

Justason Market Intelligence

FOR IMMEDIATE RELEASE

Vision Vancouver regaining support

Vancouver, BC (February 11, 2011) – A January/February survey of Vancouver residents by Justason Market Intelligence finds that 51% of decided voters in the City of Vancouver would support Vision Vancouver. Currently, 25% would support NPA; 21% would support COPE.

Notably, these results show a return to voter intention numbers observed in August 2010, following a narrowing of the NPA-Vision gap in November 2010.

Approval (and disapproval) ratings for the mayor, however, continue at levels noted in November. And residents remain concerned about their municipal government's performance on issues like their handling of the **Olympic Village** and the separated **Hornby Street bike lane**.

The poll also finds residents are largely against the casino proposed for downtown Vancouver (51% oppose versus 31% support).

"Vision has strengthened over the past few months," says Barb Justason, the firm's principal. "But residents are concerned about the possibility of a downtown casino. And concerns remain about their handling of the Olympic Village and bike lanes."

This poll is the third in a regular series surveying City of Vancouver residents.

Justason Market Intelligence is a Vancouver-based market and opinion research firm.

For more information please contact:

Barb Justason, Principal
Justason Market Intelligence
1156 Hornby Street Vancouver, BC V6Z1V8

Direct: +1 604 689 5511 Mobile: +1 604 783 4165
Email: barb@justasonmi.com
www.justasonmi.com

Dates of research: January 20 – February 6, 2011.

Methodology: A hybrid of 405 telephone and 257 online panel members 18 years and older.

Margin of error: ±4.9 percentage points 19 in 20 times.

Research Sponsor: Justason Market Intelligence

- 30 -

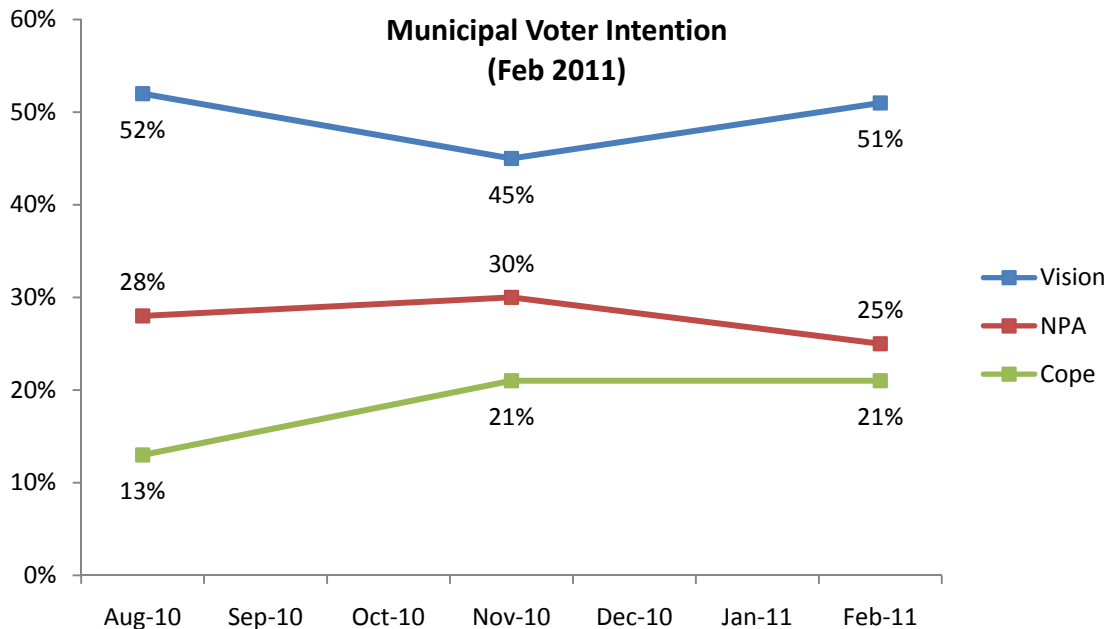
What if a municipal election were held tomorrow?

