

# Justason Market Intelligence

FOR IMMEDIATE RELEASE

---

## Vancouverites not happy with handling of Olympic Village

**Vancouver, BC (February 15, 2011)** – A January/February survey of Vancouver residents by Justason Market Intelligence finds that the largest proportion of Vancouver residents continues to disapprove of their **municipal government’s handling of Olympic Village** (53% disapprove, while 28% approve).

For the **new separated bike lane on Hornby Street**, opinion continues to be divided: 40% approve and 42% disapprove. Note that the largest number of residents (three-in-ten) “strongly” disapprove (28%) of the municipal government’s handling of the Hornby Street bike lane, statistically unchanged since November.

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).

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](mailto:barb@justasonmi.com)  
[www.justasonmi.com](http://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.

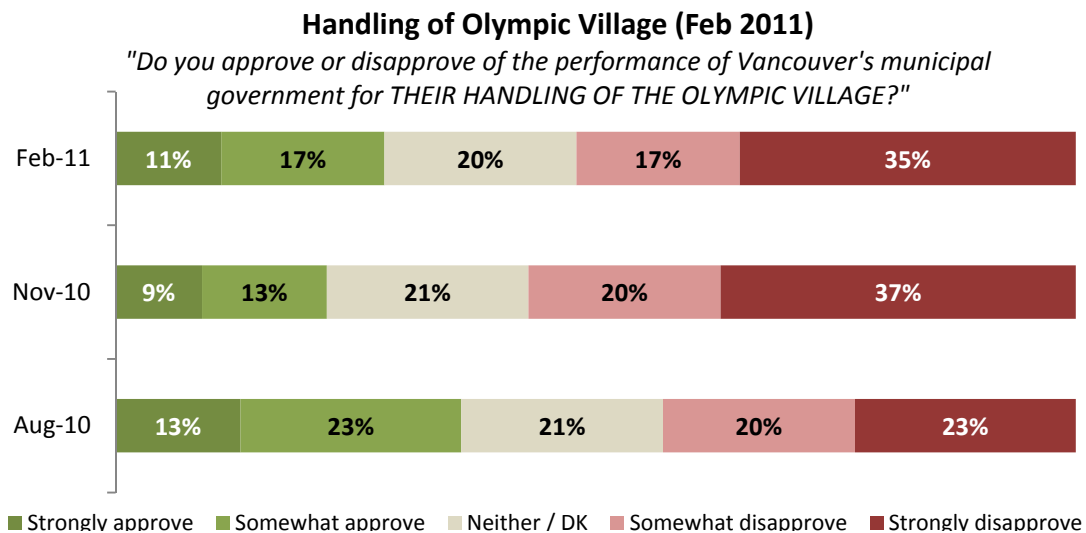
**Margin of error:** ±4.9 percentage points 19 in 20 times.

**Research Sponsor:** Justason Market Intelligence

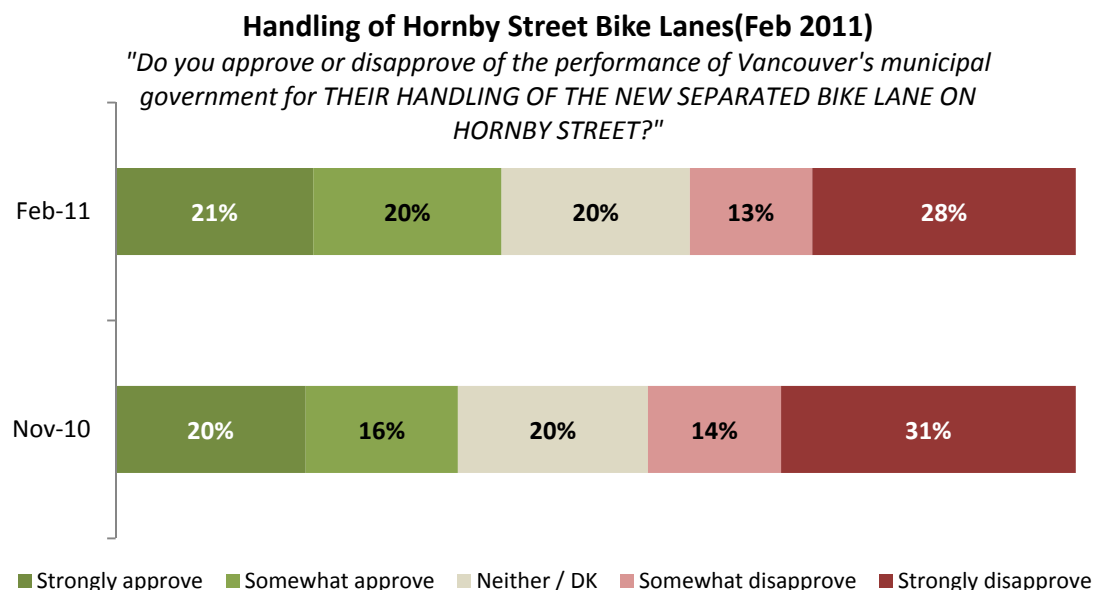
- 30 -

## How is the municipal government performing?

For their **handling of Olympic Village**, Vancouver residents are by far more likely to disapprove than approve (53% disapprove, while 28% approve).



For the **new separated bike lane on Hornby Street**, opinion continues to be largely divided: 40% approve and 42% disapprove. Note that the largest number of residents (three-in-ten) continue to “strongly” disapprove (28%), statistically unchanged since November.



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.

### Performance of the Municipal Government on... (Feb 2011)

*Do you approve or disapprove of the performance of Vancouver's municipal government for...?*

