

# GREATER VANCOUVER URBAN FUTURES OPINION SURVEY 2012

## TECHNICAL REPORT



*MARCH 2013*

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## EXECUTIVE SUMMARY

The 2012 Greater Vancouver Urban Futures Survey of a geographically identified sample of households in the Metro Vancouver Region is the third in a series of surveys. The 2012 survey revisits the 1990 “*Choosing our Future*” program of the Greater Vancouver Regional District and the 1973 Vancouver Urban Futures survey carried out as part of the Livable Region Plan. All three surveys deal with urban issues and attitudes, mobility and housing, and demographic characteristics.

The 2012 Urban Futures Survey has gathered important information on the attitudes and experiences of the population of the region. As the third wave of similar surveys, the results of the 2012 Urban Futures Survey allow for the analysis of what has and has not changed in public attitudes over the past forty years.

All three surveys examine attitudes connected to sustainable land use, including protecting the environment and responding to climate change impacts, developing complete communities, supporting sustainable transportation choices, creating a compact urban area, and supporting a dynamic economy.

The 2012 Survey results are reported under nine major headings:

1. **Demographic/Household Information:** Household-based questions to inform the profile of survey respondents.
2. **Employment:** Questions relating to respondents’ household employment history.
3. **Statements I and II:** A series of statements concerning various aspects of the metro region, including government, business, industry and society.
4. **Housing:** Questions regarding housing choices and preferences.
5. **Recreation/Leisure:** Questions relating to how respondents spend their free time.
6. **Transportation:** Questions about transportation and mobility around Metro Vancouver.
7. **Regional Context:** Questions looking at Metro Vancouver in a regional context. The questions deal with issues such as population and sources of news in the region.
8. **Issues and Problems:** Ranking of specific issues facing Metro Vancouver in order of importance.

These groupings correspond to the 1990 headings developed for the “*Choosing our Future*” process:

Environment  
Community Life  
Mobility  
Built Environment  
Managing Growth  
Governance

The survey also provides information on the gender differences, on the geographic variability, and on the effect of age and education on survey responses.

*Impact of the Internet.* New questions were added to the 2012 survey that addressed the impact of the internet including: e.g. “the internet makes it possible for me to work from home.”

*Gender Differences.* Differences in responses between genders are a principal finding of the study. The Top Ten statements in which women express statistically higher ratings than men are as follows (in rank order):

1. I use my car because I have a number of activities to do en route.
2. Local Government should support increasing child care spaces.
3. The provision of child care spaces should be a priority of local governments.
4. I am not prepared to change my mode of transportation to get to and from work.
5. It now takes me longer to travel to work than it did a year ago.
6. It is important to maintain existing agricultural land for food production.
7. Preserving the quality of the environment should be the first goal of any local government.
8. Bicycle use would increase if designated routes were expanded.
9. Active citizen groups are needed because governments at all levels never recognize a problem until it is critical.
10. More parks and open space are needed within a short distance of local neighbourhoods.

*Geographic Variation.* Maps present the variation in response across the Region. The major conclusion is that the responses are enormously varied and that the old core / periphery, east / west, city / suburb dichotomies are no longer generalizations that provide unambiguous conclusions.

*1973 – 1990 – 2012 Comparison.* Although there are differences in intensity and response, in general the survey reaffirms the principles of the Livable Region Strategy.

In conclusion, the public shows a willingness to act as individuals, groups, and through targeted fees and taxes to maintain and enhance this incredibly livable region.

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## INTRODUCTION

The Greater Vancouver Urban Futures Opinion Survey 2012 is the third in a series of related surveys.

### 1973 Survey

In 1973, residents of the [then] Greater Vancouver Regional District (GVRD) were surveyed about their attitudes toward a range of economic, social, mobility and lifestyle issues. The responses informed the Livable Region Program. 1,500 face-to-face interviews were analyzed using then pioneering keypunch cards and mainframe computers. Seventeen years later, a team of researchers revisited the Urban Futures Project and conducted a new survey.

### 1990 Survey

The 1990 Urban Futures Survey was one of a series of studies prepared for the GVRD “*Choosing Our Future*” program. The 1990 survey involved a spatially stratified sample of 0.2% of households in the GVRD. 1,053 face-to-face interviews of approximately one hour in duration were conducted<sup>1</sup>. These interviews were augmented by a telephone survey of 238 respondents to ensure adequate representation of small municipalities in the Region. Results were processed on early PCs and stored on 5 ¼ floppy discs. A series of maps was included which highlighted regional variation in response to each of the questions asked in the survey.

By the 1990s it had already become more difficult to survey large, geographically distributed urban areas. Conducting hour-long face-to-face interviews or even equivalent land-line telephone was becoming prohibitively expensive and difficult to implement.

By the 2000s, technological change impacted the ability to access large populations via the internet. However, the inability to connect individual respondents’ digital identities to their household address rendered web-based methodology of limited value. Internet penetration was not yet ubiquitous.

### 2012 Survey

To reprise the Urban Futures Survey online required connecting the verified digital identity of respondents to their locations in similar geographic distribution as the earlier two surveys. How would it be possible to obtain verifiable feedback data based on similar mapping parameters? This challenge required innovation in developing an opt-in GIS application to dynamically geo-code survey data based on the household of the respondent.

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<sup>1</sup> Choosing our Futures, Greater Vancouver Urban Futures Opinion Survey 1990 Technical Report, p.1

Privacy and security were of primary concern, and a system was devised to vet identity separate from reporting.

The 2012 Urban Futures Survey was conducted using PlaceSpeak's online location-based public consultation platform. While the earlier surveys were conducted in person and via telephone, conducting the 2012 survey online enabled access to a larger sample size of geographically identified household respondents with greater speed and at a lower cost.

A central goal of the 2012 survey was to generate a database comparable with the previous surveys. At the same time the survey team was cognizant of two key constraints: (1) obtaining sufficient respondents' time, and (2) the financial unfeasibility of utilizing previous one-on-one labour-intensive techniques. In particular, while both the 1973 and 1990 surveys were administered via a 45 to 60 minute interview, the same amount of time and financial commitment was not feasible for this survey.

As a result, the survey team revised the original survey for both time and content. We reduced the time the survey took to complete to twenty-two minutes by removing redundant and dated questions. However, we were able to retain a core group of questions that appeared in both the 1973 and 1990 surveys to allow for time-series analysis.

In total there were 81 questions in the survey. The questions were grouped into 9 sections:

1. **Demographic/Household Information:** Household-based questions to inform the profile of survey respondents.
2. **Employment:** Questions relating to respondents' household employment history.
3. **Statements I:** A series of statements concerning various aspects of the metro region, including government, business, industry and society.
4. **Housing:** Questions regarding housing choices and preferences.
5. **Recreation/Leisure:** Questions relating to how respondents spend their free time.
6. **Transportation:** Questions about transportation and mobility around Metro Vancouver.
7. **Statements II:** Another series of statements concerning various aspects of the metro region, including government, business, industry and society.
8. **Regional Context:** Questions looking at Metro Vancouver in a regional context. The questions deal with issues such as population and sources of news in the region.
9. **Issues and Problems:** Ranking of specific issues facing Metro Vancouver in order of importance.

## I. SURVEY DESIGN

### A. SAMPLING STRATEGY

The main sample strategy for the Vancouver Urban Futures opinion survey was established by the survey team with three main principles in mind:

1. The sample should be sufficiently representative of the population of Metro Vancouver, and of a sufficient size to allow for estimation of opinions and attitudes with a small level of error.
2. The sample should allow for the testing of differences in response between sub-regions of Metro Vancouver at as fine a scale as possible.
3. The methodology should be compatible with that used in the 1973 and 1990 surveys to allow for accurate estimation of longitudinal differences in attitudes.

This section outlines the method that was used by the survey team to obtain a sample that would satisfy these criteria.

#### 1. Sample Size

The 1973 survey utilized a sampling fraction of 0.005; that is, 1,671 households out of the population of 334,268 were sampled. This allowed for a mean standard error of .012, or confidence interval of  $\pm 2.4\%$  at the 95% significance level.<sup>2</sup>

The 1990 survey utilized a sampling fraction of 0.002, resulting in a sample size of 1,065. This sample provided a confidence interval of  $\pm 3.1\%$  at the 95% significance level.<sup>3</sup>

The 2012 survey was completed by 1,407 respondents, and had an effective sample size of 1,090, when accounting for the effect of higher response rates in some regions. The margin of error for a random sample of 1,090 is  $\pm 3.1\%$  at the 95% significance level.

The sample size allows for hypothesis testing of municipal level subsample data at a reasonable level of confidence. The specific confidence intervals for each municipal level are specified later.

While the overarching goal of the current project is to create a survey with results that is comparable to the results of the two earlier survey waves, changes in both technology and public responsiveness to surveys mean that each of the three surveys waves has been conducted in a different manner.

In 1973, in-person interviews were the standard methodology, especially for geographically concentrated surveys that could be conducted over a period of time. By 1990, rising costs for in-person interviews, increasing resistance to responding to strangers at the door, and the development of good sampling techniques for telephone surveys had made telephone surveys an equally accepted approach.

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<sup>2</sup> Choosing our Futures, Greater Vancouver Urban Futures Opinion Survey 1990 Technical Report, p. 2

<sup>3</sup> Ibid

By 2012, the situation had changed further. Telephone surveys, while still widespread, are facing substantial problems with declining response rates. Almost one-quarter of households have no landline telephones (the universe for almost all telephone surveys) and that percentage is increasing steadily; indeed, more Vancouver households now have Internet access than have landline telephones. This is a particular issue with young adults as they are far less likely than other age groups to have a landline. In addition, the response rates for telephone surveys has continued to decline so that even high quality telephone surveys are getting response rates in the 10% range<sup>4</sup>.

The response to these changes has been the use of both telephone interviews and Internet surveys as alternate methods of getting responses from a diverse public. In both cases, every attempt is made to get a cross-section of the public as respondents, and increasingly by using demographic and geographic benchmarks to weight results. Whether the survey is Internet or telephone based, the challenge is the same – to reduce self-selection bias due that arises if those who respond are systematically different from those who do not.

The 2012 wave of the survey used a new consultation and survey mechanism developed by PlaceSpeak. This Internet mechanism presents participants with a questionnaire in a manner similar to other Internet-based surveys. In addition, however, there are safeguards in place to ensure that no duplicate entries can be entered and further that the geographic location of the respondent is clearly defined and limited to a small area. This ensures that respondents are eligible for participation, and also allows the analysis to construct sophisticated geographic areas.

To recruit participants, invitations were sent to eligible PlaceSpeak participants of earlier public consultations. There was also widespread advertising and press coverage of the project to recruit new participants. The opt-in nature of the recruitment raises the issue of bias in the self-selection of participants; however, with single-digit response rates to telephone surveys, that is now an issue that all voluntary surveys must face. The timed interview/questionnaire length was reduced from one hour (as in 1990) to approximately twenty minutes to encourage participation.

## 2. Geographic Scope

The sampling procedure utilized for the 2012 survey is notable for the precision of spatial identification associated with each response. PlaceSpeak's geo-verification ability captured the precise location of each respondent, which permits future analysis of results by associating individual responses with the neighbourhood characteristics available from sources like the Census' census tract information.

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<sup>4</sup> The well-respected Pew Research Center recently summarized the trend as follows. "It has become increasingly difficult to contact potential respondents and to persuade them to participate. The percentage of households in a sample that are successfully interviewed – the response rate – has fallen dramatically. At Pew Research, the response rate of a typical telephone survey was 36% in 1997 and is just 9% today." 'Assessing the Representativeness of Public Opinion Surveys,' The Pew Research Center, <http://www.people-press.org/2012/05/15/assessing-the-representativeness-of-public-opinion-surveys/?src=prc-headline> accessed 3 April, 2013.

PlaceSpeaks' geo-verification process permits the creation of custom geographies or variables like distance from a Skytrain station.

For the current analysis, each of the cases was aggregated to the municipality level, which resulted in twenty-two primary areas for analysis and for verification of the distribution of the respondents. Each case or respondent was then weighted so that the final results were proportional to the number of households in each municipality as shown in the most recent Census from 2011. The weighted sample size was 996 compared to the unweighted sample size of 1,407. The confidence limits for a weighted sample of 996 respondents are plus or minus 3.17 % nineteen times out of twenty.

As some of the municipal entities in Metro Vancouver are quite small, the municipalities were aggregated for analysis into 8 different areas. The sample size allows for hypothesis testing of municipal level subsample data at a reasonable level of confidence.

The distribution of households by municipal area is given below (Table 1):



**Table 1:** Responses by Municipal Area

A description of the Urban Futures 2012 survey responses compared to the 2011 Census data showing the number and proportion of all households in the region and of all respondents in the survey.

Municipality	Number of Households	Percent	2011 Census Households	2011 Census Percent
Anmore	4	0.3%	706	0.1%
Belcarra	3	0.2%	292	0.0%
Bowen Island	7	0.5%	1,760	0.2%
Burnaby	69	4.9%	91,383	9.6%
Coquitlam	20	1.4%	48,083	5.1%
Delta	40	2.8%	36,100	3.8%
Electoral Area 'A' (incl. UBC)	10	0.7%	6,063	0.6%
Langley City	9	0.6%	11,810	1.2%
Langley Township	32	2.3%	39,114	4.1%
Lions Bay	1	0.1%	556	0.1%
Maple Ridge	17	1.2%	29,158	3.1%
New Westminster	78	5.5%	32,605	3.4%
North Vancouver City	26	1.8%	24,206	2.6%
North Vancouver District	71	5.0%	31,741	3.3%
Pitt Meadows	7	0.5%	7,013	0.7%
Port Coquitlam	13	0.9%	24,533	2.6%
Port Moody	16	1.1%	12,989	1.4%
Richmond	72	5.1%	71,170	7.5%
Surrey	139	9.9%	163,986	17.3%
Vancouver	742	52.7%	286,742	30.2%
West Vancouver	23	1.6%	18,670	2.0%
White Rock	8	0.6%	10,498	1.1%
<b>Metro Vancouver</b>	<b>1,407</b>	<b>100%</b>	<b>949,178</b>	<b>100%</b>

**Table 2:** Representation of Aggregated Geographic Region

The number of households that responded to the Urban Futures 2012 survey, in comparison to the total number of households in each of the eight regions created for this survey.

Area	Total Respondents	Household Proportion	95% Confidence Interval
<b>Metro Vancouver</b>	<b>1,407</b>	<b>0.15%</b>	
Vancouver, Electoral Area A	752	0.26%	± 3.6%
North Van. City and District; West Van., Lions Bay, Bowen Island	128	0.17%	± 8.7%
Burnaby, New Westminster	147	0.12%	± 8.1%
Richmond, Delta	112	0.10%	± 9.3%
Coquitlam, Port Coquitlam, Port Moody, Anmore, Belcarra	56	0.06%	± 13.1%
Maple Ridge, Pitt Meadows	24	0.07%	± 20.0%
Langley City and Township	41	0.08%	± 15.3%
Surrey, White Rock	147	0.08%	± 8.1%

Over 90% of the sample areas were within the target sampling probability error of 20% of the overall respondents. A number of sample areas (5) had small populations; these were located in sparsely populated outlying areas and were dropped from the survey. The final count of completed survey responses was 1,407 with an expected sample size of 1,090. In the process of carrying out the survey, completed questionnaires from 1,407 respondents were obtained; 178 surveys were incomplete. The final total of survey responses represents 88% of the initial target, and was thus considered a satisfactory result.

### 3. Description of Sample

The sample derived from PlaceSpeak's online location-based public consultation platform reflects the general population in many respects. The two tables below display the gender and age distribution of respondents in the sample, compared to the distribution found in the 2011 census for the area of Metro Vancouver (Table 3 and Table 4).

The sample for the Urban Futures Survey 2012 had more men than women. The gender distribution in the survey is not reflective of the overall population as indicated by the 2011 Census. The survey data was reweighted to better represent the gender distribution of the overall population. The earlier Urban Future Surveys encountered similar issues.

The survey respondents are different from the general population in Metro Vancouver – 60% of the respondents have at least one university degree, while the 2006 census results show only 25% of those over the age of 15 in Metro Vancouver have that level of education. Conversely, there are more people without high school diplomas in the Census than are reflected in the survey (Table 4).

**Table 3:** Respondent Gender Distribution

Category	Number*	Percent (%)	2011 Census Percent
Male	601	42.7	48.9
Female	806	57.3	51.1
No Response	1	0.04	-
<b>Total</b>	<b>1,407</b>	<b>100%</b>	100%

\*Unweighted (please note that data was subsequently adjusted)

When analyzing the respondents' age, the youngest age categories in the 2012 survey were slightly underrepresented when compared to the overall population, as was the oldest category (75+). Overall, the age profile of the participants does not have the marked skew towards the young that one might expect of an Internet-based survey; indeed, the most over-represented group is among those 55 – 64.

**Table 4:** Respondent Age Distribution

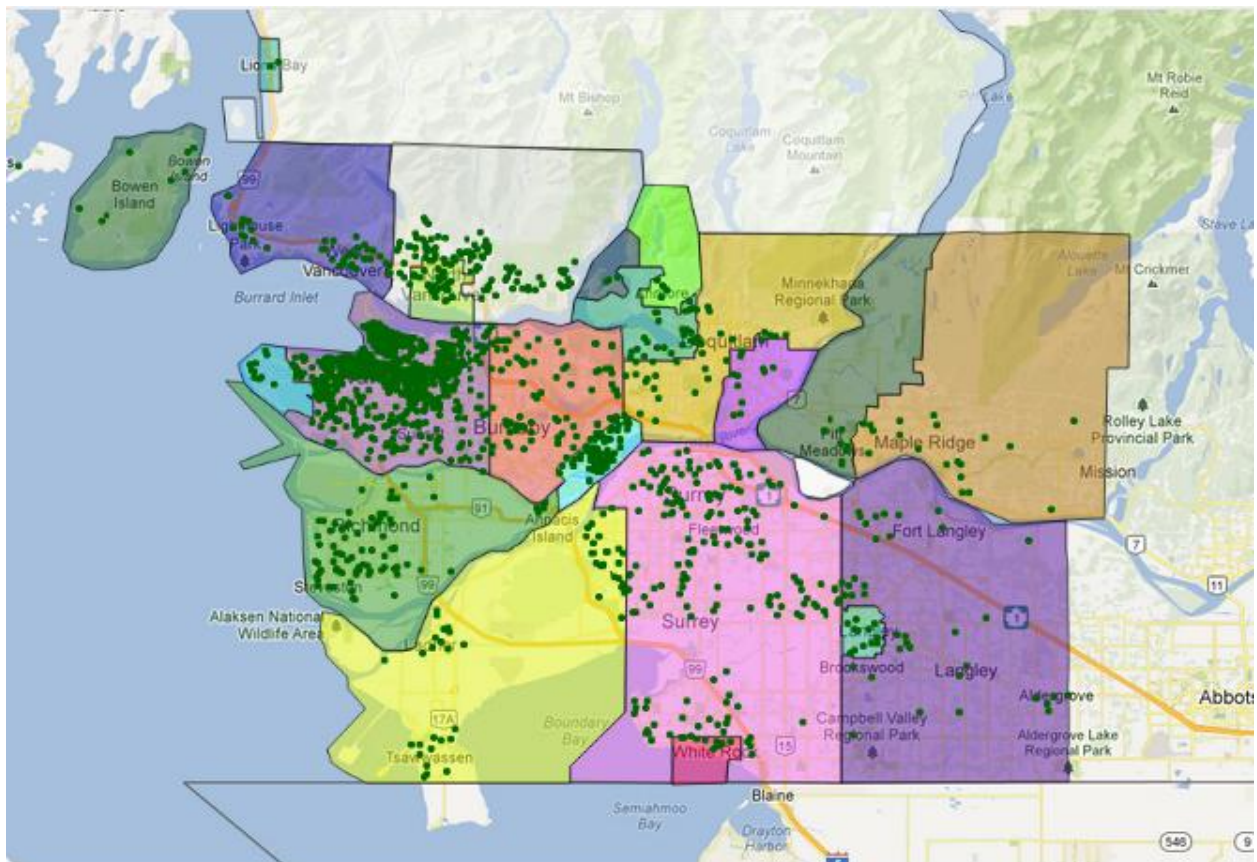
Category	Number	Percent (%)	2011 Census Percent
Under 18	7	0.5	3.0 (ages 16 + 17)
18 - 24	109	7.8	11.3
25 - 34	284	20.2	17.1
35 - 44	252	17.9	17.7
45 - 54	284	20.2	19.4
55 - 64	305	21.7	15.3
65 - 74	151	10.7	8.7
75 and over	14	1.0	7.5
No Response	1	0.04	-
<b>Total</b>	<b>1407</b>	<b>100</b>	<b>100</b>

The maps on the following pages provide information concerning the geographical distribution of the sample. The first map presents the location of respondents (Map 1), the second map shows the age distribution (Map 2), the third map shows the distribution of housing type (Map 3), the fourth map shows the distribution of transit users (Map 4), and the fifth map shows the respondents' educational level (Map 5). The maps are useful for comparing response distribution of key underlying characteristics of our sample.

An explanation of the methodology underlying the production of these maps is given in the Map Appendix.

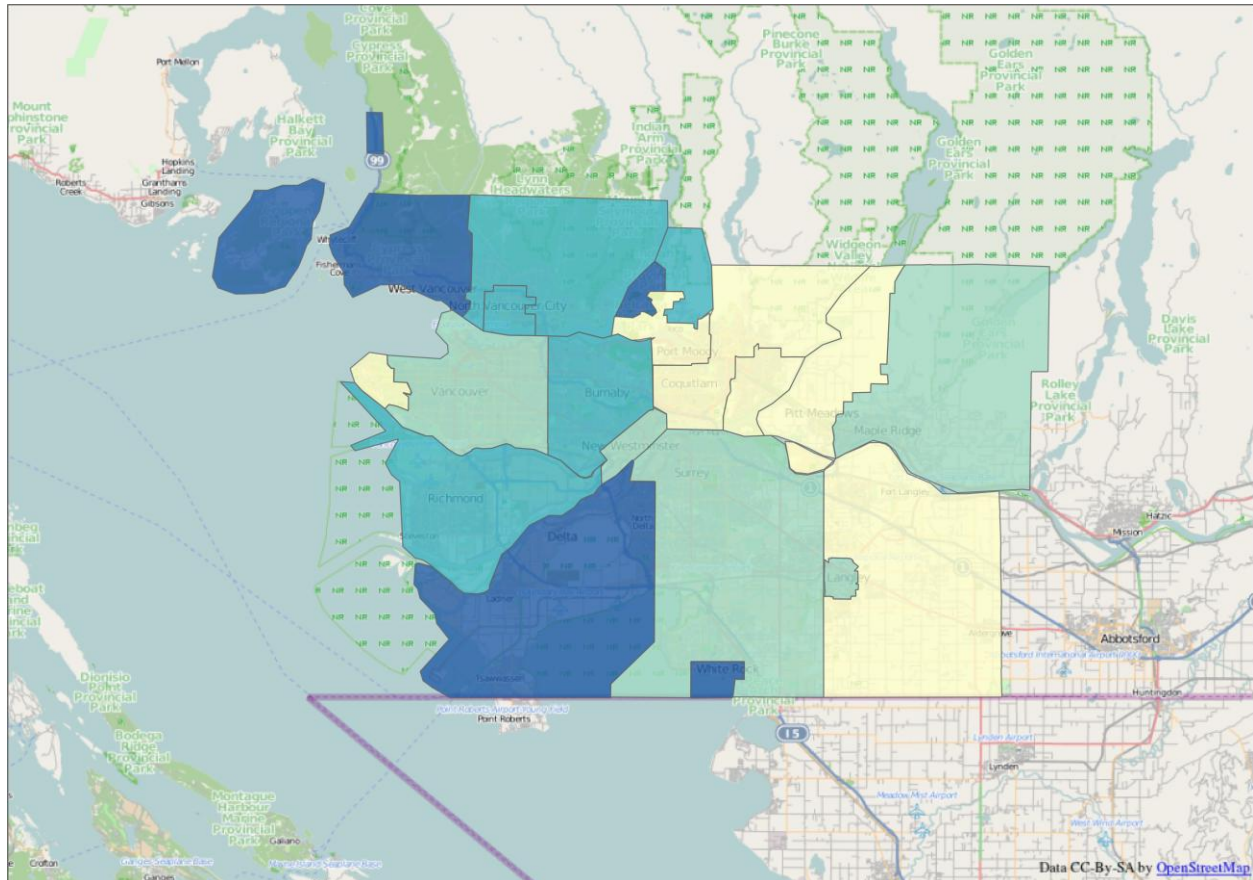
### **Map 1: Location of Respondents**

A map outlining the location of respondents to the Urban Futures 2012 survey. Each green dot represents one respondent.



## Map 2: Age of Respondents

A map describing the age distribution of respondents according to region. The ages of respondents are represented on a colour scale; the darkest colours represent the oldest group of respondents. Area mean scores are averages of these responses.



Quartile	Colour	Mean Age Range
1	Yellow	36-39
2	Light Green	39-43
3	Teal	43-46
4	Dark Blue	46-62

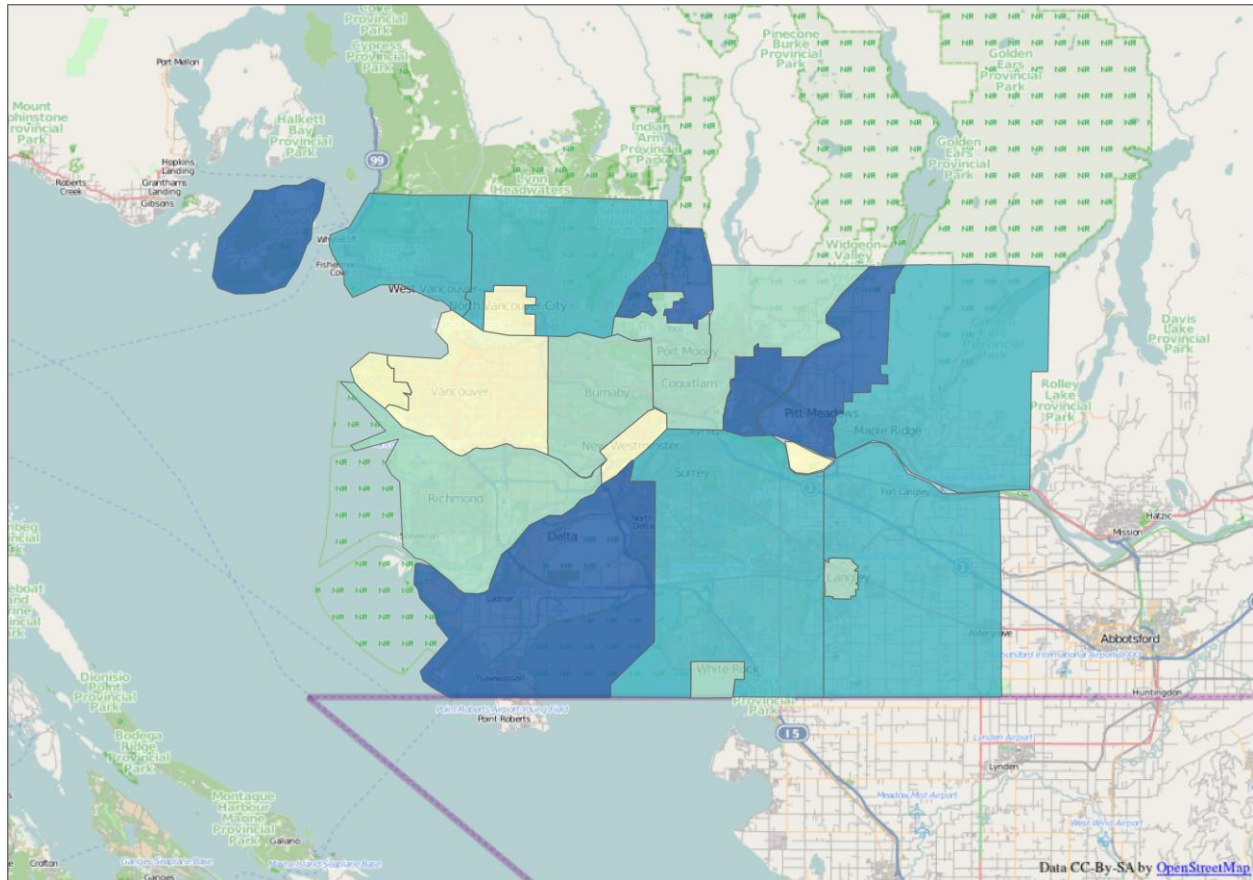
NOTE: Respondents answered this question using the following scale:

1=Under 18; 2=18 to 24; 3=25 to 34; 4=35 to 44; 5=45 to 54; 6=55 to 64; 7=65 to 74; 8=Over 75.



### Map 3: Type of Housing

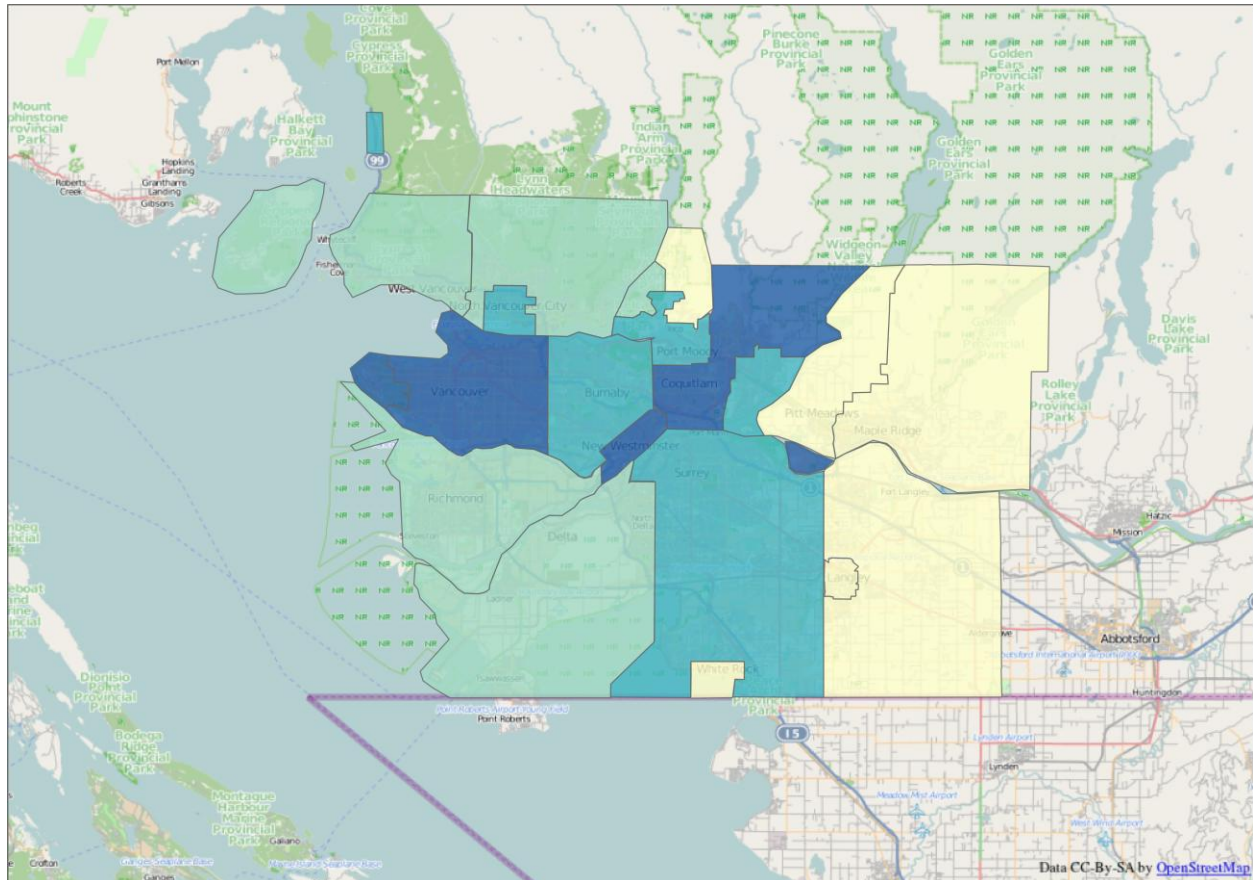
A map outlining respondents' housing types. The housing types are represented on a colour scale; the darkest colour represents the regions where most respondents reside in single-family detached housing.



Quartile	Colour	Area Mean Percentage
1		8.00 - 40.71
2		40.72 - 62.86
3		62.87- 83.48
4		83.49 - 100.00

#### Map 4: Frequency of Use of Public Transit

A map describing the use of public transit by survey respondents according to region. The use of public transit is represented on a colour scale where the darkest colour represents a higher frequency of public transit use. Area mean scores are averages of these responses



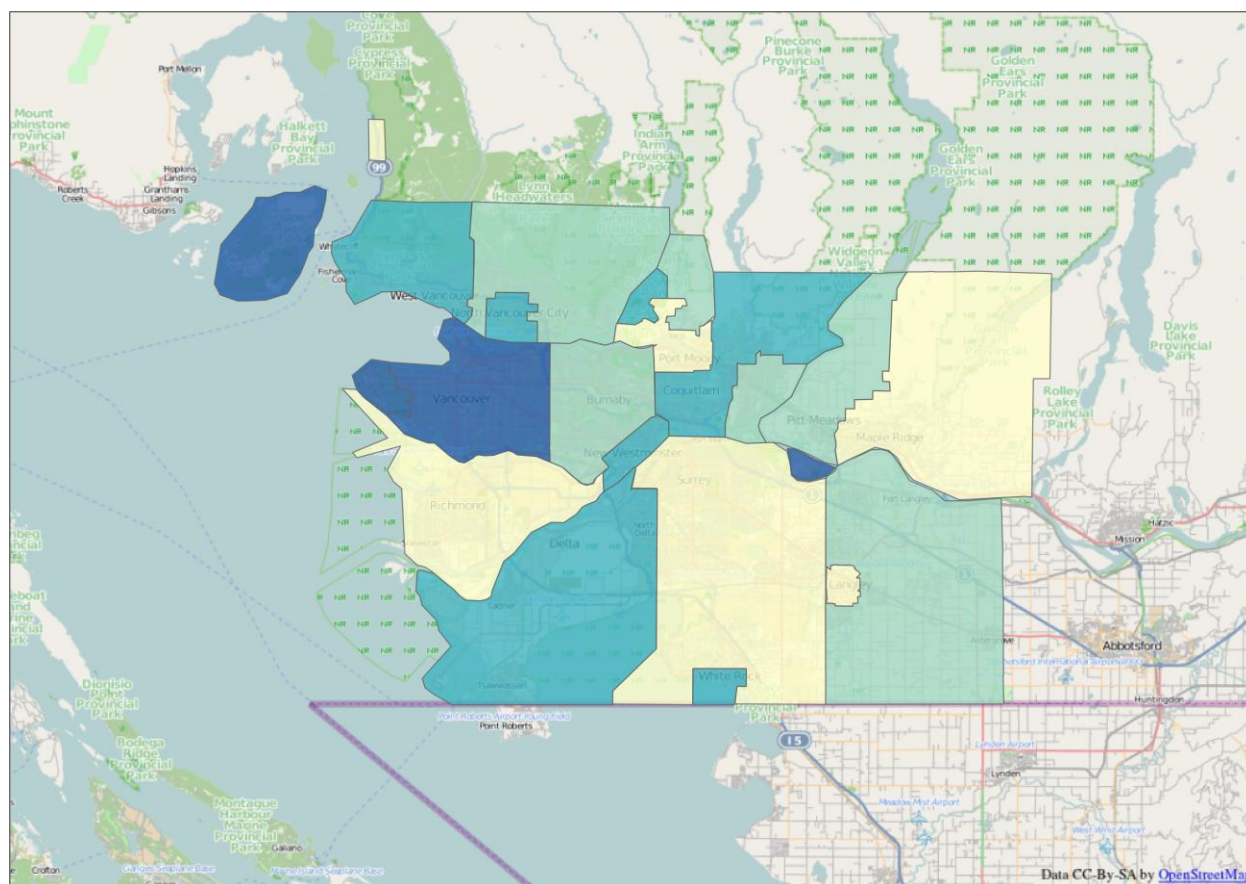
Quartile	Colour	Area Mean Score
1		1.860 - 2.385
2		2.386 - 2.950
3		2.951 - 3.643
4		3.644 - 3.910

NOTE: Respondents answered this question using the following scale:

1=Never; 2=Monthly; 3=Weekly; 4=Daily.

