# VANCOUVER BIKE SHARE 2018 MEMBER SURVEY RESULTS

**Research Project:** 

Understanding a New Bike Share Program in Vancouver

**Report Prepared for:** 

The City of Vancouver & Mobi by Shaw Go Partners

Spring 2019

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#### **EXECUTIVE SUMMARY**

The Cities, Health, and Active Transportation Research (CHATR) lab conducted online surveys of the Vancouver public bike share (Mobi by Shaw Go) members 5 months (fall 2016), one year (fall 2017), and two years (fall 2018) after the system's launch. **This report focuses on 2018 results, providing select comparisons with 2016 and 2017 results where notable.** 

#### **Description of Respondents**

All current annual and monthly Mobi by Shaw Go members were invited to participate in the survey in 2018. One third (n=1722) of members completed the survey. Of these, nearly half had signed up that year. Compared to Vancouver census data, respondents were more likely to be male, younger to middle aged; born in Canada; employed; highly educated; and from a higher income household. Most also lived and/or worked 500 meters from a Mobi docking station.

#### **Transportation Patterns**

Walking was the most common mode of transportation for respondents. Overall, 65% belonged to a car share program and 40% did not own a personal bicycle. The proportion of members that thought bicycling was safe (somewhat or very) in Vancouver increased over time.

#### **Description of Bike Share Trips**

Respondents in 2018 provided information about their three most recent trips made on a Mobi by Shaw Go bicycle—5020 trips total. These bike share trips were used most commonly to get to and from work (38% of all trips). Thirty-nine percent (39%) of all trips reported would have otherwise been completed by walking, 35% by transit (bus or skytrain) and 8% by personal vehicle. Integration with other modes was reported for three-quarters of trips: 58% of trips included a walking portion, and 23% linked to or from transit. Only a handful of trips would have otherwise been taken by a rental bicycle. Finally, 14% of trips were new trips that would not have made if Mobi by Shaw Go bicycles were not available.

#### **Motivators & Barriers**

The top motivators were being able to ride one-way (80%); not having to worry about having one's bike stolen (74%); being able to get around more easily than other types of transportation (68%); and having stations near to one's home location/desired destinations (68%). The top barriers were rain and bad weather (47%); not having station where one is going (29%); not wanting to ride on hills (29%); and other types of transportation being more convenient (22%).

#### **Helmet Use**

Over half (54%) of respondents reported typically using the Mobi by Shaw Go helmet and of those participants, one third reported using a helmet liner. Fewer reported wearing their own personal helmet (16%), or no helmet (28%). Top reasons for not wearing a helmet were sanitary concerns, not usually wearing a helmet, and not needing a helmet for riding slowly or in quiet areas.

#### Mobi by Shaw Go Customer Service

Respondents reported very high satisfaction with their membership. Many reported using the service more than anticipated and as well as a willingness to refer the program to a friend. Participants learned about Mobi by Shaw Go most often by seeing the bikes or stations on the street. Member ratings remained neutral to excellent for registration, call centre, ease of use, and features of stations and bicycles. Customer service areas thought to require attention included: the map on the Mobi by Shaw Go app, the app in general; and the way to report problems with bicycles. Over a third of participants reported "often" or "sometimes" needing to go to an alternate station due to a station being empty or full, but less frequently because a station was moved or offline.



# **CONTENTS**

EXECUTIVE SUMMARY	1
INTRODUCTION	3
DESCRIPTION OF MOBI MEMBER SURVEY RESPONDENTS	4
TRANSPORTATION PATTERNS	7
PERCEPTIONS OF CYCLING SAFETY	8
BIKE SHARE TRIPS	9
BIKE SHARE MODE REPLACEMENT	10
BIKE SHARE MODE INTEGRATION	11
MOTIVATORS OF USE	12
BARRIERS TO USE	13
HELMET USE	14
INFORMATION ABOUT SIGN-UP	15
MEMBER SATISFACTION	16
EASE OF BIKE SHARE SYSTEM USE	17
FEATURES OF MOBI BY SHAW GO BIKES AND STATIONS	18
STATION CAPACITY ISSUES	18
APP & WEBSITE	19
CUSTOMER SERVICE RATINGS	20
COMMUNICATION	21
APPENDIX A: FULL INVENTORY OF SURVEY QUESTIONS	22
APPENDIX B: DEMOGRAPHIC CENSUS COMPARISON NOTES	25



#### INTRODUCTION

A survey of Mobi by Shaw Go members was conducted and designed by the CHATR lab (led by Dr. Meghan Winters) with input from the City of Vancouver and Mobi by Shaw Go partners. We conducted surveys in November 2016 (about five months after program launch), and in September 2017 and September 2018, one and two years after the launch of the Vancouver bike share program. Survey questions covered demographics, transportation patterns, public bike share use and Mobi by Shaw Go customer service. Appendix A provides a comprehensive set of survey questions asked.

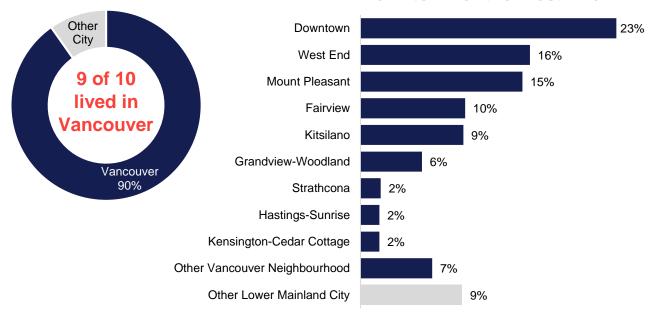
The survey was hosted on the REDCap survey platform in 2018 and was open for two weeks in September 2018. A third (n=1722) of members completed the survey in 2018. Nearly half of the respondents were new members who had signed up in 2018 (43%). A quarter of members (n=252) completed the survey in all three years (based on email match comparison).