Since November 2010, the gap between Vision and NPA has widened to the levels observed in August 2010, currently 26 percentage points.

Among decided voters in the City of Vancouver, 51% (up from 45% in November) would support Vision and 25% would support NPA (down from 30% in November). COPE has held at 21% support.

Currently 52% of residents are undecided or will not vote, up from 43% in November.

The question: "If a municipal election were held tomorrow, which party would you support? Which party would you lean toward?"



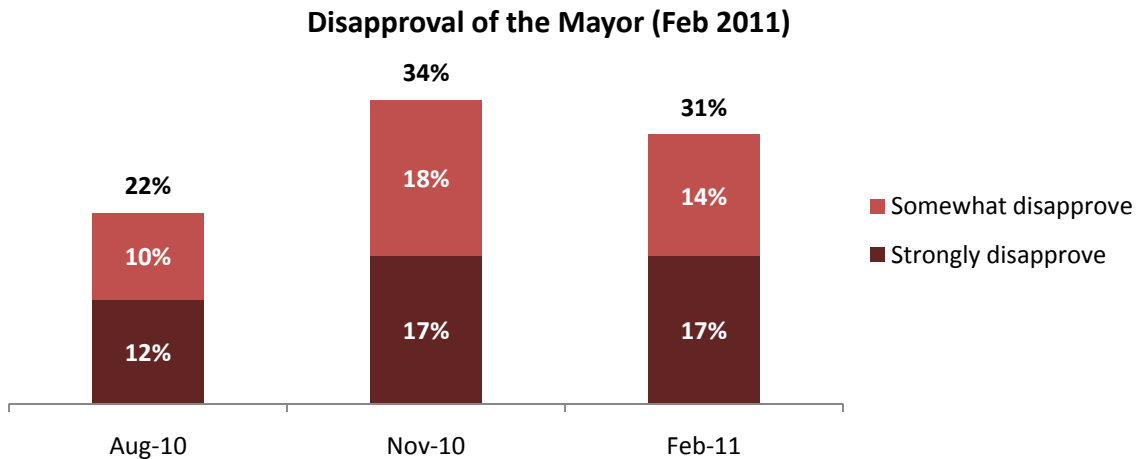
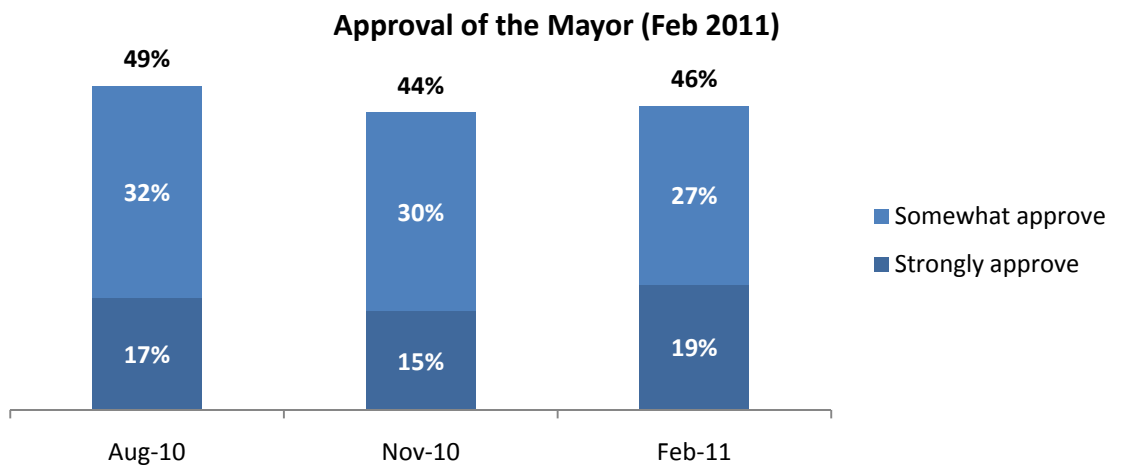
How is the mayor performing?

