



CITY OF VANCOUVER
2002 Budget Allocation Study
(Wave 4)

Presented To City Of Vancouver On March 13, 2002

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1. BACKGROUND AND OBJECTIVES

In 1997, the City of Vancouver faced a significant reduction in the amount of funding it receives from the provincial government. In addition to this, the City experienced increased debt charges, lower overall interest revenue and increased costs due to additional programs and GVRD charges. In 1997, the overall shortfall in revenue totalled approximately \$26 million. As a result, the City decided to undertake a public consultation and communications campaign to receive input from Vancouver residents and from members of the business community about the direction they prefer to take to deal with this shortfall. The Angus Reid Group was commissioned to conduct a public opinion study.

In 1999, the City of Vancouver, again, faced a budget shortfall, this time of approximately \$16 million. The City decided to repeat the residents' portion of the public opinion study that was conducted in 1997 to determine whether or not Vancouver residents' attitudes towards service priorities and taxation alternatives, etc. had changed over time. MarkTrend Research was commissioned to conduct the 1999 study.

This study was repeated in 2001, as the City of Vancouver was facing a budget shortfall of \$20 million. The City decided to repeat (Wave III) the residents' portion of the public opinion study to determine if attitudes towards service priorities and taxation alternatives, etc. had changed.

Market Facts MarkTrend Research has again been commissioned to conduct the Residents' Budget Allocation study in 2002 where the budget shortfall is projected to be up to \$20 million. The primary objective of this research is to track changes in residents' attitudes on the following issues:

- Main concerns of Vancouver residents
- Perceptions of City of Vancouver services
- Reactions to fiscal options for managing the City of Vancouver's budget
- Service priorities
- Reaction to taxation alternatives

The results of the 2002 study are presented in this report. Where applicable, results from the 1997, 1999 and 2001 studies have also been presented for tracking purposes. Detailed computer tables from the 2002 study are presented under separate cover.

2. RESEARCH METHODOLOGY

In total, 600 telephone interviews were conducted with Vancouver adult residents, aged 18 and older. For the purposes of the study, the City was separated into five regions. The Downtown area and West End composed one region while the rest of the City was divided into four quadrants with 16th Avenue being the North/South border and Main Street being the East/West border. Residents on the UBC Endowment Lands and UBC campus were excluded. In order to facilitate regional analysis, an equal sample size was conducted in each region. At the data analysis stage, the data was mathematically weighted to reflect the actual population in each of the areas, as follows:

Region	Percent of Population
SouthWest	23.0
SouthEast	33.0
NorthWest	16.0
NorthEast	17.0
Downtown/West End	11.0

For greater demographic accuracy, the data was also weighted to reflect the age characteristics of the population. The gender proportion obtained in the random sample was fairly representative of the population at large and therefore, did not require weighting.

Of the total sample, 28% were of Chinese background and 3% were of East Indian background. Once weighted by age and region, the final sample yielded 31% Chinese and 5% East Indian.

Interviewing was offered in two alternative languages; Chinese (Cantonese and Mandarin) and Punjabi. The majority of the interviews were conducted in English. The following table shows the breakdown of the interviews conducted in each of the other two languages:

	#
Chinese	101
Punjabi	0

All interviewing was conducted from MarkTrend’s supervised telephone facility in Vancouver, using computer assisted telephone interviewing (CATI). Interviewing was conducted between February 8th to 17th, 2002, between the hours of 3:30 pm and 9:30 pm on weekdays and between 11:00 am and 5:00 pm on weekends.

Margins of Error

As with all sample surveys, the results are subject to margins of error. When making comparisons between the 1997 study with a sample size of 1000 and the 1999, 2001 or 2002 studies with samples of approximately 600 respectively, the results need to differ by at least 3%-5% before they can be considered statistically significant at the 95% level of confidence. Results between the 1999, 2001 and 2002 studies with samples of approximately 600 each, will need to differ by at least 3%-6% to be considered statistically significant. The difference required in results depends on the percent giving a particular answer to a question, as shown in the following table:

<u>% of Answers:</u>	<u>Difference Required Between</u>	
	<u>1997 and 1999/ 2001/2002</u>	<u>1999/ 2001/2002</u>
50:50	5.0%	5.7%
60:40	4.9%	5.6%
70:30	4.6%	5.2%
80:20	4.0%	4.6%
90:10	3.0%	3.4%

For example, if the result to a question in 2001 resulted in 70% support and this same question resulted in 73% support in 2002, this would not be considered statistically significant because the increase of 3% is within the 5.2% difference required.

On a regional level, the sample sizes are much smaller (200 in 1997 and 120 in 1999/2001/2002), and therefore, have much larger margins of error. As a result, regional analysis has been limited to the 2002 study, with no comparisons made to previous years. Throughout the report, we have limited our comments only to those differences that have statistical significance, at the 95% level of confidence.

3. CONCLUSIONS & IMPLICATIONS

1. Transportation remains the primary concern of Vancouver residents, although at a lower level than was evident last year. While crime remains a major concern for residents, it remains firmly in second place after transportation for the time being. No other issues come close in importance compared with the general concern over transportation and crime in Vancouver.
2. Most residents continue to find the quality of City services they receive satisfactory, and over half feel that the service they have received over the past few years has stayed the same or improved.
3. The majority of homeowners believe that they receive good value for their tax dollars. However, the proportion that rate what they receive as “very good value” is declining. In addition, this year saw the balance between judging their property taxes as too high or just right swinging towards a “too high” rating.
4. When residents are given the option of paying user fees, accepting service cuts, paying increased property taxes or a combination of these, the most popular option continues to be paying user fees for some services. This preference is strongest among property owners and Chinese residents. Similar with last year, while cutting services in some areas is the second most popular option overall, the declining trend in its support continues, highlighting that there is less tolerance for service cuts this year. A choice between increasing taxes and cuts to City services, results in almost one-in-two residents choosing the middle path, a mix between these. This is supported by the average dollar value that residents assign to service cuts and tax increases where the proportions are evenly split between these options.
5. If property taxes are to be increased, the majority of Vancouver homeowners would be prepared to pay a 2% to 6% increase. However, there is a lot more sensitivity to tax increases this year than was evident in 2001 among those owning homes in the \$200,000 and \$400,000 range. At the \$200,000 level, a significant increase in support is achieved by dropping the tax increase from 6% to 2%. At the \$400,000 level, there is a significant increase in support when the tax increase is dropped from 6% to 4% and then again from 4% to 2%. At the \$600,000 level, there is no gain in support by dropping the tax increase between 6% and 2%.
6. Residents who rent properties continue to be willing to pay an extra \$3 per month in rental in order to maintain their current level of city services.

7. Policing and fire protection remain the most important and highest priority City services for Vancouver residents and have done so since 1997. Support for community service organizations, garbage collection and recycling, traffic management, city planning and maintenance are also important services, but at a lower level of priority than policing and fire protection. Those with the lowest level of priority and the ones which could be “the first places to cut” are support for arts and cultural organizations, community centres, ice rinks and swimming pools and the maintenance of parks and beaches. However, this reflects residents’ relative priorities and not what they would choose, as cutting services receives a very low level of support overall.

In conclusion, while residents are prepared to pay more for the services they receive, there is a higher level of price sensitivity this year than was evident in 2001, particularly with regard to increasing property taxes. Overall, charging user fees appears to be the option most positively received, particularly among property owners, as well as some cuts in certain areas only. A mix of three measures therefore appears to be ideal, namely, a small increase in property tax, some cuts in areas that are a lower priority to residents and charging user fees for certain services. However, it does appear that residents have less tolerance for service cuts this year than was evident in the past, indicating that the maximum level of cuts acceptable has almost been reached. Overall, a balanced approach is clearly the preferred method for covering the shortfall rather than attempting to correct it using only one method, which is likely to have impact on only a portion of the City’s population.

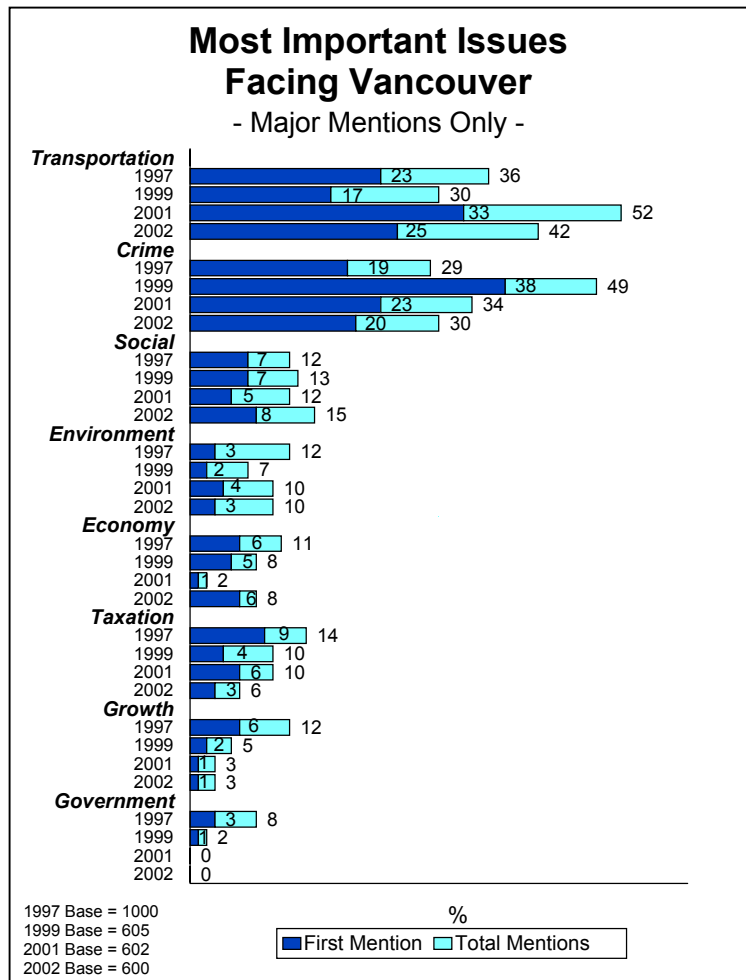
4. DISCUSSION OF RESULTS

4.1 Most Important Issues Facing Vancouver

Top-of-Mind Issues

Transportation issues and issues related to crime remain the primary concerns of Vancouver City residents in 2002, these two issues having been considered important since 1997. Similar to 2001, transportation remains the primary worry, although concern has dropped by 10 points to 42% this year, after having reached a high last year. Last year's surge in concern over transportation issues was likely a result of the then on-going regional debate over transportation. Concern regarding crime in Vancouver has remained constant since last year, a third of residents regarding it as an important issue facing the city.

When it comes to transportation, one quarter of residents criticize the lack of or poor quality of public transit. This perception is held by significantly fewer residents than was the case in 2001 when a third held this view. Mention of traffic congestion has dropped too, both of these issues, likely highlighted in last year's regional debate over transportation. Meanwhile, the poor condition of streets is considered an important issue by a similar proportion of residents as in previous years, 6% to 8%.



Residents' concerns over crime have not changed significantly since 1997, with about one-third who name crime as an important issue. The exception was in 1999 when residents' preoccupation with crime related issues rose sharply to an all-time high. While no single issue pertaining to crime dominates residents' concerns, roughly one-in-ten name theft and break-ins, personal safety and drug related problems as causes for concern.

No other issues come close in importance compared with the general concern over transportation and crime in Vancouver. Social issues achieve the next highest level of mention, but this is only mentioned by 15% of residents as an important issue. The main social issues that concern residents are homelessness and poverty, which are named by one-in-ten residents.

In regard to City growth, taxation and government, concern among residents has remained unchanged from last year. Concern regarding the economy has increased in the past year, mention of this concern being back up the 1999 levels of 8% after a drop last year.

By sub-group, homeowners are more concerned about crime than are renters (34% versus 26% respectively), whereas concerns regarding public transportation weigh more heavily on renters than on homeowners (31% versus 19% respectively). It is interesting that in 2001, homeowners showed a greater concern regarding all transportation issues than is the case now (58% versus 39% currently). Renters also see social issues as a greater concern than do homeowners (20% versus 11%).

