

Understanding a New Bike Share Program in Vancouver

2017 Vancouver Population Survey Results

Compared with Mobi Member Results Where Available

Summary Report Prepared for City of Vancouver and Mobi by Shaw Go Partners
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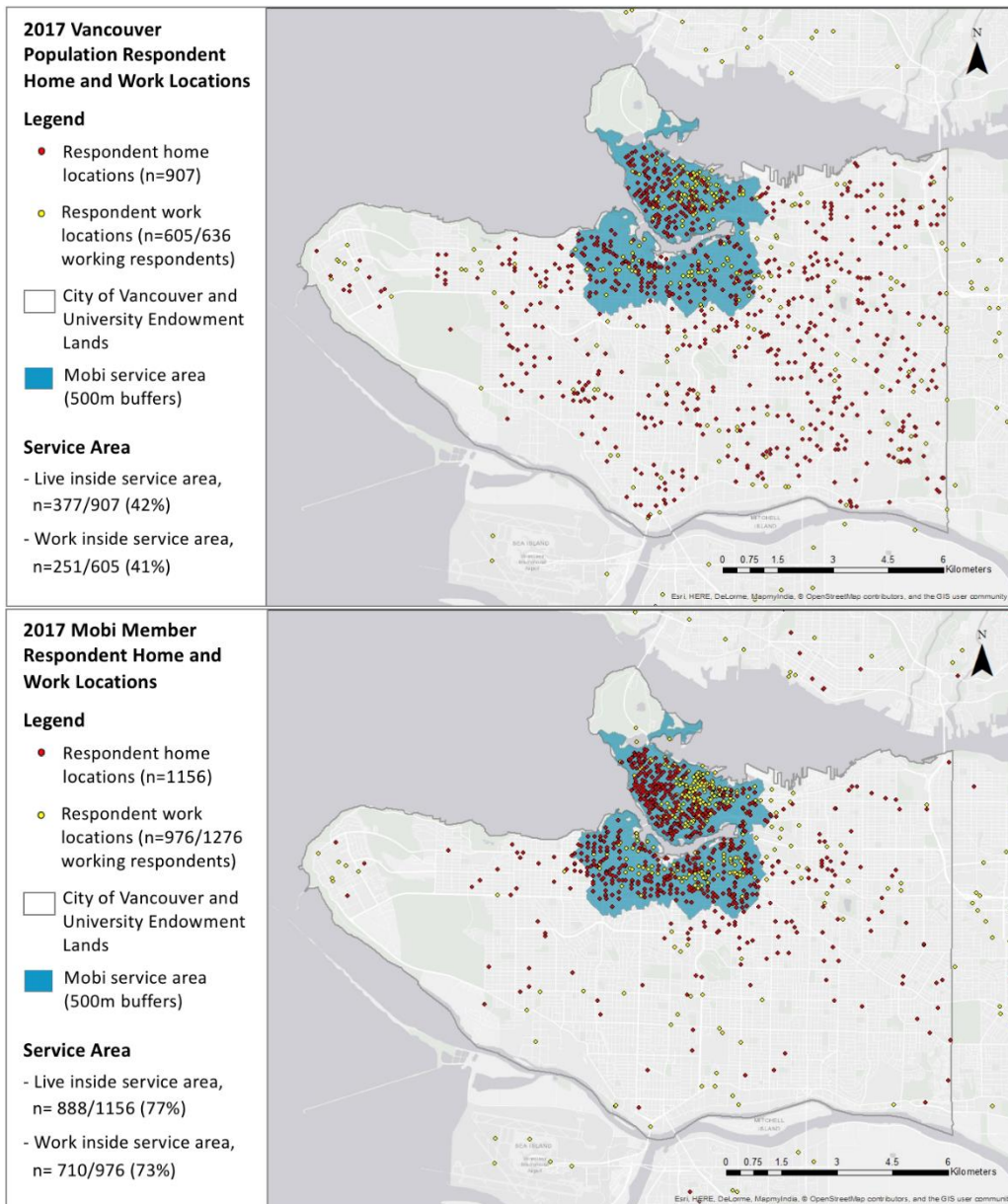
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DESCRIPTION OF RESPONDENTS

