

### **Mainstreet Research Survey - Vancouver**



#### **About Mainstreet**

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of MRIA, WAPOR and AAPOR and exceeds all Canadian and international standards for market research and public opinion research.

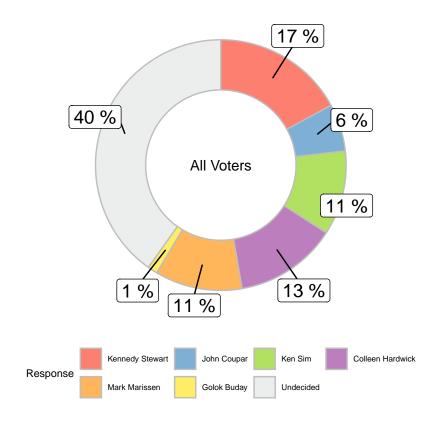
#### Methodology

The analysis in this report is based on results of a survey conducted from Monday, July 25th to Wednesday, July 27th, 2022, among a sample of 552 adults, 18 years of age or older, living in Vancouver. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Vancouver.

The margin of error for the poll is +/- 4.2% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding. By Thom Quine - Own work, Public Domain, Wikimedia Commons

In the upcoming Mayoral Election in your city, which candidate are you leaning towards voting for? (all voters, Vancouver)

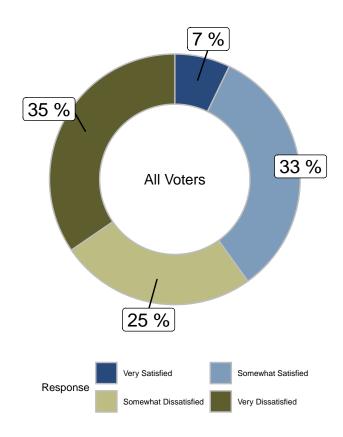




			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Kennedy Stewart	17.1%	19%	15.2%	25.3%	15.3%	19.3%	19.4%
John Coupar	6.1%	7%	5.3%	0%	4.5%	8.3%	7.6%
Ken Sim	10.9%	9.8%	11.8%	20.6%	4.9%	18.2%	18.2%
Colleen Hardwick	13.2%	9.6%	16.7%	2.3%	15.6%	7.7%	13.5%
Mark Marissen	11.3%	17.1%	5.8%	11%	11.9%	12%	8.5%
Golok Buday	1.3%	1.8%	0.8%	1.4%	1.5%	1.6%	0.3%
Undecided	40.2%	35.6%	44.5%	39.3%	46.4%	32.8%	32.5%
Unweighted Frequency	552	232	301	19	73	136	343
Weighted Frequency	552	266	283	3	304	138	110

			Education			Inc	come	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Kennedy Stewart	17.1%	16.9%	16.2%	17.8%	20%	14.7%	16.3%	16.7%
John Coupar	6.1%	9.7%	5.9%	5.3%	3.9%	5.2%	6.9%	7.8%
Ken Sim	10.9%	8.4%	11.3%	11.2%	9.6%	5.2%	9.3%	15.9%
Colleen Hardwick	13.2%	9.4%	7.5%	18.6%	9.8%	17.6%	14.2%	12.8%
Mark Marissen	11.3%	9.4%	14.2%	9.5%	17%	4.5%	11.9%	10.2%
Golok Buday	1.3%	2%	0.5%	1.6%	0.8%	1.4%	3.8%	0%
Undecided	40.2%	44.2%	44.4%	35.9%	39%	51.4%	37.7%	36.6%
Unweighted Frequency	552	80	189	283	209	114	92	137
Weighted Frequency	552	72	209	272	143	103	116	190

# What is your opinion on the current municipal government in your city? (all voters, Vancouver)



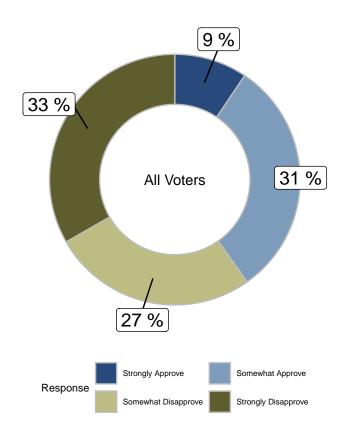
			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Very Satisfied	7.2%	12.2%	2.4%	10.3%	8.8%	6.8%	3%
Somewhat Satisfied	32.9%	30.3%	35.4%	38.6%	35.6%	27.2%	32.7%
Somewhat Dissatisfied	25.3%	18.6%	31.8%	22.1%	25.2%	23.8%	27.7%
Very Dissatisfied	34.5%	39%	30.4%	29%	30.3%	42.2%	36.6%
Unweighted Frequency	552	232	301	19	73	136	343
Weighted Frequency	552	266	283	3	304	138	110