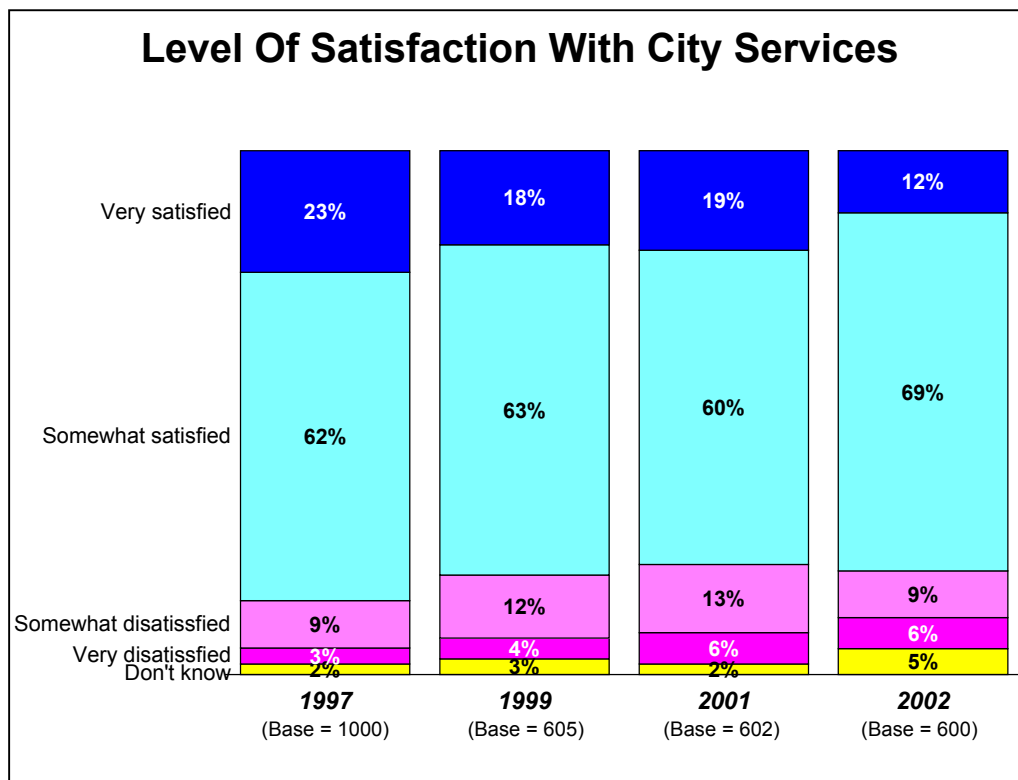
Transportation issues are also an important concern among residents earning higher incomes, households with children and among men, while it is very low on the list of priorities among Chinese residents, as are social issues and the environment. Concern over crime remains stronger among the Chinese community as was the case in 2001, as 45% of Chinese residents compared with 23% of all others name it as their primary worry. Among these residents, theft and break-ins and personal safety are the main areas of concern. The Chinese community also appears to be more concerned about the economy and taxation, and in particular, about property tax increases. Lastly, women appear to be more concerned about social issues than their male counterparts (20% versus 11% respectively), while older residents are more concerned about crime (37% versus 26% among those 18-34 years).

4.2 Perceptions of City Services

Level of Satisfaction with City Services

Residents of the City of Vancouver continue to be satisfied with the overall quality of services they receive, as more than eight-in-ten claim to be “very satisfied” or “somewhat satisfied”. These results compare favourably with those measured in previous years. However, there appears to be a shift in response from residents being “very” satisfied to just “somewhat” satisfied. Specifically, being very satisfied registered a 7-point drop while those who are somewhat satisfied received a 9-point gain. Dissatisfaction with City Services has remained fairly consistent over the years, currently sitting at 15%.

Satisfaction with City Services is broadly similar across the regions and the various demographic groups. Interestingly, dissatisfaction is lower among members of the Chinese community than among other residents (8% being dissatisfied versus 17% of others), which is opposite to last year’s results when the Chinese community were more likely to be dissatisfied (28% saying somewhat or very dissatisfied). Overall though, levels of dissatisfaction are relatively low.

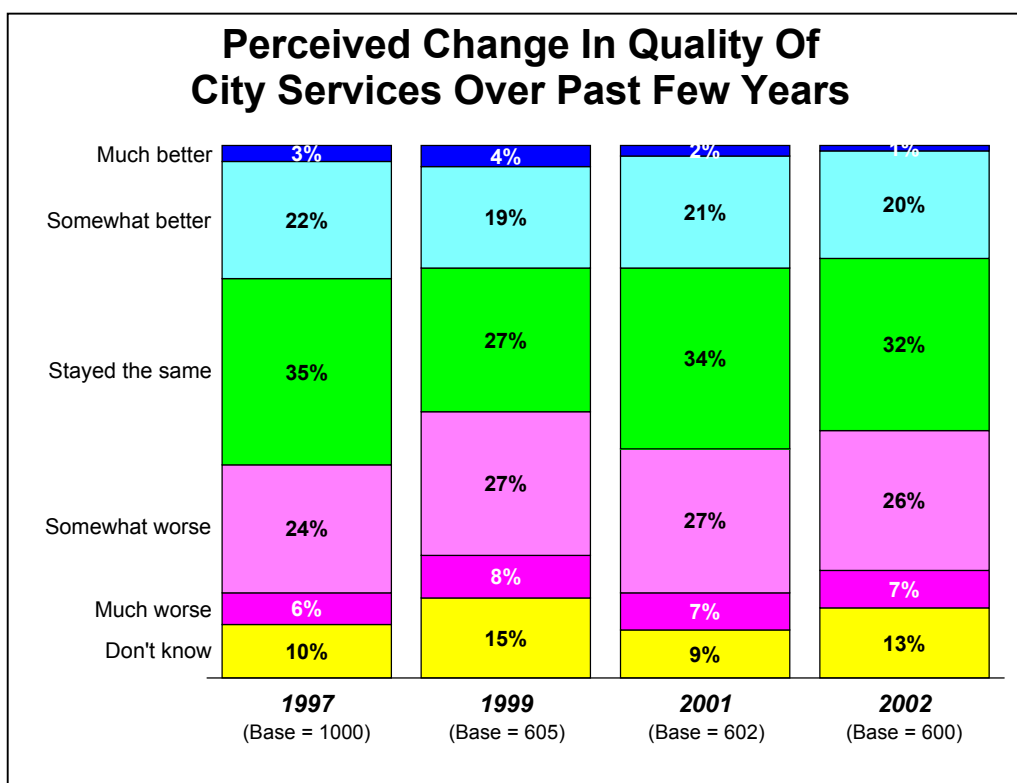


Perceived Change in Quality of City Services Over the Past Few Years

In line with the results in previous years, one-in-five residents feel that the quality of services provided by the City has improved over the past few years. In addition, one-third of residents feel that service quality has remained stable, while the remaining one-third feels that quality has declined. Overall, a greater proportion of residents feel the quality has declined than say it has improved, but compared with past measures, little has changed in resident perceptions.

Chinese residents are less likely to say that quality of services has worsened than are other residents (23% versus 39%), but they are also not claiming that it is better. There appears to be more uncertainty among Chinese residents as one-in-five are unsure, which is twice as high as other residents.

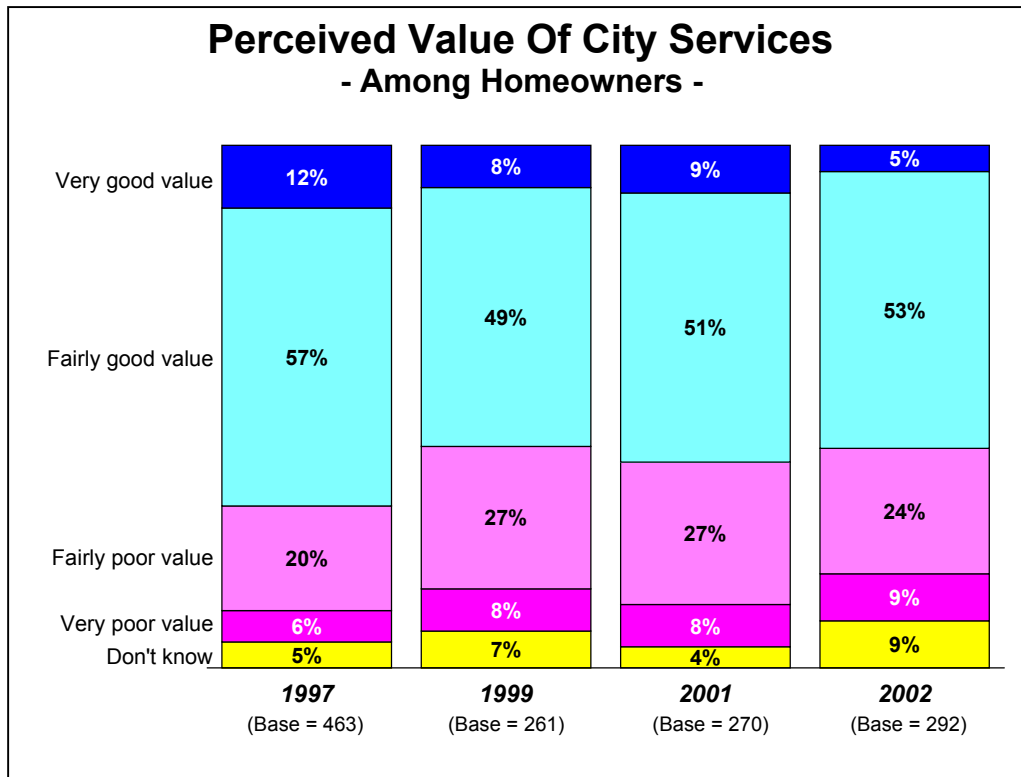
Overall a more positive view of the quality of services over the past few years is held by females and households with no children, while renters rather than homeowners and those living in the North East have a more negative attitude toward the service quality changes over the period.



Perceived Value of Services

Homeowners were asked to rate the value they receive for their tax dollars with regard to services provided by the City. In line with the results achieved since 1999, six-in-ten homeowners say they receive “fairly good” to “very good” value. This year only 5% feel the services are very good value, which is a significant drop from 1997 when 12% gave this rating. Compared with the 1999 and 2001 figures, homeowners’ perceptions of value have remained unchanged, but continue to be below 1997 levels.

Chinese tax payers are less likely to say that they get good value for their tax dollars (46% saying they received good value compared with 67% among other residents). However, they are no more likely to say they are getting poor value, but rather, a greater proportion of Chinese residents are unsure of the value they are getting this year (16% compared with only 4% among other residents).



Older homeowners have a more positive view of the value they receive for their tax dollars than do younger residents (70% - 55+years, 54% -35-54 and 44% -18-34 years saying they receive good value), which was also evident last year.

NorthWest area homeowners again attach the highest value for services out of any regional group this year (73% saying they receive very or fairly good value for their money). However as was the case in the previous survey, this group of residents did not express any higher satisfaction with City services than residents in other parts of the city.

4.3 Reactions to Fiscal Options for Managing City of Vancouver's Budget

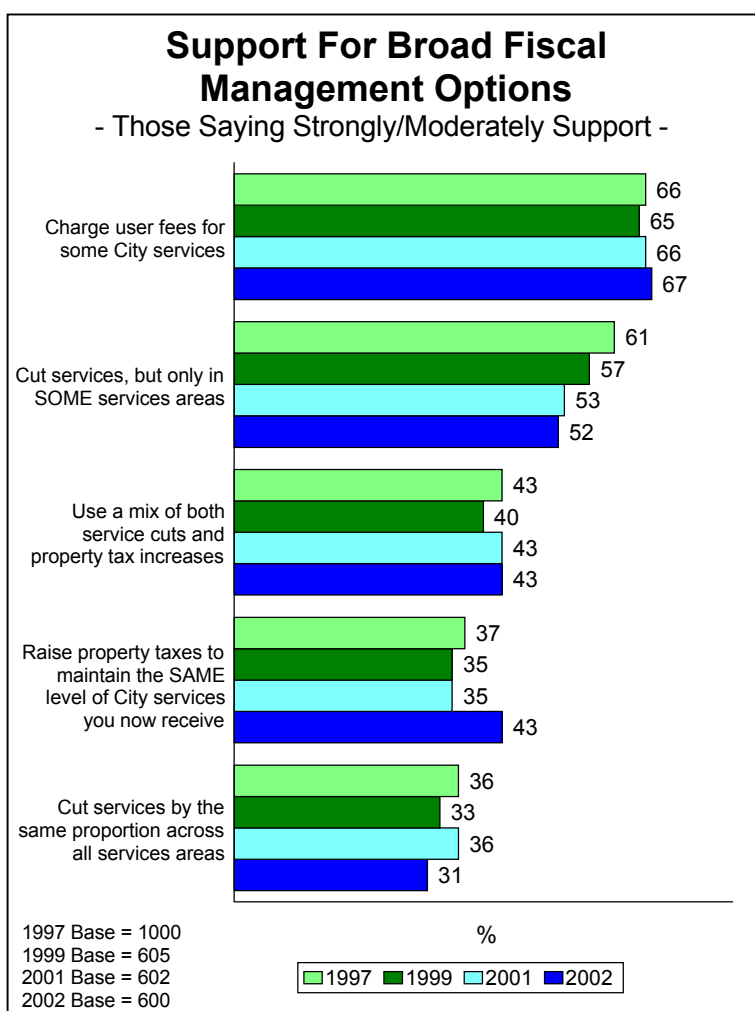
Reactions to Broad Fiscal Management Options

Residents were asked to give their opinion on the City charging user fees for some services, making service cuts, increasing property taxes or a combination of service cuts and tax increases in order to make up for any budget shortfalls.

