

Capital Metro Communication and Engagement Tracking Survey



August 2015



Piazza Research



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CapitalMetro

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BACKGROUND

As part of its communication and engagement efforts with the ACT community, the ACT Government Capital Metro Agency has engaged Piazza Research Pty Ltd to conduct reliable research into community attitudes regarding the Capital Metro light rail system. Piazza Research is a Canberra-owned, market and social research firm with quality certification (ISO 20252).

This telephone survey examined many issues regarding the Capital Metro light rail system including, the community's level of awareness and support for the project, and the community's perceptions of the project's benefits and their concerns.

This report shows the findings of a quantitative telephone survey of Canberra residents conducted in August 2015.

METHODOLOGY

A telephone survey of Canberra residents was conducted as this method provided results which were most representative of the ACT population overall.

Survey design and data collection

The Capital Metro management team worked with Piazza Research to construct the survey questions. While new questions were added, some key questions were maintained to enable tracking of opinion over time. All questions were checked against 15 technical quality standards to ensure their validity. The phone survey was conducted using computer-assisted telephone interviewing (CATI). The data collected during August 2015.

Sample design

A total of 1,265 responses were achieved. For the 95% confidence interval, this sample size provides results accurate to within a +/- 2.8% margin of error for overall results, which is considered reliable for this type of research.

Data Processing and Analysis

Piazza Research used its own statistical software, 'Q', and Excel to analyse survey results. Software validation and post data-entry checks were conducted to ensure data integrity before analysis.

A descriptive analysis was performed producing graphs, tables and frequency counts.

Quality assurance system – This project complies with the ISO 20252 Market, Opinion and Social Research Standard.

Rounding error – Percentage results have been rounded to the nearest whole per cent. Percentages in some graphs may total slightly more or less than 100%.

Multiple choice questions – Percentages may add to more than 100% for questions where respondents could select more than one option from a list.

Treatment of open-ended questions – Open-ended (or free form) responses were analysed for content, then summarised. Consultants developed a coding frame, sorting similar types of answers into descriptive categories. These groupings were then statistically analysed.

Demographic breakdowns – key results were broken down by various demographics to provide a more specific understanding of key population groups.

Weighting – all data was weighed according to the latest Australian Bureau of Statistics Census data for the ACT to ensure results were representative of the population by age and gender demographics.

SUMMARY OF MAIN FINDINGS

Brand recognition – ninety one per cent (91%) of ACT residents had heard about the light rail project, but only 18% could name it correctly (Capital Metro).

Information sources used regarding Capital Metro (channels) - The two most commonly used channels for information regarding Capital Metro by residents were television and radio news (75%), and the Canberra Times or other newspapers (61%).

Perceptions of why Government is investing in light rail – The highest proportion of residents (43%) believed the government was investing in light rail to upgrade or improve transport options. Twenty nine per cent (29%) thought it was to reduce or prevent traffic congestion, and 24% believed it was for political reasons.

Awareness of published business case – Most Canberrans (82%) had not read the Capital Metro business case; 18% had.

Perception of traffic congestion – Almost half of residents (49%) considered traffic congestion a problem in Canberra now, a similar proportion (48%) did not. Sixty-nine per cent though (69%) believed it would be a problem in the future.

Effectiveness of messages – Canberrans believed the strongest argument for building a light rail system was *“We are growing towards a population of 600,000 by 2050. To manage that growth sustainably we’ll need public transport investment and better use of urban land”*.

Positioning Statements – Of the 5 positioning statements (tag lines) provided to respondents, *“Light rail: Transport for an innovative city”* had the highest appeal rating of 4.7 followed by *“Light rail: Let’s move Canberra forward.”* (4.3). Both tag lines featured the themes of *future* or *innovation*.

Usage – Sixty-one per cent (61%) of residents believed they would be more likely to use public transport if it involved a light rail system within easy walking distance or was accessible via other means.

While substantial proportions of all age groups believe they might use the light rail system, younger residents appear more likely than older to want to use the system (66% of 18-34 year olds, 67% of 35-49 year olds and 46% of those 65 or above). Households with children (67%) may be a little more likely to use the light rail than households with no children (58%). Females (65%) may wish to use it more than males (58%).

Perceptions about spending on light rail Vs busses – Sixty-three per cent (63%) of ACT residents would support money being spent on a light rail system rather than buses if they knew there would be more long-term benefits for Canberra (e.g. cleaner environment, better public transport access, more jobs and investment). Younger people (18-34) showed the highest support rate for investing in light rail (71%), whereas people who were 65 or above had the lowest (44%).

Overall support – Fifty-six per cent (56%) of the ACT population supported the Government’s plans to develop the Capital Metro light rail system. People aged 18-34 had the highest support rate (66%). Support levels declined as age increased with the majority of 35-49 year olds (62%), almost half of 50-64 year olds (46%) and 36% of those 65 years and older showing support.

Support after knowing about integrated plan for the whole city - After knowing light rail was part of a wider plan to connect the broader city, 67% residents support light rail for Canberra, and non-support falls to 24%.

Plan and development – Half the population (50%) were aware there is a light rail master plan looking at a city-wide network, 47% were unaware of this.

Belief that Capital Metro will stimulate the Canberra economy - Sixty-three per cent (63%) of Canberra residents agreed or strongly agreed that the Capital Metro development will provide a good economic stimulus to the Canberra economy.

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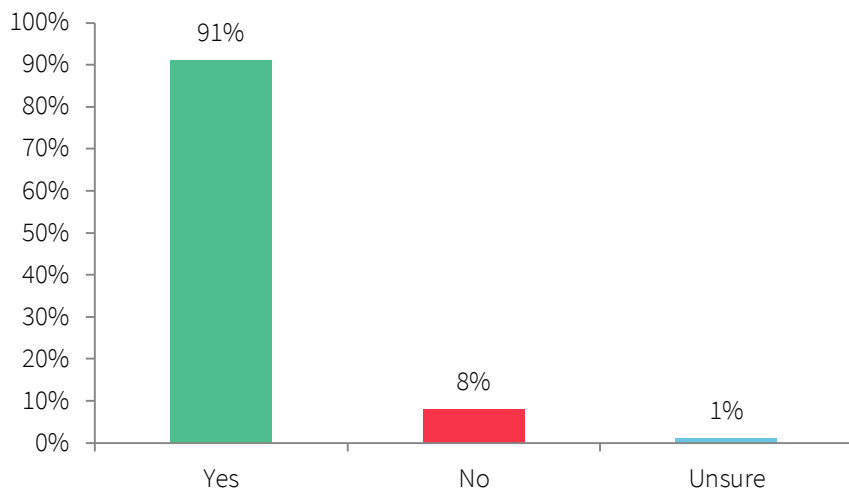
Changing attitudes – Fifty-five per cent (55%) of participants said their level of supportiveness toward Capital Metro had stayed the same with increased knowledge about the project. Twenty-eight per cent (28%) of respondents report their supportiveness has increased 18% felt it has decreased.

Little attitudinal / knowledge change over time - Most key measurements of attitude have not changed substantially over time since the June 2014 survey. Awareness of the project has only increased a little from 87% to 91% and the community's ability to correctly recall the brand name of Capital Metro has only marginally increased (2%). Awareness levels of the Capital Metro business case has not changed from the December 2014 survey and remains at 18%. Overall community support levels have remained substantially the same having started at 55% in June 2014 and are currently at 56%. A larger majority would support the Capital Metro if they knew it was part of a wider plan to connect the whole city, although this support measure has fallen slightly from 72% in Dec 2014 to 67% in August 2015.

DETAILED RESULTS

BRAND / COMMUNICATIONS / CHANNELS

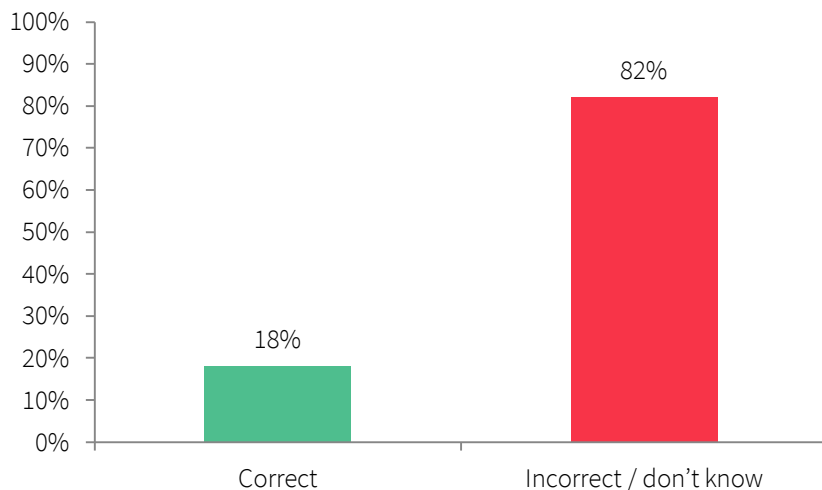
Q1. Have you heard about the light rail project for Canberra?



Ninety-one per cent (91%) of ACT residents had heard about the light rail project for Canberra. Eight per cent (8%) had not.

Base = 1211

Q2. Can you tell me what the name of the light rail project is?

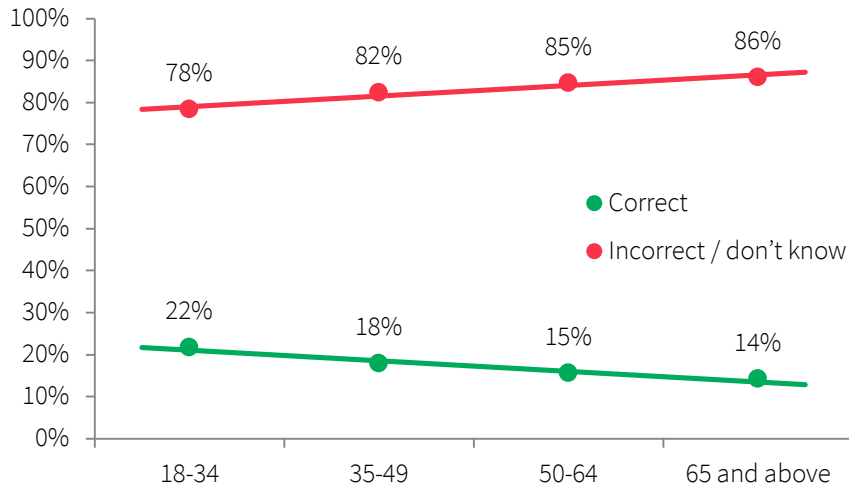


Eighty-two per cent (82%) of Canberra residents who had heard about the light rail project, either did not know the name of the project, or could not provide it correctly. Eighteen per cent (18%) answered correctly.

Base = 1116

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Q2. Breakdown and trend by age group



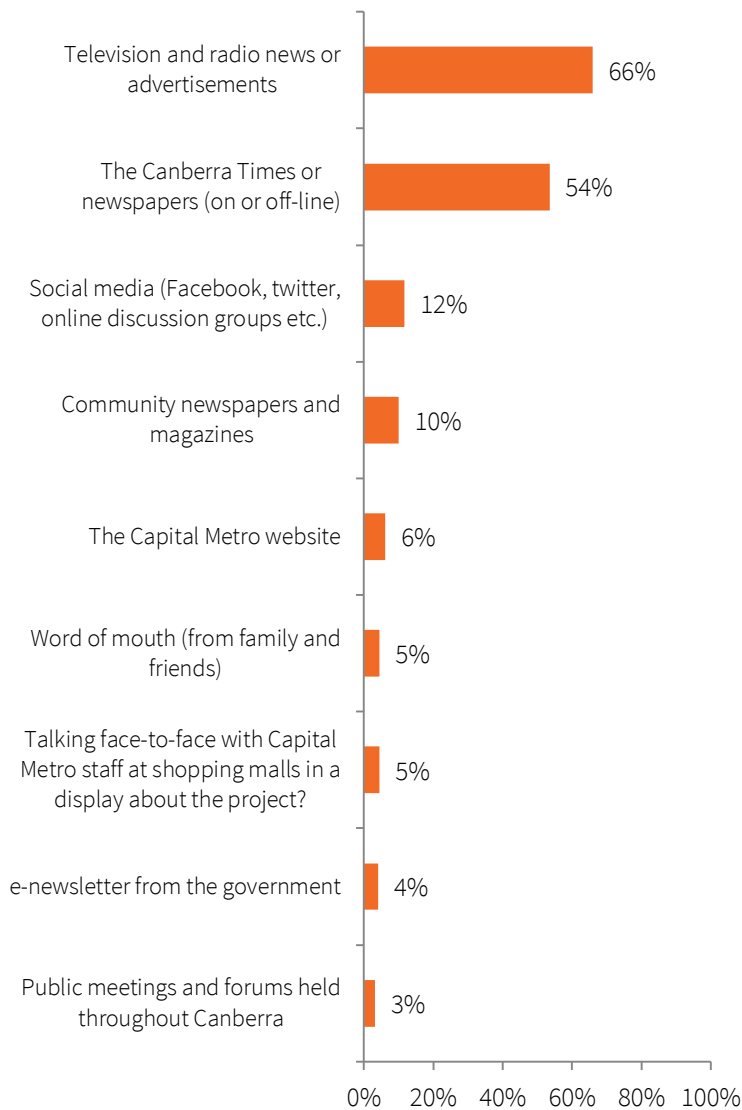
Residents in younger age groups tended to have a slightly better knowledge about the name of the light rail project.