This report focuses on 2018 results, providing select comparisons with 2016 and 2017 results where notable. Earlier reports have been produced with 2016 and 2017 results.

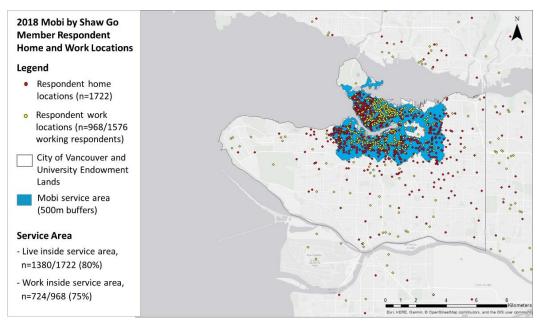


## **DESCRIPTION OF MOBI MEMBER SURVEY RESPONDENTS**

# 4 in 10 lived Downtown or the West End<sup>1</sup>



# Most lived (80%) or worked/studied<sup>2</sup> (75%) inside the bike share service area<sup>3</sup> but there was a spread from across the Lower Mainland<sup>4</sup>



<sup>1</sup> Q55. What municipality do you live in? Q56. What neighbourhood do you live in? [asked of Vancouver residents only] \*n=8, 0% lived in another Canadian or International city

<sup>4</sup> Mapping here based geocoded postal-code or cross-streets for respondents' home and work/study locations.



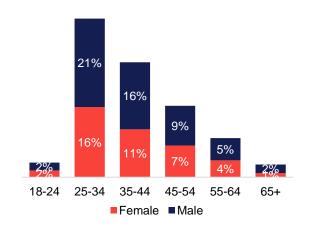
<sup>2</sup> Of those that work or study, n=1576,

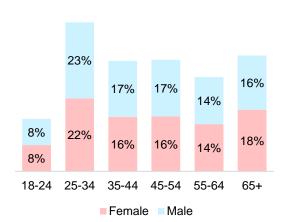
<sup>3</sup> Defined as 500 meters of a docking station

# Compared to Vancouver population<sup>5</sup>, Mobi Members were more predominantly male and younger<sup>6</sup>.

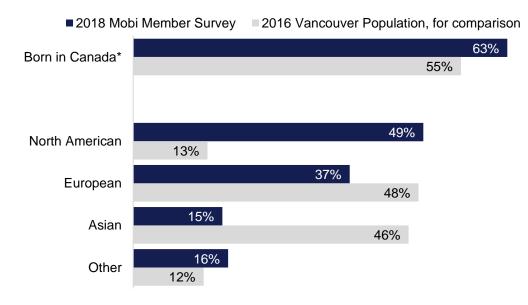
Age by gender, Mobi Member respondents (2018)

Age by gender, Vancouver Population<sup>5</sup> for comparison





# ... And more likely born in Canada<sup>7</sup> and to identify with a North American or European ethnic origin<sup>8</sup>.



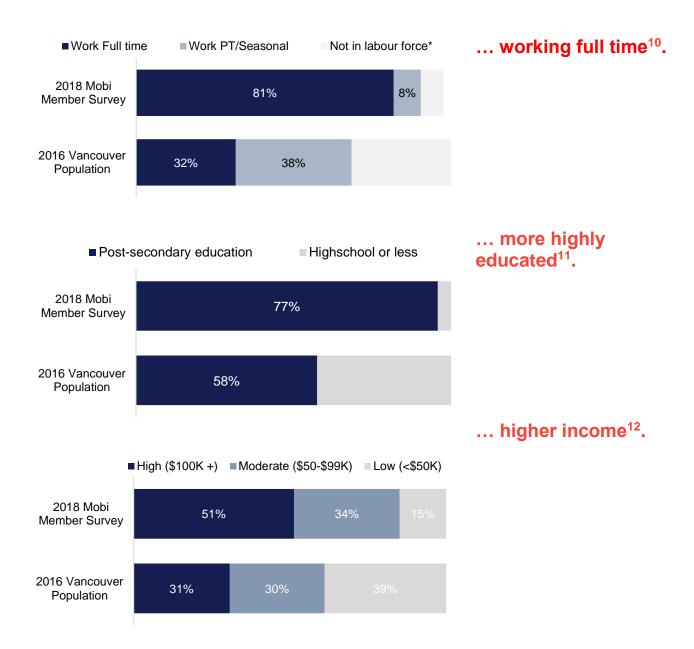
<sup>5</sup> Statistics Canada. 2017. Vancouver, CY [Census subdivision], British Columbia and Canada [Country] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017. http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E . 2016 Vancouver census population aged 15+ (N=560,960). Refer to Appendix B. 6 Q27and Q28 (Survey, N=1722) \*Other includes "Other gender identity" and "I prefer to not answer"

<sup>8</sup> Q34. Vancouver residents come from many different backgrounds. How would you describe yourself? Select all that apply (2018 Survey, N=1722, 5% "I prefer to not answer"). 2016 Vancouver census population, (N=618,210), based on "ethnic origins". Refer to Appendix B.



<sup>7</sup> Q33. Were you born in Canada? (2018 Survey, N=1722) and Vancouver census population (N=587,940) by immigrant status (in this figure, no=immigrant, yes=non-immigrant).

