

Justason Market Intelligence

FOR IMMEDIATE RELEASE

Vancouver poll shows strong Vision Vancouver lead

Vancouver, BC (September 7, 2010) – A survey of Vancouver residents by Justason Market Intelligence (JMI) shows 52% of decided voters would support Vision Vancouver if a municipal election were held tomorrow. NPA and COPE garner 28% and 13% respectively. Notably, more than half of Vancouver residents (55%) are undecided or will not vote.

“With no obvious mayoral candidates for NPA and COPE, the Vision Vancouver lead is not surprising,” says Barb Justason, the firm’s principal adding, “The mayor is focused on issues that resonate with residents.”

Justason cautions that with 55% uncertain about how, or even if, they will vote, these results by no means predict a Vision Vancouver win in 2011.

This poll is the first in a bimonthly series surveying City of Vancouver residents on issues from how the local government is performing to how the HST is affecting us. *City Omni Vancouver* was launched to address the need for Vancouver-specific information not currently offered in this market. The survey also allows clients to ask their own questions of Vancouver residents.

“BC- and Metro Vancouver-wide polling on regional and provincial issues is well covered in this market. But our clients asked us to focus on the City of Vancouver,” explains Justason. “Vancouver is unique, with its own issues and challenges. We wanted a way for our clients to affordably explore them.”

JMI is a Vancouver-based market and opinion research firm. The firm surveys thousands of BC residents every year for its BC-based client community.

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: Aug 16-23, 2010.

Methodology: A hybrid of telephone and online. 394 random telephone and 111 online surveys of City of Vancouver adult residents 18 years and older

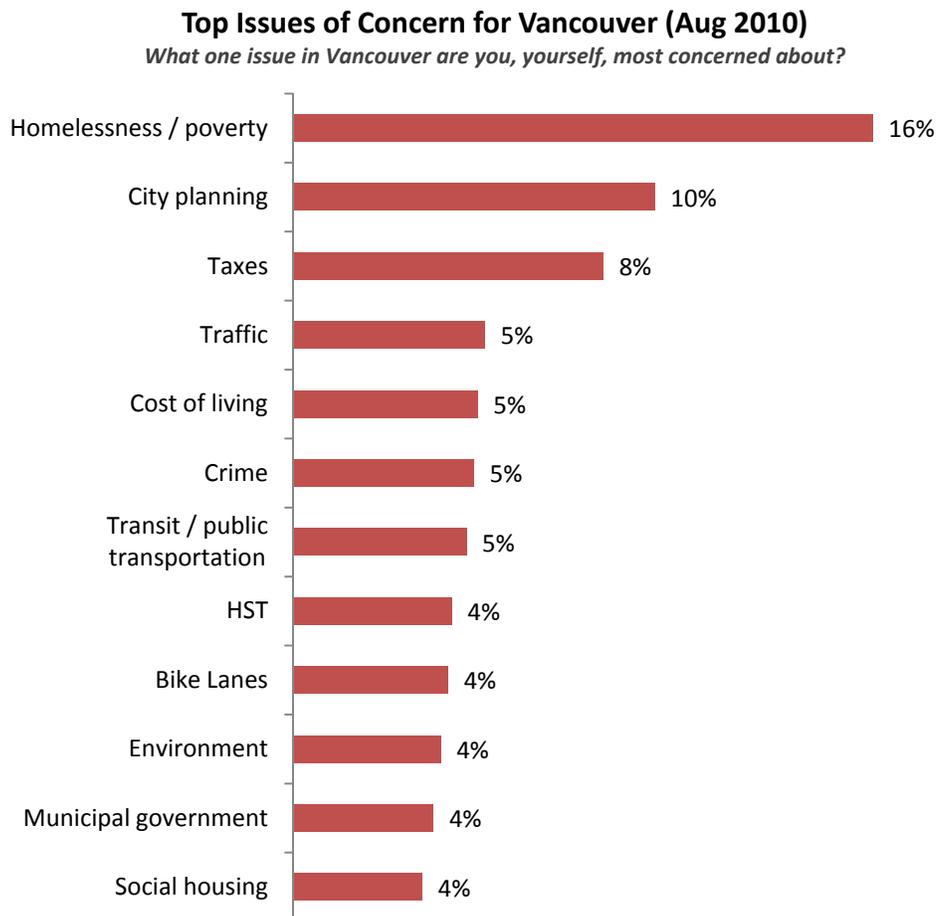
Margin of error: ±4.9 percentage points 19 in 20 times.

