

## FOR IMMEDIATE RELEASE

### Metro Vancouver residents satisfied with their communities' economy despite North American slowdown, European debt crisis, new poll finds

*Justason Market Intelligence survey also finds most Metro Vancouverites are satisfied with their overall quality of life and natural environment*

**Vancouver BC, November 7, 2011** - A strong majority of Metro Vancouver residents report they are satisfied with the economy in their communities, despite North American and world economic uncertainty, a poll conducted by Vancouver-based [Justason Market Intelligence](#) reveals.

The survey of 947 Metro Vancouver residents, commissioned by Vancouver-based [Junxion Strategy Inc.](#), an international environmental and social sustainability consulting firm, finds 77 per cent are satisfied with the economy in their community overall, while just 23 per cent are dissatisfied. In the City of Vancouver, 64 per cent are satisfied, with 36 per cent dissatisfied, while Surrey reports an even higher rate of satisfaction at 77 per cent. In the rest of Metro Vancouver, excluding Surrey and the City of Vancouver, fully 83 per cent are satisfied.

The Justason survey also finds a high level of satisfaction for overall **quality of life and natural environment** in their communities, with a majority reporting high satisfaction scores (90 per cent or more in many areas) for municipal services such as schools, libraries, green spaces, garbage collection and tap-water quality.

"The results suggest that despite the current difficult economic climate in North America and globally, the majority of residents are content overall," said Barb Justason, Principal, Justason Market Intelligence. "Undoubtedly, some people viewing this poll will be surprised with the level of satisfaction we've found, considering the current public discourse around challenging economic and social issues," she added.

The poll, conducted from October 19-28, did identify areas of dissatisfaction, including traffic volume, social housing for low-income residents, homelessness and child-care services.

Opinions differ on issues according to municipality, particularly regarding **homelessness**. For instance, 65 per cent of City of Vancouver residents surveyed report they are dissatisfied with the homelessness situation in their community, compared to 44 per cent of Surrey residents. Forty-five per cent of all respondents are dissatisfied with homelessness.

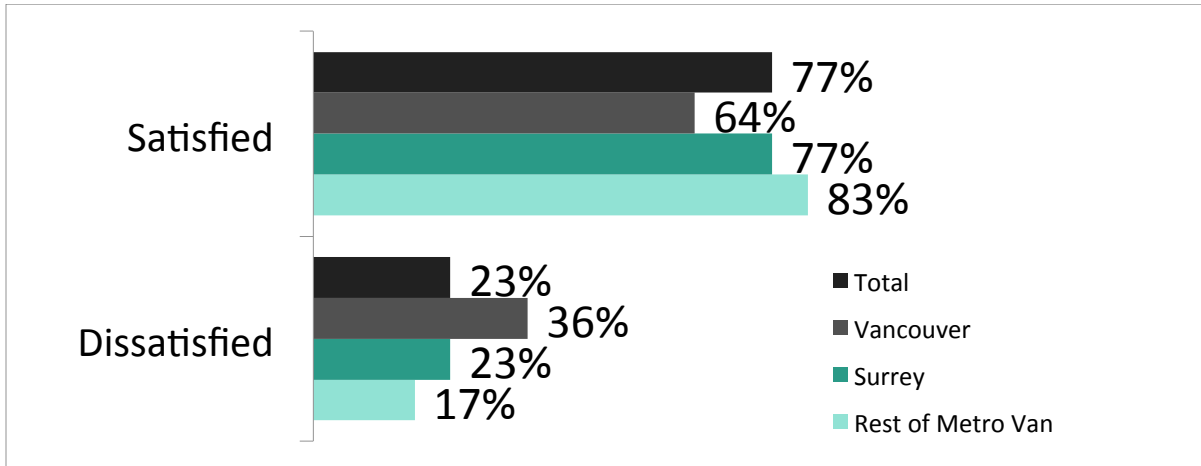
By contrast, the vast majority of total respondents - 90 per cent - say it is important that their city has programs to help the homeless with 59 per cent indicating it is "very important."

