



MUSTEL GROUP  
MARKET RESEARCH

**metro**vancouver



# Public Opinion of Metro Vancouver Infrastructure Projects and Funding

August 2020



## ➤ Introduction

### **Key Objectives**

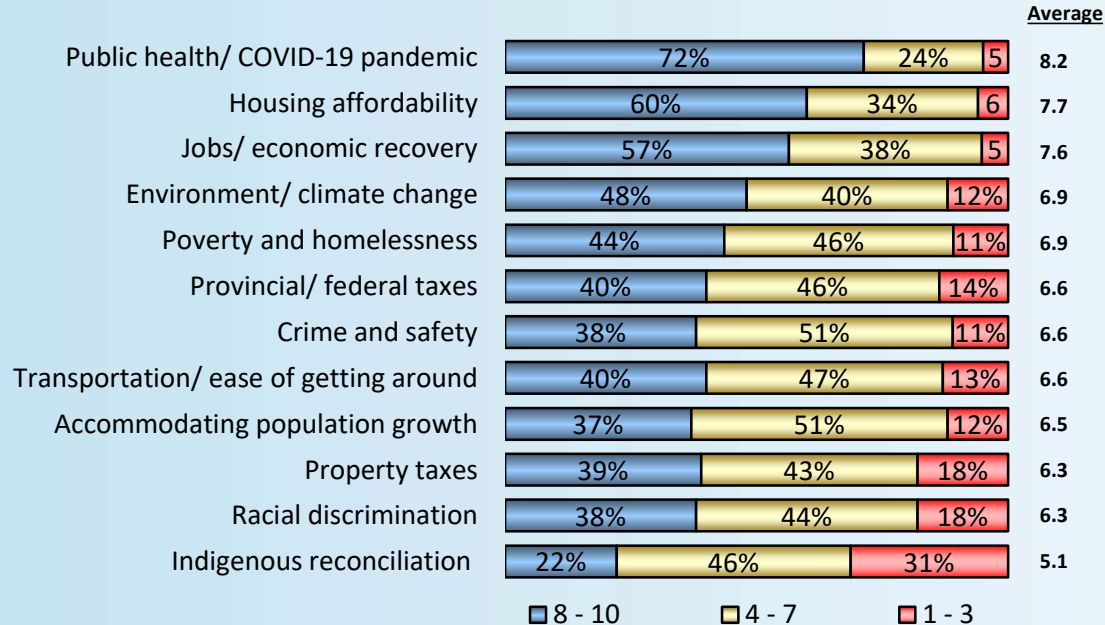
- To understand public opinions about Metro Vancouver services and infrastructure;
- Measure the level of support for infrastructure spending as a way to stimulate the economy and help the region recover from COVID-19.

### **Methodology**

- 1,500 interviews completed on-line;
- 300 interviews completed in each of five Metro Vancouver regions;
- Field dates: July 26<sup>th</sup> to August 8<sup>th</sup>, 2020;
- Sample weighted by age, gender and region to match Statistics Canada data.



