Surrey through construction and ongoing maintenance (86%)
 - LRT will help make it easier for Surrey residents to get where they want to go (86%)
 - LRT will help meet the transportation demands of a fast growing Surrey (85%)
 - LRT will help to reduce Surrey's greenhouse gas emissions (81%)
 - LRT will help improve Surrey's economy (79%)
 - LRT will help improve the quality of life in Surrey (79%)
 - LRT will help make Surrey a more vibrant city (79%)
 - LRT will help improve the experience of tourists and visitors to Surrey (78%)
 - LRT will help attract new businesses to Surrey (77%)

DETAILED SURVEY RESULTS



Familiarity with Surrey LRT



FAMILIAR

By Age

18 to 34 years = 45%
 35 to 54 years = 62 %
 55+ years = 65%

By Main Travel Mode

Drive = 60%
 Transit = 52%

By Neighbourhood

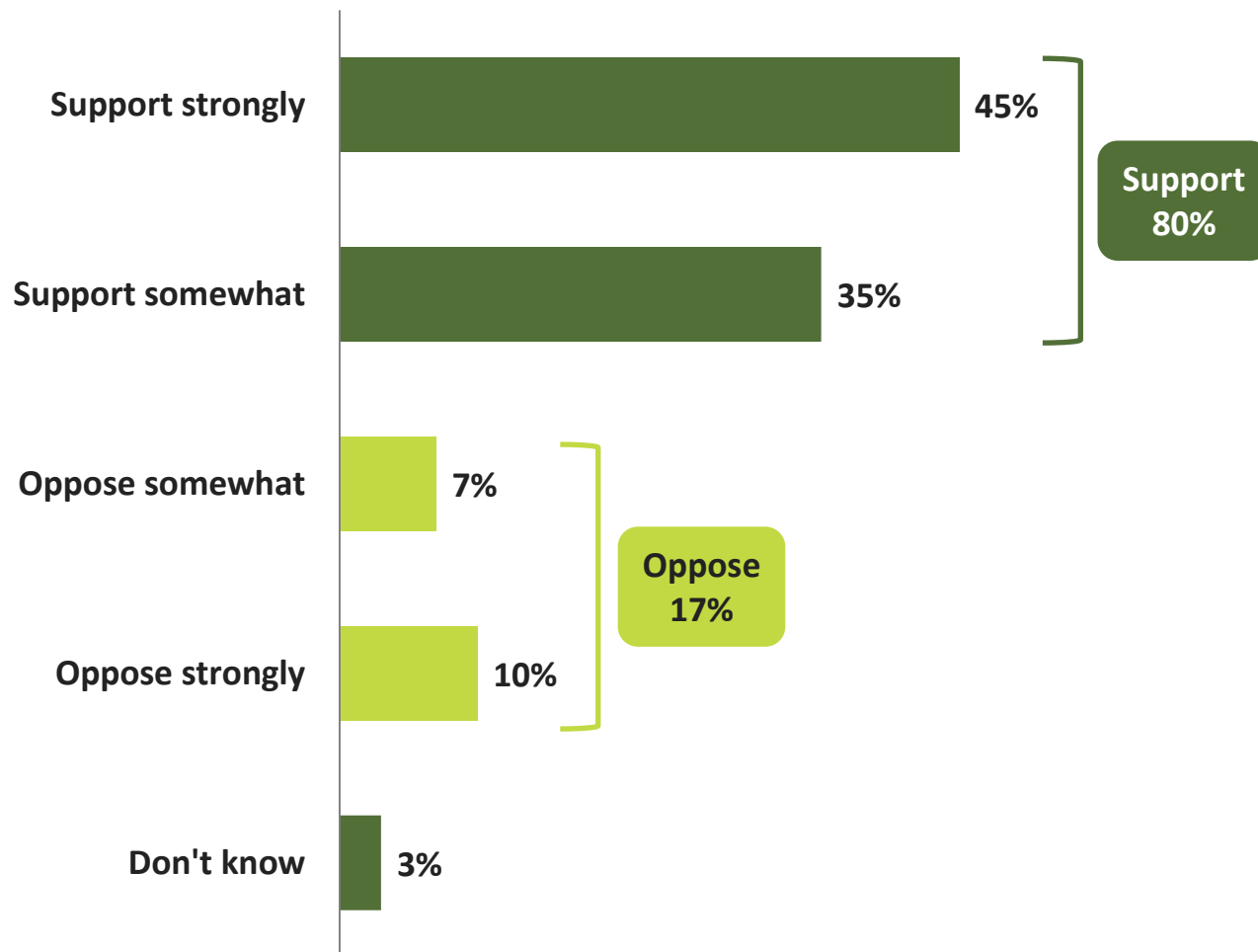
Cloverdale = 55%
 Fleetwood = 55%
 Guildford = 47%
 Newton = 55%
 South Surrey = 56%
 Whalley/City Centre = 71%

* Total differs due to rounding.