The key determinant of whether or not an option is supported is whether the resident is a homeowner or renter. The most popular option among all residents continues to be charging user fees for some services, with two-thirds claiming they support this option (24% strongly in support). Support is significantly stronger among homeowners than among renters (72% versus 63%) and as more Chinese residents are homeowners, their higher level of support compared with other residents reflects their opinions as homeowners.

Cutting services in some areas is supported by one-half of all residents, making it the second most popular option overall. However, this option has been losing popularity consistently since 1997 (e.g. 61% supported it in 1997, 57% in 1999 and 53% in 2001). This option gains the most support from men, homeowners and consequently, more Chinese residents.

Similar to previous years, residents are divided about an option that would mix service cuts and property tax increases, with 43% offering approval for the option. Support is strongest among men and weakest among those in the Chinese community.



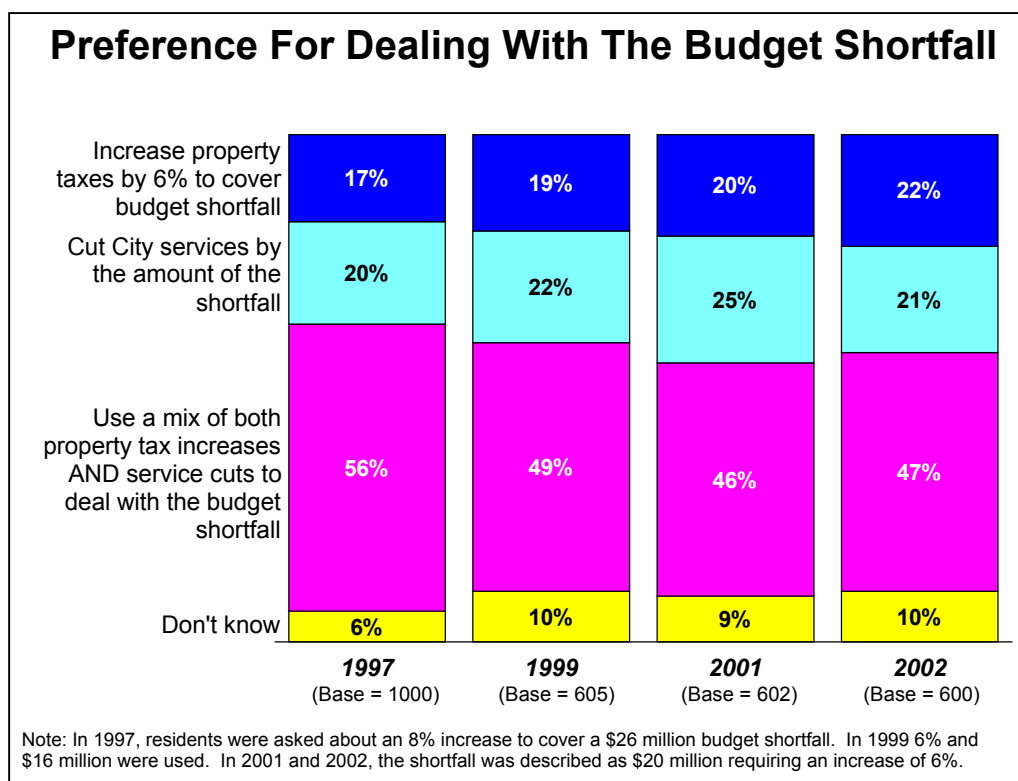
Support for raising property taxes to maintain the same level of city services has increased in popularity this year, but the increased popularity comes from renters who would not be as directly affected by such an increase as would homeowners (51% versus 36% of homeowners.)

Clearly the least popular option is cutting services by the same proportion across all service areas (31% saying they support this option). Support for this option has remained fairly consistent over the last five years with about one-third of resident support.

Preferred Fiscal Management Option

A mix of property tax increases and service cuts to deal with the budget shortfall, gains the most support among the residents of the City of Vancouver. Of the three options provided as ways of dealing with the shortfall, a mix was supported by 47% of residents, while 22% chose a 6% increase in property taxes and 21% chose a cut in City services by the amount of the shortfall. One-in-ten residents could not offer an opinion as to which option they would choose, this uncertainty being more prevalent among Chinese residents (15% versus 7% among others).

Since 1997, the popularity of the property tax increase option has risen slowly, but steadily, while the options including cutting services has declined. Nevertheless, a mixed solution of tax increases and cutting services remains the one most supported by residents, with preference levels having remained constant since 1999. On the other hand, after reaching a high of 25% last year, residents' tolerance to only cutting services by the amount of the shortfall appears to have diminished somewhat in 2002.



Cutting services is most popular among Chinese residents (35% versus 15% among other residents), but this reflects the support for this option among property owners, 29% of whom support this option versus only 13% of renters. Conversely, support for an increase in property tax is more likely to come from renters (29% versus 15% among property owners) and non-Chinese residents (27% versus 12% of Chinese residents). Additionally, men are more likely to support property tax increases (26% versus 18% among women).

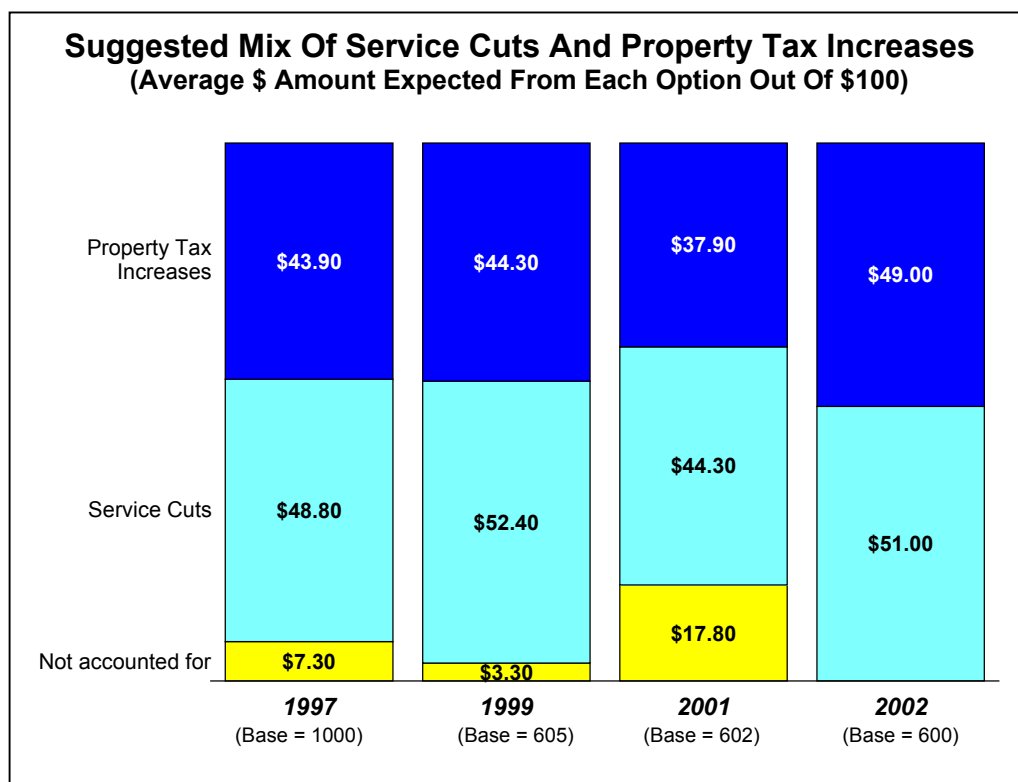
Similar to last year, among those not choosing a mix of both tax increases and service cuts, we find residents in the Northern quadrants are more likely to support tax increases over service cuts, while the opposite is true of those in the Southern quadrants.

Mixing Service Cuts and Property Tax Increases

Residents were asked to indicate how much of the budget shortfall they felt should be made up through the increase of property taxes, and how much could be made up through service cuts. They were asked to indicate what proportion of every \$100 they felt should come from each of these options. Unlike last year when many residents were unwilling to make up the entire \$100 shortfall, this year, residents had no problem indicating how the entire \$100 shortage should be made up. Specifically, residents assign an almost equal distribution of dollar amounts to service cuts and property tax increases this year, \$51 being assigned to service cuts and \$49 to property tax increases.

Matching the slow but steady rise since 1997 in the preference for increasing property taxes to deal with the budget shortfall, is the proportion of the shortfall residents feel should be made up through property tax increases (from almost \$44 in 1997 to \$49 currently).

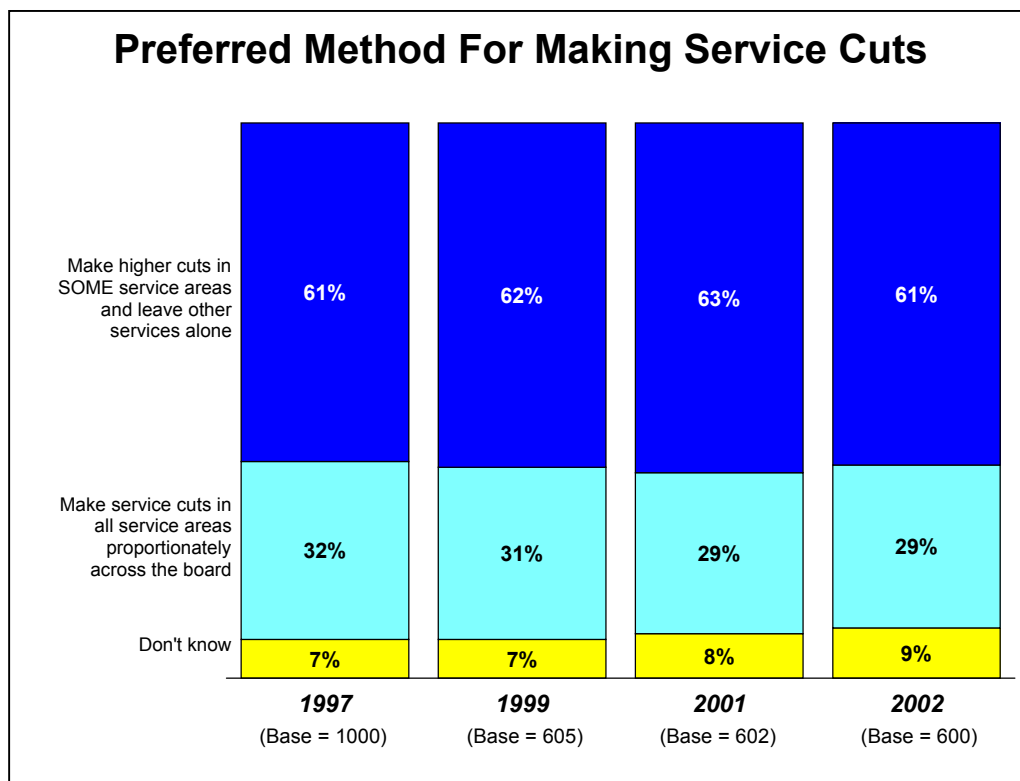
As expected, property owners and hence, Chinese residents, favour service cuts over increases in property tax (\$56 among property owners versus \$45 of renters, and \$61 of Chinese residents versus \$47 of all other residents).



Approach to Service Cuts

The majority of Vancouver residents remain opposed to making cuts in all service areas proportionately across the board, a view that they have held since 1997. Overall six-in-ten residents support making higher cuts in some service areas and leaving other services alone, while only three-in-ten vote for proportionate cuts across all service areas.