Twenty-two per cent (22%) of 18-34 year olds answered correctly.

Base max = 353, base min = 256

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Q3. Where do you get your information about the Capital Metro light rail system?



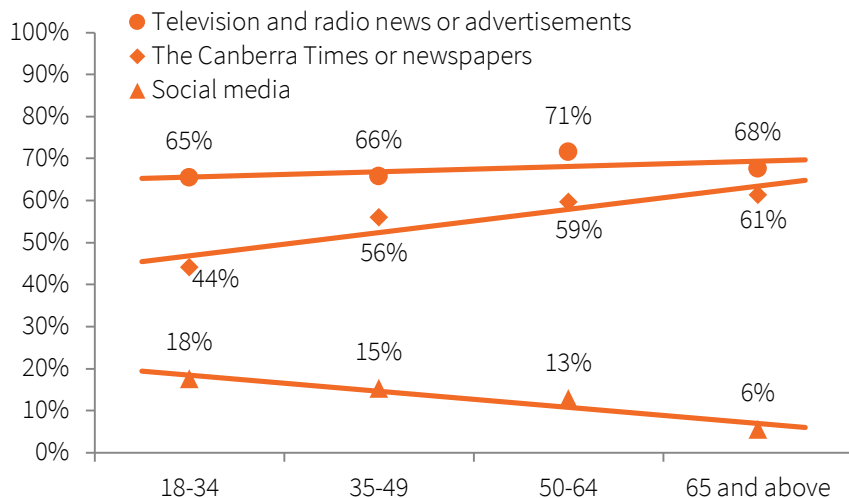
Sixty-six per cent (66%) of Canberra residents received their information regarding light rail from television, radio news or advertisements. Fifty-four per cent (54%) of residents received Capital Metro information via The Canberra Times or other newspapers.

Social media (12%), community newspapers and magazines (10%), and the Capital Metro website (6%) were used less by residents for information.

Base max = 834, base min = 41

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Q3. Breakdown and trend by age group



Base max = 353, base min = 256

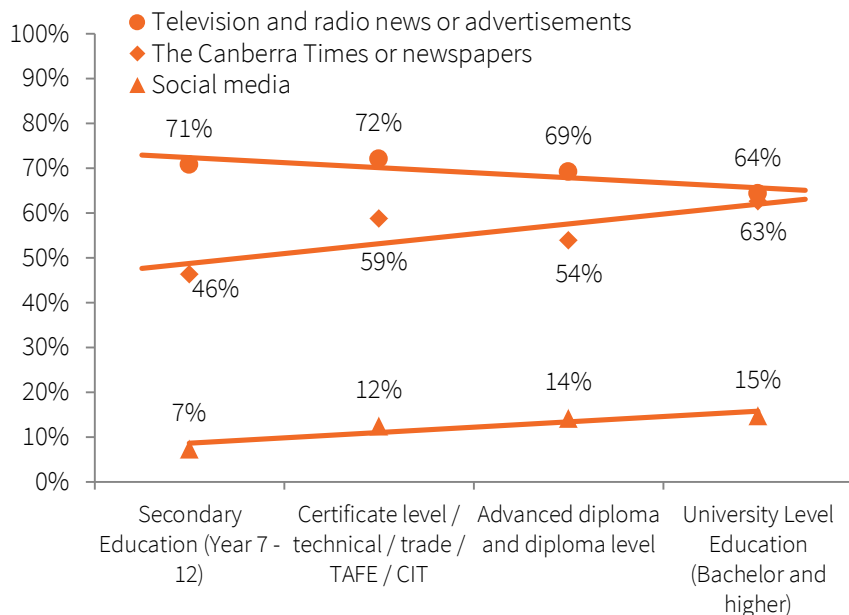
social media, compared with only 6% of those aged 65 and over.

Television and radio news and advertisements was the most influential communication channel across all age groups.

The Canberra Times and other newspapers was the next most popular communications channel for all age groups, but was increasingly important for people as their age increased. The majority of those over 35 years though used the Canberra Times for Capital Metro information.

Younger people were more likely to use social media for Capital Metro information than older people. Eighteen per cent (18%) of younger people used

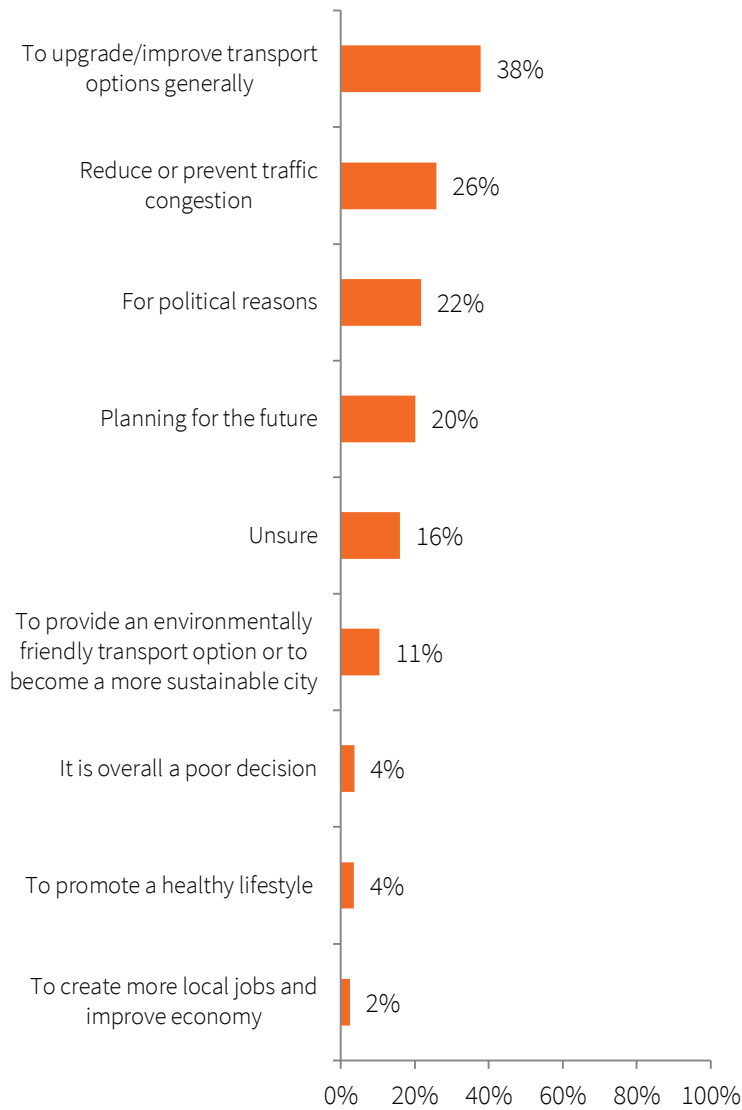
Q3. Breakdown and trend by educational background



Base max = 464, base min = 184

The higher the levels of qualification the respondents held, the more use they made of The Canberra Times and of social media and the less they made use of television and radio news and advertisements. Television and radio news and advertisements though was by far the most common information source for all education groups.

Q4. Why do you think the government is investing in light rail?



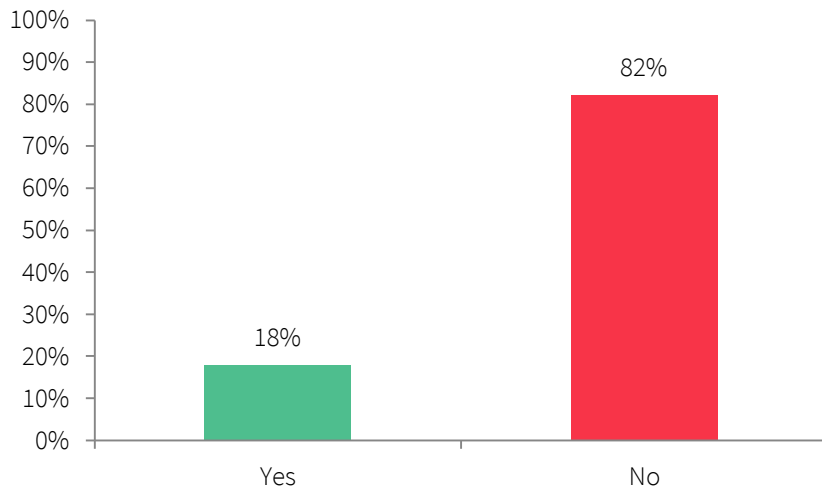
Base max = 478, base min = 41

Thirty-eight per cent (38%) of local residents believed Government is investing in light rail to upgrade or improve transport options, and 26% thought it was to reduce or prevent traffic congestion.

Twenty-two per cent (22%) considered it was for political reasons, and 20% felt it was planning for the future. Sixteen per cent (16%) were unsure.

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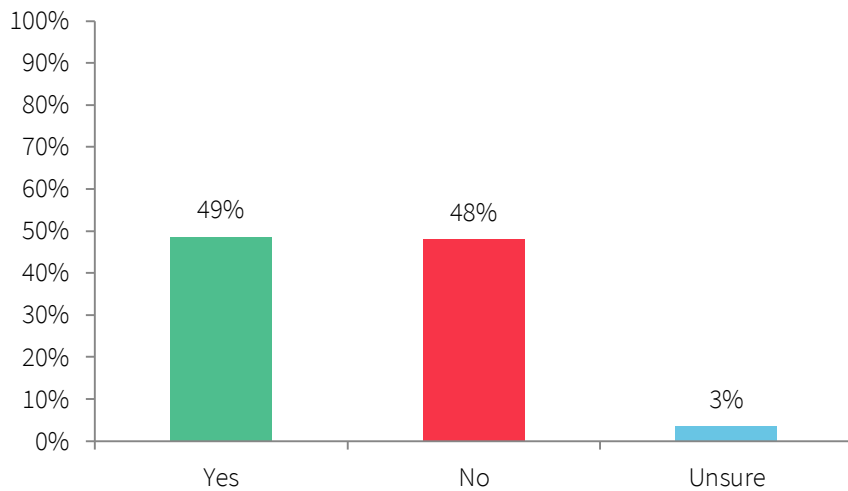
Q5. The ACT Government has publically released the business case showing the expected costs and benefits of the Capital Metro light rail system online. Have you read the business case?



Eighty-two per cent (82%) of Canberrans have not read the business case; 18% have.

Base = 1113

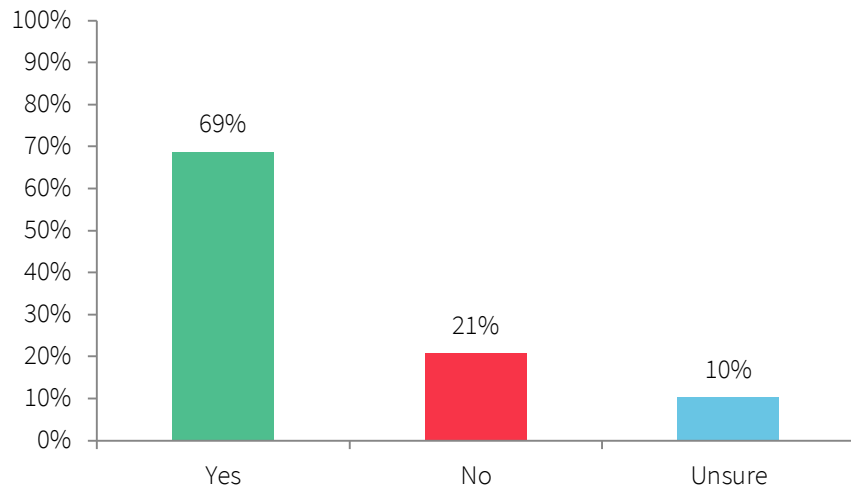
Q6. Do you think traffic congestion is a problem in Canberra NOW?



Residents had mixed opinions on whether Canberra currently suffers from traffic congestion. Forty-nine per cent (49%) thought traffic congestion was a problem now and 48% did not.

Base = 1113

Q7. Do you think traffic congestion will be problem for Canberra in the future?

