

City of Vancouver

2004 Budget Allocation Study Wave 6

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Presented to:

City of Vancouver
Vancouver, BC

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Executive Overview

Introduction

Since 1997, each year that the City of Vancouver faced a budget shortfall, a public opinion survey has been conducted among adult residents to assess attitudes toward service priorities and funding alternatives. This year, a total of 602 random telephone interviews were completed between January 12 and 22, 2004. Key findings are summarized briefly in this *Executive Overview*. Further details are presented in the *Detailed Findings* section.

Key Findings

Top Issues of Concern

Crime continues to be the top issue that the public wishes to see given greatest attention by Vancouver City Council and this year the level of concern is among the highest levels seen in the tracking. Key concerns are theft and break-ins, drugs and drug-related problems, crime prevention and personal safety. Social issues and transportation vie for second place as the top issue of concern. This year social welfare issues have come to the forefront and are expressed more than in the past with particular concerns about homelessness/poverty, as well as a lack of affordable housing. The level of concern about transportation is in a similar range to last year, having subsided somewhat from a peak in 2001; this is likely a response to service improvements and other high profile plans/initiatives.

Satisfaction with Quality and Value of Services from the City of Vancouver

The vast majority of residents continue to be satisfied with the quality of services received from the City of Vancouver with the proportion that are “very satisfied” remaining constant. In terms of value for their tax dollar, positive perceptions also continue to be held by the majority. In terms of the level of taxation, homeowners are evenly divided between considering the tax level “too high” and “about right.” Opinions among owners of lower priced homes (\$200K), however, have shifted significantly since last year — as the “about right” level decreases and the “taxes too high” level increases.

Support for Revenue Options to Deal with Shortfall

User fees for some City services continue to be the most popular alternative for recovery of shortfalls. A majority of residents (about six-in-ten) support this approach, consistent with previous waves of tracking. The second most favoured option appears to be service cuts to *some* areas, receiving approval from half of residents.

If choosing between property taxes, service cuts and a mix of the two, the mixed approach is the preferred option. Views on allocation of funding sources for a mixed approach indicate that, on average, people would equally balance tax-hikes with service cuts.

Price Sensitivity to Property Tax Increases

In total, a majority of homeowners are willing to pay a 6% increase in property taxes (57%), but the proportion grows to larger majorities at a 4% increase (70%) or a 2% increase (84%). Note, among owners of homes in the \$200,000 range, there is greater price sensitivity this year to a 6% or 4% tax increase. Renters are also agreeable to a \$3 per month increase in rent in order to maintain the current level of city services.

Priority Issues for Budget Allocation

The top service priority, by far, is policing. This is followed by support for community organizations helping needy people and fire protection. Other services next in order of importance include management of traffic in the city itself, as well as planning for Vancouver's future, garbage collection and recycling, libraries and sewage/drainage maintenance and repair. Slightly lower in priority are street/sidewalk maintenance/upgrading, maintaining/developing city parks and beaches, community recreation facilities and lowest is support for arts and cultural organizations. Nevertheless, cutting services continues to be a less favoured fiscal management option.

Conclusions

Sensitivity to higher taxation is similar to that found last year. Acceptance is very broad for a 2% increase, declining somewhat at 4% and meeting sizeable resistance with a 6% increase. Those with lower property values are particularly price sensitive, and more than ever consider their tax level too high. User fees appear to be an acceptable alternative as a way to raise some revenues and maintain services; these are generally preferred to cutting services and raising taxes.

Foreword

Background and Research Objectives

The City of Vancouver has been tracking public opinion on budget allocation priorities and on various methods of meeting shortfalls. Each year the City is legally required to maintain a balanced budget. Fiscal pressures facing the City in this endeavour include increased cost of existing services, cost of new programs and services demanded by the public, downloading of responsibilities from senior governments and changes in anticipated revenues. To develop the most acceptable course of action in these circumstances, the City wishes to understand the public views on how to collect additional revenue and how to allocate funds available.

Since 1997, the City has commissioned research to gather input from residents in years where a budget shortfall is projected. In 1997 the shortfall totalled \$26 million dollars. The first budget allocation study was conducted among City of Vancouver residents that year¹. In 1999 a budget shortfall of \$16 million was anticipated and since 2001 budget shortfalls have been \$20 million. Each year, including this one, the same survey has been conducted and public attitudes monitored for shifts in and/or confirmation of priorities and opinion.

Accordingly, the research objectives are to track changes in residents' attitudes on the following:

- Main local issues of concern
- Perceptions of City of Vancouver services
- Reactions to fiscal options for management of the City's budget
- Services/funding initiative priorities
- Reaction to taxation alternatives

¹ 1997 study conducted by Angus Reid Group. 1999, 2001 and 2002 conducted by Market Facts-MarkTrend.

Methodology

As in the past budget allocation surveys, random telephone interviews were conducted with residents of the City of Vancouver 18 years of age and over. This year, as in the past four waves, a total of approximately 600 interviews were completed, equally distributed across five regions of interest (Downtown/West End plus the rest of the City divided into four quadrants with 16th Avenue defining the north/south boundaries and Main Street the east/west boundaries).

The regions were geo-mapped to match the area boundaries and random samples of households were drawn for each area, using the regularly up-dated database of Telus' published, residential telephone listings. Within each household the eligible respondent was chosen at random (next birthday method). Up to five calls were made in attempting to complete an interview with each household/respondent selected, a measure to minimize potential non-response bias.

At the data processing stage the data was weighted back into proper proportion by region, as well as matching 2001 census statistics for the City on age within gender. The final sample is distributed as follows:

Sample Distribution		
	<u>Actual</u> (602) %	<u>Weighted</u> (602) %
Gender		
Male	50	48
Female	50	52
Age		
18-24	7	12
25-34	24	23
35-44	23	21
45-54	20	18
55-64	12	10
65 and over	14	15
Region		
Southwest	20	21
Southeast	21	30
Northwest	19	16
Northeast	20	20
Downtown/West End	20	13

A copy of the questionnaire used in this study is appended. Interviewing was offered to respondents in English and two alternative languages Chinese and Punjabi. The language of interview was distributed as follows:

English	524
Chinese	78
Punjabi	0

All interviewing was conducted from the Mustel Group CATI (computer assisted telephone interviewing) facility in the City of Vancouver, where telephone interviewing staff is supervised and monitored. Fieldwork was completed January 12 to 22, 2004 on weekdays between 4 and 9 p.m. and on weekends between 10 a.m. and 4 p.m.

Results

The results are presented here in the format of an *Executive Overview*, summarizing the key findings, and a more comprehensive *Detailed Findings* section.

Statistical tolerance limits (or sampling margin of error) for a simple random sample of 600 interviews are +/- 5.0% at the 95% confidence level (or 19 times out of 20, if the study were to be repeated). In comparing the tracking results, the following table details a guideline for differences required to be significant on the total samples.

% of Answer:	Difference Required Between	
	1997 and 1999-2004	1999-2004 (Base n=600)
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 2003 resulted in 70% support and this same question resulted in 73% support in 2004, this would not be considered statistically significant because the increase of 3% is within the 5.2% difference required.

Throughout the report, comments on subgroup differences are statistically significant at the 95% level of confidence.

Detailed Findings

1. Most Important Issues Facing Vancouver

1.1 Top-of-Mind Issues

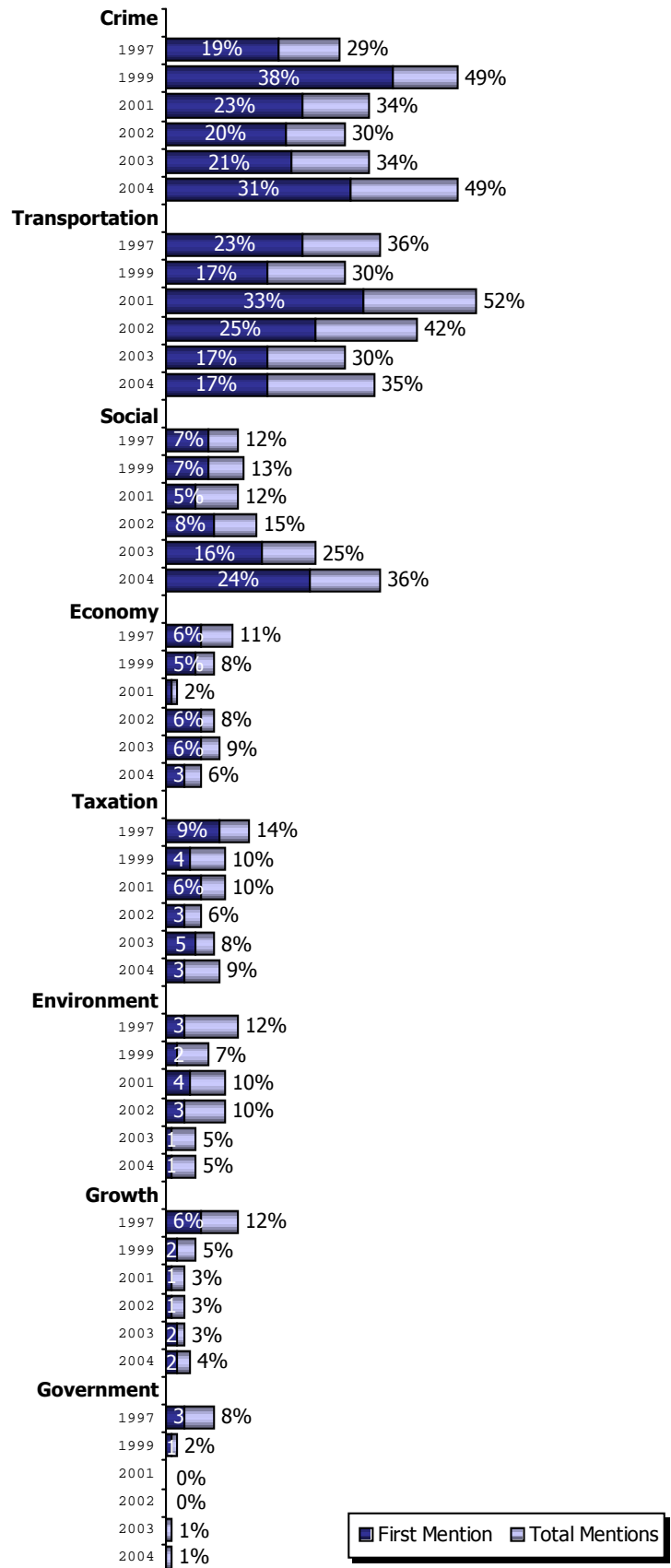
This year crime is the leading local issue of concern that City of Vancouver residents believe should receive the greatest attention from City Council (mentioned by 49% in total and by 31% as their first mention). Crime has risen significantly over the levels seen in the past three years. Specific crime issues that are raised include theft or break-ins, drugs, crime prevention and personal safety. In particular, concerns about theft/break-ins and personal safety have increased noticeably. Aside from drugs per se, mention of other Downtown Eastside problems has ebbed. Note that the high profile homicides in the media this past year may be fuelling this rise in concern about crime.

The second most pressing issues for City residents are other social issues and transportation with both receiving nearly equal mentions. Specific social issues of concern focus on homelessness and poverty, as well, the related issue of a lack of affordable housing. There is a significant rise in mentions this year on the homeless/poverty issues, which seems to be signalling a trend of growing concern.

With regard to transportation, as seen last year, there is less focus on a lack of transportation and poor quality transportation than observed in 2001-2002 (currently 13%). The introduction of service improvements (new B-Lines, community shuttles, U-Pass, etc) and high profile of new transportation projects are the likely reasons that this issue has subsided somewhat, as people may feel transportation needs are being addressed. Concern about traffic congestion is essentially stable (15%), while mention about the poor condition of streets remain at lower levels (5%).

There is no change in the attention given to taxation, currently mentioned by 9% and generally comparable to earlier years. Other changes this year include continuation of a greater concern about education and schools (now 9%), hospitals and healthcare remaining constant (7%) and a drop in the Olympics as an important issue for Council's attention (down from 9% to 2% currently). Other issues, such as the environment (5%), remain largely unchanged. Compared to renters, homeowners are more concerned about traffic congestion, property taxes and theft or break-ins, while renters place more emphasis on homelessness/poverty and lack of affordable housing.

