

Justason Market Intelligence

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The Vision-NPA gap narrows

Vancouver, BC (May 17, 2011) – An April/May survey of Vancouver residents by Justason Market Intelligence finds that support for Vision Vancouver has fallen since February to 41% of decided voters. Currently, 30% would support NPA, this level relatively consistent since August 2010. Notably, the gap between NPA and Vision is the narrowest recorded since August 2010. Support for COPE stands at 17%.

Despite some decline in support for the party, half (53%) of Vancouver residents “approve” of the performance of Mayor Gregor Robertson. Disapproval remains unchanged at 29%.

“There is no question that the fortunes of the NPA are changing,” says pollster, Barb Justason. “It may be a challenge to unseat the mayor; but I’d be surprised not to see more representation from NPA in Council after the November election.”

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

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Dates of research: April 26 - May 11, 2011.

Methodology: A telephone-online hybrid combining 420 randomly selected telephone interviews with 162 randomly selected participants from the JMI online panel.

Margin of error: ±4.8 percentage points 19 in 20 times.

Research Sponsor: Justason Market Intelligence

What if a municipal election were held tomorrow?

The gap between the Vision Vancouver and NPA has narrowed to its lowest level since August 2010.

Among decided voters in the City of Vancouver, 41% support Vision Vancouver; 30%, NPA. Support for COPE stands at 17%.

Notably, fewer residents than in the past are undecided or will not vote (currently 42%), down 10 percentage points since February (when 52% were undecided).

***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?

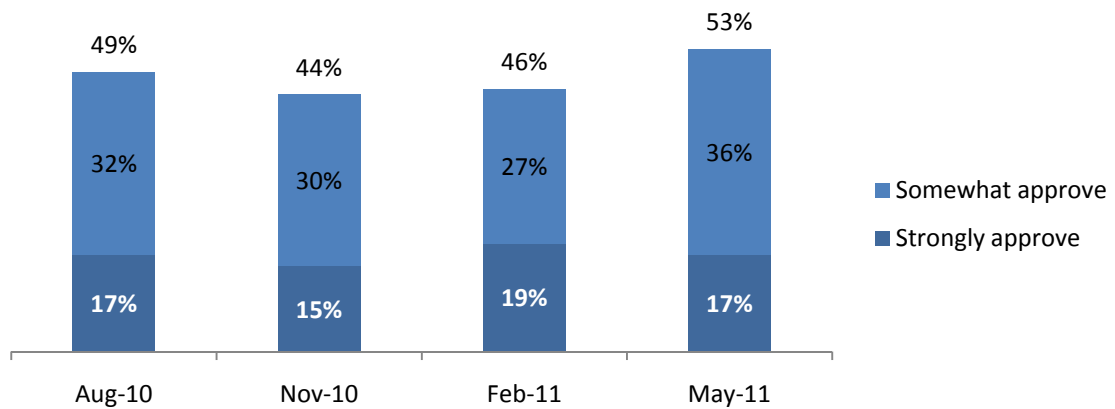
Despite some decline in support for the party, currently half (53%) of Vancouver residents “approve” of the performance of the City’s mayor, Gregor Robertson.

Disapproval remains statistically unchanged at 29%. Strong disapproval stands at 15%.

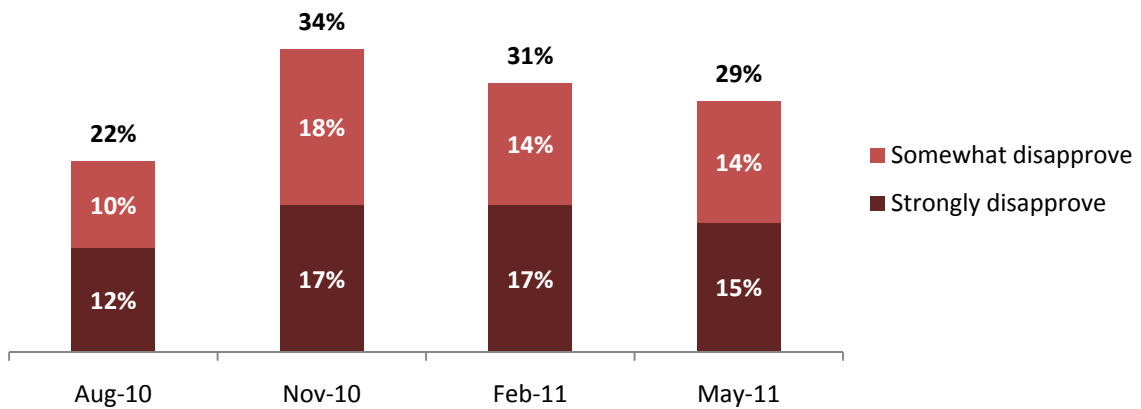
Notably, residents are less likely than in the past to reserve judgement (18% compared to 29% in August, 22% in November and 23% in February).

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?”

Approval of the Mayor (May 2011)



Disapproval of the Mayor (May 2011)



How do residents really feel about expanded casino operations?