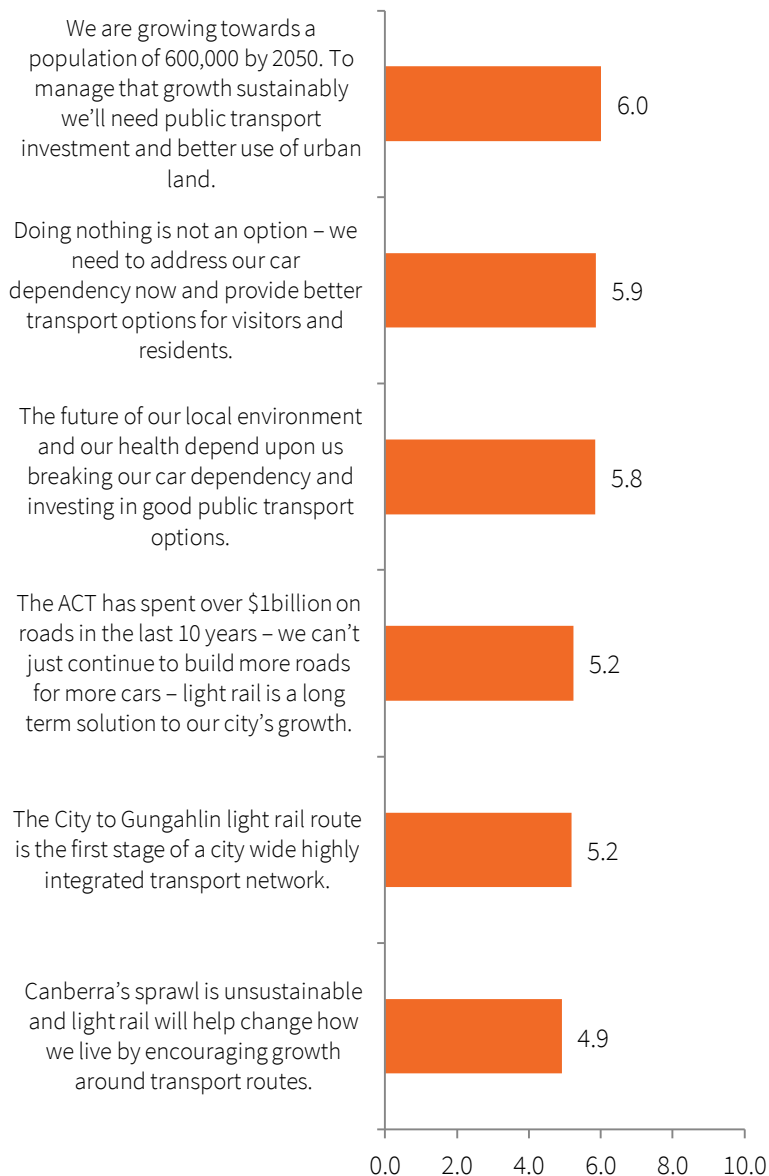


Sixty-nine per cent (69%) of ACT residents believed traffic congestion would be a problem in the future while only 21% disagreed.

Base = 1117

MESSAGES

Q8. I'm going to read out a list of messages about the Capital Metro. On a scale of 0 = Very Weak to 10 = Very Strong, can you tell me how strong each message is, in terms of being a strong argument FOR having a light rail system in Canberra?



Residents perceived the strongest argument for having a light rail as being *“We are growing towards a population of 600,000 by 2050. To manage that growth sustainably we'll need public transport investment and better use of urban land”*.

“Canberra's sprawl is unsustainable and light rail will help change how we live by encouraging growth around transport routes”, was considered the weakest message.

Base max = 1119, base min = 1111

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Q8. Breakdown by age group

Message	18-34	35-49	50-64	65+	Overall
We are growing towards a population of 600,000 by 2050. To manage that growth sustainably we'll need public transport investment and better use of urban land.	5.7	6.1	6.4	5.8	6.0
Doing nothing is not an option – we need to address our car dependency now and provide better transport options for visitors and residents.	5.6	6.0	6.1	5.9	5.9
The future of our local environment and our health depend upon us breaking our car dependency and investing in good public transport options.	5.7	6.1	6.0	5.5	5.8
The ACT has spent over \$1billion on roads in the last 10 years – we can't just continue to build more roads for more cars – light rail is a long term solution to our city's growth.	5.4	5.5	4.9	4.7	5.2
The City to Gungahlin light rail route is the first stage of a city wide highly integrated transport network.	5.4	5.5	4.8	4.6	5.2
Canberra's sprawl is unsustainable and light rail will help change how we live by encouraging growth around transport routes.	5.1	5.1	4.7	4.2	4.9

Q8. Breakdown by educational background

Message	University Level Education (Bachelor and higher)	Advanced diploma and diploma level	Certificate level / technical / trade / TAFE / CIT	Secondary Education (Year 7 - 12)	Overall
We are growing towards a population of 600,000 by 2050. To manage that growth sustainably we'll need public transport investment and better use of urban land.	6.7	5.8	5.3	5.8	6.0
Doing nothing is not an option – we need to address our car dependency now and provide better transport options for visitors and residents.	6.4	5.5	5.2	5.9	5.9
The future of our local environment and our health depend upon us breaking our car dependency and investing in good public transport options.	6.3	5.7	5.2	5.7	5.8
The ACT has spent over \$1billion on roads in the last 10 years – we can't just continue to build more roads for more cars – light rail is a long term solution to our city's growth.	5.5	5.3	5.0	5.0	5.2
The City to Gungahlin light rail route is the first stage of a city wide highly integrated transport network.	5.5	5.0	4.8	5.0	5.2
Canberra's sprawl is unsustainable and light rail will help change how we live by encouraging growth around transport routes.	5.1	5.0	4.6	4.8	4.9

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Q8. Breakdown by household type

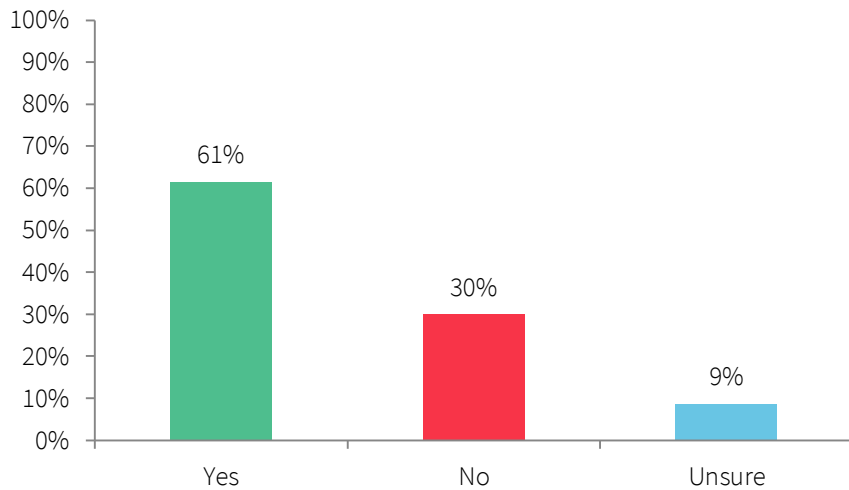
Message	A household without children	A household with children	Overall
We are growing towards a population of 600,000 by 2050. To manage that growth sustainably we'll need public transport investment and better use of urban land.	5.8	6.4	6.0
Doing nothing is not an option – we need to address our car dependency now and provide better transport options for visitors and residents.	5.6	6.2	5.9
The future of our local environment and our health depend upon us breaking our car dependency and investing in good public transport options.	5.6	6.3	5.8
The ACT has spent over \$1billion on roads in the last 10 years – we can't just continue to build more roads for more cars – light rail is a long term solution to our city's growth.	4.9	5.7	5.2
The City to Gungahlin light rail route is the first stage of a city wide highly integrated transport network.	5.0	5.5	5.2
Canberra's sprawl is unsustainable and light rail will help change how we live by encouraging growth around transport routes.	4.7	5.2	4.9

Q8. Breakdown by gender

Message	Female	Male	Overall
We are growing towards a population of 600,000 by 2050. To manage that growth sustainably we'll need public transport investment and better use of urban land.	6.1	5.9	6.0
Doing nothing is not an option – we need to address our car dependency now and provide better transport options for visitors and residents.	6.0	5.7	5.9
The future of our local environment and our health depend upon us breaking our car dependency and investing in good public transport options.	6.0	5.6	5.8
The ACT has spent over \$1billion on roads in the last 10 years – we can't just continue to build more roads for more cars – light rail is a long term solution to our city's growth.	5.4	5.1	5.2
The City to Gungahlin light rail route is the first stage of a city wide highly integrated transport network.	5.3	5.1	5.2
Canberra's sprawl is unsustainable and light rail will help change how we live by encouraging growth around transport routes.	5.1	4.7	4.9

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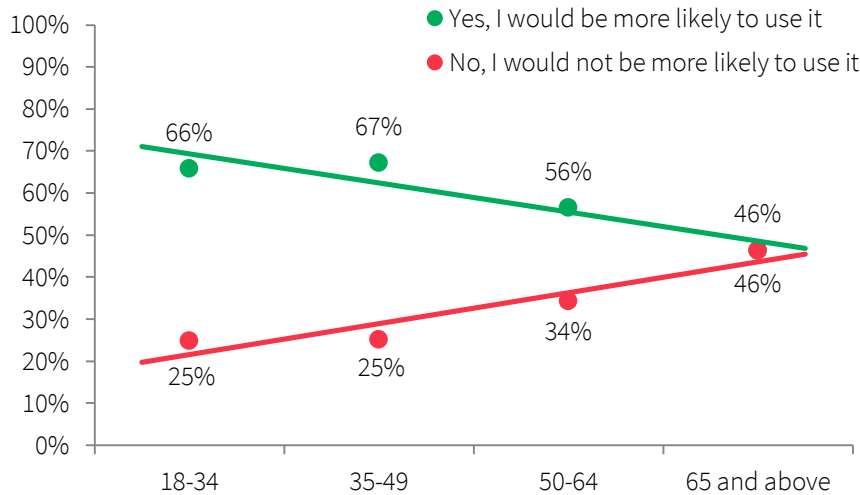
Q9. Would you be more likely to use public transport if it involved a light rail system within easy walking distance or was accessible via other means?



More than half (61%) of Canberra residents would be more likely to use public transport if it involved a light rail system that could be easily accessed.

Base = 1116

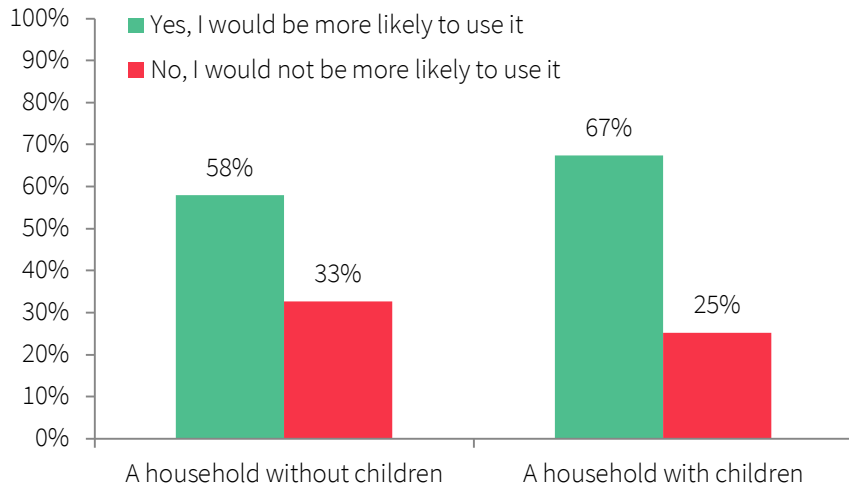
Q9. Breakdown and trend by age group



People aged between 18 and 34 were most likely to consider using light rail (66%), while people who were 65 and above were least likely (46%). The likeliness of using the light rail decreased as the respondents' ages increased.

Base max = 353, base min = 256

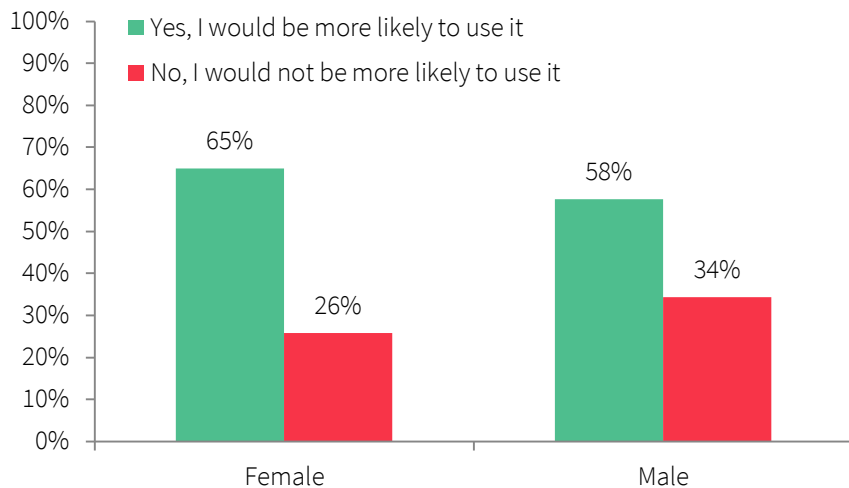
Q9. Breakdown by household type



Families with dependent children were more likely to consider using light rail (67%) than families without dependent children (58%).