Most Important Issues Facing Vancouver - Major Mentions Only -



Base: 1997 (n=1,000)
 Base: 1999 (n=605)
 Base: 2001 (n=602)
 Base: 2002 (n=600)
 Base: 2003 (n=608)
 Base: 2004 (n=602)

Reference: Q.1a)

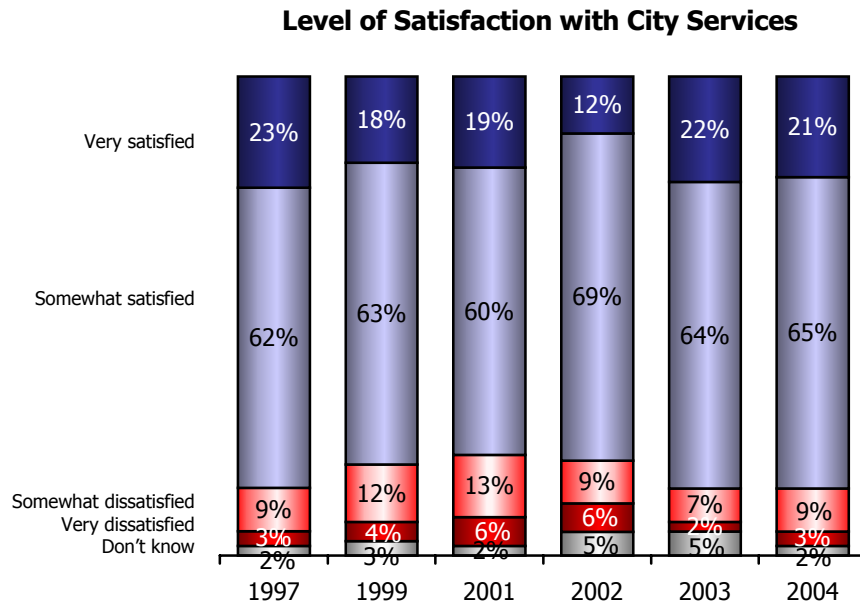
■ First Mention ■ Total Mentions

2. Perceptions of City Services

2.1 Level of Satisfaction with City Services

Satisfaction with the overall quality of services provided by the City of Vancouver remains high among residents. Furthermore, current tracking confirms the return to the greater satisfaction levels seen prior to 2002, as 86% in total are “very or somewhat satisfied” with the quality of services and over one-in-five are “very satisfied”. Dissatisfaction also remains low (currently 12% in total).

Opinion is largely similar among owners and renters and across demographic sub-groups.



Base: 1997 (n=1,000)

Base: 1999 (n=605)

Base: 2001 (n=602)

Base: 2002 (n=600)

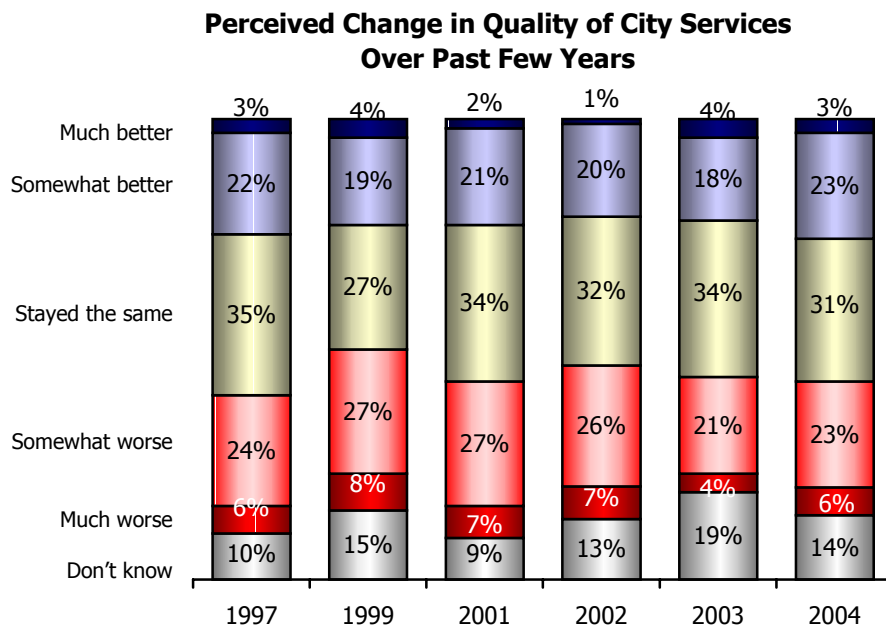
Base: 2003 (n=608)

Base: 2004 (n=602)

Reference: Q.2)

2.2 Perceived Change in Quality of City Services over Past Few Years

Perceptions of change in the quality of city services continue to be quite balanced with about the same proportion noticing an improvement (26%) as those perceiving deterioration (29%). There is also little change from last year in the proportion of residents who believe the quality has stayed the same (31%). This year younger residents display a more positive perception than their older counterparts — 35% of the under 35’s perceiving the quality to be better, compared with 22% of 35-54 year olds and 20% of those 55 or older.



Base: 1997 (n=1,000)

Base: 1999 (n=605)

Base: 2001 (n=602)

Base: 2002 (n=600)

Base: 2003 (n=608)

Base: 2004 (n=602)

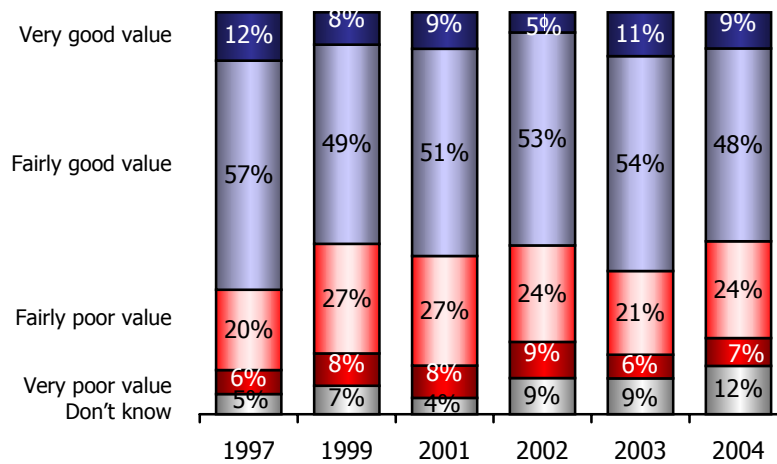
Reference: Q.3)

2.3 Perceived Value of Services

Homeowners were asked their perception of the value they receive from City services for their tax dollars. Perceptions dropped somewhat from 65% last year down to 58% who currently believe that they receive fairly good or very good value for their tax dollars.

Opinion tends toward the favourable view across all sub-groups examined, except among those in the northeast and southeast are somewhat less likely to feel they receive good value (47-52% versus 61-70% in the west side and Downtown areas).

**Perceived Value of City Services
- Among Homeowners -**



Base: 1997 (n=463)

Base: 1999 (n=261)

Base: 2001 (n=270)

Base: 2002 (n=292)

Base: 2003 (n=240)

Base: 2004 (n=268)

Reference: Q.4)

3. Reactions to Fiscal Options for Managing City’s Budget

3.1 Reactions to Broad Fiscal Management Options

Resident opinion was probed regarding various options available to balance the City budget and deal with shortfalls. The options presented include charging users fees for some city services, making service cuts, increasing property taxes or using a combination of service cuts and property tax increases.

User fees for some City services continue to be the most popular alternative for recovering shortfalls, if needed, to balance the City’s budget. About six-in-ten (61%) support this user fee approach, similar to last year but directionally lower than tracking prior to 2003. Just under one-in-five (19%) strongly support this option, similar to last year. Although a majority in all sub-groups favour user fees, stronger support is voiced among men and more affluent households (over \$50,000 income per year). There also appear to be some regional differences, with east Vancouver residents favouring user fees somewhat less than those in the west side and Downtown (50% Eastside support versus 67-73% on the Westside/Downtown).

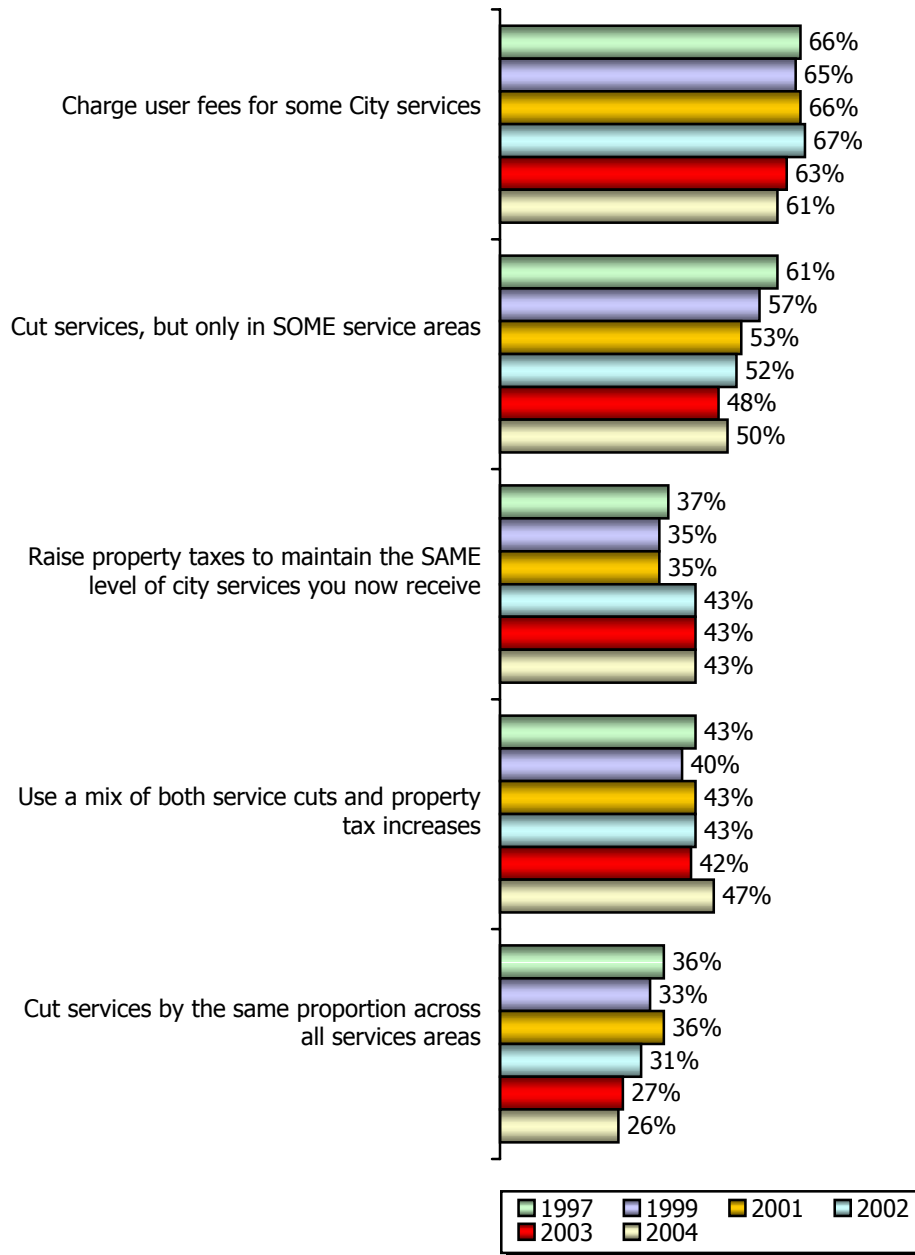
The second most favoured alternative is to *cut services in some areas* only. This year half of residents support this option (50%), while just under half oppose it (42%). Interest in this alternative has been weaker in recent years, compared to earlier measures. Sub-groups with slightly higher support for service cuts in some areas include males and the younger segment (under 35).

Support for using a *mix of both service cuts and property tax increases* has been stable across all waves of the tracking research, but appears directionally higher in this measure. Currently, 47% favour this option, while just under half (48%) oppose it. Support is somewhat stronger among more affluent households.

Raising property taxes to maintain the current level of services garners a similar range of support as found for the mixed approach of service cuts and increased property taxes. The level of endorsement for this alternative is identical to last year (43%), but somewhat higher than seen in earlier measures. Note, however, that homeowners tend to oppose this option (63%) and renters are more split in opinion (51% support, 44% oppose). More opposition to raising property taxes is seen in the southeast (72%), southwest (58%), among those in detached houses and those with children.

As found last year, the least favoured of the options presented is *cutting by the same proportion across all services*. A majority opposes using this strategy and a trend of diminishing support in recent years for this manner of service reduction continues (now 26%).

**Support for Broad Fiscal Management Options
- % Who Strongly/Moderately Support -**



Base: 1997 (n=1,000)

Base: 1999 (n=605)

Base: 2001 (n=602)

Base: 2002 (n=600)

Base: 2003 (n=608)

Base: 2004 (n=602)

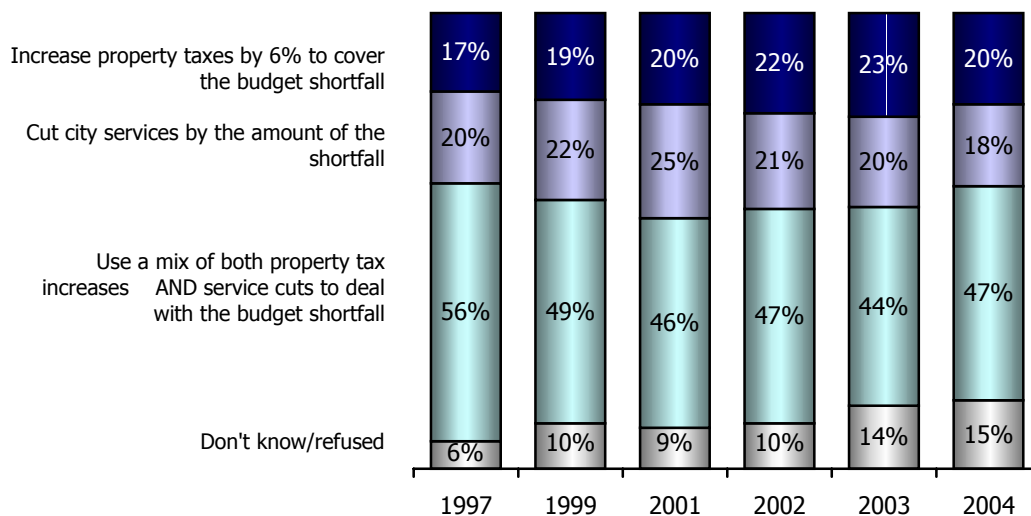
Reference: Q.7)

3.2 Preferred Fiscal Management Option

Residents were asked to indicate their preference for three specific management options to deal with a budget shortfall: a 6% property tax increase, cutting City services to offset the amount of the shortfall or using a mix of both property tax increases and service cuts. Note that in this scenario, user fees were not presented as an option.