# Compared to the Vancouver population<sup>9</sup>, Mobi Members were more likely...



<sup>9 2016</sup> Vancouver Population Source: Statistics Canada. 2017. Vancouver, CY [Census subdivision], British Columbia and Canada [Country] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017. http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E

<sup>12</sup> Q36. Which of the following best describes your total annual household income before taxes? (2018 Survey, N=1403 respondents; N=319 no response). Vancouver census population (N=283,930 households) "Household total income groups in 2015 for private households"

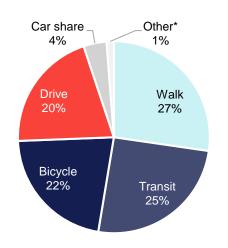


<sup>10</sup> Q31. What best describes your current employment status? (2018 Survey, N=1722). 1-2% prefer not answer. Vancouver census population (N=547,845) based on "Labour force status" & "Work activity during the reference year" for pop. aged 15+". Refer to Appendix B for details 11 Q29. What is the highest level of education you have completed? (2018 Survey, N=1722). Vancouver census population (N=547,835) based on "Highest certificate; diploma or degree for the population aged 15 years". Refer to Appendix B.

### TRANSPORTATION PATTERNS

Walking was the top mode<sup>13</sup> used by Mobi by Shaw Go members across all three survey years (2016-2018)

#### Primary transportation modes, 2018



# AVERAGE VEHICLES PER HOUSEHOLD:

1.6 adult bicycles

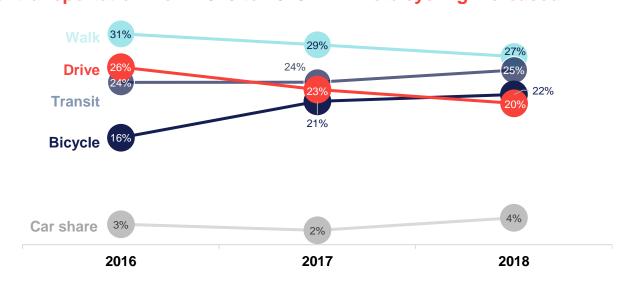
0.2 children bicycles

**0.8** cars, trucks, vans

40% don't own a bicycle

65% car share members

Amongst members, walking and driving declined as the primary mode of transportation from 2016 to 2018 ... while bicycling increased. 14



<sup>13</sup> Q1. Overall, which mode of transportation do you use most often to get around? N=1759 in 2016; N=1400 in 2017, N=1722 in 2018 \* 2% other responses including: motorcycle, taxi, West Coast Express, water taxi, mix of modes, prefer not to answer

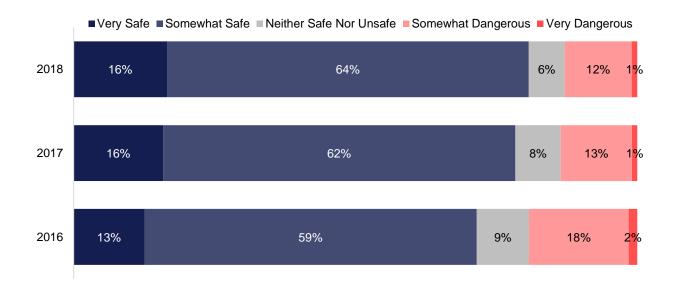
<sup>14</sup> Q24. What car share services do you belong to? 2018 n=1722



<sup>270</sup> data responses installing. Installing and seeds 2700 materials, may of medical prior net

## PERCEPTIONS OF CYCLING SAFETY

Perceptions of bike safety in Vancouver amongst Mobi members have improved over time; more members thought bicycling was somewhat or very safe in Vancouver in 2018 compared to 2016<sup>15.</sup>



<sup>15</sup> Q2. Overall, how safe do you think cycling is in Vancouver? N=1759 in 2016; N=1400 in 2017 and N=1722 in 2018; <1% responded "Don't know/not sure"



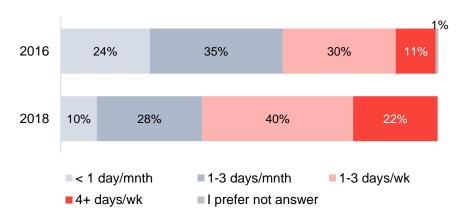
# **BIKE SHARE TRIPS<sup>16</sup>**

In 2018, Mobi by
Shaw Go members
provided information
on their last 3 trips, a
total of:

5020
bike share
trips

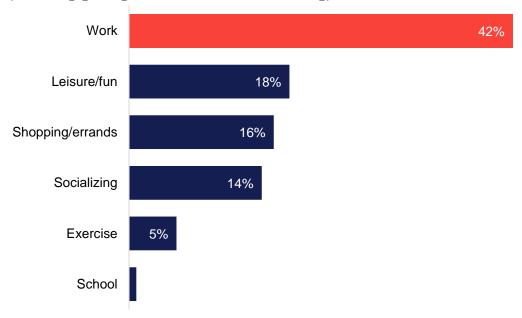
# Frequency of bike share trips has increased over time;

62% took one or more trips weekly by Mobi bike in 2018, up from 41% in 2016<sup>17</sup>



# Work was the #1 trip purpose 18

(including getting to, from, and around during)



<sup>18</sup> Q12i. What was the trip purpose? (for last 3 trips). 4% don't know, 1% Other, 0.1-0.3% no answer

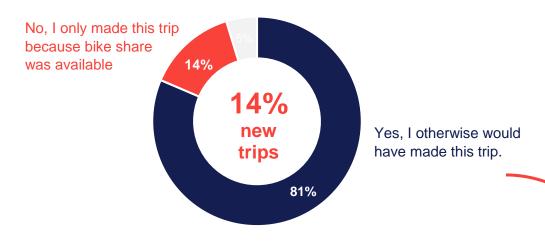


<sup>16</sup> In 2018, 1698 respondents provided information about their three most recent trips taken on a Mobi by Shaw Go bicycle--5020 trips in total. 17 Q3. In the past 3 MONTHS, how often did you typically travel using a Mobi by Shaw Go bicycle?