Currently, nearly half (46%) of Vancouver residents “approve” of the performance of the City’s mayor, Gregor Robertson. These levels are statistically unchanged since tracking began in August 2010.

Disapproval remains statistically unchanged at 31% of Vancouverites since November, when we noted a meaningful increase in disapproval since August. Strong disapproval continues at 17% of Vancouver residents.

The proportion of residents who reserve judgement (“neither” and “don’t know”) remains constant at 23% (compared to 21% in November and 29% in August).

***The question:** “Now regardless of how you may vote, do you approve or disapprove of the performance of Gregor Robertson as mayor? Is that strongly or somewhat?”*



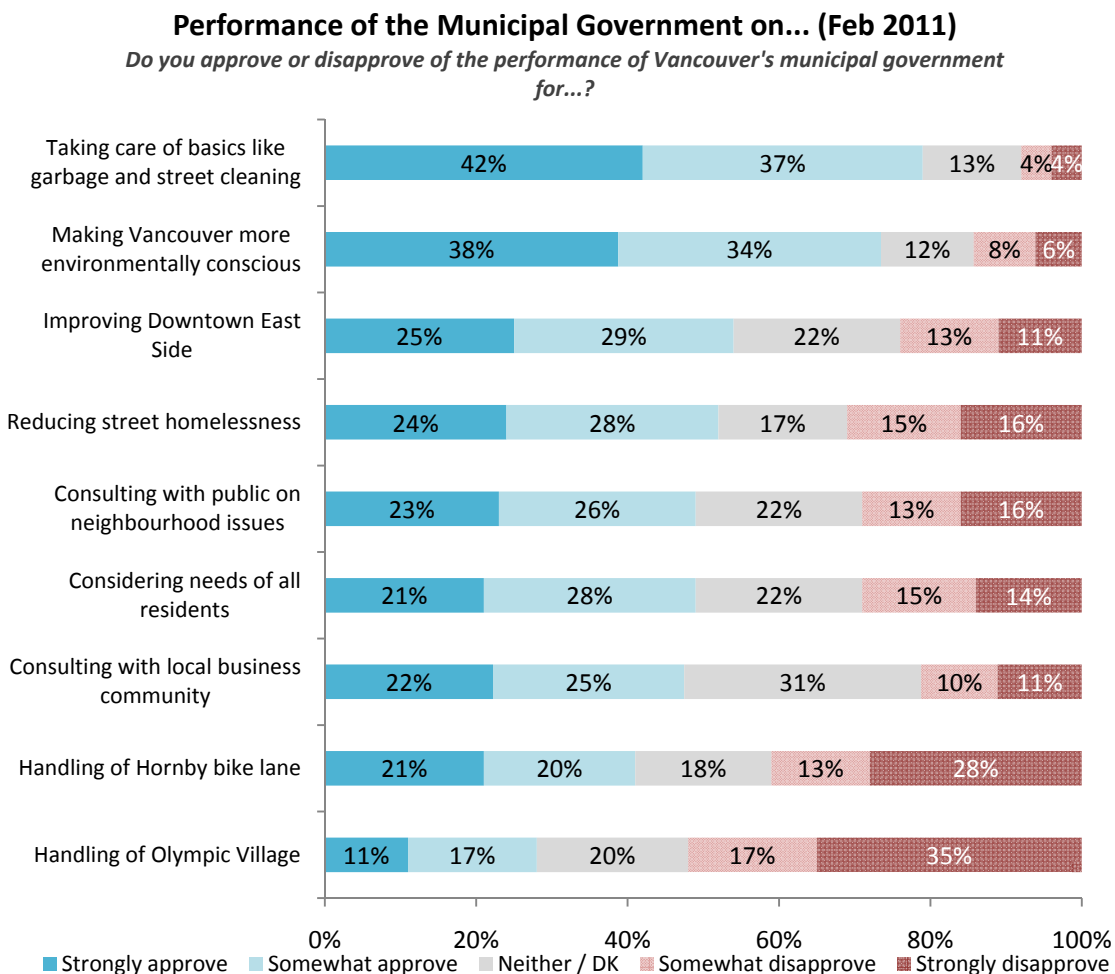
How is the municipal government performing?

