



MUSTEL GROUP
MARKET RESEARCH

Hornby Street Bike Lane On-site Random Survey Report

Introduction

To assess public opinion on the topic of dedicated bicycle lanes in the Downtown area in general and Hornby Street specifically, an on-site, intercept survey was conducted among Metro Vancouver residents visiting the Hornby Street area.

Methodology

A random selection of 500 visitors to the Hornby Street area (concentrating on the area between Georgia and Nelson Streets) were intercepted and interviewed. Non-residents of Metro Vancouver were not included in this survey.

Data collection was completed August 28 to September 2, 2010 between the hours of 11a.m. and 8p.m. with 64% of interviews on weekdays and 36% on the weekend. A copy of the questionnaire is appended.

An intercept survey of this nature is carried out in as randomly as possible a fashion. For example, steps include random selection of persons approached by interviewers, distribution of interviews across the full time period and across the study area. Although not directly applicable (since full counts of all persons travelling by all modes on Hornby Street are not available), the margin of sampling error for a simple random sample of 500 interviews is +/- 4.4 percentage points.

Key Findings

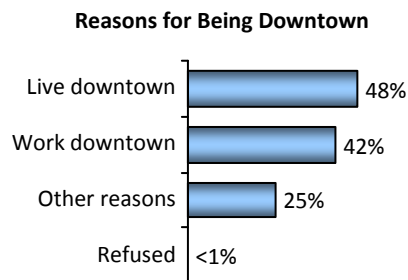
- **Sample Characteristics**

- Area of residence: City of Vancouver residents 79%, Other Metro Vancouver 21%
- Demographics: Gender balanced with 44% under 35 years of age and the balance largely 35-64 years old (50%)

	<u>Total</u> (500) %
Live in Vancouver	
Yes	79
No	21
Gender	
Male	50
Female	50
Age	
16-24	14
25-34	30
35-44	20
45-64	30
65 or better	6

- **Reason for Being Downtown**

- About half of Hornby area visitors live in the downtown area, and almost as many (42%) work downtown. Note that 15% report both living and working downtown.

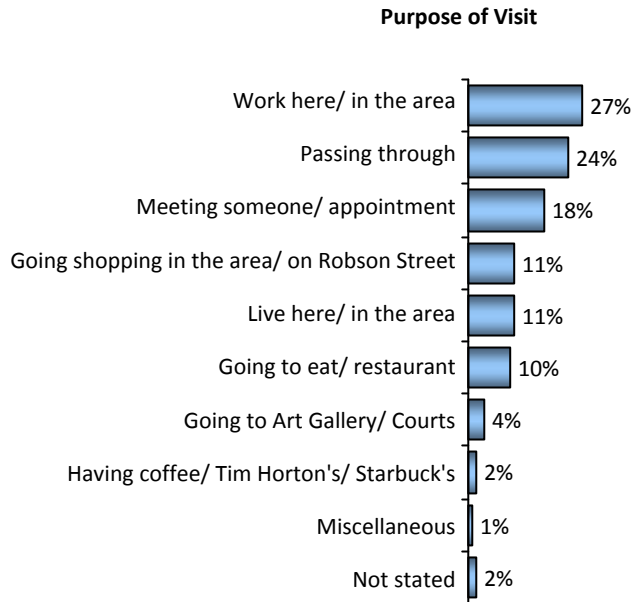


Base: Total (n=500)

Q.2) Do you: READ

- **Main purpose of Today's Visit to Hornby Street Area**

- Top reasons are work (27%), passing through (24%), meeting someone/appointment (18%) or using local retail (23% in total including shopping, dining out or going for coffee).
- Other reasons for being in the area are simply living in the area (11%) or going to the Art Gallery/ Courts (4%).

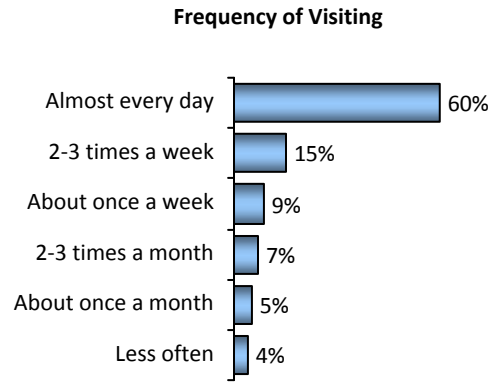


Base: Total (n=500)

Q.3) What is the main reason for your visit on Hornby Street today?
(UNAIDED)

- **Frequency of Visiting This Downtown Area**

- Most people intercepted are heavy users of the area with 60% here on a daily basis and 84% in the Hornby area at least weekly.

