



Victoria Regional Transit System

**Victoria Region Transit Future
Network - 2013 Quarter 4**

Public Awareness & Attitude Monthly Tracking

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BC Transit is responsible for coordinating the delivery of public transportation through British Columbia outside of Metro Vancouver. In partnership with local government, the Corporation's mandate includes planning, administering agreements, marketing, fleet management and contracting for the operations of transit services.

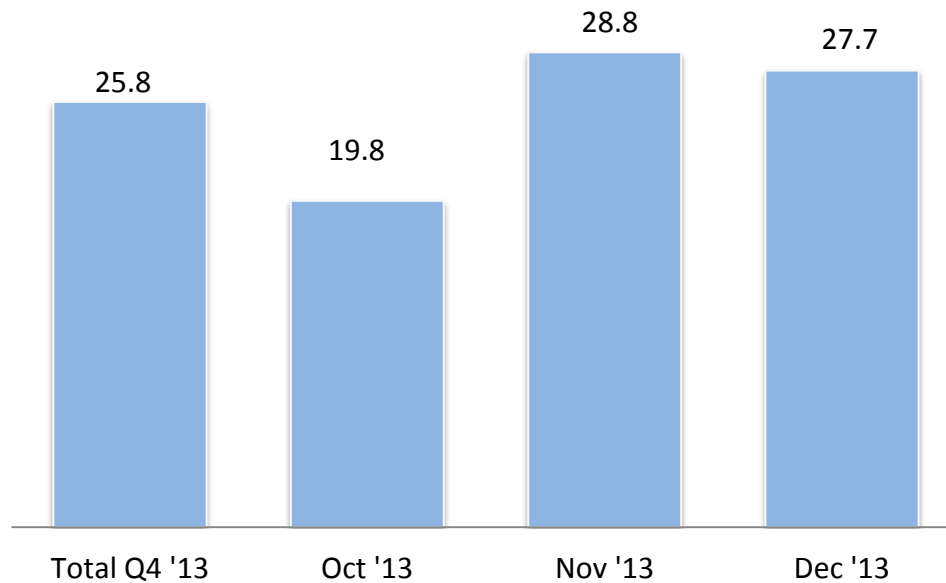
Since April 1998, BC Transit has conducted ongoing research with Victoria residents to measure transit usage and attitudes. In 2009, other BC Transit service areas throughout the province were added to the research. The study is conducted throughout the year with daily interviewing and quarterly and annual reporting.

In October 2008, BC Transit began measuring Greater Victoria residents' awareness of and attitudes towards various proposals to improve the linkage between the Westshore and Victoria. The research is part of the planning stage, pre-Implementation phase of the project.

In October 2013, this piece of research was substituted for a new set of questions in order to measure the Victoria Region Transit Future Network public opinion. The results of this research are presented in this report.

- ❑ The Victoria Region Transit Future Network questions were added in the Q4'2013, replacing the 'Linking The Westshore' section previously asked. The new section questions are conducted as an add-on to BC Transit's Monthly Tracking Survey. This study includes 200 monthly telephone interviews with Greater Victoria residents aged 15 years and older.
- ❑ The sample is stratified by region to ensure adequate sample sizes for analysis (i.e., 66-67 interviews are conducted in each of Urban Core, Saanich Peninsula and Western Communities).
- ❑ To ensure the final sample is an accurate reflection of the Greater Victoria area, it is weighted during the data analysis phase by region, age and gender to reflect actual population distributions.
- ❑ All interviewing is conducted from NRG's supervised telephone facility in Vancouver.
- ❑ All random survey results are subject to margins of error. A sample of 200 is accurate to +/-7% at the 95% level of confidence. When making comparisons between two monthly samples of 200, all results that differ by 10% or more would be considered statistically significant. Differences less than 10% may or may not be statistically significant depending on the level of consensus to the question.