			Education		Income					
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+		
Very Satisfied	7.2%	14.3%	5.5%	6.5%	10.2%	6.9%	4.8%	6.5%		
Somewhat Satisfied	32.9%	35.3%	33.6%	31.8%	29.3%	33.5%	35.8%	33.6%		
Somewhat Dissatisfied	25.3%	15.5%	32.5%	22.5%	24.6%	33.2%	20.7%	24.5%		
Very Dissatisfied	34.5%	34.9%	28.4%	39.2%	35.9%	26.4%	38.8%	35.4%		
Unweighted Frequency	552	80	189	283	209	114	92	137		
Weighted Frequency	552	72	209	272	143	103	116	190		



					Mayoral Vote			
	Total	Kennedy Stewart	John Coupar	Ken Sim	Colleen Hardwick	Mark Marissen	Golok Buday	Undecided
Very Satisfied	7.2%	26.4%	3.3%	0.5%	1.4%	0%	0%	5.5%
Somewhat Satisfied	32.9%	58.7%	23%	6.9%	38%	0.6%	0%	39%
Somewhat Dissatisfied	25.3%	13.3%	31.7%	26.6%	17%	9.2%	0.3%	37.2%
Very Dissatisfied	34.5%	1.7%	42%	66%	43.6%	90.2%	99.7%	18.2%
Unweighted Frequency	552	105	40	91	66	55	6	189
Weighted Frequency	552	94	34	60	73	62	7	222

# What is your opinion of the current mayor of your city? (all voters, Vancouver)



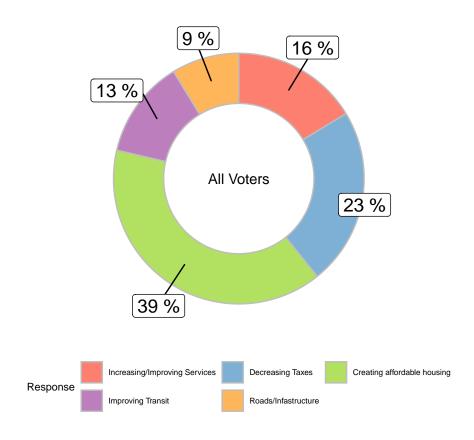
			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Strongly Approve	9.4%	15.2%	3.9%	11%	10.3%	9.1%	7.3%
Somewhat Approve	30.8%	26.5%	34.9%	27.6%	32.6%	25.6%	32.2%
Somewhat Disapprove	26.5%	24.8%	28.2%	21.3%	27.8%	25.4%	24.4%
Strongly Disapprove	33.3%	33.5%	33%	40%	29.3%	39.8%	36%
Unweighted Frequency	552	232	301	19	73	136	343
Weighted Frequency	552	266	283	3	304	138	110

			Education			Ind	come	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Strongly Approve	9.4%	14.3%	9.8%	7.8%	13.8%	10.5%	6.8%	7.1%
Somewhat Approve	30.8%	36.8%	26.6%	32.4%	28.6%	34.6%	27.7%	32.3%
Somewhat Disapprove	26.5%	22.4%	32.4%	23.1%	23.3%	25%	36.9%	23.4%
Strongly Disapprove	33.3%	26.5%	31.1%	36.7%	34.3%	29.9%	28.5%	37.2%
Unweighted Frequency	552	80	189	283	209	114	92	137
Weighted Frequency	552	72	209	272	143	103	116	190