Q. As you may know, the City of Surrey supports bringing light rail transit, also called LRT, into service in Surrey as soon as possible. LRT is a type of rapid transit that uses electric powered trains operating in lanes that are separate from traffic and typically at ground level. How familiar are you with the plans for bringing LRT into service in Surrey?

Base: All respondents (n=600)

Support for Surrey LRT



SUPPORT

By Age

18 to 34 years = 83%
 35 to 54 years = 83%
 55+ years = 73%

By Main Travel Mode

Drive = 78%
 Transit = 85%

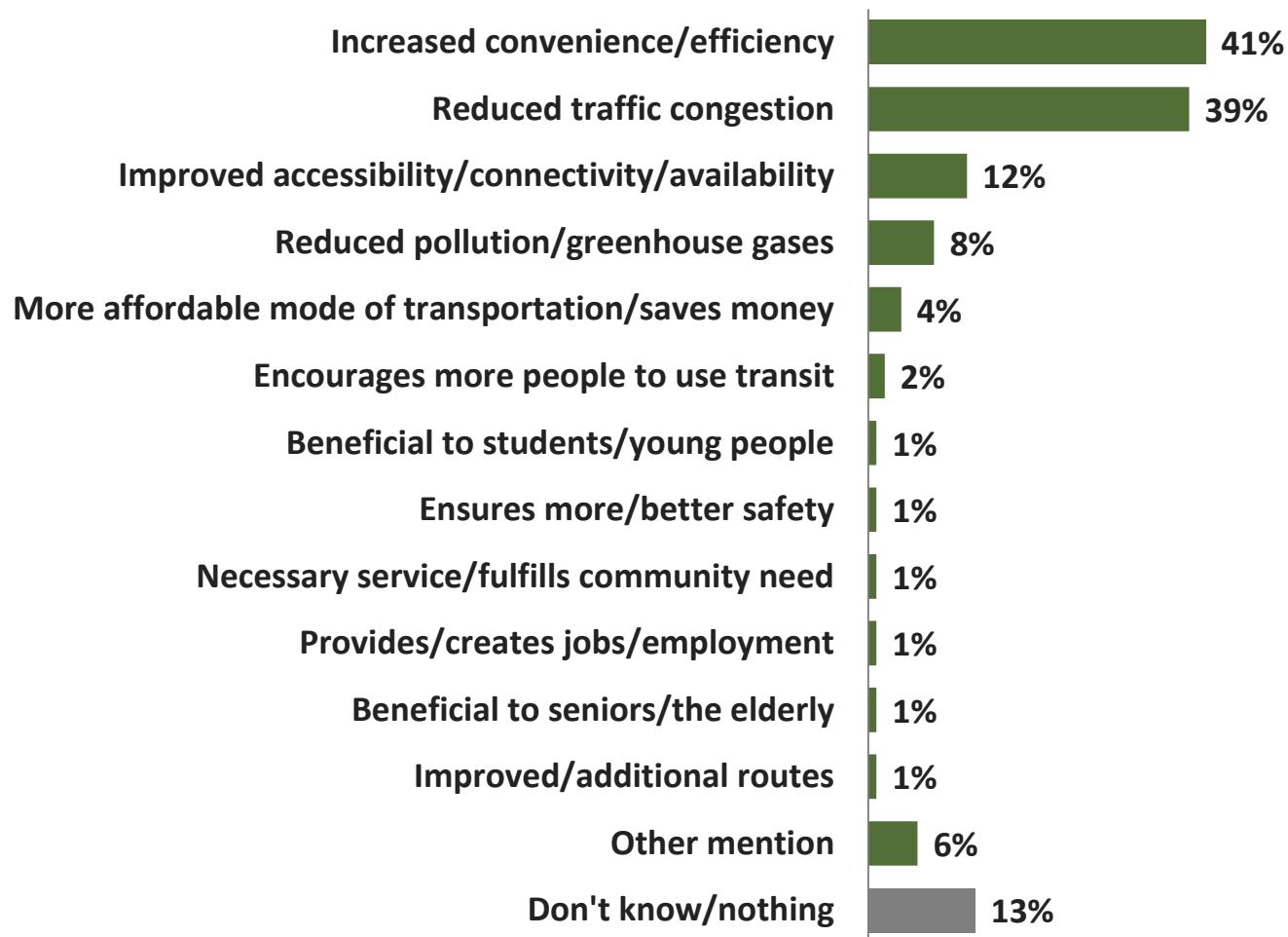
By Neighbourhood

Cloverdale = 84%
 Fleetwood = 81%
 Guildford = 75%
 Newton = 79%
 South Surrey = 87%
 Whalley/City Centre = 76%