Average Minutes of Driver's Commute Time



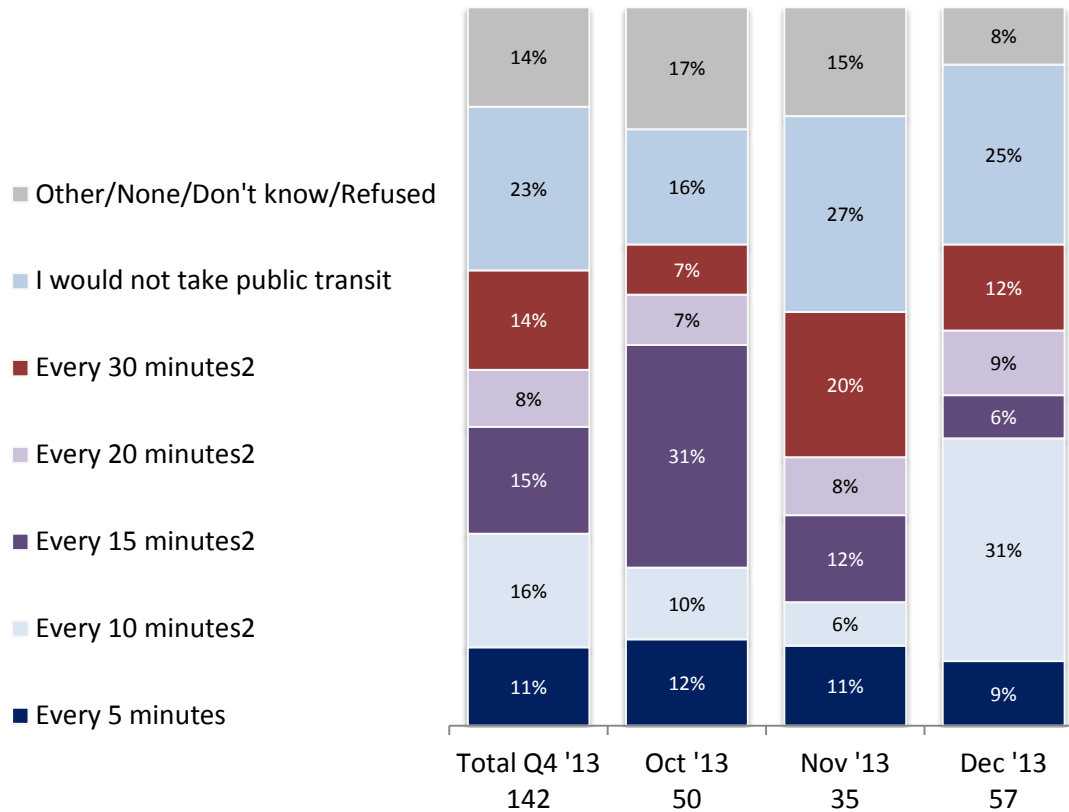
Q23. You mentioned earlier that driving is your usual mode of transportation to get to work or school. Approximately, how many minutes is your current commute?

