

Justason Market Intelligence

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Vancouver residents oppose downtown casino

Vancouver, BC (February 12, 2011) – A January/February survey of Vancouver residents by Justason Market Intelligence finds that 51% of Vancouver residents oppose the proposed downtown casino development. This opposition includes four-in-ten residents who “strongly” oppose (39%).

Support for the development stands at three-in-ten residents (31%).

“Opposition is drawn from all groups in the City, but is highest among the older residents,” notes Barb Justason, the firm’s principal. Two-thirds (66%) of residents over 65 years oppose to the casino including 54% who strongly oppose.

***The question:** “Do you support or oppose a casino proposed near BC-Place Stadium? Is that strongly or somewhat?”*

The same poll finds 46% of Vancouver residents oppose a plan to increase the heights of downtown buildings. Three-in-ten (30%) strongly oppose. Support for increased building heights stands at 37%.

***The question:** “Do you support or oppose a plan to increase the heights of downtown buildings? Is that strongly or somewhat?”*

This poll is the third in a regular series surveying City of Vancouver residents. *City Omni Vancouver* was launched to address the need for Vancouver-specific public opinion information.

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

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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 -

Do we support a downtown casino? Increased building height?

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).

Opposition is drawn from all groups in the City, but is highest among the older residents. Two-thirds (66%) of residents over 65 years oppose to the casino including 54% who strongly oppose.

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?”