## Map 5: Educational Level

A map describing the educational level of survey respondents according to regions. The education level is represented on a colour scale where the darkest region represents a higher level of education. Area mean scores are averages of these responses.



Quartile	Colour	Area Mean Score
1	Yellow	4.000 - 5.230
2	Light Green	5.231 - 6.605
3	Teal	5.606 - 6.000
4	Dark Blue	6.001 - 6.200

NOTE: Respondents answered this question using the following scale:

- 1=Some high school; 2=High school diploma; 3=Apprenticeship; 4=Some post-secondary;  
5=College or trade certification; 6=University degree; 7=Post-graduate degree; 8=Doctoral degree.



## ***B. THE SURVEY PROCESS***

### **1. Survey Design – 1973 and 1990**

The 1973 and 1990 surveys both involved face-to-face interviews. In 1973 these interviews were approximately three hours in duration and comprised of three separate questionnaires. While a central goal of the 1990 survey was to generate a comparable database to that of the 1973 survey, constraints upon time and finances precluded an exact replica of the original survey. In 1990, the decision was made to replicate the questions that probed peoples' attitudes on a range of issues affecting growth and development in the region, their choices and preferences toward mobility, housing and employment, and their opinions regarding different facets of community living and managing growth. At the same time, the interviews were shortened to approximately one hour in duration.

Content analyses were conducted of the daily Vancouver SUN and a representative sample of community newspapers throughout the Region to identify issues that had been making the news in the previous year. The methodology applied to the content analysis was based on a similar study conducted in 1973. The 1973 content analysis produced fifteen thematic sub-headings, which reflected topics of local or regional concern. The 1990 analysis refined a number of these thematic areas to provide a more detailed classification of the topics. The 1990 content analysis revealed a range of issues, which were not identified as being of high priority in the early 1970s. In particular, a series of questions were included in the 1990 survey, which probed people's attitudes toward a wide range of social welfare issues including homelessness and the provision of social assistance. Also, questions related to housing issues were modified to reflect changing market conditions and the extent to which development had occurred between the two survey periods.

The questions in the 1990 survey were divided into seven separate sections:

1. Attitude response – 65 statements on a five-point scale
2. Regional environment – series of seven questions
3. Transportation – data collected on transportation and mobility patterns
4. Housing Data – ten questions pertaining to type of tenure of housing
5. Employment Data – series of questions on employment status and history
6. Family Data – standard demographic information
7. Community and Regional Issues – fifty-four items drawn from content analysis and the 1973 survey were rated on a five-point scales

In 1990, non-professional interviewers conducted the surveys over a six-week period. They included university students, homemakers, unemployed, and underemployed persons. Interviews were set up in advance through telephone lists organized according to sampling areas. 1,053 interviews were conducted, augmented by a telephone survey of 238 respondents to ensure adequate representation of smaller municipalities in the region.

## 2. 2012 Questionnaire Design

The 2012 survey questionnaire was designed to mirror the 1990 survey to the greatest extent possible, however, there was one key difference. The 2012 survey was to be conducted online, and as a result the length of the survey needed to be shortened for online delivery. Expecting contemporary respondents to spend an hour answering questions online was unrealistic.

Content analysis was undertaken to update and inform the priority questions. Question culling was debated rigorously until the final version of the survey launched. The survey team undertook a thorough process to reduce the number of questions. Several issues were redundant or dated, such as the addition of rapid transit from the airport in Richmond to downtown Vancouver. A core group of questions that appeared in both the 1973 and 1990 surveys were retained in order to allow for longitudinal analysis. Other questions required updating, particularly as related to technological change and the Internet. In general, the remaining questions dealt with urban issues and attitudes, mobility and housing, and demographic characteristics. In the end, the survey was timed at an average of twenty-two minutes in duration.

The PlaceSpeak platform was engineered alongside the planning and execution of the survey. Prior to its creation, there was no mechanism in place to obtain location-verified public opinion data. Survey respondents were authenticated to their residential addresses. PlaceSpeak utilized the same geographical boundaries in order to enable comparisons between the earlier surveys. Conducting the 2012 survey online had the potential to enable access to a larger sample size of spatially located household respondents with greater speed and at a lower cost than any other approach. The survey was launched in mid January 2012 and remained active throughout the rest of 2012.

### C. REPORTING METHODOLOGY

Results from the survey are presented in six sections. First, an overview of the responses to the series of questions concerning fifty-four **Community and Regional** Issues is presented. Secondly, the results of the current survey are **compared** with those of the 1973 and 1990 surveys. The third section presents the results obtained from the survey. The survey results form the bulk of the analysis. The fourth section investigates gender differences in questionnaire responses. The fifth section provides an overview based on a breakdown of Community and Regional Issues by Metro Vancouver planning areas. The sixth section is an appendix of maps showing distribution of responses for all of the survey questions included in this report.

#### Classification

In this report, data have been broken down into age, gender, educational level, housing type, commuting mode, and regional categories to aid identification of the source of response variability. The distribution of survey responses within these classifications is presented below (Table 5).

##### a) Age

Age was obtained as a continuous variable and then recoded into the following discrete categories:

**Table 5:** Respondent Age Distribution

Category	Number	Percent	2011 Census Percent*
Under 18	7	.5	21.6
18 - 24	109	7.8	6.8
25 - 34	284	20.2	14.3
35 - 44	252	17.9	14.8
45 - 54	284	20.2	16.2
55 - 64	305	21.7	12.8
65 - 74	151	10.7	7.3
75 and over	14	1.0	6.2
No Response	1	0.04	-
<b>Total</b>	<b>1407</b>	<b>100</b>	<b>100.00</b>

**\* NOTE:** The age distribution categories in this table were from the 1990 Survey and differ slightly from categories used in the 2011 Census. The Census figures were adjusted to be consistent with the survey categories.

2012 survey respondents' distribution is generally representative of the adult population, except in the over-75 category. The over-representation might be explained by the lower computer usage among this group.

Earlier urban future surveys were also representative of the population. The 1973 and 1990 surveys demographics were substantially different due to the aging baby boomer population.

b) Gender

**Table 6: Respondent Gender Distribution**

The distribution of gender responses for the 2012 Urban Futures survey compared to the gender balance in the 2011 census.

Category	Number*	Percent	2011 Census Percent
Male	601	42.7	48.9
Female	806	57.3	51.1
No Response	1	0.04	-
<b>Total</b>	<b>1,407</b>	<b>100</b>	100

\*Unweighted

The gender distribution in the survey is not reflective of the overall population as indicated by the 2011 Census. The survey data was reweighted to correct for the gender imbalance issue. Earlier Urban Futures Surveys encountered similar issues.

#### Educational Level

In general, the survey respondents were more educated than the census description of the population, with a higher proportion of individuals holding postgraduate degrees participating in the survey than in the general population. The two most under-represented cohorts are the "high school" and "some high school" education categories. The discrepancy may be attributed to a difference in response options between the 2012 survey and the 20011 census. In particular, the Census included the category of "some university program or certificate, but no degree"; and these respondents were divided evenly between the 'high school diploma' and the 'college certification' groups. While the comparability between the Census categories and the survey categories is not perfect, they are still close. Data on this variable was obtained in the following categories (Table 7):

**Table 7: Educational Level**

A summary of the educational level of respondents to the 2012 Urban Futures Survey compared to the education level of residents in the 2011 Census.

Category	Number	Percent	2011 Census Percent
Some high school	23	1.6	14.3
High school diploma	60	4.3	24.1
Apprenticeship	10	.7	9.5
Some post-secondary	219	15.6	-
College or trade certification	230	16.4	17.5
University degree	442	31.4	30.5
Post-graduate degree	355	25.2	2.8
Doctoral degree	62	4.4	1.2
No Response	7	.5	
<b>Total</b>	<b>1,407</b>	<b>100</b>	<b>100.0</b>

The survey respondents are different from the general population in Metro Vancouver – 60% of the respondents have at least one university degree, while the 2006 census results show only 25% of those over the age of 15 in Metro Vancouver have that level of education. Conversely, there are more people without high school graduation in the Census than are reflected in the survey.

Several different factors may have led to the difference between survey respondents and the general population. First, there is a tendency among survey respondents to inflate their education credentials somewhat(Reference?). Secondly, we have seen that the age category “75+” is quite under-represented – they account for many of those without high school graduation. Finally, lack of high school completion is disproportionately high among older immigrants who also might experience language barriers.

In reviewing the survey results, we should keep in mind this general tendency for the survey respondents to claim much more education than the overall population.

d) Regional Breakdown

In the 1990 survey, the [then] GVRD region was divided into sixteen sub-regions in order to investigate spatial response variation. As Metro Vancouver no longer uses these divisions, a new breakdown of eight regions was utilized in the 2012 analysis to better represent the geographical distribution of respondents. The eight regions used in the analysis are as follows:

Vancouver, Electoral Area A  
 Surrey, White Rock  
 Burnaby, New Westminster  
 Richmond, Delta  
 Coquitlam, Port Coquitlam, Port Moody, Anmore, Belcarra  
 North Vancouver, City and District; West Vancouver, Lions Bay, Bowen Island  
 Langley City and Township  
 Maple Ridge, Pitt Meadows

The distribution of respondents was determined by the distribution of households within Metro Vancouver; thus, in a number of outlying municipalities the number of respondents was insufficient to obtain reliable estimates of inter-region variation. The distribution of respondents and resulting total sample distribution is shown in the following table (Table 8).

**Table 8:** Distribution of Respondents by Region

A summary of the regional distribution of the Urban Futures 2012 survey respondents compared to the 2011 Census.

Region	Count	Percent	2011 Census Percent*
Vancouver, Electoral Area A	752	53.4	30.8
North Van. City and District; West Van., Lions Bay, Bowen Island	128	9.1	8.1
Burnaby, New Westminster	147	10.4	13.1
Richmond, Delta	112	8.0	11.3
Coquitlam, Port Coquitlam, Port Moody, Anmore, Belcarra	56	4.0	9.1
Maple Ridge, Pitt Meadows	24	1.7	3.8
Langley City and Township	41	2.9	5.4
Surrey, White Rock	147	10.4	18.4
<b>Total</b>	<b>1,407</b>	<b>100</b>	<b>100</b>

**Table 9:** Distribution of Respondents by Municipality

Region	Count	Percent	2011 Census Percent*
Anmore	4	0.3	0.1
Belcarra	3	0.2	0.0
Bowen Island	7	0.5	0.2
Burnaby	69	4.9	9.6
Coquitlam	20	1.4	5.1
Delta	40	2.8	3.8
Langley City	9	0.6	1.2
Langley Township	32	2.3	4.1
Lions Bay	1	0.1	0.1
Maple Ridge	17	1.2	3.1
New Westminster	78	5.5	3.4
North Vancouver City	26	1.8	2.6
North Vancouver District	71	5.0	3.3
Pitt Meadows	7	0.5	0.7
Port Coquitlam	13	0.9	2.6
Port Moody	16	1.1	1.4
Richmond	72	5.1	7.5
Surrey	139	9.9	17.3
UBC / Electoral Area 'A'	10	0.7	0.6
Vancouver	742	52.7	30.2
West Vancouver	23	1.6	2.0
White Rock	8	0.6	1.1
<b>Total</b>	<b>1,407</b>	<b>100</b>	<b>100</b>

e) Housing Type

Respondents were asked to indicate the type of residence in which they live. The housing question was coded into seven categories. For the purpose of this report, the seven categories were aggregated into two: “single-family detached housing” and “other housing types”.

**Table 10:** Housing Types

A description of the housing types of the Urban Futures 2012 survey respondents.

Type	Frequency	Percent
Single detached	739	52.5
Duplex / Triplex	63	4.5
Townhouse / Row house	139	9.9
Conversion / Basement	96	6.8
Apartment - low rise (less 4 floors)	134	9.5
Apartment - mid rise (4-12 floors)	112	8
Apartment - high rise (12 floors +)	52	3.7
Mobile home	3	0.2
Room and board	7	0.5
Home share	57	4
<b>Sub Total</b>	<b>1,403</b>	<b>99.7</b>
No Response	4	0.3
Total	1,407	100

The survey found that the majority of Metro Vancouver residents still reside in single detached dwellings. However, the proportion of individuals living in apartments of all types is increasing, as are those in other attached housing (such as townhomes). The shift from single family homes to other types of housing may be due to several factors, including rising housing costs and government efforts to encourage greater density.



f) Commuting Mode

Respondents were asked to indicate their usual mode of commuting to work or school. This question was coded into eleven categories.

**Table 11:** Commuting Mode

A summary of the preferred commuting mode for the Urban Futures 2012 survey respondents in frequency and percent. Respondents could select up to three options.

Mode	Frequency*	Percent
Bus	395	17.7
Skytrain	298	13.3
Seabus	15	0.7
Aquabus	0	0.0
Car	708	31.7
Carpool	62	2.8
Car share	16	0.7
Taxi	7	0.3
Motorcycle/Scooter	21	0.9
Bicycle	226	10.1
Walk	268	12.0
Other	217	9.7
<b>Total</b>	<b>2,233</b>	<b>100.0</b>

\*Respondents could choose up to 3 options

#### D. KEY TO ABBREVIATIONS

ALL:	99	No Response
REGION:	VAN	Vancouver, Electoral Area A
	NS	North Vancouver City and District; West Vancouver, Lions Bay, Bowen Island
	BNW	Burnaby, New Westminster
	RD	Richmond, Delta
	CQPM	Coquitlam, Port Coquitlam, Port Moody, Anmore, Belcarra
	MRPM	Maple Ridge, Pitt Meadows
	L	Langley City and Township
	SWR	Surrey, White Rock
MUNICIPALITY	ANM	Anmore
	BEL	Belcarra
	BI	Bowen Island
	BBY	Burnaby
	COQ	Coquitlam
	DEL	Delta
	LC	Langley City
	LT	Langley Township
	LB	Lions Bay
	MR	Maple Ridge
	NW	New Westminster
	NVC	North Vancouver City
	DNV	North Vancouver District
	PME	Pitt Meadows
	PQ	Port Coquitlam
	PMY	Port Moody
	RCH	Richmond
	SUR	Surrey
	EAA	UBC / Electoral Area 'A'
	VAN	Vancouver
	WV	West Vancouver
	WR	White Rock
GENDER:	M	Male
	F	Female

HOUSING:	SF	Single detached
	DT	Duplex / Triplex
	TH	Townhouse / Row house
	BS	Conversion / Basement
	LR	Apartment - low rise (less 4 floors)
	MR	Apartment - mid rise (4-12 floors)
	HR	Apartment - high rise (12 floors +)
	MH	Mobile home
	RB	Room and board
	HS	Home share

AGE:	00	Under 18
	18	18 - 24
	25	25 - 34
	35	35 - 44
	45	45 - 54
	55	55 - 64
	65	65 -74
	75	75 and over

EDUCATION:	SS	Some Schooling
	HS	High School Diploma
	A	Apprenticeship
	SC	Some University or College
	UG	University Graduate
	PG	Post-Graduate Degree

TRANSPORTATION MODE:	B	Bus
	ST	Skytrain
	SB	Seabus
	AB	Aquabus
	C	Car
	CP	Carpool
	CS	Car share
	T	Taxi
	MS	Motorcycle/Scooter
	B	Bicycle
	W	Walk
	OTH	Other

## II. OVERVIEW OF COMMUNITY AND REGIONAL ISSUES

An important part of the survey was to gain an idea of the relative importance of a number of community and regional issues covering a wide variety of topics. The ranking questions were broken into two sections: (1) 16 Challenges facing Metro Vancouver, and; (2) 11 Issues that warrant immediate attention.

**Table 122:** Ranking of 16 Challenges

The overall and mean ranks of the survey question asking respondents to select the most important challenges facing Metro Vancouver from a list of 16 options.

CHALLENGES	RANK	MEAN	1 <sup>st</sup> CHOICE
Provision of health care	1	5.4	14.2%
Traffic congestion	2	5.8	16.6%
Homelessness	3	5.8	17.4%
Increasing housing supply	4	7.0	15.8%
Air pollution from industry	5	7.4	3.2%
Water pollution from industry	6	7.8	1.9%
Air pollution from cars	7	8.1	8.4%
Dishonesty in government and business	8	8.2	7.9%
Quality of municipal government	9	8.3	5.8%
Provision of welfare services	10	8.4	2.0%
Crime and personal honesty	11	8.6	2.0%
Integration of minority groups	12	9.9	1.2%
Behavior problems in public schools	13	11.0	1.1%
Inadequate recreation facilities	14	11.0	0.7%
Unfriendliness of city life	15	11.6	1.6%
Visual pollution from signs	16	12.3	0.2%

Table 12 offers a broad view on the problems facing the Metro Vancouver area according to its residents. Three clear priorities emerge: healthcare provision, traffic congestion, and homelessness. Several second tier concerns emerge, including concerns over lack of affordable housing, pollution from different sources, as well as the quality of government and levels of honesty/crime in social institutions.

**Table 133: Ranking of Challenges: Regional Breakdown - Overall Rank**

A rank of 1 means most important and a rank of 16 means least important.

Challenge	Metro Vancouver	Vancouver	Surrey/ White Rock	Burnaby /New West	Richmond/ Delta	Port Moody/ Coquitlam	North Shore	Langley	Abso
Provision of health care	1	3	2	1	2	1	2	2	2
Traffic congestion	2	4	1	3	1	3	1	1	1
Homelessness	3	1	3	2	6	2	3	3	3
Increasing housing supply	4	2	9	4	8	4	4	9	10
Air pollution from industry	5	6	6	6	4	6	5	6	6
Water pollution from industry	6	7	7	9	7	7	6	4	7
Air pollution from cars	7	5	10	8	10	8	7	10	9
Dishonesty in government and business	8	10	5	7	3	10	11	5	5
Quality of municipal government	9	9	8	11	5	9	9	8	4
Provision of welfare services	10	8	11	5	11	5	10	12	12
Crime and personal honesty	11	11	4	10	9	11	8	7	8
Integration of minority groups	12	12	12	12	12	14	12	13	14
Behavior problems in public schools	13	15	13	13	13	13	14	11	11
Inadequate recreation facilities	14	13	14	14	14	12	13	14	13
Unfriendliness of city life	15	14	15	15	16	15	16	15	15
Visual pollution from signs	16	16	16	16	15	16	15	16	16

**Table 14:** Ranking of Challenges: Regional Breakdown - Mean Rank

The mean rank of challenges faced by Greater Vancouver Regions. The green boxes represent challenges ranking higher than the average in Metro Vancouver, the yellow boxes represent ranking lower than the average in Metro Vancouver.

Challenge	Metro Vancouver	Vancouver	Surrey/ White Rock	Burnaby /New West	Richmond/ Delta	Port Moody/ Coquitlam	North Shore	Langley	Abso
Provision of health care	5.4	5.9	5.4	4.5	5.4	5.0	5.3	5.6	6.5
Traffic congestion	5.8	7.0	5.0	5.6	5.4	5.6	5.0	4.3	5.3
Homelessness	5.8	4.8	7.1	5.3	7.3	5.6	5.6	5.8	6.5
Increasing housing supply	7.0	5.9	8.5	6.6	7.8	6.0	6.8	8.4	8.1
Air pollution from industry	7.4	7.5	7.7	7.7	7.1	7.4	6.8	7.5	6.8
Water pollution from industry	7.8	7.6	8.1	8.6	7.3	7.8	7.4	7.4	7.2
Air pollution from cars	8.1	7.3	8.6	8.5	8.3	8.1	7.7	9.5	8.0
Dishonesty in government and business	8.2	9.1	7.1	8.3	7.1	8.9	9.0	7.4	6.7
Quality of municipal government	8.3	8.5	8.5	9.0	7.1	8.4	8.8	8.1	6.6
Provision of welfare services	8.4	8.0	8.8	7.2	9.2	7.4	9.0	9.6	10.8
Crime + honesty	8.6	9.4	7.1	8.9	8.2	10.0	8.7	7.7	7.9
Integration of minority groups	9.9	9.4	9.6	9.7	9.7	11.7	10.0	10.9	11.4
Behavior problems in public schools	11.0	11.9	10.5	11.0	10.5	10.4	11.4	9.6	9.8
Inadequate recreation facilities	11.0	11.0	10.6	11.3	11.7	10.2	11.2	11.0	11.1
Unfriendliness of city life	11.6	11.1	11.7	11.5	12.4	11.9	11.9	11.4	11.7
Visual pollution from signs	12.3	12.2	12.4	13.0	12.2	12.3	11.7	12.5	13.0

Table 13 and 14 illustrate the regional variations on the thoughts of Metro Vancouver’s challenges in particular between the urban core and the suburbs. An interesting division can be observed within healthcare. Individuals in Vancouver proper ranked healthcare lower than did respondents from all other areas. Vancouver residents rank healthcare provision fairly consistently as the third most important issue, with a mean score of 5.9. The other areas rank healthcare as the first or second most important concern, with scores around 4.5 to 5.6. Similarly, there are marked differences in perceptions on traffic congestion. Most municipalities (save for Richmond and the Tricities area) view traffic congestion as their number one concern, while Vancouver residents see it as their fourth. An opposite trend can be observed in regards to the views on homelessness and housing. Homelessness and housing are viewed as the first and second most critical issues facing the City of Vancouver, while they generally sit around third for most other municipalities (for homelessness) and sixth (on housing). For the rest of the concerns, there is general consensus on their relative importance between urban and suburban respondents.

The question on policy priorities provides greater definition for the earlier question on challenges facing the region, but with some differences. Since improving health care was not one of the options offered in the policy question, transportation concerns rank first and second on this list. Sustainability and environmental issues also ranked high in the survey, which may have influenced the main concern of providing better public transit.

**Table 15:** Ranking of Priority Policy Issues – Overall

A rank of 1 is most important and a rank of 11 is least important.

ISSUES	RANK	MEAN	1 <sup>st</sup> CHOICE
Expanding the public transit system	1	3.7	24.2%
Making more efficient use of present transportation	2	4.6	7.2%
Promoting comprehensive community planning	3	4.6	11.8%
Preserving the natural environment	4	5.2	13.8%
Stimulating economic development	5	5.2	11.7%
Promoting comprehensive social planning	6	5.9	5.3%
Increasing the housing supply	7	6	11.9%
Developing more public parks	8	7.5	0.4%
Improving highway transportation	9	7.6	4.8%
Changing the structure of government	10	7.7	7.4%
Channeling growth outside of existing centres	11	8.1	1.5%

**Table 16:** Ranking of Priority Policy Issues by Region - Overall Rank

A breakdown of the importance of policy issues by region. Rank of 1 means the issue is deemed most important and rank of 11 means the issue is deemed less important. The green boxes represent challenges ranking higher than the average in Metro Vancouver, the yellow boxes represent ranking lower than the average in Metro Vancouver

Issues	Metro Vancouver	Vancouver	Surrey/ White Rock	Burnaby /New West	Richmond/ Delta	Port Moody/ Coquitlam	North Shore	Langley	Maple Ridge/ Pitt
Expanding the public transit system	1	1	1	1	2	1	1	1	3
Making more efficient use of present transportation	2	4	2	3	1	2	2	3	1
Promoting comprehensive community planning	3	3	5	6	3	5	4	6	5
Preserving the natural environment	4	2	4	2	4	3	3	4	2
Stimulating economic development	5	6	3	4	5	4	5	2	4
Promoting comprehensive social planning	6	7	6	5	6	7	7	7	6
Increasing the housing supply	7	5	8	7	7	6	6	8	8
Developing more public parks	8	8	9	8	10	9	8	10	11
Improving highway transportation	9	11	7	9	8	8	9	5	9
Changing the structure of government	10	9	11	10	9	10	10	9	7
Channeling growth outside of existing centres	11	10	10	11	11	11	11	11	10

Compared to the following challenges section, there seems to be more agreement on the policy priorities in Metro Vancouver's sub regions.



The respondent's age drives various concerns (Table 17). One of the most substantial trends is how age affects views on health care. Younger respondents viewed health care provision as a less pressing challenge. Individuals "35 years and up" generally rated healthcare as their primary concern and this priority only strengthened as the respondents aged. Conversely, younger respondents were more sensitive to socio-economic difficulties.

Homelessness ranked as the main concern for people under 35 years of age, but its importance declined significantly among older age groups. In addition, housing is a major concern for those under 35 years of age, likely due to the Metro Vancouver's high housing costs.

**Table 14:** Ranking of Challenges: Age Category Breakdown - Overall Rank

A further breakdown of Tables 15 and 16 by providing age distribution of each "Challenge" rank category. The table presents ranking information on an age basis. Rank 1 = most important and rank 16 = least important. The green boxes represent challenges ranking higher than the average in Metro Vancouver, the yellow boxes represent ranking lower than the average in Metro Vancouver

Challenges	Overall	Under 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	Over 75
Provision of health care	1	5	3	1	1	1	1	1
Traffic congestion	2	4	4	2	2	2	2	2
Homelessness	3	1	1	3	3	3	3	3
Increasing housing supply	4	2	2	4	6	4	4	4
Air pollution from industry	5	3	5	5	4	5	7	6
Water pollution from industry	6	7	7	6	5	6	6	9
Air pollution for cars	7	6	6	10	8	7	11	8
Dishonesty in government and business	8	9	8	7	7	11	9	12
Quality of municipal government	9	10	10	9	9	9	5	7
Provision of welfare services	10	8	9	11	11	8	8	5
Crime and personal honesty	11	11	11	8	10	10	10	10
Integration of minority groups	12	12	12	13	12	12	12	11
Behavior problems in public schools	13	15	14	12	13	14	14	13
Inadequate recreation facilities	14	13	15	14	14	13	13	15
Unfriendliness of city life	15	14	13	15	15	16	16	16
Visual pollution from signs	16	16	16	16	16	15	15	14

Between Table 16 and Table 17 a general consistency becomes evident amid the respondents from different age groups in the policy priorities rank question (Table 18). A substantial difference can be seen between under-35's perceptions on the transportation infrastructure. Individuals from the younger age bracket were less likely to see transportation infrastructure as a critical priority, which increased in importance for older demographics. Conversely, increasing the housing supply was ranked higher among younger respondents compared to older respondents; which may reflect the difficulty many encounter finding an affordable first home.

**Table 15:** Ranking of Issues by Age - Overall Rank

Issues	OVER ALL	Under 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	Over 75
Expanding the public transit system	1	1	1	1	1	1	1	3
Making more efficient use of present transportation	2	4	3	2	2	3	3	2
Promoting comprehensive community planning	3	3	2	3	3	2	2	1
Preserving the natural environment	4	5	4	5	5	4	4	4
Stimulating economic development	5	6	5	4	4	5	5	6
Promoting comprehensive social planning	6	7	7	6	6	6	6	8
Increasing the housing supply	7	2	6	7	7	7	7	5
Developing more public parks	8	8	8	9	10	10	11	11
Improving highway transportation	9	10	11	8	8	8	8	7
Changing the structure of government	10	9	9	10	9	9	10	10
Channeling growth outside of existing centres	11	11	10	11	11	11	9	9

**Table 16:** Ranking of Challenges by Gender - Overall Rank

The overall rank of challenges faced by the GVRD according to gender.

Challenges facing Metro Vancouver	OVERALL	Female	Male
Provision of health care	1	1	2
Traffic congestion	2	3	1
Homelessness	3	2	3
Increasing housing supply	4	6	4
Air pollution from industry	5	4	5
Water pollution from industry	6	5	9
Air pollution from cars	7	8	7
Dishonesty in government and business	8	9	8
Quality of municipal government	9	10	6
Provision of welfare services	10	7	11
Crime and personal honesty	11	11	10
Integration of minority groups	12	12	12
Behavior problems in public schools	13	13	14
Inadequate recreation facilities	14	14	13
Unfriendliness of city life	15	15	15
Visual pollution from signs	16	16	16

### III. COMPARISON WITH THE 1973 AND 1990 URBAN FUTURES SURVEYS

One of the major reasons for conducting the current survey again in 2012 was to investigate the degree to which the attitudes of Metro Vancouver residents still agree or disagree with the attitudes investigated in 1973 and 1990. Specifically, two parts of the current survey are similar to those of 1973 and 1990. The first involves ranking a set of community and regional issues. The following two ranking questions were based on previous surveys:

*Arrange the list in the order of importance, with 1 being most important and 16 being least important.*

1. Air pollution from cars
2. Air pollution from industry
3. Water pollution from industry
4. Visual pollution from signs
5. Traffic congestion
6. Inadequate recreation facilities
7. Homelessness
8. Unfriendliness of city life
9. Quality of municipal government
10. Crime and personal honesty
11. Dishonesty in government and business
12. Behavior problems in public schools
13. Provision of welfare services
14. Provision of health care
15. Integration of minority groups
16. Increasing housing supply

*Which of the 11 issues listed below do you feel warrants the most immediate attention in Metro Vancouver? Please sort the issues by priority, with 1 being the highest priority and 11 being the lowest.*

1. Changing the structure of government
2. Channeling growth outside of existing centres
3. Developing more public parks
4. Promoting comprehensive community planning
5. Improving highway transportation
6. Making more efficient use of present transportation
7. Preserving the natural environment
8. Promoting comprehensive social planning
9. Expanding the public transit system
10. Stimulating economic development
11. Increasing the housing supply

Table 20 below presents the two groups of topics from the 1973 and 1990 surveys in the order that they were ranked by respondents in 2012; the fourth column shows the change in rank from 1990 to 2012. The change in ranking reflects the changing concerns of a growing and aging population, and of technological development. The provision of healthcare has steadily risen in importance since 1973, reaching number one in the 2012 survey, which may in part reflect an aging population and concern over reliable service delivery. Similarly, traffic congestion has also increased in importance over previous surveys. The region's steady population growth over the past forty years and public policy decisions to emphasize transit, cycling, and walking over the single occupant vehicle are likely factors behind this shift. The traffic concern does not appear to be based on respondents' personal experience, as evidenced by the fact that their response to the statement, "Getting to work is no particular problem for me" (Table 24) is essentially unchanged from previous surveys. Respondents may have been influenced by media coverage of traffic congestion or that they experience traffic congestion on non-work trips.

**Table 17: Change in the Ranking of Challenges: 1973 to 1990 to 2012**

Challenges	2012	1990	1973	Change 1990-2012
Provision of health care	1	3	9	+2
Traffic congestion	2	7	6	+5
Homelessness	3	NOT ASKED	NOT ASKED	N/A
Increasing housing supply	4	8	8	+4
Air pollution from industry	5	1	1	-4
Water pollution from industry	6	2	2	-4
Air pollution from cars	7	4	3	-3
Dishonesty in government and business	8	6	10	-2
Quality of municipal government	9	9	7	0
Provision of welfare services	10	11	5	+1
Crime and personal honesty	11	5	4	-6
Integration of minority groups	12	12	14	0
Behavior problems in public schools	13	10	11	-3
Inadequate recreation facilities	14	14	13	0
Unfriendliness of city life	15	15	16	0
Visual pollution from signs	16	13	12	-3

\*The top five in each column are grouped by colour (e.g. light blue).

Another broad shift has been the decline in public concern over pollution. The region's de-industrialization, movement towards a more service-oriented economy, and increased government regulatory oversight in this area has likely played a part. Finally, technological developments, such as catalytic converters and more efficient vehicles, may be responsible for the decrease in concern over automobile pollution.

An interesting shift is the decline in concern with crime, which mirrors the decline in crime rates within Canada. While previous surveys did not ask residents for their views on homelessness, it nonetheless ranked high among the respondents in 2012.

**Table 18: Ranking of Issues - 1973 to 1990 to 2012**

Issues	2012	1990	1973	Change 1990-2012
Expanding the public transit system	1	5	2	+4
Making more efficient use of present transportation	2	3	3	+1
Promoting comprehensive community planning	3	6	5	+3
Preserving the natural environment	4	1	1	-3
Stimulating economic development	5	4	7	-1
Promoting comprehensive social planning	6	7	6	+1
Increasing the housing supply	7	2	4	-5
Developing more public parks	8	10	8	+2
Improving highway transportation	9	9	10	0
Changing the structure of government	10	11	11	+1

The second part of the 2012 survey that is derived from the 1973 and 1990 surveys is the section listing a number of statements to which respondents were asked whether they agreed or disagreed. The 2012 survey asked respondents to score 54 issues on the basis of the level of their importance, from not important to critical. The relative importance of these issues to respondents can be determined from the mean scores, which then provide a method of ranking.

Of the 54 statements contained in the 2012 questionnaire, nine appeared in the same or similar form in both the 1973 and 1990 questionnaires (Table 22). An additional thirty-two statements appeared in the 1990 questionnaire only. Thirteen new statements were added in the 2012 survey.