Note: Monthly base sizes = 200

Drivers ONLY

*Caution: small base size

Availability of Frequent Public Transit to Consider Instead of Personal Vehicle



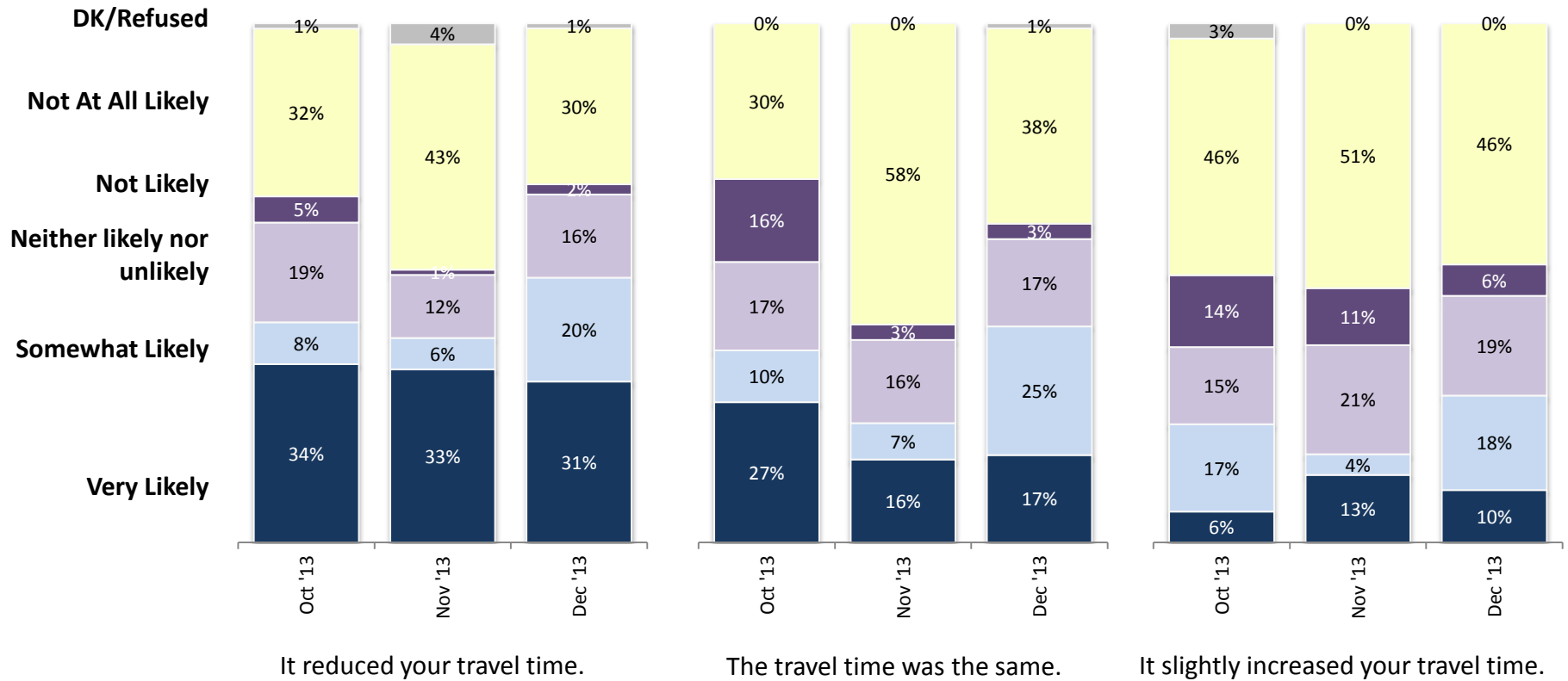
Q24. And how frequently would public transit need to be available for you to use it instead of your personal vehicle?

Note: Monthly base sizes = 200

Drivers ONLY

*Caution: small base size

Likelihood to Consider Public Transit



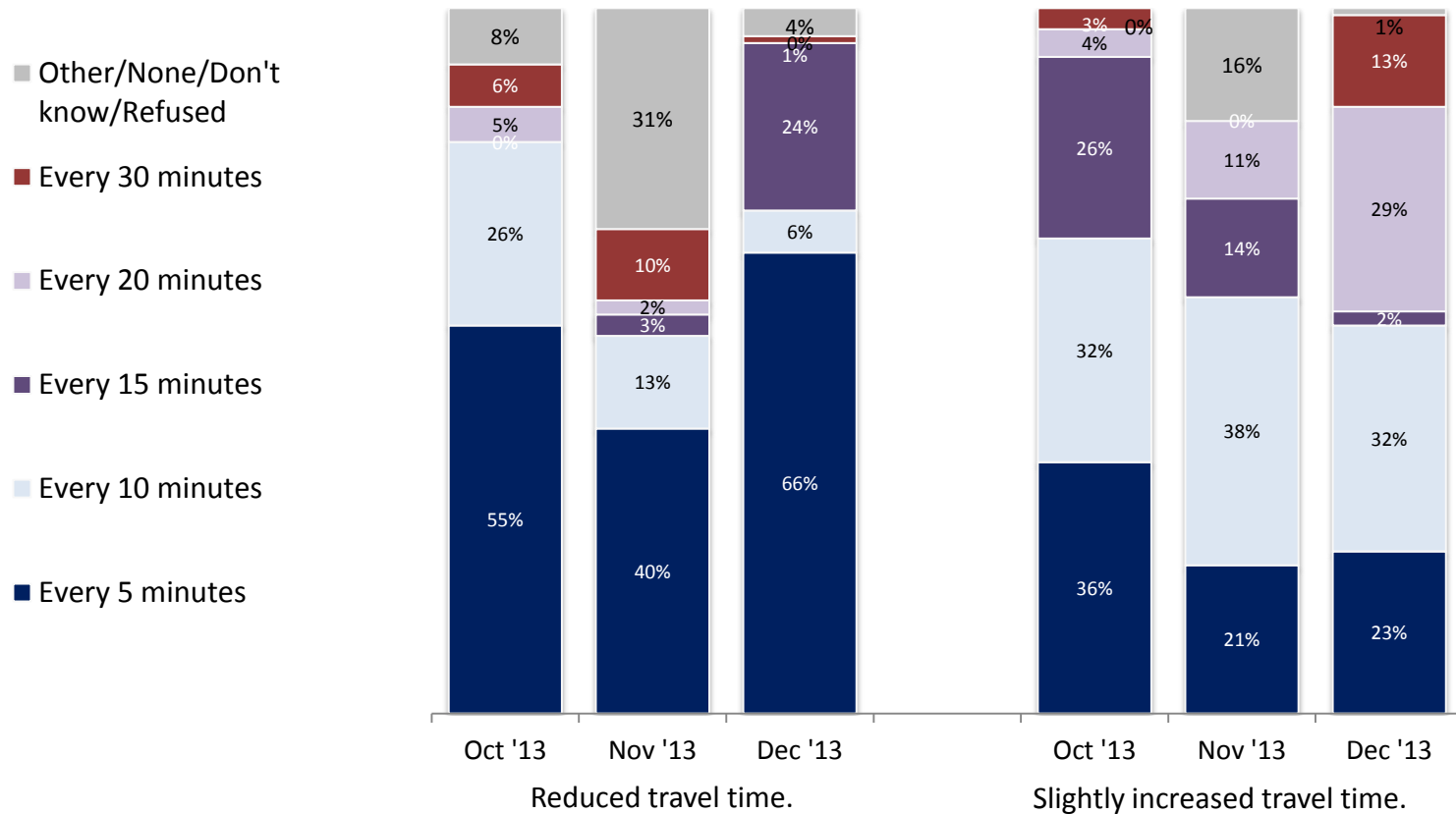
Q25. Thinking in terms of travel time, how likely would you be to take public transit if...?