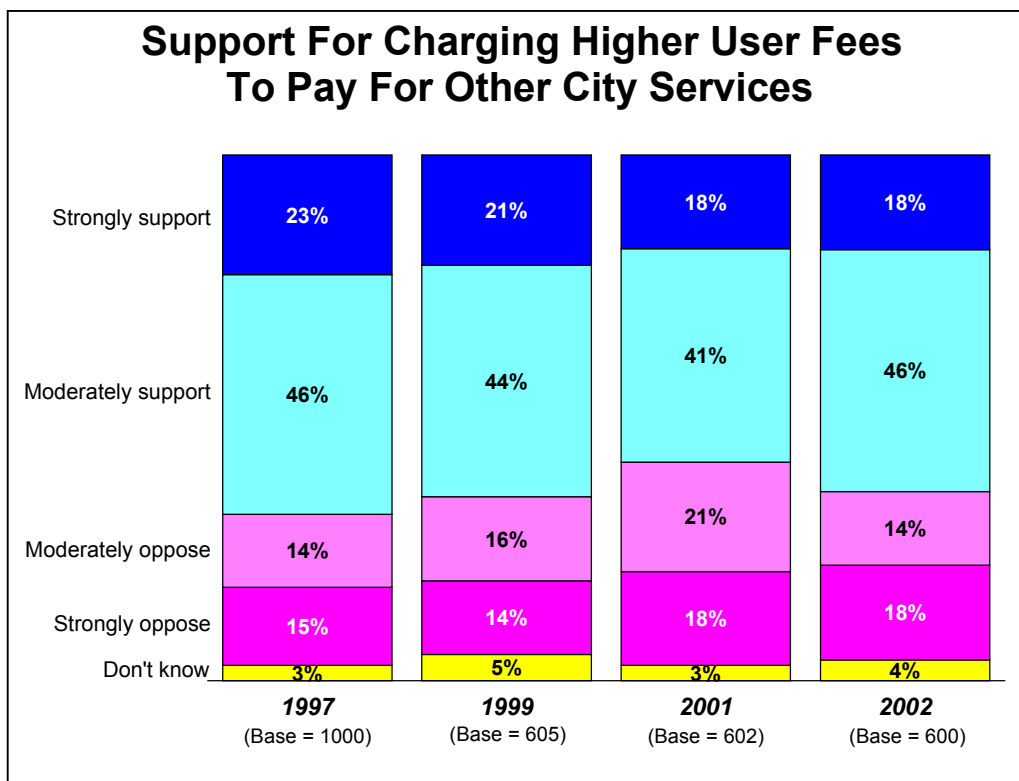
No differences between the various sub-groups are evident. However, significantly more older residents (17% who are 55+ years) are uncertain which option they prefer than is the case among younger residents (4% among those 18-24 and 9% among those 35-54 years).



Attitudes Toward User Fees

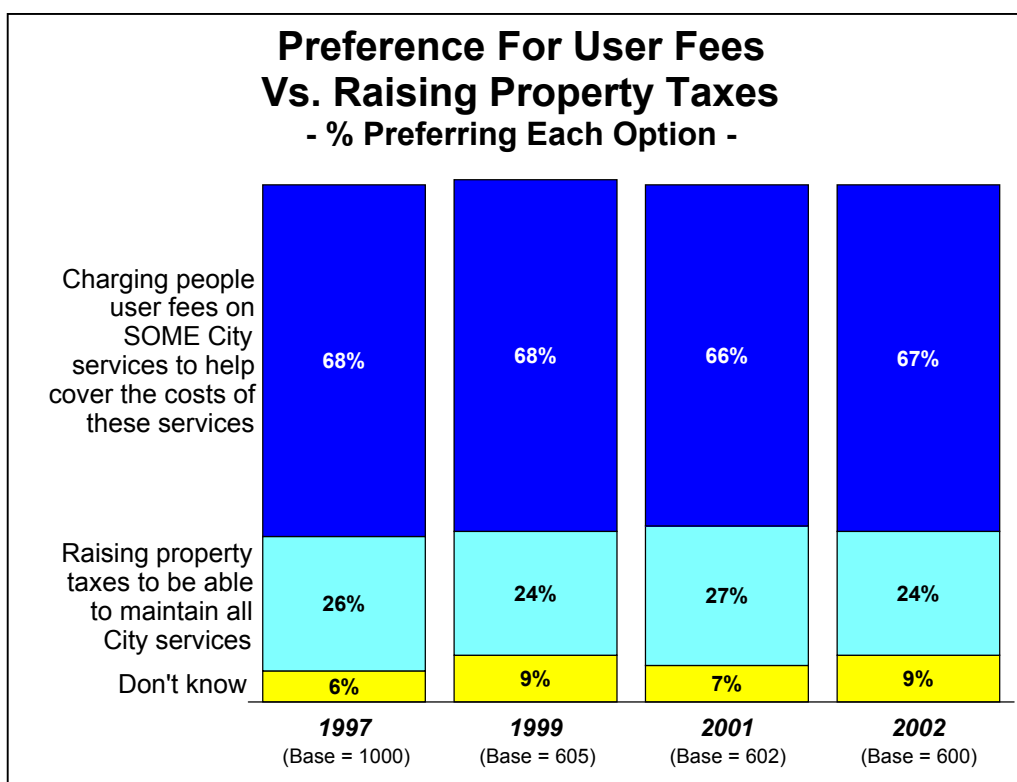
The majority of residents support charging higher user fees on some services to pay for other city services. While support for this option has been declining over the years, support levels this year seem to have rebounded back to 1999 levels, when two-thirds of residents gave it their vote.

Again, we caution the City when analyzing these results regarding resident support for user fees. Although 64% claim that they support this course of action, without specific examples, it is difficult to predict how residents will react to this approach. In addition, it is wise to keep in mind that 32% oppose user fees – a significant proportion of residents. As such, public opinion on user fee questions which are not specific should be taken as directional indicators only.

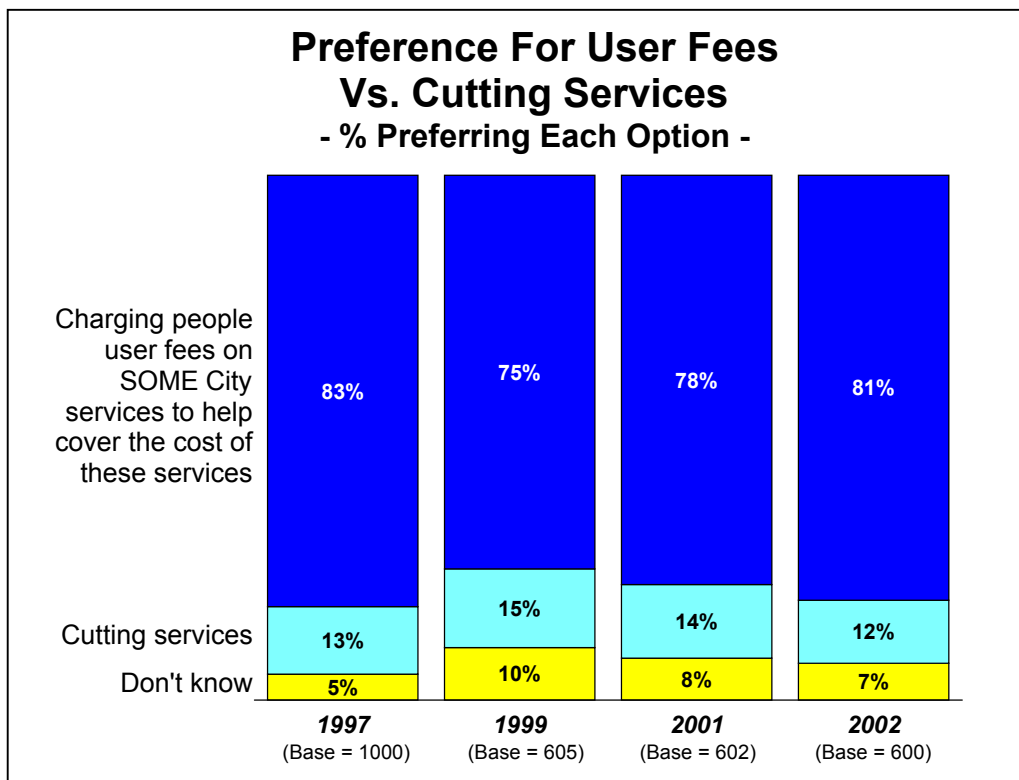


In line with the resistance to increasing taxes and the relative popularity of charging user fees, it is not surprising that when given a choice between the two, two-thirds of residents choose the user fee option to cover the budget shortfall. Only a quarter of residents choose tax increases in order to maintain all City services.

Consistent with earlier findings, property owners most strongly oppose increased property taxes and therefore are the residents who most favour implementing user fees on some City services (74% versus 58% of renters). As two-thirds of Chinese residents own property, they also show stronger preference for user fees than do other residents (79% versus 61%).



The choice between charging user fees on some services or cutting services results in the large majority of residents choosing user fees, with only 12% choosing to cut services. After a sharp drop in 1999, preference for user fees has almost risen back to 1997 levels. This is likely a reflection of residents' reduced tolerance for service cuts in 2002. Support for paying user fees is broadly similar across most demographic groups, with the exception of Chinese residents who view this option less favourably than all other residents (73% versus 85%).

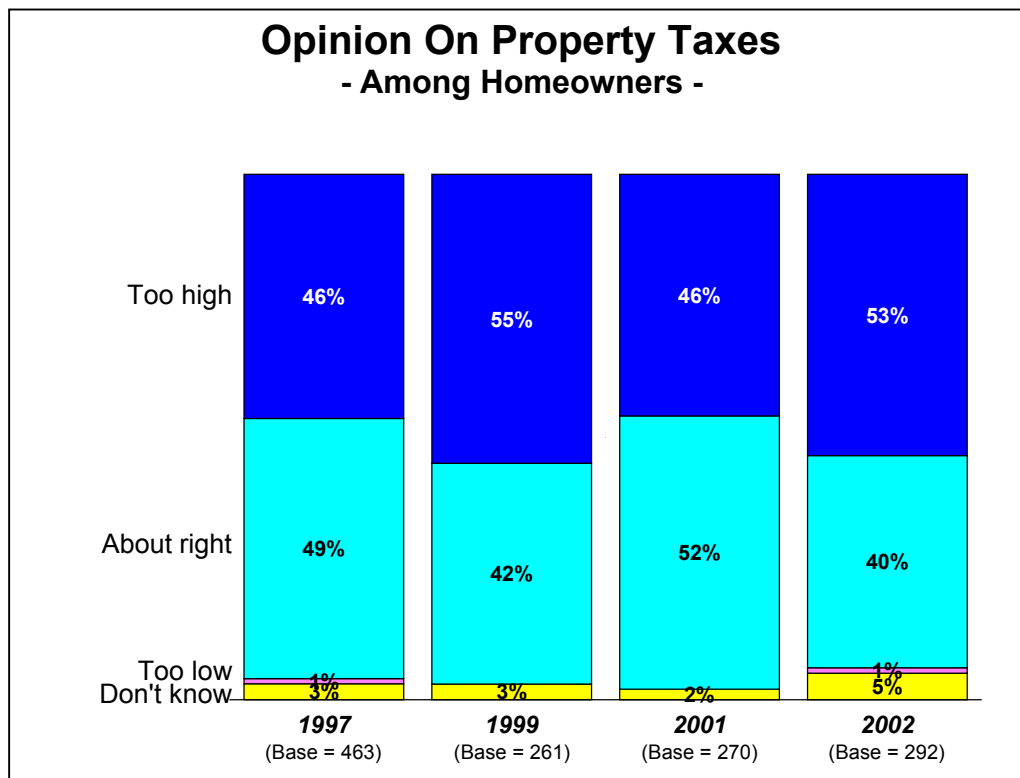


4.4 Taxation Alternatives

Assessment of Current Level of Taxes Paid

Vancouver homeowners remain divided between feeling that the current property taxes are “too high” (53%) or “about right” (40%). These opinions appear to be “flip-flopping” each year with more homeowners this year feeling that the current tax level is “too high”.

Similar with last year’s results, WestEnd/Downtown homeowners continue to be the least concerned with tax levels; 61% saying they are “just right”. However, this is a drop from 2001 when 81% claimed that their property taxes were “just right”. On the other hand, homeowners in the South Eastern quadrant are most critical of the property tax levels (64% saying they are “too high”). Residents with children (64% versus 45% of those who do not have children) and Chinese residents (67% versus 42% of other residents) also feel that the property taxes are “too high”. In addition, those who have lived in the City for a shorter period are more likely to view the taxes as too high (0-5 years –73%, 6-19 years –54% versus 20+ years –48%).