**Table 19:** 54 Statements in 2012 survey

The 54 statements presented to respondents who then agreed or disagreed to the statement by ranking importance on a scale from not important to critical.

1. An expanded public transit system is the best way to solve Metro Vancouver's transportation problem.
2. The first task of improving transportation in Metro Vancouver is to make better use of existing transit facilities.
3. There is no real traffic problem in the Metro Vancouver area.
4. More parks and open space are needed within a short distance of local neighbourhoods.
5. Neighbourhood and municipal planning does little to solve or avoid social problems.
6. Preserving the quality of the environment should be the first goal of any local government.
7. Both public transit and highways will be essential to Metro Vancouver in the future.
8. The private motor vehicle is essential to our sense of freedom.
9. If people get together it is possible to influence planners and politicians.
10. Active citizens groups are needed because governments at all levels never recognize a problem until it's critical.
11. It's all very well to have dissident groups but once the majority has reached a decision, everyone should abide by it.
12. I'm too busy with my own life to be concerned with urban problems; the experts can take care of them.
13. All municipalities in Metro Vancouver should have a diversity of cultural amenities.
14. Apartment living is always a second choice; Everyone really wants a house of their own.
15. The most convenient place to shop is at a shopping centre.
16. Children can gain a lot by being raised in an urban area.
17. Shopping centres can provide me with all my shopping needs.
18. The suburbs are a cultural wilderness.
19. One of the most important reasons for working is to get enough money to buy a house.
20. Getting to work is no particular problem for me.
21. The recreational facilities in and around Metro Vancouver are inadequate.
22. Rush hour commuters should pay more at peak times.
23. Cars with multiple occupants should be given priority during peak commuting times.
24. I am not prepared to change my mode of transportation to get to and from work.
25. Where I work does not influence where I live.
26. Bicycle use would increase if designated routes were expanded.
27. Local governments should support increasing child care spaces.
28. For comparative shopping I prefer a shopping centre to a commercial street.
29. I use my car because I have a number of activities to do en route.
30. The provision of child care spaces should be a priority of local governments.

31. It now takes me longer to travel to work than it did a year ago.
32. I feel more secure in my home than I did 10 years ago.
33. Housing affordability is a problem for me.
34. People from many cultures contribute to the quality of urban life.
35. I am prepared to live at higher densities to shorten my journey to work.
36. I frequently experience severe traffic congestion.
37. A generation ago major changes took 15 years to happen; Now 2 years is a long time.
38. Cultural diversity makes my community a better place to live.
39. Social housing would lower the quality of my neighbourhood.
40. Every neighbourhood should plan ways of accommodating more residents.
41. New ways must be found to deal with the waste we create.
42. Home based businesses should be encouraged.
43. The Internet makes it possible for me to work from home.
44. Land zoned for industrial use should not be rezoned toward other uses.
45. Metro Vancouver should accommodate all future urban development within existing urban containment boundaries.
46. It is important to maintain existing agricultural land for food production.
47. Local governments should increase revenue by allowing commercial activities in public parks.
48. Compact urban growth is a good way to reduce our environmental impact.
49. People should pay less when using public transportation at off-peak times.
50. Off-leash dog parks should be provided by local governments.
51. Opportunities for urban agriculture should be encouraged.
52. Diversified forms of public transportation, such as street cars and light rail, should be encouraged.
53. Recycling of organics and garden waste should be part of local government's solid waste management services.
54. People should pay less when using community facilities at off-peak times.



**Table 20: Ranking of Issue Statements -- Regional Breakdown**

Issues	Metro Vancouver	Vancouver	Surrey/ White Rock	Burnaby/ New West	Richmond/ Delta	Port Moody/ Coquitlam	North Shore	Langley	Maple Ridge/Pitt
Diversified forms of public transportation, such as streetcars and light rail, should be encouraged.	1	3	2	1	1	2	3	2	5
New ways must be found to deal with the waste we create.	2	4	4	3	4	1	1	3	6
Home based businesses should be encouraged.	3	1	3	4	2	3	2	4	2
Opportunities for urban agriculture should be encouraged.	4	5	1	7	3	10	4	1	1
Recycling of organics and garden waste should be part of local government's solid waste management services.	5	2	5	2	6	4	5	6	7
It is important to maintain existing agricultural land for food production.	6	7	6	5	5	8	6	7	4
An expanded public transit system is the best way to solve Metro transportation problem.	7	6	10	6	10	7	11	10	11
The Internet makes it possible for me to work from home.	8	8	8	9	8	15	10	8	12
If people get together it is possible to influence planners and politicians.	9	11	9	11	9	5	9	9	9
Compact urban growth is a good way to reduce our environmental impact.	10	10	11	8	12	6	7	12	3
People from many cultures contribute to the quality of urban life.	11	28	7	12	7	9	8	5	13
Cars with multiple occupants should be given priority during peak commuting times.	12	9	17	10	19	11	12	15	19

Issues	Metro Vancouver	Vancouver	Surrey/ White Rock	Burnaby/ New West	Richmond/ Delta	Port Moody/ Coquitlam	North Shore	Langley	Maple Ridge/Pitt
Both public transit and highways will be essential to Metro Vancouver in the future.	13	12	16	13	23	12	14	16	10
Active citizens groups are needed because governments at all levels never recognize a problem until it is critical.	14	26	13	14	11	21	21	18	14
More parks and open space are needed within a short distance of local neighbourhoods.	15	23	12	16	17	16	19	20	15
Metro Vancouver should accommodate all future urban development within existing urban containment boundaries.	16	24	15	17	13	14	18	17	21
I frequently experience severe traffic congestion.	17	14	14	15	18	22	23	26	26
People should pay less when using public transportation at off-peak times.	18	22	19	24	14	23	20	23	28
Cultural diversity makes my community a better place to live.	19	19	21	27	16	13	24	11	30
Local governments should support increasing child care spaces.	20	16	20	18	24	19	16	37	20
The first task of improving transportation in Metro Vancouver is to make better use of existing transit facilities.	21	21	25	21	21	17	26	21	16
People should pay less when using community facilities at off-peak times.	22	25	26	28	20	26	15	22	8
Getting to work is no particular problem for me.	23	27	18	19	25	24	22	30	18
Bicycle use would increase if designated routes were expanded.	24	15	38	20	30	32	17	36	23
I use my car because I have a number of activities to do en route.	25	32	23	22	15	18	13	24	25

Issues	Metro Vancouver	Vancouver	Surrey/ White Rock	Burnaby/ New West	Richmond/ Delta	Port Moody/ Coquitlam	North Shore	Langley	Maple Ridge/Pitt
All municipalities in Metro Vancouver should have a diversity of cultural amenities.	26	17	33	23	29	33	29	28	34
Every neighbourhood should plan ways of accommodating more residents.	27	30	24	25	22	31	28	25	22
Preserving the quality of the environment should be the first goal of any local government.	28	18	29	29	32	27	25	38	24
A generation ago major changes took 15 years to happen; now 2 years is a long time.	29	13	40	30	40	30	30	41	37
Off-leash dog parks should be provided by local governments.	30	20	34	26	42	20	31	33	27
Social housing would lower the quality of my neighbourhood.	31	29	27	31	34	25	27	40	32
The provision of child care spaces should be a priority of local governments.	32	31	31	33	38	28	37	27	39
The private motor vehicle is essential to our sense of freedom.	33	33	30	32	31	29	34	32	29
Children can gain a lot by being raised in an urban area.	34	36	28	34	28	36	32	19	40
I feel more secure in my home than I did 10 years ago.	35	42	22	35	27	35	33	13	17
Neighbourhood and municipal planning does little to solve or avoid social problems.	36	38	41	38	37	34	35	39	47
I am prepared to live at higher densities to shorten my journey to work.	37	44	32	39	26	38	38	14	33
It now takes me longer to travel to work than it did a year ago.	38	39	42	37	35	37	39	31	44

Issues	Metro Vancouver	Vancouver	Surrey/ White Rock	Burnaby/ New West	Richmond/ Delta	Port Moody/ Coquitlam	North Shore	Langley	Maple Ridge/Pitt
Housing affordability is a problem for me.	39	37	45	36	39	40	36	45	35
It's all very well to have dissident groups but once the majority has reached a decision, everyone should abide by it.	40	43	35	42	33	41	41	42	42
I am not prepared to change my mode of transportation to get to and from work.	41	41	44	40	41	44	46	29	41
One of the most important reasons for working is to get enough money to buy a house.	42	40	37	41	49	39	45	46	43
The recreational facilities in and around Metro Vancouver are inadequate.	43	34	50	43	52	45	40	49	45
Local governments should increase revenue by allowing commercial activities in public parks.	44	45	39	45	36	42	42	43	38
Rush hour commuters should pay more at peak times.	45	35	52	44	50	47	44	51	49
Where I work does not influence where I live.	46	46	36	51	44	52	43	34	31
Land zoned for industrial use should not be rezoned toward other uses.	47	47	43	49	43	43	47	35	46
For comparative shopping I prefer a shopping centre to a commercial street.	48	48	48	52	45	50	48	47	36
The suburbs are a cultural wilderness.	49	49	46	47	48	48	49	44	50
Apartment living is always a second choice; everyone really wants a house of their own.	50	53	47	46	46	51	51	50	48
The most convenient place to shop is at a shopping centre.	51	54	49	48	47	46	50	48	51
Shopping centres can provide me with all my shopping needs.	52	52	51	50	51	49	52	52	52

Issues	Metro Vancouver	Vancouver	Surrey/ White Rock	Burnaby/ New West	Richmond/ Delta	Port Moody/ Coquitlam	North Shore	Langley	Maple Ridge/Pitt
I'm too busy with my own life to be concerned with urban problems; the experts can take care of them.	53	51	53	53	53	53	53	53	53
There is no real traffic problem in the Metro Vancouver area.	54	50	54	54	54	54	54	54	54

Nine different statements were asked in the 1973, 1990, and 2012 surveys, and responses are compared in Table 24. . Given the overall interest in relieving traffic congestion, it should be somewhat disconcerting that Metro Vancouver residents have gradually viewed the car as more essential for their sense of freedom. Individuals may be less receptive to alternative modes of travel, or existing choices are not effective at meeting their needs. Additionally, residents' ability to get to and from work have remained relatively unchanged in the past forty years.

**Table 24:** Comparison of 2012 Results to 1973 and 1990 Results - Difference in Mean Response

Statement	2012	1990	1973	Change 1990-2012
It's all very well to have dissident groups but once the majority has reached a decision, everyone should abide by it.	4.47	3.12	3.28	+1.35
People from many cultures contribute to the quality of urban life.	4.20	3.88	3.85	+0.32
Active citizens groups are needed because governments at all levels never recognize a problem until it's critical.	3.78	3.98	3.59	-0.2
Getting to work is no particular problem for me.	3.54	3.64	3.6	-0.1
The private motor vehicle is essential to our sense of freedom.	2.98	2.75	2.55	+0.23
The suburbs are a cultural wilderness.	2.72	2.68	2.63	+0.04
Apartment living is always a second choice; everyone really wants a house of their own.	2.43	3.2	3.25	-0.77
The most convenient place to shop is at a shopping centre.	2.32	3.01	3.55	-0.69
I'm too busy with my own life to be concerned with urban problems; the experts can take care of them.	2.00	2.61	2.66	-0.61

The three reports may also show changing cultural views on the complexity of society and the acceptability of others opinions. Residents are much less likely now than in 1973 to accept that dissident groups must submit to a decision once it has been made, suggesting that the public has greater respect for individuals' viewpoints and their ability to express them. Furthermore the survey found that most respondents agree with the view that individuals from many cultures enhance the quality of urban life. The improved quality of life with respect to increased cultural diversity has been steadily increasing since 1973. Moreover, the survey found that respondents were much less likely to accept experts' efforts to correct social problems indicating a growing belief that personal engagement is a key factor in getting issues resolved. Yet at the same time there has been a reversal of fortune on public attitudes towards government. Between 1973 and 1990, the public's trust in government to quickly confront social problems decreased but has since regained some of its stature since the 1990 survey. While individuals may feel that government may not have the answers they want, they may feel that the government is more responsive to meeting their interests.

Finally, there is a marked difference on views concerning urban/suburban living. The reports show a noticeable increase in the habitability and desirability of living in developed urban areas over the past forty years. Respondents were less inclined to see the shopping malls as the most convenient place to buy goods than before, preferring to shop and compare using several venues. Respondents also strongly disagreed with the view that apartments were a less desirable home compared to a house. Moreover, there has been a slight increase in the number of people who would agree that the suburbs are a cultural wilderness.

#### IV. SURVEY RESULTS

Description of Statistical Tables:

Each of the nine sub-headings is subdivided to reflect issues of particular interest or concern to respondents, and a general framework to report the findings is used throughout the report. The data are displayed in a standard tabular format:

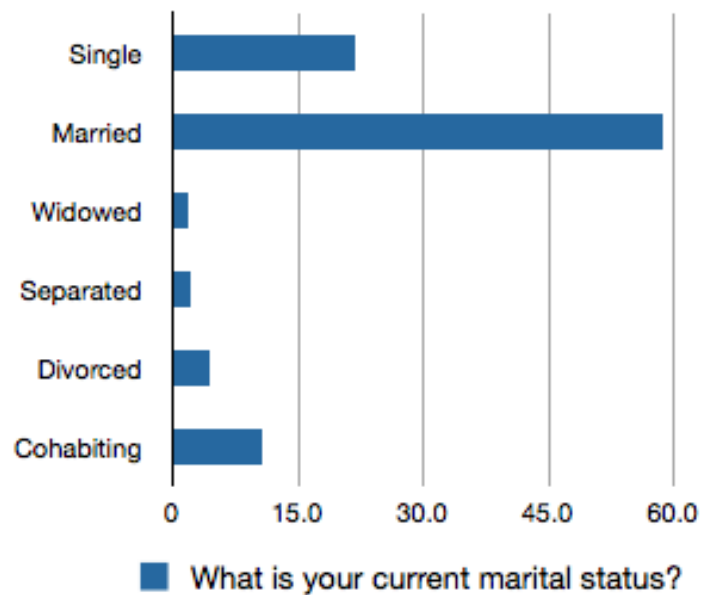
- Responses are displayed in a histogram.
- The mean score (calculated by averaging responses on the five-point scale) is displayed where applicable.
- For the 54 Community and Regional issue statements, the overall rank is displayed.
- A matrix identifying statistically significant variations in response (at the  $p=0.05$  level) by sex, age, housing type, education, and region.

For each of the questions, the histograms provide an immediate visual representation of the distribution of response. Viewed together with the mean scores and ranks, the histograms indicate how much importance respondents attach to each specific issue. In addition to the histograms, a map showing the distribution of response at a fine scale is displayed in the appendix.

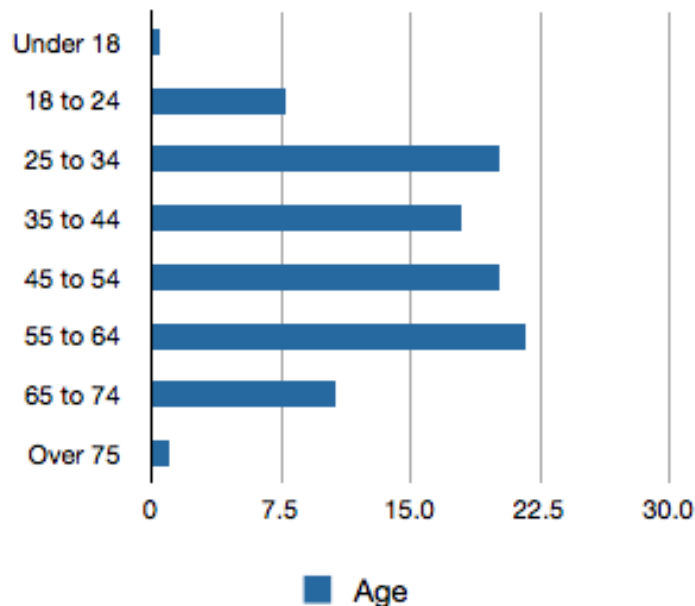
## A. DEMOGRAPHIC/HOUSEHOLD INFORMATION

The following Histograms and Tables indicate responses on the left hand (independent axis) by percentage of total response on the bottom(dependent axis) (%). The Yes/No questions have the responses on the bottom (independent axis) and the percentage of total responses on the left (dependent axis).

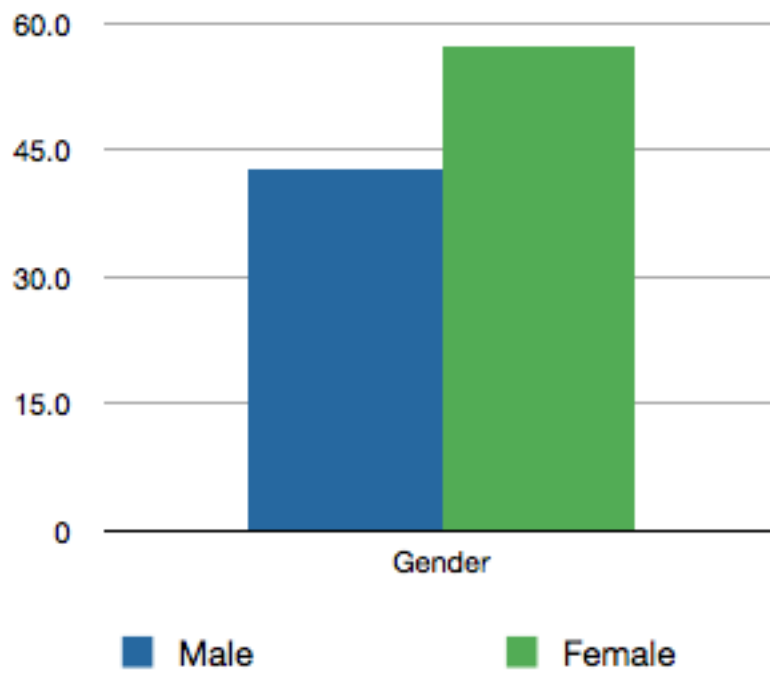
**Figure 1:** Current Marital Status



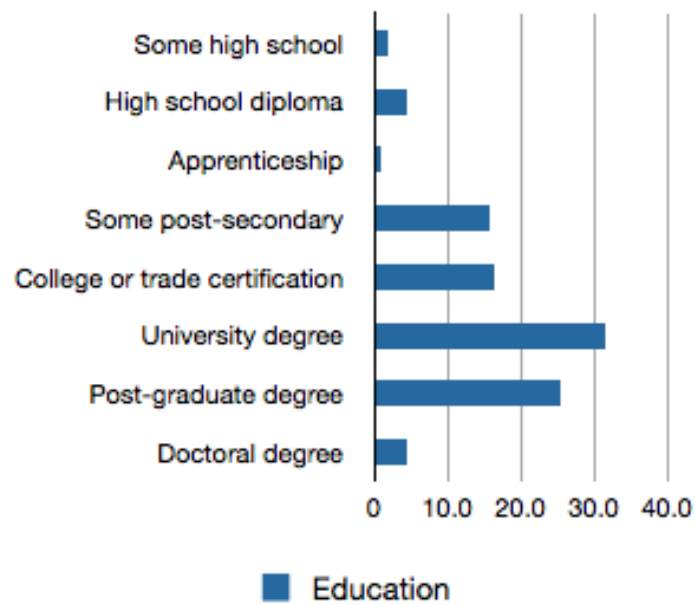
**Figure 2:** Age



**Figure 3: Gender**

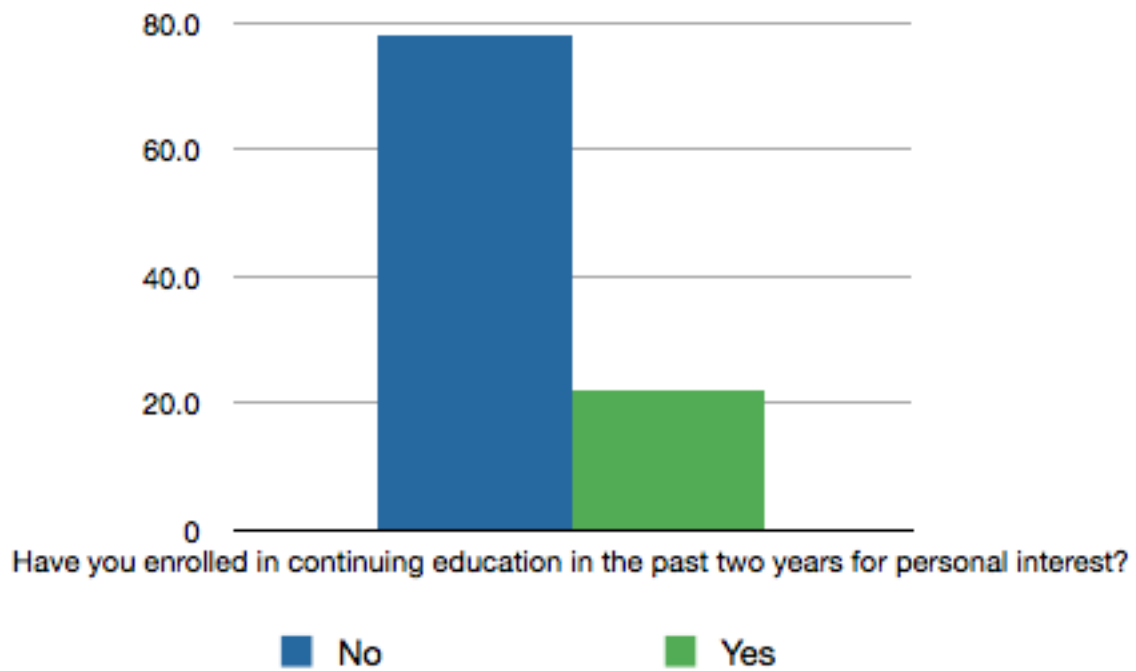


**Figure 4: Education**

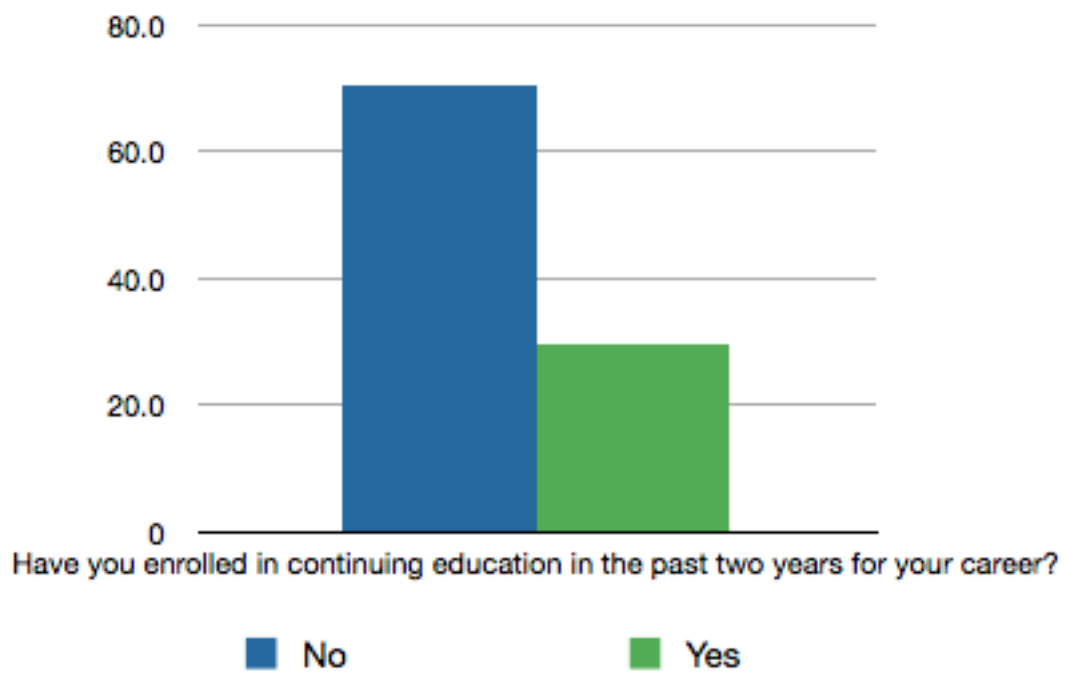




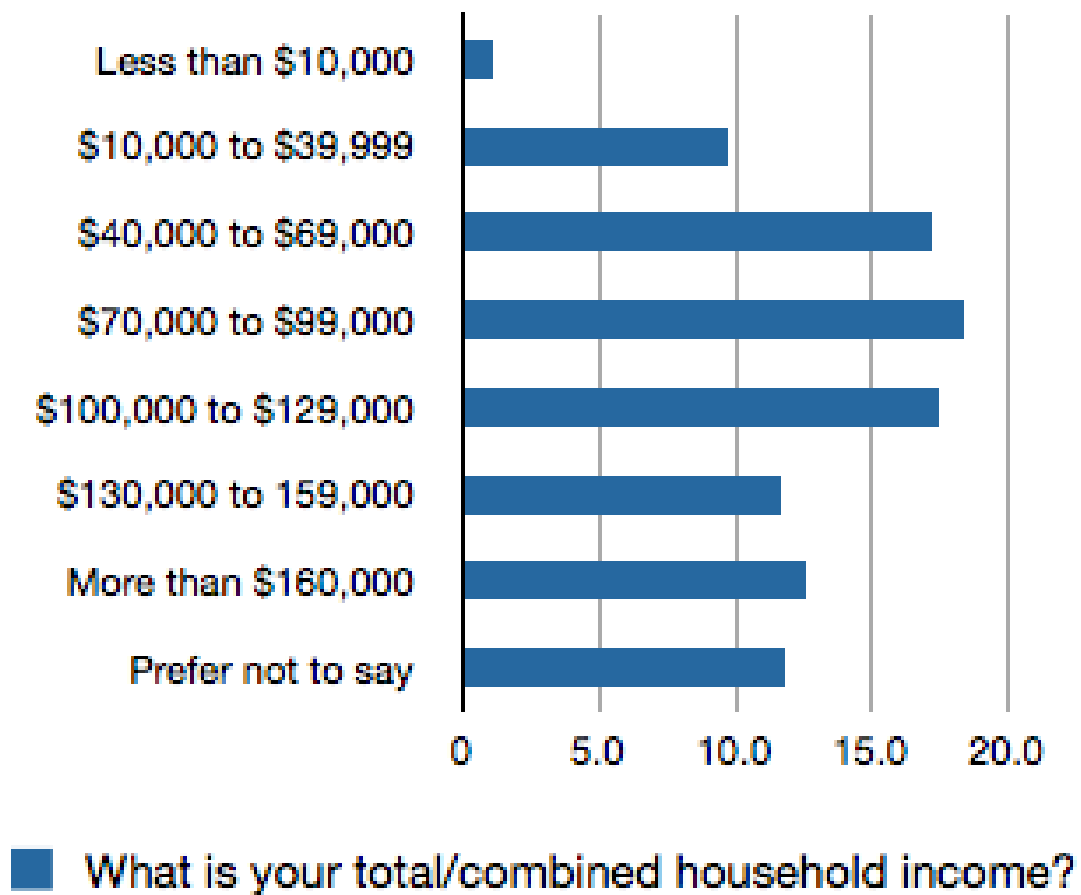
**Figure 5:** Continuing Education – Personal Interest



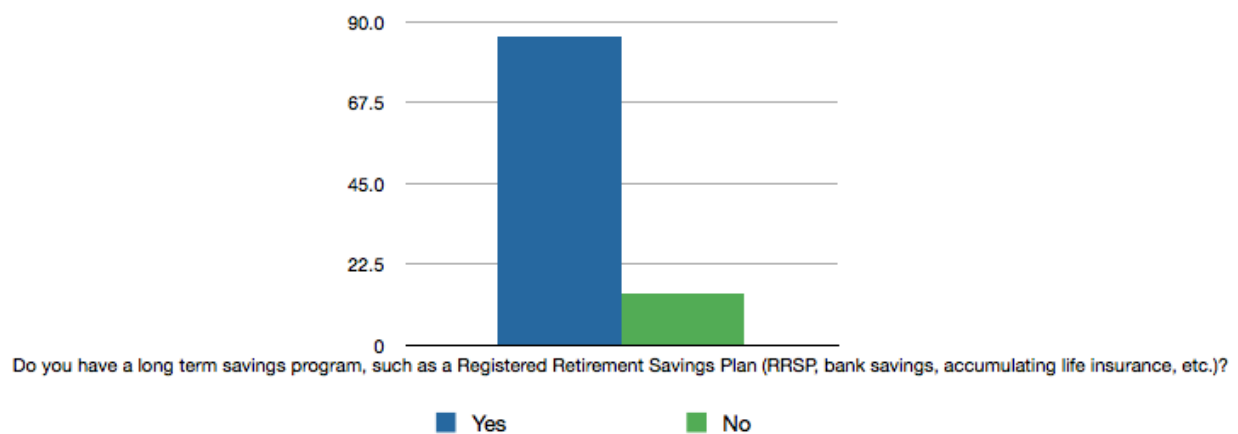
**Figure 6:** Continuing Education – Career



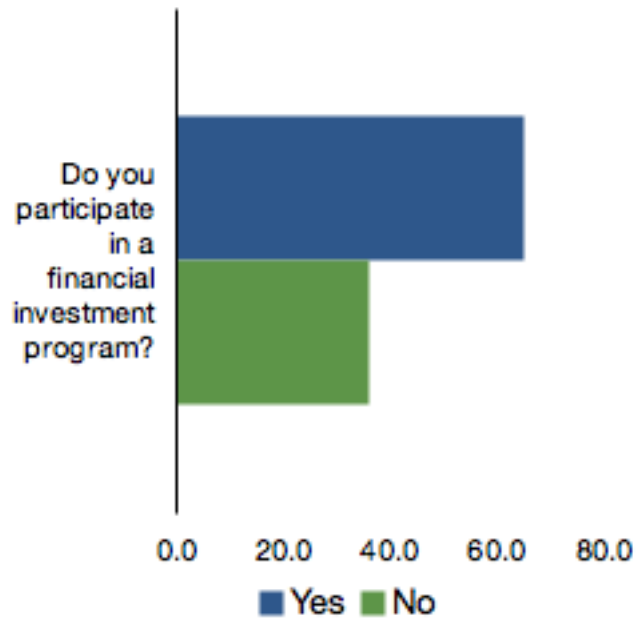
**Figure 7:** Total Combined Household Income



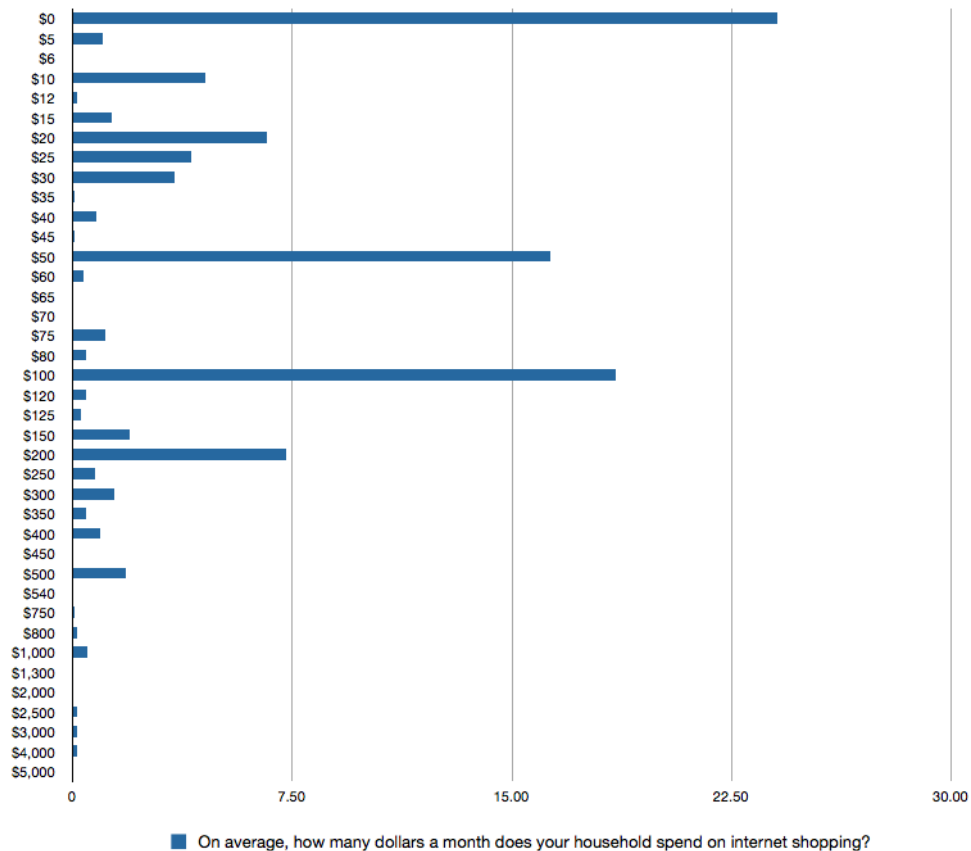
**Figure 8:** Long Term Savings Plan



**Figure 9:** Financial Investment Program



**Figure 10:** Household Spend on Internet Shopping



## B. EMPLOYMENT

Questions relating to your – and your household's – employment history.