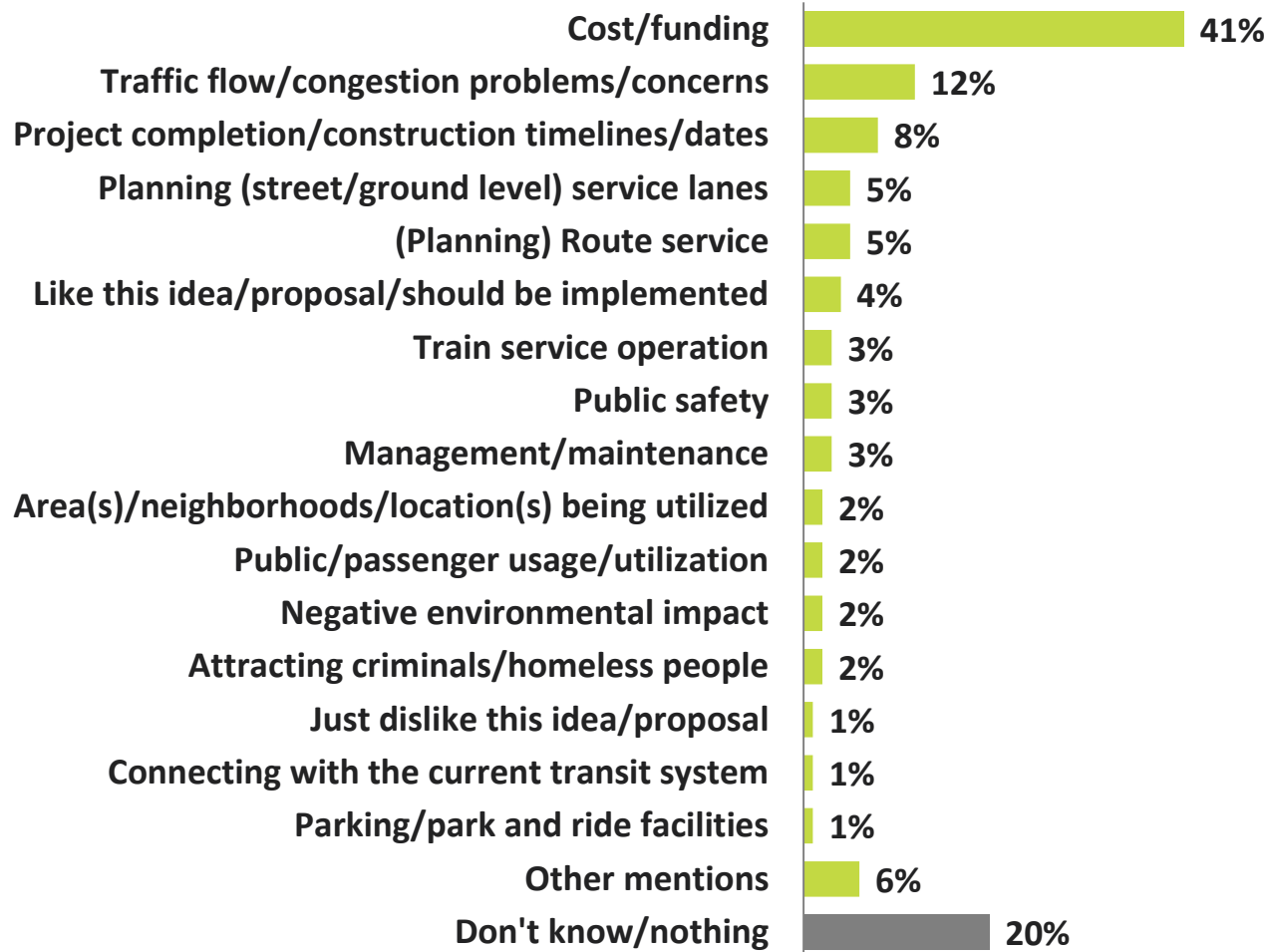
Q. The approved regional transportation plan includes building a 27 kilometer LRT network on King George Boulevard and 104 Avenue between Newton, Surrey City Centre and Guildford, and on Fraser Highway between Langley, Fleetwood, and Surrey City Centre. Overall, do you support or oppose building this LRT network in Surrey? Would that be strongly or somewhat?