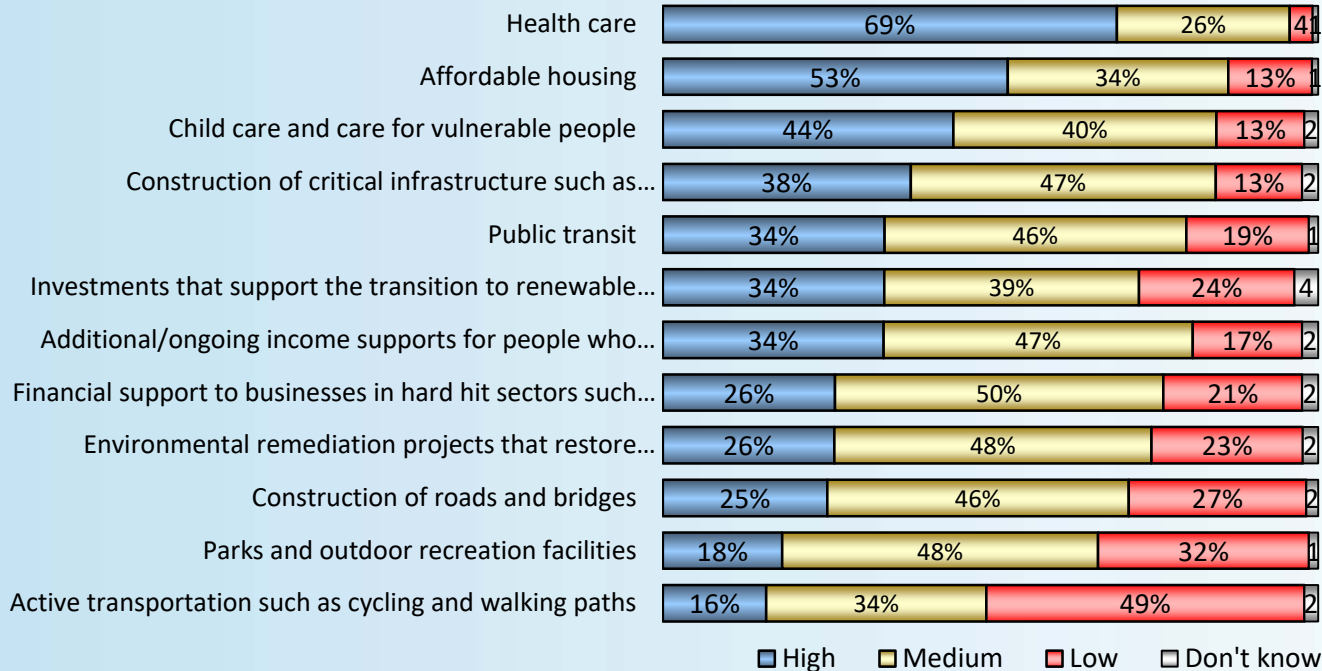
## ➤ Level of Concern about Specific Issues