Base max = 587, base min = 38

Q9. Breakdown by gender

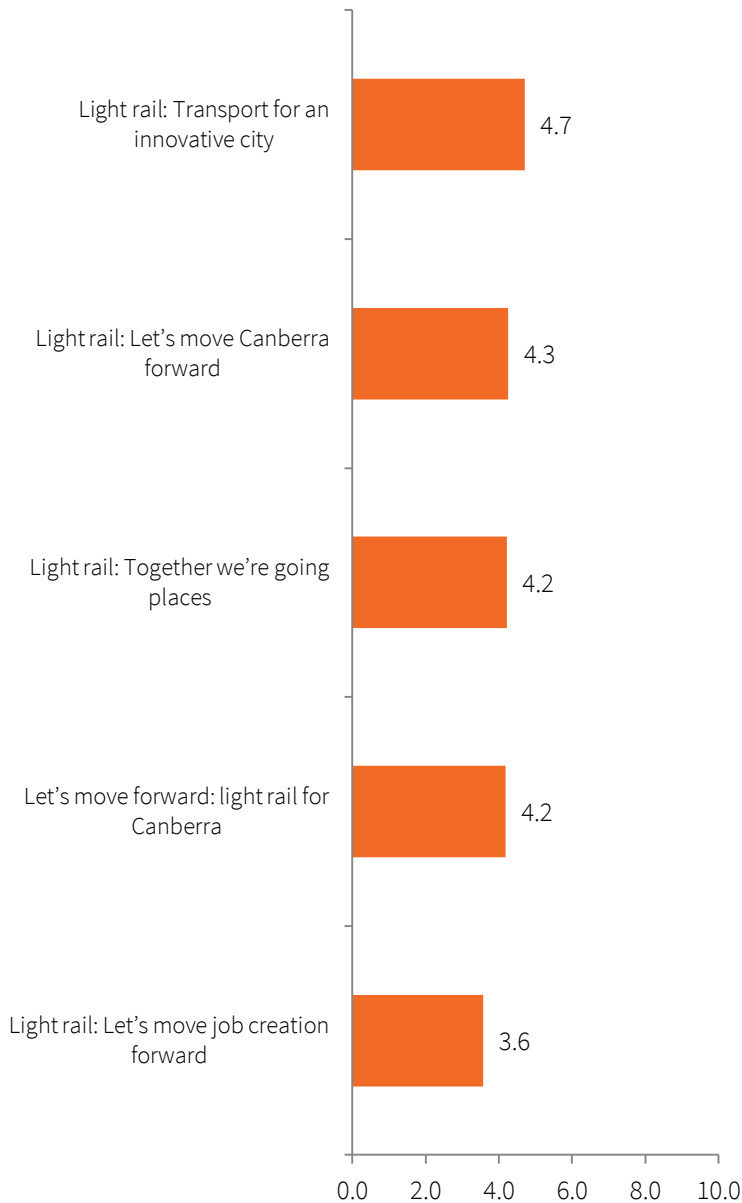


Females (65%) were a little more likely to use the light rail than males (58%).

Base max = 629, base min = 582

POSITIONING STATEMENTS

Q10. I'm going to read out a list of 'tag-lines' or 'slogans' about Capital Metro. On a scale of 0 = Very Low Appeal, to 10 = Very High Appeal, can you tell me how appealing each message is to you?



The tag line with the strongest appeal to residents was “*Light rail: Transport for an innovative city*”, followed by “*Light rail: Let's move Canberra forward.*” The messages preferred by Canberrans contained a ‘future’ or ‘innovation’ theme.

Base = 1114

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Q10. Breakdown by age group

Message	18-34	35-49	50-64	65+	Overall
Light rail: Let's move job creation forward	3.6	3.8	3.3	3.5	3.6
Let's move forward: light rail for Canberra	4.4	4.4	3.8	3.7	4.2
Light rail: Together we're going places	4.4	4.6	3.9	3.6	4.2
Light rail: Let's move Canberra forward	4.5	4.4	4.0	3.7	4.3
Light rail: Transport for an innovative city	5.1	4.7	4.5	4.0	4.7

Q10. Breakdown by household type

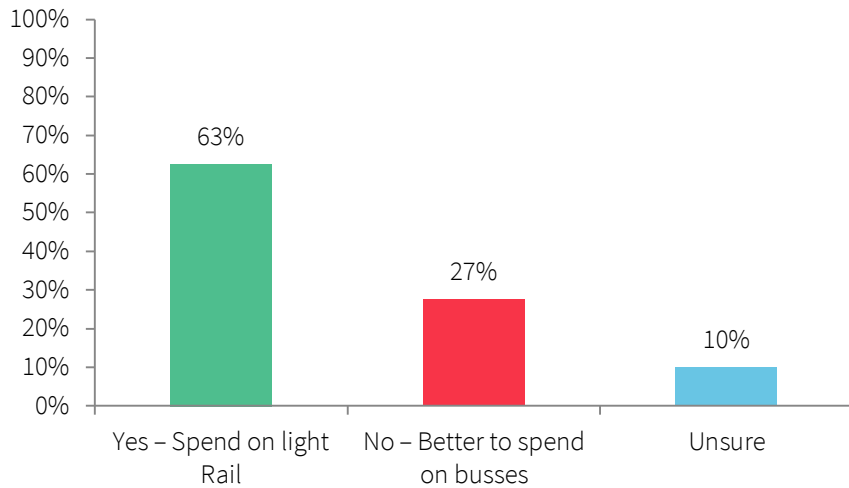
Message	A household without children	A household with children	Overall
Light rail: Let's move job creation forward	3.5	3.6	3.6
Let's move forward: light rail for Canberra	3.9	4.6	4.2
Light rail: Together we're going places	4.0	4.5	4.2
Light rail: Let's move Canberra forward	4.1	4.4	4.2
Light rail: Transport for an innovative city	4.6	4.8	4.7

Q10. Breakdown by gender

Message	Female	Male	Overall
Light rail: Let's move job creation forward	3.7	3.4	3.6
Let's move forward: light rail for Canberra	4.4	4.0	4.2
Light rail: Together we're going places	4.4	4.0	4.2
Light rail: Let's move Canberra forward	4.4	4.1	4.3
Light rail: Transport for an innovative city	4.8	4.6	4.7

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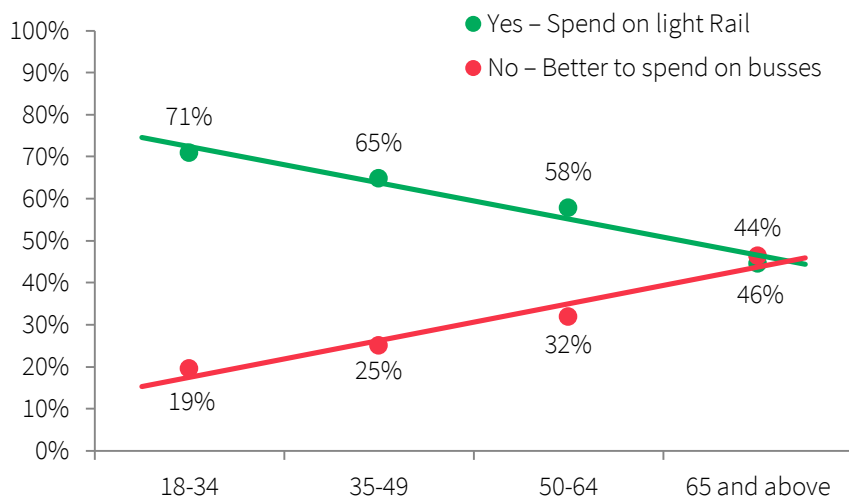
Q11. Would you support money being spent on a light rail system rather than buses if you knew there would be more long-term benefits for Canberra e.g. cleaner environment, better access and more jobs and investment?



Sixty-three per cent (63%) of residents would support money being spent on light rail if they knew there would be more long-term benefits provided. Twenty-seven per cent (27%) preferred the money be spent on buses and 10% were unsure.

Base = 1119

Q11. Breakdown and trend by age group

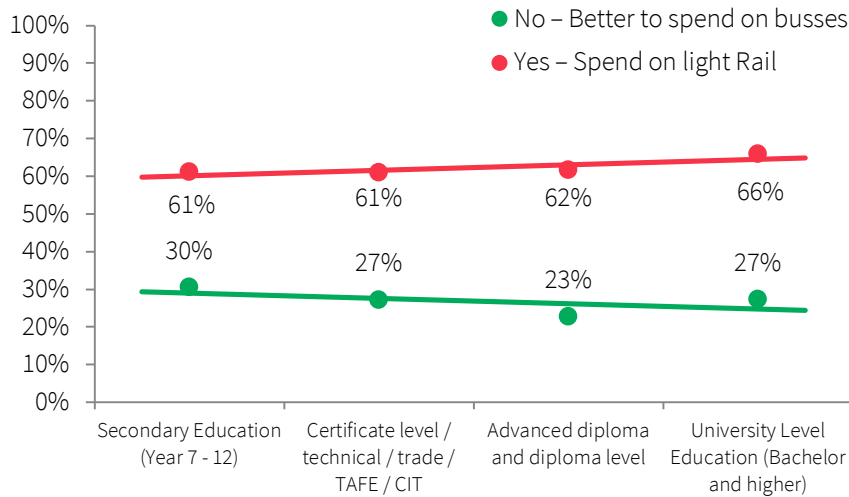


Seventy-one per cent (71%) of residents who were 18-34 preferred the money being spent on light rail. As age increased, the proportion who wanted money spent on light rail in preference to busses fell linearly, to the age group 65 and over, where only 44% wanted money spent on light rail.

Base max = 353, base min = 256

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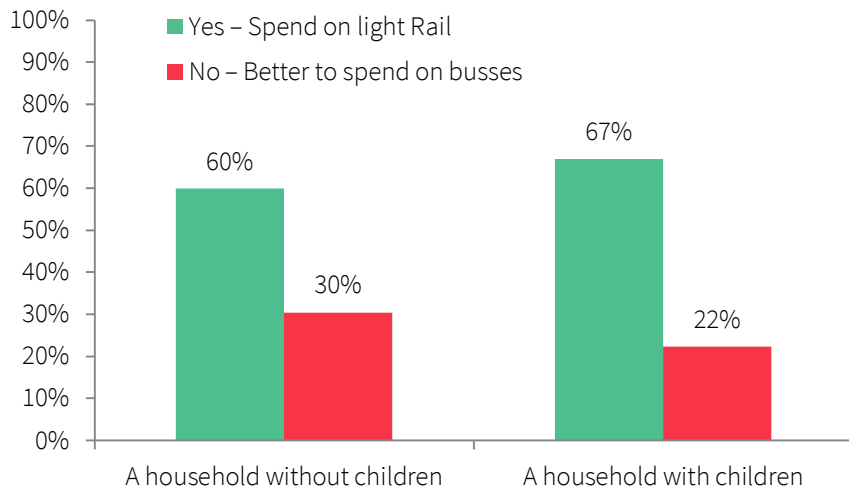
Q11. Breakdown and trend by educational backgrounds



Residents with higher educational levels were slightly more willing to spend on light rail in preference to busses.

Base max = 464, base min = 184

Q11. Breakdown by household type

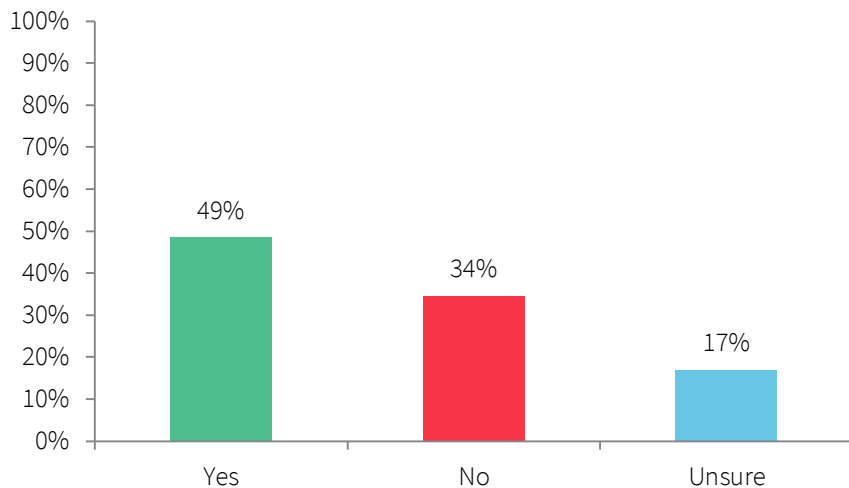


Residents having dependent children living in their households (67%), were a little more likely than others (60%) to prefer money being spent on light rail rather than on busses.

Base max = 587, base min = 38

INFLUENCERS / SUBJECTIVE NORMS

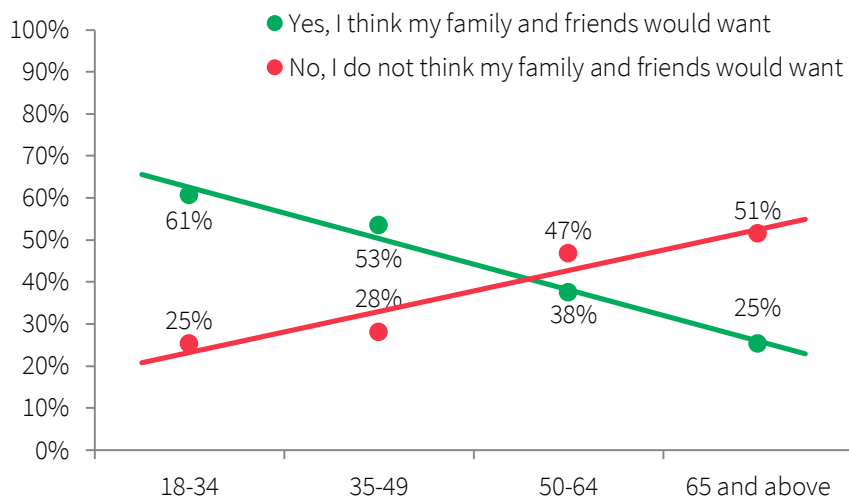
Q12. Do you think your family and friends would want a new light rail system for Canberra?