Consistent with past opinion tracking, more residents favour a mix of both property tax increases and service cuts than either of the other alternatives. This year the mixed-method strategy leads by a ratio of more than two to one — 47% of residents select this mix-method option, compared to 20% choosing a 6% property tax hike and 18% of residents opting for service cuts only .

Preference for Dealing with the Budget Shortfall



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, 2002 and 2003 the shortfall was described as \$20 Million, requiring an increase of 6%.

Base: 1997 (n=1,000)

Base: 1999 (n=605)

Base: 2001 (n=602)

Base: 2002 (n=600)

Base: 2003 (n=608)

Base: 2004 (n=602)

Reference: Q.8)

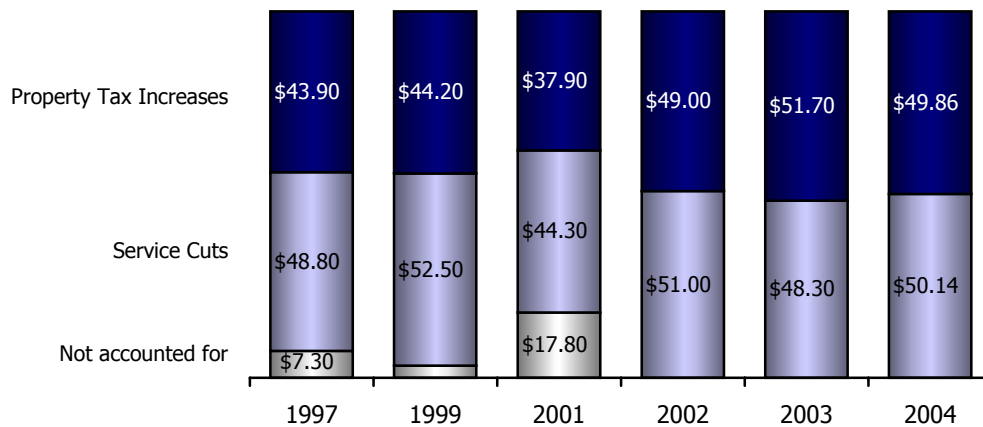
3.3 Mixing Service Cuts and Property Tax Increases

Assuming a mixed approach using both service cuts and property tax increases to deal with a budget shortfall, respondents were asked what proportion of funds should come from each source. For every \$100 shortage, they were to divide the source of funds according to their preference.

Given this scenario, on average, residents would like to see about equal funding to come from service cuts as from property tax increases. The results have been fairly consistent for the past three years now.

While the averages for owners and renters are not significantly different in total, homeowners with properties valued at around \$600K seem to prefer more of the allocation to come from service cuts (about \$59, on average).

**Suggested Mix of Service Cuts and Property Tax Increases
(Average \$ Out of \$100 From Each Source)**



Base: 1997 (n=1,000)

Base: 1999 (n=605)

Base: 2001 (n=602)

Base: 2002 (n=600)

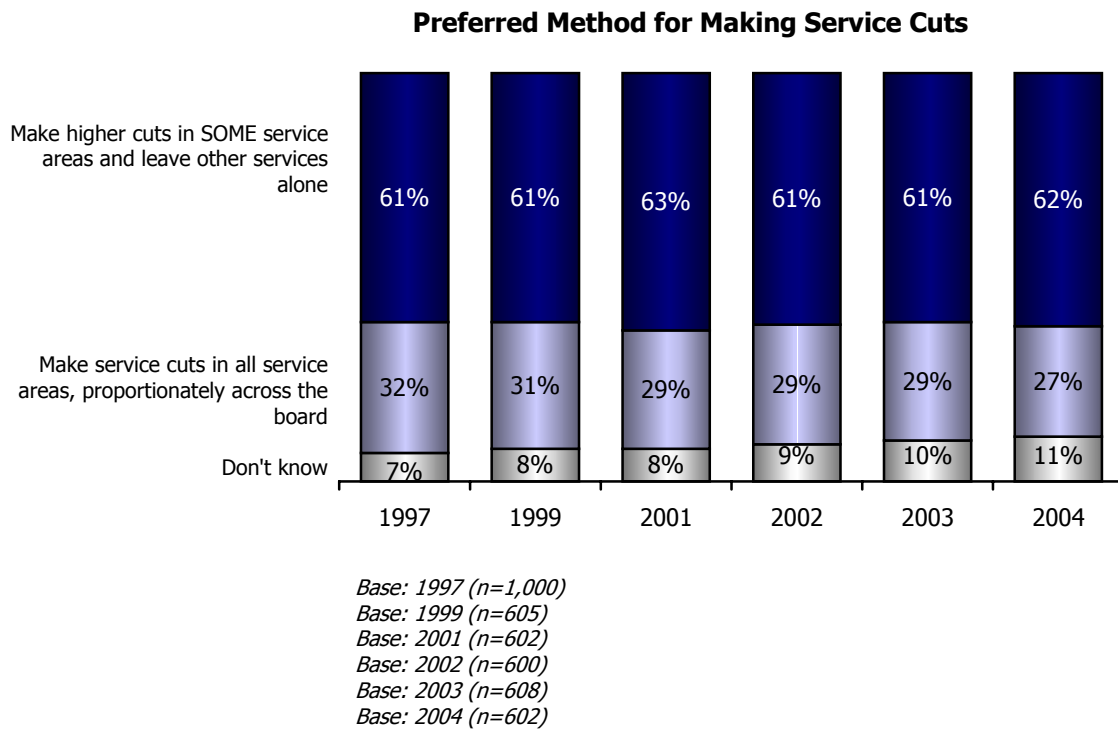
Base: 2003 (n=608)

Base: 2004 (n=602)

Reference: Q.9)

3.4 Approach to Service Cuts

Given the scenario where service cuts were to be implemented in order to help make up the budget shortfall, residents largely prefer to see cuts only in *some* areas, rather than making cuts proportionately across *all* service areas. Over six-in-ten prefer this approach if making service cuts. The findings this year are nearly identical to that seen in previous tracking and the general pattern is similar across the population sub-groups examined.

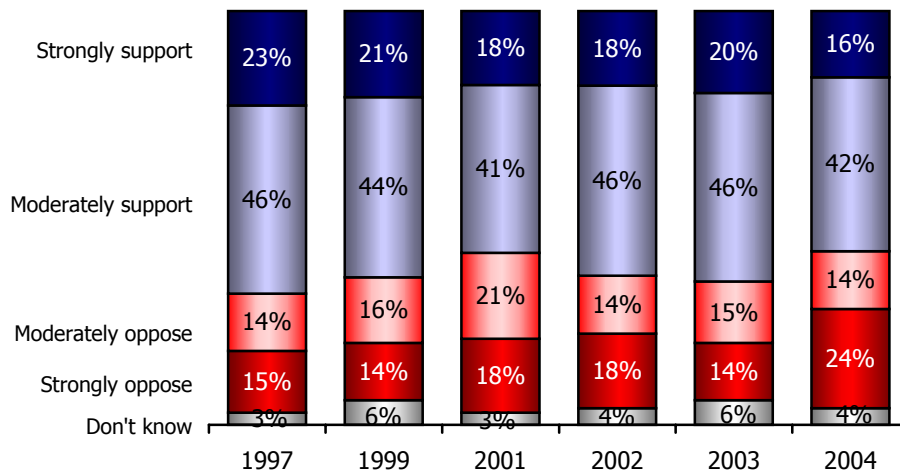


Reference: Q.10)

3.5 Attitudes Toward User Fees

Respondents were told that 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. When asked if they would support charging higher user fees in order to help pay for other city services, a majority claims to favour this approach, as found in past measures, but this year there is more sensitivity to the idea. While over half of residents are in support, significantly more people this year are opposed to funding other City services by user fees and the level “strongly” opposing is the highest ever seen in this tracking research. Note further that, while in total residents tend to support the idea of higher user fees to fund other city services, since specific amounts have not been tested, the findings can only offer a general indication of opinion, but not necessarily acceptance at specific dollar amounts.

Support for Charging Higher User Fees to Pay for Other City Services



Base: 1997 (n=1,000)

Base: 1999 (n=605)

Base: 2001 (n=602)

Base: 2002 (n=600)

Base: 2003 (n=608)

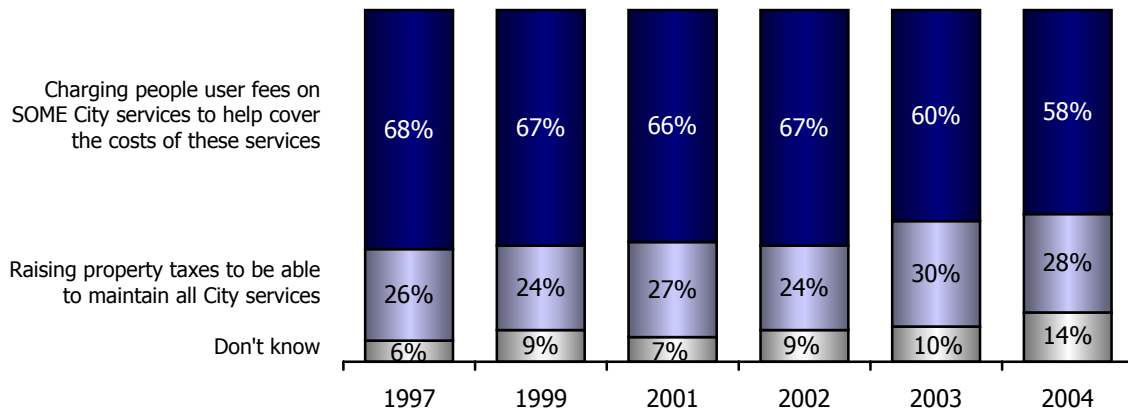
Base: 2004 (n=602)

Reference: Q.19)

User fees continue to be the preferred option when asked to choose between *user fees on some services* and *increased property taxes*. This year nearly six-in-ten residents chose the idea of users fees over a property tax hike, by a ratio of two to one. Although the majority continue to opt for user fees, there is greater sensitivity again this year, as the proportion is lower than seen prior to 2002. The “don’t know” level is somewhat higher than seen before.

While both renters and owners tend to favour the idea of user fees, homeowners are more likely to choose this option (62% versus 53% among renters).

**Preference for User Fees vs. Raising Property Taxes
- % Preferring Each Option -**



Base: 1997 (n=1,000)

Base: 1999 (n=605)

Base: 2001 (n=602)

Base: 2002 (n=600)

Base: 2003 (n=608)

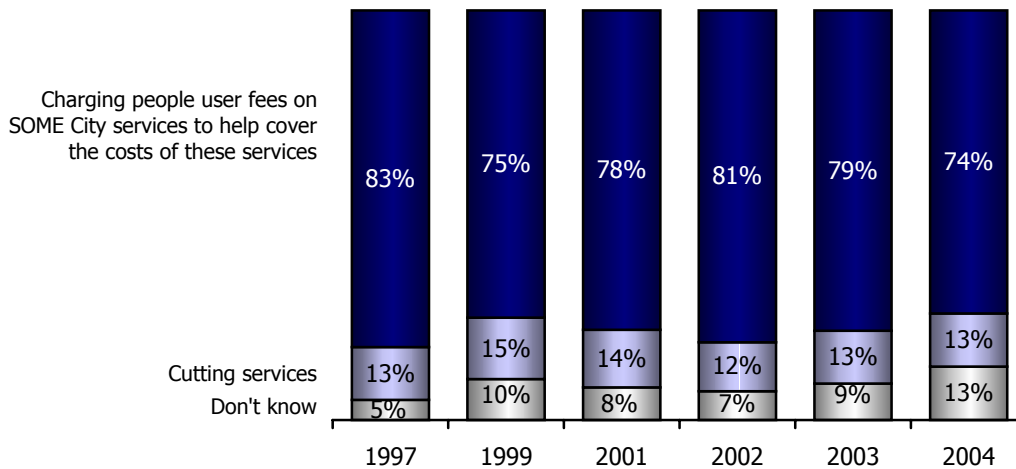
Base: 2004 (n=602)

Reference: Q.20a)

When asked to choose between *user fees on some services* and *cutting services*, residents again favour user fees, but even more than when trading off against tax hikes. Similar to previous years, currently about three-quarters of residents prefer user fees rather than cutting services. Note once again that no specific amounts were tested, so these results indicate general direction only. As well, the slightly greater sensitivity to user fees is apparent this year, as the proportion favouring the user fee option drops a little currently 74%, down from 79% in 2003.