Scale: 1 = Not at all concerned, 10 = Extremely concerned

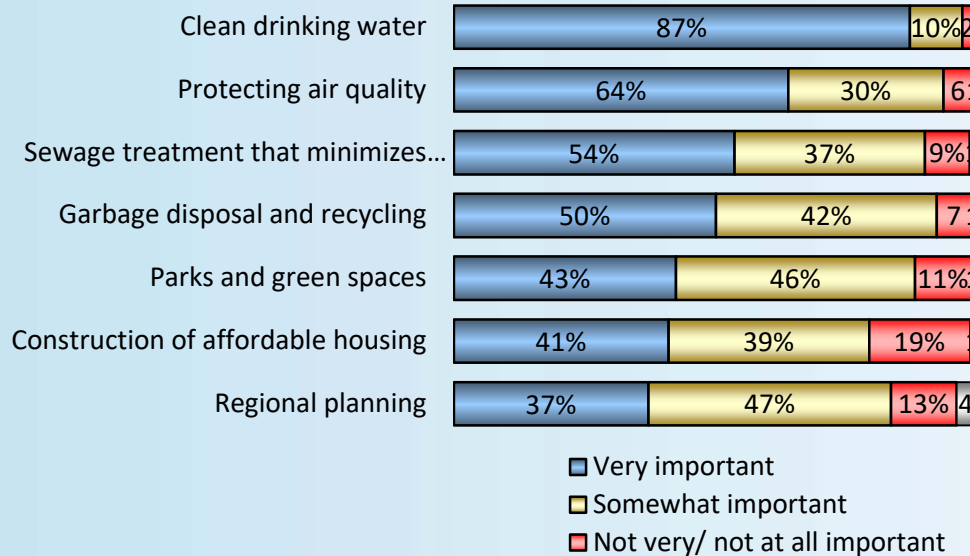


## ➤ Priorities for Government Spending in Recovery Plans



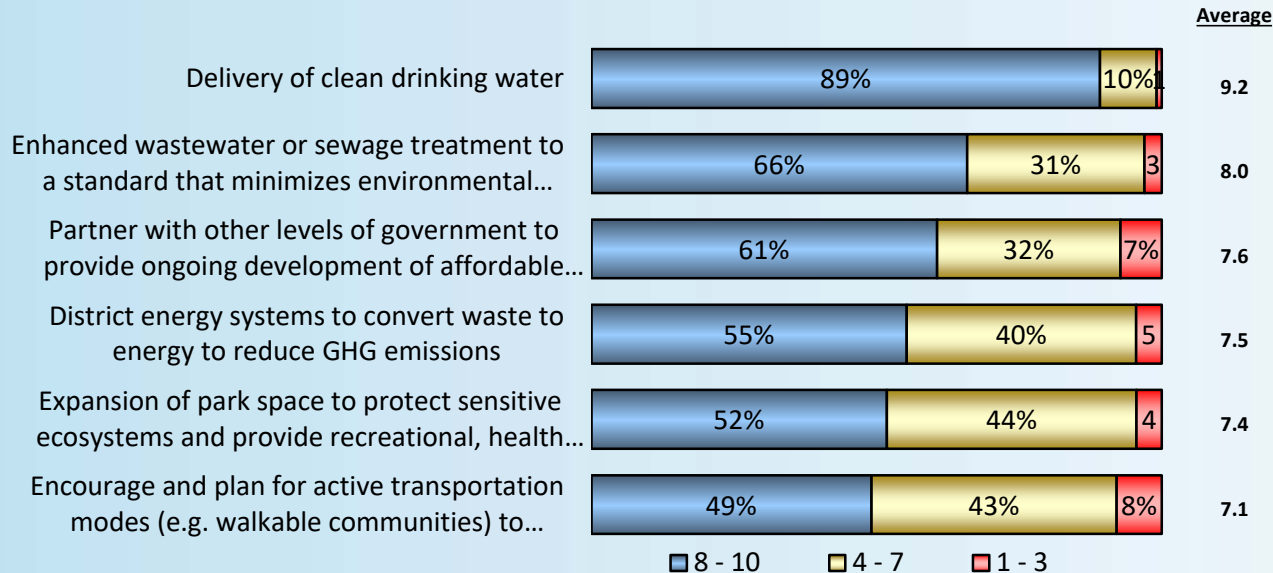


## Metro Vancouver Services Important to Quality of Life





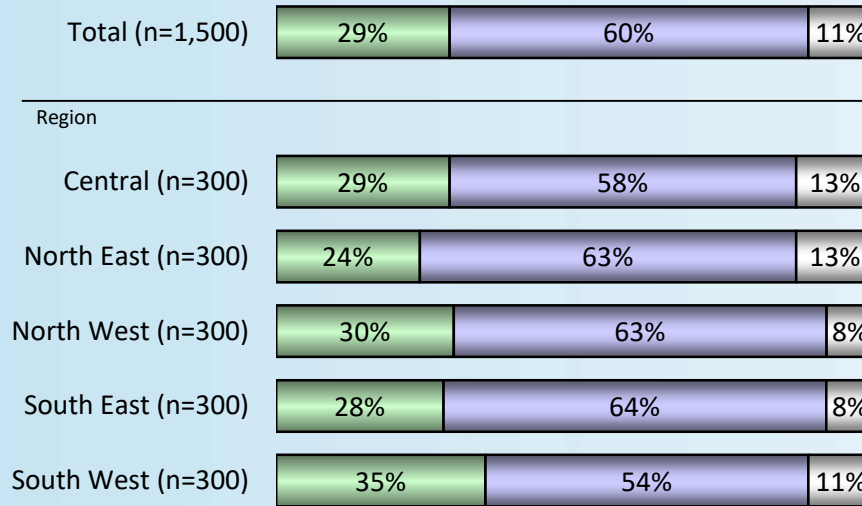
## Importance of Metro Vancouver Projects to Region