Figure 11: Present Employment Status

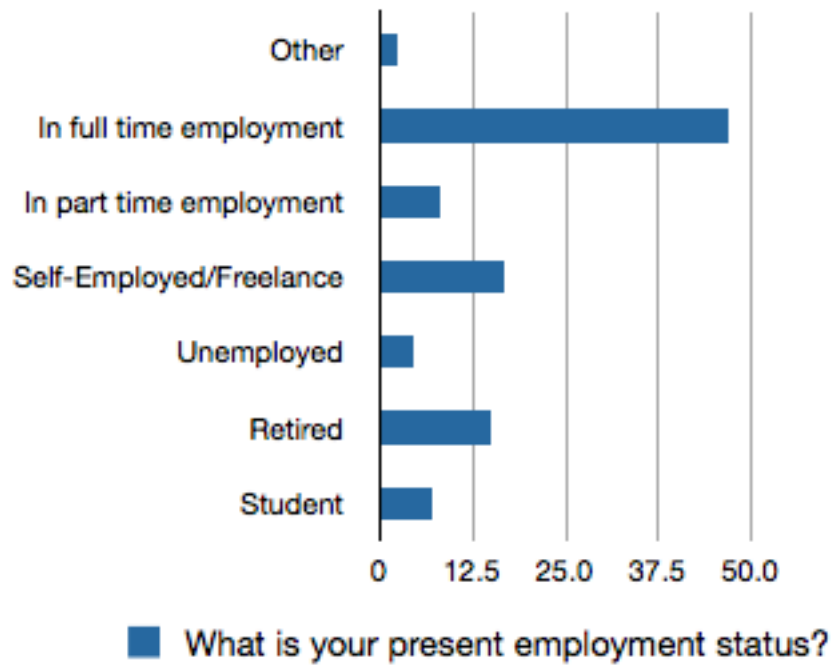
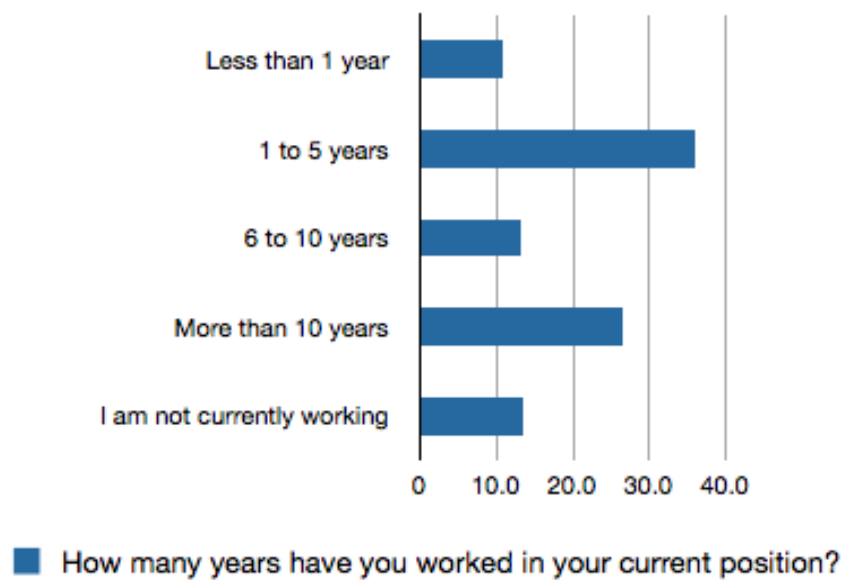
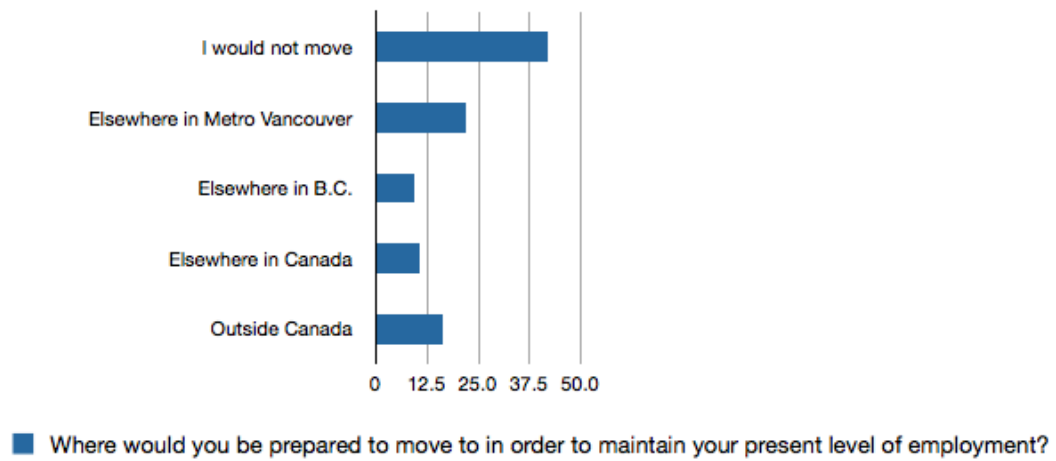


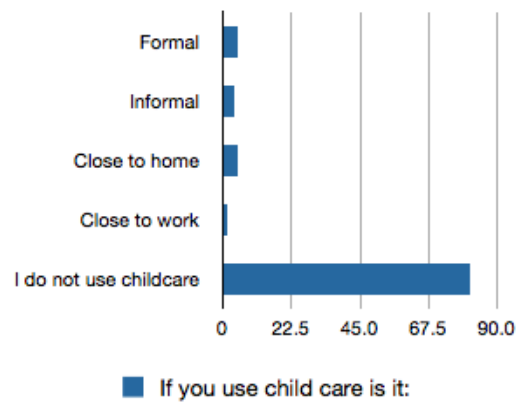
Figure 12: Years in Present Position



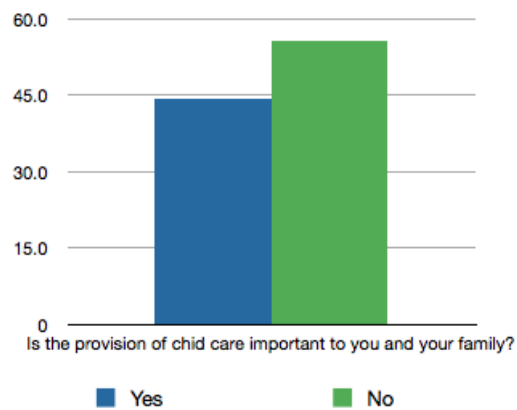
**Figure 13: Willingness to Move**



**Figure 14: If Child Care Used**



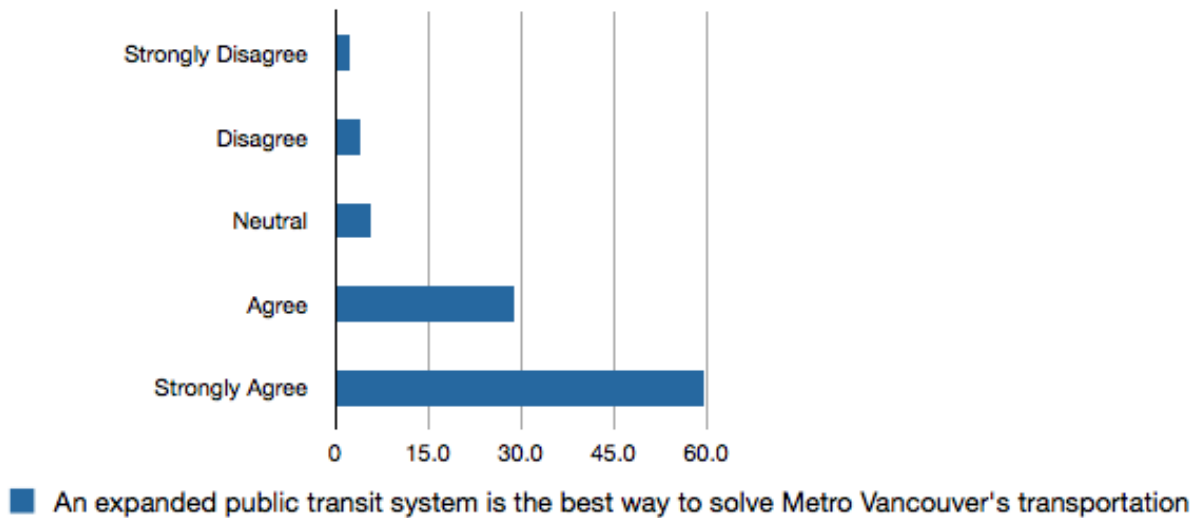
**Figure 15: Is Childcare Important**



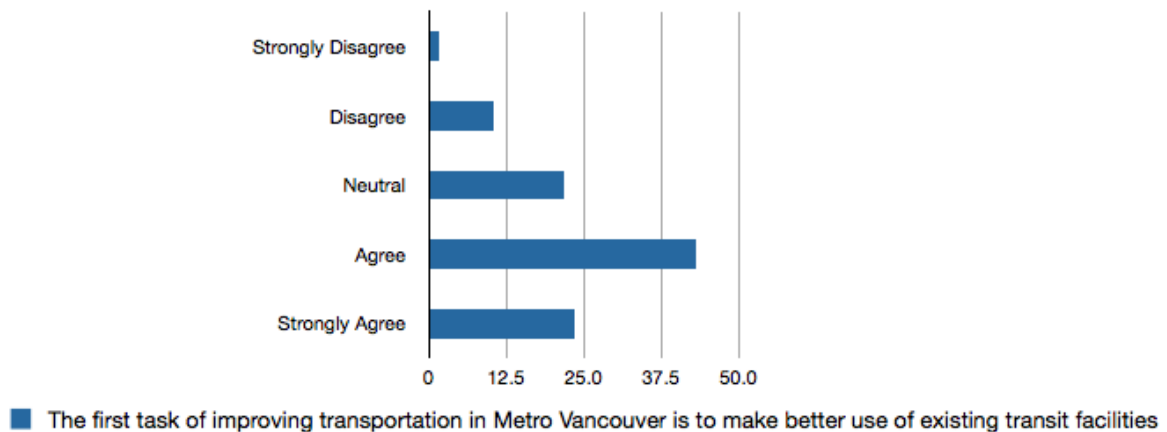
### C. STATEMENTS I

Question: *Here is a series of statements concerning various aspects of the metro region, including government, business, industry and society.*

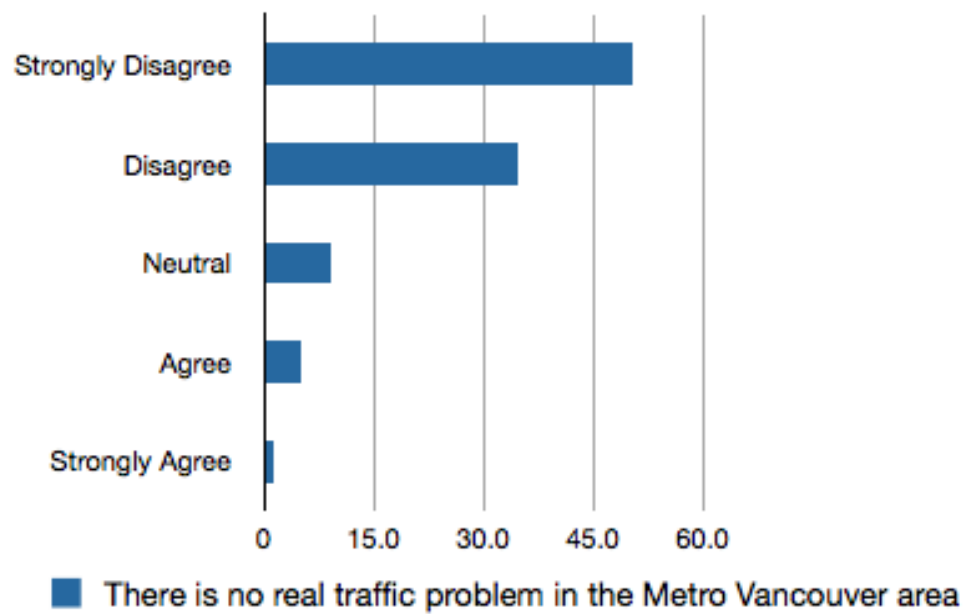
**Figure 16:** Expanded Public Transit System



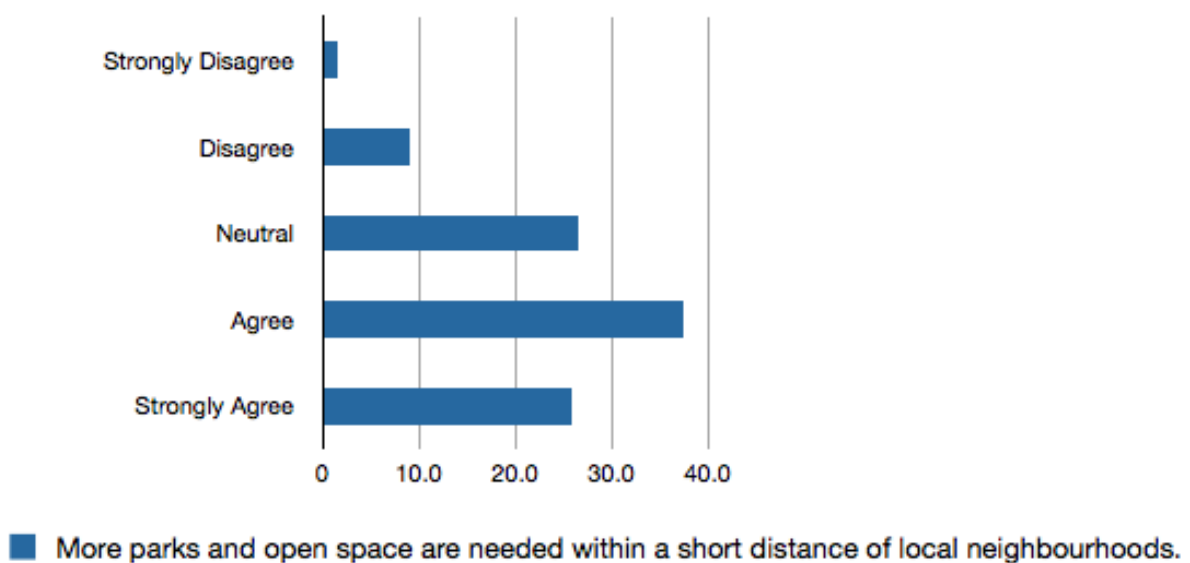
**Figure 17:** Task Better Use of Existing Transit Facilities



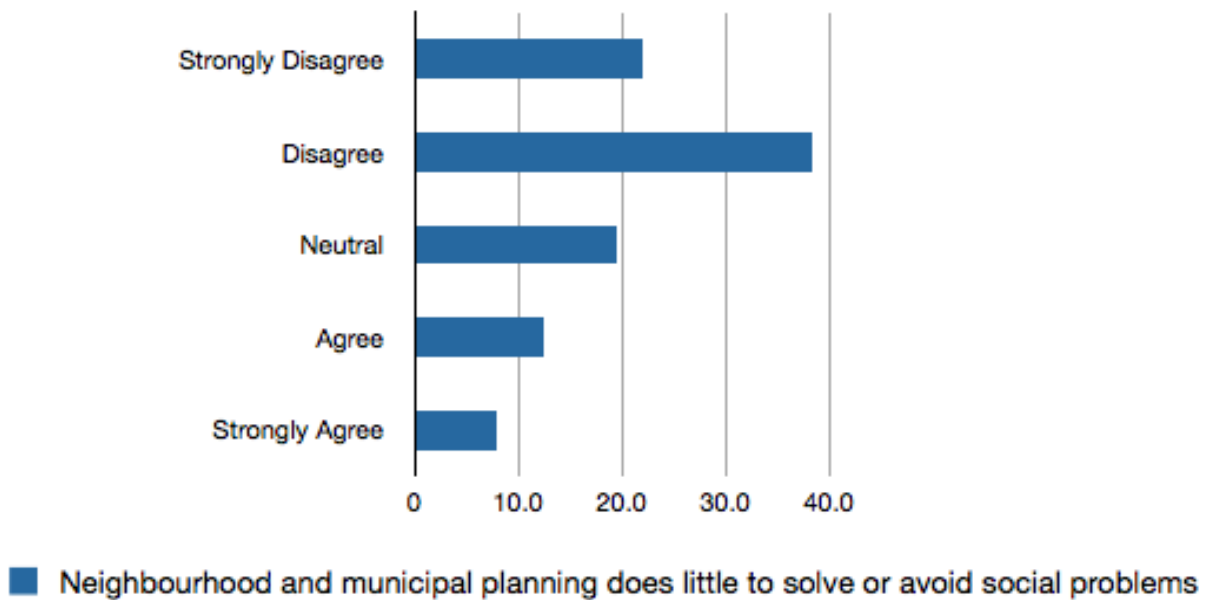
**Figure 18:** No Real Traffic Problem in Metro



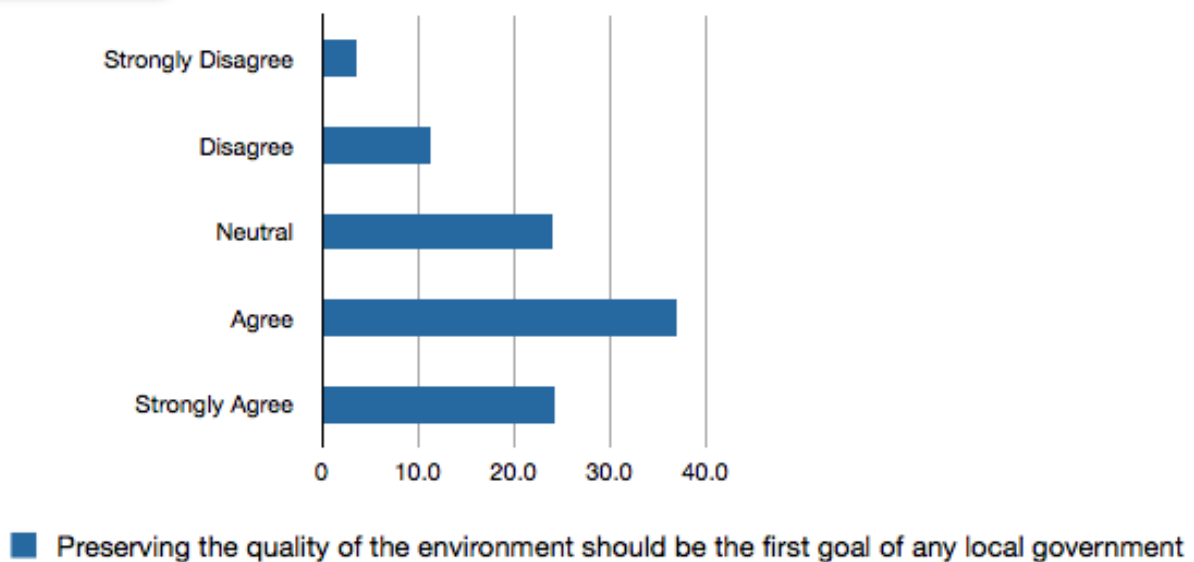
**Figure 19:** More Parks & Open Space Needed



**Figure 20: Neighbourhood Planning**

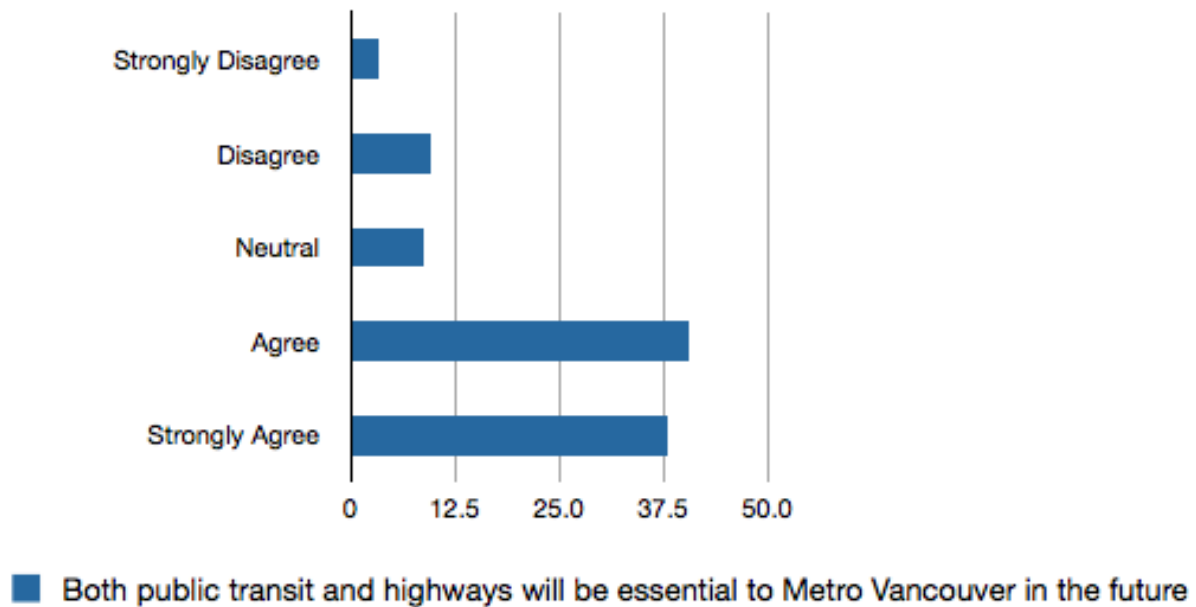


**Figure 21: Quality of Environment**

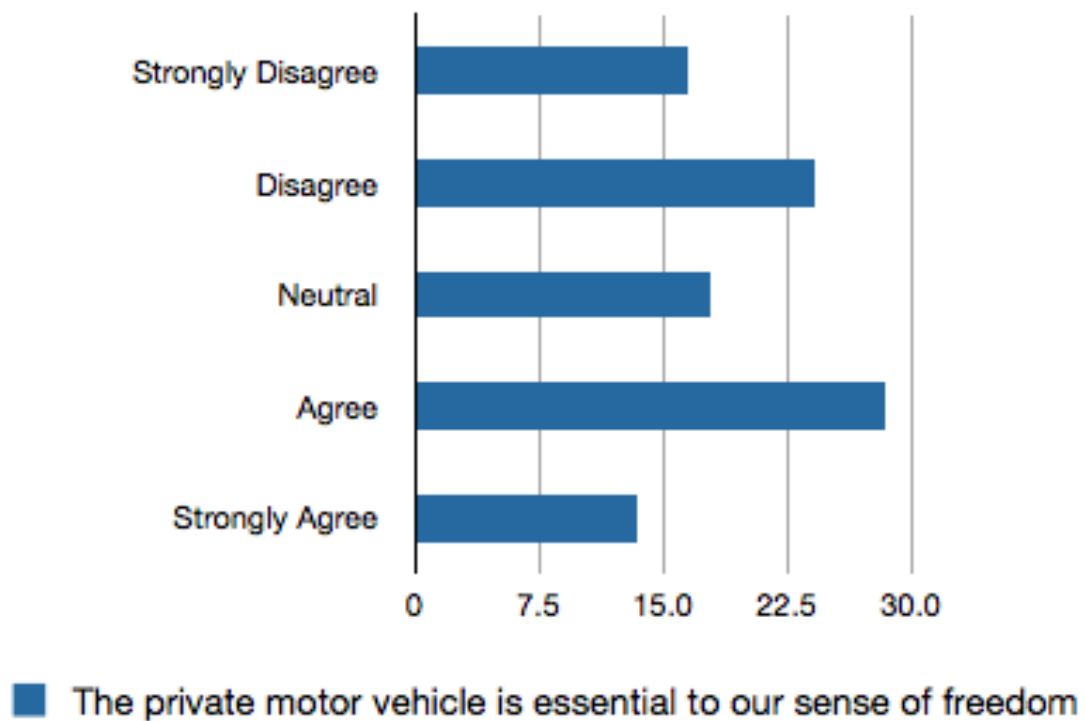




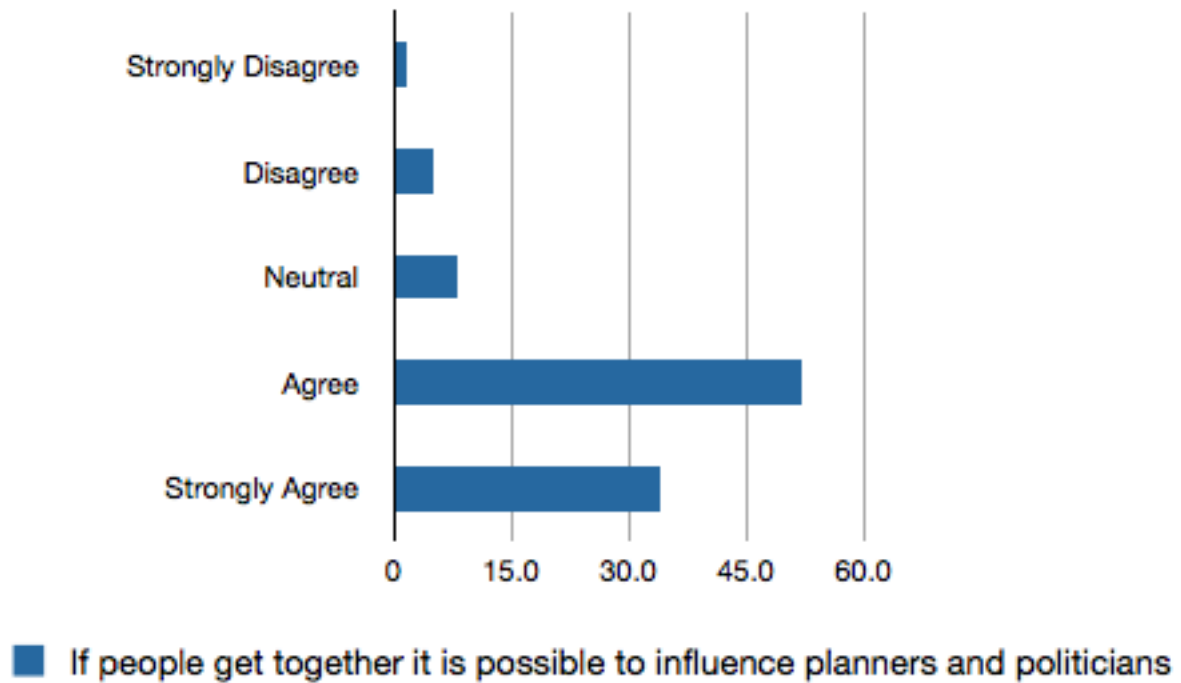
**Figure 22:** Both Public Transit and Highways



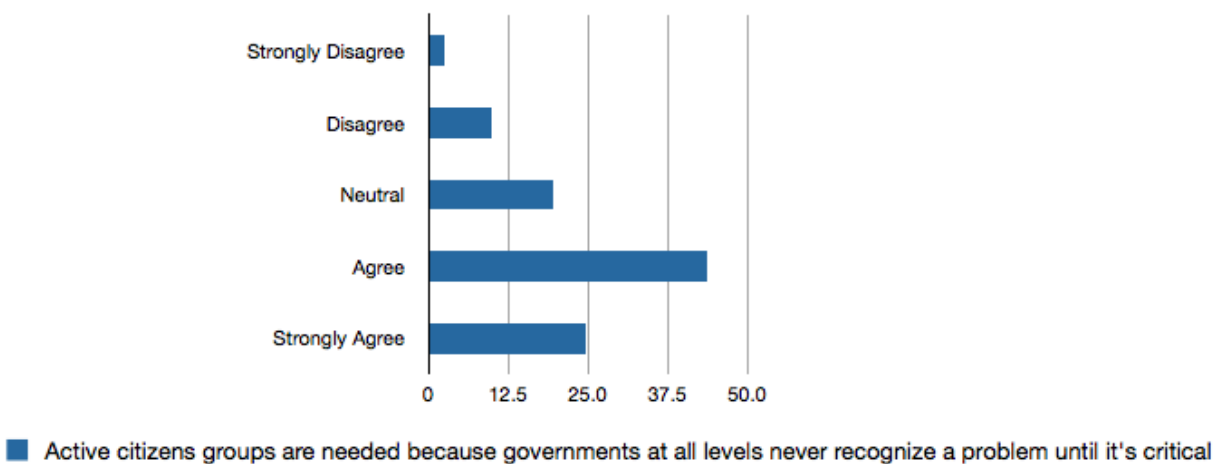
**Figure 23:** Private Motor Vehicle



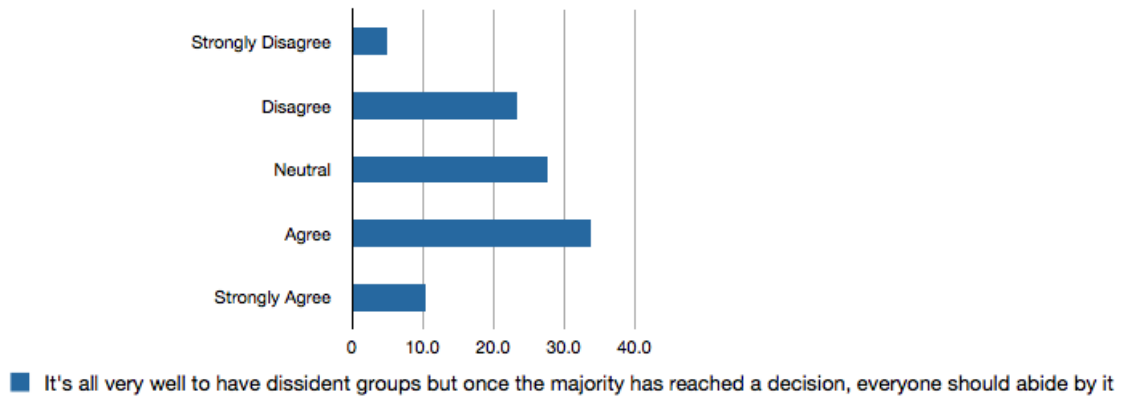
**Figure 24:** Influencing Planners and Politicians



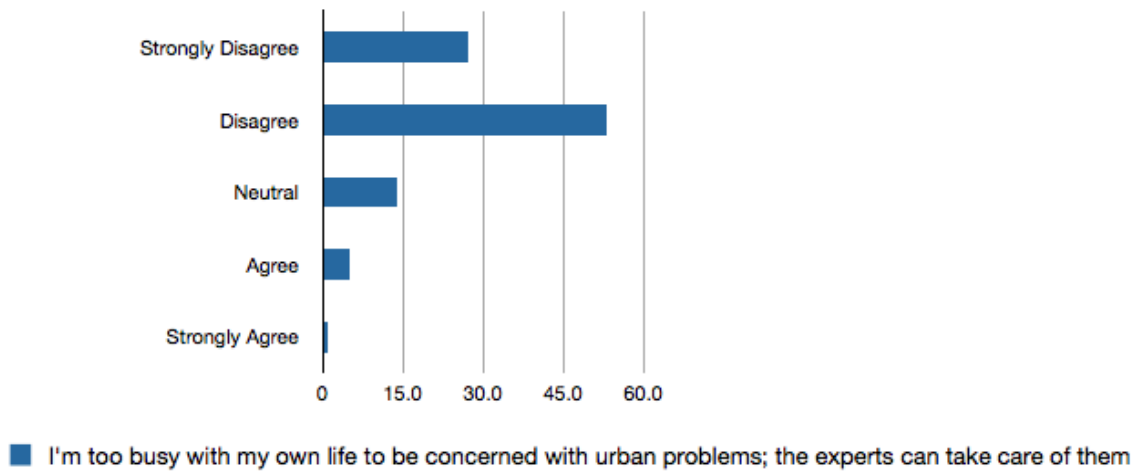
**Figure 25:** Active Citizen Groups



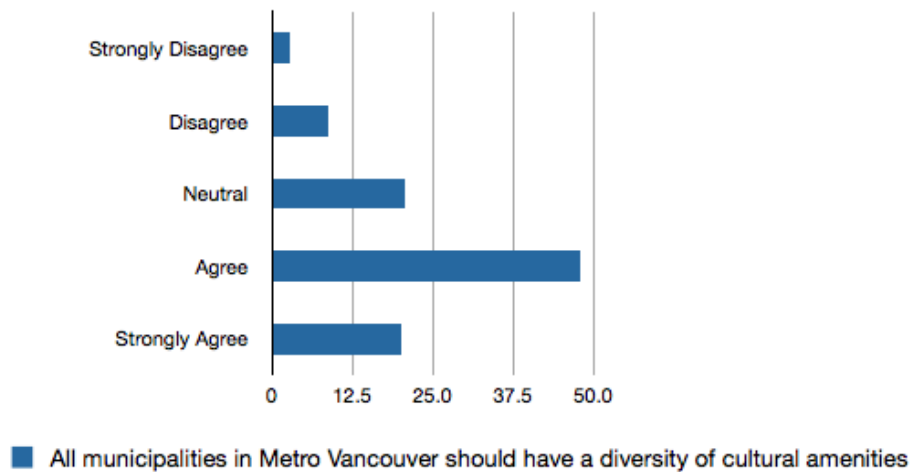
**Figure 26: Dissident Groups**



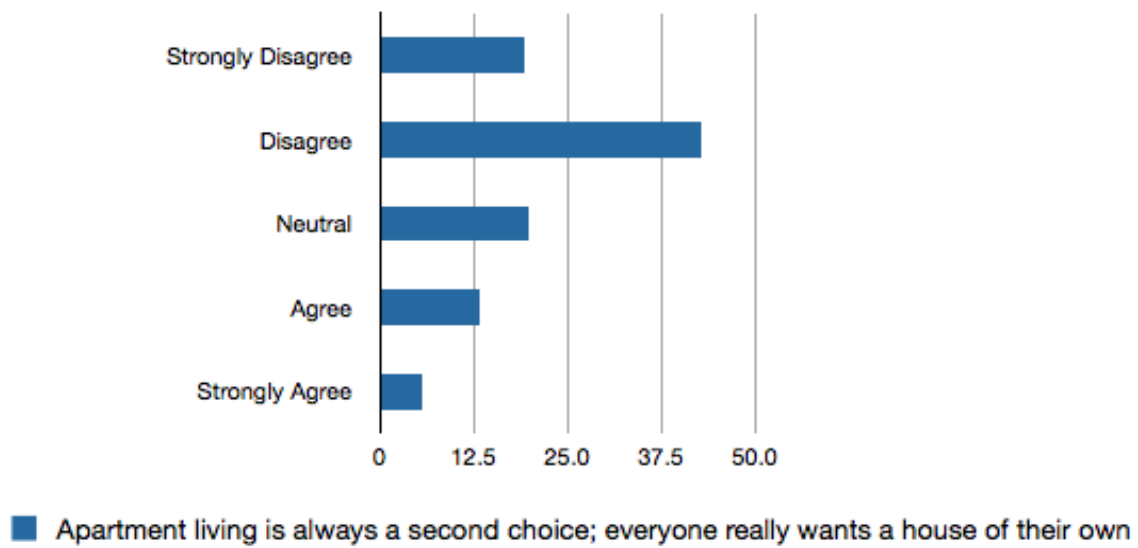
**Figure 27: Too Busy**



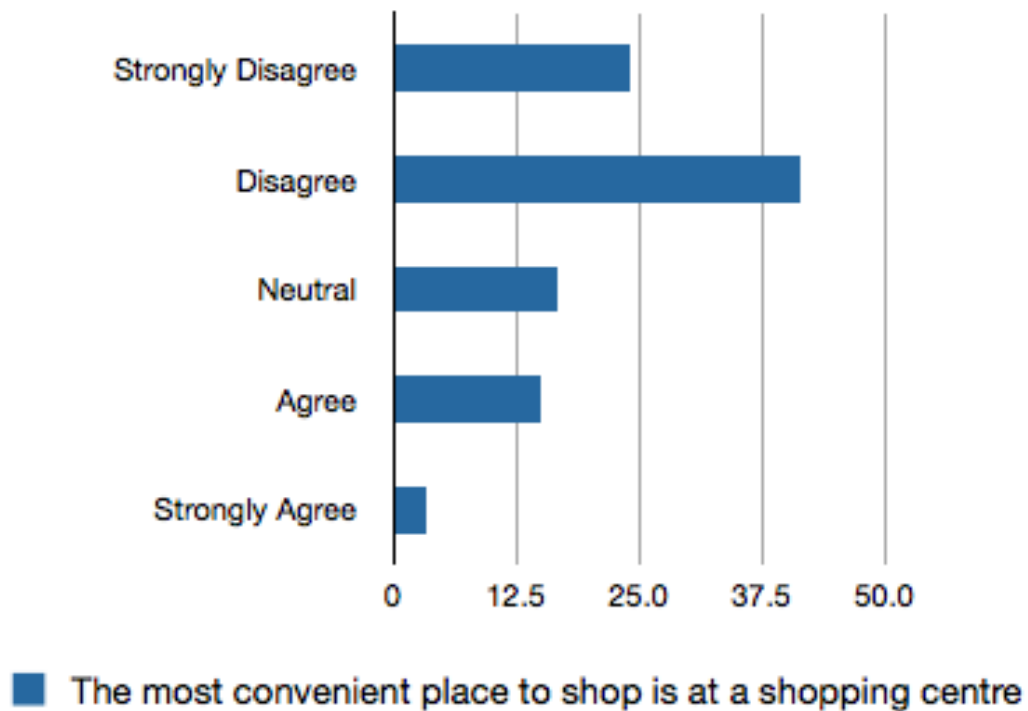
**Figure 28: Diversity of Cultural Amenities**



