City Choices 2002:
What's Your Choice?

Appendix 3: Questionnaire Responses

April 2002

City Choices Questionnaire: The Results

❑ **City Choices 2002** flyer distributed through
   ✓ Courier community newspaper
   ✓ Sing Tao newspaper
   ✓ Community Centres, Branch Libraries

❑ There were 1,150 responses to the questionnaire:
   ✓ 625 by fax or mail
   ✓ 525 completed on the website
   ✓ Screened for duplicate entries

City Choices: Interpreting the Results

❑ Questionnaire is "self selecting": results may not be statistically significant
  ✓ No weighting of the responses for demographic makeup of the City – the data is "raw"
  ✓ MarkTrend survey responses were weighted

❑ Distribution by community newspaper
  ✓ Responses may be more heavily weighted to owners

❑ Distribution of the questionnaire was in part through civic facilities
  ✓ responses may represent interests associated with those facilities
  ✓ sources of responses were not tracked, questionnaires were received from common fax numbers or arrived by mail in batches

City Choices 2002: Who Responded?

The questionnaire requested some basic demographic information

Where Do You Live?	Flyer	% of Population
Downtown	13.5%	11.0%
North of 16th Ave / West of	17.0%	16.0%
North of 16th Ave / East of	20.9%	17.0%
South of 16th Ave / West of	20.0%	23.0%
South of 16th Ave / East of	26.6%	33.0%
Not Specified	2.0%	-
	100.0%	100.0%

❑ Respondents were more heavily weighted to the north part of the City than the general population

Appendix 3: City Choices Questionnaire

City Choices 2002: Who Responded?

The questionnaire asked for some basic demographic information

Do You Own or Rent?	Flyer	MarkTrend
Rent	25.9%	47.0%
Own	74.1%	53.0%
	100.0%	100.0%

What is Your Age?	Flyer	% of Population
18 - 44	37.9%	56.0%
45 - 64	41.3%	27.0%
65 and over	18.9%	17.0%
No Answer	1.9%	-
	100.0%	100.0%

City Choices 2002: Who Responded?
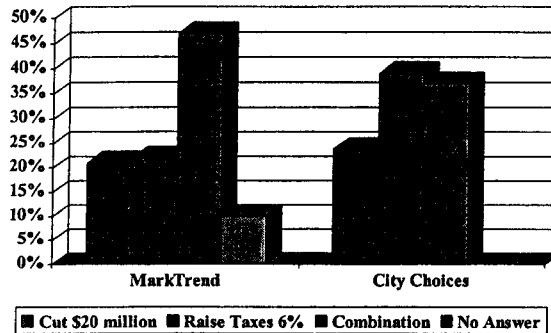
The questionnaire asked for some basic demographic information

How Long Have You Lived in Vancouver?	Flyer	% of Population
Less than 11 years	22.8%	34.0%
More than 10 years	75.6%	65.0%
No Response	1.6%	1.0%
	100.0%	100.0%

❑ Compared to MarkTrend, City Choices respondents tend to
  ✓ be older
  ✓ have lived in Vancouver longer
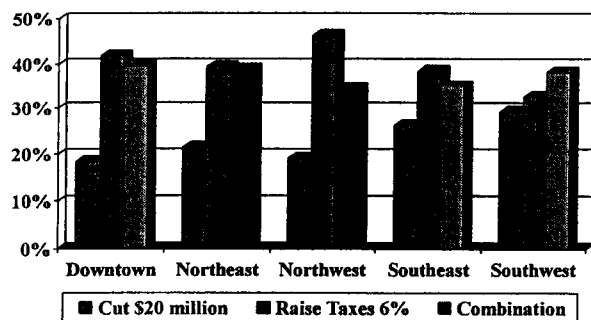 ✓ be weighted toward home ownership
  ✓ own more valuable property

Question #1:
Cut Service or Raise Taxes?

❑ Compared to MarkTrend, City Choices respondents were more willing to accept 6% tax increase to avoid service reductions

❑ A combination of reductions and tax increases was more popular than service cuts alone
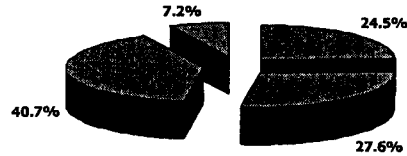
Question #1:
Cut Service or Raise Taxes?