Those households without children are even more in favour of user fees (79% versus 65% for those with children), as well as households with incomes of \$30K or more (81% versus 68% for those with under \$30,000 annual income).

Preference for User Fees vs. Cutting Services
 - % Preferring each Option -



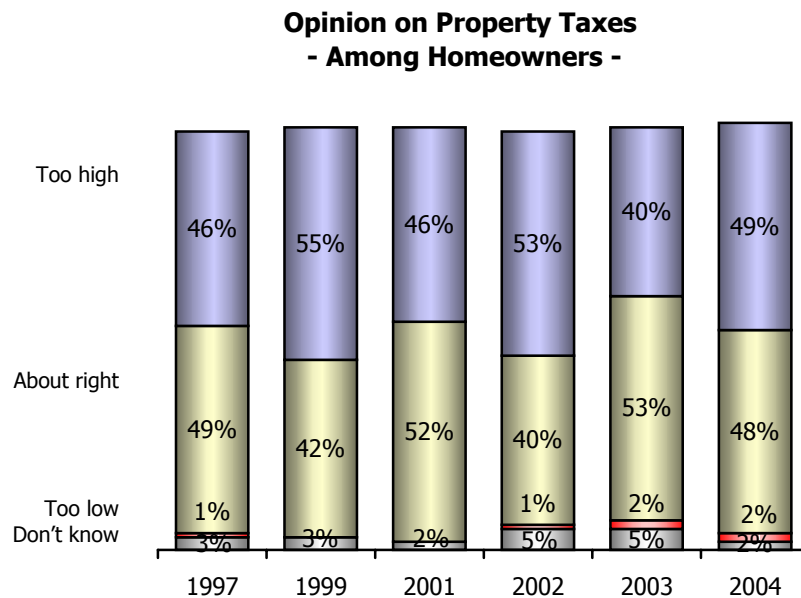
Base: 1997 (n=1,000)
 Base: 1999 (n=605)
 Base: 2001 (n=602)
 Base: 2002 (n=600)
 Base: 2003 (n=608)
 Base: 2004 (n=602)
 Reference: Q.20b)

4. Taxation Alternatives

4.1 Assessment of Current Level of Taxes Paid

Similar to previous years, homeowners remain divided in opinion about the current level of property taxation. Opinions appear to change each year with somewhat more or somewhat fewer considering the level “too high” versus “about right”, but this year opinion is balanced equally.

Not surprisingly, those with higher property values are somewhat more apt to consider their property taxes “too high” (50-57% of \$400K - \$600K homeowners, versus 43% of \$200K homeowners). However, this difference is far smaller than recorded last year with the proportion of \$200K homeowners considering taxes “too high” jumping from 24% in 2003 to 43% currently, a rise of almost 20%.



Base: 1997 (n=463)

Base: 1999 (n=261)

Base: 2001 (n=270)

Base: 2002 (n=292)

Base: 2003 (n=240)

Base: 2004 (n=268)

Reference: Q.5)

4.2 Acceptability of Different Levels of Property Tax Increases

Homeowners were divided into three groupings based on the approximate self-reported value of their home (closest to \$200K, \$400K or \$600K). Then the acceptability of property tax increases was assessed at three levels: 6%, 4% and 2% in the context of maintaining the current level of services provided by the City. In each case, depending on the property value, an actual dollar value corresponding to each level of increase was tested.

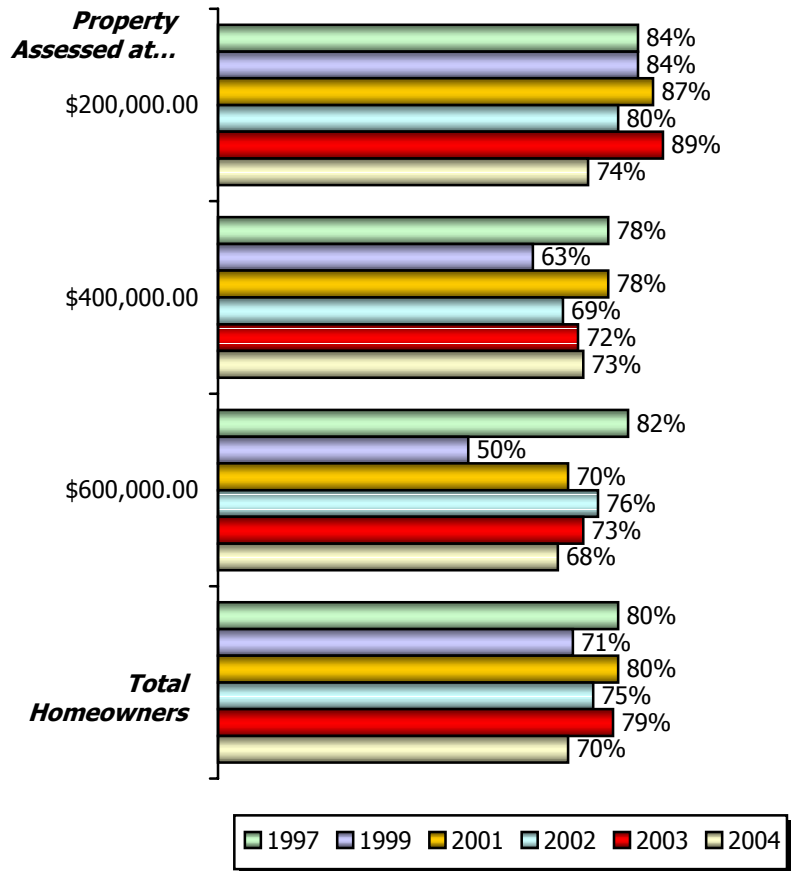
Current tracking results are presented first for each homeowner group and then for all homeowners combined. At the sample sizes in this study for the property value groups, the statistically significant differences relative to last year occur only among those with a self assessed property value of \$200K. In this group homeowners appear significantly less willing to accept either an additional 6% or 4% increase in property taxes compared to last year.

Among \$200K homeowners, there is greater price sensitivity than seen in the past. About three-quarters (74%) would accept a 4% tax hike (equivalent to about \$24 per year). This is down noticeably from earlier tracking, and more in line with owners at the \$400K level. At 6% (\$35 per year) the level of acceptance drops to about two-thirds of owners in this property grouping, also lower than last year. However, at 2% (\$12 per year) the acceptance level grows to 90% and is similar to that in previous years.

Homeowners who value their homes at the \$400K level continue to hold similar attitudes about tax increases as found last year. At 6% (\$70 per year) 59% would be willing to pay the tax increase in order to maintain the same level of City services. Acceptance grows to 73% if the tax level increased by 4% (\$48 per year) and rises to 84% if the tax increased by 2% (\$25 per year).

Those with \$600K homes also display similar attitudes about willingness to pay as seen in the past (no differences at these sample sizes). Just over half (54%) appear willing to support a 6% increase (\$105 per year). At 4% (\$70 per year) the level of acceptance appears to be in the 68% range and at 2% (\$35 per year) about 81% of homeowners say they are willing to pay.

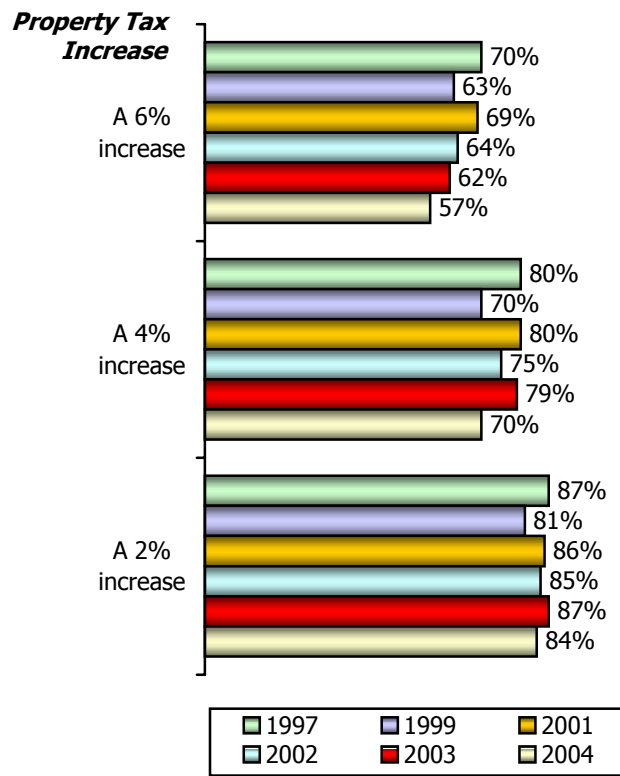
Percent Willing to Pay a 4% Property Tax Increase



Total Homeowners
 Base: 1997 (n=463)
 Base: 1999 (n=261)
 Base: 2001 (n=270)
 Base: 2002 (n=292)
 Base: 2003 (n=240)
 Base: 2004 (n=268)
 Reference Q.14/15/16)

Examining the willingness to pay increases for all homeowners combined, we find more sensitivity than in the past at the 6% and 4% tax increase scenarios, but a similar level of support at the 2% level. With a 6% increase under 6-in-10 homeowners claim a willingness to pay, at 4% about 7-in-10 say they are in acceptance and at 2% more than 8-in-10 are willing in order to maintain the current level of services. Price sensitivity at the 4% increase level is significantly greater compared to 1997, 2001 and 2003 and at the 6% level significantly greater this year than found in 1997 and 2001.

**Willingness to Pay Property Tax Increases
- Summary of all Homeowners -**

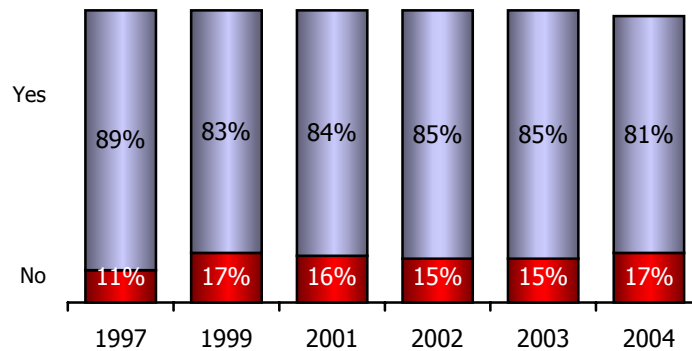


Base: 1997 (n=463)
 Base: 1999 (n=261)
 Base: 2001 (n=270)
 Base: 2002 (n=292)
 Base: 2003 (n=240)
 Base: 2004 (n=268)

Reference: Q.14/15/16/17)

Renters continue to overwhelmingly support paying an extra \$3 per month in rent in order to maintain the current level of service provided by the City of Vancouver. Willingness to pay the extra rent is higher among those in the upper income bracket (90%) and those with no children in the home (84%).