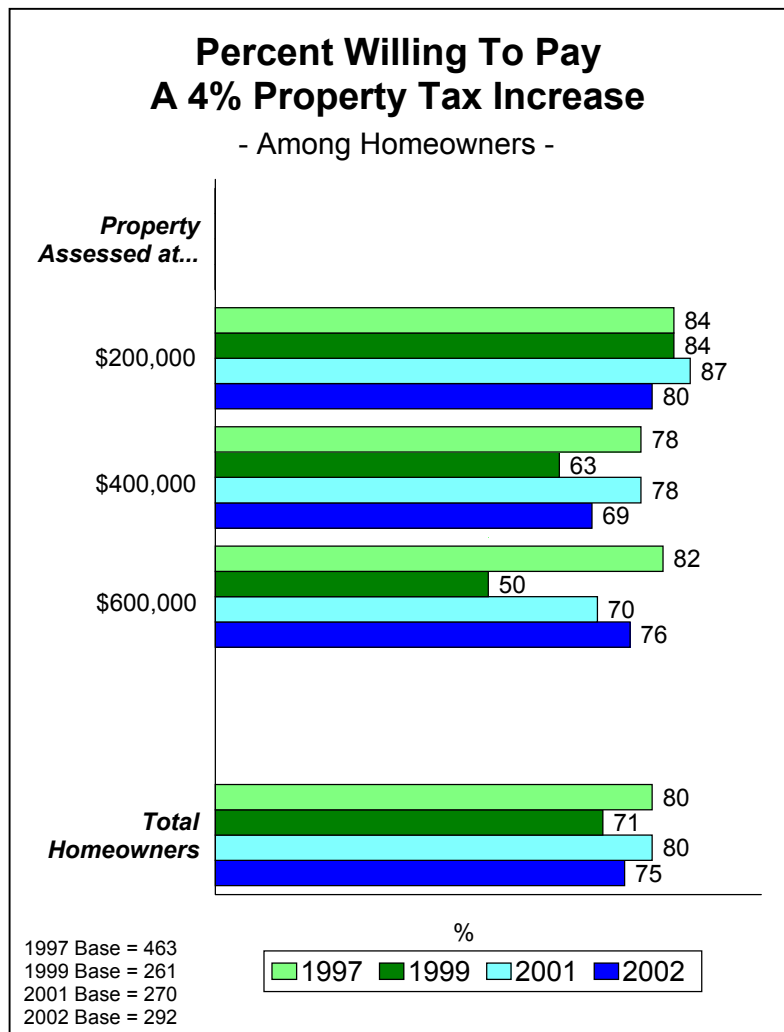


Acceptability of Different Levels of Property Tax Increases

Homeowners were divided into three home-value groups, \$200,000, \$400,000 and \$600,000. Thus, when asking each homeowner if they felt they would support a property tax increase at three successive levels - 6%, 4% or 2%, the actual dollar-value of the increase was different for each homeowner group. It is natural then, that homeowners' support for tax increases is, to some extent, related to the value of their home.

At the 4% property tax increase level, 80% of homeowners whose homes are valued at around \$200,000 are in support of the increase, which is roughly in line with last year's support. With a 6% increase, support drops slightly to seven-in-ten owners. When the tax increase drops from 4% to 2%, an additional 7% of homeowners support a tax increase, suggesting that this year, there is more evidence of price sensitivity between the 6% and 2% levels.

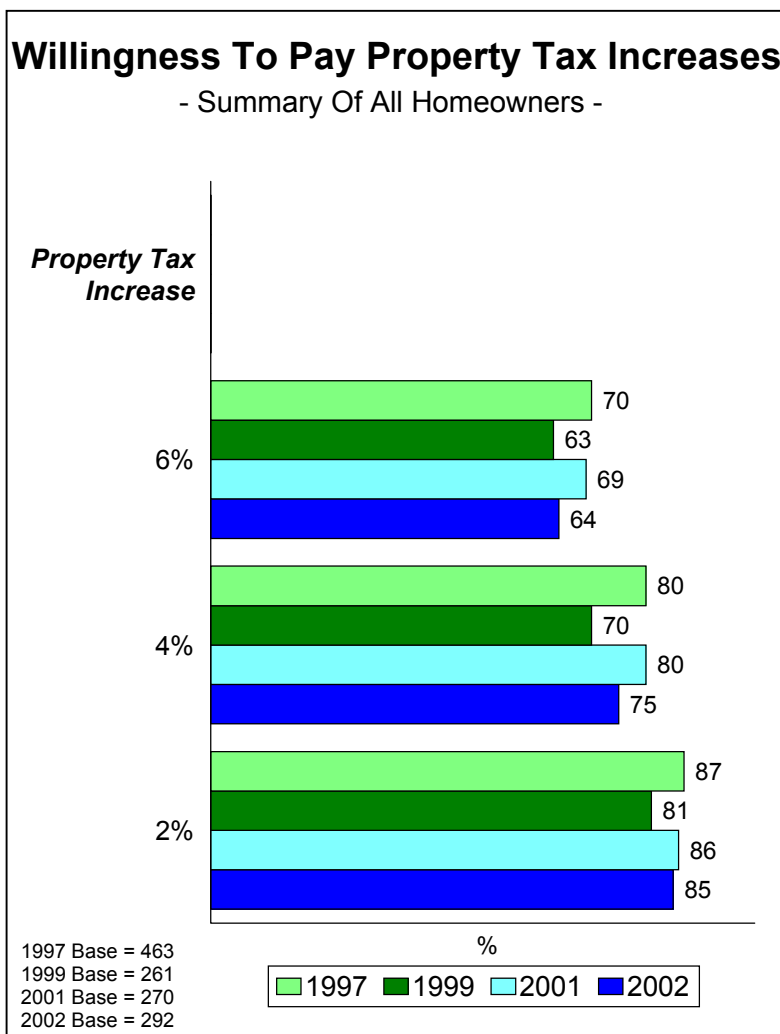
Homeowners who estimate their property value at the \$400,000 level offer even greater differences in support at each of the tax increase levels tested. One-half of these owners feel they would



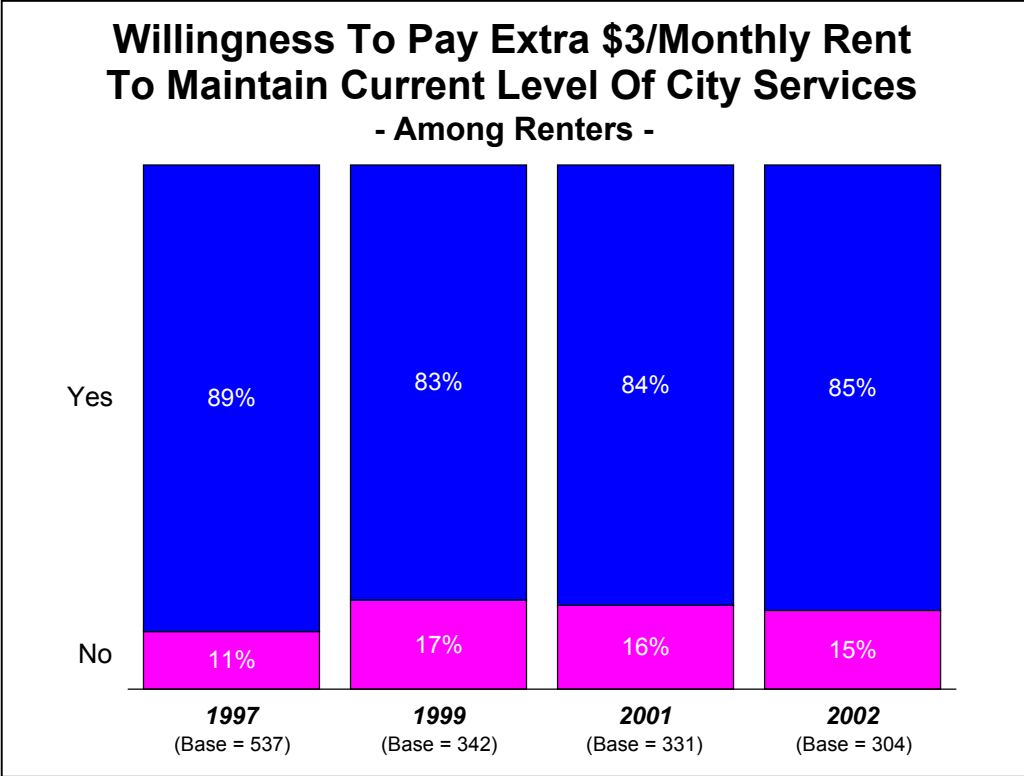
support a 6% tax increase, while this figure climbs to 69% at a 4% property tax increase level, and then climbs further to 85% at a 2% tax increase level.

Three-quarters of those who estimated their property to be valued at the \$600,000 level support a 4% increase, while 67% of this “top-end” group of owners support a 6% increase and 87% support a 2% increase. Among this group, there is little sensitivity in willingness to pay between the 2% and 6% levels.

Considering support across all homeowners (\$200,000, \$400,000 and \$600,000), at the various rate-increase levels, six-in-ten owners overall would support a 6% property tax increase, rising to three quarters at 4%, and rising up to 85% at 2%. The results have remained fairly consistent over the last 3 years.



Similar to previous years, the overwhelming majority of renters, 85%, are willing to pay an extra \$3 monthly rental to maintain the current level of city services. Women are more willing to pay the additional monthly rent than men (90% versus 80%) as are non-Chinese renters (89% versus 74% among Chinese renters).



4.5 Service Priorities: Choosing Areas for Service Cuts

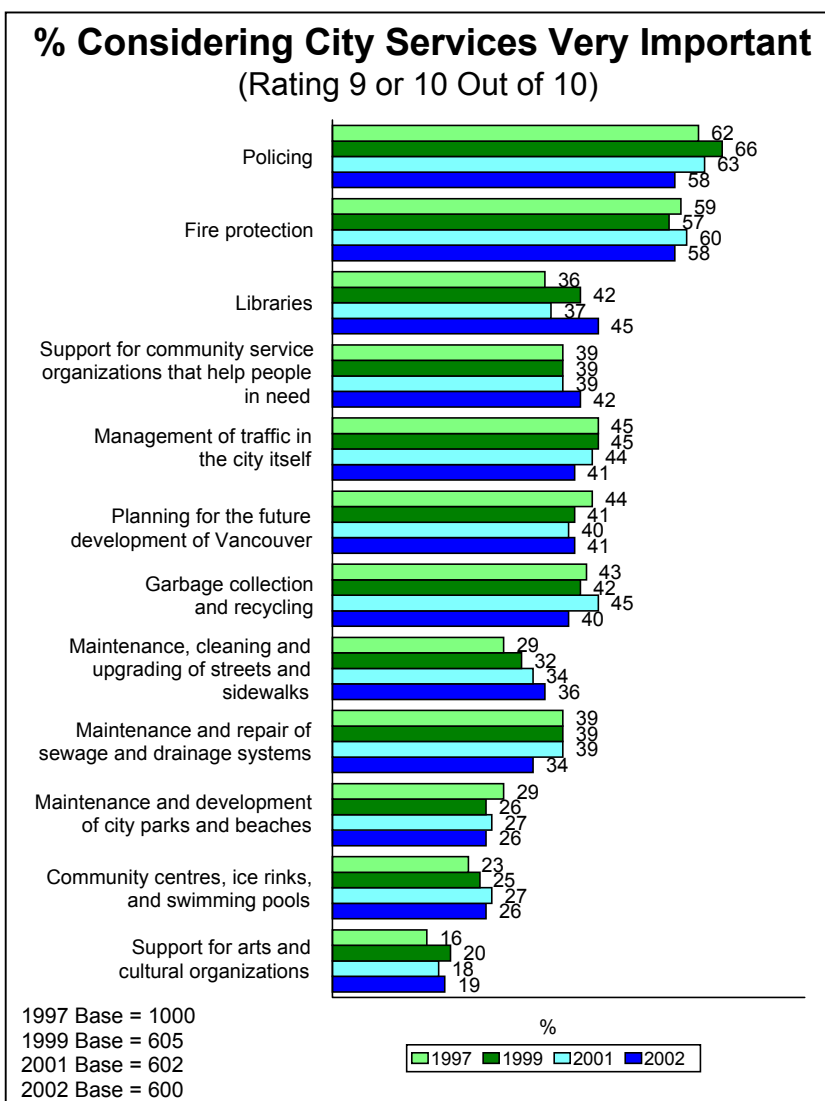
Most Important City Services

Policing and fire protection remain the most important City services for Vancouver residents and have done so since 1997. Both of these services continue to be given top priority by six-in-ten residents.

The importance of libraries has increased significantly, an 8 point increase being experienced since last year, bringing this service up to a similar level of importance as was evident in 1999.

A moderately high level of importance is attached to community service organization support, traffic management in the city, city growth-planning and garbage collection and recycling. The level of priority assigned these services by residents has remained fairly consistent over the past five years.

Maintenance, in terms of cleaning and upgrading streets and sidewalks, and the maintenance and repair of sewage and drainage systems is rated nine or ten out of ten by one-third of the community. In line with the results from last year's survey, the maintenance and upgrading of streets and sidewalks continues to grow slowly in importance.