Base: All respondents (n=600)

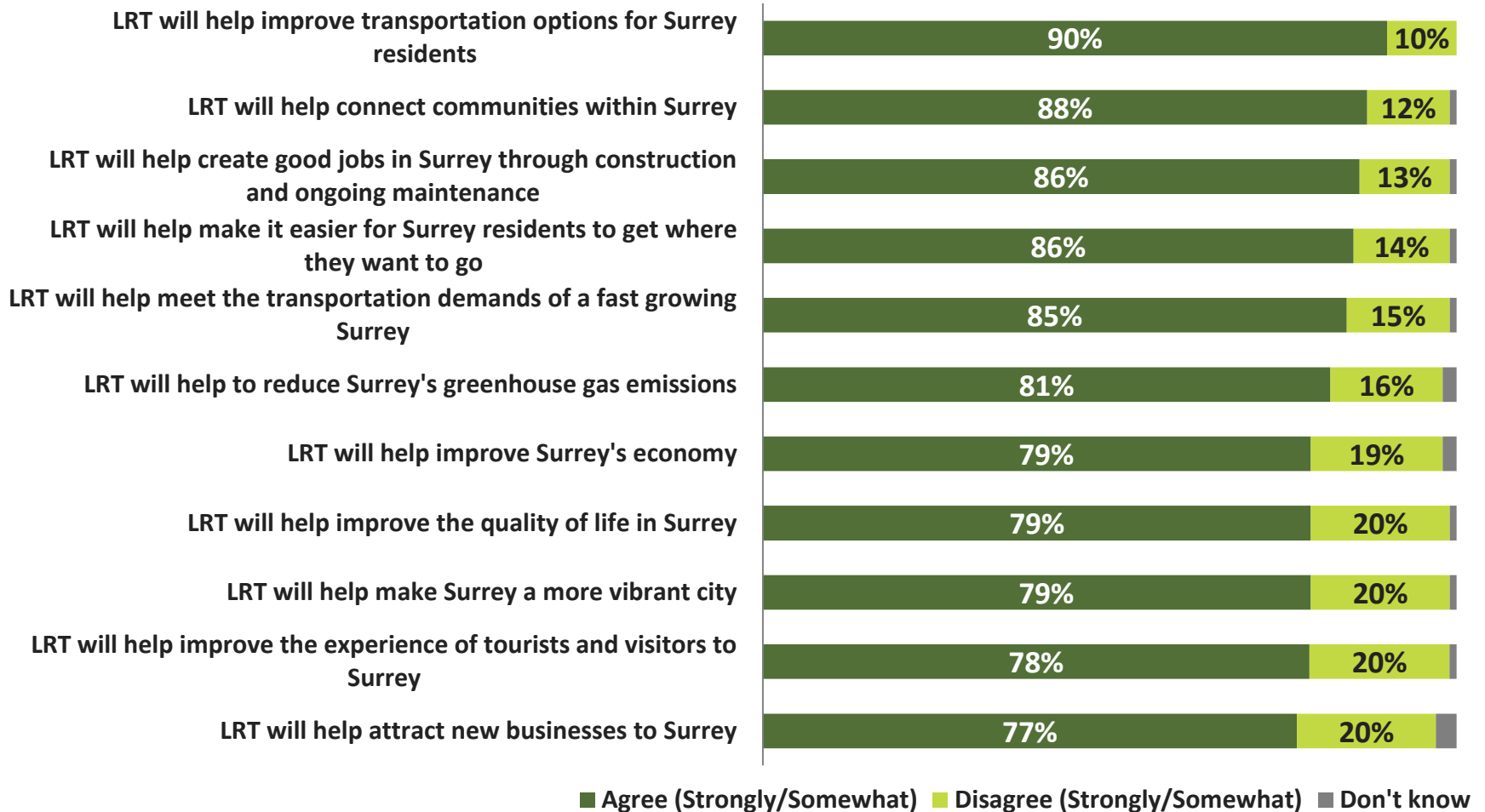
Top-of-Mind Benefits of Building LRT Network (Coded Open-Ends)



Top-of-Mind Questions/Concerns About Building LRT Network (Coded Open-Ends)