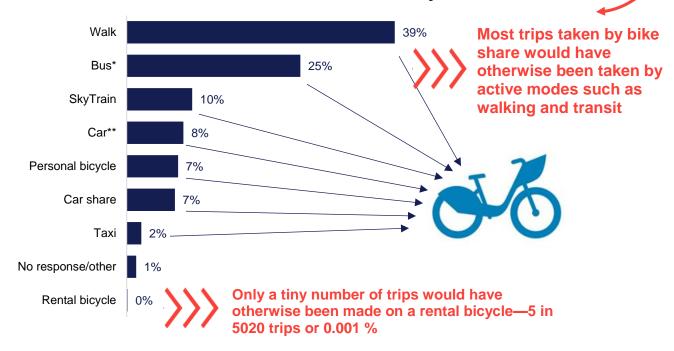
### **BIKE SHARE MODE REPLACEMENT**

# Bike share has generated "new trips"

"If Mobi was not available ... would you have made this trip?" 19



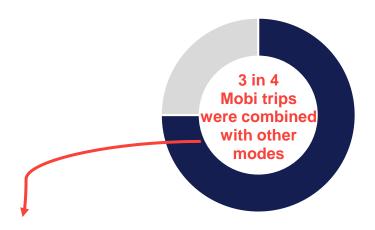
"If Mobi was not available ... what mode would you have used?"  $^{20}$ 



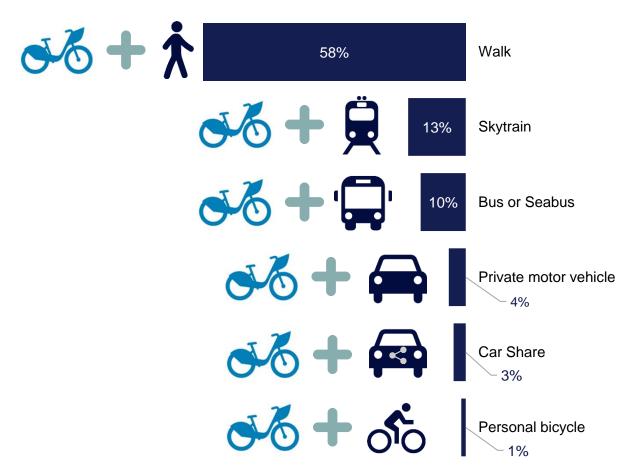
<sup>19</sup> Q12B. Would you have made this trip if Mobi was not available? In 2018, 1698/1722 respondents provided information about n=5020 trips. N=694/5020 trips were generated as "new trips" and would have otherwise not been taken if Mobi were not available. 20 Q12C. What mode would you have used if Mobi was not available? \*Bus includes seabus, \*\*car includes n=3 motorbike



### **BIKE SHARE MODE INTEGRATION**



Over half of Mobi bike share trips were combined with walking<sup>21</sup>



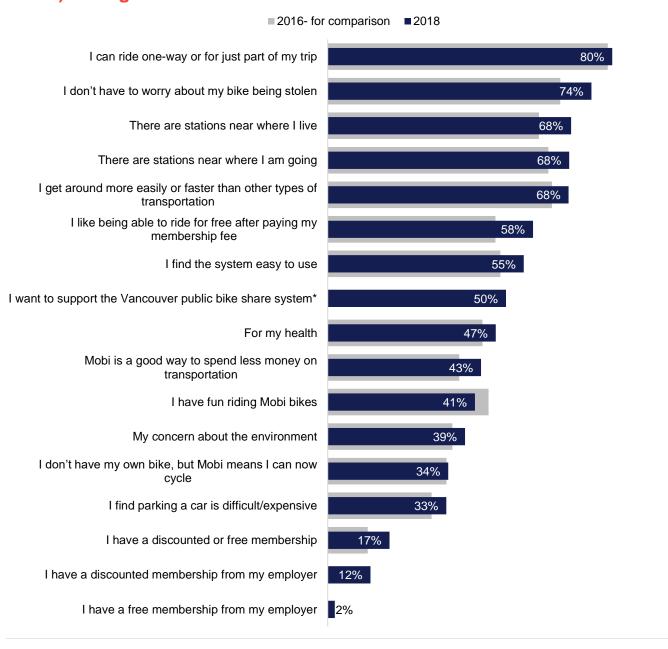
<sup>21</sup> Q12D. What other modes of transportation did you combine with Mobi on this trip? (Select all that apply) (For last 3 trips). % of total trips (n=5020 in 2018), Don't know/can't remember (3-4%), Other (1%)



#### **MOTIVATORS OF USE**

Top motivators for using Mobi bicycles remained:

- 1) the ability to ride one-way/just part of a trip,
- 2) not having to worry about theft of a personal bike and,
- 3) having stations near home or desired destinations.<sup>22</sup>



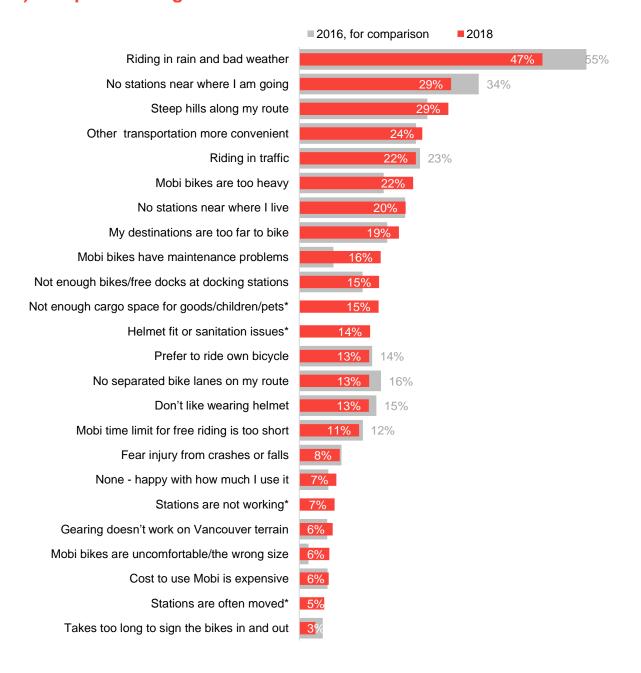
<sup>22</sup> Q13. In general, which of the following reasons motivated your decision to use Mobi? Select all that apply. 2018 Survey, N=1722. Other Responses: 1% in 2018. \* This category was created from recoding "other" responses in 2016.