Similar to previous years, of relatively lesser importance to residents are the community services which include the maintenance of facilities such as parks and beaches, the provision of community centres, ice rinks and swimming pools and support of arts and cultural organizations. The level of importance assigned to these city services has remained fairly constant since 1997.

By sub-group, women rate a number of the services at a higher level of importance than do their male counterparts, particularly those relating to safety and security, support for people in need, city facilities (libraries, parks, community centres etc) and support for arts and cultural organizations. Older residents tend to rate policing, sewage and drainage maintenance, fire protection and garbage collection and recycling as more important than younger residents (34 years or younger). On the other hand, helping those in need and facilities like community centres, ice rinks and swimming pools are more likely to be a higher priority for younger residents.

Lastly, Chinese residents are less likely to give a rating of nine or ten out of ten for the maintenance of parks and beaches, provision of community centres, libraries etc, fire protection, support for the Arts and the needy, and city traffic management.

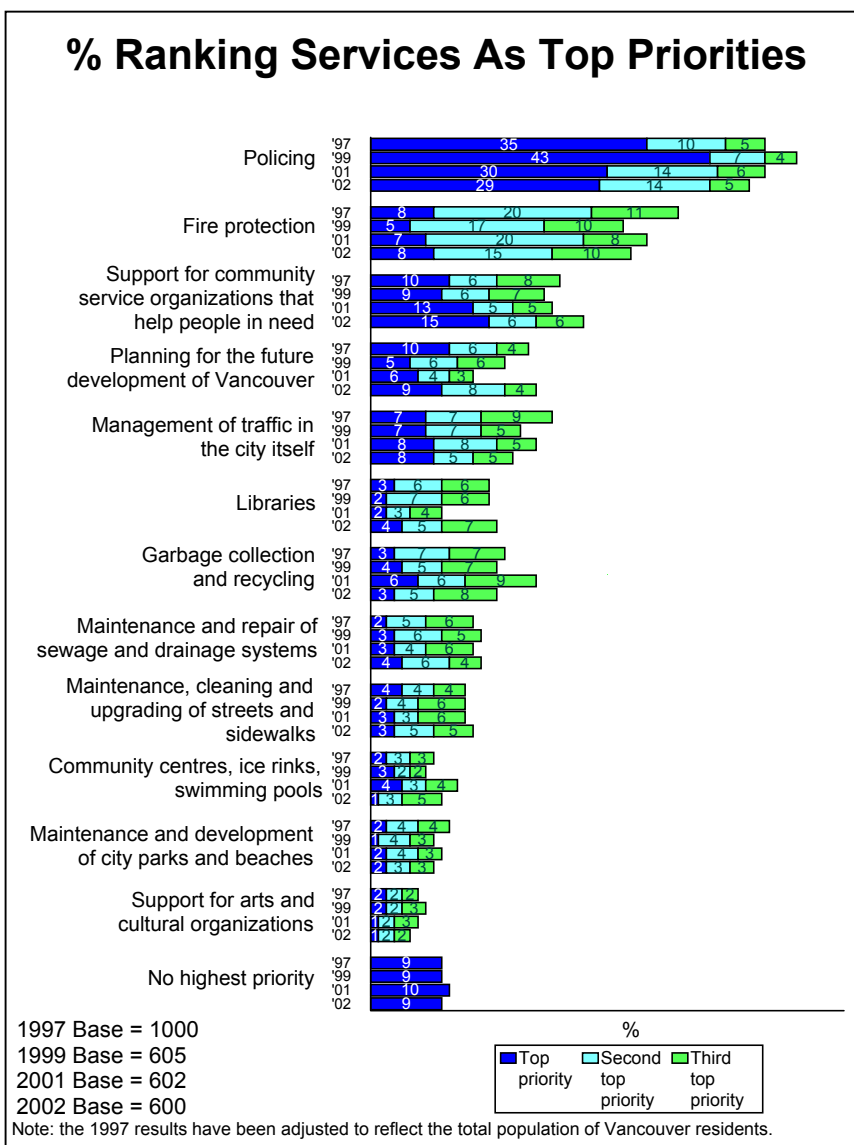
Top Priority Service Areas (Last Areas to Make Cuts In)

To gain a clearer understanding of the relative importance of each service area, residents were asked to rank their top, second and third service priorities, choosing from among those services they considered to be “very important”.

In line with the results from previous years, police and fire protection services top the priority list. However, when asked to select the “most important” service, policing emerges as the key priority, 29% saying it is their top priority and one-half including it in their list of the top three priorities. Fire protection, while also considered important by residents, only ranks third after support for community organizations as the number one priority, but second overall when considering the top three priorities.

Planning for the future development of Vancouver has improved its priority in the eyes of residents, with one-in-five including it in their top three priorities. This service, together with the management of traffic, and garbage collection and recycling, appear to be accorded similar levels of priority.

In line with the increase in the importance of libraries, there is a corresponding increase in the mention of libraries as one of the top three priorities this year.

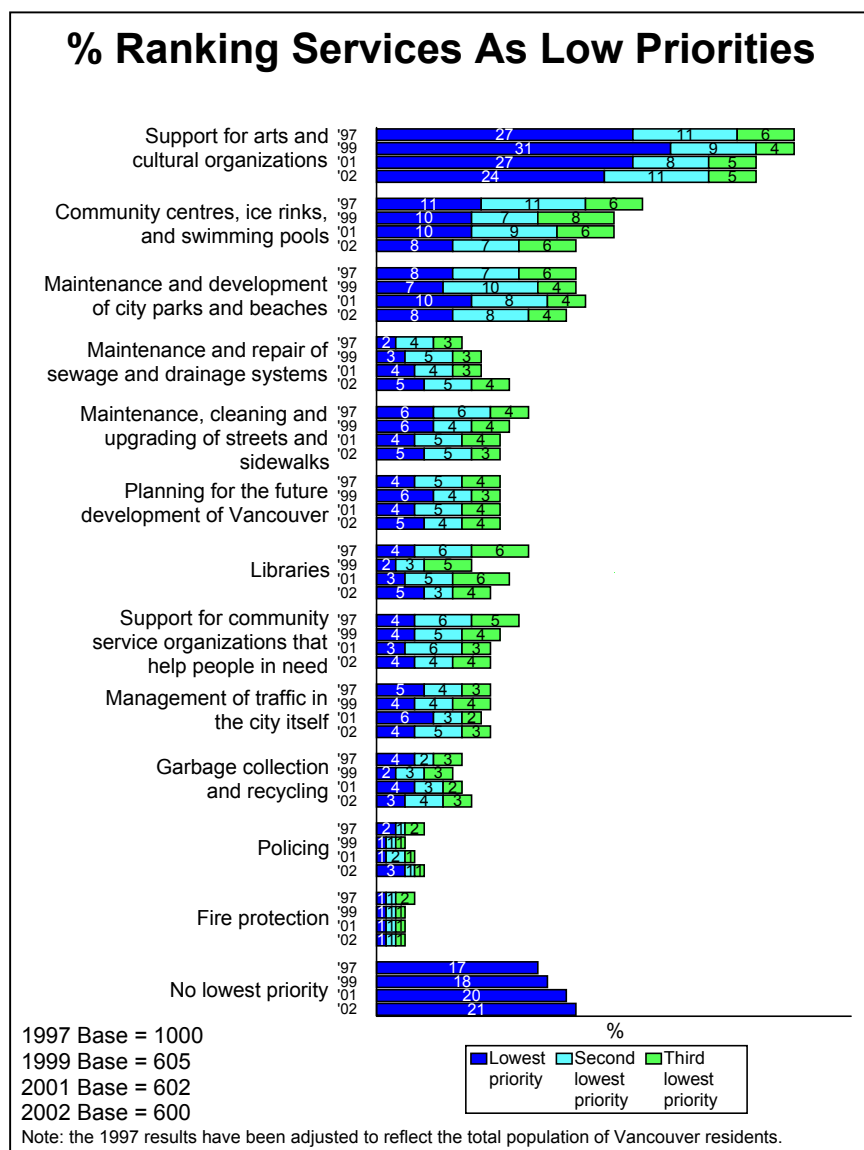


Low Priority Services (First Areas to Make Cuts In)

To determine which services are of the least importance, residents were asked to rank the services they had rated as “not very important” in terms of which they felt was of the “lowest priority”, second lowest and third lowest priority. As expected, those services receiving the most votes for lowest priority are the ones that received the least votes for highest priority and vice versa.

The lowest priority for Vancouver residents remains supporting arts and cultural organizations. This service, is clearly ranked as the lowest priority by residents, with 24% saying it is their lowest priority and 40% saying it is one of their three lowest priorities. Community centres and the maintenance of parks and beaches are also frequently (by about one-in-five) ranked as one of residents’ three lowest priorities.

It is clear that very few other services are considered as being low priorities given that only around one-in-ten include them in a list of their three lowest priorities. In addition, one-in-five residents claimed that there were no services that were a low priority.



APPENDIX

TOP-LINE RESULTS

**City Of Vancouver
- 2002 Residents Survey –
Weighted Top-Line Results**

- 1a. Now, to begin our questions, in your view as a resident of Vancouver, what is the most important local issue facing the City of Vancouver, that is the one issue you feel should receive the greatest attention from Vancouver's City Council?
- 1b. Are there any other important local issues?

	<u>First Mention</u>				<u>Total Mentions</u>			
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base	1000	605	602	600	1000	605	602	600
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total Crime</u>	19	38	23	20	29	49	34	30
Theft/break-ins	5	12	7	6	10	17	11	9
Personal safety	3	5	2	6	6	10	7	8
Drugs/drug related problems	-	6	8	4	1	11	12	7
Crime/drugs in Downtown East Side/ Crime/Crime prevention	8	11	3	3	14	15	5	5
Downtown East Side problems	-	-	4	2	-	-	7	4
Home invasions	-	3	-	-	-	6	-	-
Youth problems/gangs	2	-	-	-	5	1	-	-
<u>Total Transportation</u>	23	17	33	25	36	30	52	42
Lack of/poor quality of public transit	6	7	21	13	12	13	33	24
Traffic congestion	9	8	10	8	15	15	20	14
Poor condition of streets	2	2	3	3	5	4	6	8
Other transportation	5	-	-	-	9	-	-	-
<u>Total Taxation</u>	9	4	6	3	14	10	10	6
Property tax increases	5	2	3	2	7	5	5	5
Taxes (general)	2	1	2	-	4	4	4	1
Inefficient government	-	1	1	1	1	1	2	1
Government spending/overspending	1	-	-	-	2	-	-	-
Deficits	1	-	-	-	2	-	-	-
<u>Total Government</u>	3	1	-	-	8	2	-	-
Provision of municipal services	2	1	-	-	4	2	-	-
Government (gen)	2	-	-	-	2	-	-	-
<u>Total Growth</u>	6	2	1	1	12	5	3	3
Overdevelopment/growth	5	2	-	1	9	3	2	1
Too many subdivisions/housing developments	1	-	-	-	2	-	1	1
Poor planning	1	-	-	-	2	1	-	1

(continued)

1a,b (con't)

	First Mention				Total Mentions			
	1997	1999	2001	2002	1997	1999	2001	2002
Base	1000	605	602	600	1000	605	602	600
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total Environment</u>	3	2	4	3	12	7	10	10
Pollution/air quality	1	1	2	1	5	3	4	4
Parks/greenspace	1	1	1	1	4	2	3	4
Garbage/recycling/waste management	1	1	2	1	3	3	4	3
Environment (general)	1	-	-	-	3	-	-	-
<u>Total Social</u>	7	7	5	8	12	13	12	15
Homeless/poverty	1	5	4	6	2	9	8	12
Lack of affordable housing	4	2	2	2	7	5	4	4
Other social issues	3	-	-	-	5	-	-	-
<u>Total Economy</u>	6	5	1	6	11	8	2	8
The economy	2	2	1	3	5	4	1	5
Employment/jobs	4	4	1	3	8	5	2	4
Education/schools	5	2	2	3	10	7	4	6
Hospitals/healthcare	1	1	3	3	2	3	5	4
No fun in Vancouver/lack of night life/ early club hours/restrictive liquor licensing	-	-	-	2	-	-	-	3
Parking	-	-	-	1	1	1	1	1
Leaky condos	-	-	-	1	-	1	-	1
Losing Grizzlies/Indy/Symphony of Fire/public events/loss of fun	-	-	2	-	-	-	3	-
Lack of funding from provincial to municipal government	1	-	-	-	1	-	-	-
Other	9	9	7	9	15	20	15	19
Nothing in particular/Don't know	12	11	13	16	12	11	13	16

2. Generally speaking, are you satisfied or dissatisfied with the overall quality of services provided to you by the City of Vancouver? Would that be very/somewhat satisfied/dissatisfied?