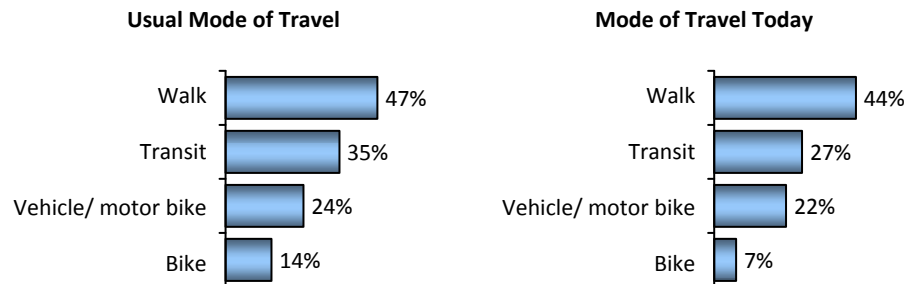


Base: Total (n=500)

Q.4) How frequently do you come to this area of the downtown? READ

- **Mode of Travel**

- Usual mode to this area of downtown: A mix of modes is used, led by walking and transit (47% walk, 35% transit, 24% vehicle/motor bike and 14% by bicycle). Some people report using more than one mode (e.g., equally).
- Mode of travel today: 44% walking, 27% transit, 22% vehicle/motor bike and 7% bicycle.
- Weekend pattern: Walking increases significantly while transit decreases compared to the weekday pattern.



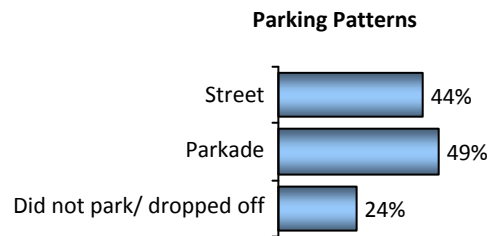
Base: Total (n=500)

Q.5a) How do you usually travel to this area of downtown? (MULTIPLE ANSWERS ACCEPTED)

Q.5b) How did you travel here today?

- **Parking**

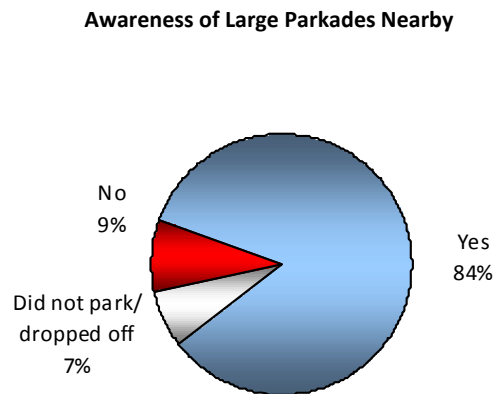
- Among those who travel by vehicle, parkade and street parking are currently used to about the same extent (49% parkade and 44% on the street). As well, 7% were vehicle passengers who were dropped off.



Base: Total those who travelled by vehicle (n=110)

Q.6b) Did you park on the street or in parkade?

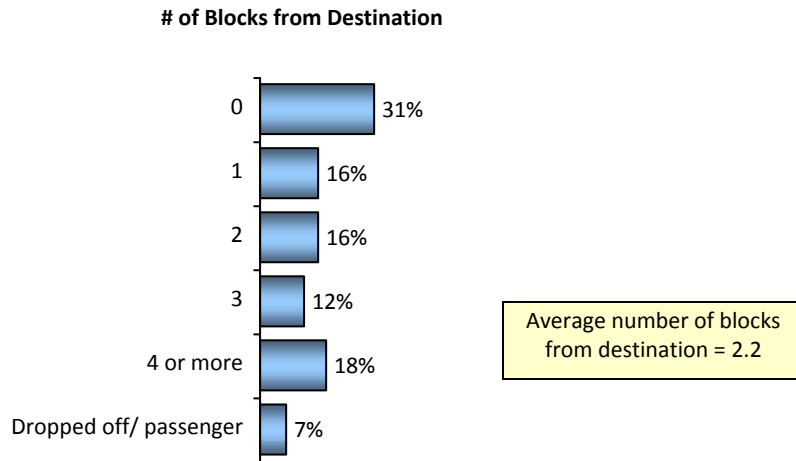
- Most vehicle users are aware of large parkades nearby (84% aware in total, including 79% of those who park on the street).