Almost half (49%) of Canberra residents thought their family and friends would want a new light rail system. Thirty-four per cent (34%) considered otherwise, 17% were unsure.

Base = 1118

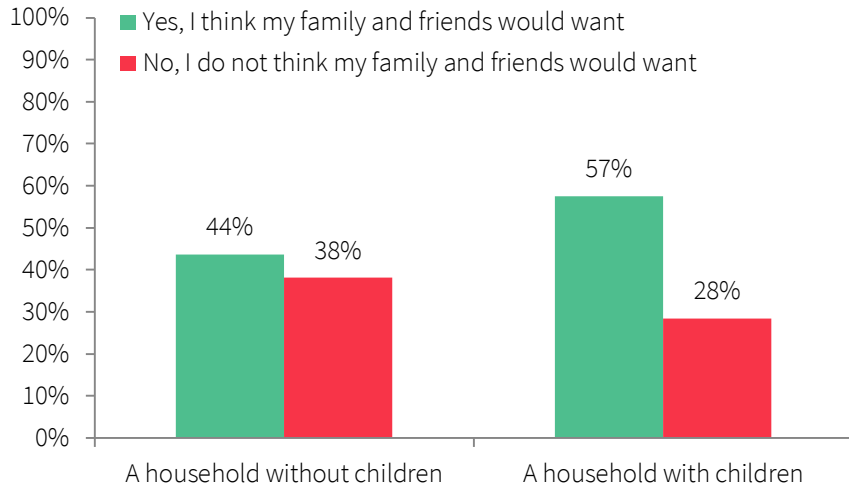
Q12. Breakdown and trend by age group



Younger generations were more likely to think their family and friends would want light rail. Sixty-one per cent (61%) of residents who were 18-34 answered yes, compared with only 25% among residents who were 65 and above.

Base max = 353, base min = 256

Q12. Breakdown by household type

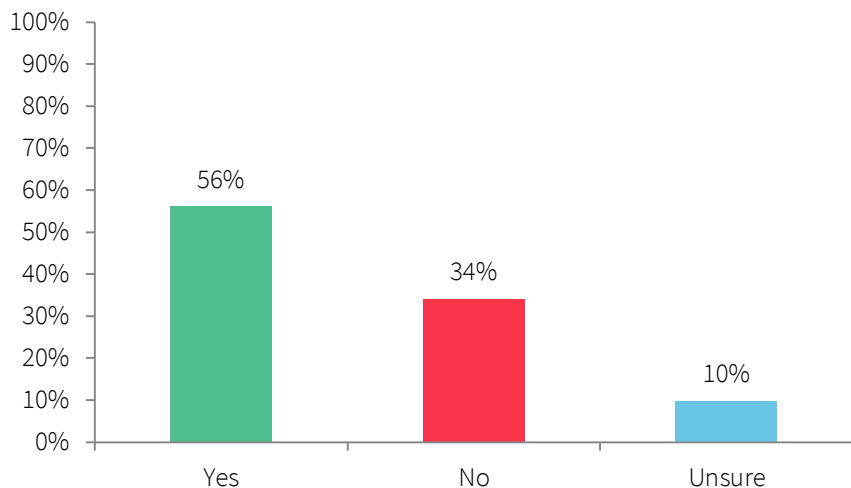


Households with dependent children (57%) were more likely than those without (44%) to believe their family and friends would want the light rail.

Base max = 587, base min = 38

OVERALL SUPPORT

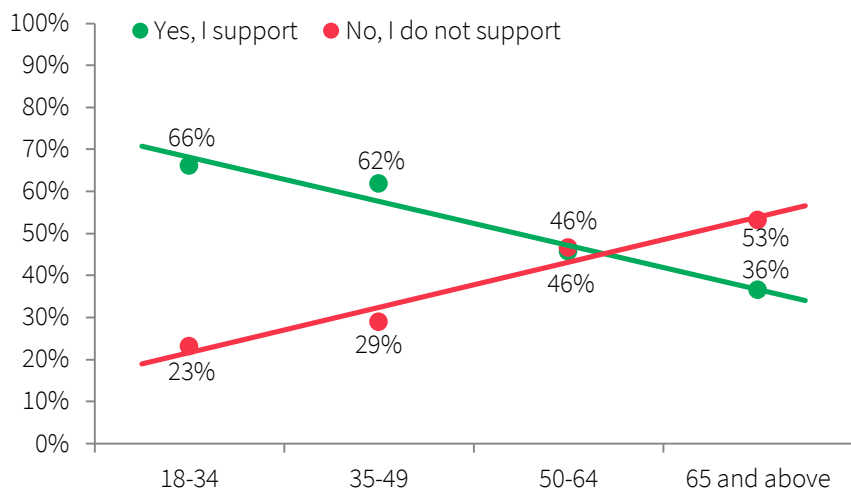
Q13. Do you support the ACT Government plans to develop the Capital Metro light rail system for Canberra?



Fifty-six per cent (56%) of ACT residents supported the ACT Government's plans to develop the Capital Metro light rail system. Thirty four per cent (34%) did not while 10% were unsure.

Base = 1116

Q13. Breakdown and trend by age group



There was a strong linear trend between support for Capital Metro and a resident's age. As age increased, support decreased.

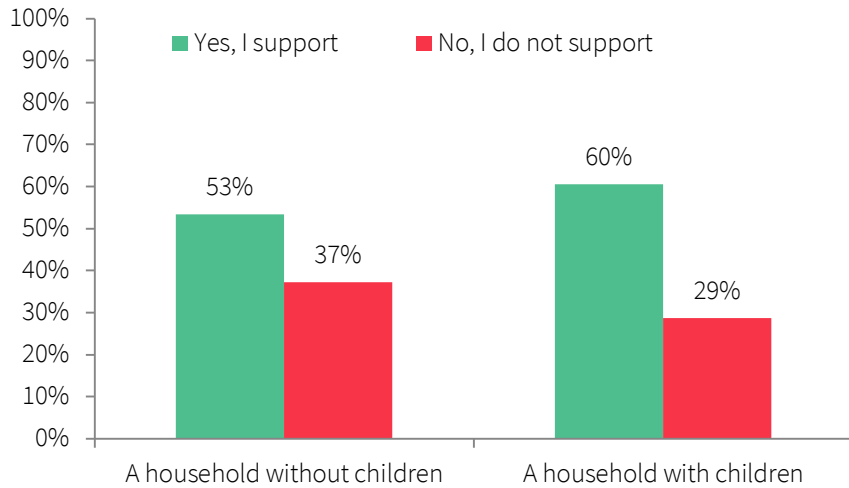
Sixty-six per cent (66%) of people between 18 and 34 were supportive of Government's plans to build light rail.

This rate decreased to 62% for 35-49 year-olds, to just under half (46%) for 50-64 year-olds, down to only 36% support amongst residents aged 65 and over.

Base max = 353, base min = 256

Capital Metro Communication and Engagement Tracking Survey 2015

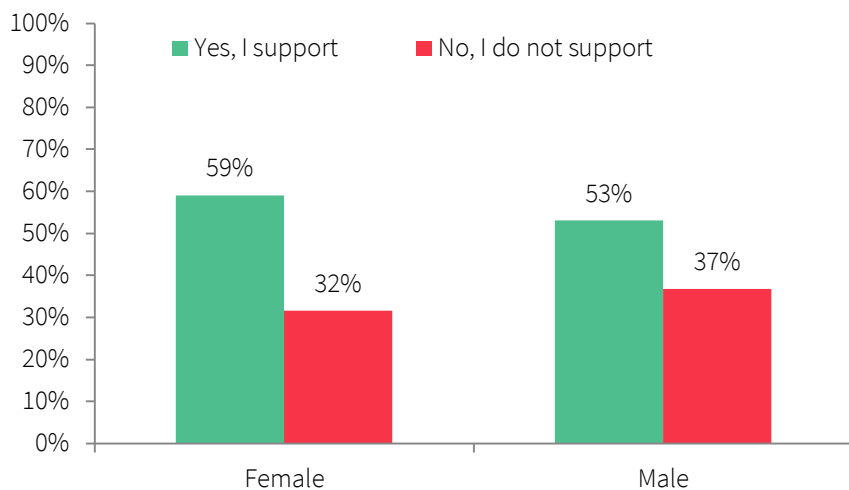
Q13. Breakdown by household type



Sixty per cent (60%) of residents with dependent children supported the construction of light rail, which was a little higher than for those without (53%).

Base max = 587, base min = 38

Q13. Breakdown by gender

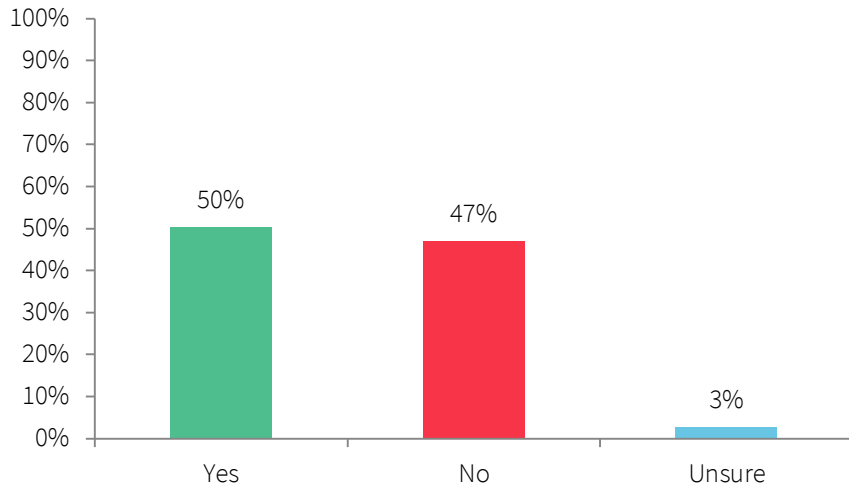


Females were slightly more likely to support light rail than males, although the majority of both groups showed support.

Base max = 629, base min = 582

Capital Metro Communication and Engagement Tracking Survey 2015

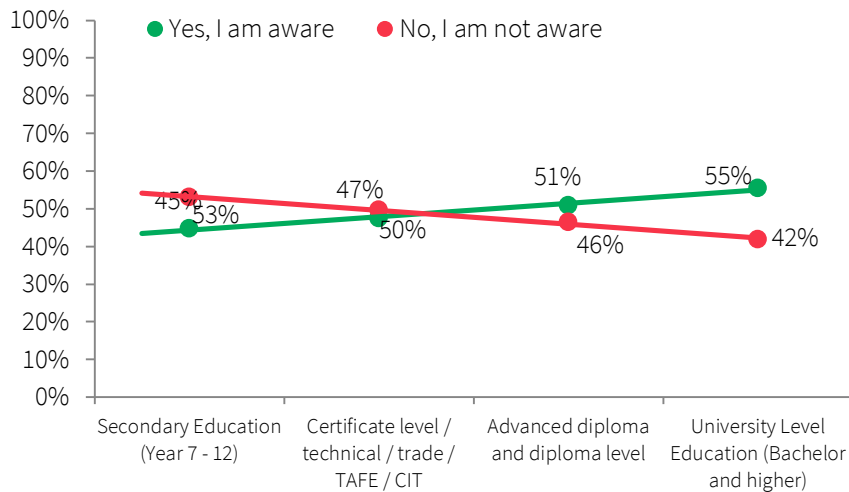
Q14. Are you aware that there is a Light Rail Master Plan that is looking at a city-wide network?



Half (50%) of the ACT population were aware of the master plan for light rail looking at a city-wide network. Forty-seven per cent (47%) were not.

Base = 1117

Q14. Breakdown and trend by Educational backgrounds

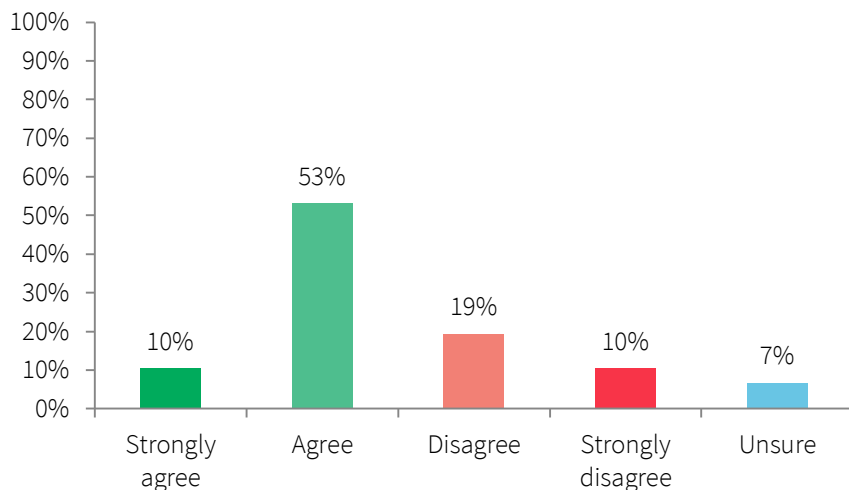


Residents with higher educational backgrounds had high rates of awareness regarding the light rail master plan. Fifty-five per cent (55%) of people with university level education were aware of the plan.