#### **BARRIERS TO USE**

Top barriers to using Mobi bike share remained:

- 1) riding in bad weather,
- 2) no stations near where one is going and,
- 3) steep hills along one's route.

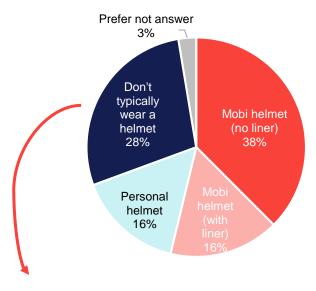


<sup>23</sup> Q14. In general, which of the following reasons prevent you from using Mobi more often? Select all that apply. 2018 Survey, N=1722. "Other/not sure responses 3% in 2018. \*Barriers not listed in 2016 and 2017 surveys

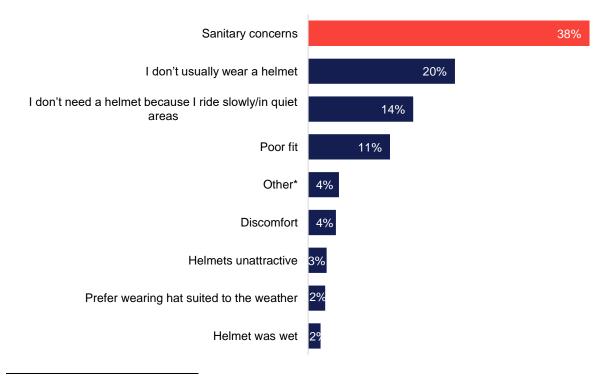


### **HELMET USE**

Over half reported wearing the provided Mobi by Shaw Go helmet<sup>24</sup> and, of those who did, a third reported using a helmet liner<sup>25</sup>



Sanitary concerns were the number one reason for not wearing a helmet when riding a Mobi bicycle<sup>26</sup>



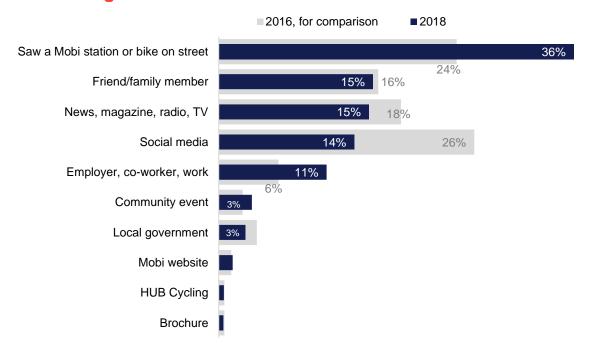
<sup>24</sup> Q9. Which of the following best describes your TYPICAL helmet use when riding a Mobi bicycle? N=1722 in 2018. 25 Of those who typically wear Mobi helmet, n=926

<sup>26</sup> Q10. What is your main reason for not typically using a helmet when riding a Mobi bicycle? N=1722 in 2018. Other 2018 responses (n=19). Too many and varied to list here.



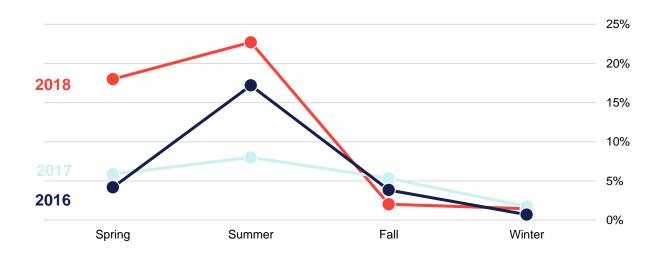
### **INFORMATION ABOUT SIGN-UP**

More survey participants in 2018 said learned about Mobi by Shaw Go from seeing a station or bike than in 2016 and 2017. <sup>27</sup>



New member sign-up peaks in summer every year, and 2018 saw a new spike in members.

Year and season of Mobi sign-up for 2018 survey respondents<sup>28</sup>

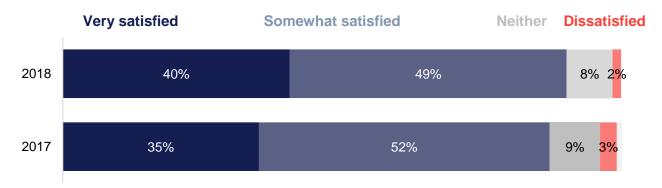


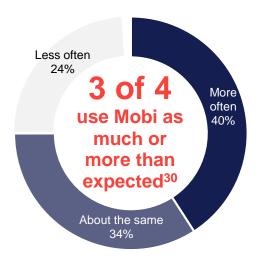
<sup>27</sup> Q6. How did you first learn about Mobi? Other/I don't remember responses: N=1759 in 2016 and N=1400 in 2017 and N=1722 in 2018. 28 Q7. When did you sign up for Mobi? Don't remember responses: 9% in 2018. N=1722 responses in 2018.

