



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from June 6 to June 8, 2021, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

On the street where you reside, how often do you see a car that you perceive is circulating above the speed limit of 50 km/h?

- At least once a day – 39% (-3)
- A few times a week – 27% (=)
- A few times a month – 18% (+2)
- Never – 16% (=)

Would you personally like to see the speed limit reduced to 30 km/h on all residential streets in your own municipality, while keeping the speed limit on arterial and collector roads at 50 km/h?

- Would – 61% (+3)
- Would not – 31% (-3)
- Not sure – 7% (-1)

Slower Cars on Residential Streets Still Welcome in British Columbia

Almost three-in-five respondents would like to see speed limits reduced to 30 km/h on all residential streets in their municipality.

Vancouver, BC [June 15, 2021] – Public support for a reduction of the speed limit on residential streets remains high across British Columbia, a new Research Co. poll has found.

In the online survey of a representative provincial sample, 61% of British Columbians say they would “definitely” or “probably” like to see the speed limit reduced to 30 km/h on all residential streets in their municipality, while keeping the speed limit on arterial and collector roads at 50 km/h.

This represents a three-point increase in support for this policy since a similar Research Co. survey [conducted in May 2019](#).

“Almost two thirds of British Columbians aged 35-to-54 (64%) support establishing a lower speed limit on residential streets,” says Mario Canseco, President of Research Co. “Majorities of residents aged 18-to-34 (62%) and aged 55 and over (57%) share the same view.”

In 2019, Vancouver City Council unanimously passed a motion to establish a pilot project that will see the speed limit reduced to 30 km/h on select residential streets in the city. The pilot project started earlier this year in the Grandview-Woodland neighbourhood.

As was the case two years ago, two thirds of British Columbians (66%) think Vancouver’s pilot project is a “very good” or “good idea”, while 22% deem it “bad” or “very bad.”

Just under two-in-five British Columbians (39%, -3) admit to witnessing a car that they perceive is circulating above the current speed limit on the street where they live “at least once a day”, while only 16% claim this “never” happens.

Residents of the Fraser Valley are more likely to report seeing cars speeding on their street on a daily basis (45%) than those who live in Vancouver Island (42%), Northern BC (41%), Metro Vancouver (37%) and Northern BC (35%).

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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



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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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Media contact:

Mario Canseco, President, Research Co.

[c] 778.929.0490

[e] mario.canseco@researchco.ca

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mario.canseco
@researchco.ca



mario_canseco



778.929.0490



Mario Canseco