Vancouver residents express their highest approval for the municipal government's handling of the **basics like garbage and street cleaning** (79% approve), followed closely by **making Vancouver more environmentally conscious** (72% approve).

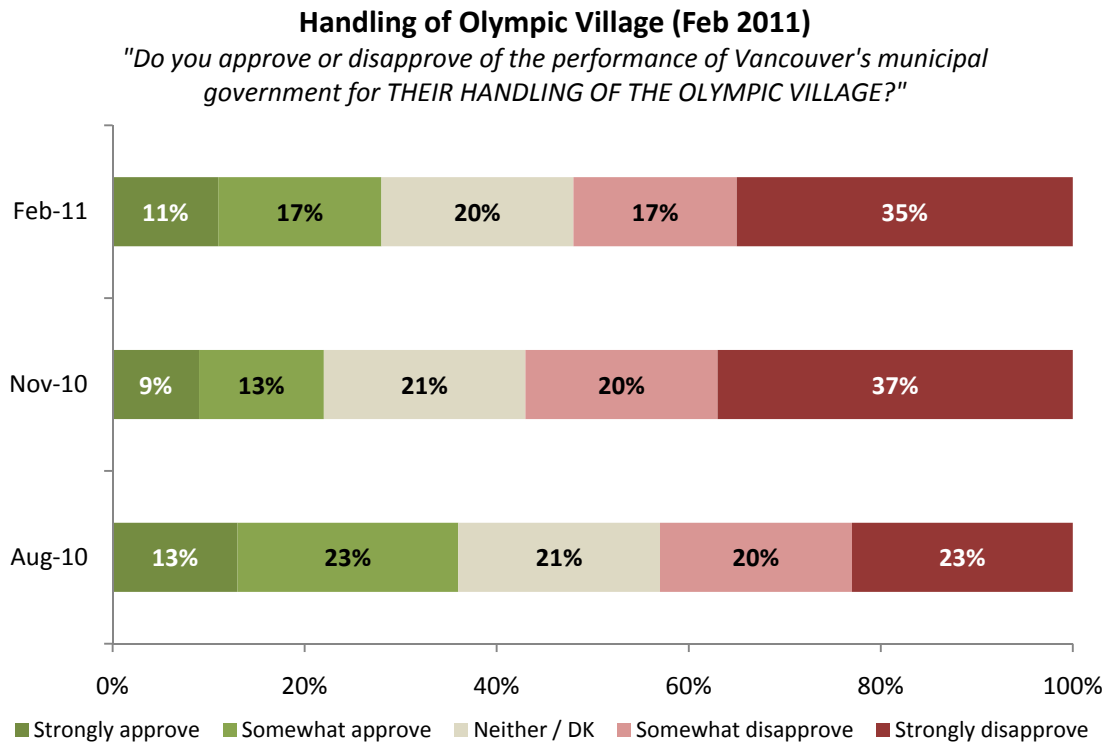
But residents' are less approving of their municipal government's performance on other issues. Just over half (54%) approve of their performance **improving the Downtown East Side**; one quarter (24%) disapprove. Half approve of the municipal government's performance for **reducing street homelessness** (52%); three-in-ten disapprove (31%). For **consulting with the public on neighbourhood issues** 49% approve and 29% disapprove.

Note that these levels are relatively unchanged, compared to August, 2010.