Base: Total those who travelled by vehicle (n=110)

Q.6c) Are you aware of any of the large parkades nearby?

- About one-in-three vehicle visitors park less than one block from their destination.
- About one-third park 1-2 blocks away and again as many 3 or more blocks away (30%).
- On average, vehicle visitors currently park just over 2 blocks away—regardless if in a parkade or on the street. When excluding those who parked less than one block from their destination, the average is just over 3 blocks away (3.3).

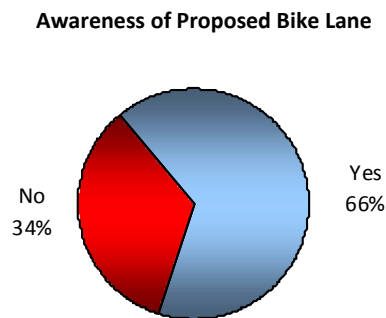


Base: Total those who travelled by vehicle (n=110)

Q.6a) How many blocks did you park from your destination?

- **Awareness of Proposed Hornby Bike Lane**

- A majority of area visitors surveyed are aware of the bike lane proposal (66%).
- Awareness increases with age (47% of those under 35 years, growing to about 80% among middle-aged and older visitors).



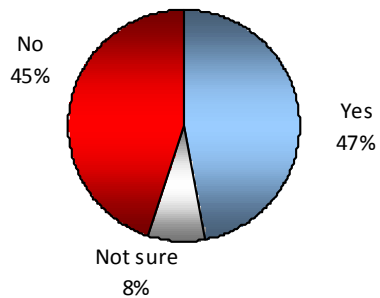
Base: Total (n=500)

Q.7) Have you read or heard anything about the proposed Hornby bike lane?

- **Cycling to Hornby via Protected Bike Lane**

- Visitors to the area are divided in terms of their willingness to consider cycling to Hornby if there was a protected bike lane in place (47% yes, 45% no, 8% unsure).
- Somewhat more likely to consider cycling than their counterparts are younger residents (58%), City residents (52%), Downtown residents (53%) and of course, current cyclists to the area (85% of usual cyclists, 68% of those who cycled today).
- Also of interest, a number of vehicle users would consider cycling if there was a protected lane—30% of today’s vehicle travelers and 26% of those who usually travel to the Hornby area by vehicle.

Willingness to Consider Cycling



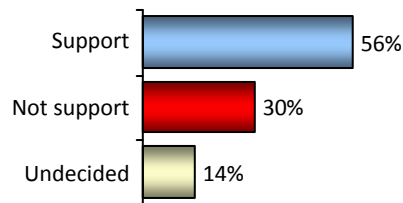
Base: Total (n=500)

Q.8) Would you consider cycling to Hornby if there was a protected bike lane in place?

- **Support for Protected Bike Lane on Hornby**

- Over half of area visitors support a protected bike lane on Hornby (56%)—significantly outweighing those opposed (30%) and the undecided (14%).
- Among those with an opinion, the majority support the lane.
- Support easily outweighs opposition regardless of the frequency of visiting the Hornby area.
- Support is similar regardless of whether the visitor is a Downtown resident, a Downtown worker or is in the area for other reasons.
- Those under 35 years of age are most likely to support (70%).
- Those who would consider cycling to Hornby with a protected bike lane broadly support the idea (85% vs. 28% of those who would not cycle).
- Vehicle users to the area are least likely to support (35% vs. 52% not in support).
- Those who had heard of the proposal prior to the survey are less supportive, suggesting possible negative publicity (47% supports vs. 73% of those with no prior knowledge).