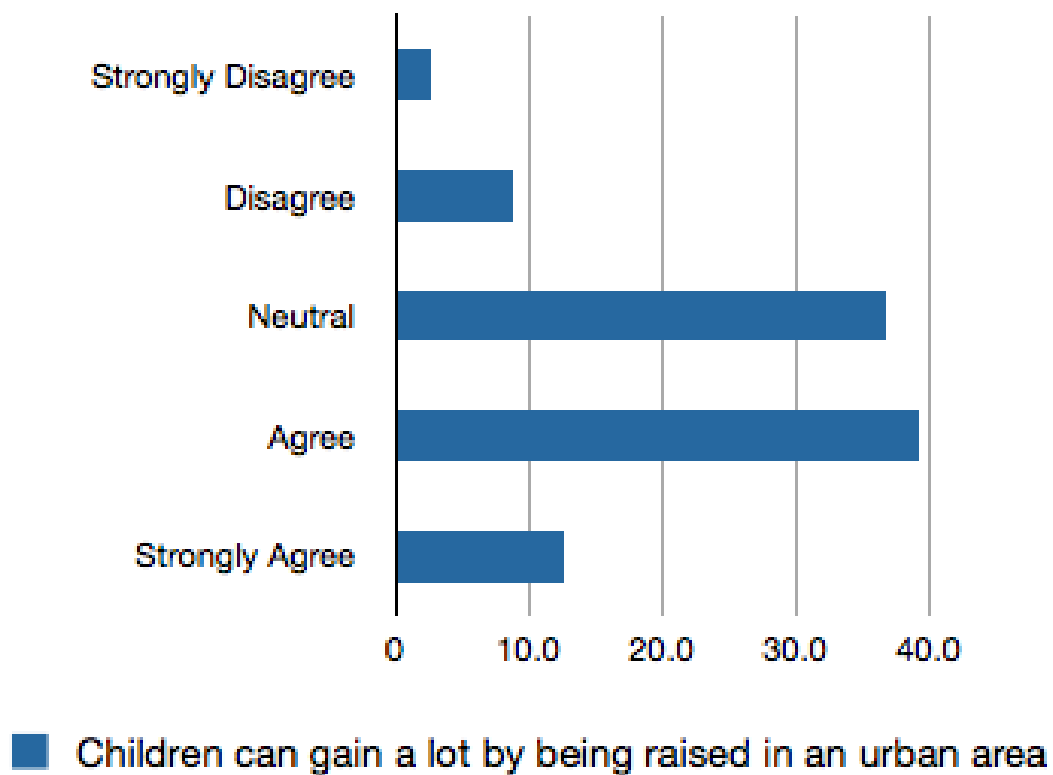
**Figure 29:** Apartment Living is 2nd Choice



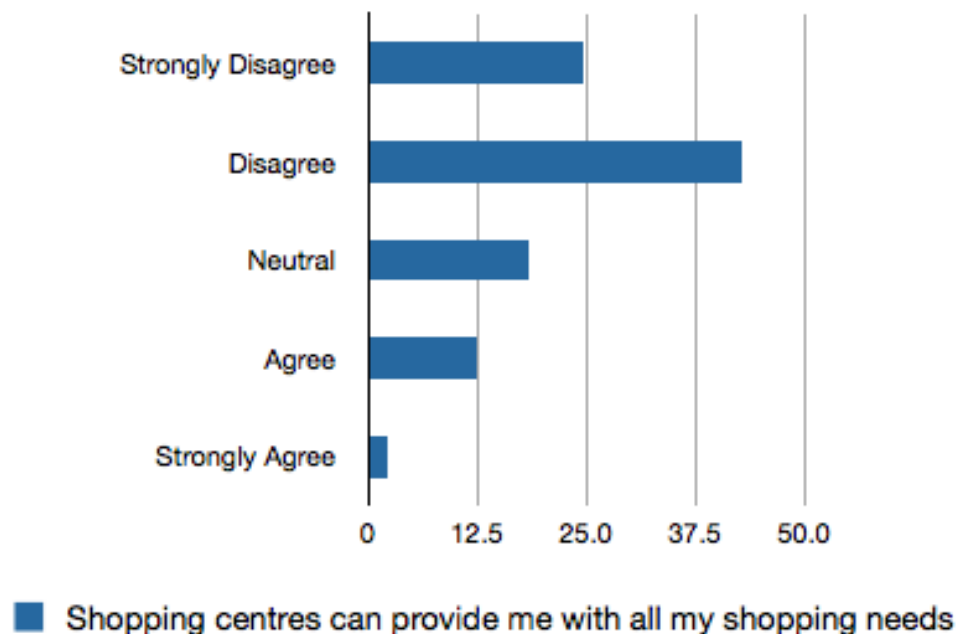
**Figure 30:** Convenient Shopping Centre



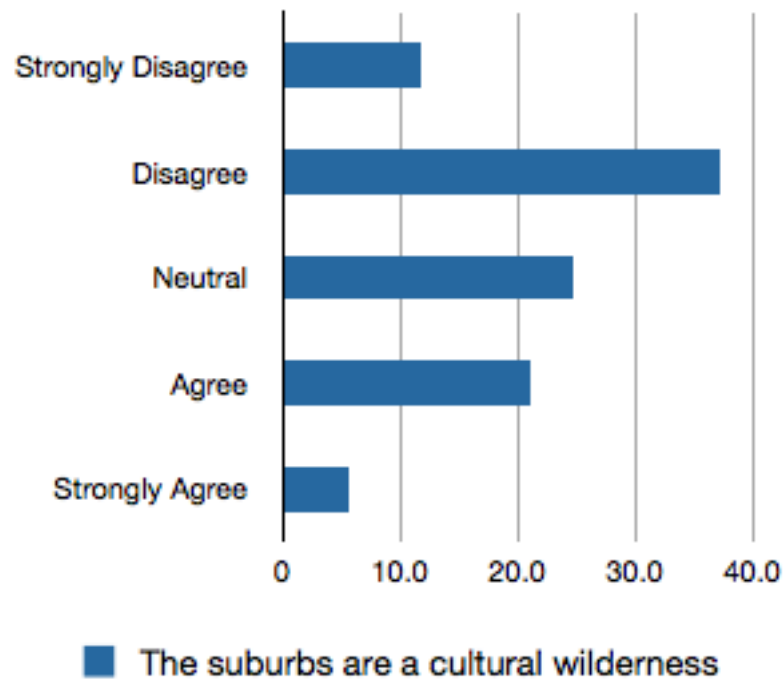
**Figure 31:** Children Gain Being Raised in Urban Area



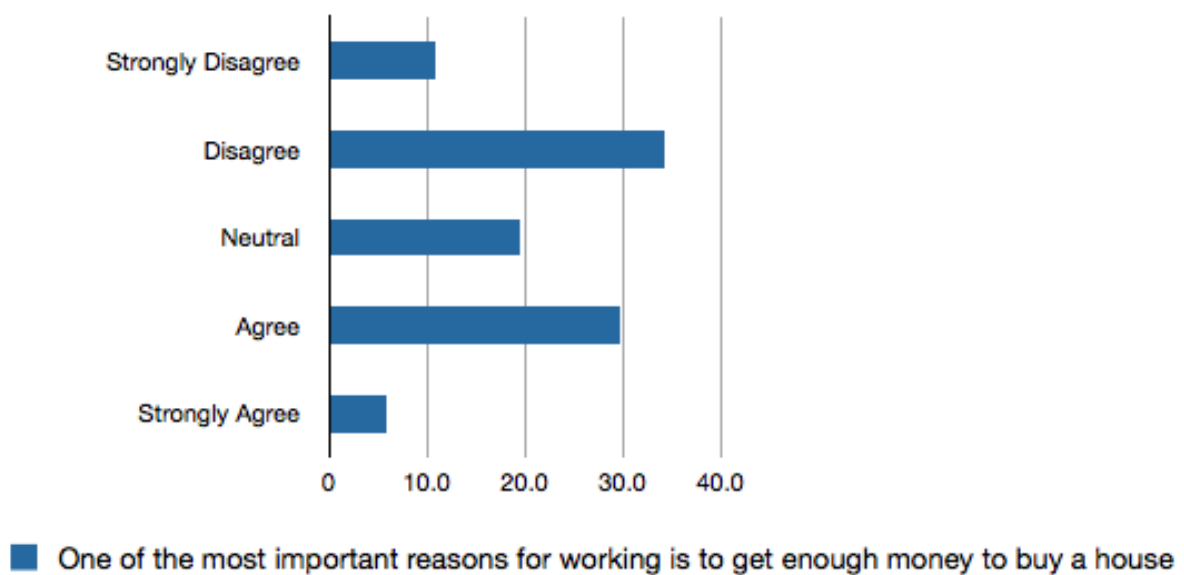
**Figure 32:** Shopping Centres



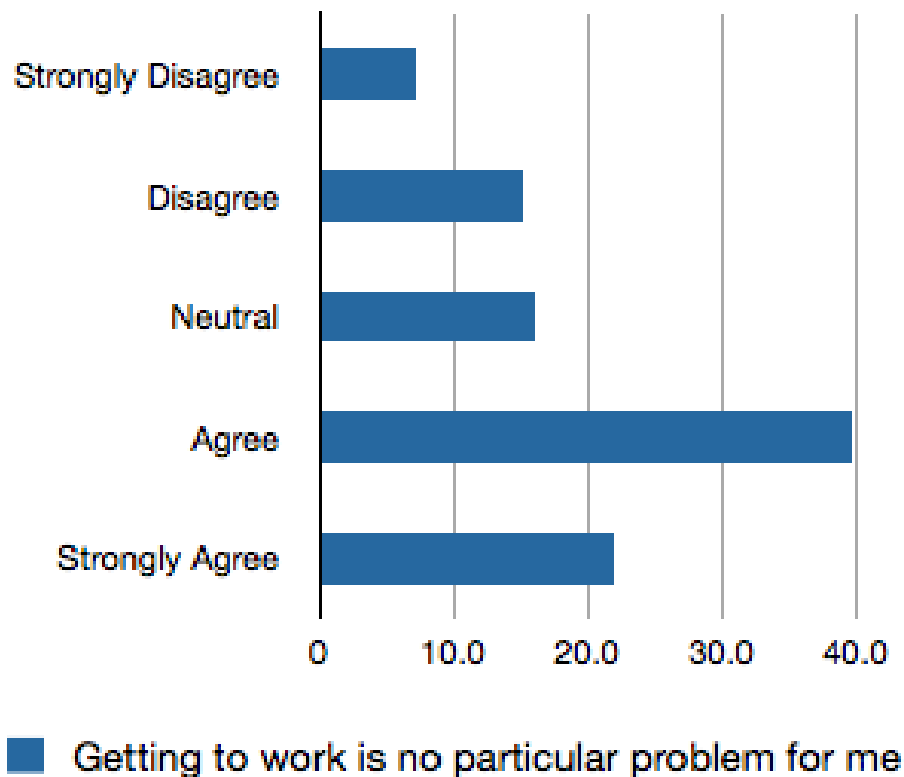
**Figure 33:** Suburbs a Cultural Wilderness



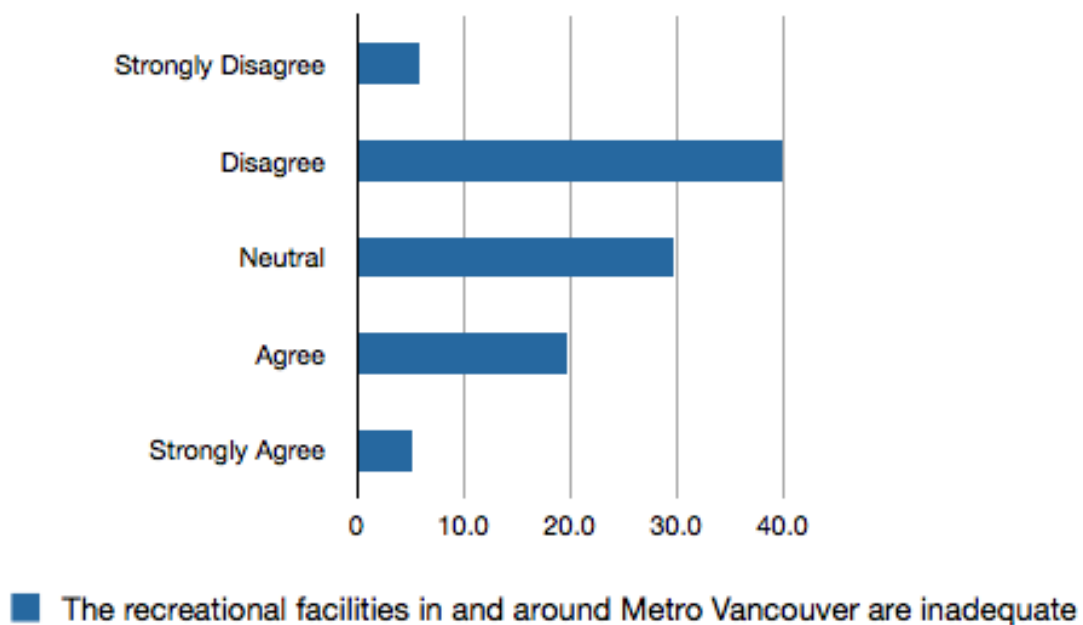
**Figure 34:** Working to Buy a House



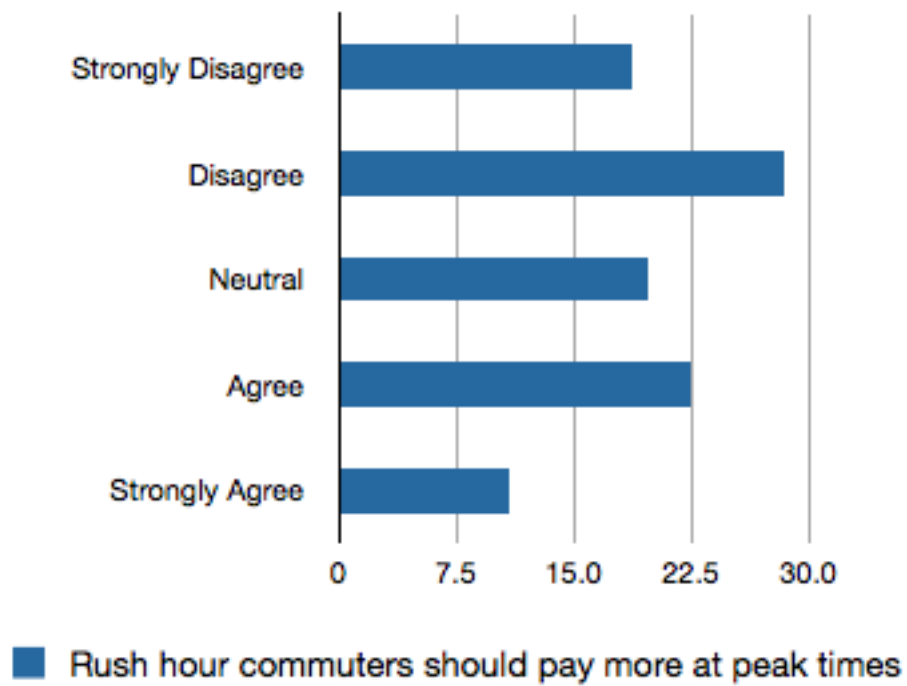
**Figure 35: Getting to Work No Problem**



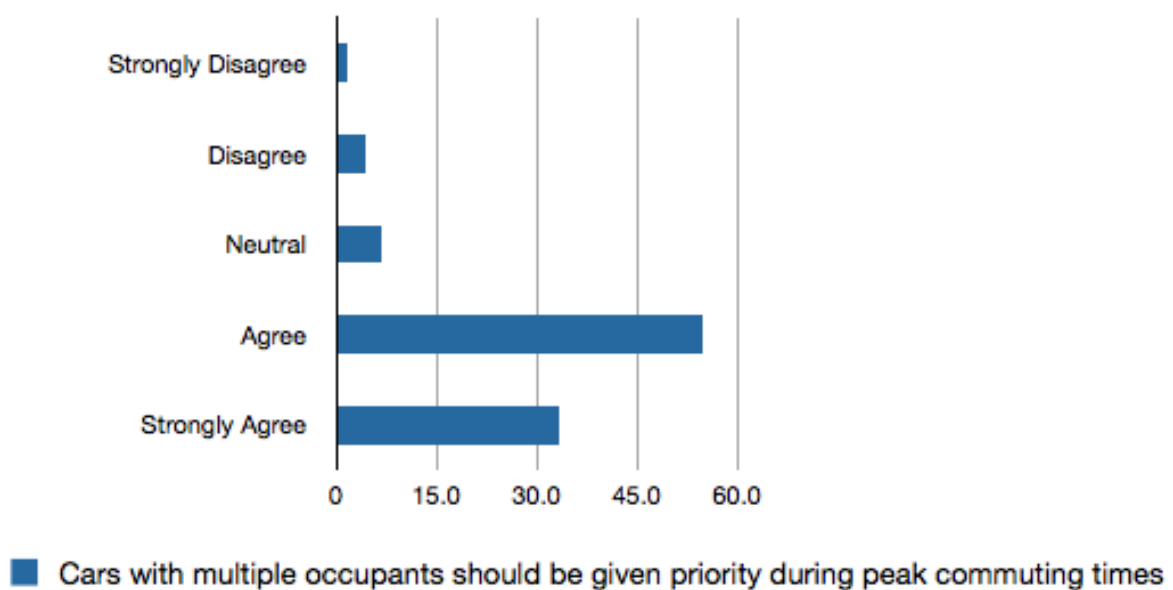
**Figure 36: Inadequate Recreational Facilities**



**Figure 37:** Rush Hour Commuters Pay More at Peak

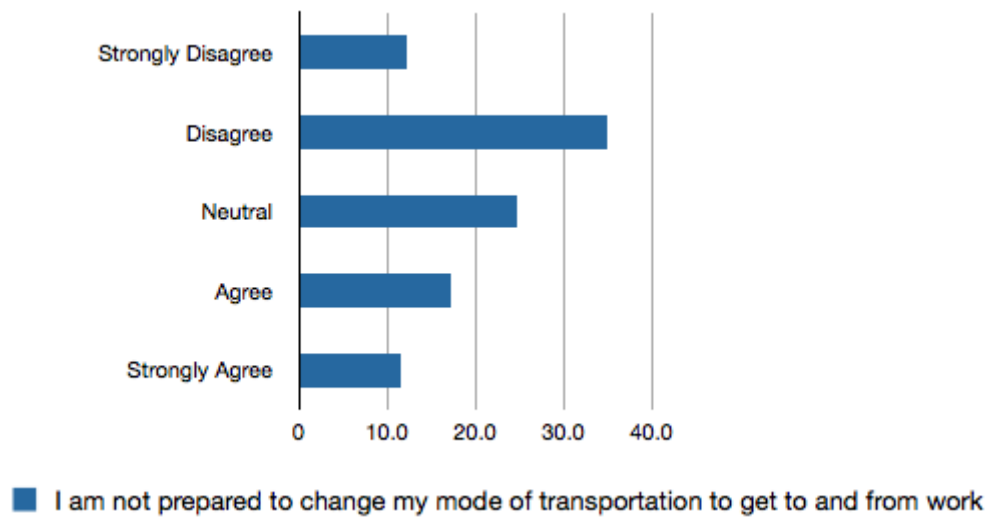


**Figure 38:** Cars with Multiple Occupants Given Priority at Peak Commuting Times

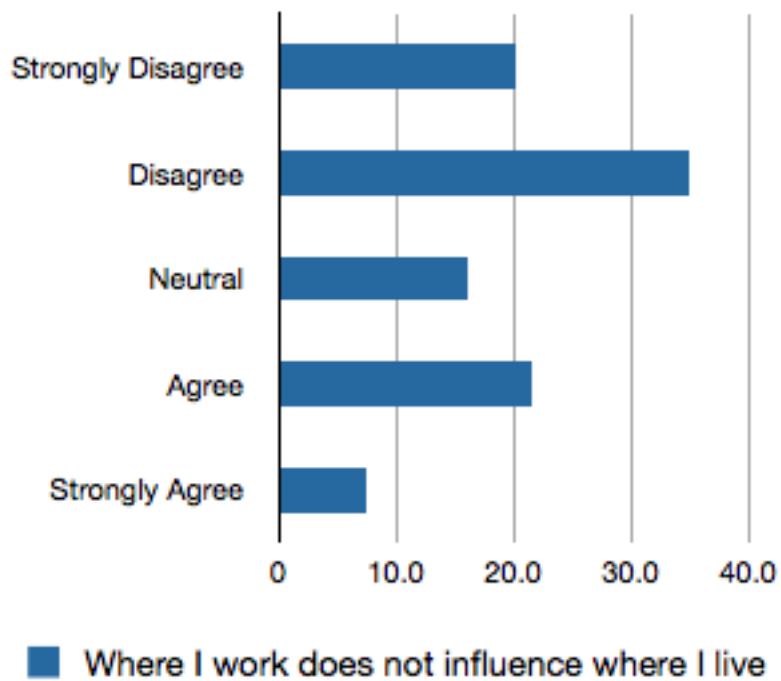




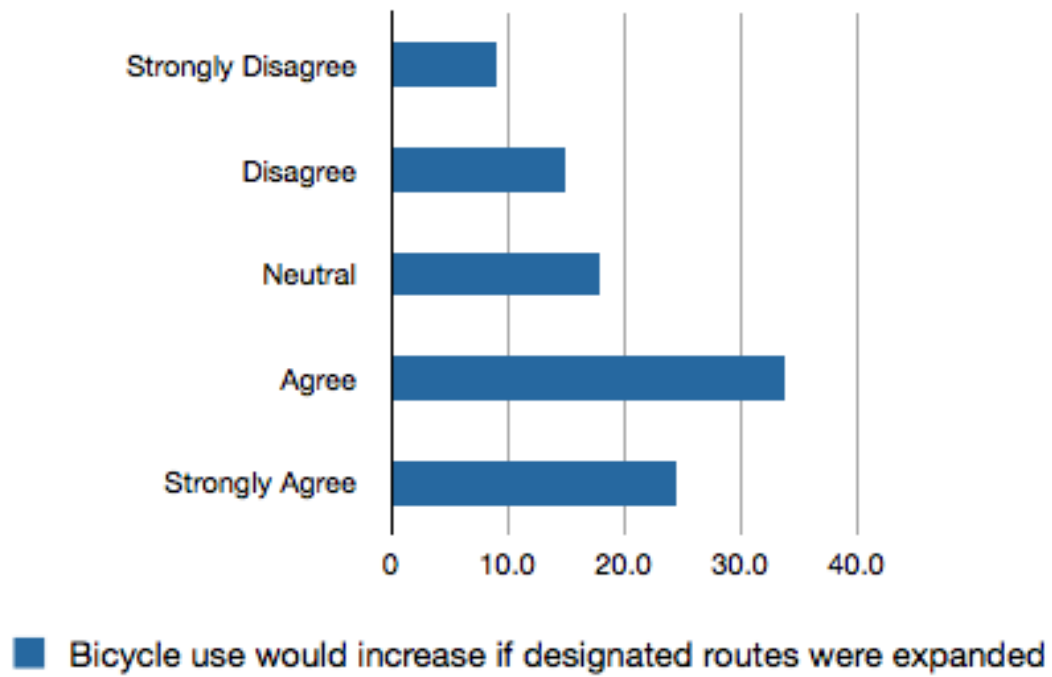
**Figure 39:** Not Prepared to Change Mode of Transportation to Work



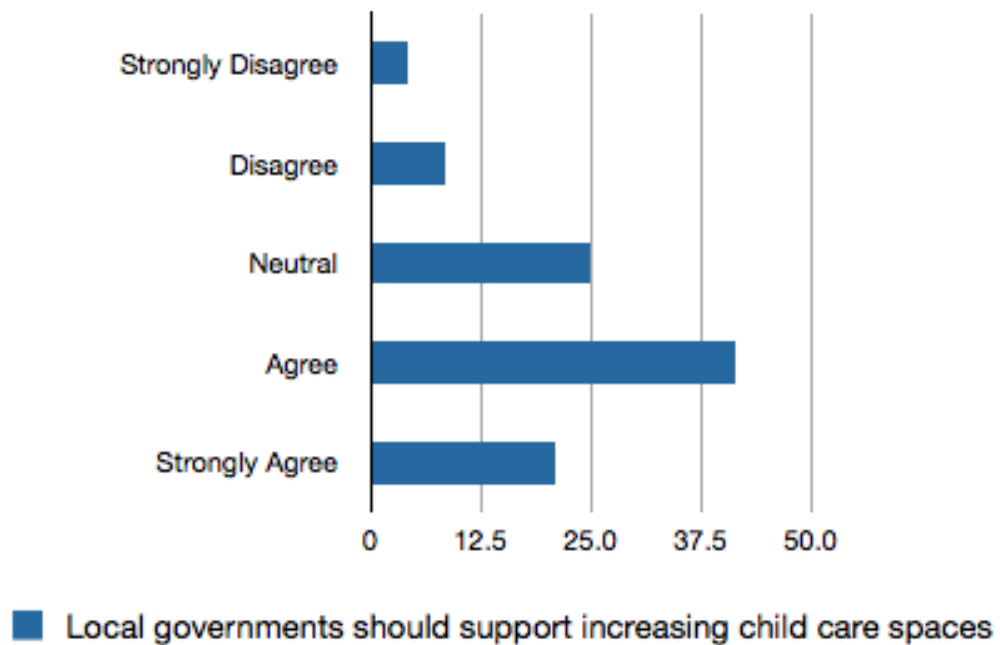
**Figure 40:** Work Influence



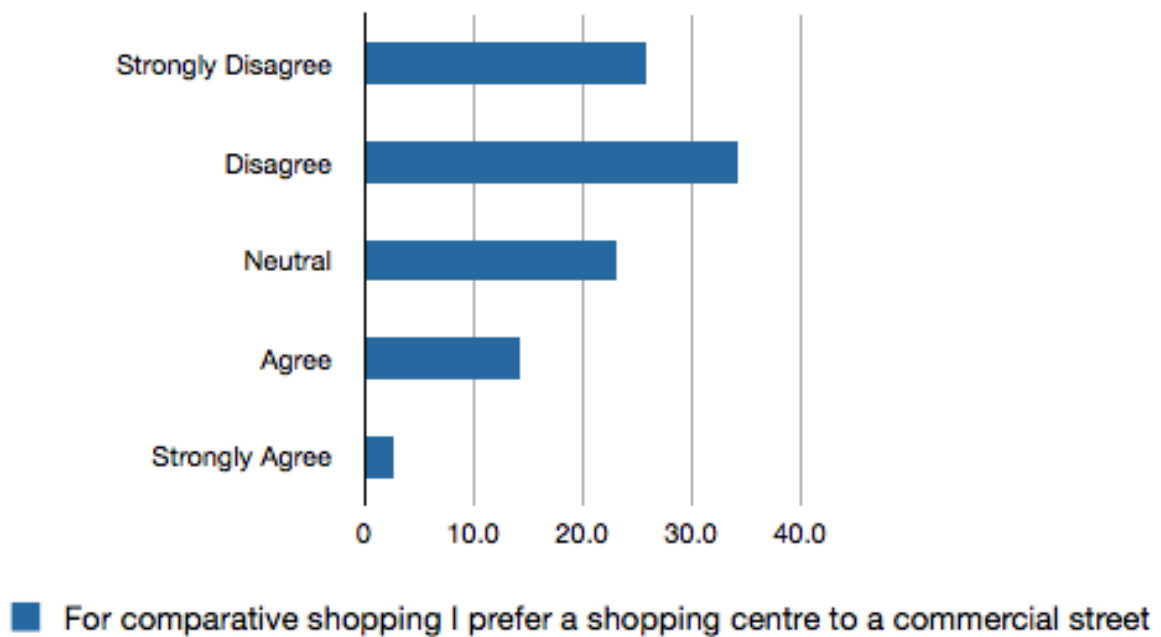
**Figure 41:** Increase in Bicycle Use



**Figure 42:** Local Government Support of Child Care



**Figure 43:** Comparative Shopping



#### **D. HOUSING**

Question: *This set of questions focuses on your housing choices and preferences. Please answer for all members of your primary residence.*

**Figure 44:** Own or Rent Primary Residence

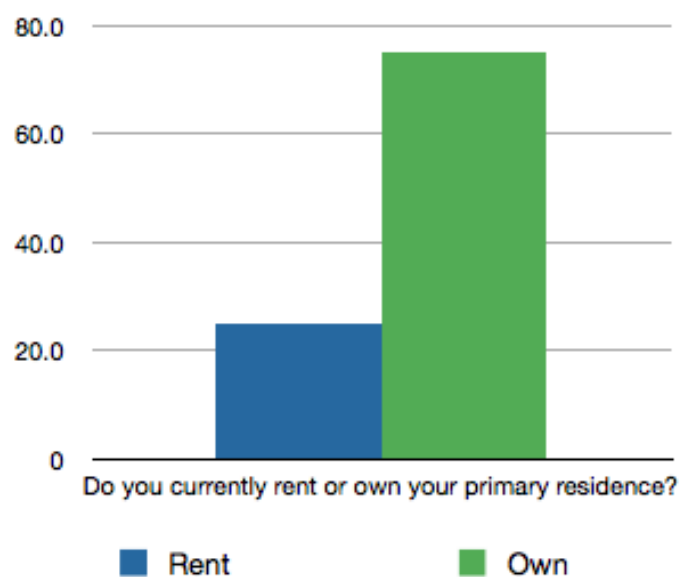


Figure 45: Length of Time at Primary Residence

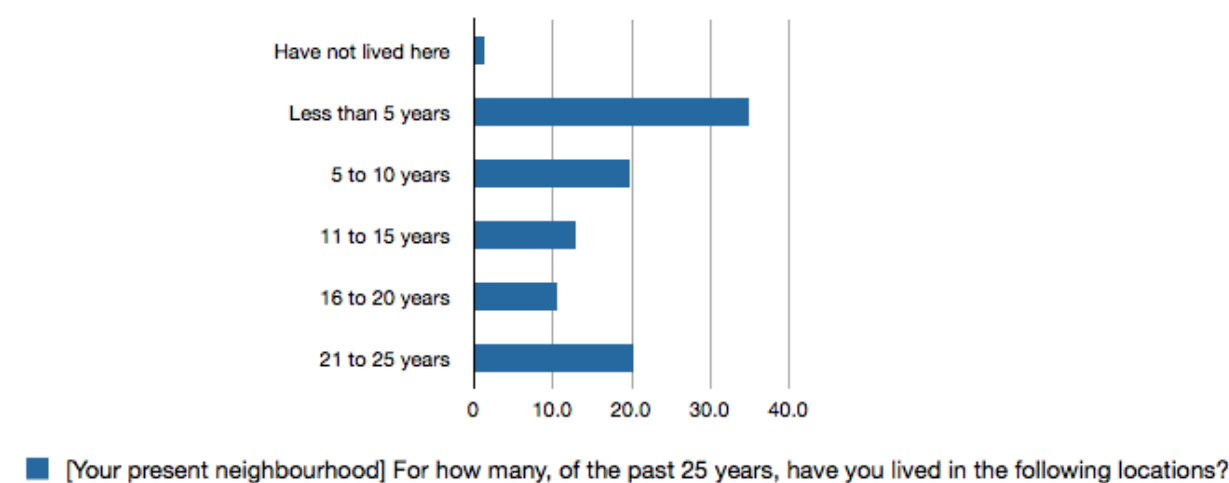


Figure 46: Past Housing Types

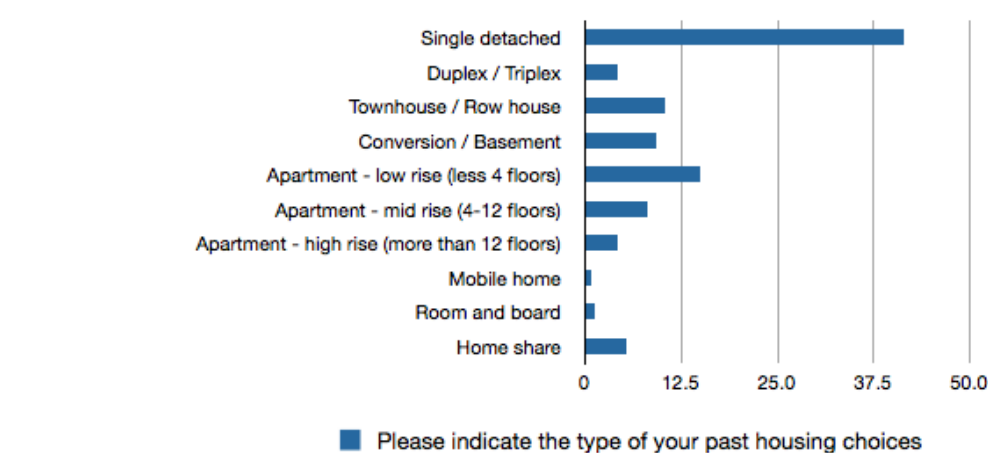
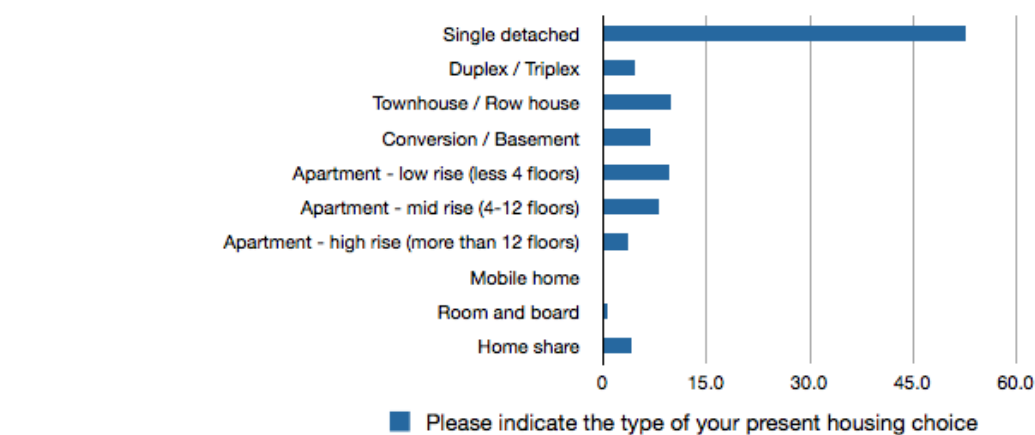
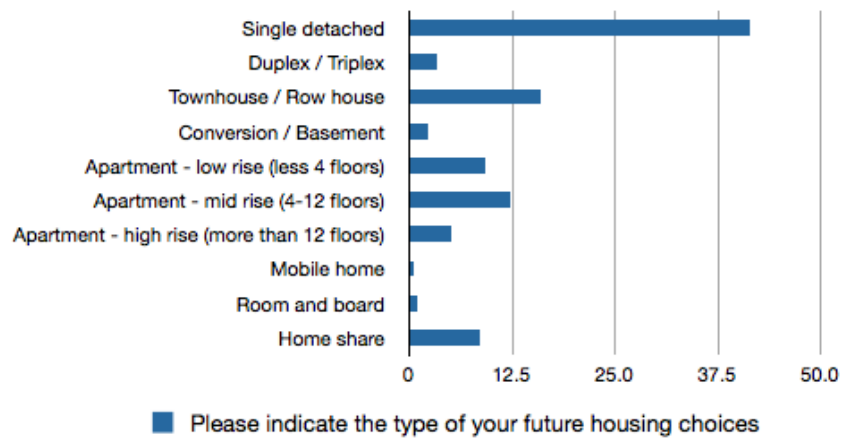