Research Sponsor: Justason Market Intelligence

- 30 -

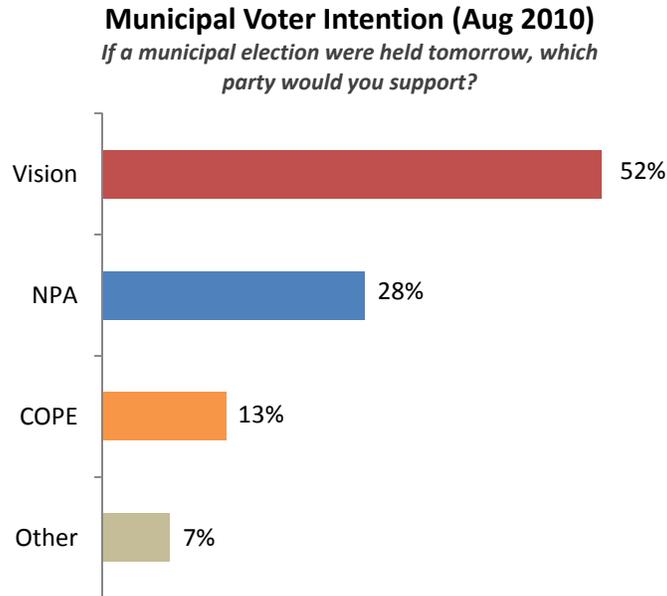
What are our greatest concerns?

Homelessness / poverty is the most commonly mentioned top issue of concern, followed by **City planning** and **taxes**. Other issues, like **traffic**, **cost of living**, **crime** and **transit**, are top issues for smaller groups of about 5% each.



What if a municipal election were held tomorrow?

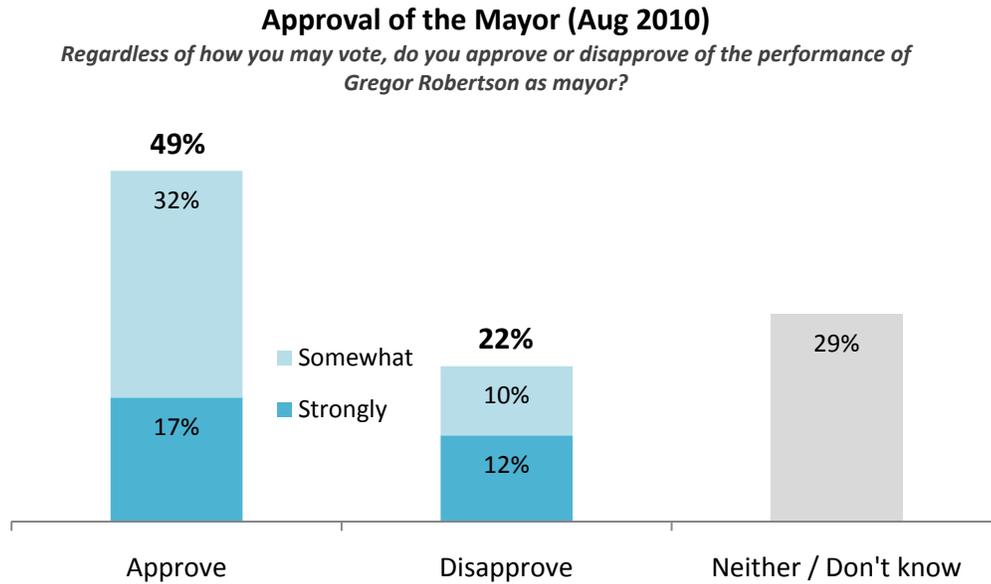
Among decided voters in the City of Vancouver, 52% would support **Vision Vancouver**, 28% **NPA** and 13% **COPE** if a municipal election were held tomorrow. Note that over half of residents (55%) reserve judgment or will not vote.



Although support for the NPA trails Vision overall, **NPA support increases with age**, from 14% among 18-34 year olds to 37% among those 65 and older. Notably, among this age group, NPA edges out Vision (37% versus 33%).