Base max = 464, base min = 184

Capital Metro Communication and Engagement Tracking Survey 2015

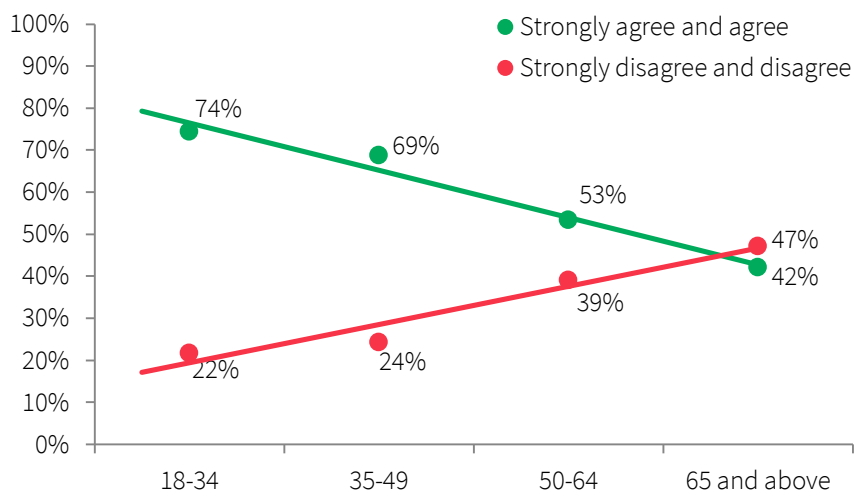
Q15. How much do you agree or disagree with the following statements? The Capital Metro development will provide a good economic stimulus to the Canberra economy.



The majority (63%) of ACT residents agreed or strongly agreed that the Capital Metro will provide a good economic stimulus to the Canberra economy. Twenty nine per cent (29%) disagreed overall and 7% of residents were unsure.

Base = 1117

Q15. Breakdown and trend by age group

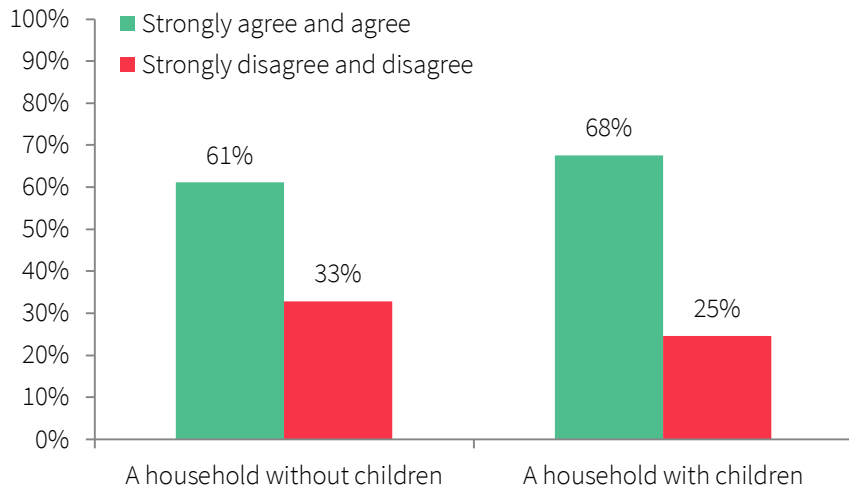


Seventy-four per cent (74%) of residents who were 18-34 agreed overall that Capital Metro will provide Canberra with a good economic stimulus. While the majority of all but the oldest age group agreed, the perception of economic stimulus from the project declined with respondent age. Only 42% of the oldest resident group (aged 65 and above) agreed.

Base max = 353, base min = 256

Capital Metro Communication and Engagement Tracking Survey 2015

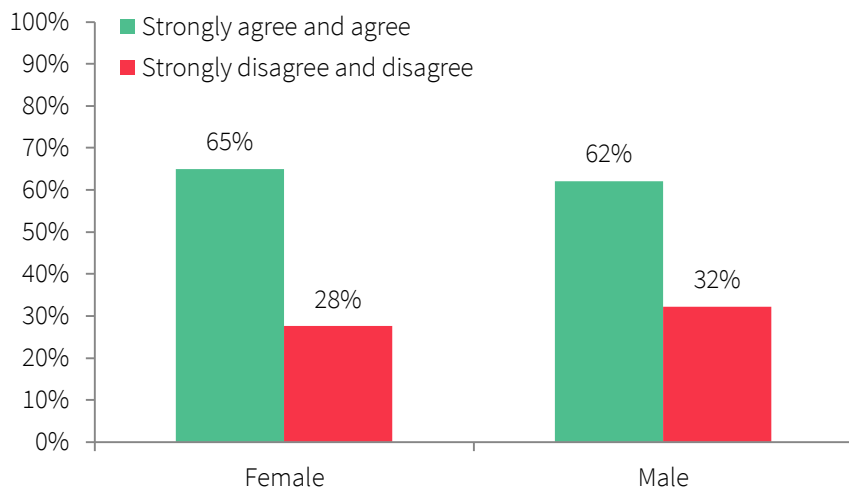
Q15. Breakdown by household type



Sixty-eight per cent (68%) of families with dependent children strongly agreed or agreed, compared with only 61% of families without dependent children.

Base max = 587, base min = 38

Q15. Breakdown by gender

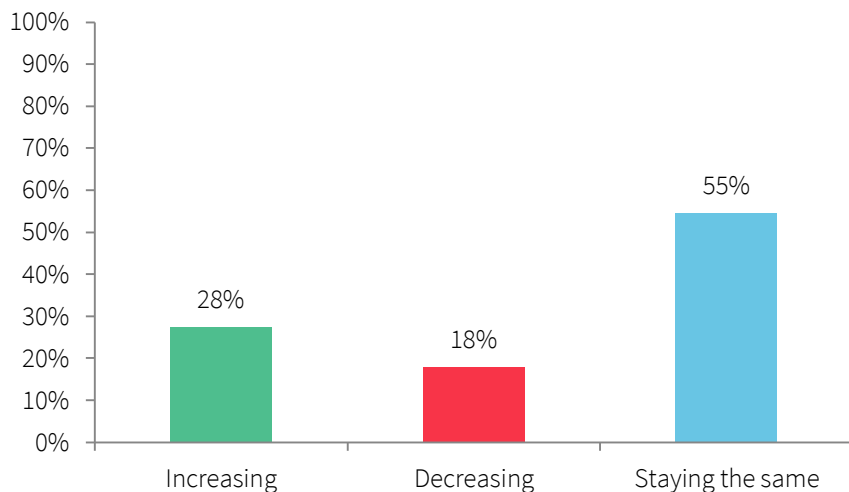


Similar proportions of males (65%) and females (62%) agreed that Capital Metro would provide a good economic stimulus to the Canberra economy.

Base max = 629, base min = 582

Capital Metro Communication and Engagement Tracking Survey 2015

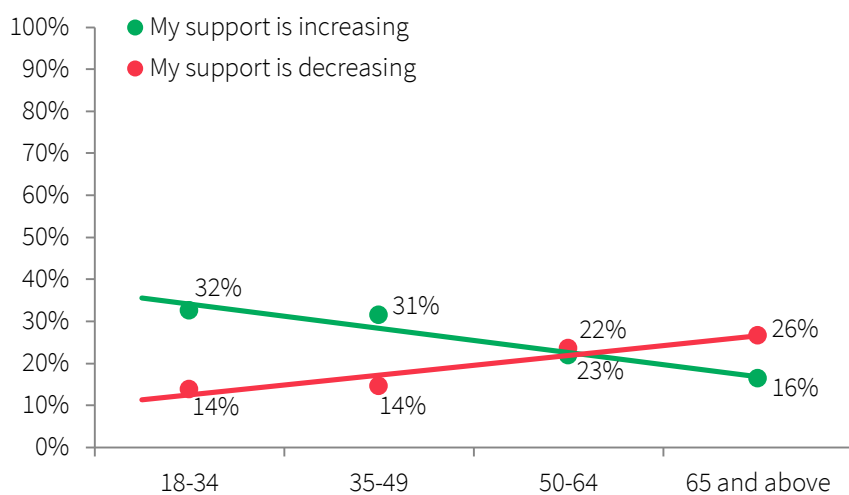
Q16. Would you say that as you find out more about the Capital Metro your level of support is increasing, decreasing or staying the same?



Over half (55%) of the ACT population felt their level of support remained the same. Twenty-eight per cent (28%) believed their level of support increased as they found out more about the Capital Metro project, and 18% thought their support was decreasing.

Base = 1116

Q16. Breakdown and trend by age group



Younger Canberrans showed higher support increases (32%) than older groups. The oldest group (aged 65 and above) only had 16% who believed their support was increasing and 26% who thought their support was decreasing.

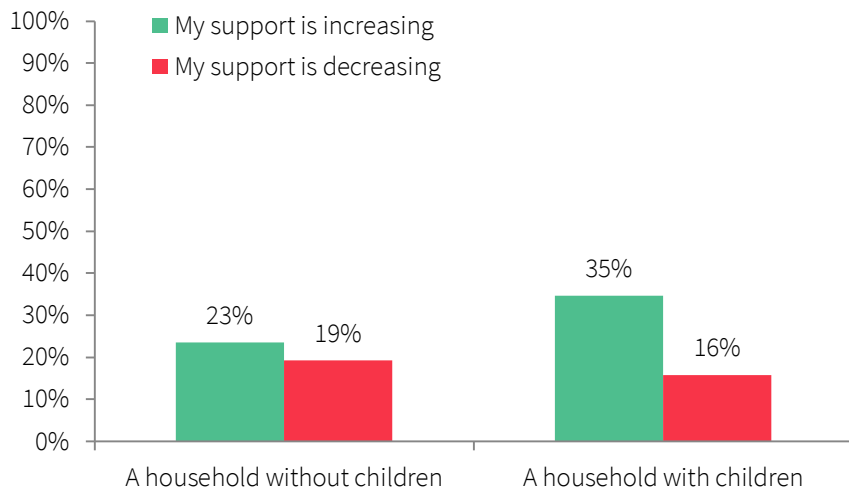
The age group 50-64 has approximately the same proportion of people who thought their support level was increasing (22%) as those who felt it was decreasing (23%).

People aged 49 or under had a higher proportion of people who are becoming more supportive than those who are becoming less supportive.

Base max = 353, base min = 256

Capital Metro Communication and Engagement Tracking Survey 2015

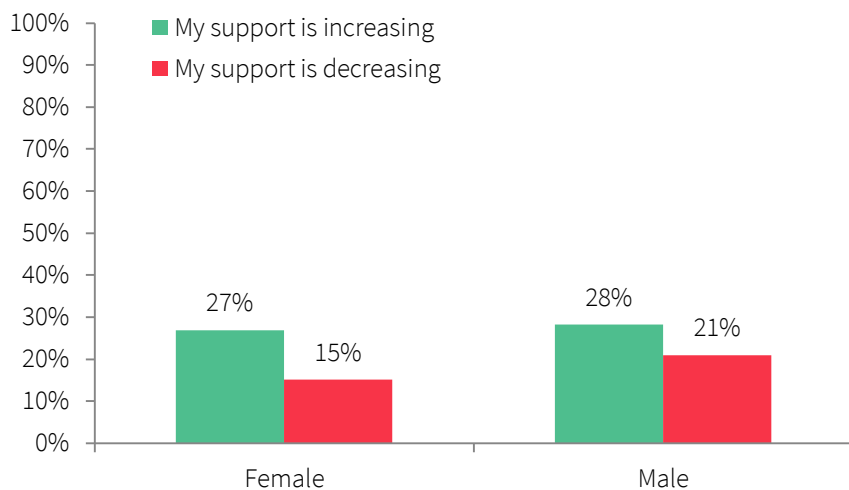
Q16. Breakdown by household type



Residents with dependent children showed higher rates of support increase (35%) than residents without dependent children (23%).

Base max = 587, base min = 38

Q16. Breakdown by gender

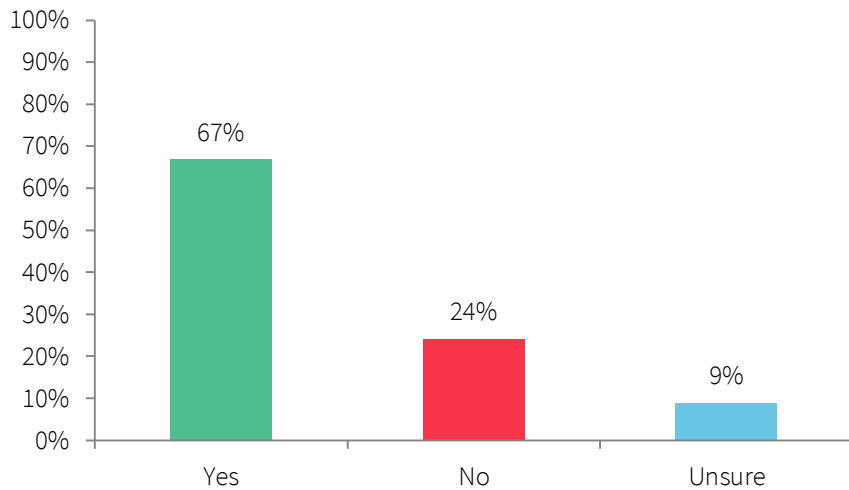


The support *increase* in females and males were virtually identical (27% and 28%). Males showed a higher rate (21%) of those who believed their support was decreasing.