Peter ter Weeme, Principal of Junxion Strategy, said his firm commissioned the poll to provide a snapshot that could gauge how Metro Vancouver residents are thinking about social, environmental and economic issues. "The results confirm what I have believed and have heard

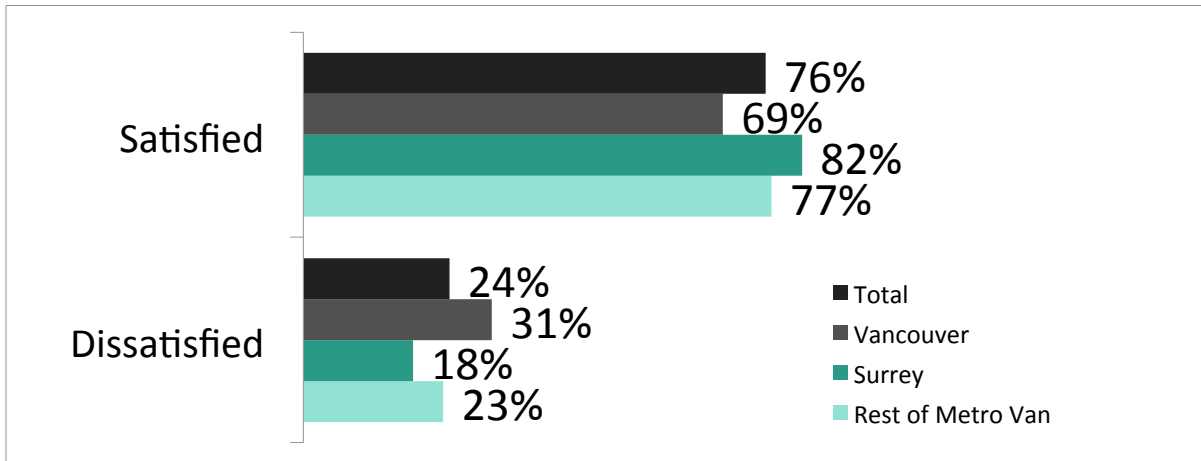
anecdotal over time,” he said. “Although Metro Vancouver grapples with some difficult social, economic and other problems, overall, people find it a very special place to live, work and play.”

Here is a breakdown of responses to a sampling of questions:

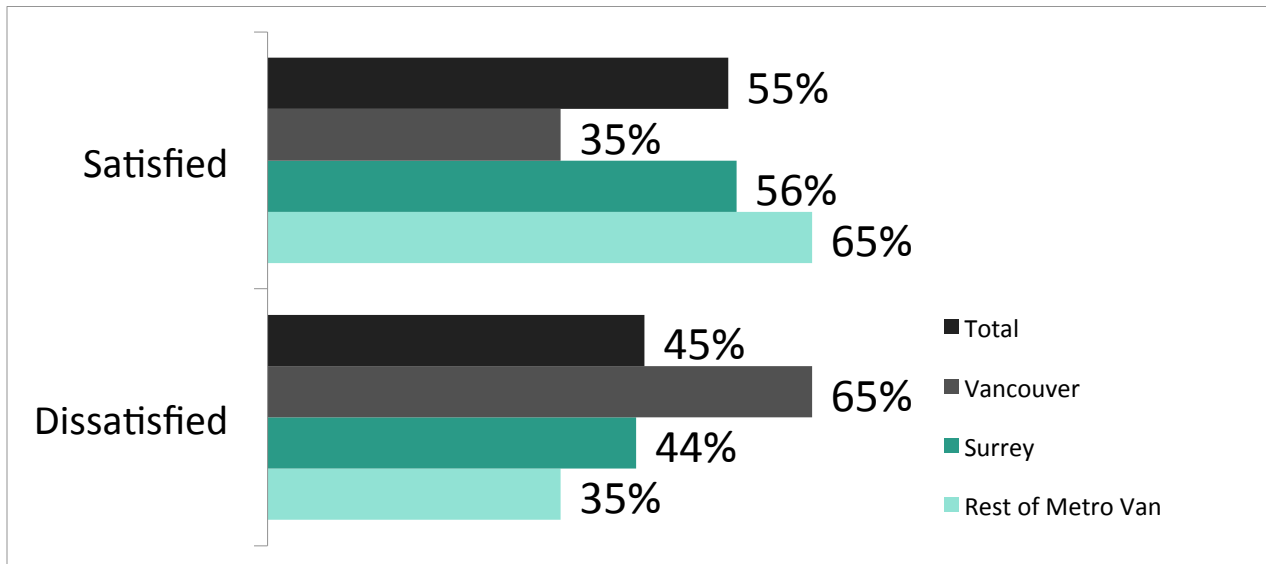
Satisfied/Dissatisfied with Economy (Overall)