For their **handling of the Hornby Street bike lane**, residents continue to be divided. With approval and disapproval expressed by four-in-ten Vancouver residents (41% approve and 41% disapprove. Note that strongly disapproval stands at 28% of residents.



For their **handling of Olympic Village**, Vancouver residents are by far more likely to disapprove than approve (52% disapprove, while 28% approve).



Do we support recent proposals to the City?

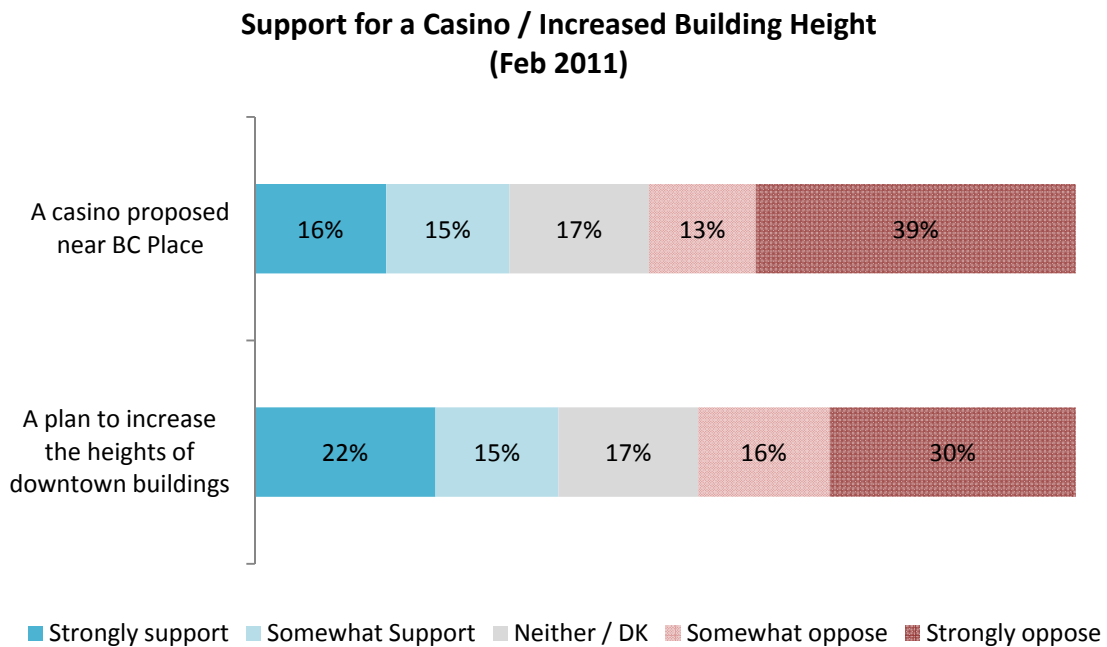
About half of Vancouver residents oppose a proposal to build a casino near BC Place (51%). Four-in-ten (39%) strongly oppose. Most groups throughout the City are more likely to oppose than support including residents who would vote Vision in a municipal election (53% oppose versus 29% support).

Support for a casino downtown stands at 31% of Vancouver residents and is highest among men at 38% (compared to 24% of women).

Plans to increase building heights of downtown buildings garner support from 37% of Vancouver residents. Downtown residents are more likely than others to express “strong” support for this plan (26% strongly support).

Men are more likely supporters than are women (48% support among men versus 26% among women).

The question: “Do you support or oppose ...a casino proposed near BC-Place stadium? ...a plan to increase heights of downtown buildings?”



Are we planning major purchases yet?

A majority (68%) of Vancouver residents is “unlikely” to make a major purchase in the next months. Notably, more than half (57%) are “very” unlikely.

Just 26% expect to make a major purchase in the next six months. Fifteen percent (15%) are “very” likely.

Note that these levels are unchanged since November 2010.

The question: “How likely or unlikely are you to make a major purchase, like a home, a renovation, or a vehicle in the coming six months?”

