



## TRANSLINK POLL

### NOVEMBER 17, 2003

On November 17<sup>th</sup>, TransLink released the results of a poll conducted by Ipsos-Reid. The full question wording and results are provided in the accompanying data tables.

The survey was conducted for Translink on November 3<sup>rd</sup> to 10<sup>th</sup>, 2003 with a random sample of 1,000 GVRD residents 16 years and older. The poll's overall margin of error is +/-3.1 percent, 95 times out of 100. The margin of error will be wider for subsets of the overall sample.

*Ipsos-Reid is Canada's leading marketing research and public affairs company, both in terms of size and reputation. It operates in seven cities and employs more than 300 researchers and support staff in Canada. It has the biggest network of telephone call centres, as well as the largest pre-recruited household and online panels in Canada. Its Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds offering the premier suite of research vehicles in Canada, including the Ipsos Trend Report, the leading source of public opinion in the country. Ipsos-Reid is a member of the Ipsos Group, the second largest survey-based marketing research company in the world.*

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*For full tabular results, please visit our website at [www.ipsos-reid.com](http://www.ipsos-reid.com). News Releases are available at [http://www.ipsos-reid.com/media/content/PRE\\_REL.cfm](http://www.ipsos-reid.com/media/content/PRE_REL.cfm)*

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