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HAMILTON CITY COUNCILLORS

LRT SURVEY



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METHODOLOGY

A random sampling of public opinion was taken by Access Research, on behalf of Forum Research, amongst Hamilton Voters regarding the implementation plan of the Light Rail Transit Line (LRT) planned to run between Queenston Traffic Circle and McMaster University.

3324 voters were contacted via Interactive Voice Response between March 30th and April 4th and the results of this study have a margin of error of 1.7% 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender, location) results are available at www.forumresearch.com/samplestim.asp.

Where appropriate, data has been statistically weighted by age and gender, and regardless of whether respondents were reached by landline or cellphone, ensures that the overall sample reflects the actual population of Hamilton, Ontario, according to the latest Census data,

Sampling Region	Hamilton, Ontario
Fieldwork Dates	March 30th – April 4th
Data Collection Method	Telephone IVR
Sample Size	3324
MoE	+/- 1.7%

QUESTIONNAIRE

The questions were intended to gauge the overall familiarity of the LRT implementation plan amongst Hamilton voters, their approval or disapproval of the proposed LRT implementation plan, and whether, in their opinion, a referendum of voters should be held prior to the ultimate approval or disapproval of the project.

Question 1: Familiarity

⇒ As you may be aware, the City of Hamilton has authorized Metrolinx to develop an implementation plan to build a Light Rail Transit Line, more commonly known as the LRT, running between the Queenston traffic circle and McMaster University. How familiar are you with this LRT project?

Very familiar

Somewhat familiar

Not very familiar

Not at all familiar

Unsure

Question 2: Approval

⇒ Do you approve or disapprove of this LRT project?

Approve

Disapprove

Undecided

Question 3: Referendum

⇒ In your opinion, should the city of Hamilton hold a referendum to consult voters prior to any final approval or disapproval of this LRT project?

Yes, a referendum should be held

No, a referendum should not be held

Undecided as to whether a referendum should or should not be held

FINDINGS

FAMILIARITY

OVERALL

Overall, a strong majority of Hamiltonians have some familiarity with the LRT implementation plan, with more than eight-in-ten (TOP2: 82%) saying they are at least somewhat familiar with the plan.

- ⇒ (46%) respond that they are very familiar
- ⇒ (36%) respond that they are somewhat familiar

A very small minority of Hamiltonians, fewer than 2-in-10 (BTM2: 17%) respond that they are unfamiliar with the LRT implementation plan.

- ⇒ (13%) not very familiar
- ⇒ (4%) not at all familiar

A small proportion of Hamiltonians, (1%), say they are unsure about their level of familiarity with the project.

The high proportion of respondents who say that they are at least somewhat familiar with the project indicate a high level of engagement and interest on the issue.

DEMOGRAPHIC BREAKOUT

Respondents most likely to respond that they are **very familiar** with the project include those aged 34 and younger (53%), males (55%), the most wealthy (59%), with a college/university degree (48%) or post-graduate degree (48%), and living in Lower Hamilton/Downtown (54%).

Respondents most likely to say they are **somewhat familiar** with the project include those aged 65+ (45%), females (42%), earning \$60,000-\$80,000 (44%), with some college/university (39%) or a college/university degree (38%), and living in Hamilton Mountain (40%).

Respondents most likely to say that they are **not very familiar** with the project include the least wealthy (25%), the least educated (18%), and living in Stoney Creek/Glanbrook (17%).

Respondents most likely to say they are **not at all familiar** with the project include those aged 34 or younger (8%), earning \$20,000-\$40,000 (4%) or \$40,000-\$60,000 (5%), or with a post-graduate degree (9%), and living in Ancaster, Dundas, and Flamborough (8%).