How is the mayor performing?

Approval of the performance of **Gregor Robertson** as mayor stands at one-half of Vancouver residents (49%). Seventeen percent (17%) strongly approve of the mayor's performance; 32% somewhat approve.



Approval of the mayor's performance is driven by general approval of where he is focusing his attention and initiatives. His focus on bike lanes, homelessness and composting are cited among specific initiatives that garner approval.

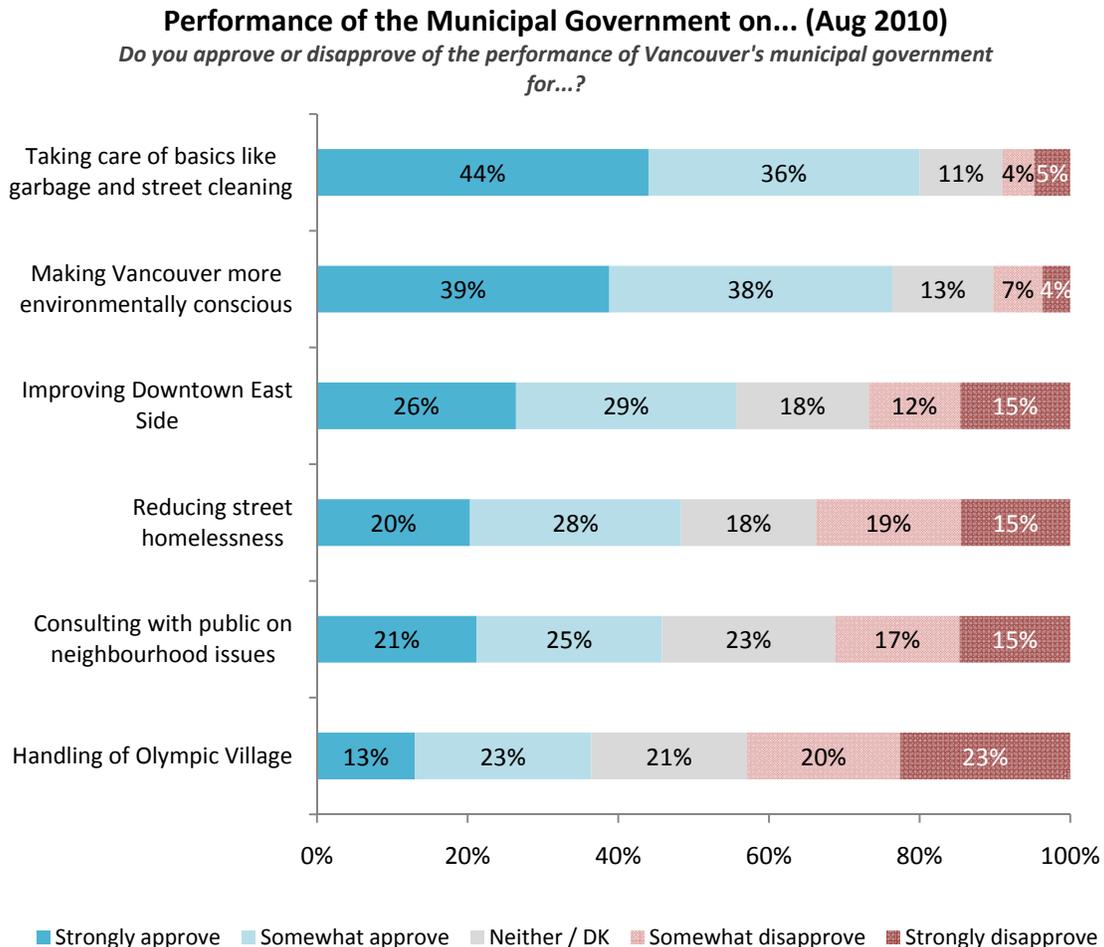
Interestingly, disapproval is driven by concern that the mayor is focusing on the wrong issues. His focus on bike lanes, homelessness and composting are initiatives of specific concern to these residents.

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** (80% approve), followed closely by **making Vancouver more environmentally conscious** (76% approve).