**Willing to Pay Extra \$3/ Monthly Rent to Maintain
Current level of City Services
- Among Renters -**



Base: 1997 (n=573)

Base: 1999 (n=342)

Base: 2001 (n=331)

Base: 2002 (n=304)

Base: 2003 (n=355)

Base: 2004 (n=324)

Reference: Q.18)

5. Service Priorities: Choosing Areas for Service Cuts

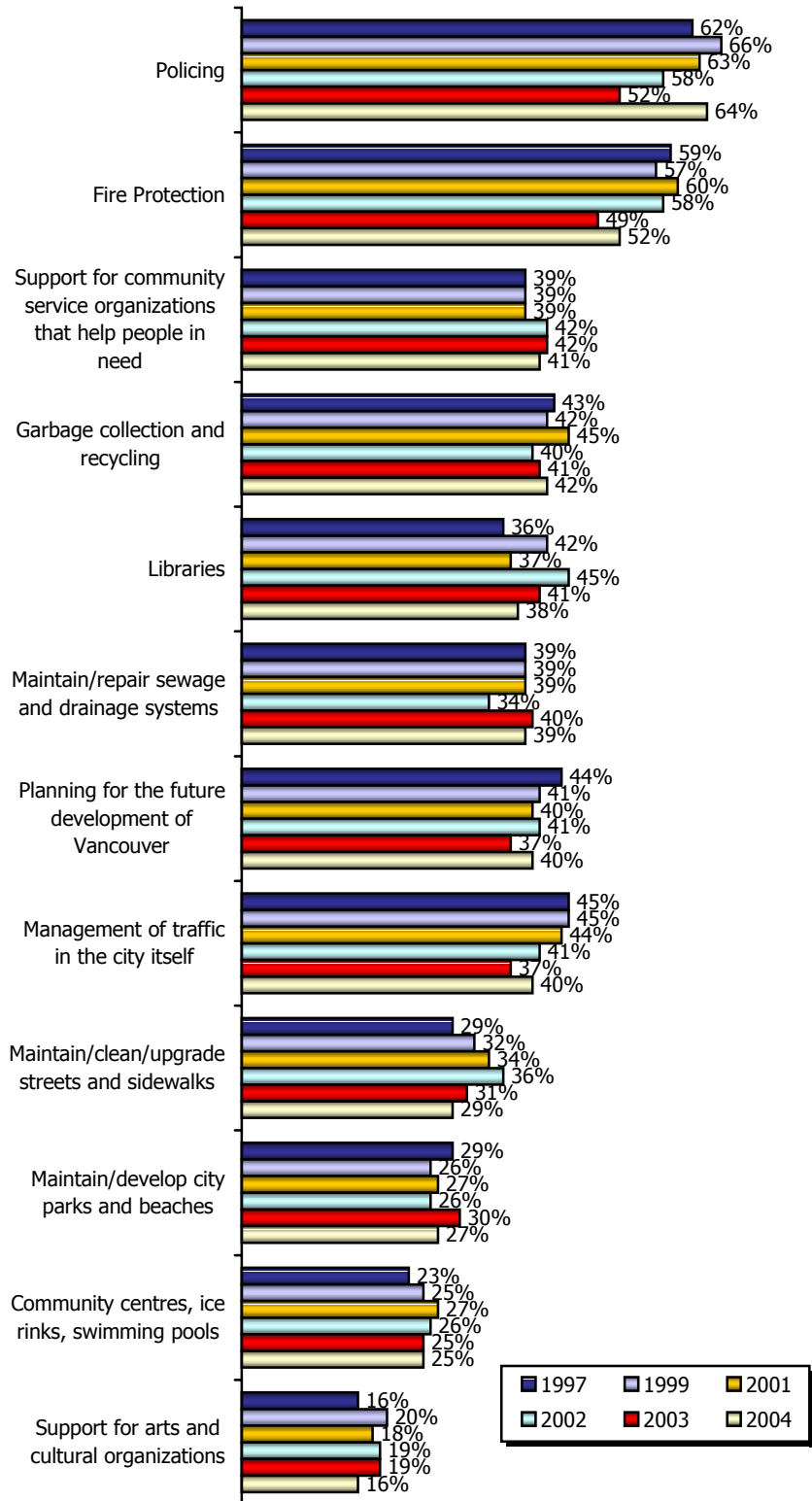
5.1 Most Important City Services

Policing and *fire protection* continue to be the two top priorities for City of Vancouver residents. Last year saw these key safety and security services receive significantly less mention than seen in previous years, but for policing at least this year sees a return to those higher levels. Currently, just over two thirds of City residents give police services the highest importance ratings (“9 or 10” out of 10). The fire protection service received this high rating from just over half of residents, up marginally on last year but still not as high as previous years. Increased concern about issues like thefts, break-ins and personal safety this year has likely resulted in this greater emphasis on policing. Nevertheless, both police and fire protection clearly remain the top tier services that the public continues to expect City Council to pay greatest attention to.

A second tier of City services attracts the attention of a sizeable segment that considers these services/budget initiatives worthy of a top, “9 or 10” rating (by about 38-42% of residents for each service). These services/initiatives in this second most important tier include: garbage collection and recycling, support for community service organizations that help people in need, planning for the City’s future development, management of traffic in the city itself, maintenance and repair of sewage and drainage systems, and libraries.

Third in order of importance to the public are maintaining, cleaning and upgrading streets and sidewalks, as well as recreational facilities, such as maintaining and developing City parks and beaches and community centres, ice rinks and swimming pools. Last is support for arts and cultural organizations. (These third tier services are granted top ratings by about 16-29% of residents).

**% Considering City Services Very Important
(Rating 9 or 10 out of 10)**



Base: 1997 (n=1,000)
 Base: 1999 (n=605)
 Base: 2001 (n=602)
 Base: 2002 (n=600)
 Base: 2003 (n=608)
 Base: 2004 (n=602)

Reference: Q.6)

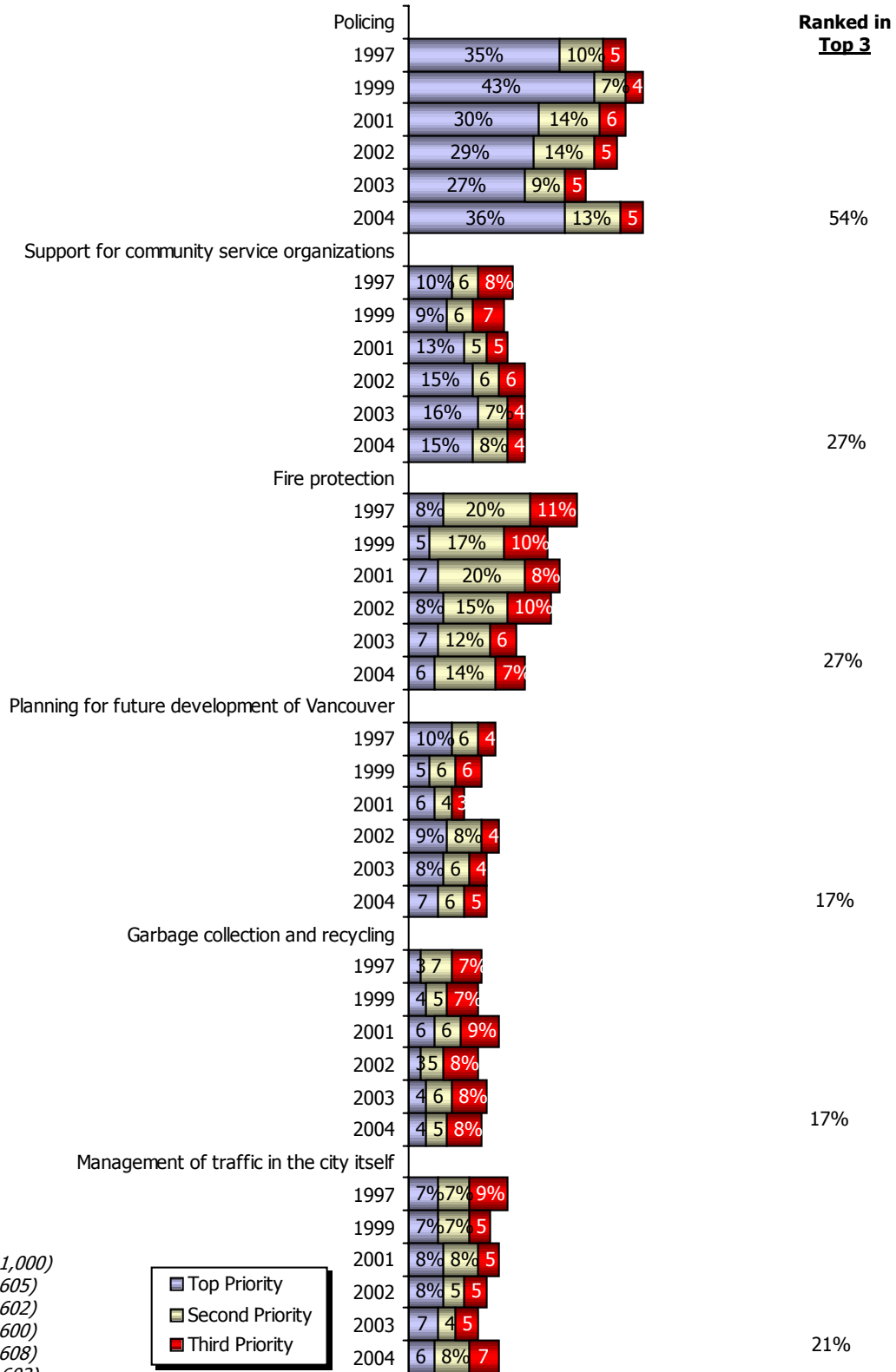
5.2 Top Priority Service Areas (Last Areas In Which To Make Cuts)

To confirm and further distinguish the areas of greatest importance to residents, respondents ranked their top three service priorities. These results confirm that *policing* is by far the foremost priority for the public, as found in all previous measures. Ranking second this year are *support for community service organizations*, along with *fire protection*. Continued concern expressed in this measure of tracking, and that of last year, about social issues, such as homelessness and poverty, in particular, but also the related concern about affordable housing, has maintained the importance of this issue.

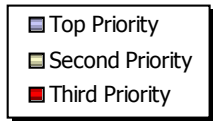
With policing, support for community service organisations and fire protection clearly the three main priorities, *management of traffic in the city itself* remains little changed from previous years, currently ranked in fourth place.

The remaining services tested follow in priority. Most of these remaining services tend to be closely in line with their rankings last year.

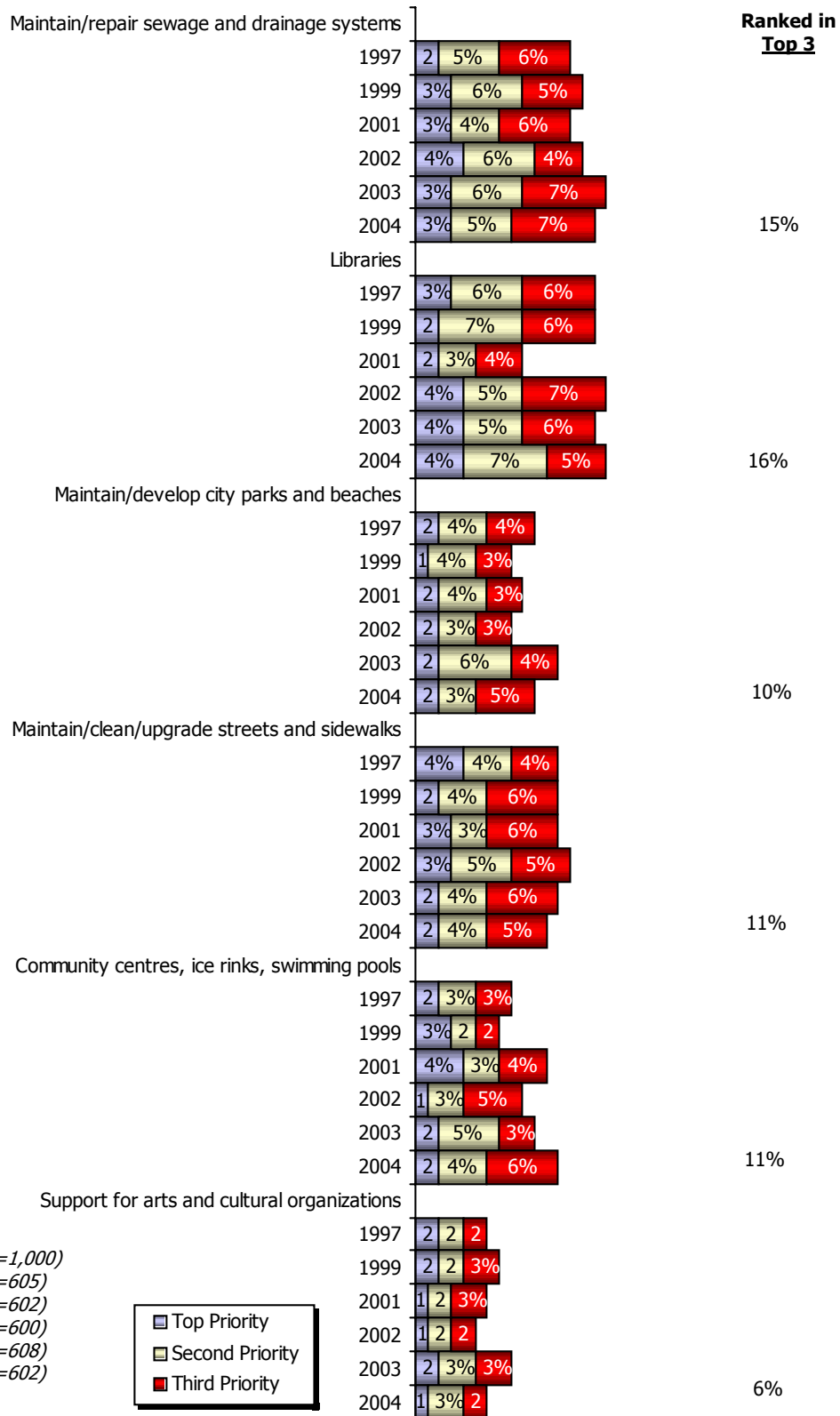
% Ranking Services as Top Priorities



Base: 1997 (n=1,000)
 Base: 1999 (n=605)
 Base: 2001 (n=602)
 Base: 2002 (n=600)
 Base: 2003 (n=608)
 Base: 2004 (n=602)
 Reference: Q.12)



% Ranking Services as Top Priorities (continued)



Base: 1997 (n=1,000)

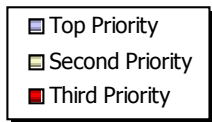
Base: 1999 (n=605)

Base: 2001 (n=602)

Base: 2002 (n=600)

Base: 2003 (n=608)

Base: 2004 (n=602)