Note: Monthly base sizes = 200

Drivers ONLY

*Caution: small base size

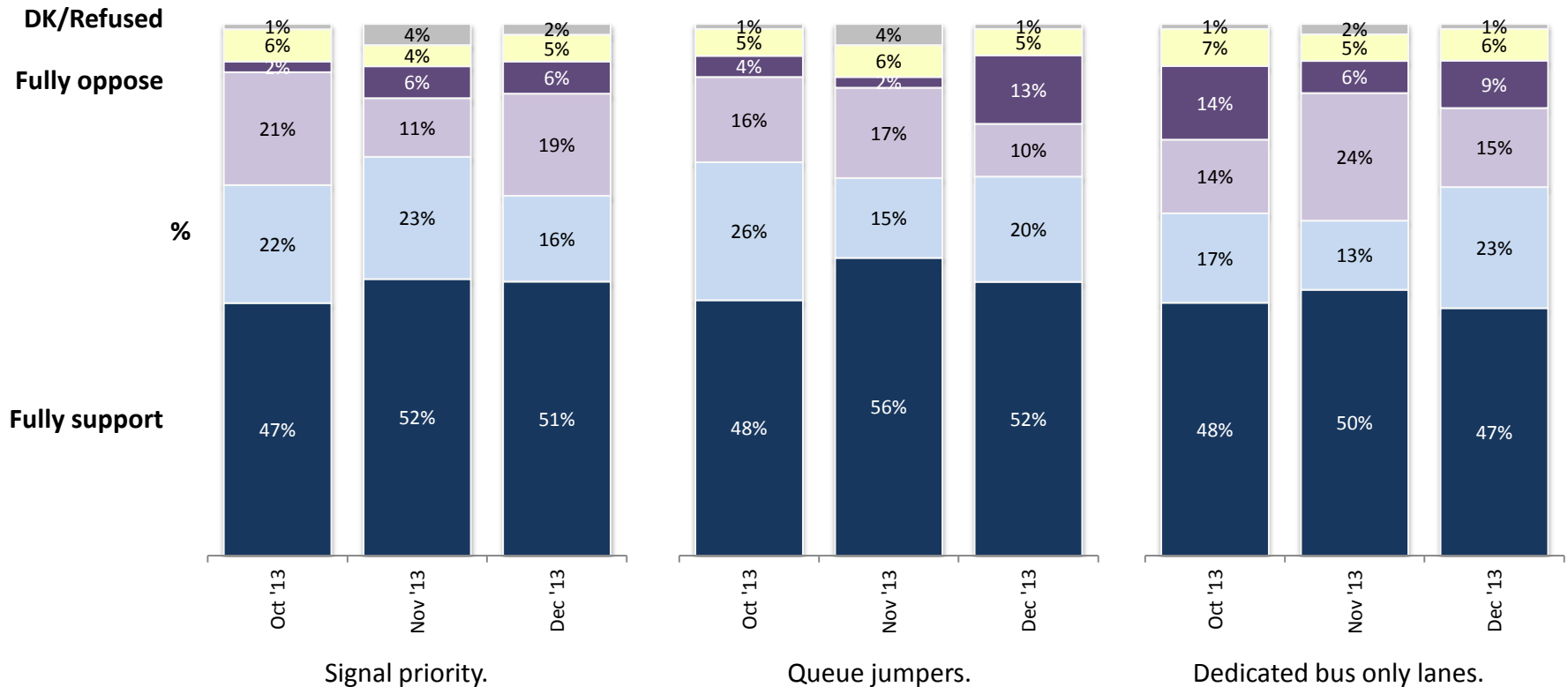
Likelihood to Consider Public Transit if Travel Time is Reduced or Increased



