

**Thinking about transportation, what are the most pressing concerns that should be dealt with in Metro Vancouver? Please rank the concerns listed below in order, with 1 being the "most pressing" and 3 being the "least pressing" for you.**

		Metro Vancouver	Gender		Age			Vote in Plebiscite	
			Female	Male	18 - 34	35 - 54	55+	Yes	No
Reforming the way TransLink operates	1	62%	60%	64%	54%	64%	66%	44%	82%
	2	19%	21%	17%	24%	17%	17%	24%	11%
	3	19%	18%	19%	22%	18%	17%	33%	7%
Ensuring funding for projects from the federal and provincial governments	1	22%	21%	23%	24%	17%	23%	30%	10%
	2	44%	48%	39%	41%	43%	47%	42%	44%
	3	34%	31%	38%	35%	39%	30%	29%	46%
Coming up with a "Plan B" to deliver the proposed infrastructure projects	1	16%	19%	14%	22%	18%	11%	27%	8%
	2	37%	30%	44%	35%	39%	36%	35%	45%
	3	47%	51%	42%	43%	42%	53%	39%	47%

**If the "Yes" side loses in the Metro Vancouver Transportation & Transit Plebiscite, who do you think is responsible for its defeat? Please rank the people and entities listed below in order, with 1 being the "most responsible" and 5 being the "least responsible" for you.**

	Metro Vancouver	Gender		Age			Vote in Plebiscite		
		Female	Male	18 - 34	35 - 54	55+	Yes	No	
The mayors who supported the "Yes" side	1	7%	6%	7%	3%	3%	13%	4%	10%
	2	22%	16%	28%	18%	22%	24%	7%	37%
	3	23%	18%	27%	16%	28%	23%	20%	26%
	4	29%	35%	23%	34%	32%	23%	39%	18%
	5	20%	25%	15%	30%	16%	16%	31%	9%
"No" campaign organizers	1	17%	21%	14%	26%	13%	14%	18%	12%
	2	22%	26%	18%	28%	22%	17%	34%	13%
	3	14%	11%	17%	11%	14%	16%	19%	9%
	4	17%	17%	16%	14%	16%	20%	12%	24%
	5	30%	25%	36%	22%	34%	33%	18%	43%
"Yes" campaign organizers	1	8%	8%	8%	7%	5%	12%	9%	5%
	2	11%	13%	8%	8%	16%	9%	9%	14%
	3	25%	25%	25%	31%	25%	20%	20%	30%
	4	30%	25%	36%	30%	25%	34%	31%	31%
	5	26%	29%	23%	24%	29%	26%	32%	20%
TransLink	1	54%	52%	55%	58%	61%	45%	49%	68%
	2	20%	15%	26%	14%	20%	27%	24%	13%
	3	14%	16%	12%	12%	12%	17%	18%	9%
	4	7%	12%	2%	9%	5%	6%	6%	6%
	5	5%	5%	5%	7%	3%	5%	4%	5%
British Columbia Premier Christy Clark	1	14%	13%	16%	7%	18%	17%	21%	6%
	2	25%	30%	19%	32%	20%	23%	27%	24%
	3	25%	29%	19%	30%	21%	23%	24%	25%
	4	17%	11%	24%	14%	22%	16%	13%	22%
	5	19%	17%	21%	18%	18%	20%	16%	24%

INSIGHTS WEST

Survey on the Metro Vancouver Transit and Transportation Plebiscite - July 3, 2015

To "Yes" voters - Why did you vote "Yes" on the plebiscite? (Choose all that apply)

	"Yes" voters	Gender		Age		
		Female	Male	18 - 34	35 - 54	55+
I have confidence in TransLink to do a good job to ensure that these transportation projects are implemented properly.	13%	13%	14%	19%	10%	11%
I trust the Mayors to make the best decision when it comes to funding these projects.	17%	18%	15%	16%	18%	17%
I think having annual independent audits and public reporting will promote transparency.	43%	43%	44%	32%	44%	51%
The plebiscite addresses the traffic, services and roads problems we have in the Lower Mainland.	56%	59%	54%	63%	55%	53%
There is no other way to fund these projects than by allowing for this small increase in taxes.	37%	35%	39%	39%	30%	42%
The tax increase—if it goes through—will stay at 0.5%.	24%	26%	22%	21%	25%	25%
While I'm not satisfied with TransLink's performance, I'm voting "Yes" because the plebiscite is the best way to deal with current and future transit problems.	72%	68%	76%	73%	69%	73%
There was a moment when I thought about voting "No", but I changed my mind	29%	29%	29%	35%	25%	29%

	"Yes" voters	Area				Mode of Transportation			
		Vancouver + Richmond	South of Fraser	Burnaby and East	North Shore	Drive	Public Transit	Bike	Walk
I have confidence in TransLink to do a good job to ensure that these transportation projects are implemented properly.	13%	14%	9%	14%	18%	7%	18%	18%	20%
I trust the Mayors to make the best decision when it comes to funding these projects.	17%	18%	10%	22%	18%	12%	19%	27%	21%
I think having annual independent audits and public reporting will promote transparency.	43%	41%	44%	44%	49%	42%	43%	38%	40%
The plebiscite addresses the traffic, services and roads problems we have in the Lower Mainland.	56%	62%	49%	55%	54%	52%	60%	62%	57%
There is no other way to fund these projects than by allowing for this small increase in taxes.	37%	40%	39%	30%	36%	35%	41%	44%	40%
The tax increase—if it goes through—will stay at 0.5%.	24%	24%	26%	23%	18%	25%	25%	29%	26%
While I'm not satisfied with TransLink's performance, I'm voting "Yes" because the plebiscite is the best way to deal with current and future transit problems.	72%	75%	66%	73%	72%	75%	76%	73%	75%
There was a moment when I thought about voting "No", but I changed my mind	29%	28%	24%	38%	33%	33%	33%	29%	31%