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base	1000	605	602	600
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Very satisfied	23	18	19	12
Somewhat satisfied	62	63	60	69
Somewhat dissatisfied	9	12	13	9
Very dissatisfied	3	4	6	6
Don't know	2	3	2	5

3. And would you say that the overall quality of services provided by the City of Vancouver has got better or worse over the past few years? Would that be much/somewhat better/worse?

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base	1000	605	602	600
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Much better	3	4	2	1
Somewhat better	22	19	21	20
Stayed the same	35	27	34	32
Somewhat worse	24	27	27	26
Much worse	6	8	7	7
Don't know	10	15	9	13

4. As you may be aware, about one-half of your property taxes goes to the City of Vancouver and the other half goes to the GVRD and the provincial government. Thinking about all the programs and services you receive from the City of Vancouver, would you say that overall you get good value or poor value for your tax dollars? Would that be very/fairly good/poor value?

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base (Owners)	463	261	270	292
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Very good value	12	8	9	5
Fairly good value	57	49	51	53
Fairly poor value	20	27	27	24
Very poor value	6	8	8	9
Don't know	5	7	4	9

5. And, in general, would you say that the property taxes you currently pay on your residence are too high, too low or about right? Would that be much too high/low?

Much too high	-	13	14	11
Too high	46	42	32	42
About right	49	42	52	40
Too low	1	-	-	1
Much too low	-	-	-	-
Don't know	3	2	2	5

Note: It is likely that in 1997, respondents were not probed further on whether they felt their current property taxes were too high or much too high.

6. As you may or may not know, the City of Vancouver is responsible for providing a variety of different services to you as a resident of the city. I'm going to read you a list of some of these services, and I'd like you to tell me how important each service is to you as a resident of Vancouver, that is something you feel City Council should pay a great deal of attention to.

Let's use a scale from 0 to 10, where "0" means the service is "not at all important" to you and should not be given any priority at all by City Council, "10" means the service is "extremely important" to you, and should be given top priority, and a "5" means the service is neither important or unimportant to you. Remember, you can pick any number between 0 and 10. The first service is (**READ ITEM AND RANDOMIZE**). How important is this to you as a resident of the City of Vancouver? What about (**READ NEXT ITEM**)?

			<u>0-6</u>	<u>7-8</u>	<u>9-10</u>	<u>DK</u>	<u>Avg.</u>
		1997 Base = 1000					
		1999 Base = 605					
		2001 Base = 602					
		2002 Base = 600					
a)	Policing						
	1997	%	12	26	62	1	8.6
	1999	%	11	23	66	-	8.8
	2001	%	11	25	63	1	8.7
	2002	%	13	28	58	1	8.5
b)	Maintenance and repair of sewage and drainage systems						
	1997	%	21	40	39	1	7.9
	1999	%	24	36	39	1	7.8
	2001	%	23	37	39	1	7.9
	2002	%	25	39	34	2	7.7
c)	Maintenance and development of city parks and beaches						
	1997	%	31	41	29	-	7.4
	1999	%	32	41	26	1	7.3
	2001	%	28	44	27	1	7.4
	2002	%	27	46	26	1	7.4
d)	Community centres, ice rinks, swimming pools						
	1997	%	35	40	23	1	7.0
	1999	%	36	39	25	-	7.1
	2001	%	35	38	27	1	7.2
	2002	%	32	42	26	1	7.3
e)	Libraries						
	1997	%	26	39	36	-	7.6
	1999	%	21	36	42	-	7.9
	2001	%	23	40	37	1	7.7
	2002	%	20	35	45	1	8.0

(continued)

6. (con't)

			<u>0-6</u>	<u>7-8</u>	<u>9-10</u>	<u>DK</u>	<u>Avg.</u>
		1997 Base = 1000					
		1999 Base = 605					
		2001 Base = 602					
		2002 Base = 600					
f)	Fire protection						
	1997	%	13	28	59	1	8.6
	1999	%	12	30	57	1	8.6
	2001	%	12	27	60	1	8.7
	2002	%	10	31	58	-	8.6
g)	Maintenance, cleaning and upgrading of streets and sidewalks						
	1997	%	28	42	29	-	7.5
	1999	%	28	40	32	-	7.5
	2001	%	21	45	34	-	7.8
	2002	%	23	41	36	-	7.8
h)	Support for arts and cultural organizations						
	1997	%	52	32	16	1	6.2
	1999	%	52	26	21	1	6.2
	2001	%	46	34	18	2	6.5
	2002	%	47	34	19	1	6.5
i)	Support for community service organizations that help people in need						
	1997	%	27	34	39	1	7.6
	1999	%	25	34	39	1	7.7
	2001	%	21	39	39	1	7.9
	2002	%	23	34	42	1	7.8
j)	Planning for the future development of Vancouver						
	1997	%	23	34	44	1	8.0
	1999	%	26	31	41	2	7.8
	2001	%	21	37	40	2	7.8
	2002	%	24	34	41	1	7.8
k)	Management of traffic in the city itself						
	1997	%	21	33	45	-	7.9
	1999	%	23	31	45	1	7.9
	2001	%	21	34	44	1	8.0
	2002	%	22	36	41	1	7.9
l)	Garbage collection and recycling						
	1997	%	20	36	43	-	8.0
	1999	%	22	36	42	-	7.9
	2001	%	17	37	45	-	8.0
	2002	%	21	38	40	1	7.9

7. Currently, the city is legally required to maintain a balanced budget. However, in developing the budget from year to year, the City faces pressures from:

- increasing costs of existing services;
- costs of new programs and services demanded by the public;
- downloading of responsibilities from senior governments; and
- changes in anticipated revenues.

These pressures often result in a shortfall in the amount of money the City has to spend on the services it provides to you as a resident. Finding a balance between adding these new costs to the budget and holding tax increases to reasonable levels means finding ways to fill the shortfall.

There are a number of different options the City has in order to deal with this situation. I'm going to read you a few of these options, and I'd like to know whether you support or oppose each option. What about (EACH ITEM)? Would you support or oppose Vancouver City council taking this action? Would that be strongly or moderately support/oppose?

1997 Base = 1000

1999 Base = 605

2001 Base = 602

2002 Base = 600

		<u>Strongly</u> <u>Support</u>	<u>Moderately</u> <u>Support</u>	<u>Moderately</u> <u>Oppose</u>	<u>Strongly</u> <u>Oppose</u>	<u>DK</u>
a)	Raise property taxes to maintain the SAME level of city services you now receive					
	1997	% 9	28	25	36	2
	1999	% 9	27	27	36	2
	2001	% 9	26	27	36	2
	2002	% 8	35	25	29	3
b)	Cut services, but only in SOME service areas					
	1997	% 18	43	18	15	6
	1999	% 14	43	19	15	8
	2001	% 13	40	23	16	8
	2002	% 13	39	24	17	8
c)	Cut services by the same proportion across all services areas					
	1997	% 9	27	30	32	2
	1999	% 7	26	29	33	5
	2001	% 8	28	30	32	2
	2002	% 8	23	33	32	4
d)	Use a mix of both service cuts and property tax increases					
	1997	% 11	32	25	29	3
	1999	% 9	31	27	30	3
	2001	% 9	34	24	30	3
	2002	% 10	33	27	25	5

(continued)

7. (Con't)

1997 Base = 1000

1999 Base = 605

2001 Base = 602

2002 Base = 600

		<u>Strongly</u> <u>Support</u>	<u>Moderately</u> <u>Support</u>	<u>Moderately</u> <u>Oppose</u>	<u>Strongly</u> <u>Oppose</u>	<u>DK</u>
e)	Charge user fees for some City services					
	1997	% 24	42	15	15	4
	1999	% 22	43	14	15	6
	2001	% 21	45	11	20	2
	2002	% 24	43	13	15	5

8. Now thinking about the budget shortfall, if it came right down to it, would you prefer that the City...

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base	1000 %	605 %	602 %	600 %
Increase property taxes by 6% to cover the budget shortfall	17	19	20	22
Cut city services by the amount of the shortfall	20	22	25	21
Use a mix of both property tax increases AND service cuts to deal with the budget shortfall	56	49	46	47
Don't know/Refused	6	10	9	10

Note: In 1997, the proposed increase was worded as an increase of "8% to get \$26 Million." In 1999, 6% and \$16 Million were used. Meanwhile in 2001 and 2002, the shortfall was described as \$20 Million, requiring an increase of 6%.

9. Suppose Vancouver's City Council were to use a mix of service cuts and property tax increases in order to make up the budget shortfall. If this were the case, how much do you think the City should raise from property taxes and how much from service cuts? For example, out of every \$100 the City needs to find to make up the shortfall, how much would you want the City to get through (**READ FIRST ITEM – RANDOMIZE**) and how much through (**READ SECOND RESPONSE**) (**RECORD \$ AMOUNT FOR EACH**)

	<u>Property Tax Increases</u>				<u>Service Cuts</u>			
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base	1000 %	605 %	602 %	600 %	1000 %	605 %	602 %	600 %
\$0	5	8	12	6	3	3	8	4
\$1 - \$10	8	7	12	3	5	5	9	2
\$11 - \$20	5	4	6	2	4	3	6	3
\$21 - \$30	10	6	6	6	10	8	7	8
\$31 - \$40	7	5	5	6	7	8	5	6
\$41 - \$50	26	24	22	26	26	24	22	26
\$51 - \$60	6	7	4	6	5	4	4	6
\$61 - \$70	5	5	4	7	5	5	5	5
\$71 - \$80	7	6	6	5	8	6	6	3
\$81 - \$90	1	2	1	1	2	4	2	1
\$91 - \$100	4	3	4	5	5	9	7	8
Don't know	16	21	18	27	17	21	18	27
Average	\$43.9	\$44.2	\$37.9	\$49.0	\$48.8	\$52.5	\$44.3	\$51.0

10. Suppose Vancouver's City Council were to implement service cuts to help make up the budget shortfall. Thinking about service cuts, would you want City Council to...

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base	1000	605	602	600
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Make higher cuts in SOME service areas and leave other services alone	61	61	63	61
Make service cuts in all service areas, proportionately across the board	32	31	29	29
Don't know	7	8	8	9

11. Now I'm going to read back to you those services which you felt were NOT very important to you as a resident of the city. The services are (**READ ONLY ITEMS FROM Q.6 WHICH SCORED 6 OR LESS**). Which ONE of these is least important to you, that is something you feel Vancouver City Council should make its lowest priority and be the FIRST area to make cuts in? And which one should be its second lowest priority, and be the SECOND area to make cuts in? And which one should be its third lowest priority and be the THIRD area to make cuts in?

	<u>Base</u>		<u>Lowest Priority</u>	<u>Second Lowest Priority</u>	<u>Third Lowest Priority</u>	<u>Total</u>
Policing						
1997	1000	%	2	1	2	5
1999	605	%	1	1	1	3
2001	602	%	1	2	1	4
2002	600	%	3	1	1	6
Maintain/repair sewage and drainage systems						
1997	1000	%	2	4	3	9
1999	605	%	3	5	3	11
2001	602	%	4	4	3	11
2002	600	%	5	5	4	14
Maintain/develop city parks and beaches						
1997	1000	%	6	7	6	21
1999	605	%	7	10	4	21
2001	602	%	10	8	4	22
2002	600	%	8	8	4	21
Community centres, ice rinks, swimming pools						
1997	1000	%	11	11	6	28
1999	605	%	10	7	8	25
2001	602	%	10	9	6	25
2002	600	%	8	7	6	21
Libraries						
1997	1000	%	4	6	6	18
1999	605	%	2	3	5	10
2001	602	%	3	5	6	14
2002	600	%	5	3	4	12
Fire protection						
1997	1000	%	1	1	2	4
1999	605	%	1	1	1	3
2001	602	%	1	1	1	4
2002	600	%	1	1	1	3
Maintain/clean/upgrade streets and sidewalks						
1997	1000	%	6	6	4	16
1999	605	%	6	4	4	14
2001	602	%	4	5	4	12
2002	600	%	5	5	3	13

(continued)

11. (con't)	<u>Base</u>		<u>Lowest Priority</u>	<u>Second Lowest Priority</u>	<u>Third Lowest Priority</u>	<u>Total</u>
Support for arts and cultural organizations						
1997	1000	%	27	11	6	44
1999	605	%	31	10	4	44
2001	602	%	27	8	5	40
2002	600	%	24	11	5	41
Support for community service organizations						
1997	1000	%	4	6	5	15
1999	605	%	4	5	4	13
2001	602	%	3	6	3	12
2002	600	%	4	4	4	11
Planning for future development of Vancouver						
1997	1000	%	4	5	4	13
1999	605	%	6	4	3	13
2001	602	%	4	5	4	13
2002	600	%	5	4	4	13
Management of traffic in the city itself						
1997	1000	%	5	4	3	12
1999	605	%	4	4	4	12
2001	602	%	6	3	2	11
2002	600	%	4	5	3	13
Garbage collection and recycling						
1997	1000	%	4	2	3	9
1999	605	%	2	3	3	8
2001	602	%	4	3	2	9
2002	600	%	3	4	3	10
None/Don't know						
1997	1000	%	4	3	3	2
1999	605	%	5	8	9	5
2001	602	%	4	4	4	4
2002	600	%	3	5	6	3
No low/2 nd /3 rd priority						
1997	1000	%	17	32	48	17
1999	605	%	18	36	49	18
2001	602	%	20	38	54	20
2002	600	%	21	37	52	21

Note: The 1997 results have been adjusted to reflect the total population of Vancouver residents.