Q26. You said you would be likely to take public transit if it reduced your travel time. By how many minutes would transit need to reduce your trip by, for you to use it?
 Q27. You said you may be likely to take public transit if it slightly increased your travel time. Up to how many minutes longer than your usual commute could transit take, for you to consider using it?

Note: Monthly base sizes = 200
 Drivers ONLY
 *Caution: small base size

Response to transit priority measures proposed

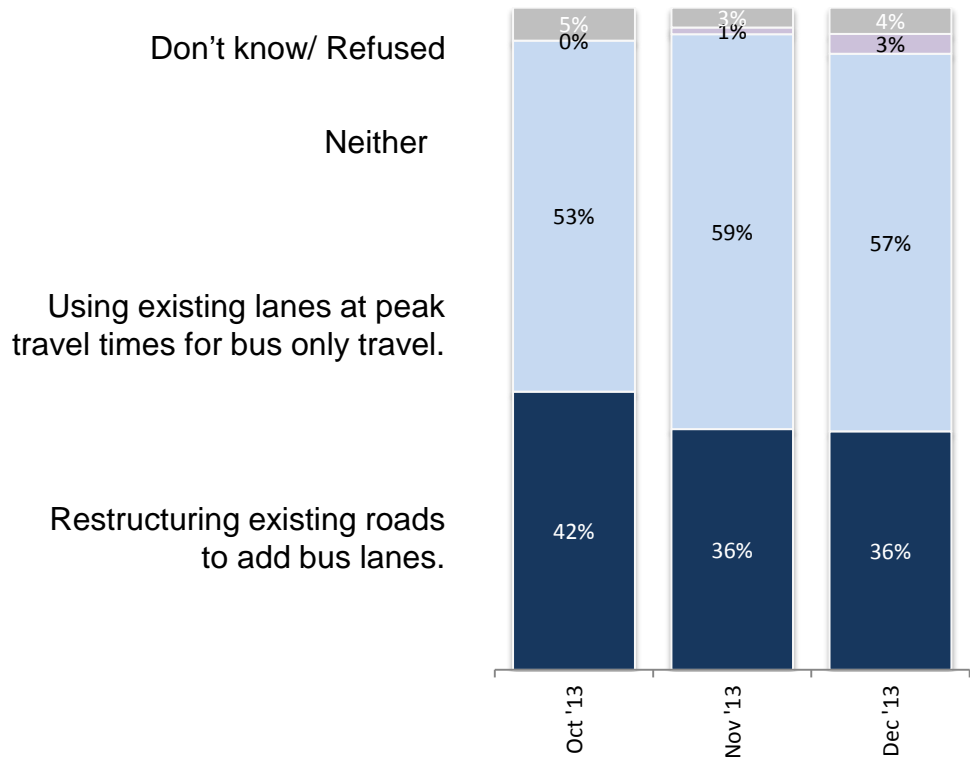


- Signal priority - an approaching bus triggers a green light to hold for a few extra seconds to get through the intersection.
- Queue jumpers - a special light and lane at an intersection allows the bus to proceed through an intersection ahead of the rest of the traffic
- Dedicated bus only lanes along major traffic corridors.