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	3324	131	312	598	892	1391	1615	1654
NET: TOP2	82	76	85	86	85	82	85	79
NET: BTM2	17	22	14	14	14	16	14	19
Very familiar	46	53	45	46	44	38	55	37
Somewhat familiar	36	23	40	39	41	45	31	42
Not very familiar	13	14	11	12	12	14	10	15
Not at all familiar	4	8	3	2	2	3	4	4
Unsure	1	2	1	1	1	2	1	1

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	3324	245	495	478	397	320	536
NET: TOP2	82	72	74	82	91	82	91
NET: BTM2	17	28	24	15	9	18	9
Very familiar	46	42	33	44	47	48	59
Somewhat familiar	36	30	41	38	44	35	32
Not very familiar	13	25	20	10	6	15	6
Not at all familiar	4	2	4	5	2	3	2
Unsure	1	1	3	2	0	0	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	3324	619	962	1134	609
NET: TOP2	82	77	81	85	81
NET: BTM2	17	22	17	14	17
Very familiar	46	45	42	48	48
Somewhat familiar	36	32	39	38	33
Not very familiar	13	18	14	12	9
Not at all familiar	4	4	3	2	9
Unsure	1	1	2	0	2

Region

%	Total	Stoney Creek & Glanbrook	Hamilton Mountain	Lower Hamilton & Downtown	Ancaster, Dundas, Flamborough
Sample	3324	785	578	1008	953
NET: TOP2	82	78	85	87	78
NET: BTM2	17	20	15	11	21
Very familiar	46	40	45	54	42
Somewhat familiar	36	38	40	34	35
Not very familiar	13	17	13	9	13
Not at all familiar	4	3	2	2	8
Unsure	1	2	0	1	1

APPROVAL

OVERALL

Of the overall sample, the plurality, almost half of respondents (48%), say that they disapprove of the LRT project. 4-in-10 (40%) say that they approve and just over a tenth (12%) respond that they are still undecided on the LRT project.

DECIDED¹

Of the decided respondents, the majority (55%) disapprove of the LRT and over 4-in-10 (45%) approve. Analysis by level of familiarity with the project reveals the following findings:

- ⇒ Of respondents who are **very familiar** with the project, 59% disapprove and 41% approve of the LRT.
- ⇒ Of respondents who are **not at all familiar** with the project, 68% disapprove and 32% approve of the LRT.
- ⇒ Of respondents who are **somewhat familiar** with the project, 50% disapprove and 50% approve of the LRT.
- ⇒ Of respondents who are **not very familiar** with the project, 46% disapprove and 54% approve of the LRT.

%	Total	Q1 - TOP2	Q1 - BTM2	Q1 Very familiar	Q1 Somewhat familiar	Q1 Not very familiar	Q1 Not at all familiar
Sample	2881	2552	306	1369	1183	267	39
Approve	45	45	49	41	50	54	32
Disapprove	55	55	51	59	50	46	68

DEMOGRAPHIC BREAKOUT

Respondents most likely to say that they **disapprove** with the project include those aged 65+ (54%), earning \$20,000-\$40,000 (50%) or \$40,000-\$60,000 (51%), and with a college/university degree (50%), and living in Ancaster, Dundas, Flamborough (52%).

Respondents most likely to say that they **approve** of the project include those aged 35-44 (47%), the most wealthy (49%), with a post-graduate degree (45%) and living in Lower Hamilton/Downtown (43%) or Stoney Creek/Glanbrook (42%).

Disapproval of the project amongst the youngest segment of the population, ages 34 and below, is (47%) and amongst the oldest segment of the population, 65+, it is (54%) as noted above.

Approval of the project amongst the youngest segment of the population, ages 34 and below, is (43%) and amongst the oldest segment of the population, 65+, it is (32%).

