



On Saturday, August 22, and Sunday, August 23, First Contact conducted an automated survey of 2,000 randomly selected Brampton residents to study their attitudes towards the proposed Hurontario-Main Street Light Rail Transit (LRT) system.

The survey found that a large majority (73%) of Brampton residents support the proposed project, with 46% saying they are strongly in favour and 27% saying they are in favour. Only 27% oppose the project, 13% somewhat opposing and 14% strongly opposing. Support for the project increased slightly (2%) when respondents learned that the project would be funded by MetroLinx, but the information caused 6% of respondents to switch from somewhat supportive to very supportive.

Majority support for the proposed LRT exists despite a reported lower level of familiarity; 58% of respondents were very or somewhat familiar while 42% were somewhat or very unfamiliar.

Traffic concerns were found to be the primary driver of support (44% of supporters believe that traffic will improve) and opposition (63% of non-supporters believe traffic will get worse). Only 19% of supporters stated that their support for the project was based on their plans to use the LRT.

Differences were identified in the pattern of results for males and females. Males were more likely to claim to be both strongly familiar (36%) and strongly supportive (51%) of the LRT project when compared to females familiarity (23%) and support (39%) ratings.

Note - The results presented below have been weighted to compensate for a higher proportion of female respondents.

The margin of error based on the sample size is +/-3%, 99 times out of 100. We do caution that automated surveys do not include cell phone numbers.

**Q1. How familiar would you say you are with the proposed Hurontario-Main LRT project?**

*The sample was somewhat divided with only fifty-eight percent of all respondents claiming to be strongly (29%) or somewhat (28%) familiar with the proposed LRT project. The remainder of the sample (42%) was either somewhat unfamiliar (21%) or very unfamiliar (21%) with the project.*

1. Very familiar: 29%
2. Somewhat familiar: 28%
3. Somewhat unfamiliar: 21%
4. Very unfamiliar: 21%

**Q2. Do you support the proposed Hurontario-Main LRT project?**

*Seventy-three percent of all respondents either strongly support (46%) or somewhat support (27%) the proposed LRT project.*

1. Strongly support the project: 46%
2. Somewhat support the project: 27%
3. Somewhat oppose the project: 13%
4. Strongly oppose the project: 14%

**Q3. Metrolinx has identified the Hurontario-Main LRT project as a priority and has said they will provide 100% of the funding. Brampton residents will not fund the project through their property taxes. In light of this information, do you:**

*Support for the proposed LRT project remained constant with the added information of the Metrolinx funding with seventy-four percent of all respondents either strongly agree (53%) or somewhat agree (21%) with the proposed LRT project.*

1. Strongly support the project: 53%
2. Somewhat support the project: 21%
3. Somewhat oppose the project: 11%
4. Strongly oppose the project: 14%

**Q4. What is your primary reason for supporting the LRT project?**

*Nearly half of all respondents (44%) selected improved traffic as their primary reason for supporting the LRT project.*

1. Plan to use the LRT: 19%
2. Believe the LRT will help relieve traffic congestion: 44%
3. Believe the LRT will enable Brampton to grow: 15%
4. Support public transit initiatives in general: 21%

**Q5. What is your primary reason for opposing the LRT project?**

*Nearly two-thirds of those opposing the LRT selected concerns with traffic congestion as their main concern. The cost (14%), noise (12%) and general opposition to public transit spending (12%) made up a small percent of the responses.*

1. The cost of the project: 14%
2. Believe it will create traffic problems: 63%
3. Believe it will be noisy: 12%
4. Oppose public transit initiatives in general: 12%

**Q6. Which of the following best describes you?**

1. A man: 41%\*
2. A woman: 55%\*
3. Another description: 4%\*

*\*Values above reflect original, unweighted results.*

**Q7. What is your household income?**

1. Household income is \$25,000 or less: 18%
2. \$25,000 to \$50,000: 29%
3. \$50,000 to \$75,000: 23%
4. \$75,000 to \$100,000: 13%
5. More than \$100,000: 16%

**Q8. Do you own or rent your home?**

1. Own home: 85%
2. Rent home: 15%

**Q9. Last year Ontario had a municipal election to elect Mayors and Councillors?**

1. Yes: 81%
2. Now: 19%

## **Comparative Results – Crosstads**

The following section describes the pattern of results when we compare responses across multiple questions.

### **Familiarity and Project Support:**

**Q1. How familiar would you say you are with the proposed Hurontario-Main LRT project?  
By Q3. Metrolinx has identified the Hurontario-Main LRT project as a priority and has said they will provide 100% of the funding. Brampton residents will not fund the project through their property taxes. In light of this information:**

Those who claimed to be very familiar with the proposed LRT project, were more likely to be strongly supportive (61%) of the LRT project than were those who claimed to be only somewhat familiar (49%), or somewhat unfamiliar (50%).

### **Gender and Familiarity.**

**Q1. How familiar would you say you are with the proposed Hurontario-Main LRT project?  
By Q6. Which of the following best describes you?**

Males were more likely to claim that they were very familiar (36%) than somewhat familiar (30%) while females were less likely to claim to be very familiar (23%) than somewhat familiar (36%).

### **Gender and Support.**

**Q1. How familiar would you say you are with the proposed Hurontario-Main LRT project?  
By Q2. Do you support the proposed Hurontario-Main LRT project?**

Males were much more likely to strongly support (51%) than somewhat support (23%) the proposed LRT project while females were only slightly more likely to strongly support (39%) than somewhat support (30%) the project.

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