Base max = 629, base min = 582

Capital Metro Communication and Engagement Tracking Survey 2015

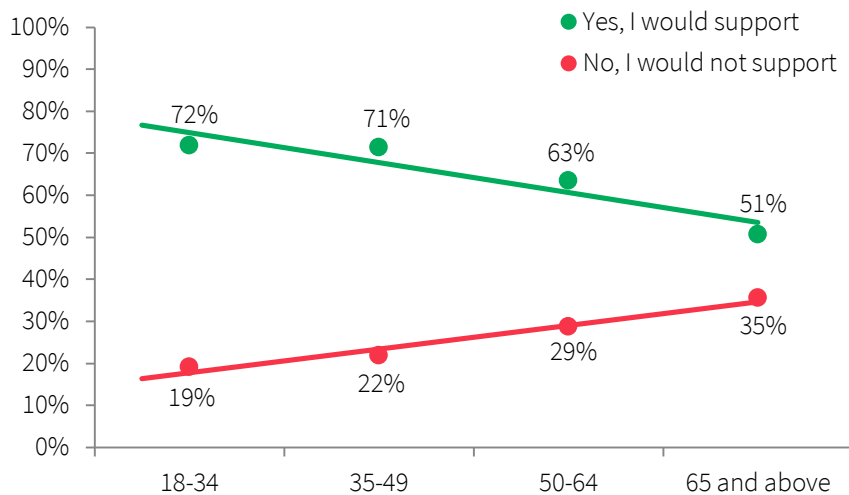
Q17. Would you support the Capital Metro light rail system if you knew it was part of a wider plan to connect the whole city with an integrated transport system?



Overall support rates for Capital Metro increase further when residents understand that it is part of a wider plan to connect the whole city with an integrated transport system. Given this understanding, about two thirds (67%) of residents would support the light rail system.

Base = 1118

Q17. Breakdown and trend by age group

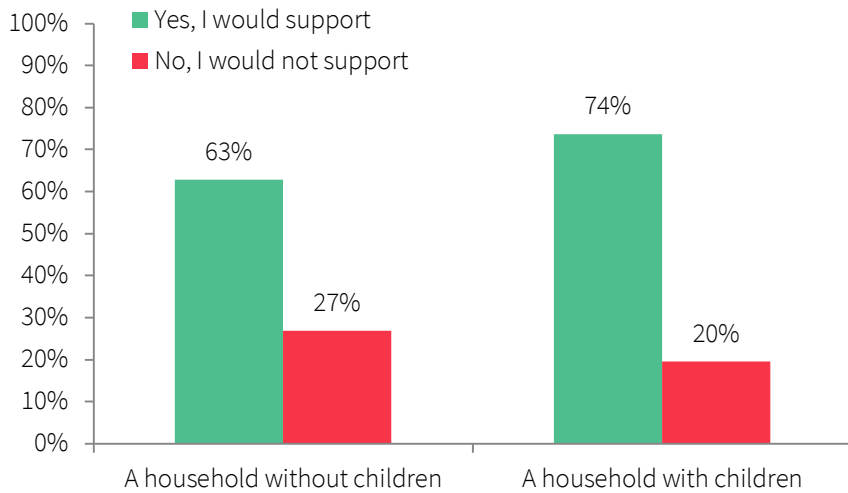


People aged 18-34 had the highest support rate (72%), and as the age of the residents increased, their support rate gradually reduced to 51% for those aged 65 and over.

Base max = 353, base min = 256

Capital Metro Communication and Engagement Tracking Survey 2015

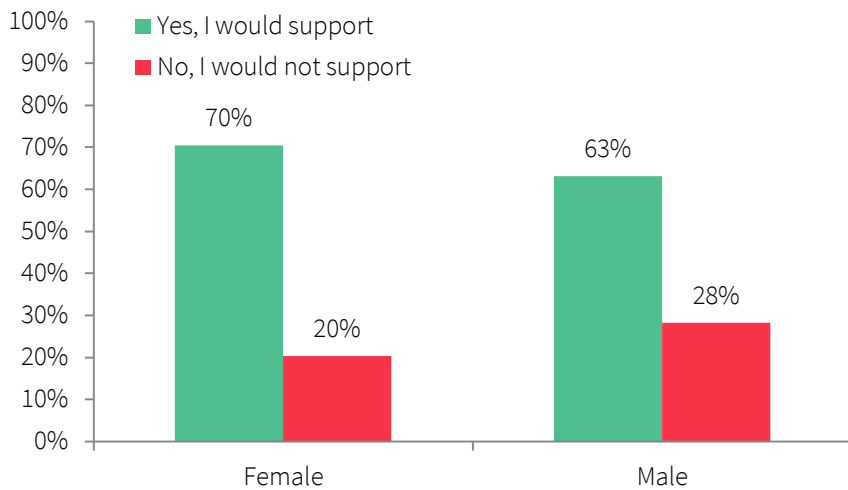
Q17. Breakdown by household type



A family with dependent children had a higher support rate (74%) than a family with no dependent children (63%).

Base max = 587, base min = 38

Q17. Breakdown by gender

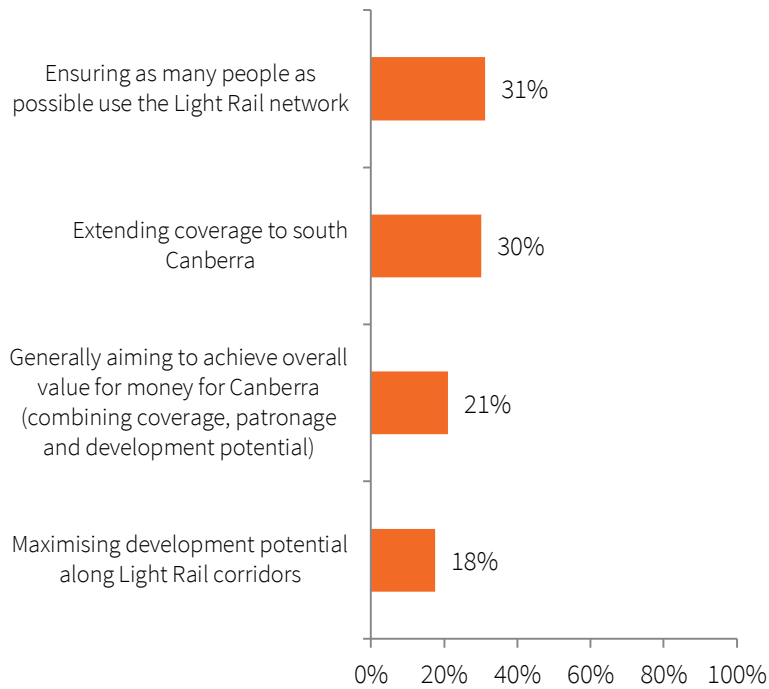


Females (70%) had a slightly higher support rate, after understanding that Capital Metro was part of a wider integrated transport plan, than males (63%).

Base max = 629, base min = 582

Capital Metro Communication and Engagement Tracking Survey 2015

Q18. Which one of the following 4 priorities is the most important consideration when planning for future stages of the light rail project?



The most important consideration in ACT residents' minds was to ensure as many people as possible to use the light rail network (31%), followed by extending the coverage to south Canberra (30%).

Base = 1098

Capital Metro Communication and Engagement Tracking Survey 2015

Q18. Breakdown by age group

Message	18-34	35-49	50-64	65+	Overall
Extending coverage to south Canberra	31%	27%	34%	28%	30%
Ensuring as many people as possible use the Light Rail network	27%	36%	31%	33%	31%
Maximising development potential along Light Rail corridors	22%	18%	13%	14%	18%
Generally aiming to achieve overall value for money for Canberra (combining coverage, patronage and development potential)	21%	19%	23%	24%	21%

Q18. Breakdown by educational background

Message	University Level Education (Bachelor and higher)	Advanced diploma and diploma level	Certificate level / technical / trade / TAFE / CIT	Secondary Education (Year 7 - 12)	Overall
Extending coverage to south Canberra	31%	27%	34%	28%	30%
Ensuring as many people as possible use the Light Rail network	27%	36%	31%	33%	31%
Maximising development potential along Light Rail corridors	22%	18%	13%	14%	18%
Generally aiming to achieve overall value for money for Canberra (combining coverage, patronage and development potential)	21%	19%	23%	24%	21%

Capital Metro Communication and Engagement Tracking Survey 2015

Q18. Breakdown by household type

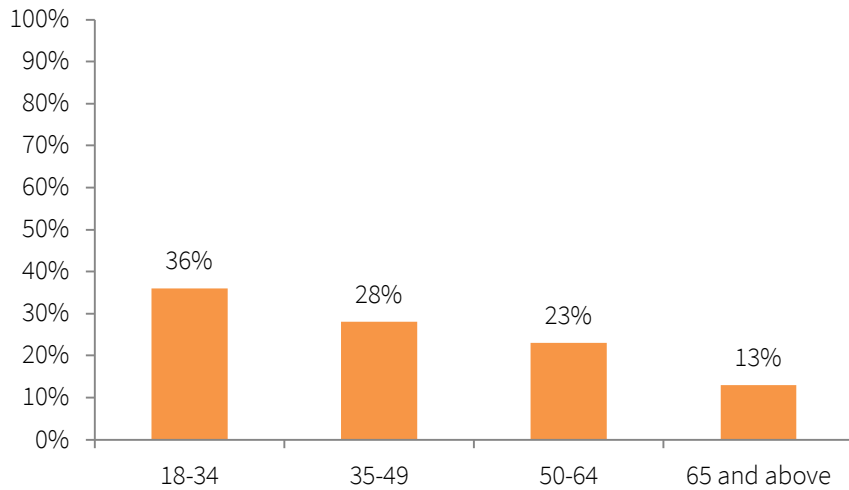
Message	A household without children	A household with children	Overall
Extending coverage to south Canberra	30%	30%	30%
Ensuring as many people as possible use the Light Rail network	29%	35%	31%
Maximising development potential along Light Rail corridors	18%	17%	18%
Generally aiming to achieve overall value for money for Canberra (combining coverage, patronage and development potential)	23%	17%	21%

Q18. Breakdown by gender

Message	Female	Male	Overall
Extending coverage to south Canberra	31%	30%	30%
Ensuring as many people as possible use the Light Rail network	34%	28%	31%
Maximising development potential along Light Rail corridors	17%	19%	18%
Generally aiming to achieve overall value for money for Canberra (combining coverage, patronage and development potential)	19%	24%	21%

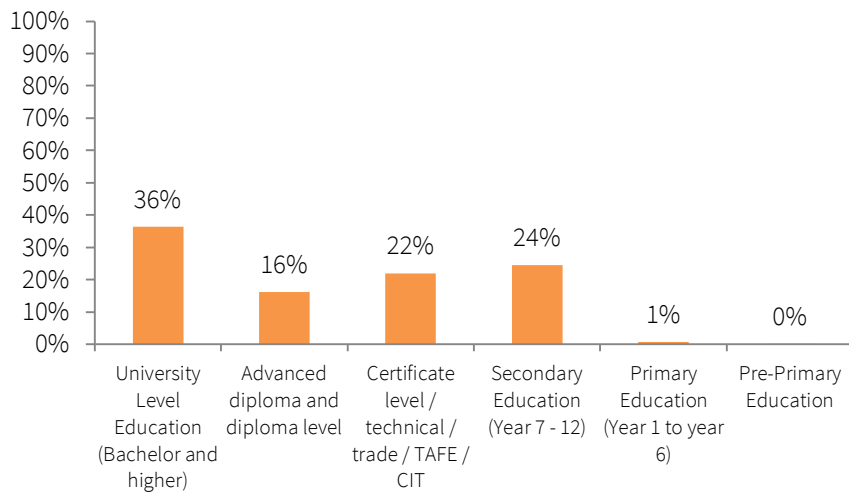
DEMOGRAPHICS

Q19. In what year were you born?



Base = 1211

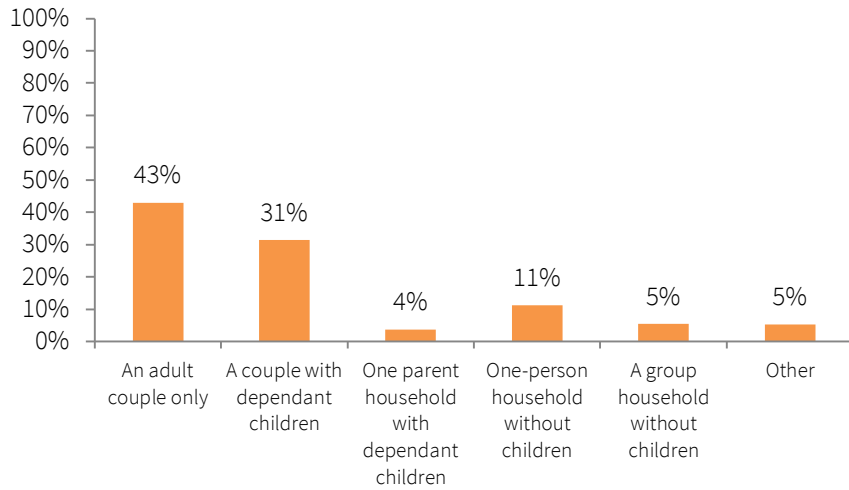
Q20. What is the highest level of education you have achieved so far?