To "No" voters - Why did you vote "No" on the plebiscite? (Choose all that apply)

	"No" voters	Gender		Age			Area			
		Female	Male	18 - 34	35 - 54	55+	Vancouver + Richmond	South of Fraser	Burnaby and East	North Shore
I do not have confidence in TransLink to do a good job to ensure that these transportation projects are implemented properly.	76%	74%	77%	76%	74%	77%	76%	75%	79%	70%
I do not trust the Mayors to make the best decision when it comes to funding these projects.	53%	48%	57%	46%	53%	56%	58%	49%	53%	51%
I don't think the annual independent audits and public reporting will promote transparency.	44%	42%	46%	39%	45%	47%	49%	42%	42%	45%
The plebiscite does nothing to address the traffic, services and roads problems we have in the Lower Mainland.	42%	39%	45%	43%	42%	42%	43%	38%	46%	40%
There are other ways to fund these projects—TransLink should explain how funds are spent before residents vote on any tax increase.	67%	67%	66%	66%	64%	69%	75%	61%	66%	62%
I don't expect this tax increase—if it goes through—to stay at 0.5%. It will probably be higher in the future.	68%	67%	69%	66%	68%	69%	72%	68%	63%	70%
I intend to send a message to TransLink and the Mayors by voting "No."	46%	38%	54%	49%	44%	47%	48%	45%	46%	47%
There was a moment when I thought about voting "Yes", but I changed my mind	21%	22%	20%	31%	20%	17%	17%	27%	18%	19%

	"No" voters	Mode of Transportation			
		Drive	Public Transit	Bike	Walk
I do not have confidence in TransLink to do a good job to ensure that these transportation projects are implemented properly.	76%	74%	74%	68%	69%
I do not trust the Mayors to make the best decision when it comes to funding these projects.	53%	53%	48%	55%	50%
I don't think the annual independent audits and public reporting will promote transparency.	44%	46%	43%	45%	49%
The plebiscite does nothing to address the traffic, services and roads problems we have in the Lower Mainland.	42%	43%	39%	35%	40%
There are other ways to fund these projects—TransLink should explain how funds are spent before residents vote on any tax increase.	67%	67%	62%	61%	69%
I don't expect this tax increase—if it goes through—to stay at 0.5%. It will probably be higher in the future.	68%	68%	61%	68%	73%
I intend to send a message to TransLink and the Mayors by voting "No."	46%	45%	42%	35%	34%
There was a moment when I thought about voting "Yes", but I changed my mind	21%	21%	29%	42%	26%

**Regardless of the outcome of the plebiscite, do you expect each of the following to be better, the same, or worse when it comes to TransLink?**

		Metro Vancouver	Gender		Age			Area				Mode of Transportation				Vote in Plebiscite	
			Female	Male	18 - 34	35 - 54	55+	Vancouver + Richmond	South of Fraser	Burnaby and East	North Shore	Drive	Public Transit	Bike	Walk	Yes	No
Accountability	Better	16%	14%	18%	17%	15%	17%	18%	14%	16%	18%	13%	21%	22%	19%	34%	6%
	The same	51%	52%	51%	55%	53%	48%	53%	51%	49%	51%	54%	48%	49%	54%	45%	51%
	Worse	26%	24%	28%	22%	25%	28%	22%	26%	30%	26%	27%	23%	23%	19%	11%	40%
	Not sure	7%	9%	4%	6%	7%	6%	7%	9%	5%	5%	5%	8%	6%	7%	9%	4%
Efficiency	Better	15%	17%	13%	22%	11%	14%	18%	13%	13%	17%	13%	23%	25%	24%	27%	4%
	The same	58%	57%	59%	56%	62%	56%	57%	58%	58%	60%	60%	53%	46%	54%	54%	61%
	Worse	21%	19%	24%	17%	21%	24%	20%	20%	24%	21%	23%	18%	24%	17%	11%	31%
	Not sure	6%	8%	4%	5%	6%	6%	6%	8%	5%	3%	5%	6%	5%	4%	9%	3%
Quality	Better	11%	11%	11%	15%	8%	11%	13%	10%	10%	9%	9%	16%	16%	14%	23%	2%
	The same	65%	65%	65%	67%	65%	64%	66%	65%	63%	72%	66%	63%	61%	67%	62%	68%
	Worse	17%	14%	20%	12%	20%	17%	15%	17%	20%	16%	19%	14%	16%	13%	6%	26%
	Not sure	7%	9%	5%	6%	7%	7%	6%	7%	8%	3%	6%	7%	7%	6%	9%	3%
Variety of services for commuters	Better	18%	21%	16%	25%	17%	15%	22%	16%	15%	22%	16%	24%	25%	25%	34%	5%
	The same	58%	56%	60%	59%	58%	58%	56%	60%	58%	62%	60%	56%	53%	59%	47%	67%
	Worse	15%	13%	19%	10%	17%	17%	14%	16%	19%	11%	17%	12%	13%	11%	8%	23%
	Not sure	8%	11%	6%	6%	8%	11%	8%	8%	9%	6%	6%	8%	8%	5%	11%	5%