Scale: 1 = Not at all important, 10 = Extremely important



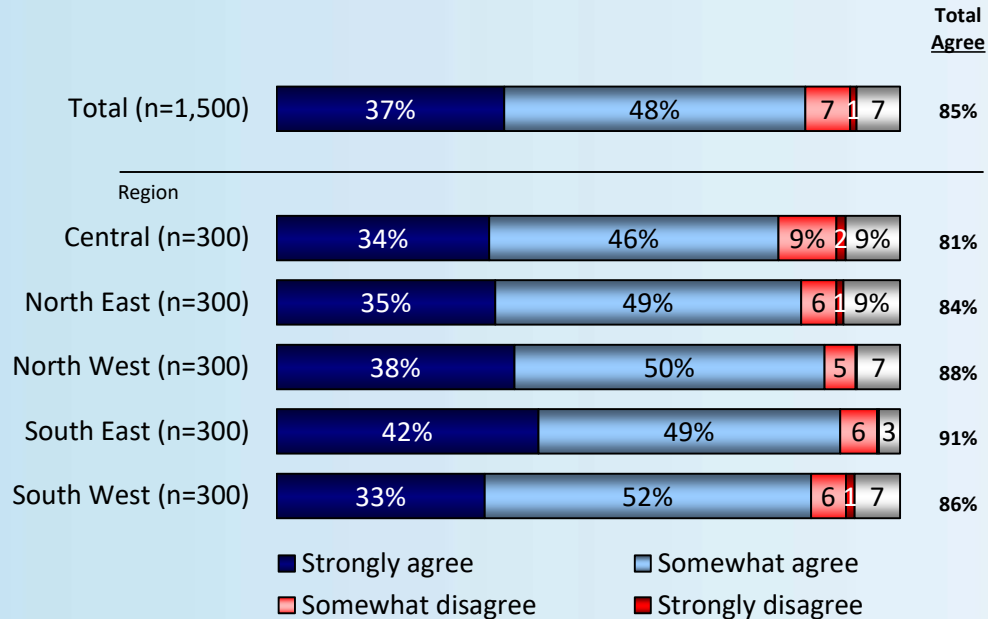
## ➤ Provide Direct Support or Invest in Infrastructure



- Provide direct support to individuals financially impacted by COVID
- Invest in infrastructure and other projects to create jobs
- No opinion



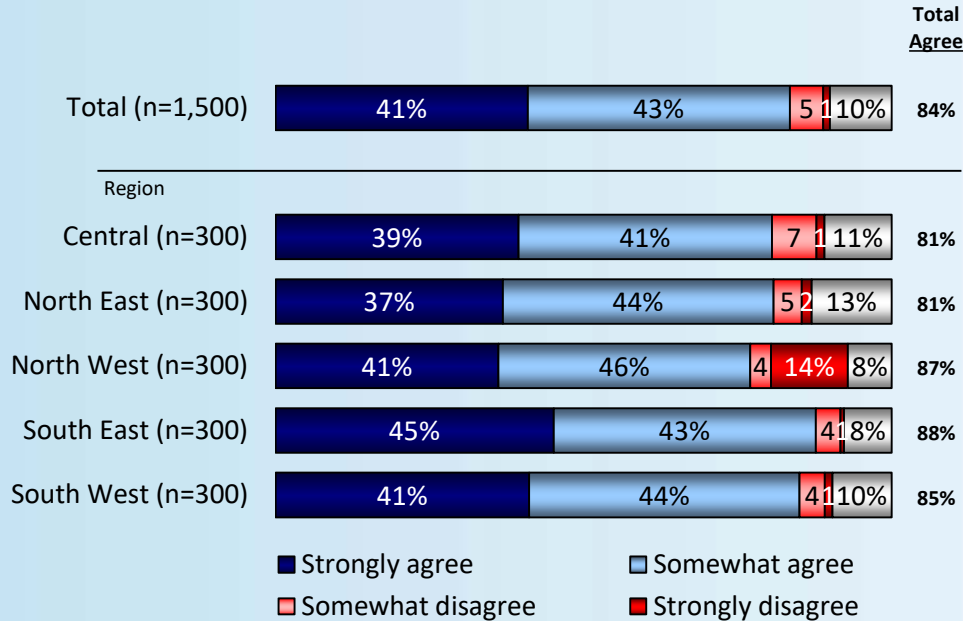
## ➤ Agree/Disagree Senior Gov't Should Provide More Funding