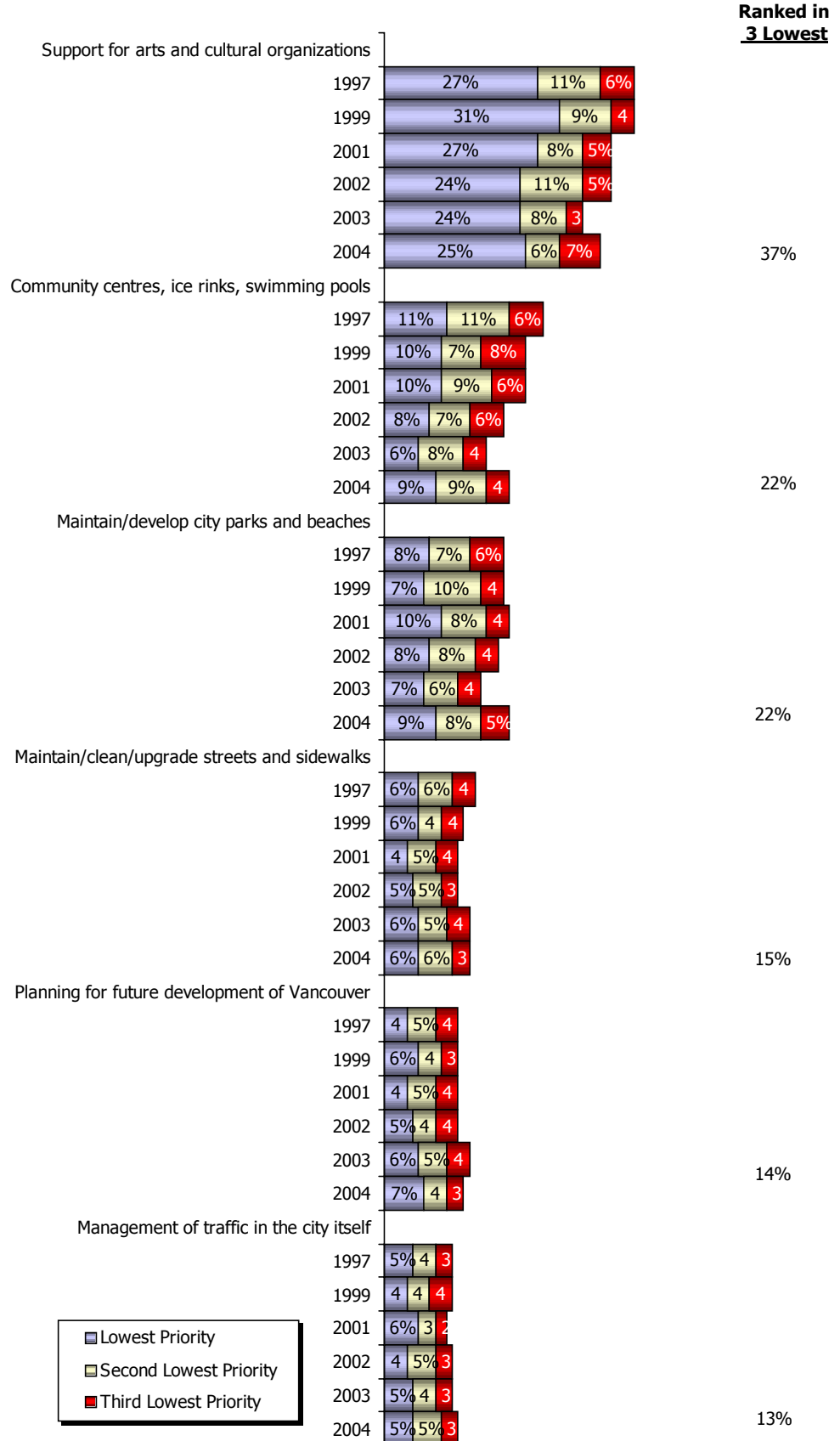
5.3 Low Priority Service Areas (First Areas In Which To Make Cuts)

Testing of the three lowest priorities helps to confirm the least ranked services. The lowest priority continues to be “*support of arts and cultural organizations*”, as over one-third of residents rank it among the three areas where they believe cuts could be made first (37%). This year two services, “*community centres, ice rinks, and swimming pools*” and “*maintenance and development of city parks and beaches*” were ranked lowest by about 20% of residents (22%). Most of the remaining services fall into similar levels, all being selected as bottom three in priority by 15% or less and with fire protection, policing and garbage collection/recycling receiving just 5% of mentions.

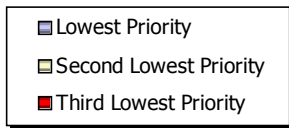
Almost one-in-five residents cannot choose the three lowest areas.

It is important to keep in mind that service/ initiative cuts are a less desirable alternative.

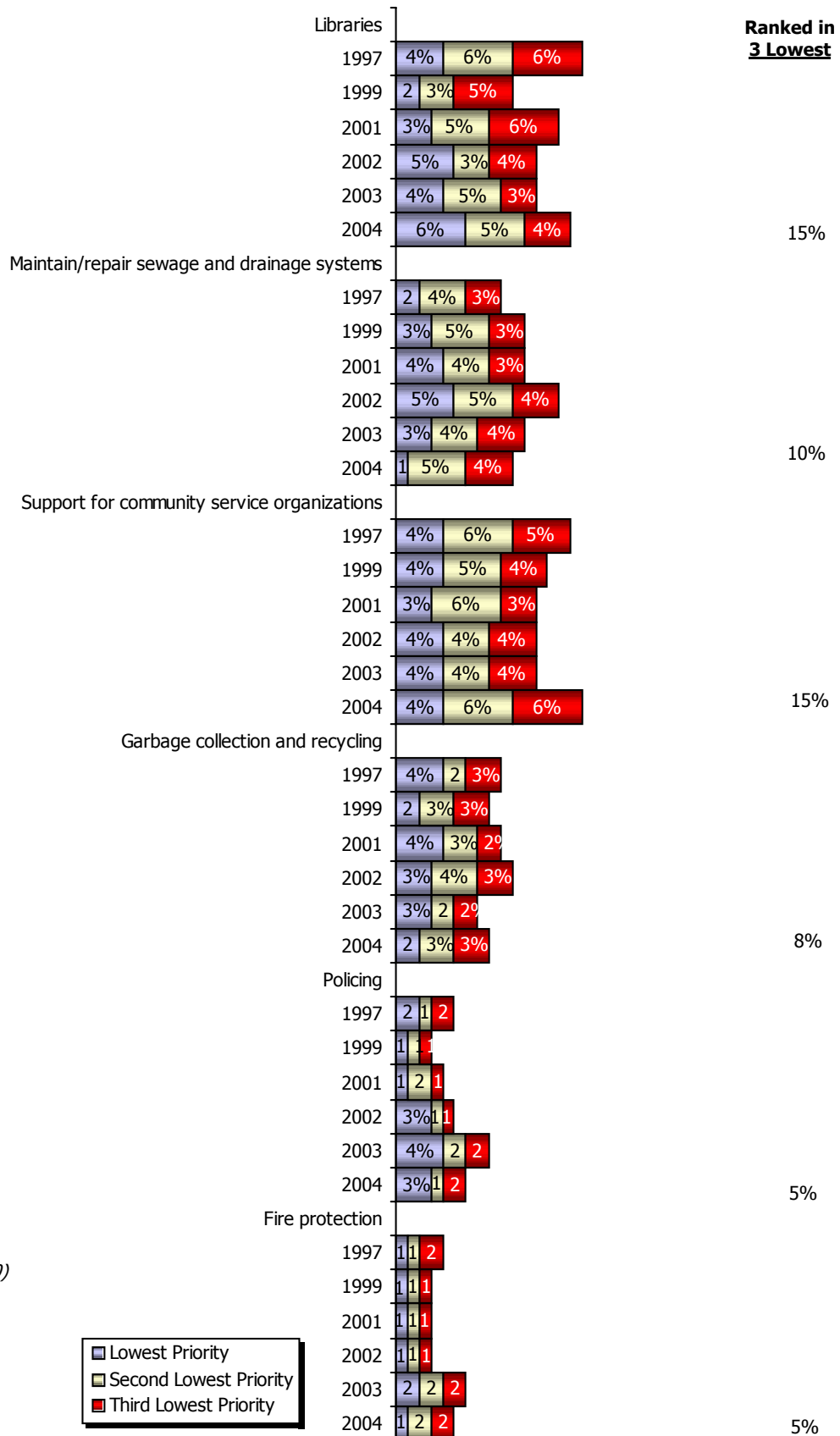
% Ranking Services as Low Priorities



Base: 1997 (n=1,000)
 Base: 1999 (n=605)
 Base: 2001 (n=602)
 Base: 2002 (n=600)
 Base: 2003 (n=608)
 Base: 2004 (n=602)
 Reference: Q.11)



% Ranking Services as Low Priorities (continued)



Base: 1997 (n=1,000)

Base: 1999 (n=605)

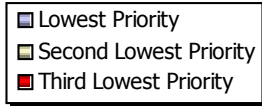
Base: 2001 (n=602)

Base: 2002 (n=600)

Base: 2003 (n=608)

Base: 2004 (n=602)

Reference: Q.11)



Appendix

Top Line Results Questionnaire

**City Of Vancouver
- 2004 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?

	First Mention						Total Mentions					
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %
Total Crime	19	38	23	20	21	31	29	49	34	30	34	49
Theft/break-ins	5	12	7	6	1	7	10	17	11	9	2	14
Personal safety	3	5	2	6	4	8	6	10	7	8	7	13
Drugs/drug related problems	-	6	8	4	5	6	1	11	12	7	10	12
Crime/drugs in Downtown East Side/Crime/Crime prevention	8	11	3	3	5	8	14	15	5	5	10	14
Downtown East Side problems	-	-	4	2	6	1	-	-	7	4	7	2
Home invasions	-	3	-	-	-	-	-	6	-	-	-	-
Youth problems/gangs	2	-	-	-	-	<1	5	1	-	-	<1	1
Total Transportation	23	17	33	25	17	17	36	30	52	42	30	35
Lack of/poor quality of public transit	6	7	21	13	8	5	12	13	33	24	15	13
Traffic congestion	9	8	10	8	5	8	15	15	20	14	12	15
Poor condition of streets	2	2	3	3	1	1	5	4	6	8	3	5
Other transportation	5	-	-	-	2	2	9	-	-	-	3	3
Issues Re: RAV Line						1						1
Total Taxation	9	4	6	3	5	3	14	10	10	6	8	9
Property tax increases	5	2	3	2	3	2	7	5	5	5	5	6
Taxes (general)	2	1	2	-	1	1	4	4	4	1	2	3
Inefficient government	-	1	1	1	<1	-	1	1	2	1	1	<1
Government spending/overspending	1	-	-	-	-	1	2	-	-	-	1	1
Deficits	1	-	-	-	<1	<1	2	-	-	-	1	<1
Total Government	3	1	-	-	<1	<1	8	2	-	-	1	1
Provision of municipal services	2	1	-	-	-	-	4	2	-	-	1	<1
Government (gen)	2	-	-	-	<1	<1	2	-	-	-	1	1
Total Growth	6	2	1	1	2	2	12	5	3	3	3	4
Over development/growth	5	2	-	1	1	1	9	3	2	1	2	2
Too many subdivisions/housing developments	1	-	-	-	1	<1	2	-	1	1	1	1
Poor planning	1	-	-	-	<1	1	2	1	-	1	<1	1

1a,b (con't)

	First Mention						Total Mentions					
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %	(1,000) %	(605) %	(602) %	(600) %	(608) %	(602) %
Total Environment	3	2	4	3	1	1	12	7	10	10	5	5
Pollution/air quality	1	1	2	1	1	<1	5	3	4	4	2	2
Parks/greenspace	1	1	1	1	<1	-	4	2	3	4	2	1
Garbage/recycling/waste management	1	1	2	1	-	1	3	3	4	3	1	2
Environment (general)	1	-	-	-	<1	<1	3	-	-	-	<1	<1
Total Social	7	7	5	8	16	24	12	13	12	15	25	36
Homeless/poverty	1	5	4	6	10	19	2	9	8	12	16	28
Lack of affordable housing	4	2	2	2	4	4	7	5	4	4	9	9
Other social issues	3	-	-	-	1	1	5	-	-	-	3	2
Total Economy	6	5	1	6	6	3	11	8	2	8	9	6
The economy	2	2	1	3	4	2	5	4	1	5	6	4
Employment/jobs	4	4	1	3	2	1	8	5	2	4	4	2
Education/schools	5	2	2	3	3	3	10	7	4	6	7	9
Hospitals/healthcare	1	1	3	3	4	3	2	3	5	4	8	7
No fun in Vancouver/lack of night life/ early club hours/restrictive liquor licensing	-	-	-	2	1	<1	-	-	-	3	1	1
Parking	-	-	-	1	<1	-	1	1	1	1	1	<1
Leaky condos	-	-	-	1	<1	<1	-	1	-	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	-	1	-	-	-	1	<1
The Olympics (financing/ want more input, etc.)	-	-	-	-	4	1	-	-	-	-	9	2
Implementation of a Ward System						<1						1
Other	9	9	7	9	5	1	15	20	15	19	9	8
Nothing in particular/Don't know	12	11	13	16	16	10	12	11	13	16	16	10

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> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %
Very satisfied	23	18	19	12	22	21
Somewhat satisfied	62	63	60	69	64	65
Somewhat dissatisfied	9	12	13	9	7	9
Very dissatisfied	3	4	6	6	2	3
Don't know	2	3	2	5	5	2

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> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %
Much better	3	4	2	1	4	3
Somewhat better	22	19	21	20	18	23
Stayed the same	35	27	34	32	34	31
Somewhat worse	24	27	27	26	21	23
Much worse	6	8	7	7	4	6
Don't know	10	15	9	13	19	14

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> (463) %	<u>1999</u> (261) %	<u>2001</u> (270) %	<u>2002</u> (292) %	<u>2003</u> (240) %	<u>2004</u> (602) %
Base (Owners)						
Very good value	12	8	9	5	11	9
Fairly good value	57	49	51	53	54	48
Fairly poor value	20	27	27	24	21	24
Very poor value	6	8	8	9	6	7
Don't know	5	7	4	9	9	12

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?