Base = 1203

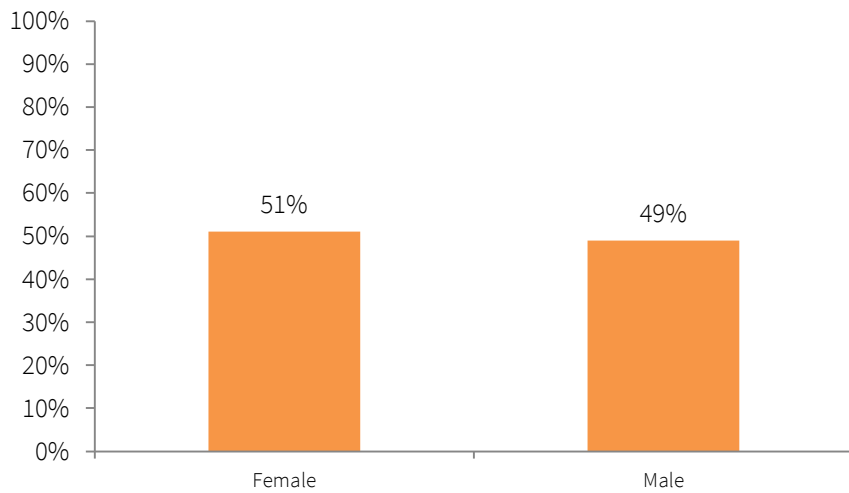
Capital Metro Communication and Engagement Tracking Survey 2015

Q21. Would you describe this household as:



Base = 1206

Q22. Gender



Base = 1211

Capital Metro Communication and Engagement Tracking Survey 2015

Q25. What is your postcode?

Postcode	%	n
2600	3%	34
2601	1%	13
2602	8%	100
2603	3%	34
2604	2%	29
2605	4%	44
2606	2%	27
2607	4%	48
2609	1%	14
2611	9%	115
2612	2%	21
2614	6%	76
2615	12%	142
2617	8%	104
2900	2%	27
2902	5%	56
2903	3%	41
2904	5%	58
2905	6%	73
2906	4%	45
2911	2%	15
2913	5%	61
2914	3%	29

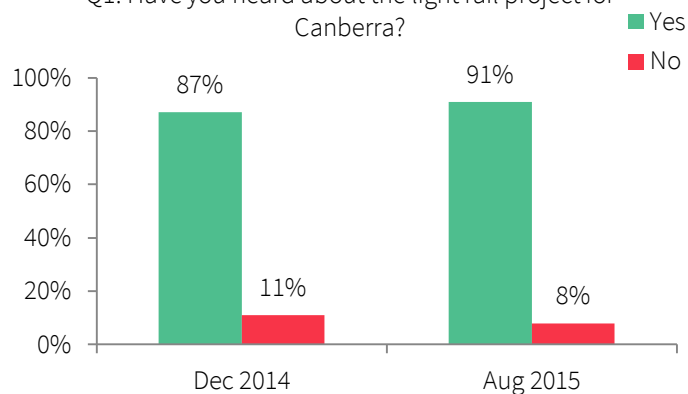
Base n = 1206

Suburb sample sizes that are substantially less than 30 are considered insufficient to reliably represent the suburb¹, and are marked in red.

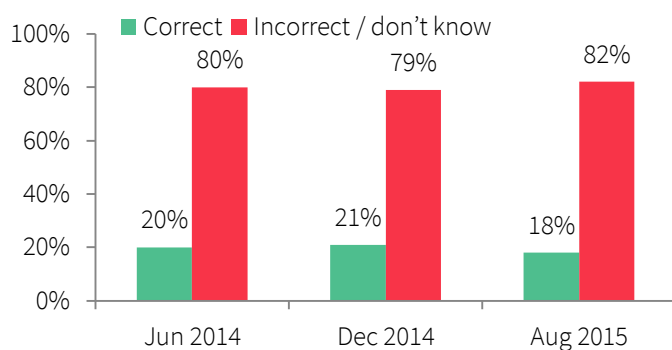
¹ C. J. M. Maas and J. J. Hox, Sufficient Sample Sizes for Multilevel Modelling, *Methodology: European Journal of Research Methods for Behavioural and Social Sciences*, 2005, 1(3), 86-92. The paper states that "a group size of 30 is normal in educational research". Please see the paper for more detailed mathematical analysis.

KEY CHANGES OVER TIME

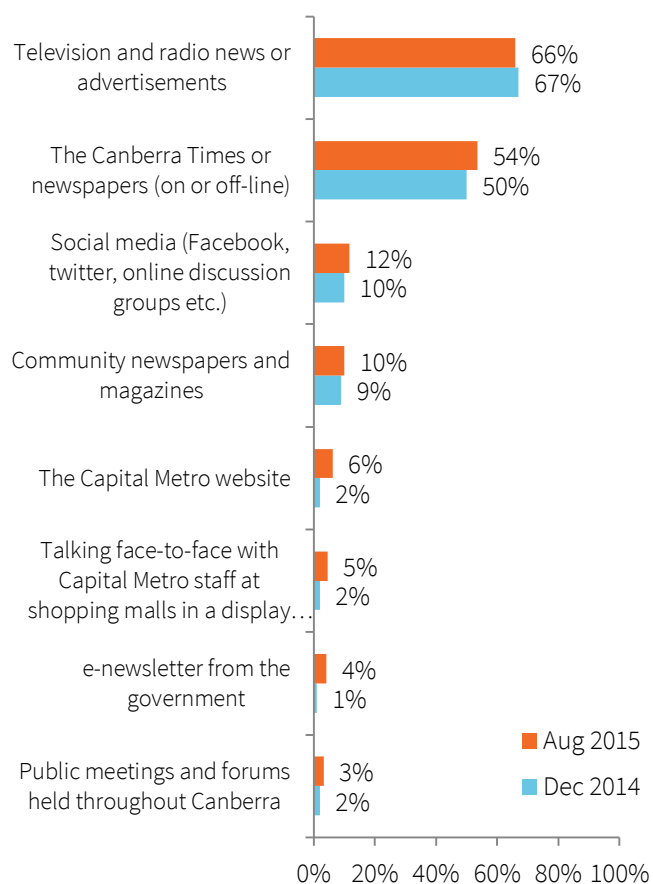
Q1. Have you heard about the light rail project for Canberra?



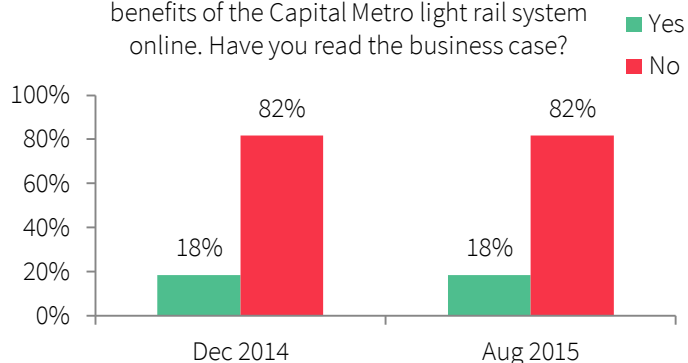
Q2. Can you tell me what the name of the light rail project is?



Q3. Where do you get your information about the Capital Metro light rail system?

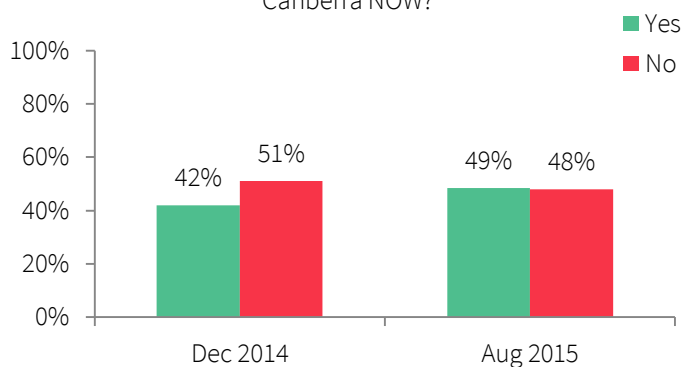


Q5. The ACT Government has publically released the business case showing the expected costs and benefits of the Capital Metro light rail system online. Have you read the business case?

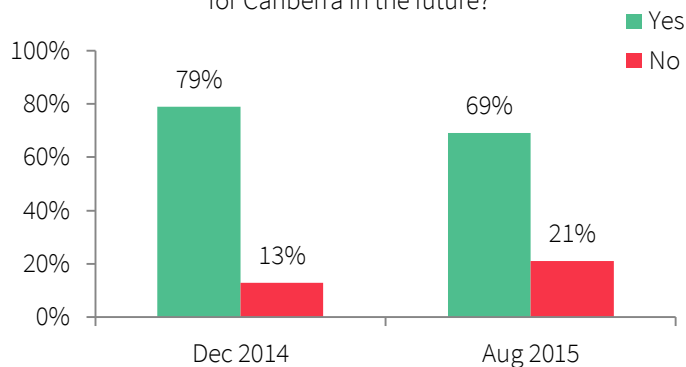


Capital Metro Communication and Engagement Tracking Survey 2015

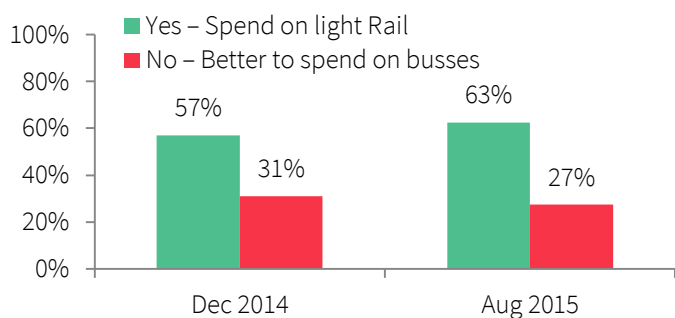
Q6. Do you think traffic congestion is a problem in Canberra NOW?



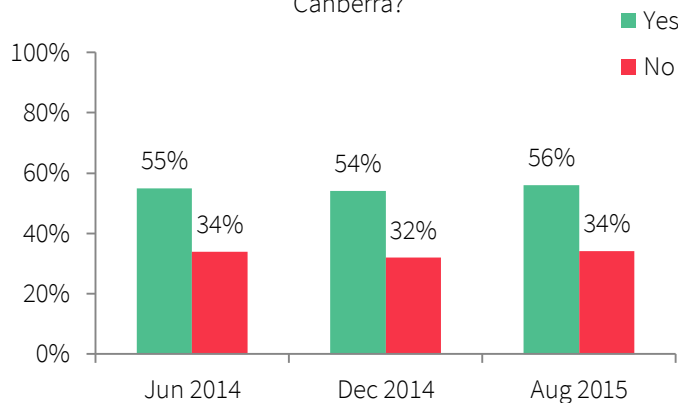
Q7. Do you think traffic congestion will be problem for Canberra in the future?



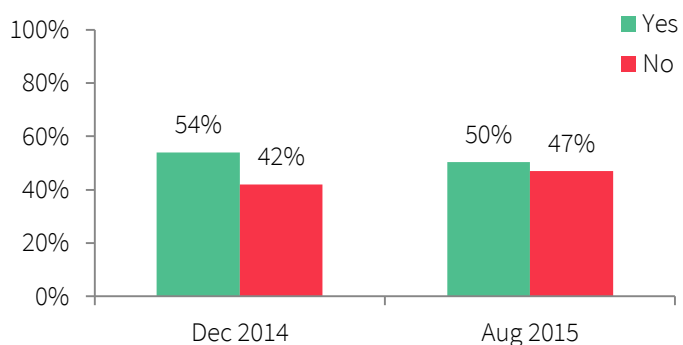
Q11. Would you support money being spent on a light rail system rather than buses if you knew there would be more long-term benefits for Canberra e.g. cleaner environment, better access and more jobs and investment?



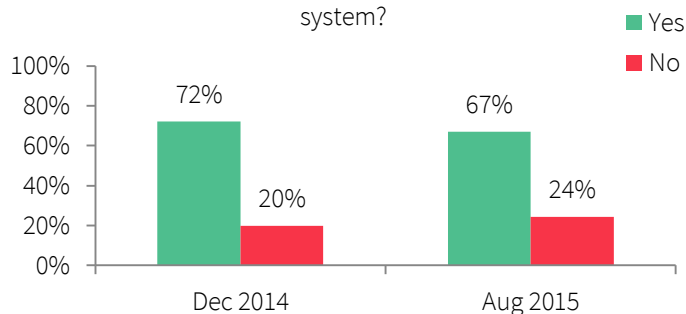
Q13. Do you support the ACT Government plans to develop the Capital Metro light rail system for Canberra?



Q14. Are you aware that there is a Light Rail Master Plan that is looking at a city-wide network?



Q17. Would you support the Capital Metro light rail system if you knew it was part of a wider plan to connect the whole city with an integrated transport system?



This report was produced by Piazza Research Pty Ltd Ph (02)6282 4963, for the Capital Metro.

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