



Island Corridor Foundation 2020 Survey Results

Connecting the places we live, work, and play.

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About the survey.

The survey was developed to provide Vancouver Island residents with an opportunity to share their views and comments about rail service.

The survey was available on the Island Corridor Foundation (ICF) website – www.islandrail.ca - from September 18, 2020 to September 26, 2020 inclusive.

The survey was actively promoted through multiple media platforms including Facebook, Instagram, Twitter, email broadcasts, digital media and newspaper advertising.

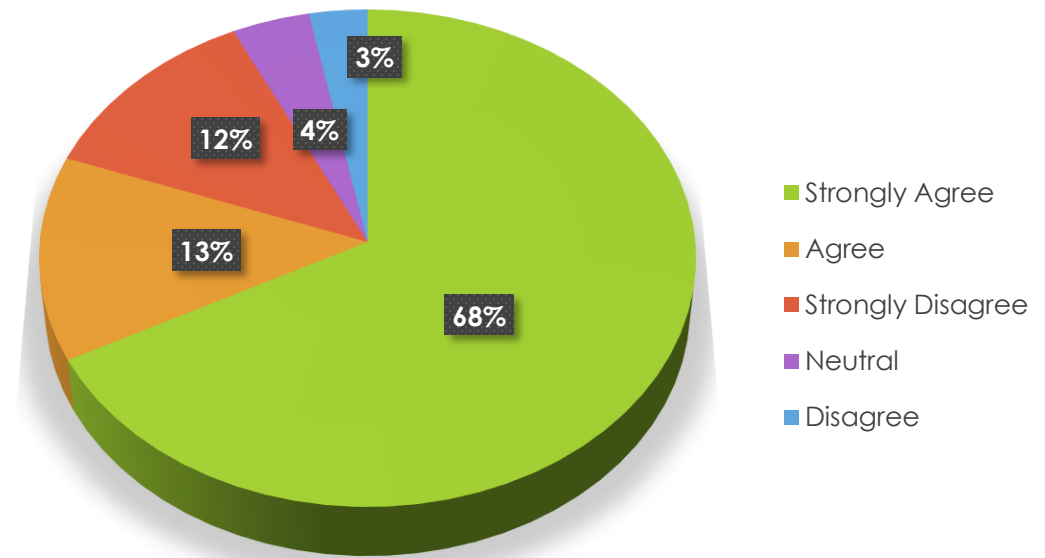
The survey gathered 3533 total responses. Of those, 2979 respondents gave a valid postal code for Vancouver Island regions adjacent to the rail corridor, and have been used to formulate the results.

The following highlights some of what we learned.



The need for a revitalized and modern rail service.

“We need to revitalize and modernize the rail service on Vancouver Island for public and commercial rail use.”

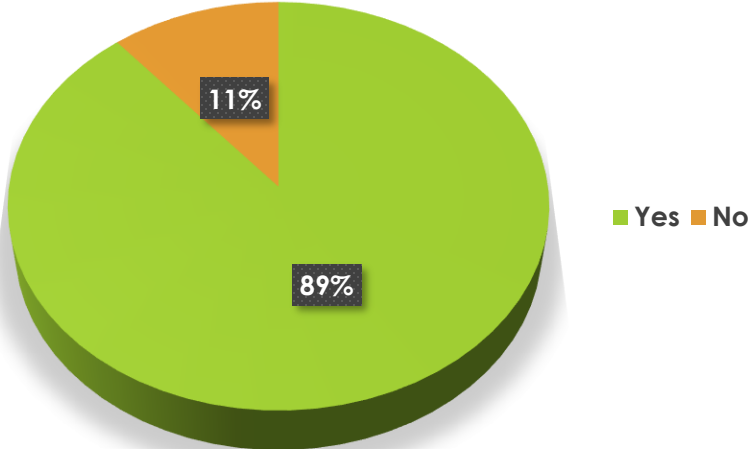


81% of respondents either agree or strongly agree that we need to revitalize our rail system.