	<u>1997</u> (463) %	<u>1999</u> (261) %	<u>2001</u> (270) %	<u>2002</u> (292) %	<u>2003</u> (240) %	<u>2004</u> (602) %
Base (Owners)						
Much too high	-	13	14	11	6	9
Too high	46	42	32	42	34	39
About right	49	42	52	40	53	48
Too low	1	-	-	1	2	1
Much too low	-	-	-	-	-	<1
Don't know	3	2	2	5	5	2

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> #
a) Policing					
1997 (n=1,000)	12	26	62	1	8.6
1999 (n=605)	11	23	66	-	8.8
2001 (n=602)	11	25	63	1	8.7
2002 (n=600)	13	28	58	1	8.5
2003 (n=608)	14	32	52	2	8.4
2004 (n=602)	9	27	64	<1	8.8
b) Maintenance and repair of sewage and drainage systems					
1997 (n=1,000)	21	40	39	1	7.9
1999 (n=605)	24	36	39	1	7.8
2001 (n=602)	23	37	39	1	7.9
2002 (n=600)	25	39	34	2	7.7
2003 (n=608)	22	36	40	3	8.0
2004 (n=602)	19	42	39	<1	7.9

6. (con't)

	<u>0-6</u> %	<u>7-8</u> %	<u>9-10</u> %	<u>DK</u> %	<u>Avg.</u> #
c) Maintenance and development of city parks and beaches					
1997 (n=1,000)	31	41	29	-	7.4
1999 (n=605)	32	41	26	1	7.3
2001 (n=602)	28	44	27	1	7.4
2002 (n=600)	27	46	26	1	7.4
2003 (n=608)	25	42	30	3	7.6
2004 (n=602)	28	45	27	<1	7.4
d) Community centres, ice rinks, swimming pools					
1997 (n=1,000)	35	40	23	1	7.0
1999 (n=605)	36	39	25	-	7.1
2001 (n=602)	35	38	27	1	7.2
2002 (n=600)	32	42	26	1	7.3
2003 (n=608)	28	44	25	3	7.4
2004 (n=602)	33	41	25	1	7.2
e) Libraries					
1997 (n=1,000)	26	39	36	-	7.6
1999 (n=605)	21	36	42	-	7.9
2001 (n=602)	23	40	37	1	7.7
2002 (n=600)	20	35	45	1	8.0
2003 (n=608)	19	39	41	1	8.0
2004 (n=602)	24	38	38	-	7.7
f) Fire protection					
1997 (n=1,000)	13	28	59	1	8.6
1999 (n=605)	12	30	57	1	8.6
2001 (n=602)	12	27	60	1	8.7
2002 (n=600)	10	31	58	-	8.6
2003 (n=608)	15	34	49	2	8.3
2004 (n=602)	12	35	52	1	8.5
g) Maintenance, cleaning and upgrading of streets and sidewalks					
1997 (n=1,000)	28	42	29	-	7.5
1999 (n=605)	28	40	32	-	7.5
2001 (n=602)	21	45	34	-	7.8
2002 (n=600)	23	41	36	-	7.8
2003 (n=608)	25	43	31	1	7.6
2004 (n=602)	26	45	29	-	7.6

6. (con't)

	<u>0-6</u> %	<u>7-8</u> %	<u>9-10</u> %	<u>DK</u> %	<u>Avg.</u> #
h) Support for arts and cultural organizations					
1997 (n=1,000)	52	32	16	1	6.2
1999 (n=605)	52	26	21	1	6.2
2001 (n=602)	46	34	18	2	6.5
2002 (n=600)	47	34	19	1	6.5
2003 (n=608)	44	35	18	3	6.6
2004 (n=602)	45	38	16	1	6.6
i) Support for community service organizations that help people in need					
1997 (n=1,000)	27	34	39	1	7.6
1999 (n=605)	25	34	39	1	7.7
2001 (n=602)	21	39	39	1	7.9
2002 (n=600)	23	34	42	1	7.8
2003 (n=608)	21	35	42	2	7.9
2004 (n=602)	24	33	41	2	7.8
j) Planning for the future development of Vancouver					
1997 (n=1,000)	23	34	44	1	8.0
1999 (n=605)	26	31	41	2	7.8
2001 (n=602)	21	37	40	2	7.8
2002 (n=600)	24	34	41	1	7.8
2003 (n=608)	21	37	37	4	7.8
2004 (n=602)	23	36	40	2	7.8
k) Management of traffic in the city itself					
1997 (n=1,000)	21	33	45	-	7.9
1999 (n=605)	23	31	45	1	7.9
2001 (n=602)	21	34	44	1	8.0
2002 (n=600)	22	36	41	1	7.9
2003 (n=608)	21	41	37	1	7.8
2004 (n=602)	23	36	40	1	7.9
l) Garbage collection and recycling					
1997 (n=1,000)	20	36	43	-	8.0
1999 (n=605)	22	36	42	-	7.9
2001 (n=602)	17	37	45	-	8.0
2002 (n=600)	21	38	40	1	7.9
2003 (n=608)	19	40	41	1	8.0
2004 (n=602)	19	39	42	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?

	<u>Strongly Support</u> %	<u>Moderately Support</u> %	<u>Moderately Oppose</u> %	<u>Strongly Oppose</u> %	<u>Don't know</u> %
a) Raise property taxes to maintain the SAME level of city services you now receive					
1997 (n=1,000)	9	28	25	36	2
1999 (n=605)	9	27	27	36	2
2001 (n=602)	9	26	27	36	2
2002 (n=600)	8	35	25	29	3
2003 (n=608)	10	33	29	25	3
2004 (n=602)	11	32	26	28	3
b) Cut services, but only in SOME service areas					
1997 (n=1,000)	18	43	18	15	6
1999 (n=605)	14	43	19	15	8
2001 (n=602)	13	40	23	16	8
2002 (n=600)	13	39	24	17	8
2003 (n=608)	9	39	23	20	9
2004 (n=602)	13	37	23	19	9
c) Cut services by the same proportion across all services areas					
1997 (n=1,000)	9	27	30	32	2
1999 (n=605)	7	26	29	33	5
2001 (n=602)	8	28	30	32	2
2002 (n=600)	8	23	33	32	4
2003 (n=608)	5	23	30	38	4
2004 (n=602)	6	20	30	41	3
d) Use a mix of both service cuts and property tax increases					
1997 (n=1,000)	11	32	25	29	3
1999 (n=605)	9	31	27	30	3
2001 (n=602)	9	34	24	30	3
2002 (n=600)	10	33	27	25	5
2003 (n=608)	10	32	31	23	5
2004 (n=602)	13	34	24	25	5
e) Charge user fees for some City services					
1997 (n=1,000)	24	42	15	15	4
1999 (n=605)	22	43	14	15	6
2001 (n=602)	21	45	11	20	2
2002 (n=600)	24	43	13	15	5
2003 (n=608)	22	41	16	15	6
2004 (n=602)	19	42	13	22	5

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

	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %
Increase property taxes by 6% to cover the budget shortfall	17	19	20	22	23	20
Cut city services by the amount of the shortfall	20	22	25	21	20	18
Use a mix of both property tax increases AND service cuts to deal with the budget shortfall	56	49	46	47	44	47
Don't know/refused	6	10	9	10	14	15

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, 2002 and 2003 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).

	Property Tax Increases						Service Cuts					
	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %
\$0	5	8	12	6	3	6	3	3	8	4	5	4
\$1 -\$10	8	7	12	3	3	3	5	5	9	2	2	2
\$11 -\$20	5	4	6	2	2	2	4	3	6	3	4	5
\$21 -\$30	10	6	6	6	6	6	10	8	7	8	6	8
\$31 -\$40	7	5	5	6	7	6	7	8	5	6	5	8
\$41-\$50	26	24	22	26	24	24	26	24	22	26	24	24
\$51 -\$60	6	7	4	6	5	7	5	4	4	6	6	5
\$61 -\$70	5	5	4	7	4	5	5	5	5	5	6	5
\$71 -\$80	7	6	6	5	7	7	8	6	6	3	3	4
\$81 -\$90	1	2	1	1	2	2	2	4	2	1	1	2
\$91 -\$100	4	3	4	5	6	5	5	9	7	8	4	7
Don't know	16	21	18	27	31	27	17	21	18	27	31	27
Average	\$43.9	\$44.2	\$37.9	\$49.0	\$51.7	\$49.86	\$48.8	\$52.5	\$44.3	\$51.0	\$48.3	\$50.14

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> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %
Make higher cuts in SOME service areas and leave other services alone	61	61	63	61	61	62
Make service cuts in all service areas, proportionately across the board	32	31	29	29	29	27
Don't know	7	8	8	9	10	11

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?

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

	<u>Lowest</u> <u>Priority</u> %	<u>Second</u> <u>Lowest</u> <u>Priority</u> %	<u>Third</u> <u>Lowest</u> <u>Priority</u> %	<u>Total</u> %
Policing				
1997 (n=1,000)	2	1	2	5
1999 (n=605)	1	1	1	3
2001 (n=602)	1	2	1	4
2002 (n=600)	3	1	1	6
2003 (n=608)	4	2	2	7
2004 (n=602)	3	1	2	5
Maintain/repair sewage and drainage systems				
1997 (n=1,000)	2	4	3	9
1999 (n=605)	3	5	3	11
2001 (n=602)	4	4	3	11
2002 (n=600)	5	5	4	14
2003 (n=608)	3	4	4	11
2004 (n=602)	1	5	4	10
Maintain/develop city parks and beaches				
1997 (n=1,000)	6	7	6	21
1999 (n=605)	7	10	4	21
2001 (n=602)	10	8	4	22
2002 (n=600)	8	8	4	21
2003 (n=608)	7	6	4	17
2004 (n=602)	9	8	5	22

11. (con't)

	<u>Lowest Priority</u> %	<u>Second Lowest Priority</u> %	<u>Third Lowest Priority</u> %	<u>Total</u> %
Community centres, ice rinks, swimming pools				
1997 (n=1,000)	11	11	6	28
1999 (n=605)	10	7	8	25
2001 (n=602)	10	9	6	25
2002 (n=600)	8	7	6	21
2003 (n=608)	6	8	4	18
2004 (n=602)	9	9	4	22
Libraries				
1997 (n=1,000)	4	6	6	18
1999 (n=605)	2	3	5	10
2001 (n=602)	3	5	6	14
2002 (n=600)	5	3	4	12
2003 (n=608)	4	5	3	12
2004 (n=602)	6	5	4	15
Fire protection				
1997 (n=1,000)	1	1	2	4
1999 (n=605)	1	1	1	3
2001 (n=602)	1	1	1	4
2002 (n=600)	1	1	1	3
2003 (n=608)	2	2	2	6
2004 (n=602)	1	2	2	5
Maintain/clean/upgrade streets and sidewalks				
1997 (n=1,000)	6	6	4	16
1999 (n=605)	6	4	4	14
2001 (n=602)	4	5	4	12
2002 (n=600)	5	5	3	13
2003 (n=608)	6	5	4	15
2004 (n=602)	6	6	3	15
Support for arts and cultural organizations				
1997 (n=1,000)	27	11	6	44
1999 (n=605)	31	10	4	44
2001 (n=602)	27	8	5	40
2002 (n=600)	24	11	5	41
2003 (n=608)	24	8	3	36
2004 (n=602)	25	6	7	37

11. (con't)

