

Vancouver Municipal Poll Impact on Communities Coalition

Topline Results

Fielded July 14 - 27, 2008

Sample = Vancouver eligible voters

Gender and Age Weighted n=501

Margin of Error = +/- 4.4%, 19 times out of 20

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STRATCOM
STRATEGIC COMMUNICATIONS

Impact on Communities Coalition

Topline Results

July 2008

		Count	Col %
1. [ROTATE SOME/OTHER] Some/other people say that current laws and regulations are adequate to protect low income renters from eviction in the period before the 2010 Olympics. Other/some people say that governments need to do more to protect low income renters from eviction in the period before the 2010 Olympics. Do you support or oppose increased protection from eviction for low-income renters leading up to the 2010 Olympics?	Strongly support increased protection	242	48.3%
	Somewhat support increased protection	117	23.3%
	Somewhat oppose increased protection	62	12.4%
	Strongly oppose increased protection	32	6.3%
	[DNR] Neither	17	3.4%
	[DNR] Don't Know/Refused	31	6.2%
Total		501	100.0%

Methods and Sampling

These results are compiled from a Strategic Communications Omnibus telephone poll conducted between July 14th and July 27th, 2008. Interviews were conducted in English, Cantonese, and Mandarin with 501 Vancouver residents, selected by the random-household sampling method. The overall results are considered accurate to within • 4.4%, 19-times-in-20, of what they would have been had the entire population of eligible Vancouver voters been polled.

The margin of error will be larger for sub-groups of the survey population.

This data was statistically weighted to ensure that the sample's gender and age composition reflects that of the actual Vancouver population according to the 2006 Census.

Stratcom: Company Profile

Strategic Communications Inc. was founded in 1991 by Robert Penner with the aim of providing effective fundraising, research and communications services to support the work of Canada's non-profit sector. Since then, 'Stratcom' has become an important source of professional skills for the wider community of non-governmental organizations, delivering expertise in public affairs research, strategic planning, and communications.

Stratcom's commitment to progressive social values goes beyond the makeup of its clientele. The firm pursues a 'triple bottom line' approach, and has been active in the Social Venture Institute. And, from its two full-services offices in Vancouver and Toronto, Stratcom operates Canada's only unionized call-centres, supplying professional bilingual survey research and outbound calling services by members of the United Steelworkers of America (Toronto) and the Telecommunications Workers' Union (Vancouver).