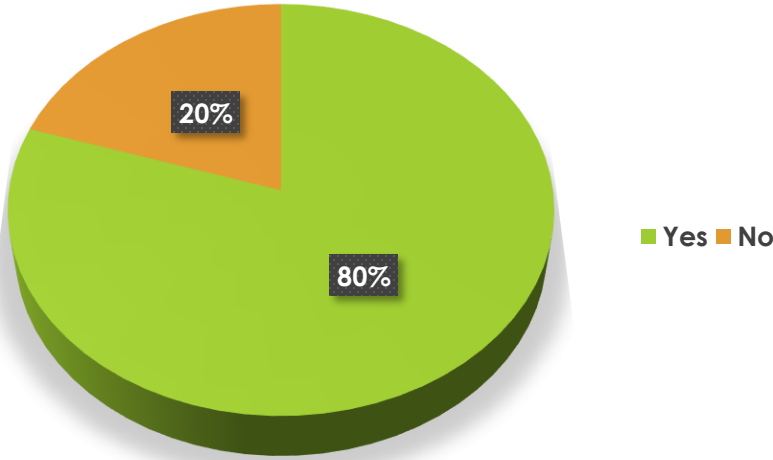


Likelihood to use rail alone or in combination with other transportation modes.

“Overall, would you consider passenger rail as a commuting/traveling option if it met all or most of your needs?”



“Would you likely use multiple modes of transportation in conjunction with passenger rail for your commute or when traveling?”

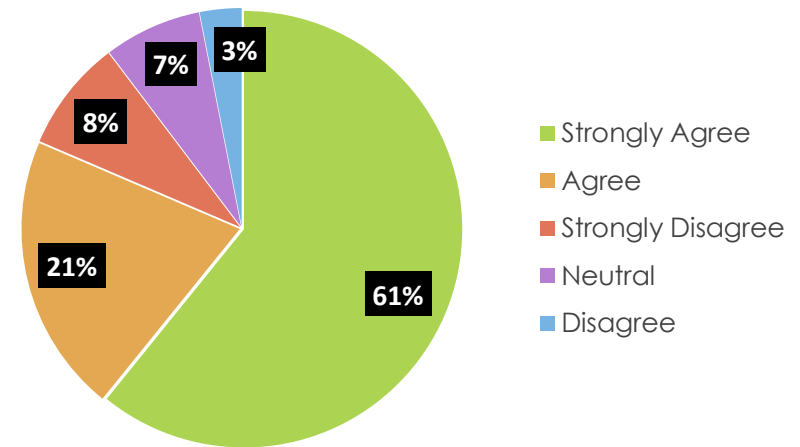


89% of respondents would consider rail if it met their needs.



Impact of revitalized and modern rail service.

“A revitalized and modern rail service will enhance tourism and provide other positive economic opportunities on Vancouver Island.”

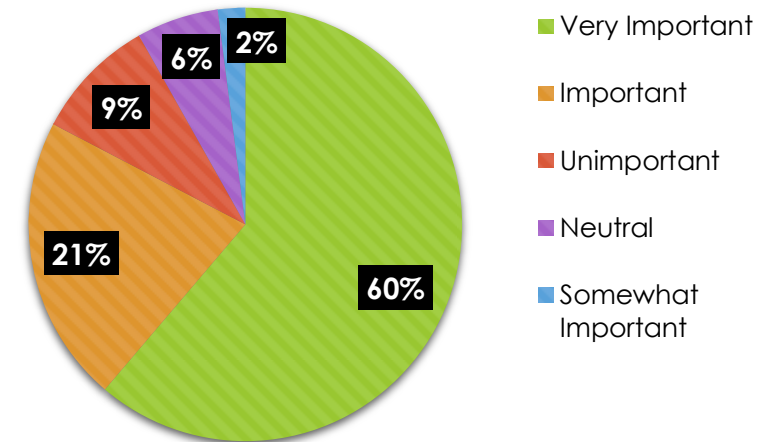


79% believe a revitalized and modern rail service will have a positive impact on the tourism economy.



The importance of rail as an environmentally friendly transportation option.