But residents' are less approving of their municipal government's performance on other issues. Just over half (56%) approve of their performance **improving the Downtown East Side**; one quarter (27%) disapprove. Approval falls to less than half of residents for **reducing street homelessness** (48%); one-third disapprove (34%). For **consulting with the public on neighbourhood issues** 46% approve and 31% disapprove.

For their **handling of Olympic Village**, Vancouver residents are more likely to disapprove than approve (43% disapprove; 36% approve).

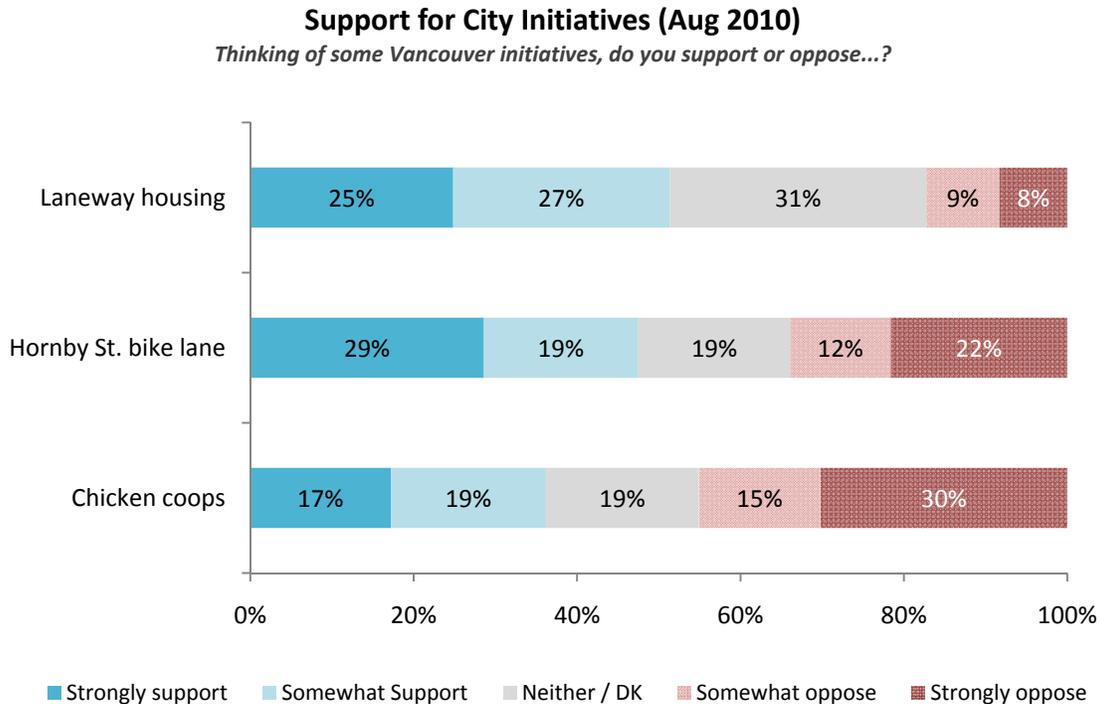


Do we support recent City initiatives?

Recent initiatives in the City of Vancouver garner mixed reviews. Support for **laneway housing** in residential neighbourhoods garners support from 51% of residents, while opposition is limited to just 17%.

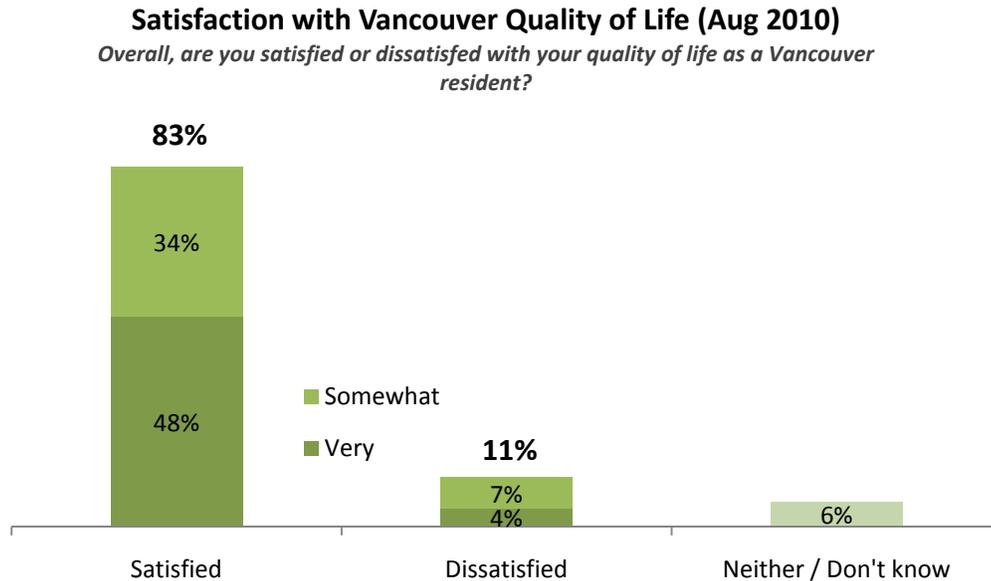
About half of residents support plans for a **separated bike lane on Hornby Street** (48%). However, one-third (34%) oppose, including over one-in-five (22%) who “strongly” oppose.