¹ Results calculated with the exclusion of “Undecided” respondents

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	3324	131	312	598	892	1391	1615	1654
Approve	40	43	47	41	34	32	41	39
Disapprove	48	47	38	47	52	54	49	47
Undecided	12	10	15	13	14	14	10	14

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	3324	245	495	478	397	320	536
Approve	40	46	33	35	46	39	49
Disapprove	48	45	50	51	45	49	43
Undecided	12	10	17	14	9	12	9

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	3324	619	962	1134	609
Approve	40	38	39	38	45
Disapprove	48	48	48	50	43
Undecided	12	15	13	12	11

Region

%	Total	Stoney Creek & Glanbrook	Hamilton Mountain	Lower Hamilton & Downtown	Ancaster, Dundas, Flamborough
Sample	3324	785	578	1008	953
Approve	40	42	40	43	34
Disapprove	48	43	49	47	52
Undecided	12	15	11	10	14

REFERENDUM

OVERALL

The majority of Hamiltonians, almost two-thirds (63%), say that a referendum should be held in order to consult voters prior to the ultimate approval or disapproval of the LRT implementation project.

⇒ (63%) a referendum should be held

Just under a third (32%) say that a referendum should not be held prior to the ultimate approval or disapproval of the LRT implementation project.

⇒ (32%) a referendum should not be held

Fewer than 1-in-10 (6%) are undecided as to whether a referendum should be held to determine the final approval or disapproval for the project.

⇒ (6%) undecided as to whether a referendum should or should not be held

DEMOGRAPHIC BREAKOUT

Respondents most likely to say a **referendum should be held** include those aged 34 and younger (64%), 55-64 (64%), 65+ (64%), females (65%), the least wealthy (76%), the least educated (75%), and living in Hamilton Mountain (69%). Of those that report they are familiar with the project (TOP2 62%), almost two-thirds say a referendum should be held. Of those that report they are unfamiliar with the project (BTM2: 66%) say a referendum should be held.

Respondents most likely to say that a **referendum should not be held** include those aged 35-44 (36%), males (35%), the most wealthy (43%), with a post-graduate degree (46%), and living in Lower Hamilton/Downtown (36%). Of those that report they are familiar with the project (TOP2 34%), just over a third say a referendum should not be held. Of those that report they are unfamiliar with the project (BTM2: 23%) say a referendum should not be held.

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	3324	131	312	598	892	1391	1615	1654
Referendum should be held	63	64	58	62	64	64	60	65
Referendum should not be held	32	32	36	32	29	29	35	29
Undecided	6	3	6	6	7	7	5	6

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	3324	245	495	478	397	320	536
Referendum should be held	63	76	73	67	63	60	55
Referendum should not be held	32	19	20	29	33	34	43
Undecided	6	6	7	4	4	5	3

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	3324	619	962	1134	609
Referendum should be held	63	75	69	61	49
Referendum should not be held	32	19	27	33	46
Undecided	6	6	4	6	6

Region

%	Total	Stoney Creek & Glanbrook	Hamilton Mountain	Lower Hamilton & Downtown	Ancaster, Dundas, Flamborough
Sample	3324	785	578	1008	953
Referendum should be held	63	67	69	59	60
Referendum should not be held	32	27	28	36	33
Undecided	6	6	3	5	7

CONCLUSIONS

The level of voter awareness of the implementation plan is, overall, very high. Hamiltonians are engaged on the issue and according to those surveyed, are at least somewhat informed about the issue.

The majority of decided respondents disapprove of the LRT project. Of those that are familiar with the project, the majority disapproves. A smaller proportion approves, with almost the same proportion of those familiar with the project reporting they approve. Amongst decided voters, none of the four geographical divisions surveyed, Ancaster/Dundas/Flamborough, Lower Hamilton/Downtown, Hamilton Mountain, approve of the LRT project. A majority of decided voters disapproves of the project in each of the four divisions.

Only a few are still undecided. The small amount of those that report they are undecided suggests that a strong majority of respondents have already made up their mind on this issue.

The majority of respondents, almost two-thirds, believe that a referendum should be held to consult voters on their opinion of the LRT project before council ultimately makes a decision on whether or not the project should move forward. Of those familiar with the project, almost two-thirds believe the referendum should be held. Fewer than a third think a referendum should not be held, and just over a third of those familiar with the project say a referendum should be held.

Overall, Hamiltonians are very aware of the LRT project, the majority of all decided respondents disapprove of the project, and a strong majority believe that a referendum should be held to consult voters prior to the ultimate approval of the LRT project.