					Mayoral Vote			
	Total	Kennedy Stewart	John Coupar	Ken Sim	Colleen Hardwick	Mark Marissen	Golok Buday	Undecided
Strongly Approve	9.4%	35.2%	0%	0%	0%	1.8%	0%	8%
Somewhat Approve	30.8%	55.5%	25.2%	5.8%	19%	0.5%	15.9%	40.7%
Somewhat Disapprove	26.5%	8.3%	28.4%	16.7%	22.5%	10.3%	63.3%	41.3%
Strongly Disapprove	33.3%	1%	46.3%	77.5%	58.5%	87.4%	20.8%	10%
Unweighted Frequency	552	105	40	91	66	55	6	189
Weighted Frequency	552	94	34	60	73	62	7	222

# What do you think is the most important issue facing your city? (all voters, Vancouver)



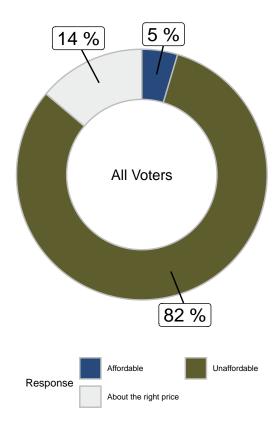
			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Increasing/Improving Services	16.3%	16.1%	16.5%	20.6%	15.3%	17%	18.4%
Decreasing Taxes	22.9%	26.1%	19.7%	44.3%	23.2%	24.2%	20.5%
Creating affordable housing	39.4%	36.2%	42.5%	27.6%	36.8%	40.5%	45%
Improving Transit	12.6%	14%	11.4%	3%	15.2%	10%	8.8%
Roads/Infastructure	8.7%	7.5%	9.9%	4.5%	9.4%	8.3%	7.3%
Unweighted Frequency	552	232	301	19	73	136	343
Weighted Frequency	552	266	283	3	304	138	110

			Education			Ind	come	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Increasing/Improving Services	16.3%	22.1%	13.8%	16.7%	16.8%	22.8%	14%	13.9%
Decreasing Taxes	22.9%	12.8%	29.3%	20.7%	22.2%	20.7%	22.4%	25%
Creating affordable housing	39.4%	50.6%	36.7%	38.5%	42.1%	38%	42%	36.6%
Improving Transit	12.6%	10.7%	14.6%	11.6%	12.8%	13.2%	7.4%	15.4%
Roads/Infastructure	8.7%	3.8%	5.5%	12.5%	6.1%	5.3%	14.2%	9.2%
Unweighted Frequency	552	80	189	283	209	114	92	137
Weighted Frequency	552	72	209	272	143	103	116	190



					Mayoral Vote			
	Total	Kennedy Stewart	John Coupar	Ken Sim	Colleen Hardwick	Mark Marissen	Golok Buday	Undecided
Increasing/Improving Services	16.3%	22.7%	9.2%	17.2%	39.1%	4.3%	15.9%	10.4%
Decreasing Taxes	22.9%	13.9%	45.8%	25.4%	5.9%	50.4%	63.6%	19.2%
Creating affordable housing	39.4%	47.8%	29.1%	33.7%	15.5%	28.4%	0%	51.1%
Improving Transit	12.6%	10.6%	3.9%	7.1%	15.5%	6.2%	0%	17.6%
Roads/Infastructure	8.7%	5%	12.1%	16.5%	24.1%	10.8%	20.5%	1.7%
Unweighted Frequency	552	105	40	91	66	55	6	189
Weighted Frequency	552	94	34	60	73	62	7	222

# Do you think housing is currently affordable, unaffordable, or priced about right in your city? (all voters, Vancouver)



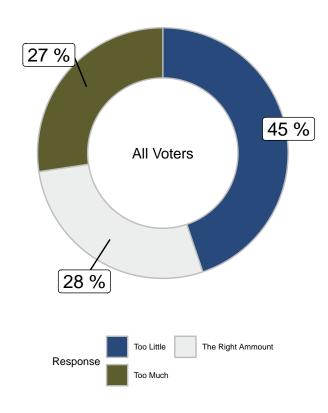
			Gende	er	Age			
	Total	Male	Female	Non-Binary	18-49	50-64	65+	
Affordable	4.6%	4.8%	4.5%	1.4%	6.2%	3%	2.4%	
Unaffordable	81.5%	76.8%	86.2%	66.2%	81.7%	79.5%	83.5%	
About the right price	13.9%	18.5%	9.3%	32.4%	12.1%	17.6%	14.1%	
Unweighted Frequency	552	232	301	19	73	136	343	
Weighted Frequency	552	266	283	3	304	138	110	