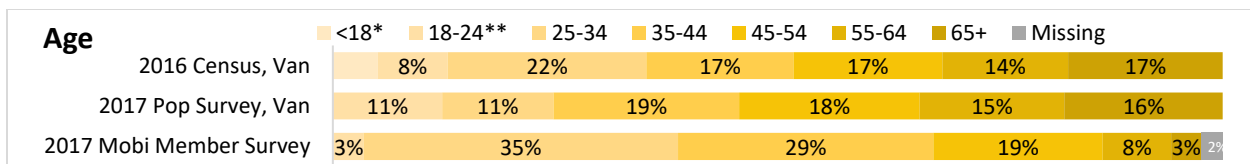
Location & Household Description

- Participants were asked the postal code, address or cross-street location of their home (Q25), as well as main place of work or study (if applicable, Q29). Valid addresses were geocoded and mapped and the Mobi service area defined within 500 m of a docking station (see shaded blue on Figure).
- In Fall of 2017, 42% and 41%, respectively, of Vancouver Population Survey respondents lived and worked inside the bike share service area. In comparison, 77% and 73% of Mobi Member Survey respondents lived and worked within the Mobi service area, respectively.
- Participants had lived in their current home residence for an average of 12.0 years.
- The average household had 2.0 adults, and 13.9% of households had children under 16 living at home. In Mobi households the average was 1.9 adults, and 22.3% had children.

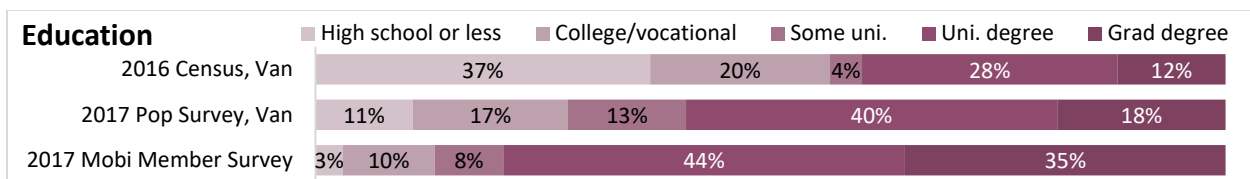


Demographics

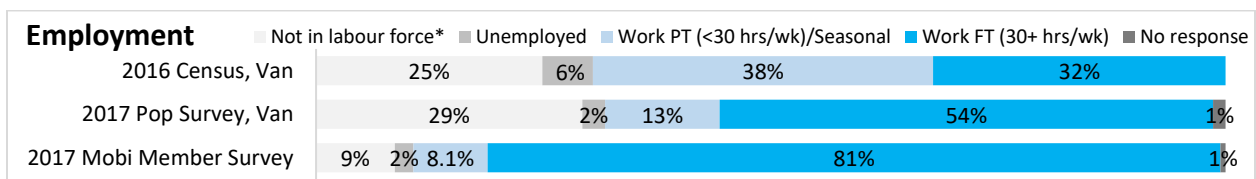
- Age and sex targets as well as post-sample weighting (using Vancouver City census data) were used for the Population survey to produce a representative sample of the Vancouver population.
- When compared to census data, respondents from the Vancouver survey were more highly educated, more likely to be employed and more likely working full-time. Survey respondents also had slightly higher household incomes. For the Mobi member survey, it was also true that respondents were more likely to be more education and employed than the general population.
- Survey respondents were also more likely to be born in Canada (69%, Vancouver Population Survey and 65%, Mobi Member Survey) compared to Vancouver population (55% in the census data) as well as identified with a North American ethnic origin. Those identifying with Asian and European origins were underrepresented amongst Mobi members.



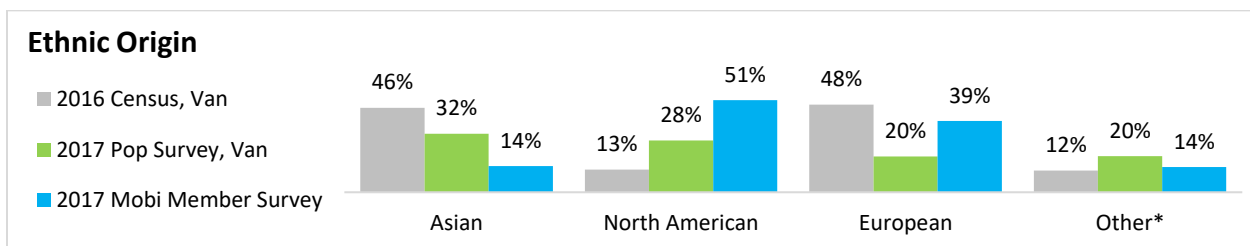
Notes: Based on survey question "What year were you born?" *age <18 was 15-19 for Census **age 18-24 was 20-24 for Census. Refer to Appendix B for details.



Notes: Based on survey question "What is the highest level of education you have completed?" Refer to Appendix B for details.



Notes: Based on survey question "What best describes your current employment status?" *Not in the labour force includes Homemaker + Student + Retired. Refer to Appendix B for more details.



Notes: Based on survey question "Vancouver residents come from many different backgrounds. How would you describe yourself? (Select up to two options)". The sum of the ethnic groups in this table is greater than the total population estimate because a person may report more than one ethnic origin in the census. * Other includes: Indigenous Peoples of Canada, Oceanic, African, Middle Easterns, Latin American, prefer not to answer, Other-please specify. Refer to Appendix B for more details.