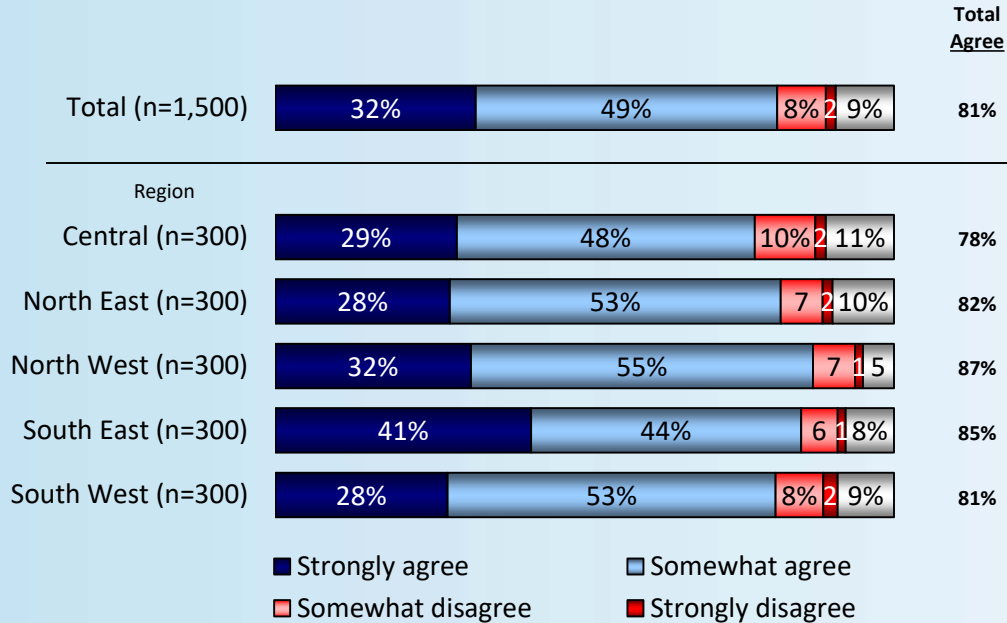


## ➤ Agree/Disagree Senior Gov't Should Provide Funding for Mandated Projects





## ➤ Agree/Disagree Infrastructure Investment Effective Way to Stimulate Economy





## ➤ Most Compelling Messages

### Three most compelling messages refer to:

- the need to replace or upgrade infrastructure to avoid negative environmental impacts;
- the positive impacts on the local economy and job creation;
- the need for new infrastructure to keep up with population growth.



## ➤ Summary

- **Strong support for infrastructure spending**, and for senior levels of government to assist with funding for regional projects.
- Infrastructure investment seen as **way to help the region recover from the economic impacts of COVID**, particularly if they are benefiting low income, unemployed and/or vulnerable populations.
- Infrastructure Investments seen as providing **environmental and health benefits, and contributing to quality of life in the region.**



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# Demographics



## Demographic Profile

	Total (1,500) %	Central (300) %	North East (300) %	North West (300) %	South East (300) %	South West (300) %
<b>Gender</b>						
Male	48	48	48	47	49	48
Female	52	52	52	53	52	53
Other	<1	<1	-	-	-	-
<b>Age</b>						
18 to 34	29	33	27	22	28	26
35 to 54	35	34	38	35	36	34
55 or better	36	33	35	42	36	40
<b>Area of residence</b>						
Central	40	100	-	-	-	-
North East	13	-	100	-	-	-
North West	8	-	-	100	-	-
South East	27	-	-	-	100	-
South West	12	-	-	-	-	100

Note: the sample reflects Statistics Canada census data by region and within each region, by gender and age.



## Demographic Profile (cont.)

	Total (1,500) %	Central (300) %	North East (300) %	North West (300) %	South East (300) %	South West (300) %
<b>Children under the age of 19 at home</b>						
Yes	22	16	29	17	29	24
No	78	84	71	83	72	76
<b>Education</b>						
High school or less	11	7	14	9	14	12
College/ technical school	26	22	27	19	36	24
University	40	46	37	42	31	41
Post-graduate studies	21	23	21	27	17	21
Prefer not to say	2	3	2	2	2	3
<b>Employment</b>						
Employed	62	66	63	59	60	57
Employed full time	51	54	53	45	50	46
Employed part time	11	12	9	14	10	11
Not employed	38	34	37	41	40	43
Student	5	4	5	3	5	6
Homemaker	4	3	2	4	5	3
Retired	23	19	24	30	24	29
Unemployed/ on leave	7	8	6	5	6	6
<b>Household tenure</b>						
Own	71	62	77	70	76	79
Rent	29	38	23	30	24	21