			Education			Income					
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+			
Affordable	4.6%	14.6%	4.5%	2.1%	8.6%	6.1%	0.6%	3.3%			
Unaffordable	81.5%	73.3%	78.5%	86%	84.5%	70.9%	87.9%	81.1%			
About the right price	13.9%	12.2%	17%	11.9%	6.9%	23%	11.5%	15.6%			
Unweighted Frequency	552	80	189	283	209	114	92	137			
Weighted Frequency	552	72	209	272	143	103	116	190			



					Mayoral Vote			
	Total	Kennedy Stewart	John Coupar	Ken Sim	Colleen Hardwick	Mark Marissen	Golok Buday	Undecided
Affordable	4.6%	8%	0%	0.5%	15.4%	0.5%	0%	2.8%
Unaffordable	81.5%	74.8%	73.7%	83.2%	70.2%	82.7%	79.5%	88.6%
About the right price	13.9%	17.2%	26.3%	16.3%	14.4%	16.8%	20.5%	8.7%
Unweighted Frequency	552	105	40	91	66	55	6	189
Weighted Frequency	552	94	34	60	73	62	7	222

Do you think your city is building too little housing, the right amount of housing, or too much housing? (all voters, Vancouver)



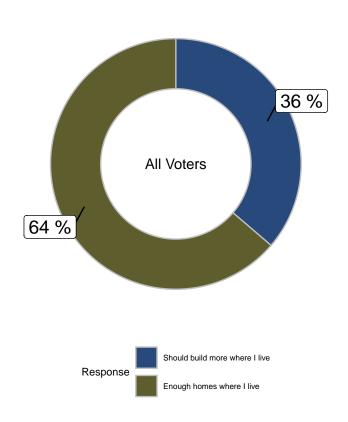
			Gende	er	Age				
	Total	Male	Female	Non-Binary	18-49	50-64	65+		
Too Little	44.8%	50.6%	39.5%	31.7%	45.8%	42.5%	45%		
The Right Ammount	27.8%	24.5%	30.9%	21.7%	24.6%	33.6%	29.4%		
Too Much	27.4%	24.9%	29.5%	46.6%	29.6%	23.9%	25.6%		
Unweighted Frequency	552	232	301	19	73	136	343		
Weighted Frequency	552	266	283	3	304	138	110		

			Education			Ind	come	пе	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	
Too Little	44.8%	54.8%	42.7%	43.9%	56.1%	48.6%	26.8%	45.3%	
The Right Ammount	27.8%	24.5%	29.7%	27.2%	21.6%	30.6%	31.5%	28.7%	
Too Much	27.4%	20.7%	27.6%	28.9%	22.3%	20.7%	41.7%	26%	
Unweighted Frequency	552	80	189	283	209	114	92	137	
Weighted Frequency	552	72	209	272	143	103	116	190	



					Mayoral Vote			
	Total	Kennedy Stewart	John Coupar	Ken Sim	Colleen Hardwick	Mark Marissen	Golok Buday	Undecided
Too Little	44.8%	65.9%	25.1%	23.3%	21.5%	43.1%	16.2%	53.8%
The Right Ammount	27.8%	13.4%	27.2%	42.9%	39.4%	17.2%	63.6%	27.9%
Too Much	27.4%	20.6%	47.7%	33.8%	39.1%	39.7%	20.3%	18.3%
Unweighted Frequency	552	105	40	91	66	55	6	189
Weighted Frequency	552	94	34	60	73	62	7	222

Thinking of the neighborhood/street/subdivision where you live, do you think that the city should build more homes/apartment buildings in the area where you live, or do you think that the area you live in has as many houses as it can reasonably support? (all voters, Vancouver)



			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Should build more where I live	36.3%	36.2%	36.4%	23.7%	38.5%	36.8%	29.5%
Enough homes where I live	63.7%	63.8%	63.6%	76.3%	61.5%	63.2%	70.5%
Unweighted Frequency	552	232	301	19	73	136	343
Weighted Frequency	552	266	283	3	304	138	110

			Education			Inc	come	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Should build more where I live	36.3%	43%	38.1%	33.1%	44.5%	37.4%	31.1%	32.6%
Enough homes where I live	63.7%	57%	61.9%	66.9%	55.5%	62.6%	68.9%	67.4%
Unweighted Frequency	552	80	189	283	209	114	92	137
Weighted Frequency	552	72	209	272	143	103	116	190