“Having rail as an environmentally-friendly & sustainable transportation option is:”

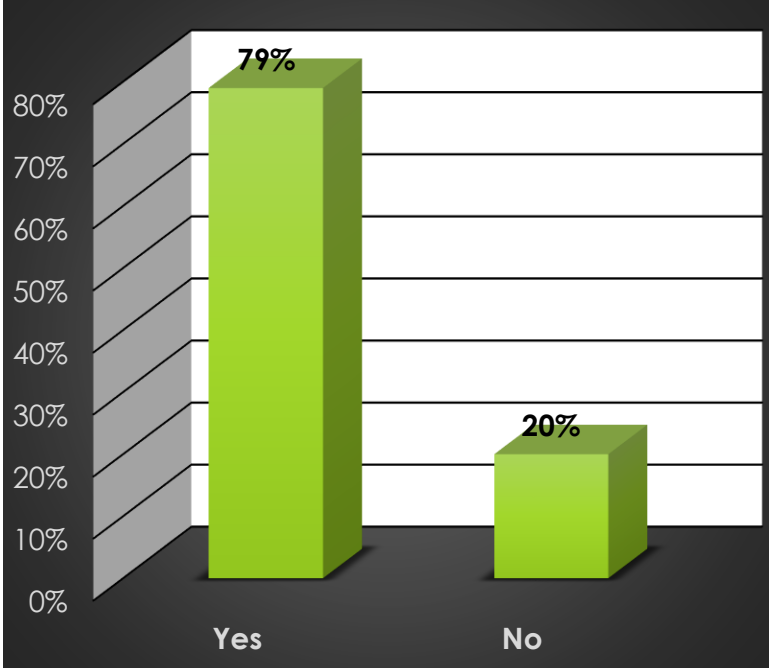


81% of respondents believe rail is an important or very important environmentally friendly transportation option.



Financial viability of rail service.

“Do you believe rail transportation on Vancouver Island is a viable option?”

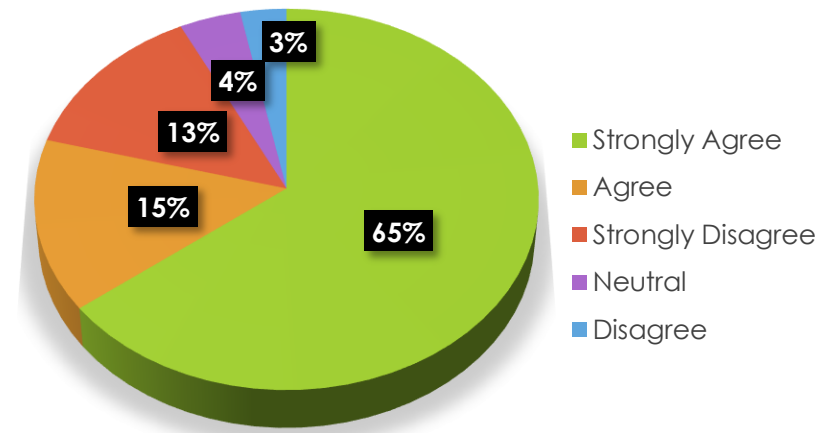


79% of respondents believe rail is a financially viable transportation option.



Funding the implementation of rail service on Vancouver Island.

“The Provincial and Federal governments should provide funding immediately to move forward with the implementation of rail.”