12. Now, I'm going to read back to you those services you felt were VERY important to you as a resident of the city. The services are (**READ ONLY ITEMS FROM Q.6 WHICH SCORED 9 OR 10**). Which ONE of these is most important to you as a resident of Vancouver, that is something you feel Vancouver City Council should make its top priority and be the LAST area to make cuts in? And which one should be its second priority and the SECOND last area to make cuts in? And which one should be its third priority, and the THIRD last area to make cuts in?

	<u>Base</u>		<u>Top Priority</u>	<u>Second Priority</u>	<u>Third Priority</u>	<u>Total</u>
Policing						
1997	1000	%	35	10	5	50
1999	605	%	43	7	4	54
2001	602	%	30	14	6	50
2002	600	%	29	14	5	48
Maintain/repair sewage and drainage systems						
1997	1000	%	3	6	6	15
1999	605	%	2	7	6	15
2001	602	%	3	4	6	12
2002	600	%	4	6	4	14
Maintain/develop city parks and beaches						
1997	1000	%	2	4	4	10
1999	605	%	1	4	3	8
2001	602	%	2	4	3	9
2002	600	%	2	3	3	7
Community centres, ice rinks, swimming pools						
1997	1000	%	2	3	3	8
1999	605	%	3	2	2	7
2001	602	%	4	3	4	11
2002	600	%	1	3	5	10
Libraries						
1997	1000	%	2	5	6	13
1999	605	%	3	6	5	14
2001	602	%	2	3	4	9
2002	600	%	4	5	7	17
Fire protection						
1997	1000	%	8	20	11	39
1999	605	%	5	17	10	32
2001	602	%	7	20	8	35
2002	600	%	8	15	10	33
Maintain/clean/upgrade streets and sidewalks						
1997	1000	%	4	4	4	12
1999	605	%	2	4	6	12
2001	602	%	3	3	6	12
2002	600	%	3	5	5	13

(continued)

12. (con't)	<u>Base</u>		<u>Top Priority</u>	<u>Second Priority</u>	<u>Third Priority</u>	<u>Total</u>
Support for arts and cultural organizations						
1997	1000	%	2	2	2	6
1999	605	%	2	2	3	7
2001	602	%	1	2	3	7
2002	600	%	1	2	2	6
Support for community service organizations						
1997	1000	%	10	6	8	24
1999	605	%	9	6	7	22
2001	602	%	13	5	5	22
2002	600	%	15	6	6	27
Planning for future development of Vancouver						
1997	1000	%	10	6	4	20
1999	605	%	5	6	6	17
2001	602	%	6	4	3	14
2002	600	%	9	8	4	21
Management of traffic in the city itself						
1997	1000	%	7	7	9	23
1999	605	%	7	7	5	19
2001	602	%	8	8	5	20
2002	600	%	8	5	5	18
Garbage collection and recycling						
1997	1000	%	3	7	7	17
1999	605	%	4	5	7	16
2001	602	%	6	6	9	21
2002	600	%	3	5	8	16
None/Don't know						
1997	1000	%	4	4	3	4
1999	605	%	5	7	7	5
2001	602	%	5	7	6	6
2002	600	%	5	5	7	4
No top/2 nd /3 rd priority						
1997	1000	%	9	18	29	9
1999	605	%	9	19	31	9
2001	602	%	10	19	31	10
2002	600	%	9	18	29	9

Note: The 1997 results have been adjusted to reflect the total population of Vancouver residents.

13. What is the approximate assessed value of your current place of residence? Would it be closer to ...

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base (owners)	463	261	270	292
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
\$200,000	37	44	44	49
\$400,000	37	38	32	28
\$600,000	21	13	19	19
Don't know/Refused	5	5	5	4

14. Thinking about tax increases for the moment. In order for the City of Vancouver to cover the budget shortfall without any cuts in service, it could mean increasing the amount you pay in property taxes each year by 6%, or an additional \$35 per year. Would you be willing to pay this amount in order to maintain the current level of services provided by the City?

	<u>% Willing To Pay</u>			
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base (owners claiming their home is worth \$200,000)	193	127	131	146
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
An 8% increase which is about \$40 per year	69	n/a	n/a	n/a
A 6% increase which is about \$35	74	76	78	71
A 4% increase which is about \$24 per year	84	84	87	80
A 2% increase which is about \$12 per year	88	87	89	87

Note: An 8% increase was only asked in 1997. Estimated dollar amounts for increases in 1997 and 1999 were \$30 at a 6% increase, \$20 at 4%, and \$10 at 2%.

15. Thinking about tax increases for the moment. In order for the City of Vancouver to cover the budget shortfall without any cuts in service, it could mean increasing the amount you pay in property taxes each year by 6%, or an additional \$70 per year. Would you be willing to pay this amount in order to maintain the current level of services provided by the City?

	<u>% Willing To Pay</u>			
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base (owners claiming their home is worth \$400,000)	156	89	75	78
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
An 8% increase which is about \$85 per year	61	n/a	n/a	n/a
A 6% increase which is about \$70 per year	71	54	63	53
A 4% increase which is about \$48 per year	78	63	78	69
A 2% increase which is about \$25 per year	89	80	89	85

Note: An 8% increase was only asked in 1997. Estimated dollar amounts for increases in 1997 and 1999 were \$65 at a 6% increase. Estimated dollar amounts for increases in 2001 were \$45 at a 4% increase and \$20 at a 2% increase.

16. Thinking about tax increases for the moment. In order for the City of Vancouver to cover the budget shortfall without any cuts in service, it could mean increasing the amount you pay in property taxes each year by 6%, or an additional \$105 per year. Would you be willing to pay this amount in order to maintain the current level of services provided by the City?

	% Willing To Pay			
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base (owners claiming their home is worth \$600,000)	96	34*	53	56
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
An 8% increase which is about \$130 per year	60	n/a	n/a	n/a
A 6% increase which is about \$105	65	48	57	67
A 4% increase which is about \$70 per year	82	50	70	76
A 2% increase which is about \$35 per year	88	71	79	87

Note: An 8% increase was only asked in 1997. Estimated dollar amounts for increases in 1997 and 1999 were \$100 at a 6% increase, \$65 at 4%, and \$30 at 2%.

* Caution: small base size.

17. Would you be willing to pay...

	% Willing To Pay			
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base (those not sure/willing of the value of their home)	18*	11*	11*	12*
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
An 8% increase which is about \$85 per year	41	n/a	n/a	n/a
A 6% increase which is about \$70 per year	41	62	65	51
A 4% increase which is about \$48 per year	52	66	65	59
A 2% increase which is about \$25 per year	70	66	65	59

Note: An 8% increase was only asked in 1997. Estimated dollar amounts for increases in 1997, 1999 & 2001 were \$65 at a 6% increase, \$45 at 4% and \$20 at 2%.

* Caution: very small base size

**Willingness to pay property tax increases
- Summary of all Homeowners -**

	% Willing To Pay			
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base	463	261	270	292
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
An 8% increase	62	n/a	n/a	n/a
A 6% increase	70	63	69	64
A 4% increase	80	70	80	75
A 2% increase	87	81	86	85

Note: An 8% increase was only asked in 1997.

18. Now in order for the City of Vancouver to cover the budget shortfall without any cuts in service, it could need to raise the level of taxes your property owner pays by up to 6%. Your property owner could in turn decide to pass on to you SOME OR ALL of the cost of a tax increase by raising the amount you pay in rent. For the average renter, this could mean an increase in rent of about \$3 per month. Thinking about this, would you be willing to pay \$3 more per month in order to maintain the current level of services provided by the City of Vancouver?

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base (renters)	537	342	331	304
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes	89	83	84	85
No/don't know/refused	11	17	16	14

19. As you may or may not know, user fees are currently used to help recover the costs of providing certain City services such as permits and licenses, recreation programs, or sewer and water fees. Would you support or oppose the City charging higher user fees for this type of service and using the extra money raised to help pay for other city services? Would that be strongly or moderately support/oppose?

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base	1000	605	602	600
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Strongly support	23	21	18	18
Moderately support	46	44	41	46
Moderately oppose	14	16	21	14
Strongly oppose	15	14	18	18
Don't know	3	6	3	4

20a. When it comes right down to it, which would you prefer?

Charging people user fees on SOME City services to help cover the costs of these services	68	67	66	67
Raising property taxes to be able to maintain all City services	26	24	27	24
Don't know	6	9	7	9

20b. When it comes right down to it, which would you prefer?

Charging people user fees on SOME City services to help cover the costs of these services	83	75	78	81
Cutting services	13	15	14	12
Don't know	5	10	8	7

Demographics

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base	1000	605	602	600
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Gender</u>				
Male	49	48	50	49
Female	51	52	50	51
<u>Home Ownership</u>				
Rent	50	52	50	47
Own	50	48	50	52
<u>Age</u>				
18 – 24	13	10	10	10
25 – 34	26	23	23	23
35 – 44	20	23	23	23
45 – 54	13	16	16	16
55 – 64	11	11	11	11
65+	16	17	17	17
<u>Ethnic Background</u>				
Chinese (Hong Kong, China, Taiwan, or other)	22	22	19	31
British	36	35	39	29
East European	8	8	9	9
Canadian	7	7	7	6
German	6	4	7	5
East Indian	3	3	4	5
French	4	3	3	4
Scandinavian	1	2	3	2
Italian	2	3	2	2
First Nations	1	1	2	2
European (unspecified)	1	3	2	1
Asian – Other (e.g. Indonesia, Malaysia, Thailand)	2	2	2	1
Filipino	1	1	2	1
Dutch	2	1	1	1
African	1	-	1	1
Japanese	1	2	-	1
American	1	1	-	1
Korean	-	-	-	1
Middle East (unspecified)	-	-	1	-
Greek	-	1	-	-
Spanish	-	1	-	-
Other	2	3	2	1
Refused/Don't know	2	2	1	2

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base	1000	605	602	600
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Children In Household</u>				
Yes	31	34	30	32
No	69	66	70	67
Refused	-	1	-	1
<u>% With Children...</u>				
Over 19 years of age	12	11	12	8
Between 12 and 18	13	15	11	11
Under 12	16	18	18	20
<u># Of Years Been Resident of Vancouver</u>				
0 – 9	33	34	32	34
10 – 19	17	21	20	23
20 – 29	16	16	18	16
30+	24	29	29	26
Whole life	9	-	-	-
Don't know	1	1	-	1
Avg. # of Years	20	22	21	21
<u>Type of Dwelling</u>				
Single, detached house	51	48	48	49
Duplex or townhouse	9	8	9	8
Apartment or condo	38	41	40	40
Other/Refused	1	3	2	3
<u>Person Responsible For Paying The Property Taxes Or Rent</u>				
Yes – pay property taxes	41	40	43	42
Yes – pay rent	42	46	45	41
No	16	14	11	16
<u># Of Working Adults Contributing To Household Income</u>				
0	13	16	14	14
1	41	42	42	39
2	36	36	36	37
3	7	3	5	5
4+	2	3	2	3
Refused	1	1	1	2

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>
Base	1000	605	602	600
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Household Income</u>				
Under \$10,000	6	5	4	7
\$10,000 - \$19,999	12	10	8	8
\$20,000 - \$29,999	16	13	10	12
\$30,000 - \$39,999	13	14	11	13
\$40,000 - \$49,999	11	9	11	8
\$50,000 - \$59,999	8	8	9	7
\$60,000 - \$69,999	6	6	6	8
\$70,000 - \$79,999	4	4	5	3
\$80,000 - \$99,999	5	4	6	5
\$100,000+	7	7	10	9
Don't know/Refused	11	18	21	18