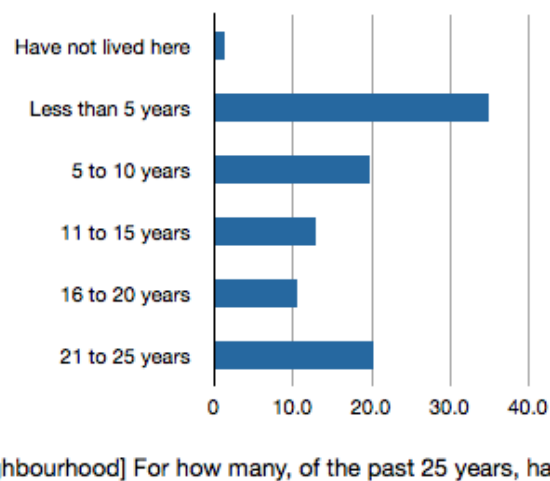
Figure 47: Present Housing Choices



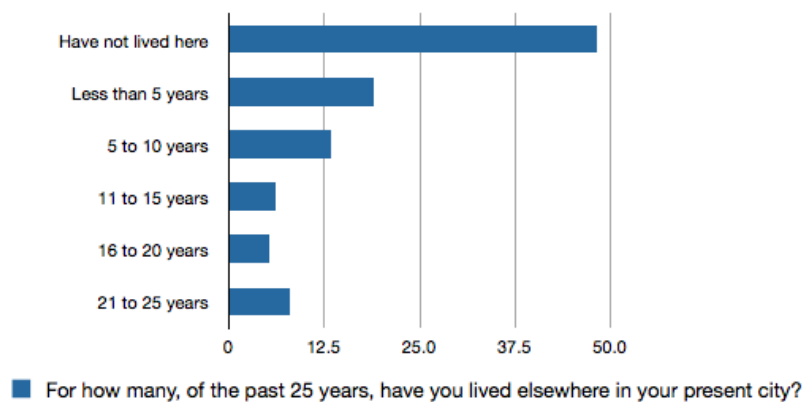
**Figure 48: Future Housing Choices**



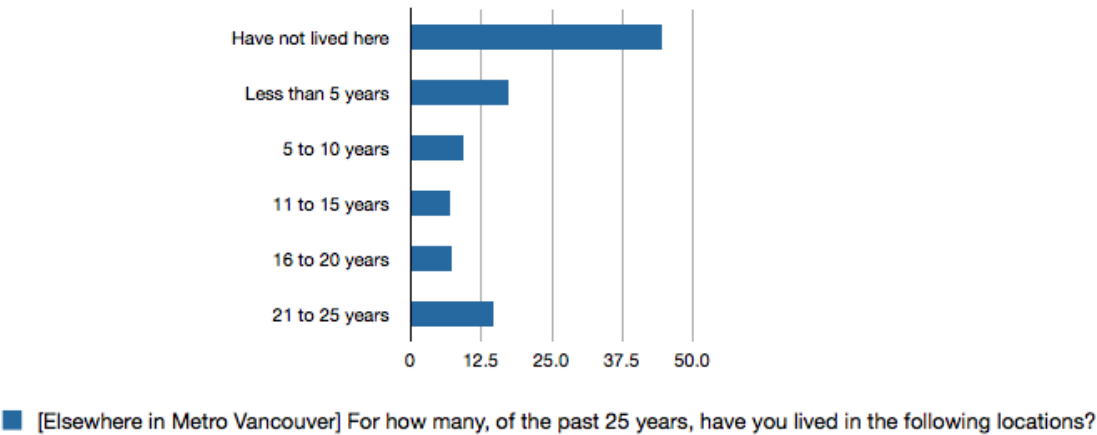
**Figure 49: Number of Years Lived in Present Neighbourhood**



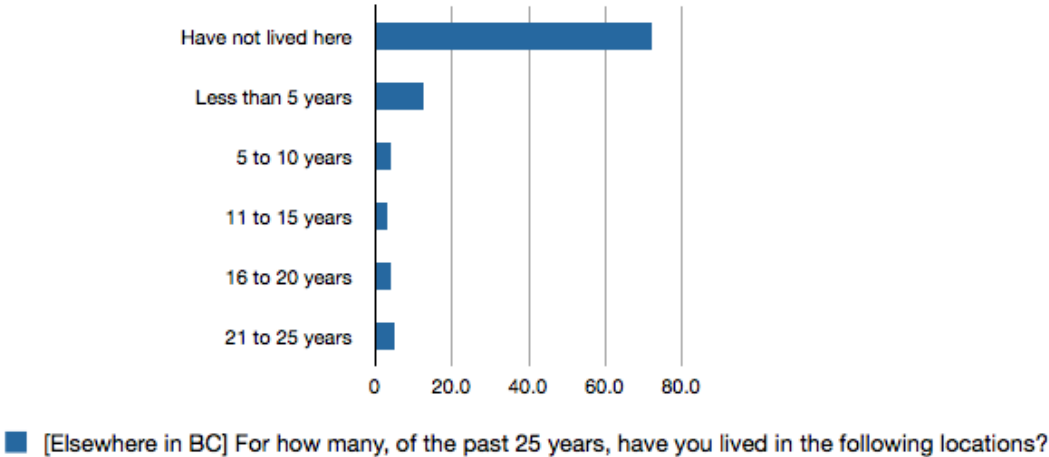
**Figure 50: Number of Years Lived Elsewhere in Present City**



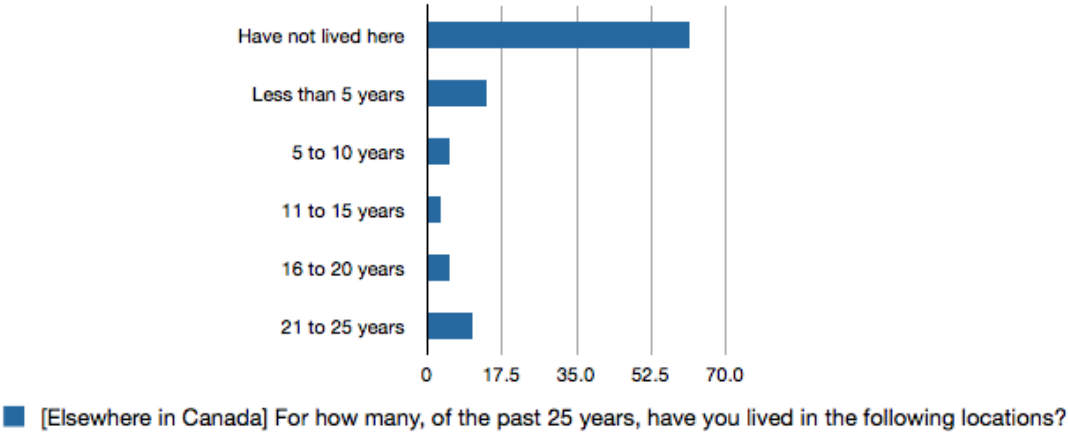
**Figure 51:** Number of Years Lived Elsewhere in Metro Vancouver



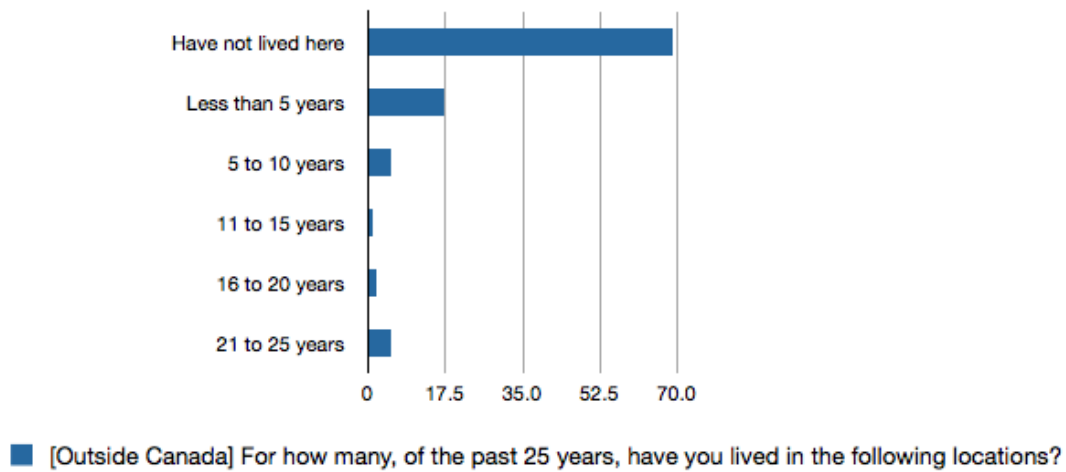
**Figure 52:** Number of Years Lived Elsewhere in BC



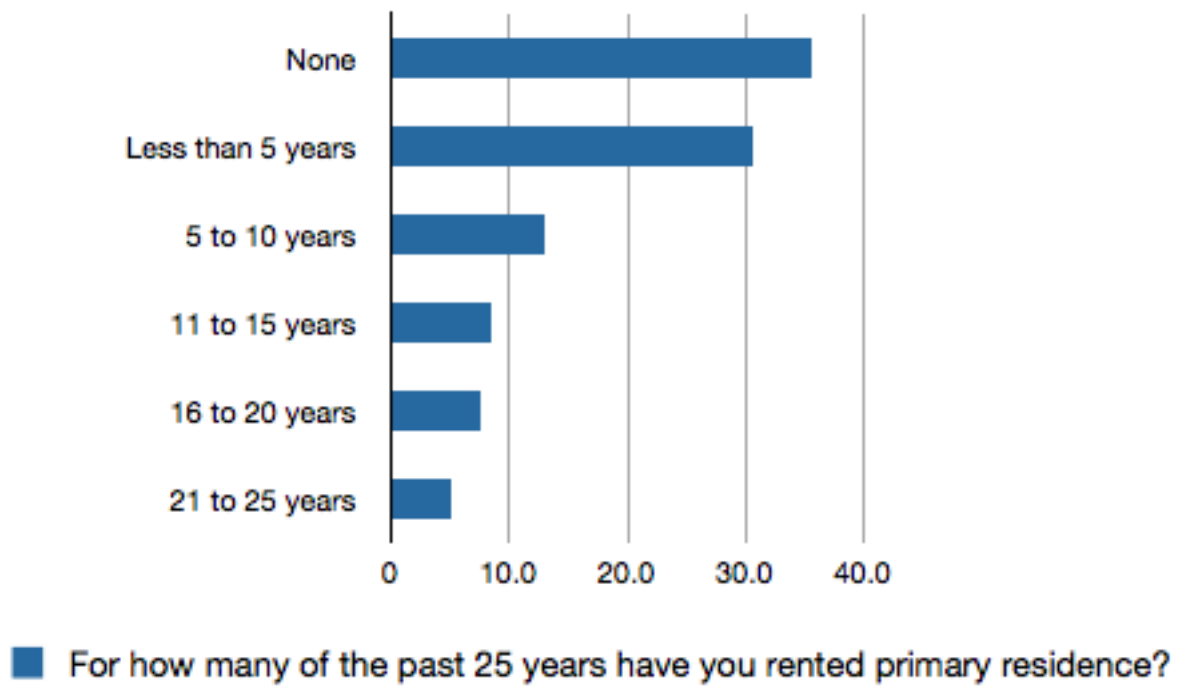
**Figure 53:** Number of Years Lived Elsewhere in Canada



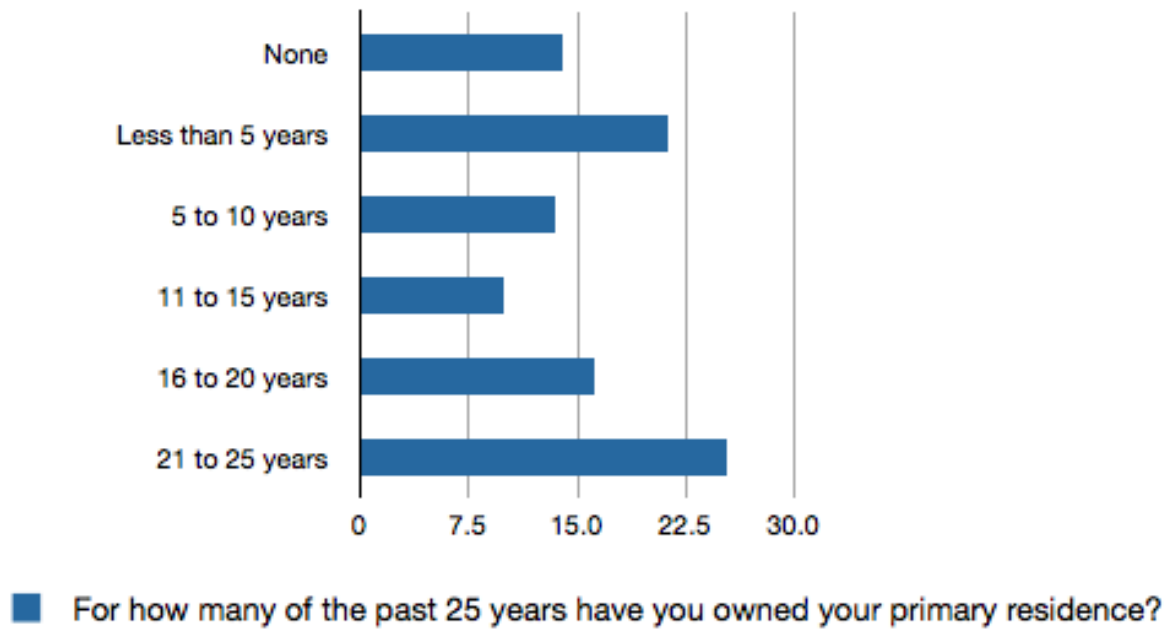
**Figure 54:** Number of Years lived Outside Canada



**Figure 55:** Number of Years Rented Primary Residence



**Figure 56:** Number of past 25 years Owned Primary residence



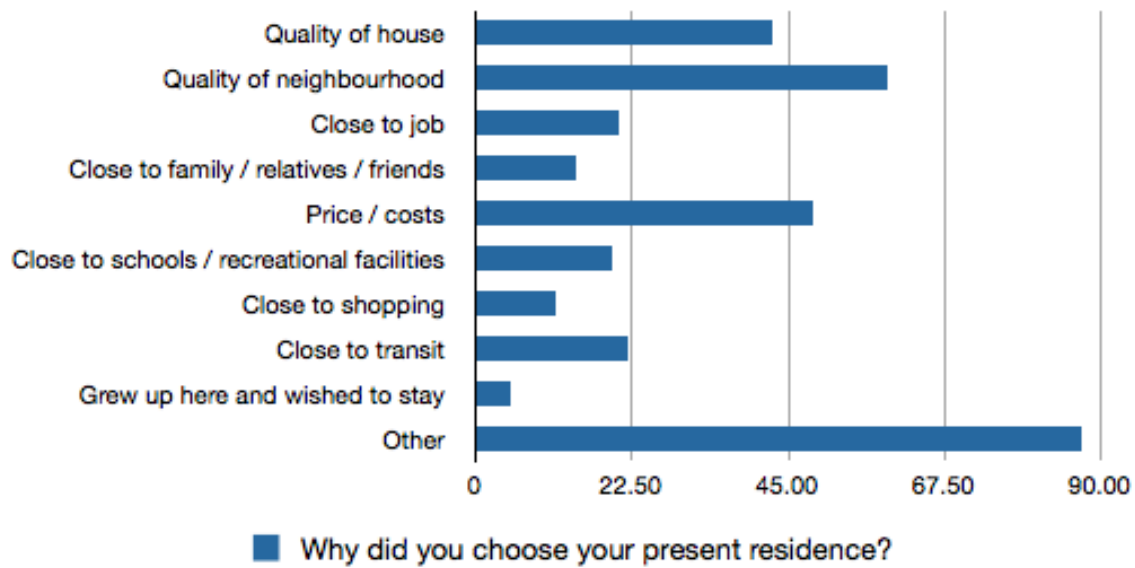
**Figure 57:** Factors Led to Leaving Last Residence



Respondents gave at most three answers.



**Figure 58:** Choice of Present Residence

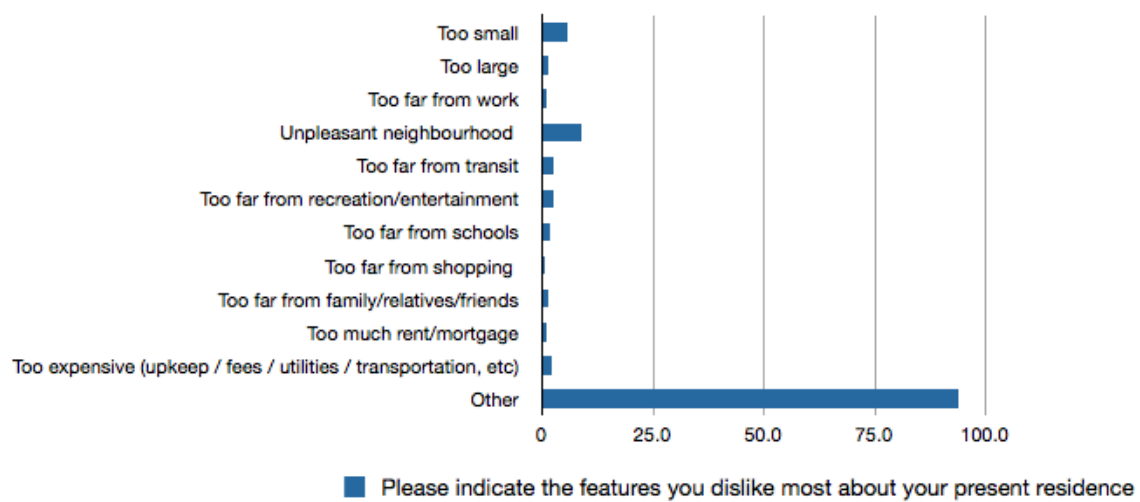


Respondents provided at most three answers.

**Figure 59:** Satisfaction with Current Residence

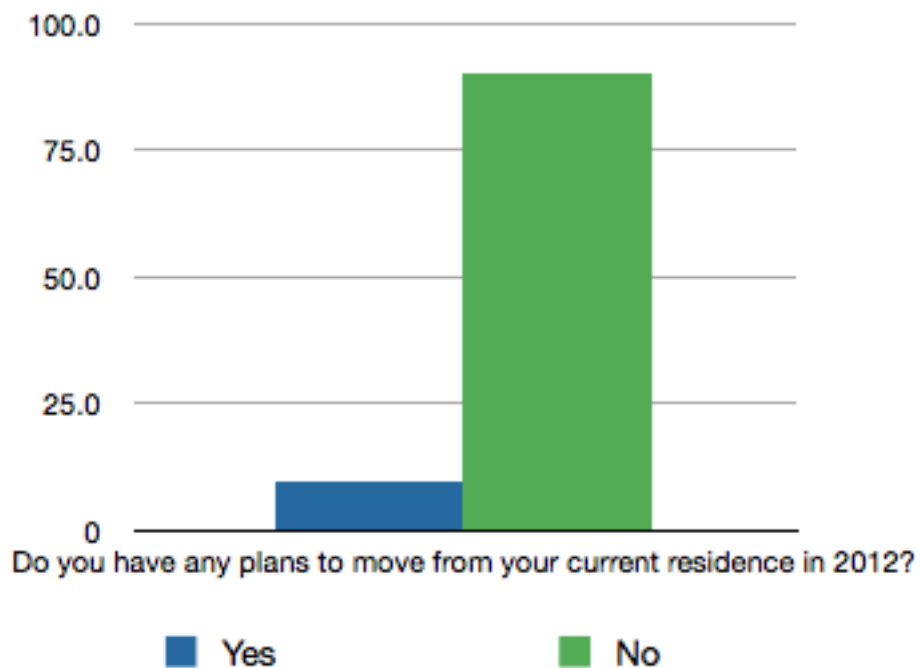


**Figure 60: Features Disliked**

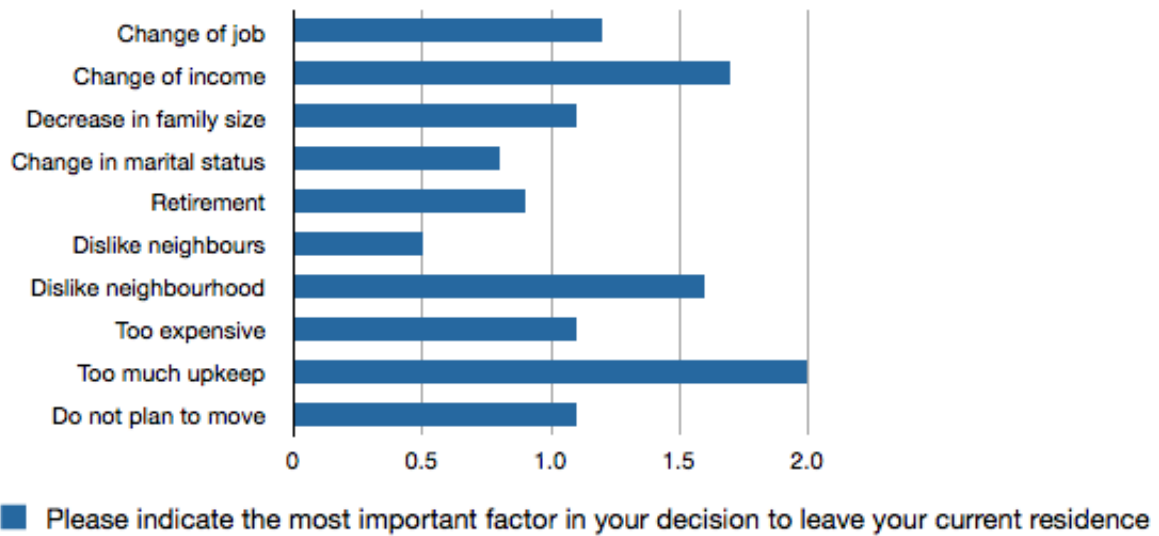


If response to previous question was ``no`` then respondents answered with at most three answers.

**Figure 61: Plan to Move in 2012**

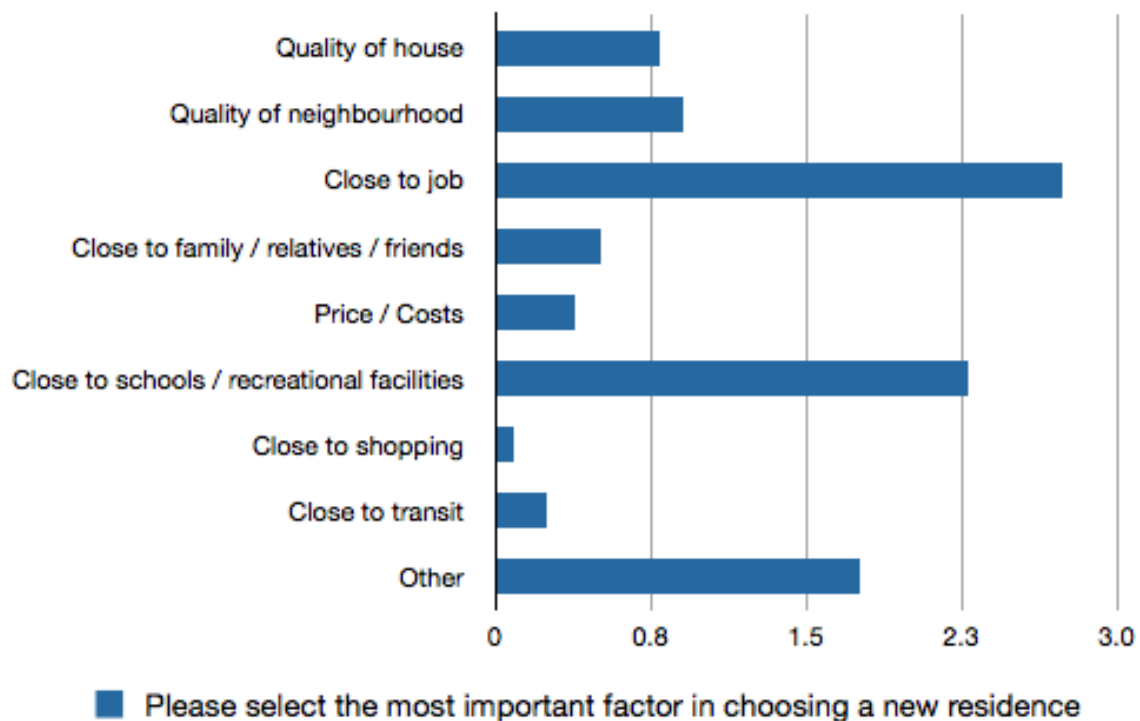


**Figure 62: Important Factors in Decision to Leave Current Residence**



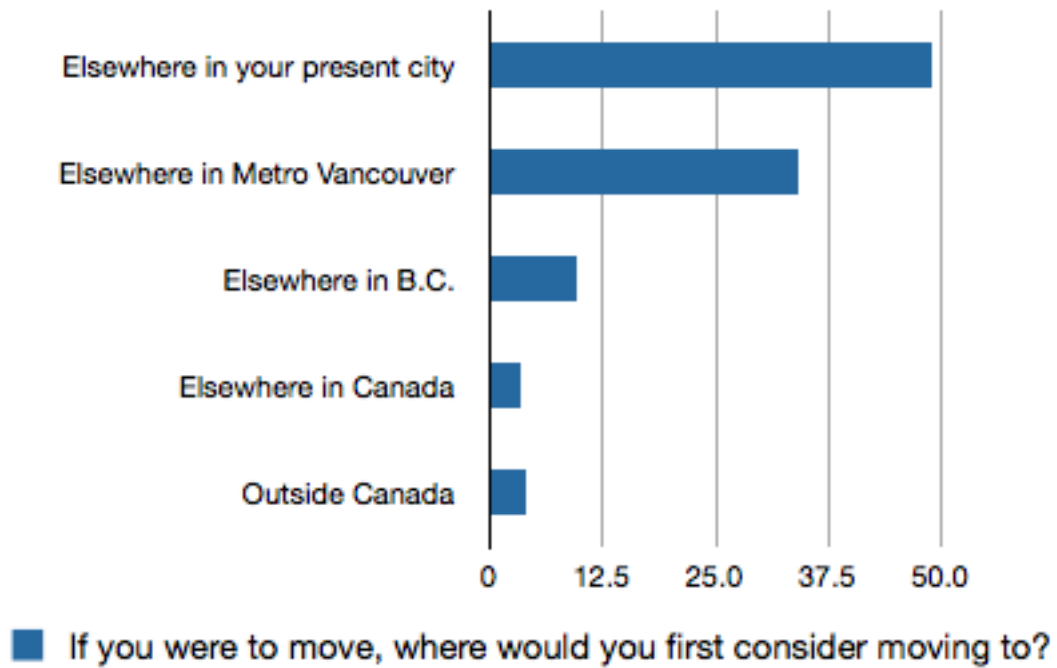
Respondents provided at most three responses.

**Figure 63: Most Important Factor in Choosing New Residence**

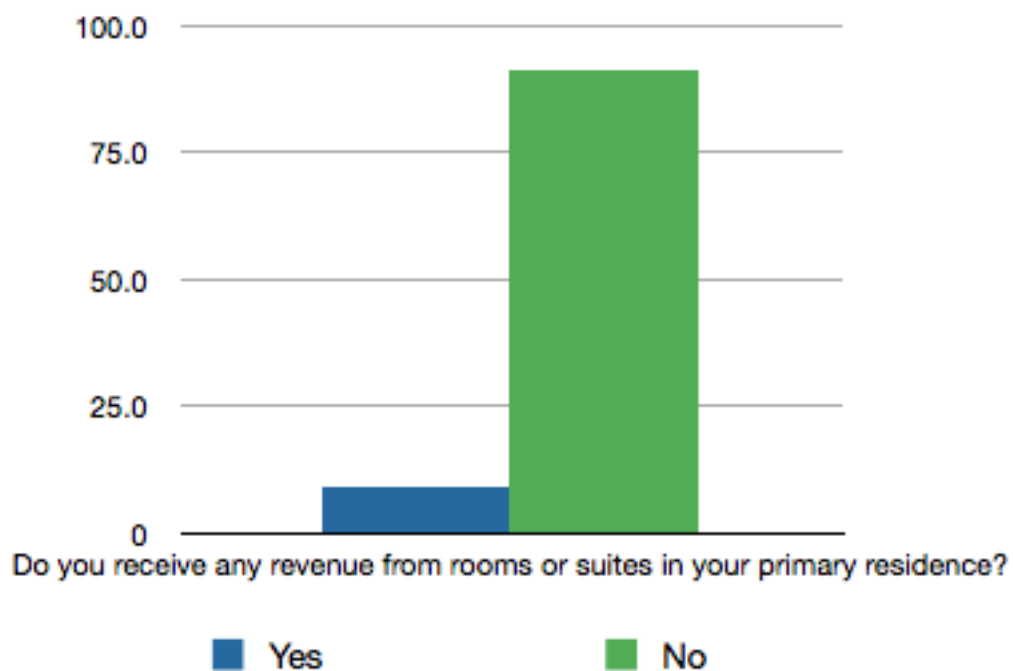


This question was only asked of respondents who planned to move in 2012.