■ Respondents on the south side are less supportive of tax increases and more supportive of service reductions

■ A combination of reductions and tax increases more popular than service cuts alone

## Question #2: What Combination of Service Reductions and Tax Increases?

- 24% of respondents would hold tax increase to 2% by reducing services
- 68% would accept a tax increase of at least 4% to limit service reductions.
- 40% would accept a tax increase of 6% to eliminate the need for service reductions
- 7% offered other combinations (Appendix 4)

Question #2: What Combination of Service Reductions and Tax Increases?

- By age, tenancy, length of time in the City or value of property:
  - ✓ support for a small tax increase (2%) and a large component of service reductions ($13 million) received the least support among respondents
  - ✓ support for no cuts and a 6% tax increase received the highest level of support

- 75% of MarkTrend respondents would accept a tax increase of 4% to avoid service reductions

Question #3: If Necessary, How Should Cuts be Applied?
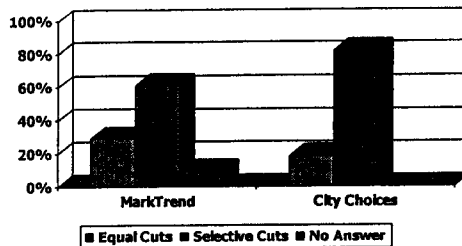
- City Choices respondents indicated overwhelming support for service reductions in selected areas rather than across-the-board cuts
- Support was consistent across age, tenancy, length of time in Vancouver and property value
- City Choices respondents favoured selective reductions by a significant margin over MarkTrend respondents

Question #4: Level of Support for Various Budget Balancing Options

	Equal Cuts	Selective Cuts	Raise Taxes 6%	Combination
Strong Support	8.2%	40.6%	42.9%	27.6%
Moderate Support	12.9%	28.7%	17.3%	27.7%
Moderate Oppose	25.9%	13.6%	11.2%	20.4%
Strong Oppose	53.0%	17.1%	28.6%	24.2%
	100.0%	100.0%	100.0%	100.0%

- If Council chooses to reduce service, selective cuts have more support than across the board cuts
- If Council chooses to raise taxes, 60% support or strongly support a 6% tax increase
- 55% of respondents support a some combination of tax increase and service cuts

Question #5: Which 5 Service Areas Would You Protect? Which 5 Would You Reduce?

Percentage of respondents identifying services areas as areas to protect or areas to reduce

Service Area	Protect	Reduce	No Mention
Fire	66.5%	11.3%	22.0%
Police	65.5%	16.0%	18.4%
Library	54.2%	18.5%	27.3%
Streets & Traffic	49.8%	24.4%	25.8%
Recreation	45.0%	15.0%	40.0%
Parks	41.0%	28.8%	30.2%
Other Public Safety	37.4%	23.0%	39.6%
Community Services	37.4%	32.9%	29.7%
Cultural Services	26.5%	49.6%	23.9%
Planning & Development	17.1%	48.2%	34.7%
Support Services	12.4%	54.1%	33.5%
Legislative Services	5.5%	68.0%	26.4%

Question #5: Which 5 Service Areas Would You Protect? Which 5 Would You Reduce?

- ❑ Like the MarkTrend survey, City Choices gave high priority to public safety – Police and Fire
  - ✓ Three in five respondents gave these services high priority
- ❑ Support for public safety:
  - ✓ was stronger in the southern sections of the City
  - ✓ grew with age and length of time in the City
  - ✓ Was higher among homeowners than renters
  - ✓ Was more important to those with higher value homes
- ❑ Support for Libraries was also broad-based
  - ✓ Highest priority among downtown respondents
  - ✓ Support tended to decline with age and tenure in the City
  - ✓ Was of consistent importance to owners and renters

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Question #5: Which 5 Service Areas Would You Protect? Which 5 Would You Reduce?

- ❑ 50% of respondents indicated Streets & Traffic should not be reduced while only 25% supported this area for reduction
- ❑ City Choices respondents *Parks & Recreation* has higher priority than MarkTrend respondents
- ❑ MarkTrend respondents rank *Community Services* as a much higher priority to protect from reductions than City Choices respondents
  - ✓ City Choices respondents were more evenly split on the priority of this service
- ❑ City Choices respondents ranked
  - ✓ *Cultural Services*
  - ✓ *Planning & Development Services*
  - ✓ *Support Services* and
  - ✓ *Legislative Services*

  as the highest priorities for reduction