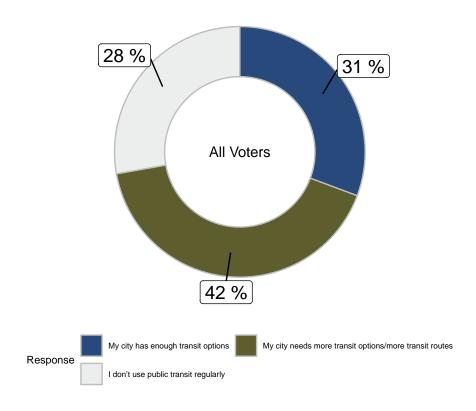


					Mayoral Vote			
	Total	Kennedy Stewart	John Coupar	Ken Sim	Colleen Hardwick	Mark Marissen	Golok Buday	Undecided
Should build more where I live	36.3%	50.4%	19.1%	23.9%	30%	43.3%	0%	37.4%
Enough homes where I live	63.7%	49.6%	80.9%	76.1%	70%	56.7%	100%	62.6%
Unweighted Frequency	552	105	40	91	66	55	6	189
Weighted Frequency	552	94	34	60	73	62	7	222

#### broken out by home affordability, home construction

			Affordal	ble		New Home Amount	
	Total	Affordable	Unaffordable	About the right price	Too Little	The Right Ammount	Too Much
Should build more where I live	36.3%	72.8%	34%	37.6%	60.7%	17.5%	15.3%
Enough homes where I live	63.7%	27.2%	66%	62.4%	39.3%	82.5%	84.7%
Unweighted Frequency	552	18	450	84	243	166	143
Weighted Frequency	552	25	450	77	248	153	151

Do you think that your city has enough transit options, needs more transit options/more transit routes, or do you not regularly use public transit in your city? (all voters, Vancouver)





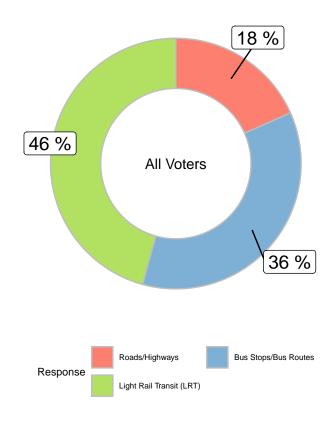
			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
My city has enough transit options	30.7%	31.2%	30.2%	32.4%	32.4%	32.2%	24.2%
My city needs more transit options/more transit routes	41.5%	41.4%	41.6%	41.6%	44.6%	40.9%	33.9%
I don't use public transit regularly	27.8%	27.4%	28.2%	26%	23.1%	27%	41.9%
Unweighted Frequency	552	232	301	19	73	136	343
Weighted Frequency	552	266	283	3	304	138	110

			Education			Inc	come	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
My city has enough transit options	30.7%	27.1%	36.3%	27.3%	34.2%	32.1%	30.2%	27.5%
My city needs more transit options/more transit routes	41.5%	35.2%	40.8%	43.7%	37.9%	40.1%	36.1%	48.3%
I don't use public transit regularly	27.8%	37.7%	22.9%	29%	27.9%	27.8%	33.7%	24.2%
Unweighted Frequency	552	80	189	283	209	114	92	137
Weighted Frequency	552	72	209	272	143	103	116	190



					Mayoral Vote			
	Total	Kennedy Stewart	John Coupar	Ken Sim	Colleen Hardwick	Mark Marissen	Golok Buday	Undecided
My city has enough transit options	30.7%	29.8%	28.9%	33.3%	35.1%	44.3%	0.3%	26.3%
My city needs more transit options/more transit routes	41.5%	45.2%	38.4%	30.6%	46.2%	26.8%	79.5%	44.8%
I don't use public transit regularly	27.8%	25%	32.7%	36.1%	18.7%	28.9%	20.3%	28.9%
Unweighted Frequency	552	105	40	91	66	55	6	189
Weighted Frequency	552	94	34	60	73	62	7	222