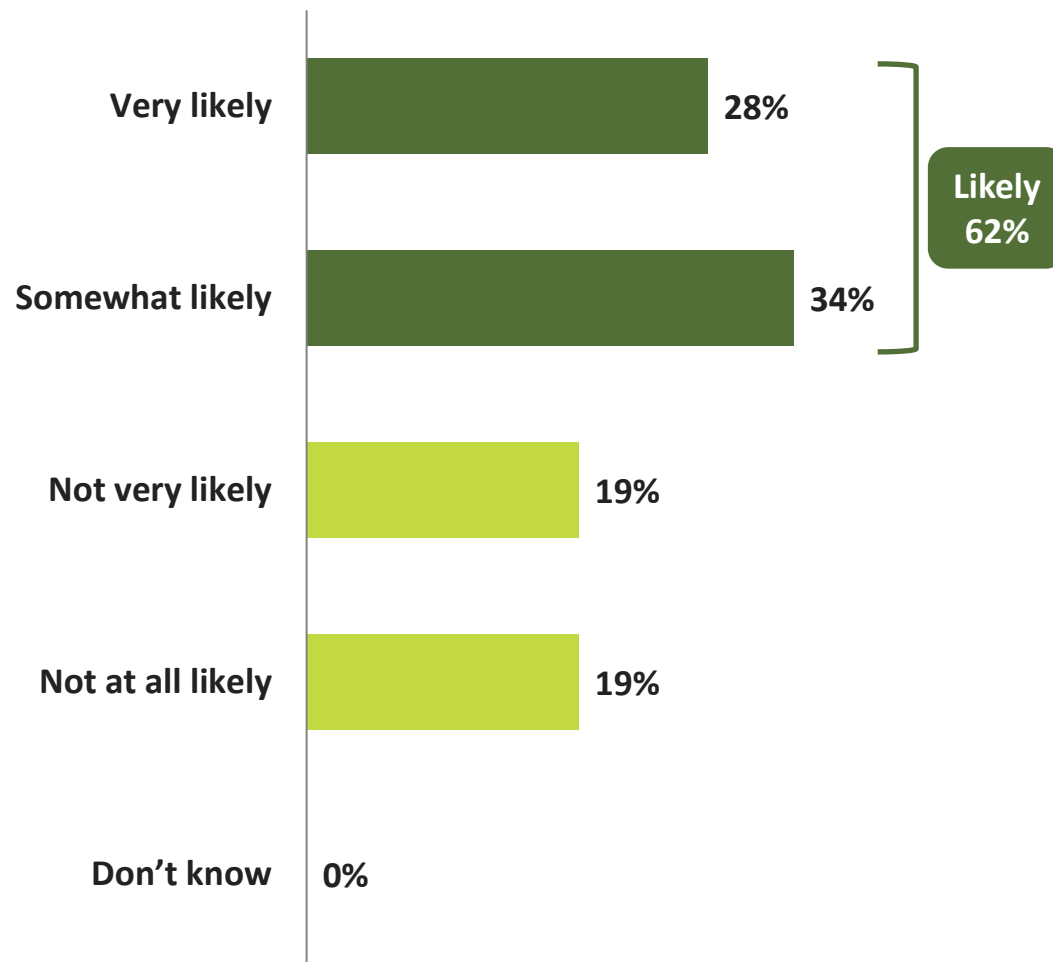
Agreement with Statements About Surrey LRT



Q. Please tell me whether you agree or disagree with each of the following statements about LRT in Surrey. How about? Would that be strongly or somewhat?

Base: All respondents (n=600)

Likelihood of Using Surrey LRT



LIKELY

By Age

18 to 34 years = 75%

35 to 54 years = 59%

55+ years = 53%

By Main Travel Mode

Drive = 56%

Transit = 83%

By Neighbourhood

Cloverdale = 67%

Fleetwood = 67%

Guildford = 62%

Newton = 62%

South Surrey = 47%

Whalley/City Centre = 67%

WEIGHTED SAMPLE CHARACTERISTICS



Weighted Sample Characteristics

	All Respondents (n=600)
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Neighbourhood

Cloverdale	13%
Fleetwood	11%
Guildford	11%
Newton	24%
South Surrey	16%
Whalley or City Centre	24%

Age

18-34	30%
35-54	38%
55+	31%
No answer	1%

Gender

Male	49%
Female	51%

	All Respondents (n=600)
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Main Mode of Transportation

Drive/carpool	76%
Transit (bus, SkyTrain)	19%
Walk	3%
Other	2%

How Often Use Public Transit in Surrey

Four or more days per week	15%
A few times a week	6%
Once a week	3%
A few times a month	8%
Once a month	8%
Less often	26%
Never	32%
Don't know	1%



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