



PRESS RELEASE | Metro Vancouver

Methodology:

Results are based on an online study conducted from April 29 to May 1, 2019, among 700 adults in Metro Vancouver. The data has been statistically weighted according to Canadian census figures for age, gender and region in Metro Vancouver. The margin of error—which measures sample variability—is +/- 3.7 percentage points, nineteen times out of twenty.

All things considered, would you say your weekday commute is annoying or pleasant?

Very annoying – 6%
Moderately annoying – 23%
Moderately pleasant – 50%
Very pleasant – 18%
Not sure – 3%

Would you say your weekday commute is now better, roughly the same or worse than it was five years ago?

Better – 20%
Roughly the same – 49%
Worse – 25%
Not sure – 6%

Most Metro Vancouver Commutes Pleasant, But Three-in-Ten Suffer

A majority of commuters (51%) would be willing to make less money if they can get a job that is closer to their home.

Vancouver, BC [May 14, 2019] – Metro Vancouverites who have to get to school or work on weekdays report different experiences from their commute, a new Research Co. poll has found.

In the online survey of a representative provincial sample, two thirds of commuters in Metro Vancouver (68%) describe their weekday commute as “pleasant”, while three-in-ten (29%) consider it “annoying.”

While half of commuters in Metro Vancouver (49%) report no major changes in their trips to school or work compared to five years ago, 20% consider their commute “better” now, while 25% think it is “worse.”

“The mode of transportation plays a role in defining the perceptions of Metro Vancouver’s commuters,” says Mario Canseco, President of Research Co. “Those who drive to school or work are more likely to say that their commute is now worse than in 2014 (31%) than those who take public transit (19%),”

Commuters who say their trips to school or work are “very” or “moderately” pleasant are primarily satisfied with being in control of the entertainment (19%), dealing with traffic that is usually manageable (15%) and getting things done on the way, such as reading the paper or answering e-mails (14%).

Conversely, the aspects that frustrate annoyed commuters are traffic (28%), dealing with bad drivers (20%) and overcrowding at public transit vehicles (16%).

Four-in-five commuters in Metro Vancouver (81%) say living close to their workplace is important to them, and 78% concede that they would work from home more often if they could to avoid commuting.

Three-in-four commuters in Metro Vancouver (75%) would choose a prospective employer based on where the office they would work at is located. More than half would seriously consider moving from their current home if they changed jobs and had a longer commute (55%) and would be willing to make less money if they can get a job that is closer to their home (51%).

Commuters are divided on the issue of paying for tolls on roads and bridges if it guaranteed a shorter time to get to school or



work, with 48% disagreeing with this course of action and 43% agreeing with it.

Almost half of commuters (48%) say their ideal choice to get to school or work would be to drive, while 28% would prefer to take public transit, 14% would walk and 7% would bike.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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