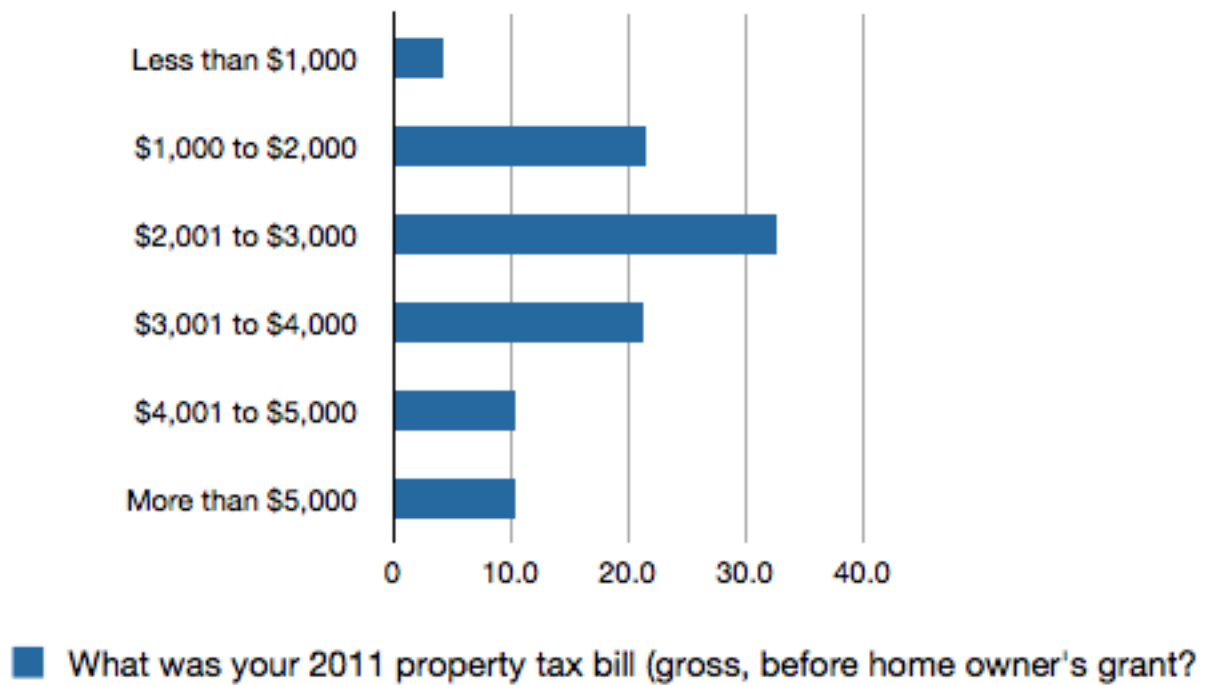
**Figure 64:** First Choice in Moving Residence



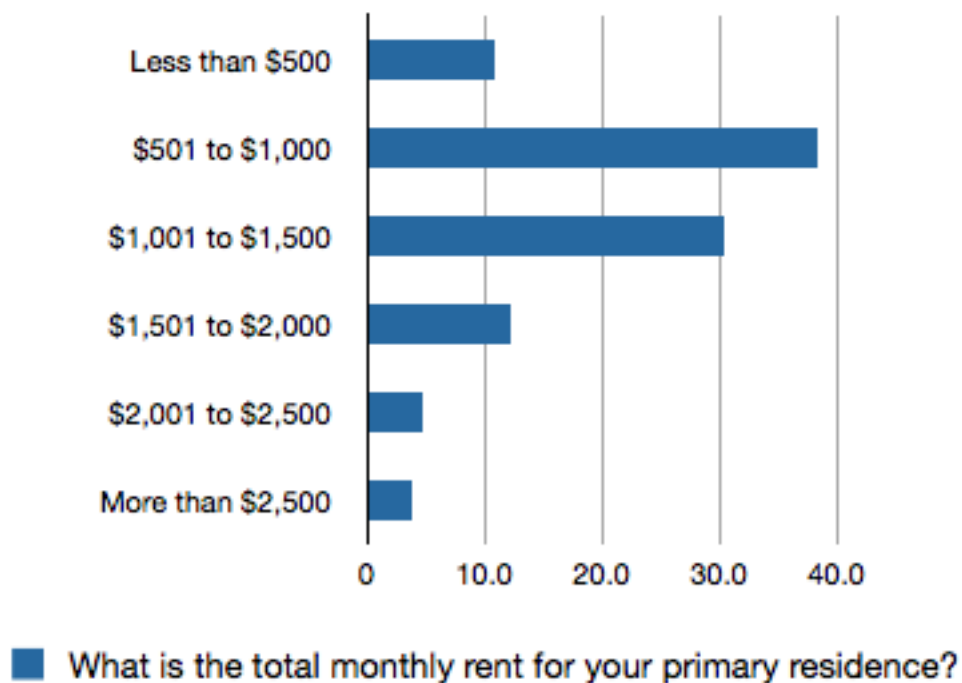
**Figure 65:** Revenue from Primary Residence



**Figure 66:** 2011 Property Tax Bill



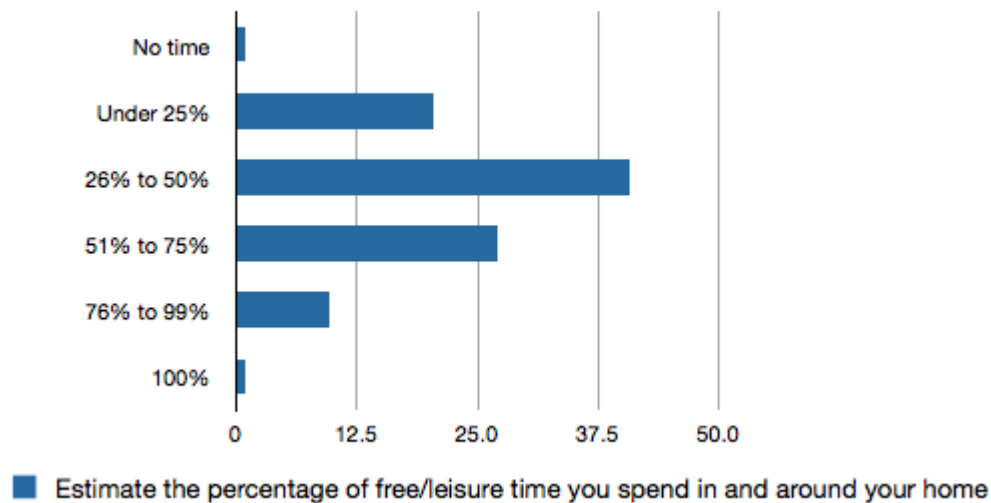
**Figure 67** Total Monthly Rent (if renter)



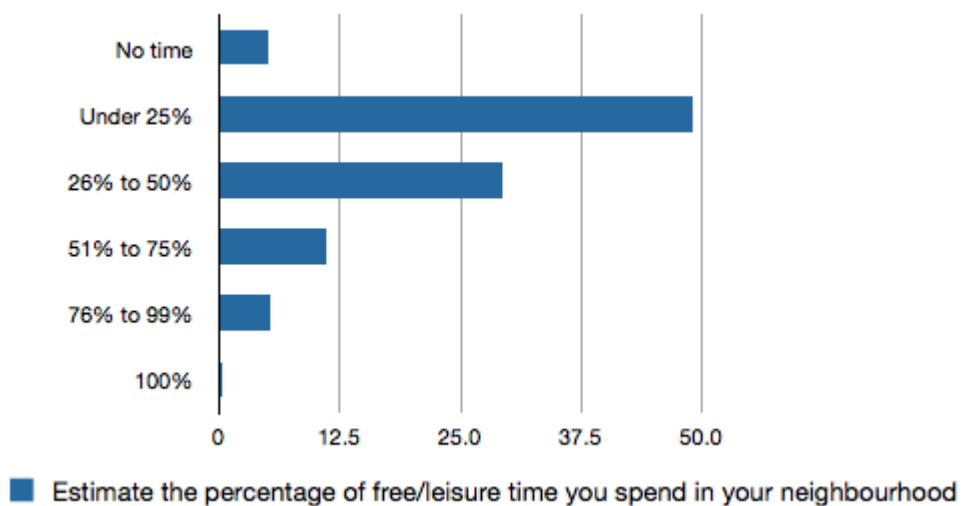
## E. RECREATION/LEISURE

Question: *This section relates to your personally and not your household. It contains questions related to how you spend your free time.*

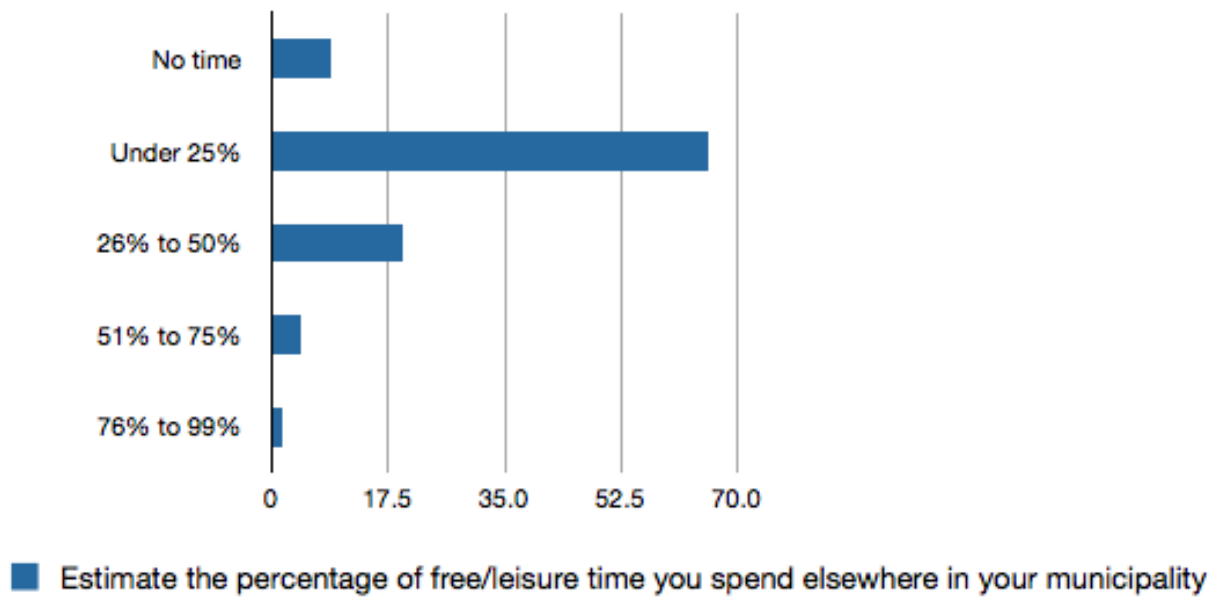
**Figure 68:** Estimate Free Time – Home



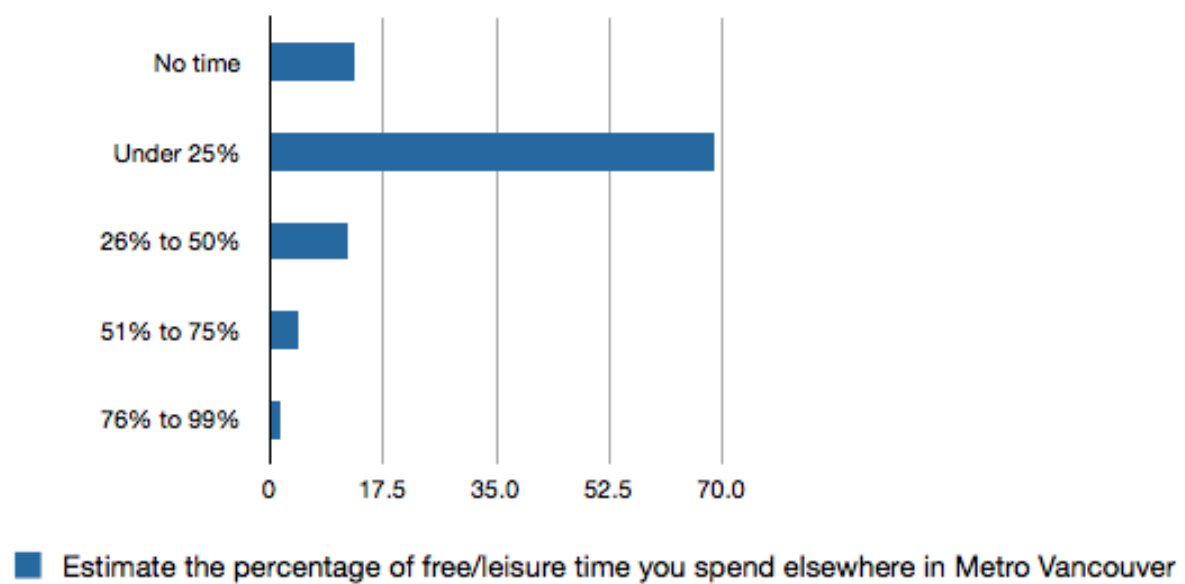
**Figure 69:** Estimate Free Time – Neighbourhood



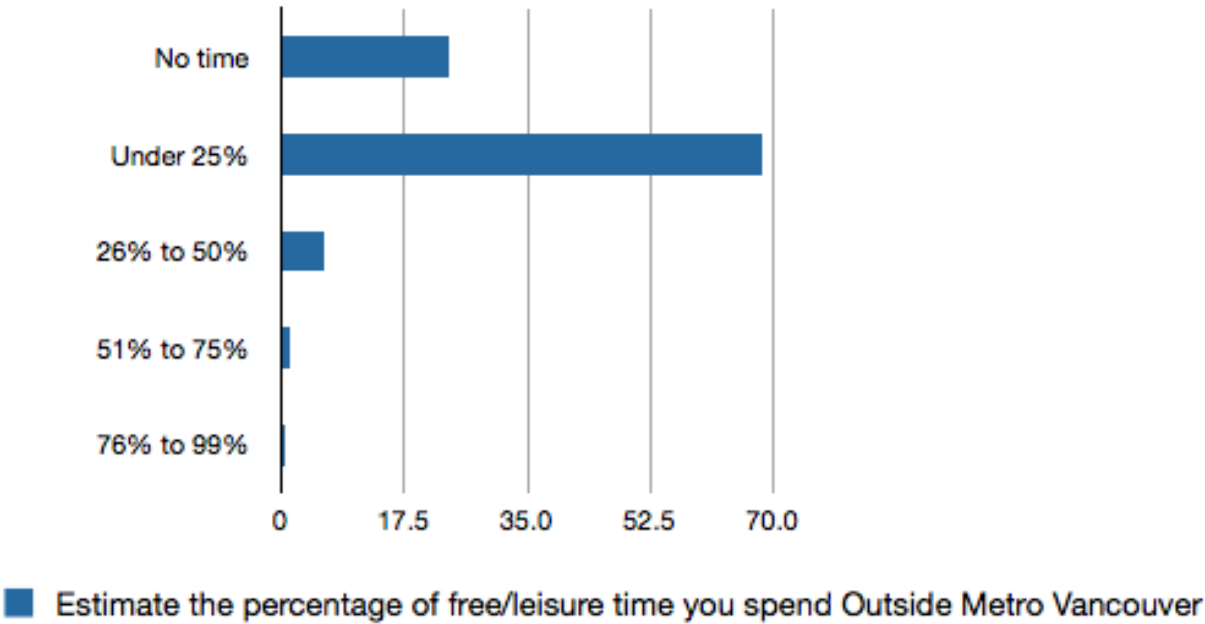
**Figure 70:** Estimate Free Time – Municipality



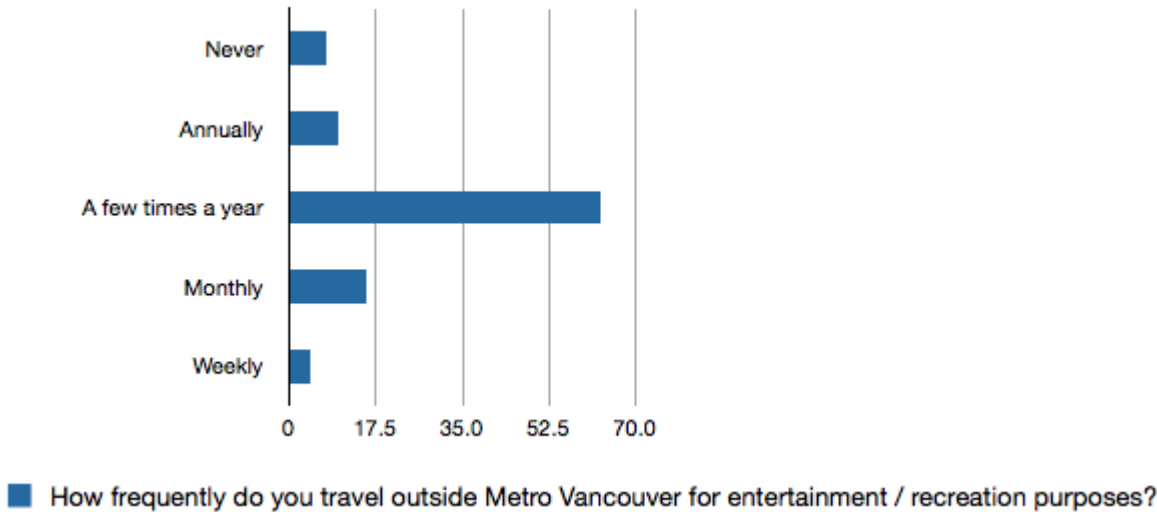
**Figure 71:** Estimate Free Time – Metro



**Figure 72:** Estimate Free Time - Outside Metro

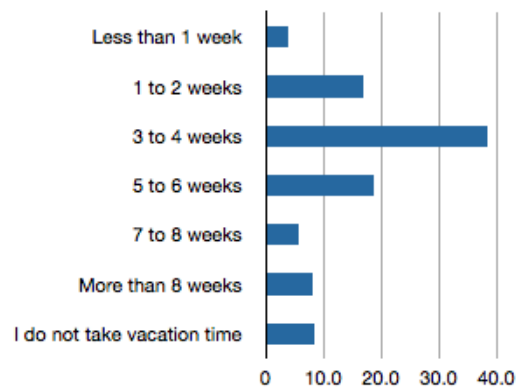


**Figure 73:** Frequency of Travel outside Metro





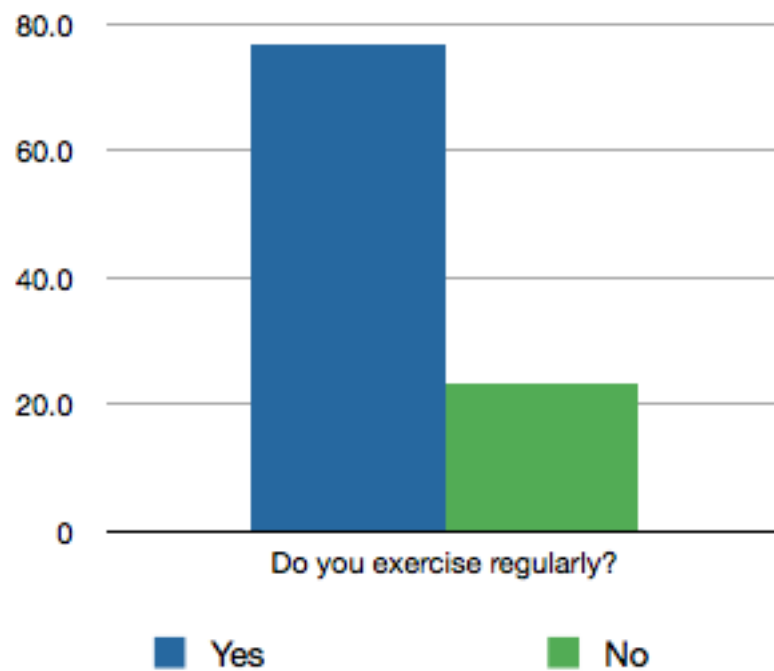
**Figure 74:** Weeks of Annual Vacation



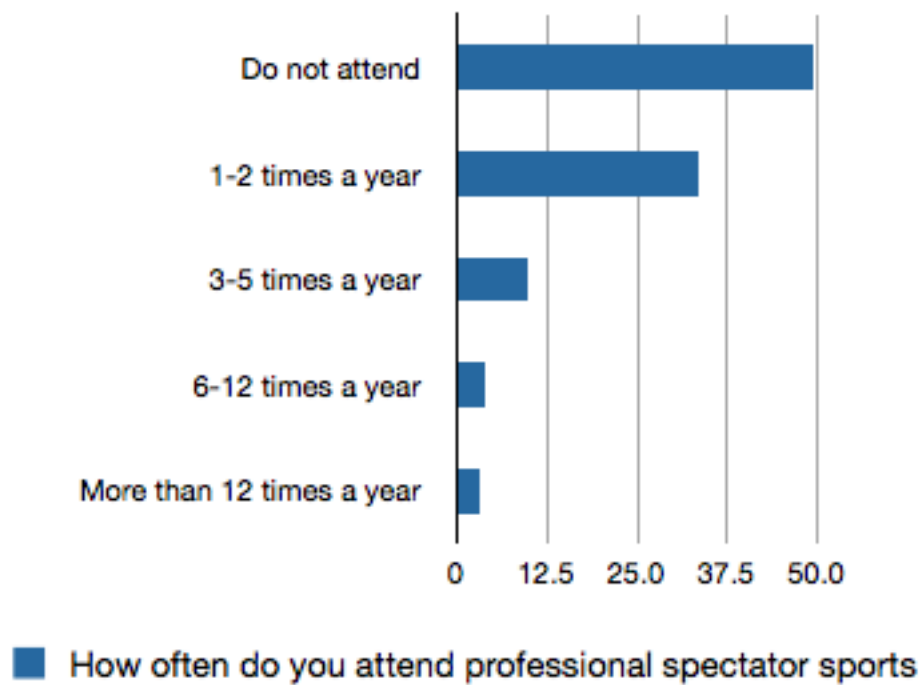
■ How many weeks of annual vacation, excluding statutory holidays and weekends, do you generally take per year?

This question was asked of all employed respondent, i.e. excluded unemployed and retired.

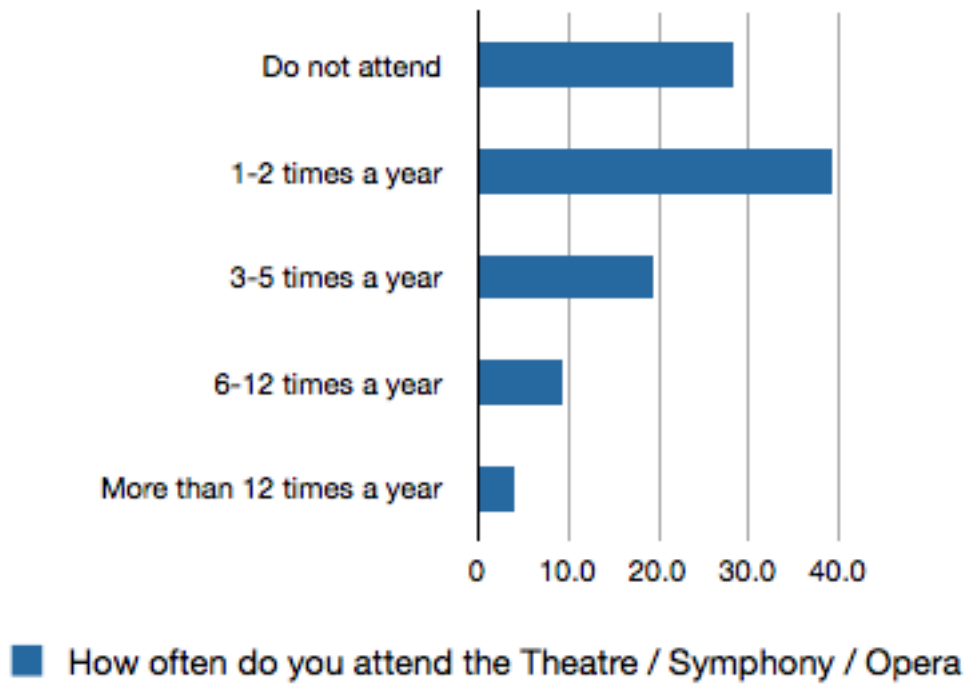
**Figure 75:** Regular Exercise



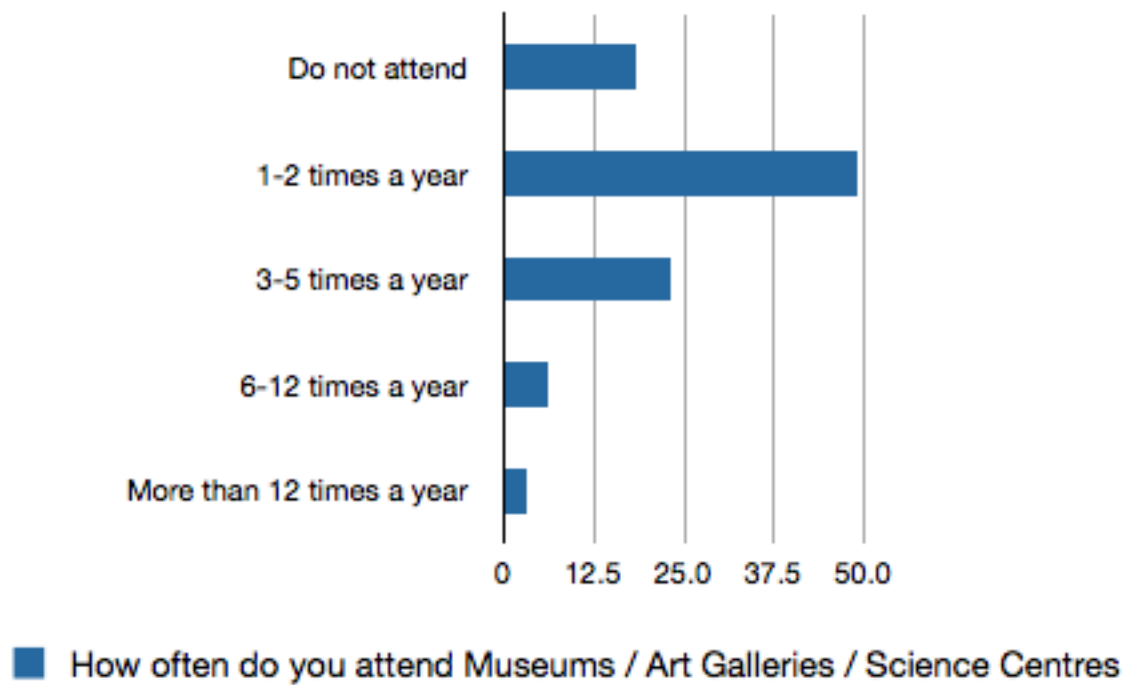
**Figure 76:** Attend Spectator Sports



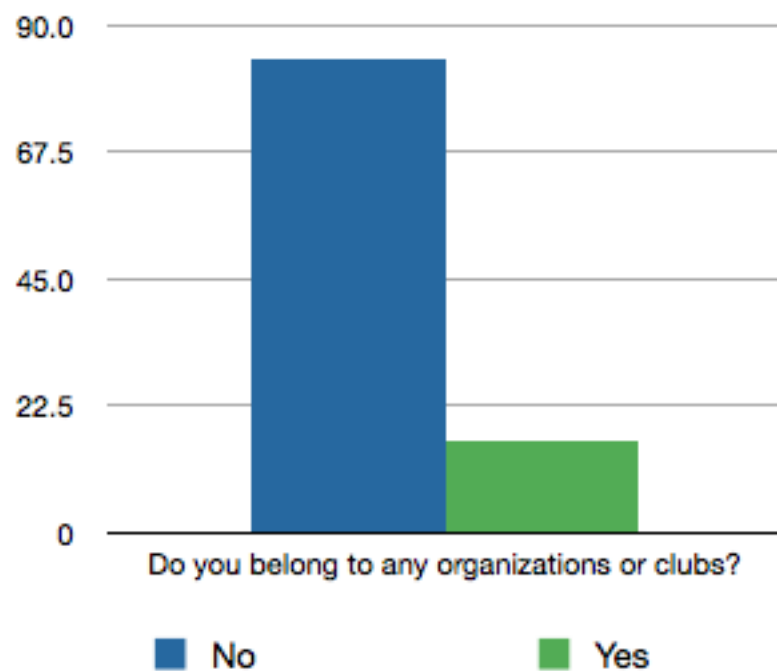
**Figure 77:** Attend Theatre/Symphony/Opera



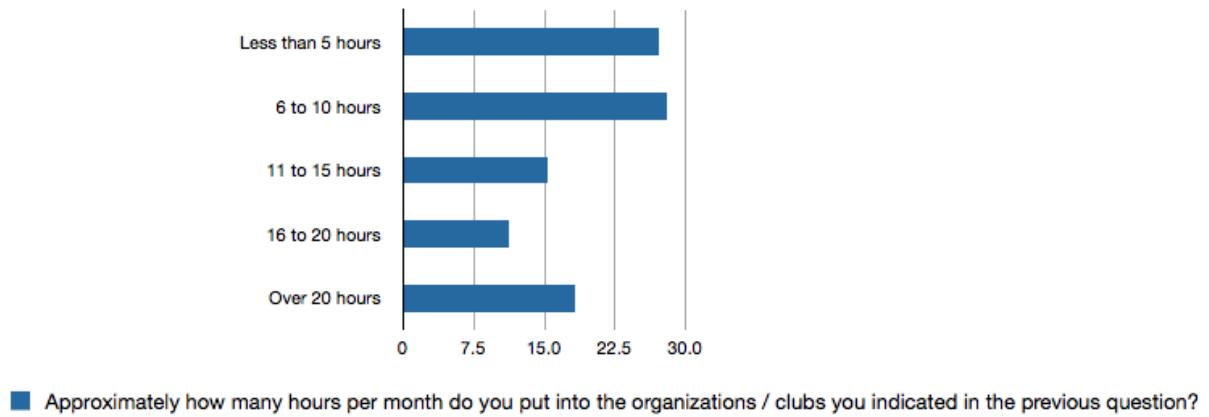
**Figure 78:** Attend Museums/Art Galleries



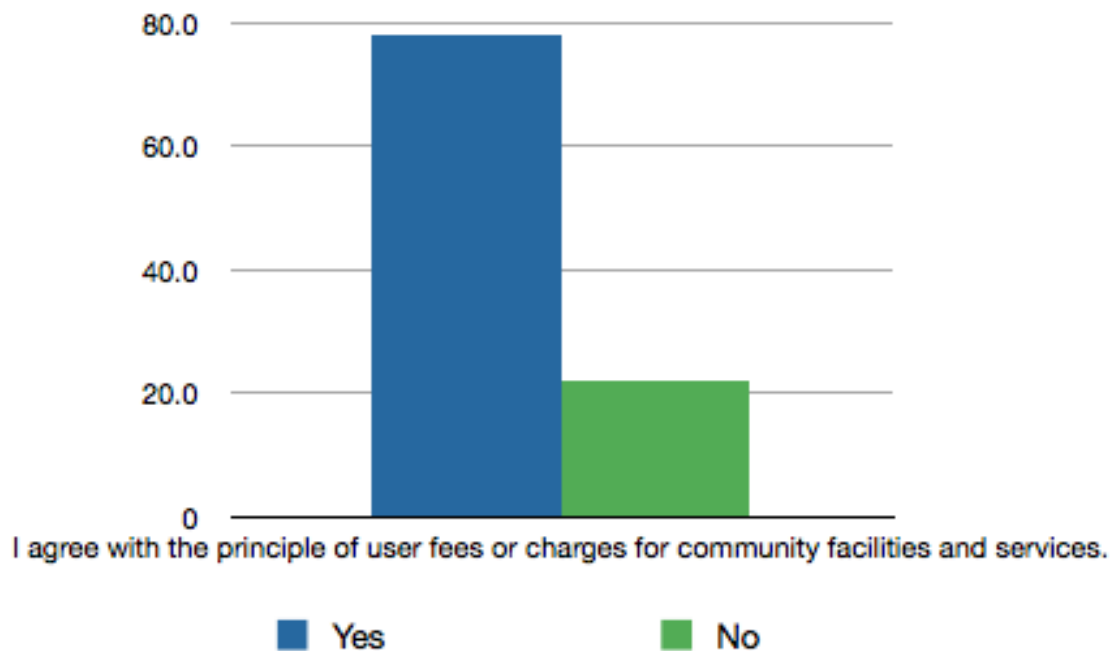
**Figure 79:** Organizations



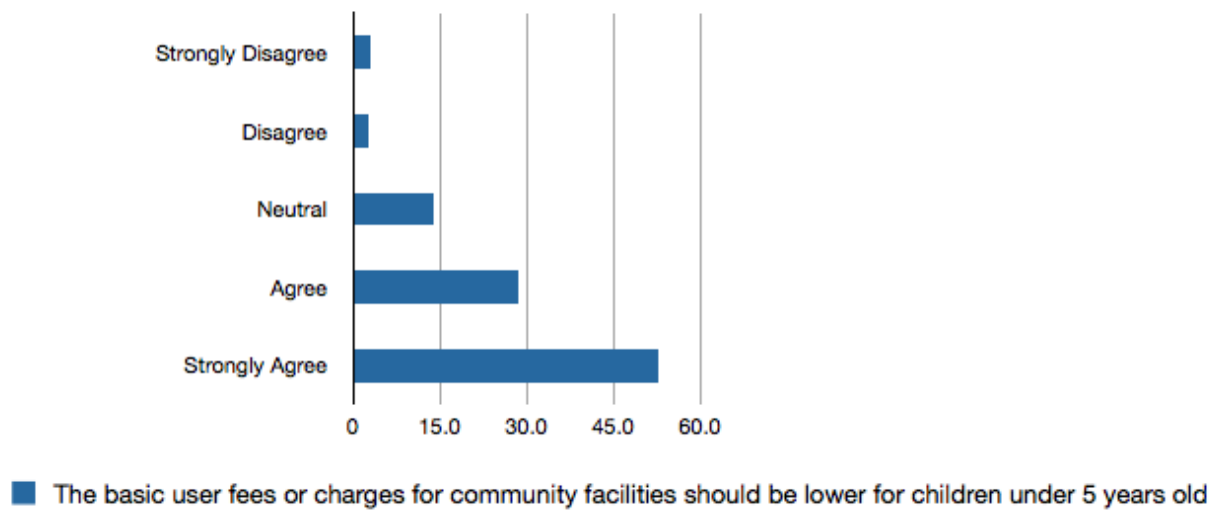
**Figure 80:** Hours per Month Volunteered



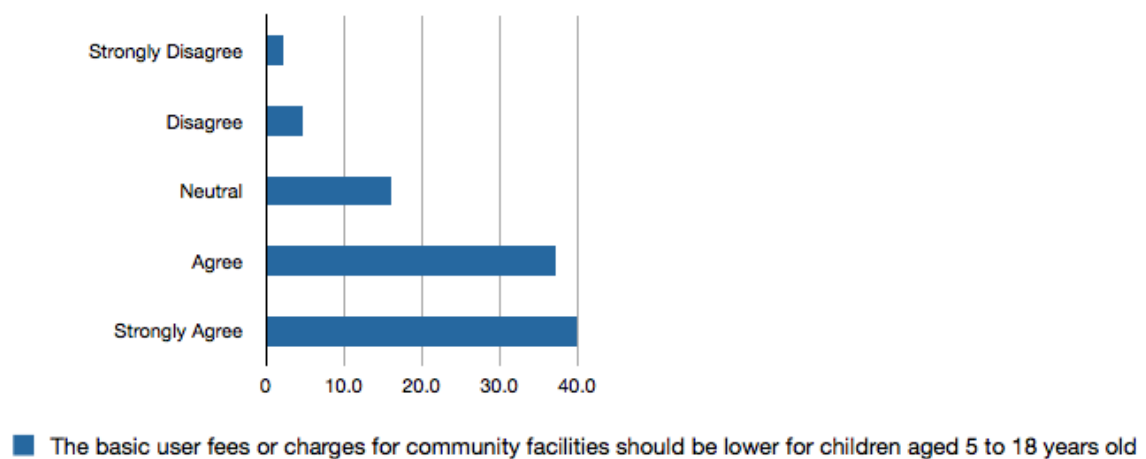
**Figure 81:** Agreement with Principle of User Fees for Community Facilities



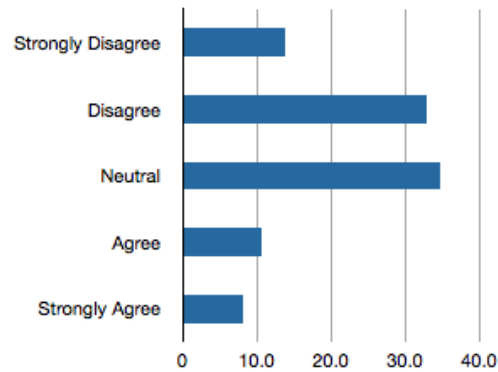
**Figure 82:** Basic User Fees Lower for Children >5



**Figure 83:** Basic User Fees Lower for Children 5 to 18

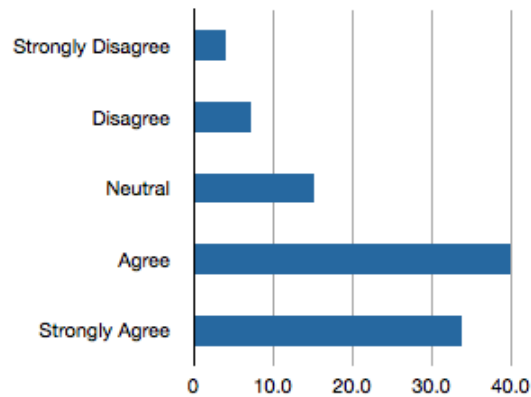


**Figure 84:** Basic User Fees Lower for Adults



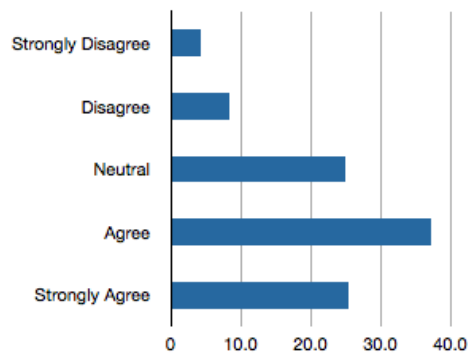
■ The basic user fees or charges for community facilities should be lower for adults aged 24 to 64 years old

**Figure 85:** Basic User Fees Lower for Seniors



■ The basic user fees or charges for community facilities should be lower for seniors over the age of 65

**Figure 86:** Basic User Fees Lower for Families

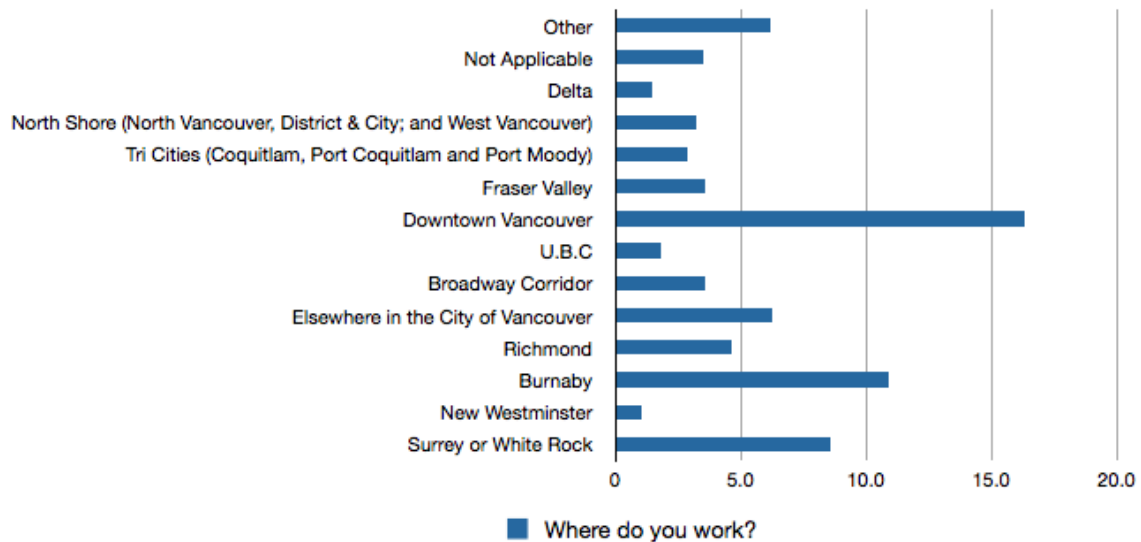


■ The basic user fees or charges for community facilities should be lower for families (1 or 2 adults, plus at least one child)

## F. TRANSPORTATION

Question: *These questions deal with transportation and mobility around Metro Vancouver.*

**Figure 87:** Location of Work



This question was asked of respondents who answered ``in full time employment``, ``in part time employment`` or ``self-employed/freelance``.