Q28. To keep transit moving fast and efficiently a number of transit priority measures are being proposed. Please tell me how much you support or oppose each of the following...?

Note: Monthly base sizes = 200

Response to dedicated bus lanes measures



Q29. If dedicated bus lanes were built along major corridors, which of the following would you most support?

Note: Monthly base sizes = 200

	All Residents (n=600) %	Rider Group		
		Regular Riders (n=118) %	Occasional Riders (n=174) %	Non-riders (n=308) %
Municipality of Residence				
Urban Core	69	75	73	61
Saanich Peninsula	12	8	10	15
Westshore	20	17	17	23
Area of Residence				
Urban	73	77	84	63
Rural	24	17	15	35
Age				
15-17	5	14	5	<1
18-24	10	19	10	3
25-34	5	9	4	4
35-44	13	9	17	13
45-54	17	18	16	17
55-64	28	17	25	37
65-74	12	6	10	16
75+	9	7	9	9

Demographics

	All Residents (n=600) %	Rider Group		
		Regular Riders (n=118) %	Occasional Riders (n=174) %	Non-riders (n=308) %
Household Size				
One	19	21	16	21
Two	38	26	35	46
Three	16	20	19	10
Four	17	21	17	15
Five or more	10	9	13	8
Household Income				
Less than \$20,000	8	16	4	5
\$20,000 - <\$25,000	2	2	2	3
\$25,000 - <\$35,000	4	6	5	4
\$35,000 - <\$45,000	6	8	7	7
\$45,000 - <\$55,000	8	7	7	9
\$55,000 - <\$65,000	7	5	18	7
\$65,000 - <\$75,000	10	5	33	8
>\$75,000	29	22	22	30
Gender				
Male	48	41	52	50
Female	52	59	59	50

Section 1. Frequency/travel time [VICTORIA DRIVERS ONLY]

Q23. [ASK IF Q8=1 OR 2]. You mentioned earlier that driving is your usual mode of transportation to get to work or school. Approximately, how many minutes is your current commute? _____ minutes.

Q24. And how frequently would public transit need to be available for you to use it instead of your personal vehicle? [READ OUT]

Every 5 minutes

Every 10 minutes

Every 15 minutes

Every 20 minutes

Every 30 minutes

Other

I would not take public transit.

Don't know/Refused.

Q25. Now thinking in terms of travel time [IF NECESSARY: for your daily commute], using a scale from 1 to 5, where 1 is 'not at all likely' and 5 is 'very likely', how likely would you be to take public transit if...

It reduced your travel time?

The travel time was the same?

It slightly increased your travel time?

1. Not at all likely

2.

3.

4.

5. Very likely

9. Don't Know/Refused.

Q26. [IF Q25a=4 or 5]. You said you would be likely to take public transit if it reduced your travel time. By how many minutes would transit need to reduce your trip by, for you to use it?

5 minutes

10 minutes

15 minutes

20 minutes

30 minutes

Other

I would not take public transit.

Don't know/Refused

Q27. [IF Q25c=3, 4 or 5]. You said you may be likely to take public transit if it slightly increased your travel time. Up to how many minutes longer than your usual commute could transit take, for you to consider using it? Would that be....

- Up to 5 minutes longer
- Up to 10 minutes longer
- Up to 15 minutes longer
- Up to 20 minutes longer
- Up to 30 minutes longer
- Other
- I would not take public transit.
- Don't know/Refused

Section 2. Infrastructure [ALL VICTORIA RESIDENTS]

Q28. To keep transit moving fast and efficiently a number of transit priority measures are being proposed. Using a scale of 1 to 5 where 1 is 'Fully oppose and 5 is 'Fully support', please tell me how much you support or oppose each of the following:

Signal priority - an approaching bus triggers a green light to hold for a few extra seconds to get through the intersection.

Queue jumpers - a special light and lane at an intersection allows the bus to proceed through an intersection ahead of the rest of the traffic

Dedicated bus only lanes along major traffic corridors.

- 1. Fully oppose
- 2.
- 3.
- 4.
- 5. Fully support
- 9. Don't Know/Refused

Q29. [ASK IF Q28c = 3, 4 or 5]. If dedicated bus lanes were built along major corridors, which of the following would you most support?

- 1. Restructuring existing roads to add bus lanes
- 2. Using existing lanes at peak travel times for bus only travel
- 3. Neither
- 9. Don't Know/Refused