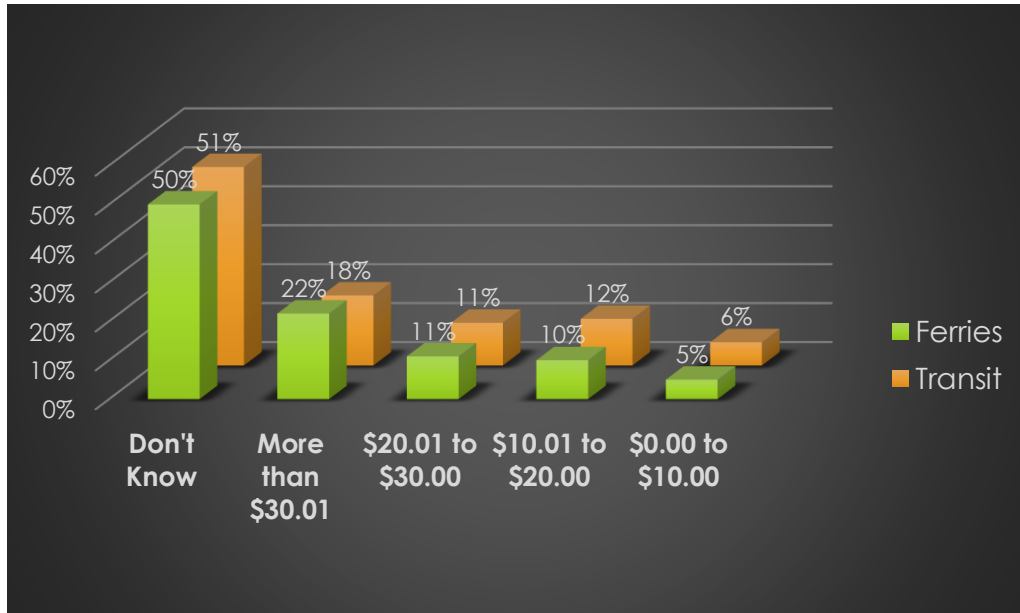


80% of respondents believe Provincial and Federal governments should fund rail.



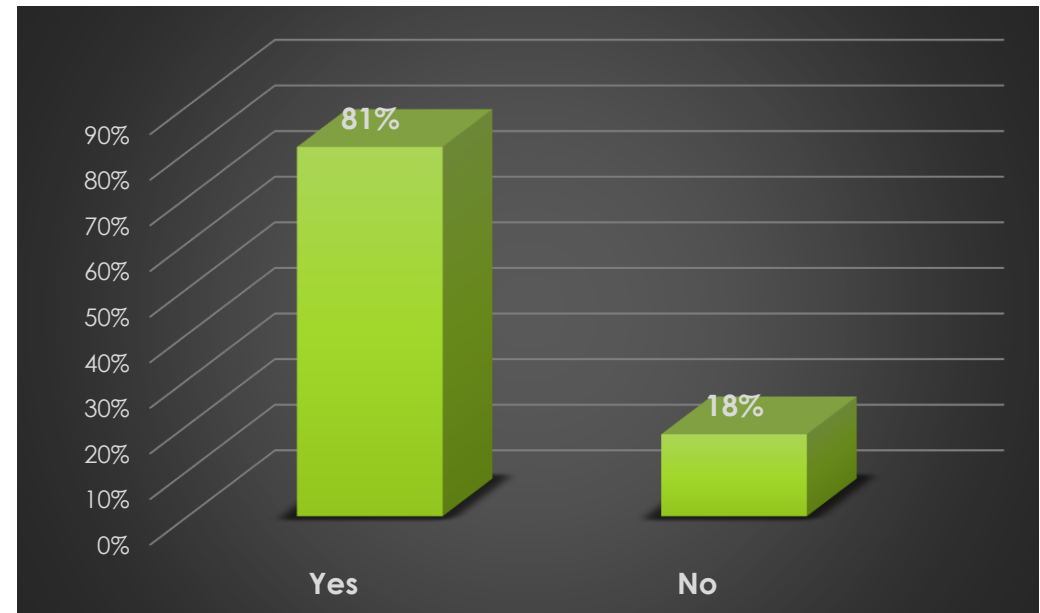
The Provincial government currently provides financial subsidies for various transportation options in BC.

“How much do you think each BC resident pays each year as a subsidy for BC Ferries and BC Transit?”



50% of respondents do not know the level of subsidies for ferries and transit.

“Should rail receive an ongoing Provincial operating subsidy?”

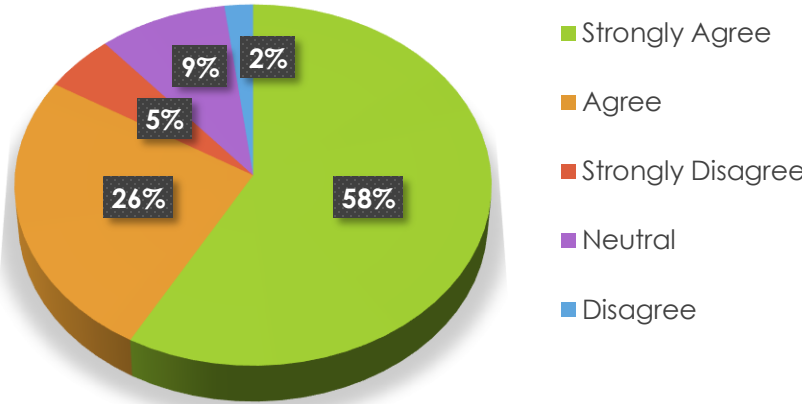


81% of respondents believe rail should receive an operating subsidy.



Development and expansion of trails.