A minority (36%) support **chicken coops** in residential neighbourhoods in the City, while 45% oppose. Notably, 30% of residents “strongly” oppose.



How satisfied are we with our quality of life?

The vast majority of Vancouver residents is satisfied with their **quality of life** as a Vancouver resident. Notably, half of residents (48%) are “very” satisfied. Just 11% are dissatisfied.



Strong satisfaction **increases among older residents** (64% versus 42-48% among younger cohorts) and those residing on the west side of the City (61% versus 41 and 50% downtown and on the east side).

Are we having fun?

Over one-third (37%) of Vancouver residents believe Vancouver is **more fun** than other larger cities in Canada. One-quarter (25%) feel Vancouver is **just as fun**; a further one-quarter (25%) feel Vancouver is **less fun**.

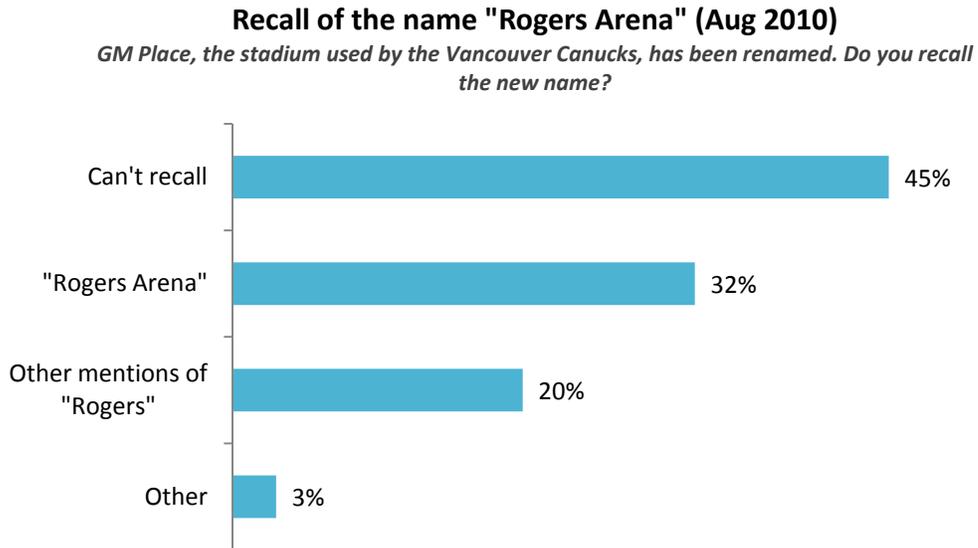


Belief that Vancouver is more fun than other larger cities in Canada increases with age, from 31% of those aged 18-34 to 44% among those 65 and older.

Rogers Arena?

About half (52%) of Vancouver residents volunteer “Rogers” as part of the new name of Vancouver’s hockey arena; one-third (32%) do recall the full name, “Rogers Arena”. Notably, just 3% volunteer an incorrect name.

Currently, 45% cannot offer any name for the new arena.