Support for Protected Bike Lane

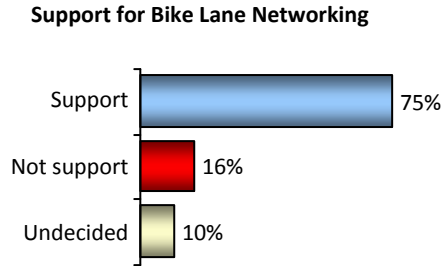


Base: Total (n=500)

Q.9) Overall do you support or not support having a protected bike lane on Hornby?

- **Support for a Bike Lane Network Linking Downtown from East and West**

- Support is even stronger for a Downtown bike lane network linking east and west with a substantial majority in favour (75%, growing to 86% among those under 35 years of age).
- Even vehicle users to the area tend to support a downtown east-west bike lane network (56% of usual vehicle travelers to the Hornby area and 61% of today’s vehicle travelers).



Base: Total (n=500)

Q.10) Overall do you support or not support a bike lane network that links the downtown area from east and west?

Summary

- On the whole, visitors intercepted on Hornby are more likely to support having a protected bike lane on Hornby Street than to oppose it and by a significant margin.
- Although vehicle users have a tendency to not support this bike lane (52%), about one-quarter of those who usually bring a vehicle to the area would consider using a protected bike lane, indicating room for some shift from vehicle use.
- Currently, most vehicle users do walk more than one block to their destination, averaging in the range of 2-3 blocks.
- As well, a high degree of awareness of large nearby parkades is found among vehicle users, including those who parked on the street.



MUSTEL GROUP

DATE: _____

Interviewer: _____

IN OUT

Hornby Street Intercept Survey

Hello. We are conducting a very brief opinion survey on behalf of the City of Vancouver. I'm _____ of Mustel Group, a professional polling research firm. **(IF NEEDED:** Be assured we are not selling or soliciting anything.) **(CONFIRM 16+)**

1. First of all, do you live in the City of Vancouver?

- 1 Yes
- 2 No

2. Do you:

- 1 Live downtown or in the West End
- 2 Work downtown
- 3 Or are in the downtown area for other reasons?

3. What is the main reason for your visit on Hornby Street today? PROBE FOR BUSINESS NAME/TYPE OF BUSINESS IF APPROPRIATE

4. How frequently do you come to this area of the downtown?

- 1 Almost every day
- 2 2-3 times a week
- 3 About once a week
- 4 2-3 times a month
- 5 About once a month
- 6 Less often

5a. How do you usually travel to this area of downtown?

- 1 Transit
- 2 Bike
- 3 Walk
- 4 Vehicle/Motor Bike

b. How did you travel here today?

- 1 Transit
- 2 Bike
- 3 Walk
- 4 Vehicle/Motor Bike

6. **IF TRAVELLED BY VEHICLE ASK Q.6:**

a. How many blocks did you park from your destination? #: ____

b. Did you park on the street or in parkade?

- 1 Street
- 2 Parkade

c. **IF STREET:** Are you aware of any of the large parkades nearby?

- 1 Yes
- 2 No

7. Have you read or heard anything about the proposed Hornby bike lane?
- 1 Yes
 - 2 No
8. Would you consider cycling to Hornby if there was a protected bike lane in place?
- 1 Yes
 - 2 No
 - 3 NOT SURE
9. Overall do you support or not support having a protected bike lane on Hornby?
- 1 Support
 - 2 Not support
 - 3 UNDECIDED
10. Overall do you support or not support a bike lane network that links the downtown area from east and west?
- 1 Support
 - 2 Not support
 - 3 UNDECIDED

Finally, just to make sure our study includes a mix of people.

A. GENDER: (OBSERVE)

- 1 MALE
- 2 FEMALE

B. Into which of the following categories may I place you? READ LIST

- 1 16-24 years
- 2 25 -34 years
- 3 35 to 44 year
- 4 45 to 64 years
- 5 65 or better

C. DAY OF INTERVIEW:

- 1 WEEKDAY
 - 2 WEEKEND
-

VERIFICATION: In case my supervisor needs to verify that I completed this survey, may I please have

Just your first name or initials _____ and your telephone # _____

On behalf of Mustel Research Group, thank you very much for your input! Have a nice day!