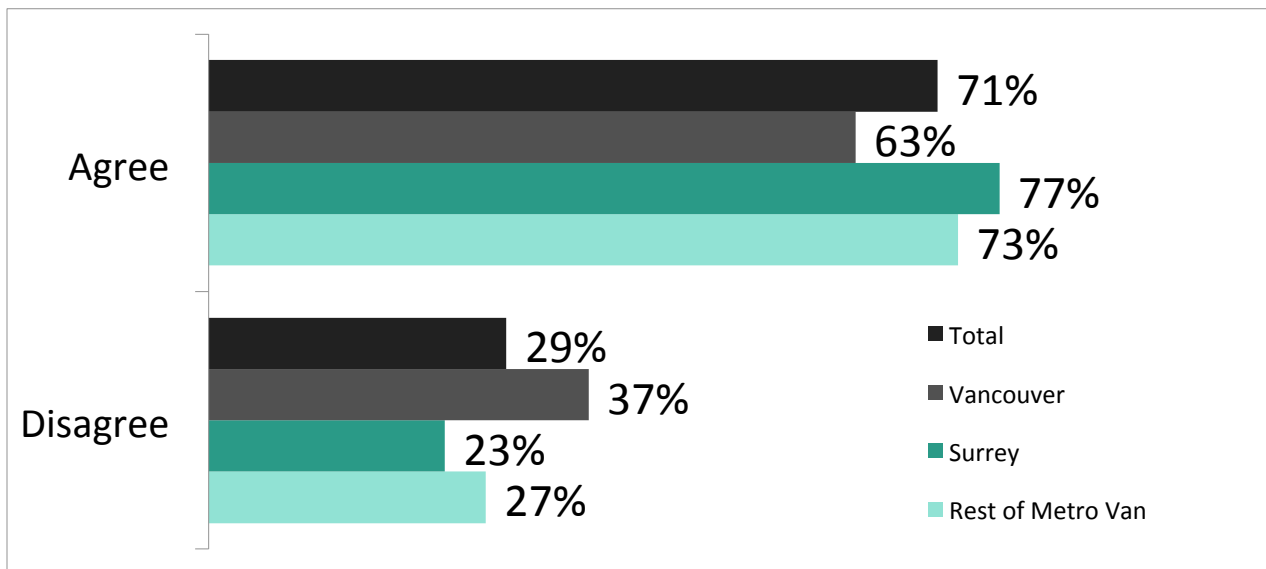
Satisfied/Dissatisfied with Childcare Services



## Satisfied/Dissatisfied with Homelessness



## Agree/Disagree – Your community welcomes social housing for low-income residents



## Research Notes:

- **Number of participants:** 947
- **Dates of research:** October 19-28, 2011
- **Methodology:** A telephone-online hybrid combining 374 telephone and 573 online panel surveys
- **Margin of error:** ±5.1 percentage points 19 times out of 20.

**About Justason Market Intelligence:** Justason Market Intelligence is a full-service polling and market research firm owned and operated in Vancouver Canada.

**About Junxion Strategy:** Junxion Strategy is an international environmental and social sustainability consultancy. Headquartered in Vancouver, BC, and with offices in Toronto, London and Delhi, it works to catalyze social and environmental progress to build a better world.

For interviews with Barb Justason or Peter ter Weeme, contact:

Ann Gibbon

604 263 0634

778 999 0064

[info@anngibboncommunications.com](mailto:info@anngibboncommunications.com)