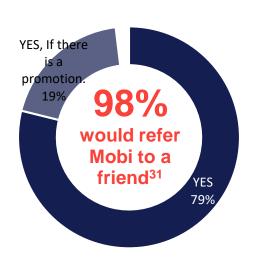


### **MEMBER SATISFACTION**

# Members report very high satisfaction with their membership.29







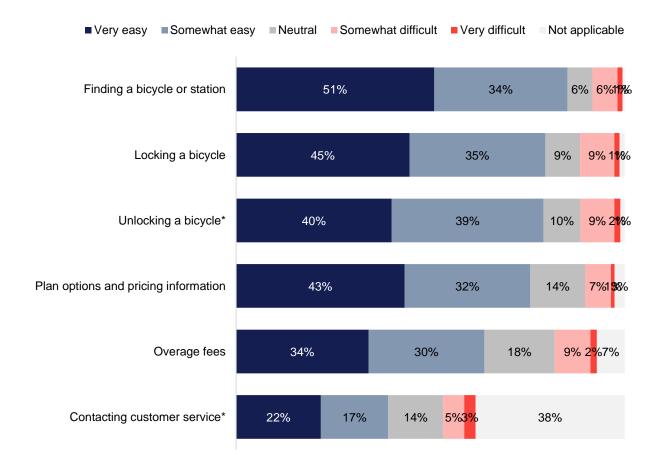
<sup>31</sup> Q57. Have you used Mobi by Shaw Go more/less/the same as you thought when you first signed up? (2018, n=1722)



<sup>29</sup> Q16a. How satisfied are you with your Mobi by Shaw Go membership? N=1400 in 2017; N=1722 in 2018. 1% No opinion in 2017 30 Q51. Would you refer Mobi by Shaw Go to a friend? (n=1722, 2018)

# EASE OF BIKE SHARE SYSTEM USE

Most members rated the Mobi bike share system easy to use; although, about 1 in 10 still found various components difficult. 32

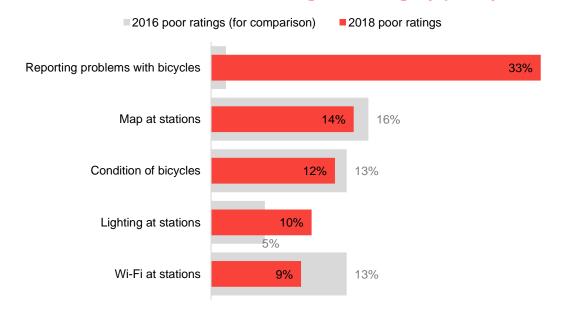


<sup>32</sup> Q16. Please rate how easy or difficult it was for you to understand the following when using Mobi by Shaw Go, 2018 N=1722



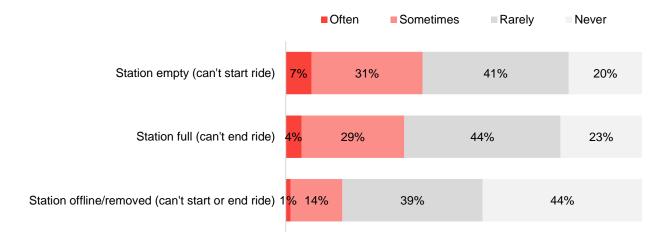
### FEATURES OF MOBI BY SHAW GO BIKES AND STATIONS

Reporting problems with bicycles was the top bike feature needing improvement, with 1 in 3 members rating this category poorly.<sup>33</sup>



### STATION CAPACITY ISSUES

Around 1 in 3 indicated they sometimes/often had to go to an alternative station to start/end a ride due to a station being empty/full.<sup>34</sup>

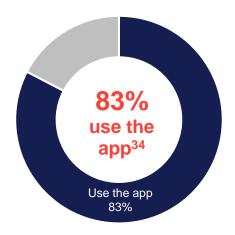


<sup>33</sup> Q17. Features of Mobi bicycles and stations (please rate on a scale of 1 to 5, where 1 is Excellent and 5 is Poor (Select one option). Here in figure, 4+5 ratings combined and presented to show highest poor ratings—areas with most request for improvement.

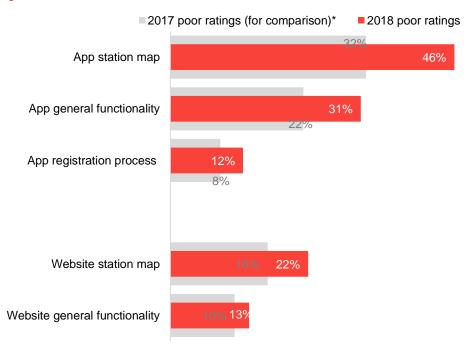
34 Q50: How often do you have to go to an alternate station due to... (N=1722, 2018)



# **APP & WEBSITE**



Top areas where members noted improvements could be made were the station map on the app and website as well as the app general functionality.<sup>36</sup>



<sup>35</sup> Q18b. Have you ever used the Mobi by Shaw Go app? N=1400 in 2017, N=1722 in 2018

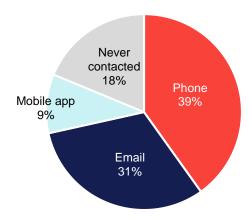


<sup>36</sup> Q18-19 Please rate the following items on a scale of 1 to 5, where 1 is Excellent and 5 is Poor. Here in figure, 4+5 ratings combined and presented to show highest poor ratings—areas with most request for improvement. Points on the app were only asked of the subset of respondents who had used the Mobi by Shaw Go app (n=1061)

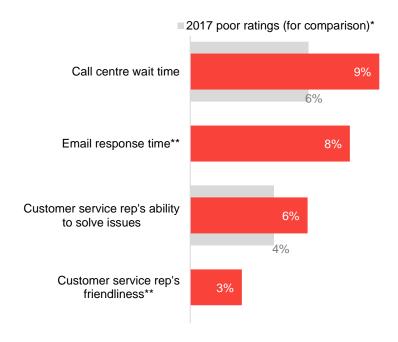
<sup>\*</sup> Only asked in 2017, 2018; A 2017 comparison provided here as 2016 ratings were not provided.

