



For immediate release

Quality of Life Good for British Columbians
Water supply, growth and traffic among key issues

Vancouver, BC – February 7, 2007. The vast majority of British Columbians are pleased with the quality of life in their communities, with 92 per cent rating it positively,¹ according to survey results released today by the British Columbia Real Estate Association (BCREA). However, results also indicate opportunities in several areas, including investment in water supply and infrastructure, management of growth and development and traffic concerns.

When given a choice among four key initiatives, 46 per cent of respondents ranked “increased provincial government investment in water supply and infrastructure” as the top priority. Other provincial priorities included: the development of a provincial housing strategy for owners and renters (22%), elimination of the Property Transfer Tax (17%) and compensating property owners when their property is expropriated or property use is restricted in any way (12%).²

BCREA believes growth in healthy communities, including ensuring a steady water supply, requires careful planning. The majority of respondents (60%, an increase of five points since 2005) said managing growth and development should be a priority for government. Another 31 per cent placed a “mid-level priority” on managing growth and development in the province.³

The survey, conducted by Ipsos Reid in early January 2007, also reveals many British Columbians are dissatisfied with the steps taken by their local governments to ease traffic congestion on local roads and highways.⁴

“Quality of life seems simple on the surface, but it’s affected by countless factors,” said BCREA President Kelly Lerigny. “The results of this survey suggest our citizens are generally happy, but our provincial, regional and local governments need to pay attention to areas where the public is asking for more action.”

This is the second public opinion survey BCREA has commissioned since 2005. The results assist the Association understand how British Columbians feel about their communities, which helps guide BCREA’s advocacy strategies. BCREA also shares the results with BC MLAs to assist with their decision making.

For more information, including regional analysis, download the topline survey results at www.qualityoflife.bcrea.bc.ca/2007Topline.pdf. The complete survey results are also available on the Association’s website at www.bcrea.bc.ca/QoL/2007CommunityReport.pdf.

-30-

For more information, please contact:

Kelly Lerigny, president, 1.604.703.5564

Kyle Thom, communications coordinator, 604.742.2784

Note: the references below correspond to the complete survey results, available at www.bcrea.bc.ca/QoL/2007CommunityReport.pdf.

¹ 2007 Housing & Community Priority Study, Overall Quality of Life, page 9.

² 2007 Housing & Community Priority Study, Support for Growth and Development Initiatives, page 44.

³ 2007 Housing & Community Priority Study, Importance of Managing Growth and Development, page 20.

⁴ 2007 Housing & Community Priority Study, Satisfaction with Specific Municipal Services, page 37.

About the study

BCREA commissioned Ipsos Reid to undertake the province-wide survey. Ipsos Reid used a joint telephone-online methodology, whereby a total of 1,392 surveys were conducted with a randomly-selected sample of BC households aged 18 years or older.

All interviews were conducted between the dates of January 4 and 14, 2007. The overall margin of error for the survey is ± 2.6 percentage points, 19 times out of 20. Overall results have been weighted to ensure that the age/gender and regional distributions reflect that of the actual population of BC, according to the 2001 Census data.

About BCREA

BCREA represents 12 member real estate boards and their more than 16,000 REALTORS® on all provincial issues, providing an extensive communications network, standard forms, government relations, required post-licensing courses and continuing education.

To demonstrate the profession's commitment to improving Quality of Life in BC communities, BCREA supports growth that encourages economic vitality, provides housing opportunities, respects the environment and builds communities with good schools and safe neighbourhoods.