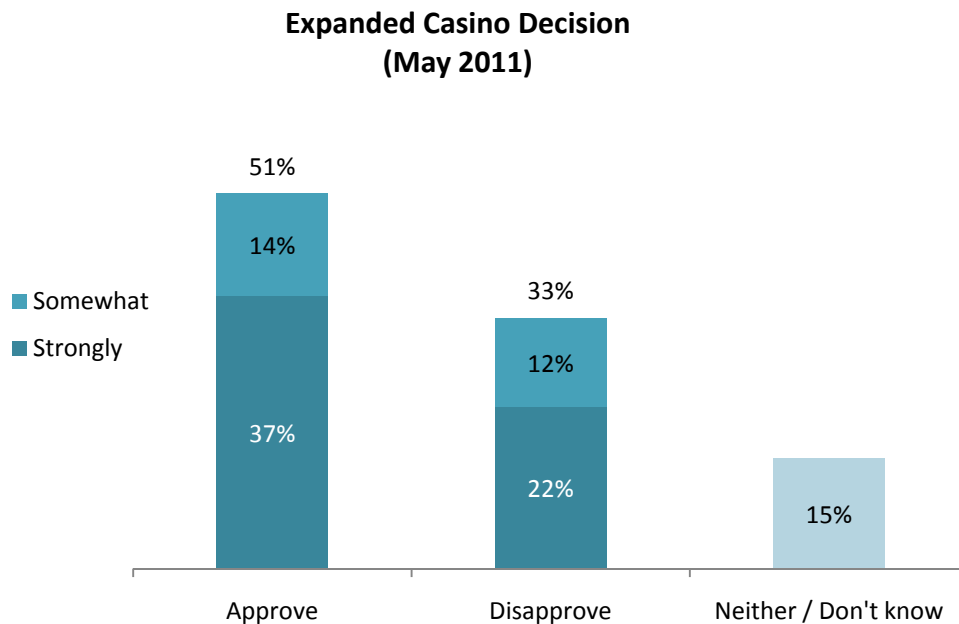
Approval of Vancouver City Council's decision to prevent the BC Place development that included an **expanded operation for Edgewater Casino** stands at 51%. One-third of residents disapprove (33%).

Approval of Council's decision regarding this development is strongest among West Side residents (59%).

East side residents are more inclined to disapprove of Council's decision (39% versus 24% and 32% among Downtown and West Side residents).

Residents of Asian background are more divided: 45% disapprove; 39% approve.

The question: "Do you approve or disapprove of the performance of Vancouver's municipal government for THEIR DECISION TO OPPOSE A PROPOSAL FOR BC PLACE THAT INCLUDED AN EXPANDED CASINO?"



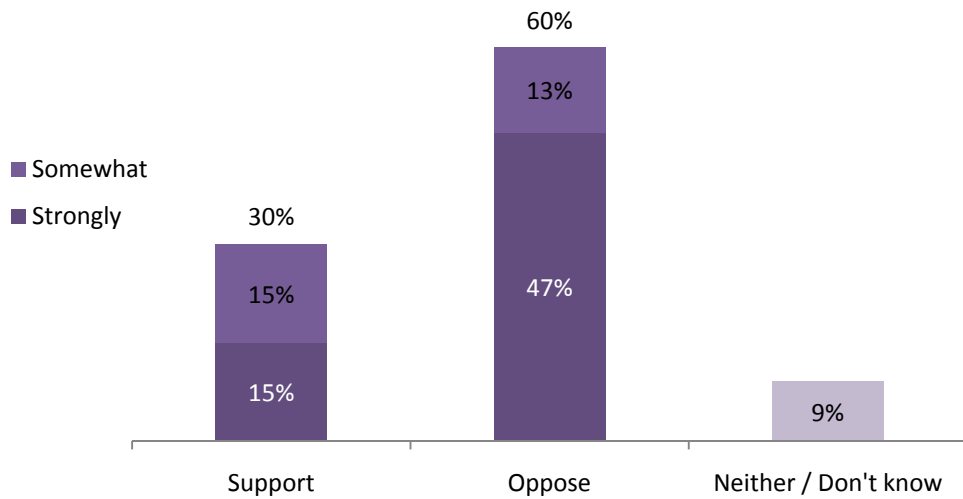
Confirming residents' overall support for Council's decision, a majority of residents (60%) oppose a development that includes expanded casino operations; fully half (47%) strongly oppose.

Support (at 30% overall) is drawn primarily from residents of the Downtown peninsula (45%), which includes the community adjacent to the proposed development. Notably, one-quarter (24%) of Downtown residents "strongly" support the development (compared to 16% and 10% among East and West Side residents).

Not surprisingly, West and East Side residents are quite firmly opposed (59% and 66%). Half of residents from these areas "strongly" oppose (48% and 53%).

The question: "Vancouver City Council recently rejected a hotel and entertainment development proposed for the lands near to BC Place. The proposal, including an expansion of Edgewater Casino, is likely to return to City Council. Some people support the development for its financial benefits to the City and local economy. Some oppose it because of concerns about expanding the casino. Do you basically support or oppose a development near BC Place stadium including expanded operations for Edgewater Casino?"

Support for the BC Place Development with Expanded Casino (May 2011)



How is the municipal government performing?

Performance of the Municipal Government on... (May 2011)
Do you approve or disapprove of the performance of Vancouver's municipal government for...?