### **CUSTOMER SERVICE RATINGS**

Phone and email were the preferred ways to contact customer service.<sup>38</sup>



Top areas where members thought customer service improvements could be made were call centre wait time and email response time. <sup>39</sup>



<sup>\*\*</sup>Only asked in 2018



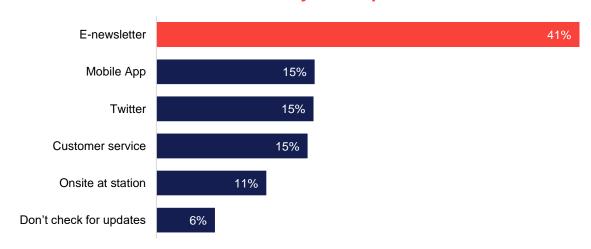
<sup>38</sup> Q52, What is your preferred method to contact customer service? [check all that apply] (N=1722, 2018)

<sup>39</sup> Q19. Registration and the Call Centre (please rate on a scale of 1 to 5, where 1 is Excellent and 5 is Poor (Select one option). Here in figure, 4+5 ratings combined and presented to show highest poor ratings—areas with most request for improvement.

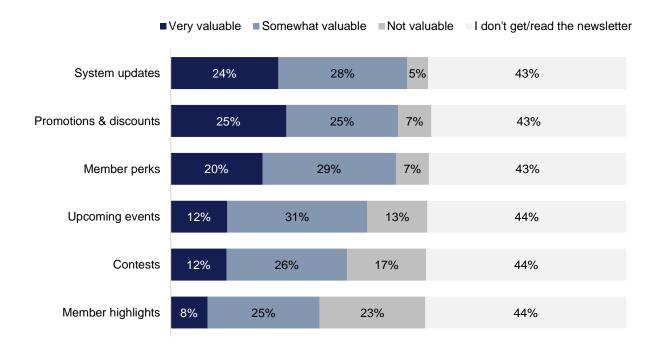
<sup>\*</sup> Only asked in 2017, 2018; A 2017 comparison provided here as 2016 ratings were not provided.

### COMMUNICATION

Most members found out about system updates via the e-newsletter<sup>40</sup>



Nearly half of members reported not getting or reading the Mobi by Shaw Go e-newsletter, but among those who do, it was considered valuable for: system updates, pass promotions and member perks.<sup>41</sup>



<sup>40</sup> Q53, How do you most often find out about Mobi by Shaw Go system updates (eg. Station removals)? (N=1722, 2018) 41 Q54, How much do you value the following information in our biweekly e-newsletter? (N=1722, 2018)



#### APPENDIX A: FULL INVENTORY OF SURVEY QUESTIONS

#### TRAVEL BEHAVIOUR

- 1. Overall, which mode of transportation do you use most often to get around?
- 2. Overall, how safe do you think cycling is in Vancouver? Would you say it is:
- 3. In the past 3 MONTHS, how often did you typically travel using a Mobi by Shaw Go bicycle?
- 4. In the past 3 MONTHS, how often did you typically travel using your own bike?
- 5. In the past 7 DAYS, did you do any of the following? (Please don't count any activity twice)

#### **MOBI USE**

- 6. How did you first learn about Mobi?
- 7. In your opinion, what impact has the implementation of *Mobi by Shaw Go* had on... **(2016 only)** 
  - a. the image of the City of Vancouver
  - b. road safety in Vancouver
  - c. the ease of travelling within Vancouver
  - d. the promotion of active transportation in Vancouver
  - e. the health of the population in Vancouver
  - f. the ease of connecting with public transit in Vancouver
- 7. When did you first become a *Mobi by Shaw Go* member? (2017 and 2018 only)
- a) Please provide the year you signed up for Mobi by Shaw Go:
- b) Please provide the month (2017)/ season (2018) you signed up for Mobi by Shaw Go
- 8. As a result of your use of Mobi, do you use each of the following types of travel options more often, less often, or about the same as before you joined Mobi?
- 9. Which of the following best describes your TYPICAL helmet use when riding a *Mobi by Shaw Go* bicycle?
- 10. What is your <u>main reason</u> for not typically using a helmet when riding a *Mobi by Shaw Go* bicycle?

#### **MOBI TRIPS**

- 11. Since joining *Mobi by Shaw Go*, how many trips have you made on a *Mobi by Shaw Go* bike? \*Note: This question is primarily an administrative question used for branching in the survey to set up participants for question 12 (survey would only present fields to fill out for up to 3 trips...but fewer if fewer taken)
- 12. Please think about your most recent trip on *Mobi by Shaw Go*. We shall call this "Trip A". (Repeat for TRIP B, C.)
  - i. What was the trip purpose?
  - ii. Would you have made this trip if *Mobi by Shaw Go* was not available?
  - iii. If YES, what mode would you have used?
  - iv. What other modes of transportation did you combine with *Mobi by Shaw Go* on this trip?



#### **MOTIVATORS & BARRIERS**

- 57. Have you used *Mobi by Shaw Go* more often, less often, or about the same as you thought you would when you first signed up? **(2018 only)**
- 13. In general, which of the following reasons motivated your decision to use *Mobi by Shaw Go*? Select all that apply.
- 14. In general, which of the following reasons prevent you from using *Mobi by Shaw Go* more often? Select all that apply.
- 15a. Please share how strongly you agree or disagree with each statement relating to the *Mobi* by *Shaw Go* service area and supply **(2016 only)**
- 50. How often do you have to go to an alternate station due to: (station full, station empty, station offline/moved) (2018 only)
- 15b. Where specifically would you like *Mobi by Shaw Go* to install another station (e.g. street, neighbourhood, landmark)?