	<u>Lowest Priority</u> %	<u>Second Lowest Priority</u> %	<u>Third Lowest Priority</u> %	<u>Total</u> %
Support for community service organizations				
1997 (n=1,000)	4	6	5	15
1999 (n=605)	4	5	4	13
2001 (n=602)	3	6	3	12
2002 (n=600)	4	4	4	11
2003 (n=608)	4	4	4	11
2004 (n=602)	4	6	6	16
Planning for future development of Vancouver				
1997 (n=1,000)	4	5	4	13
1999 (n=605)	6	4	3	13
2001 (n=602)	4	5	4	13
2002 (n=600)	5	4	4	13
2003 (n=608)	6	5	4	15
2004 (n=602)	7	4	3	14
Management of traffic in the city itself				
1997 (n=1,000)	5	4	3	12
1999 (n=605)	4	4	4	12
2001 (n=602)	6	3	2	11
2002 (n=600)	4	5	3	13
2003 (n=608)	5	4	3	13
2004 (n=602)	5	5	3	13
Garbage collection and recycling				
1997 (n=1,000)	4	2	3	9
1999 (n=605)	2	3	3	8
2001 (n=602)	4	3	2	9
2002 (n=600)	3	4	3	10
2003 (n=608)	3	2	2	8
2004 (n=602)	2	3	3	8
None/Don't know				
1997 (n=1,000)	4	3	3	2
1999 (n=605)	5	8	9	5
2001 (n=602)	4	4	4	4
2002 (n=600)	3	5	6	3
2003 (n=608)	4	7	8	4
2004 (n=602)	4	2	1	7
No low/2nd /3rd priority				
1997 (n=1,000)	17	32	48	17
1999 (n=605)	18	36	49	18
2001 (n=602)	20	38	54	20
2002 (n=600)	21	37	52	21
2003 (n=608)	22	37	54	22
2004 (n=602)	19	40	54	19

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>Top Priority</u>	<u>Second Priority</u>	<u>Third Priority</u>	<u>Total</u>
	%	%	%	%
Policing				
1997 (n=1,000)	35	10	5	50
1999 (n=605)	43	7	4	54
2001 (n=602)	30	14	6	50
2002 (n=600)	29	14	5	48
2003 (n=608)	27	9	5	41
2004 (n=602)	36	13	5	54
Maintain/repair sewage and drainage systems				
1997 (n=1,000)	3	6	6	15
1999 (n=605)	2	7	6	15
2001 (n=602)	3	4	6	12
2002 (n=600)	4	6	4	14
2003 (n=608)	3	6	7	16
2004 (n=602)	3	5	7	15
Maintain/develop city parks and beaches				
1997 (n=1,000)	2	4	4	10
1999 (n=605)	1	4	3	8
2001 (n=602)	2	4	3	9
2002 (n=600)	2	3	3	7
2003 (n=608)	2	6	4	12
2004 (n=602)	2	3	5	10
Community centres, ice rinks, swimming pools				
1997 (n=1,000)	2	3	3	8
1999 (n=605)	3	2	2	7
2001 (n=602)	4	3	4	11
2002 (n=600)	1	3	5	10
2003 (n=608)	2	5	3	10
2004 (n=602)	2	4	6	12
Libraries				
1997 (n=1,000)	2	5	6	13
1999 (n=605)	3	6	5	14
2001 (n=602)	2	3	4	9
2002 (n=600)	4	5	7	17
2003 (n=608)	4	5	6	15
2004 (n=602)	4	7	5	16

12. (con't)

	<u>Top Priority</u>	<u>Second Priority</u>	<u>Third Priority</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Fire protection				
1997 (n=1,000)	8	20	11	39
1999 (n=605)	5	17	10	32
2001 (n=602)	7	20	8	35
2002 (n=600)	8	15	10	33
2003 (n=608)	7	12	6	24
2004 (n=602)	6	14	7	27
Maintain/clean/upgrade streets and sidewalks				
1997 (n=1,000)	4	4	4	12
1999 (n=605)	2	4	6	12
2001 (n=602)	3	3	6	12
2002 (n=600)	3	5	5	13
2003 (n=608)	2	4	6	12
2004 (n=602)	2	4	5	11
Support for arts and cultural organizations				
1997 (n=1,000)	2	2	2	6
1999 (n=605)	2	2	3	7
2001 (n=602)	1	2	3	7
2002 (n=600)	1	2	2	6
2003 (n=608)	2	3	3	8
2004 (n=602)	1	3	2	6
Support for community service organizations				
1997 (n=1,000)	10	6	8	24
1999 (n=605)	9	6	7	22
2001 (n=602)	13	5	5	22
2002 (n=600)	15	6	6	27
2003 (n=608)	16	7	4	27
2004 (n=602)	15	8	4	27
Planning for future development of Vancouver				
1997 (n=1,000)	10	6	4	20
1999 (n=605)	5	6	6	17
2001 (n=602)	6	4	3	14
2002 (n=600)	9	8	4	21
2003 (n=608)	8	6	4	18
2004 (n=602)	7	6	5	17

12. (con't)

	<u>Top Priority</u>	<u>Second Priority</u>	<u>Third Priority</u>	<u>Total</u>
	%	%	%	%
Management of traffic in the city itself				
1997 (n=1,000)	7	7	9	23
1999 (n=605)	7	7	5	19
2001 (n=602)	8	8	5	20
2002 (n=600)	8	5	5	18
2003 (n=608)	7	4	5	16
2004 (n=602)	6	8	7	21
Garbage collection and recycling				
1997 (n=1,000)	3	7	7	17
1999 (n=605)	4	5	7	16
2001 (n=602)	6	6	9	21
2002 (n=600)	3	5	8	16
2003 (n=608)	4	6	8	17
2004 (n=602)	4	5	8	17
None/Don't know				
1997 (n=1,000)	4	4	3	4
1999 (n=605)	5	7	7	5
2001 (n=602)	5	7	6	6
2002 (n=600)	5	5	7	4
2003 (n=608)	4	4	5	4
2004 (n=602)	4	1	1	6
No top/2 nd /3 rd priority				
1997 (n=1,000)	9	18	29	9
1999 (n=605)	9	19	31	9
2001 (n=602)	10	19	31	10
2002 (n=600)	9	18	29	9
2003 (n=608)	13	23	34	13
2004 (n=602)	9	21	34	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>	<u>2003</u>	<u>2004</u>
Base (owners)	(463)	(261)	(270)	(292)	(240)	(278)
	%	%	%	%	%	%
\$200,000	37	44	44	49	37	36
\$400,000	37	38	32	28	32	30
\$600,000	21	13	19	19	20	26
Don't know/Refused	5	5	5	4	11	9

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?

	Willing To Pay					
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Base (owners claiming their home is worth \$200,000)	(193) %	(127) %	(131) %	(146) %	(95) %	(99) %
An 8% increase which is about \$40 per year	69	n/a	n/a	n/a	n/a	n/a
A 6% increase which is about \$35	74	76	78	71	79	64
A 4% increase which is about \$24 per year	84	84	87	80	89	74
A 2% increase which is about \$12 per year	88	87	89	87	93	90

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?

	Willing To Pay					
	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Base (owners claiming their home is worth \$400,000)	(156) %	(89) %	(75) %	(78) %	(73) %	(83) %
An 8% increase which is about \$85 per year	61	n/a	n/a	n/a	n/a	n/a
A 6% increase which is about \$70 per year	71	54	63	53	58	59
A 4% increase which is about \$48 per year	78	63	78	69	72	73
A 2% increase which is about \$25 per year	89	80	89	85	84	84

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>	<u>2003</u>	<u>2004</u>
Base (owners claiming their home is worth \$600,000)	(96) %	(34*) %	(53) %	(56) %	(50) %	(72) %
An 8% increase which is about \$130 per year	60	n/a	n/a	n/a	n/a	n/a
A 6% increase which is about \$105	65	48	57	67	53	54
A 4% increase which is about \$70 per year	82	50	70	76	73	68
A 2% increase which is about \$35 per year	88	71	79	87	88	81

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>	<u>2003</u>	<u>2004</u>
Base (those not sure/willing of the value of their home)	(18*) %	(11*) %	(11*) %	(12*) %	(22) %	(24) %
An 8% increase which is about \$85 per year	41	n/a	n/a	n/a	n/a	n/a
A 6% increase which is about \$70 per year	41	62	65	51	35	31
A 4% increase which is about \$48 per year	52	66	65	59	74	52
A 2% increase which is about \$25 per year	70	66	65	59	77	70

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>	<u>2003</u>	<u>2004</u>
	(463) %	(261) %	(270) %	(292) %	(240) %	(278) %
An 8% increase	62	n/a	n/a	n/a	n/a	n/a
A 6% increase	70	63	69	64	62	57
A 4% increase	80	70	80	75	79	70
A 2% increase	87	81	86	85	87	84

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>	<u>2003</u>	<u>2004</u>
Base (renters)	(537)	(342)	(331)	(304)	(355)	(312)
	%	%	%	%	%	%
Yes	89	83	84	85	85	81
No/don't know/refused	11	17	16	14	15	17

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>	<u>2003</u>	<u>2004</u>
Base	(1,000)	(605)	(602)	(600)	(608)	(602)
	%	%	%	%	%	%
Strongly support	23	21	18	18	20	16
Moderately support	46	44	41	46	46	42
Moderately oppose	14	16	21	14	15	14
Strongly oppose	15	14	18	18	14	24
Don't know	3	6	3	4	6	4

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

	<u>1997</u>	<u>1999</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
	(1,000)	(605)	(602)	(600)	(608)	(602)
	%	%	%	%	%	%
Charging people user fees on SOME City services to help cover the costs of these services	68	67	66	67	60	58
Raising property taxes to be able to maintain all City services	26	24	27	24	30	28
Don't know	6	9	7	9	10	14

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

	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %
Charging people user fees on SOME City services to help cover the costs of these services	83	75	78	81	79	74
Cutting services	13	15	14	12	13	13
Don't know	5	10	8	7	9	13

Demographics

	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %
Gender						
Male	49	48	50	49	49	49
Female	51	52	50	51	52	52
Home Ownership						
Rent	50	52	50	47	55	52
Own	50	48	50	52	43	46
Age						
18 - 24	13	10	10	10	12	12
25-34	26	23	23	23	23	23
35-44	20	23	23	23	21	21
45 - 54	13	16	16	16	18	18
55-64	11	11	11	11	10	10
65+	16	17	17	17	15	15
Ethnic Background						
Chinese (Hong Kong, China, Taiwan, or other)	22	22	19	31	26	21
British	36	35	39	29	29	36
East European	8	8	9	9	12	8
Canadian	7	7	7	6	9	7
German	6	4	7	5	6	6
East Indian	3	3	4	5	3	4
French	4	3	3	4	5	4
Scandinavian	1	2	3	2	2	2
Italian	2	3	2	2	1	1
First Nations	1	1	2	2	1	2
European (unspecified)	1	3	2	1	2	2
Asian - Other (e.g. Indonesia, Malaysia, Thailand) 2	2	2	1	-	3	3
Filipino	1	1	2	1	2	2
Dutch	2	1	1	1	2	1
African	1		1	1	1	2
Japanese	1	2	-	1	1	1
American	1	1	-	1	1	2
Korean	-	-	-	1	-	<1
Middle East (unspecified)	-	-	1	-	1	1
Greek	-	1	-	-	1	1
Spanish	-	1	-	-	1	1
Other	2	3	2	1	1	1
Refused/don't know	2	2	1	2	2	3

	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %
Children in Household						
Yes	31	34	30	32	33	31
No	69	66	70	67	66	69
Refused	-	1	-	1	-	<1
% with Children						
Over 19 years of age	12	11	12	8	12	9
Between 12 and 18	13	15	11	11	13	9
Under 12	16	18	18	20	17	19
# of Years Been Resident of Vancouver						
0-9	33	34	32	34	41	41
10 - 19	17	21	20	23	23	20
20-29	16	16	18	16	16	14
30+	24	29	29	26	20	25
Whole life	9	-	-	-	-	-
Don't know	1	1	-	1	-	<1
Avg. # of Years	20	22	21	21	18	19
Type of Dwelling						
Single, detached house	51	48	48	49	46	44
Duplex or townhouse	9	8	9	8	8	8
Apartment or condo	38	41	40	40	44	43
Other/refused	1	3	2	3	2	6
Person Responsible For Paying The Property Taxes or Rent						
Yes - pay property taxes	41	40	43	42	36	43
Yes - pay rent	42	46	45	41	49	44
No	16	14	11	16	15	13
# of Working Adults Contributing to Household Income						
0	13	16	14	14	10	12
1	41	42	42	39	42	41
2	36	36	36	37	41	40
3	7	3	5	5	5	3
4+	2	3	2	3	1	2
Refused	1	1	1	2	1	2

	<u>1997</u> (1,000) %	<u>1999</u> (605) %	<u>2001</u> (602) %	<u>2002</u> (600) %	<u>2003</u> (608) %	<u>2004</u> (602) %
Household Income						
Under \$10,000	6	5	4	7	6	5
\$10,000 - \$19,999	12	10	8	8	11	11
\$20,000 - \$29,999	16	13	10	12	13	12
\$30,000 - \$39,999	13	14	11	13	10	10
\$40,000 - \$49,999	11	9	11	8	9	8
\$50,000 - \$59,999	8	8	9	7	7	7
\$60,000 - \$69,999	6	6	6	8	4	7
\$70,000 - \$79,999	4	4	5	3	4	6
\$80,000 - \$99,999	5	4	6	5	6	8
\$100,000+	7	7	10.	9	9	11
Don't know/Refused	11	18	21	18	22	16