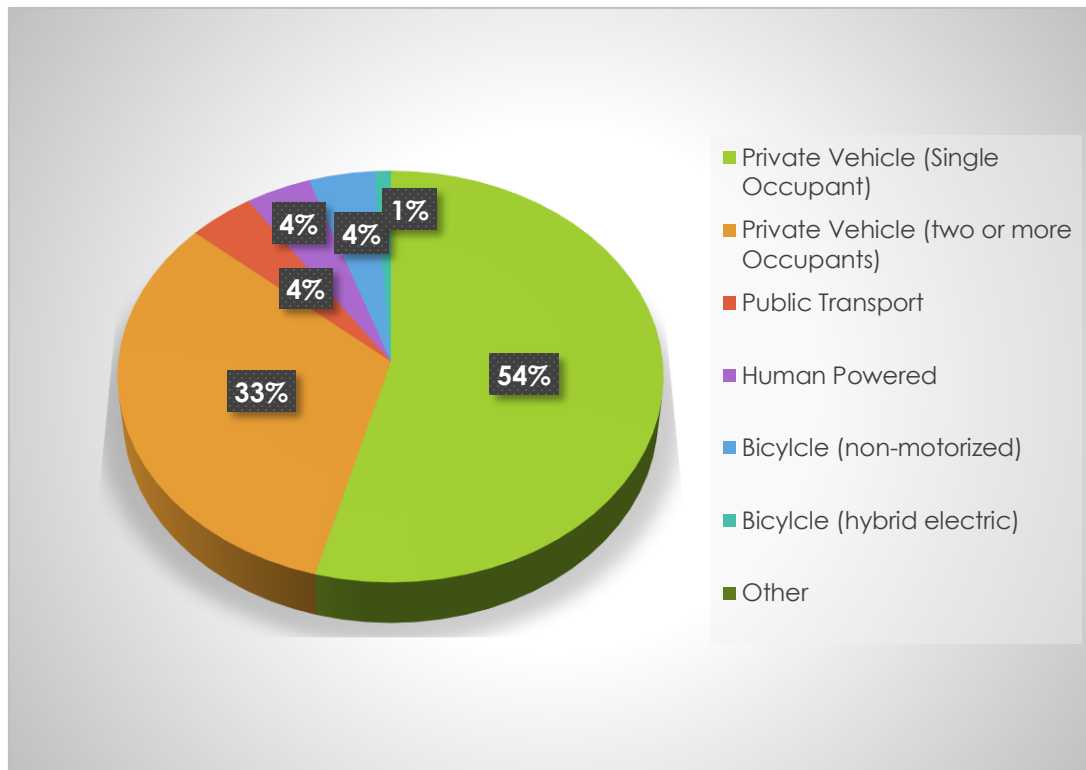
“I support the continued expansion and improvement to the 100+ kilometres of trails already built alongside the rail corridor.”



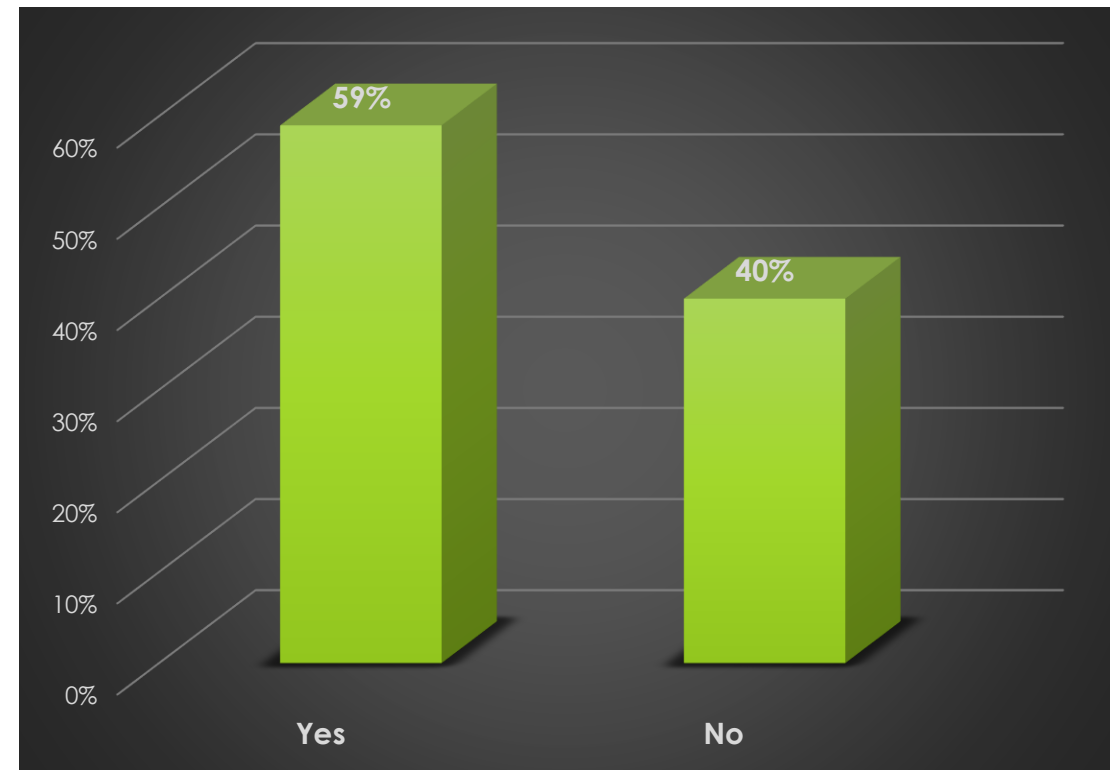
84% of respondents support the continued expansion of trails alongside the rail corridor