### SAFETY & CYCLING INCIDENTS (asked in 2016 and 2017 only)

- 20. How many times in the past 3 months have you been involved in a crash or fall (for any reason) while riding your own bike in the city?
- 21. How many times in the past 3 months have you been involved in a crash or fall (for any reason) while riding a *Mobi by Shaw Go* bicycle in the city?
- 22. Please think about your most recent crash or fall. We shall call this "Crash/Fall A".
  - a. What was the month of the crash or fall?
  - b. Did your crash or fall involve any of the following?
  - c. Were you on a *Mobi by Shaw Go* bike at the time of the crash or fall?
  - d. Did any of the following result from your crash or fall?
  - e. Was the crash reported to any of the following? .... (repeat for crash/fall B, C etc.)

#### MOBI CUSTOMER SERVICE

- 16a. How satisfied are you with your *Mobi by Shaw Go* membership? **(2017 and 2018 only)**
- 51. Would you refer *Mobi by Shaw Go* to a friend?
- 16. Please rate how easy or difficult it was for you to understand the following when using *Mobi* by *Shaw Go*:
  - Finding a bicycle or station, locking a bicycle, Starting a ride (2018 only) ending a ride (2018 only, plan options and pricing information, overage fees
  - Unlocking a bicycle (asked 2016 only), contacting customer service (2016 only)
- 17. Features of *Mobi by Shaw Go* bikes and stations: Condition and cleanliness of bikes, the way to report problems with bikes, the appearance of bikes, Condition of stations, Docking a bike, Cleanliness of equipment, Map at station, Lighting at stations, Wi-Fi at stations (2018 only)
- 18a. Website and App: Website general functionality, Registration process through website, Station map on Website
- 18b. Have you ever used the Mobi by Shaw Go App? (2017 only)

Please rate: App general functionality, registration process through app, station map on app 19. Registration and the call center: Online registration, obtaining your membership fob, fob activation, call centre wait time, customer service representative's ability to solve issues



- 52. What is your preferred method to contact customer service? (2018 only)
- 53. How do you most often find out about *Mobi by Shaw Go* updates (e.g. station removals) **(2018 only)**
- 54. How much do you value the information in our biweekly newsletter? (2018 only)

#### **DEMOGRAPHIC INFORMATION**

- 23. Do you have a driver's licence?
- 24. What car share services do you belong to?
- 25. How many of the following are kept in your household?
- 26. How many people, including yourself, live in your household?
- 27. Are you...? male or female?
- 28. What year were your born?
- 29. What is the highest level of education you have completed?
- 55. What municipality do you live in? (2018 only)
- 56. What neighbourhood do you live in? [asked of Vancouver residents only] (2018 only)
- 30. What is your postal code of your home?
- 31. What best describes your current employment status?
- 32a. What is the postal code of your main place of work or study?
- 32b. If you do not know the postal code, please give the name of your workplace or school and nearby cross-streets of your place of work or study
- 33. Were you born in Canada?
- 34. Vancouver residents come from many different backgrounds. How would you describe vourself?
- 35. In general for someone your age, would you say that your health is:
- 36. Which of the following best describes your total annual household income before taxes?
- 37. Finally, do you have any suggestions to improve Mobi by Shaw Go?



#### APPENDIX B: DEMOGRAPHIC CENSUS COMPARISON NOTES

Survey respondent sample compared with Vancouver census population on pages 5-6 of this report by demographics of gender, age, birthplace, ethnic origin, education attainment, occupational status and household income with 2016 Vancouver population census. Source: Statistics Canada. 2017. Vancouver, CY [Census subdivision], British Columbia and Canada [Country] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017. http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E . More specific notes on this sample match comparison here:

#### **Ethnic Origins**

- Based on survey Q34. Vancouver residents come from many different backgrounds. How would you describe yourself? Select all that apply.
- Respondent sample sizes: 2018 Survey, N=1722; Vancouver census, N=618,210
- Census based on "ethnic origins" characteristics matched with Mobi Member survey categories as follows:
  - Other North American origins = North American;
  - European origins = European;
  - Asian origins (less "West Central Asian and Middle Eastern origins") = Asian;
  - Latin; Central and South American origins = Latin American;
  - West Central Asian and Middle Eastern origins= Middle Eastern;
  - Oceania origins = Oceanic;
  - African origins = African;
  - North American Aboriginal origins = Indigenous People of Canada.

#### **Education**

- Based on survey Q29. What is the highest level of education you have completed?
- Respondent sample sizes: 2018 Survey, N=1722; Vancouver census, N=547,835.
- Census based on "Highest certificate; diploma or degree for the population aged 15 years" and categories matched with Mobi Member survey categories as follows:
  - No certificate; diploma or degree + secondary (high) school diploma or equivalency certificate = high school or less;
  - Apprenticeship, trades certificate/diploma + College; CEGEP or other nonuniversity certificate/diploma = College/vocational/technical school;
  - University certificate or diploma below bachelor level = Some university;
  - Bachelor's degree + University certificate or diploma above bachelor level = Graduated university;
  - Degree in medicine; dentistry; veterinary medicine or optometry + Master's degree + Earned doctorate = Graduate degree.

#### **Employment**

- Based on survey Q31. What best describes your current employment status?
- Respondent sample sizes: 2018 Survey, N=1722, N=1400; Vancouver census, N=547,835.
- Census based on "Highest certificate; diploma or degree for the population aged 15 years" and categories matched with Mobi Member survey categories as follows:
  - Worked full year; full time = Work full-time (>= 30 hours/week);
  - Worked part year and/or part time = Work part-time (<30 hours/week) + Seasonal Work (categories combined);
  - Not in the labour force = Homemaker + Student + Retired (categories combined);
  - Unemployed = Unemployed

