

Justason Market Intelligence

FOR IMMEDIATE RELEASE

Trust in Vancouver's municipal organizations varies

Vancouver, BC (May 24, 2011) – An April/May survey of Vancouver residents by Justason Market Intelligence finds that Vancouver residents' trust in their municipal organizations varies from 50% to 69%.

Residents assign their highest trust score (69%) to the Vancouver Police Department. The Park Board is close behind at 64%. Vancouver's municipal government and school board are trusted by 55% and 50% respectively. The survey also finds that residents over 65 years are more likely than younger groups to trust the police department and the municipal council; men are more likely than women to trust the school board.

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

Trust in Vancouver's Municipal Organizations

We asked residents in our survey to rate their level of trust in Vancouver's municipal organizations (the police department, park board, municipal government and school board).

Vancouver residents assign their highest trust score (69%) to the Vancouver Police Department. The Park Board is close behind at 64%. Vancouver's municipal government and school board are trusted by 55% and 50% respectively.

Distrust generally follows this pattern, with the highest levels of distrust assigned to the municipal government and the school board.

Notable:

- Most likely to **highly trust** Vancouver's **municipal government**:
 - residents aged 65 and older

- Most likely to **distrust** Vancouver's **municipal government**:
 - residents 45-64 years
 - Downtown peninsula residents
 - Mainstream (non-visible minority) residents

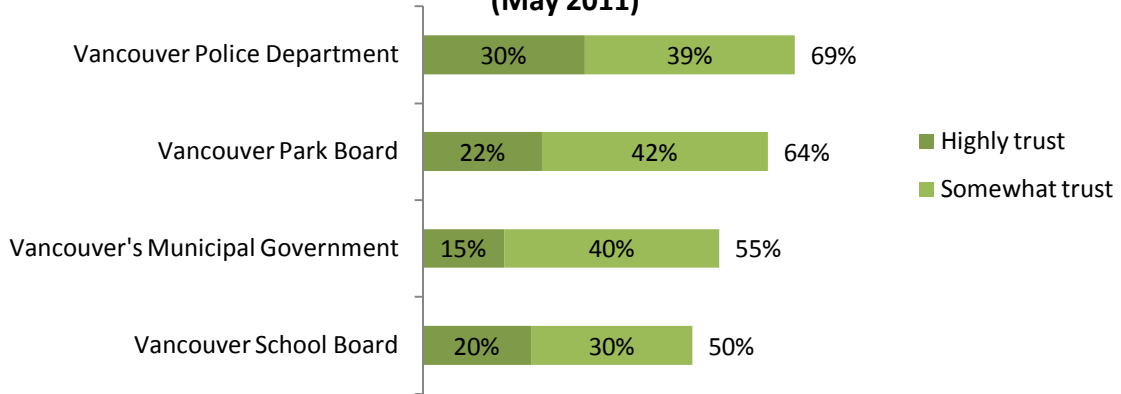
- Most likely to **distrust** Vancouver's **school board**:
 - men

- Most likely to **trust** or **highly trust** Vancouver's **police department**:
 - Mainstream (non-visible minority) residents
 - Residents over 65 years

- Trust (and distrust) for the **park board** is drawn from all groups in the City.

The question: "Based on your own experience and on what you may have seen or heard, do you basically trust or distrust..."

Trust in Vancouver Municipal Organizations (May 2011)



Distrust in Vancouver Municipal Organizations (May 2011)