Mode of transportation and commuting frequency.



87% of respondents primary mode of transportation is by private vehicle.

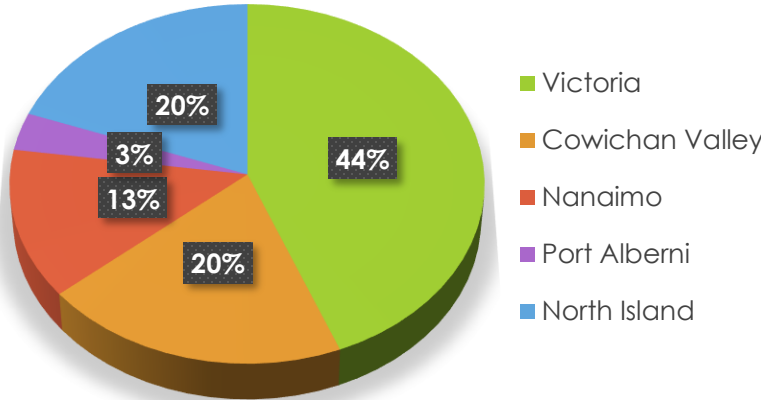


59% of respondents commute 3 or more times per week.



Distribution of respondents.

Results based on 2979 Vancouver Island resident responses.

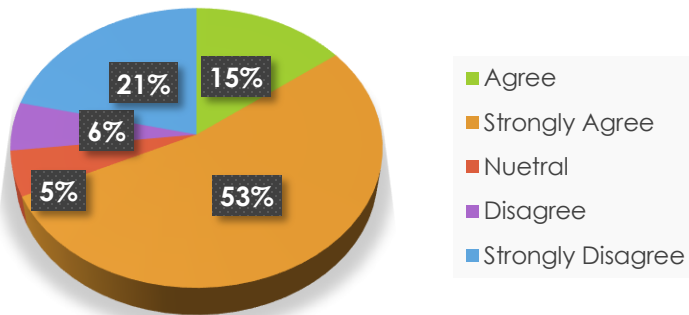


Responses closely reflect the distribution of the population on Vancouver Island.

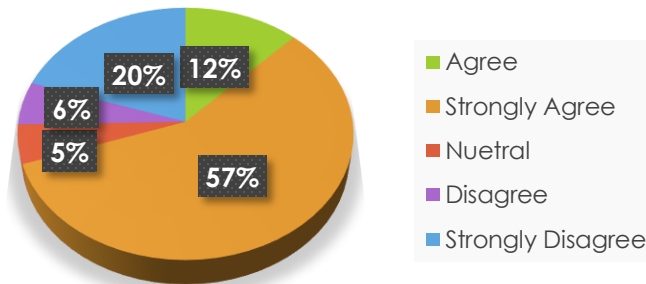


Regional views of need for rail service.