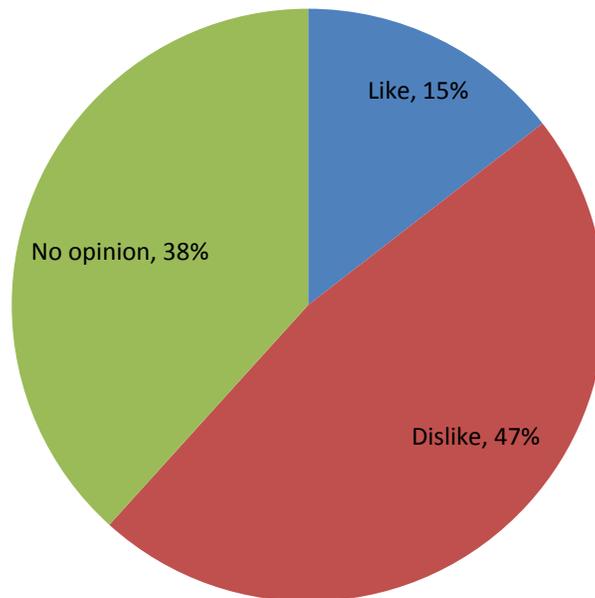
Vancouver’s youngest residents are most likely to recall the correct name (51%), this level decreasing with age to just 15% of the 65+ age group.

Do we like the name?

On the whole, Vancouver residents either dislike "Rogers Arena" (47%), or have no opinion about it (38%). Just 15% like the name.

Reaction to "Rogers Arena" (Aug 2010)

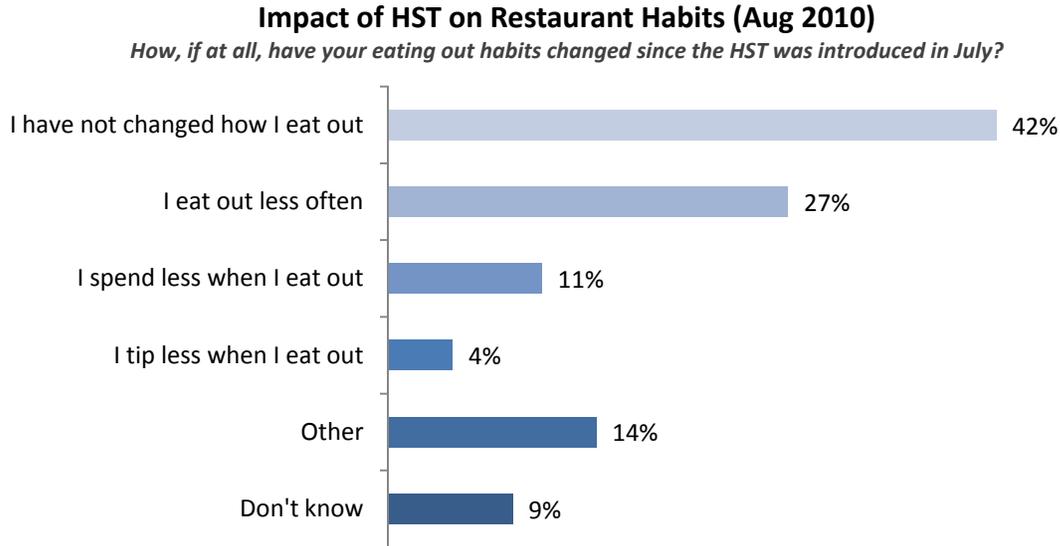
In fact, the new name is Rogers Arena. Do you like or dislike this new name?



Vancouver's youngest residents (those under 35 years) are by far more likely to express disapproval of the name (59% dislike versus 39-44% among older groups).

HST and meals out: Have we changed?

The largest group of residents (42%) tell us that they have **not changed their habits around having meals out as a result of the HST** (42%). One quarter (27%) do claim to be eating out less often. Just 15% may eat out as often, but spend less when they do either by spending less on their meal (11%) or leaving a smaller tip (4%).



Vancouver's youngest residents are by far more likely than older residents to have changed their habits around meals out, whether having **meals out less frequently** (37% vs. 21-22%), **spending less** (18% vs. 7%), or **tipping less** (10% vs. 1-2%).

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: Aug 16-23, 2010.

Methodology: A hybrid of telephone and online. 394 random telephone surveys and 111 online surveys of City of Vancouver adult residents 18 years and older

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

Research Sponsor: Justason Market Intelligence