# Which infrastructure do you think your city should prioritize building? (all voters, Vancouver)



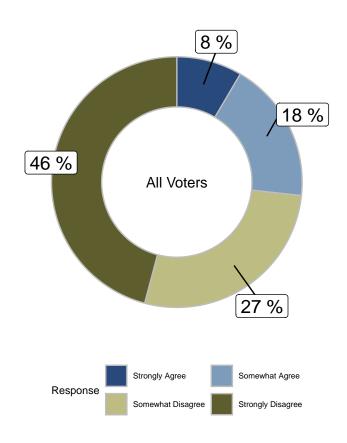
			Gende	er	Age		
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Roads/Highways	18.4%	22.8%	14.2%	15%	19.7%	20.5%	12%
Bus Stops/Bus Routes	35.9%	27.3%	44.1%	27.4%	32.6%	42.9%	36.2%
Light Rail Transit (LRT)	45.7%	49.9%	41.7%	57.6%	47.7%	36.6%	51.8%
Unweighted Frequency	552	232	301	19	73	136	343
Weighted Frequency	552	266	283	3	304	138	110

		Education				Income			
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	
Roads/Highways	18.4%	30.8%	17.2%	16%	16.6%	12.8%	18.4%	22.7%	
Bus Stops/Bus Routes	35.9%	29.7%	43.7%	31.6%	47.9%	37.3%	42.7%	21.9%	
Light Rail Transit (LRT)	45.7%	39.5%	39%	52.5%	35.5%	49.9%	38.9%	55.4%	
Unweighted Frequency	552	80	189	283	209	114	92	137	
Weighted Frequency	552	72	209	272	143	103	116	190	



		Mayoral Vote										
	Total	Kennedy Stewart	John Coupar	Ken Sim	Colleen Hardwick	Mark Marissen	Golok Buday	Undecided				
Roads/Highways	18.4%	11.8%	37.4%	44.8%	10.4%	23.6%	15.9%	12.4%				
Bus Stops/Bus Routes	35.9%	40.4%	37.4%	17.9%	44.9%	23.3%	84.1%	37.7%				
Light Rail Transit (LRT)	45.7%	47.8%	25.2%	37.3%	44.7%	53.1%	0%	49.9%				
Unweighted Frequency	552	105	40	91	66	55	6	189				
Weighted Frequency	552	94	34	60	73	62	7	222				

Do you think that the Mayor in your city should be given extra powers such as the ability to veto decisions made by the majority of city council? (all voters, Vancouver)



			Gende	er	Age		
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Strongly Agree	8.5%	12.5%	4.7%	3%	8.7%	10.1%	5.7%
Somewhat Agree	18.3%	13.3%	22.9%	23%	22.1%	9.3%	18.9%
Somewhat Disagree	27.4%	29.7%	25.3%	27.4%	27.6%	27.5%	26.8%
Strongly Disagree	45.9%	44.6%	47.1%	46.6%	41.6%	53.1%	48.6%
Unweighted Frequency	552	232	301	19	73	136	343
Weighted Frequency	552	266	283	3	304	138	110

		Education				Income				
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+		
Strongly Agree	8.5%	23.8%	8.2%	4.6%	15.5%	11%	5.1%	3.8%		
Somewhat Agree	18.3%	21.6%	17%	18.3%	20.8%	20.7%	27.5%	9.4%		
Somewhat Disagree	27.4%	19.8%	26.8%	29.9%	24.8%	21%	33.6%	29.1%		
Strongly Disagree	45.9%	34.8%	48.1%	47.1%	38.9%	47.3%	33.8%	57.7%		
Unweighted Frequency	552	80	189	283	209	114	92	137		
Weighted Frequency	552	72	209	272	143	103	116	190		



		Mayoral Vote										
	Total	Kennedy Stewart	John Coupar	Ken Sim	Colleen Hardwick	Mark Marissen	Golok Buday	Undecided				
Strongly Agree	8.5%	22.5%	5.9%	2.9%	7.4%	2.9%	0.3%	6.5%				
Somewhat Agree	18.3%	27.6%	14.1%	4.3%	15.8%	3.3%	0%	24.2%				
Somewhat Disagree	27.4%	25.8%	36.1%	26.5%	5.6%	20.4%	79.5%	34.5%				
Strongly Disagree	45.9%	24.1%	43.9%	66.2%	71.1%	73.5%	20.3%	34.7%				
Unweighted Frequency	552	105	40	91	66	55	6	189				
Weighted Frequency	552	94	34	60	73	62	7	222				