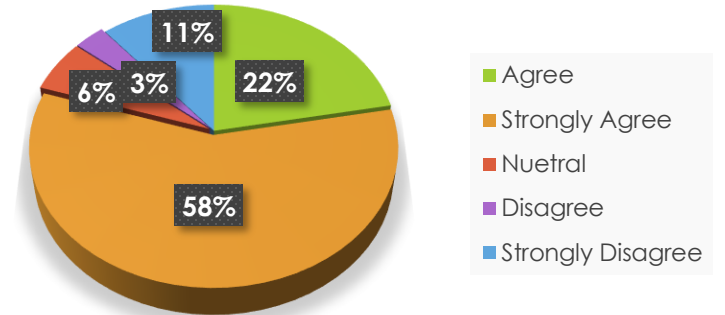
North Island



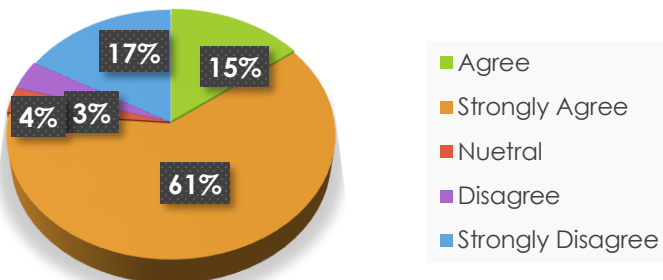
Cowichan Valley



Port Alberni



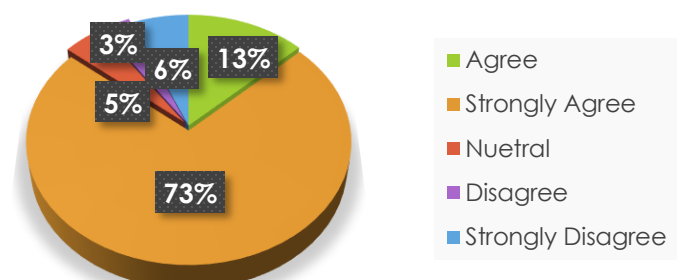
Nanaimo



Support is strongest within the two largest population centres.

North Island = Lantzville North
Cowichan Valley = Mill Bay to Cedar

Victoria



Summary.

A large margin of respondents believe there is a need for the revitalization of rail on Vancouver Island.

Over 89% of respondents say they would use passenger rail if it met their needs.

Almost 80% of respondents believe rail would have a positive impact on the economy and tourism.

Over 80% of respondents view rail as an important environmentally friendly transportation option.

79% of respondents view rail as financially viable.

80% of respondents believe rail should be funded.

81% of respondents believe rail should receive a subsidy to support ongoing operations.

84% of respondents support the continued expansion of trails.



Survey Methodology & Contact

The survey was developed and created by a third party contractor, Webstation Global Business Solutions, Inc. ("Webstation")* on behalf of the Island Corridor Foundation (ICF). Webstation designed the survey to mitigate any potential bias or erroneous results and has documented the methodology and process used throughout, in compliance with generally accepted industry practices. The survey itself was presented using the Typeform platform** to meet the technical and business requirements of the ICF. Webstation did not distribute the survey nor did they select the respondent pool. Webstation has reviewed these results and can attest to the accuracy of the statements within, subject to the level of confidence and statistical deviations noted below.

The survey was distributed by the ICF from its website*** over the period of September 18 to 26, 2020. It was widely shared via a variety of third party social media platforms to ensure the widest possible distribution, both demographically and geographically, focusing the latter on Vancouver Island. The survey gathered a total of 3533 total raw responses. Of those 2979 responses gave a valid postal code for Vancouver Island regions adjacent to the rail corridor and have been used to formulate the results contained herein. The variation between the full set of results and subset is within standard deviation of < 3%. The margin for error for the survey is statistically less than 3% with a 90% level of coincidence using the standardized criteria from McGill University****.

A final document presenting the complete methodology and process used including all raw results (with identifications redacted to comply with privacy) will be made available upon request.

Footnotes:

* Webstation: <http://webstationhq.com>

** TypeForm: <http://typeform.com>

*** ICF: <http://islandrail.ca>

**** McGill: https://www.cs.mcgill.ca/~rwest/wikispeedia/wpcd/wp/m/Margin_of_error.htm

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