**Figure 88:** Primary Mode of Commute

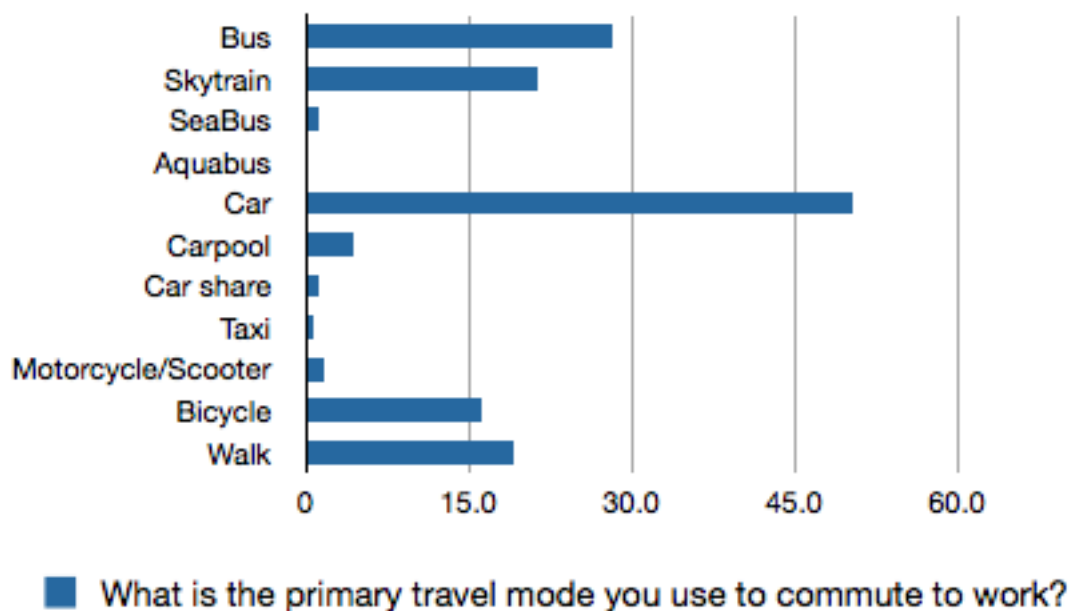
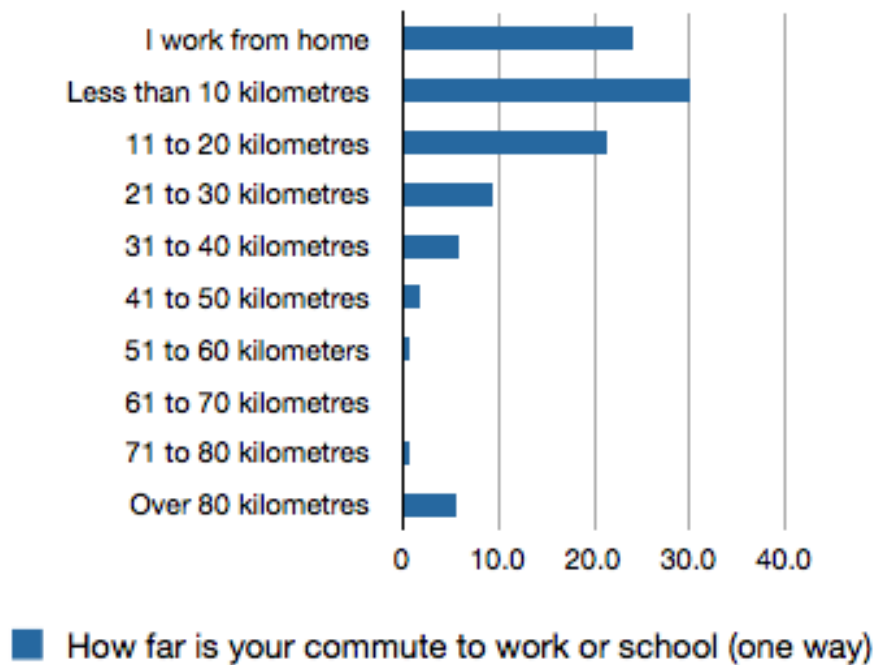
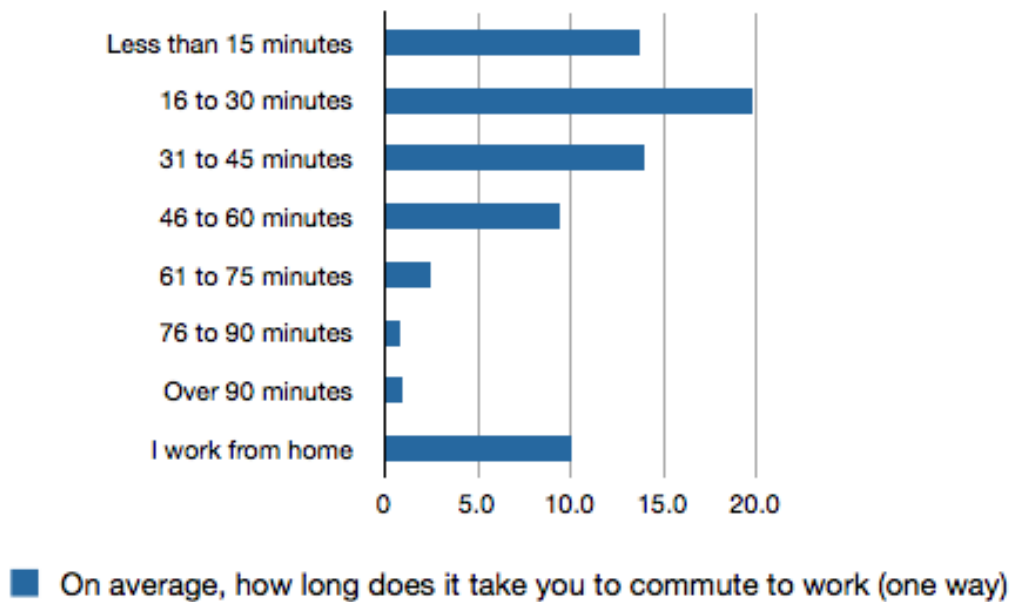


Figure 89: Distance of Commute



This question was asked of respondents who answered “in full time employment”, “in part time employment” or “self-employed/freelance”.

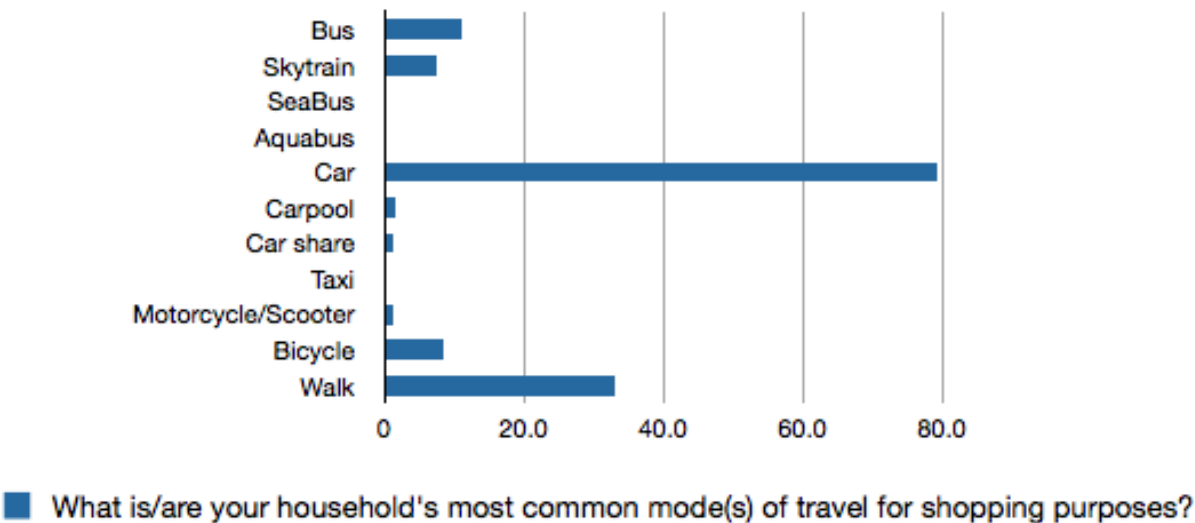
Figure 90: Length of Commute



This question was asked of respondents who answered “in full time employment”, “in part time employment” or “self-employed/freelance”.

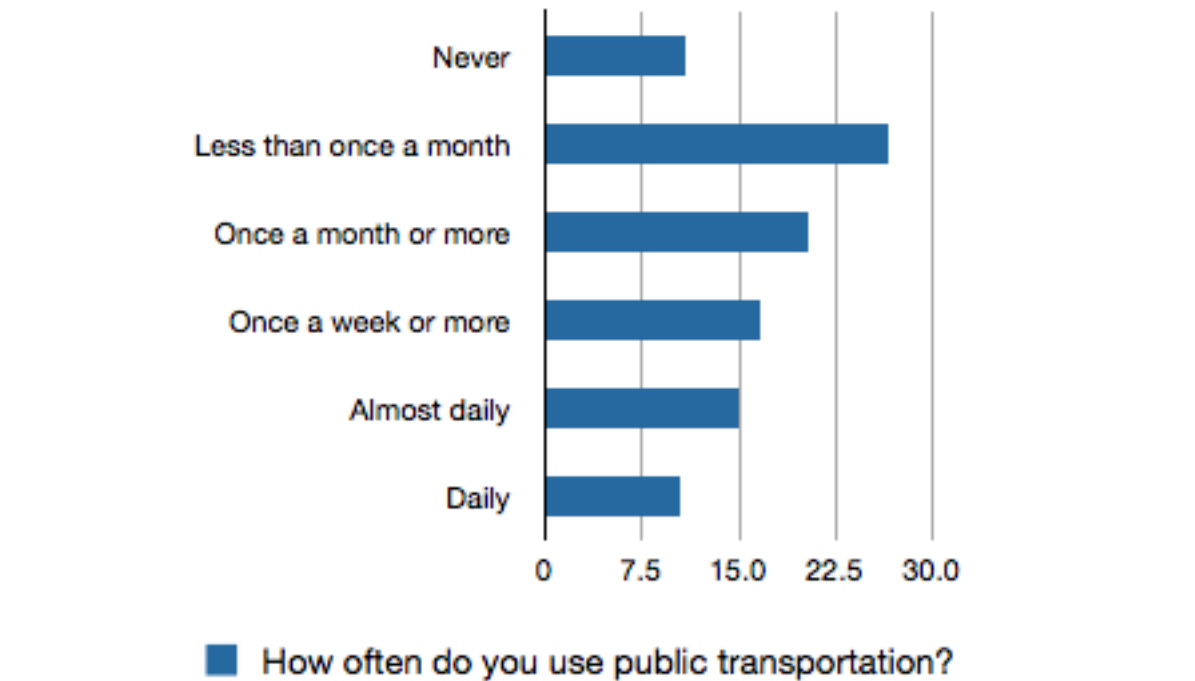


Figure 91: Most Common Mode of Travel for Shopping

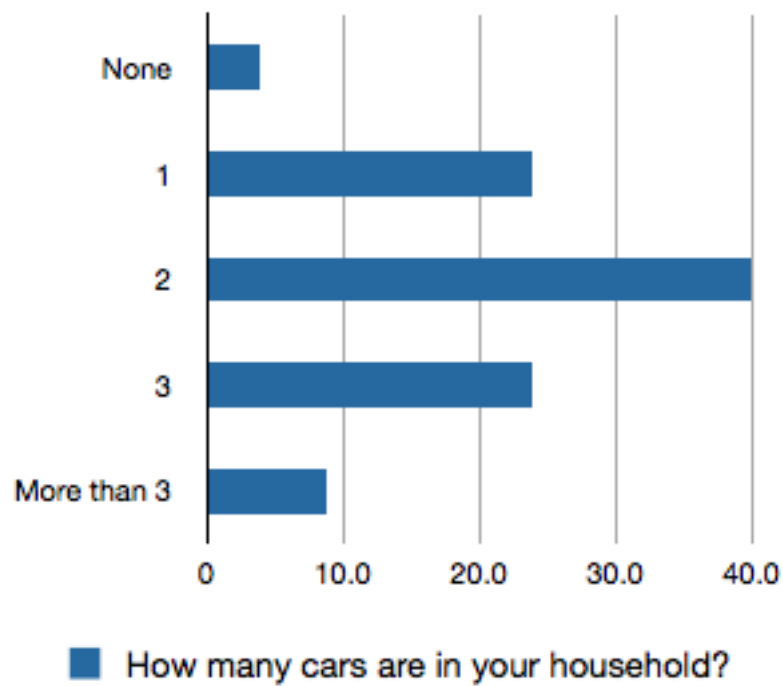


Respondents provided at most two answers.

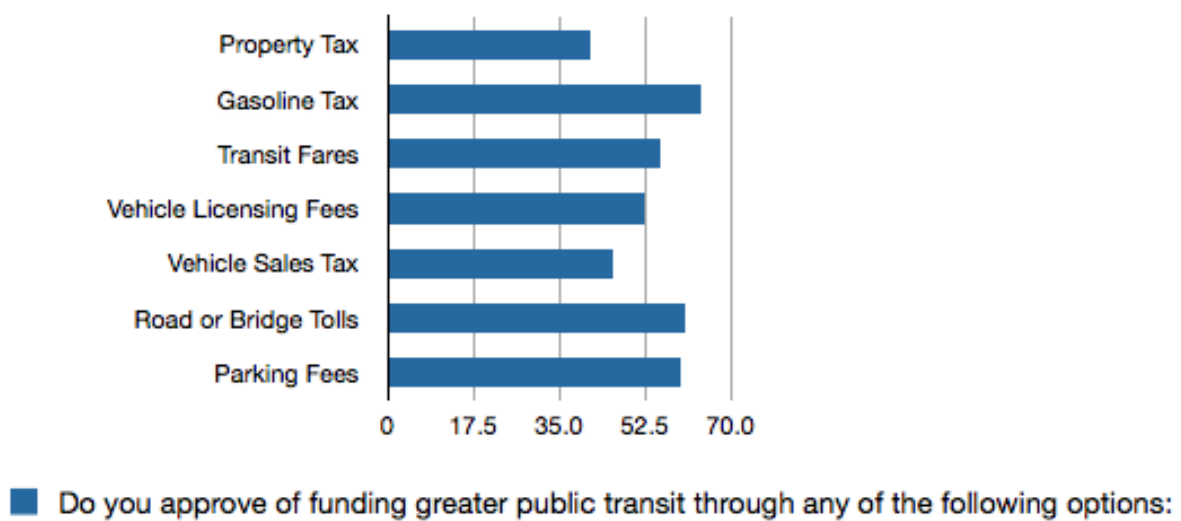
Figure 92: Frequency of Public Transportation



**Figure 93:** Number of Cars in Household



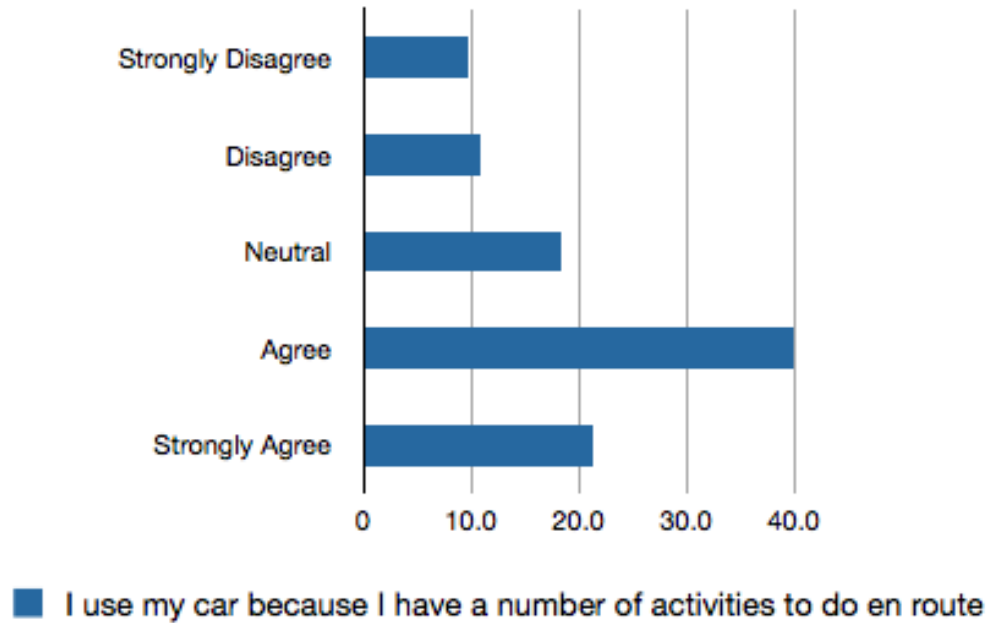
**Figure 94:** Transit Funding Options (Percent approval for each funding option)



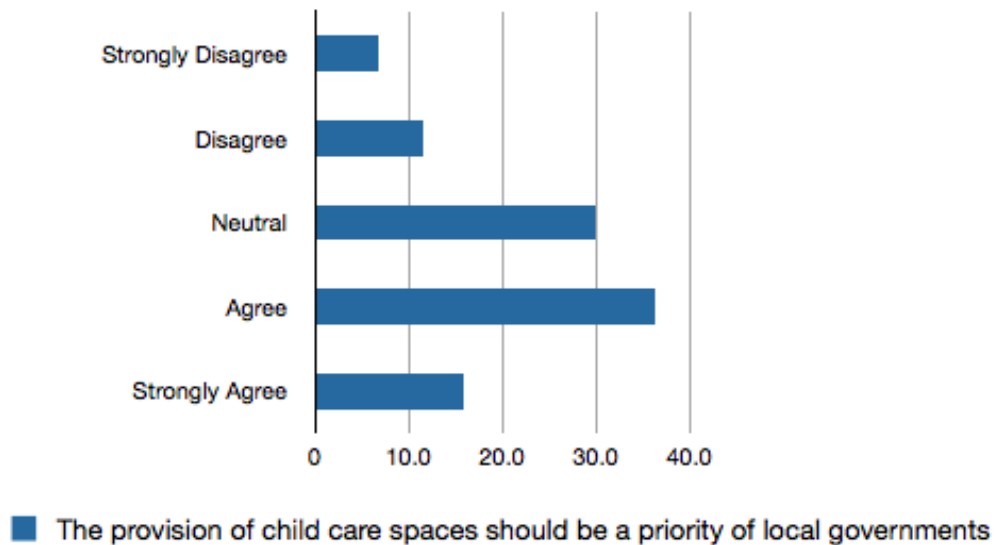
## G. STATEMENTS II

Question: *Here is another series of statements concerning various aspects of the metro region, including government, business, industry and society.*

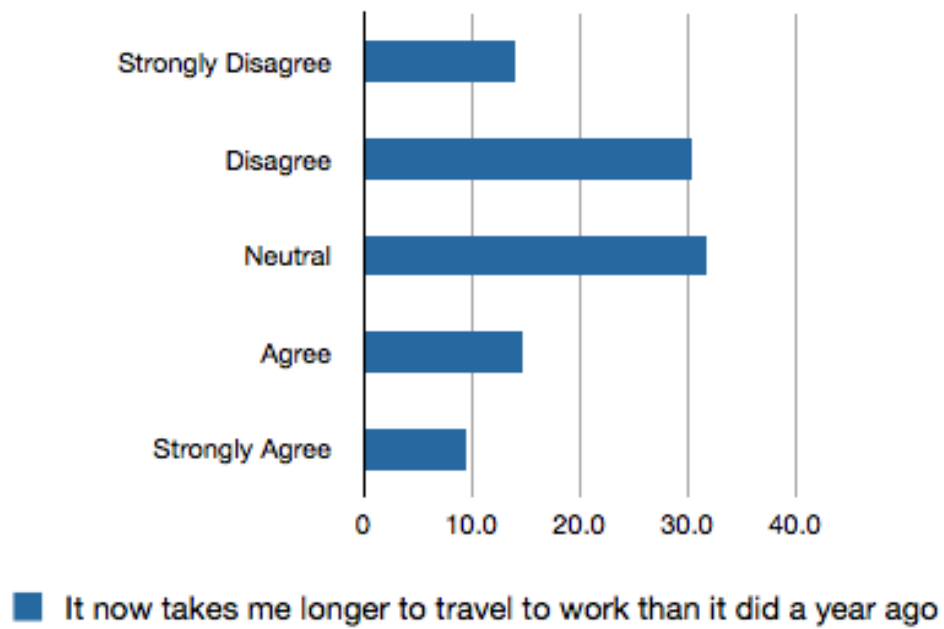
**Figure 95:** Car use



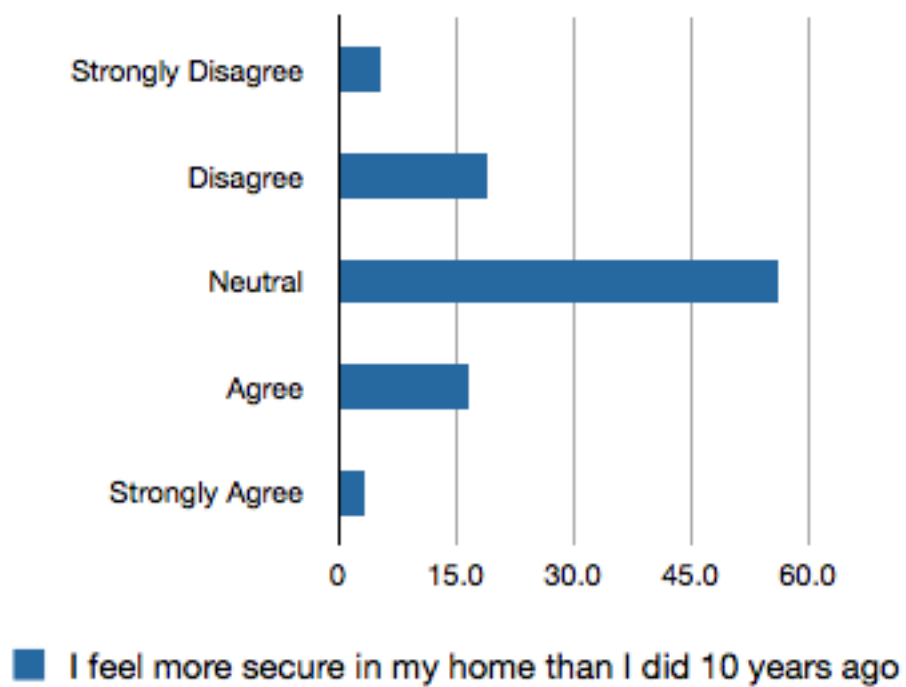
**Figure 96:** Childcare Spaces a Priority



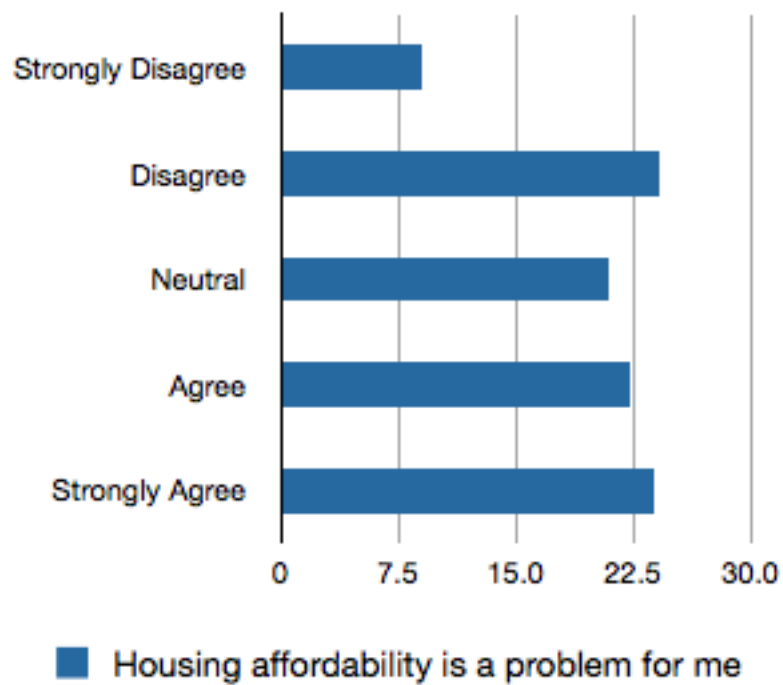
**Figure 97:** Longer Travel Time



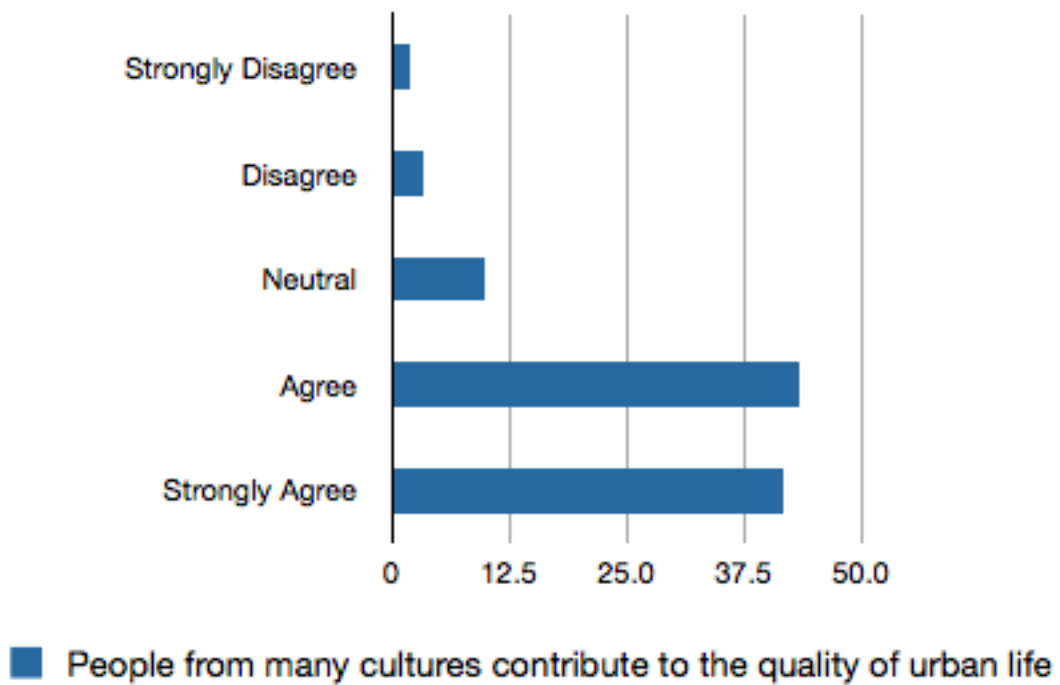
**Figure 98:** Security in Home Over 10 Years



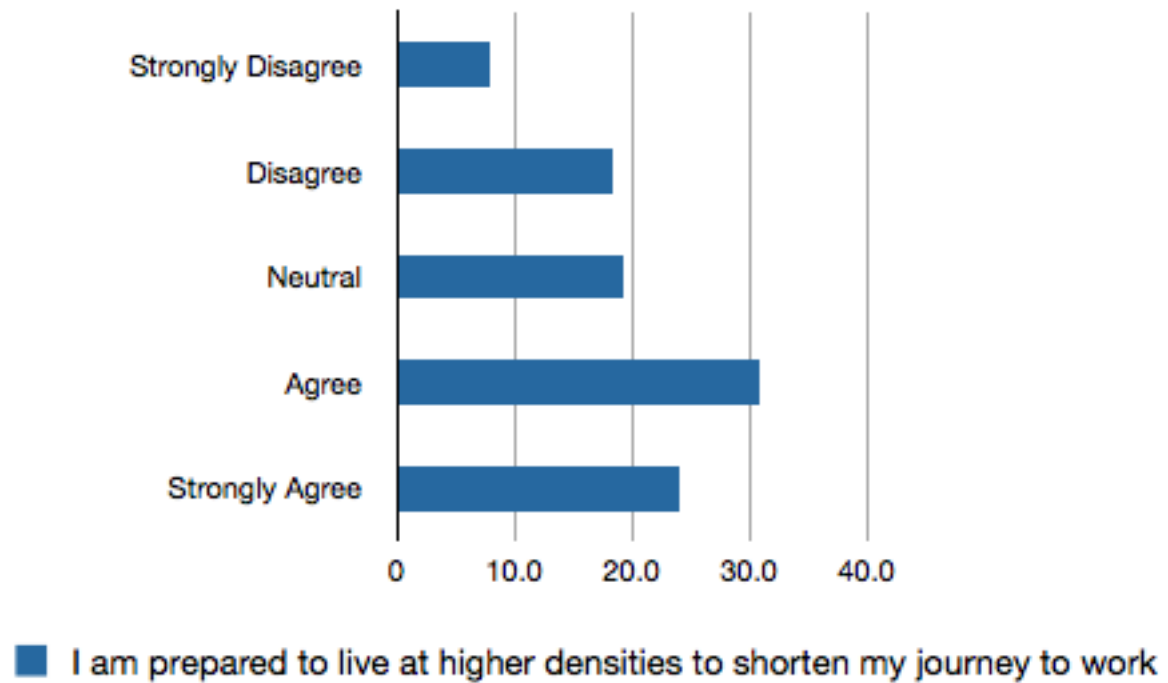
**Figure 99:** Housing Affordability a Problem



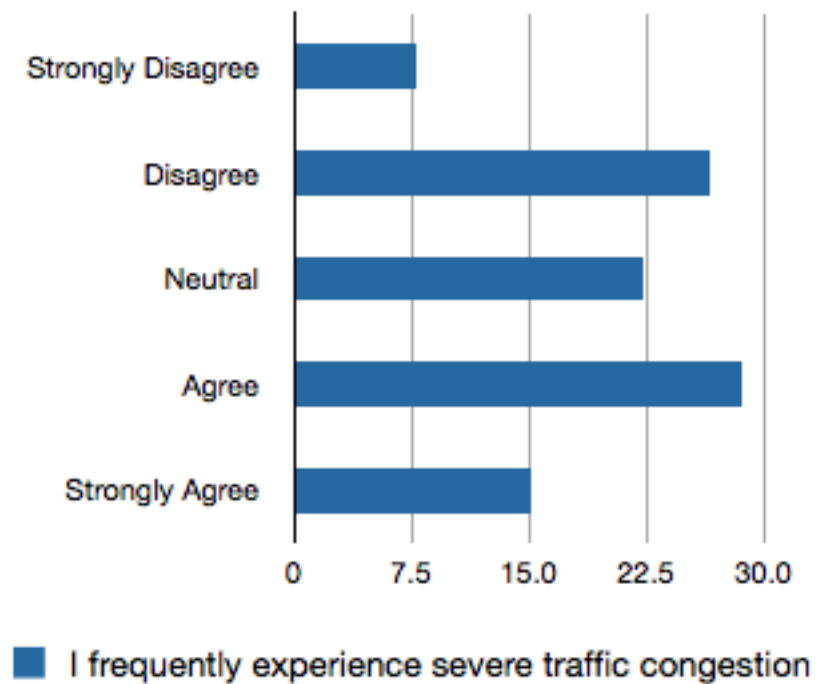
**Figure 100:** Many Cultures Contribute to Quality of Urban Life



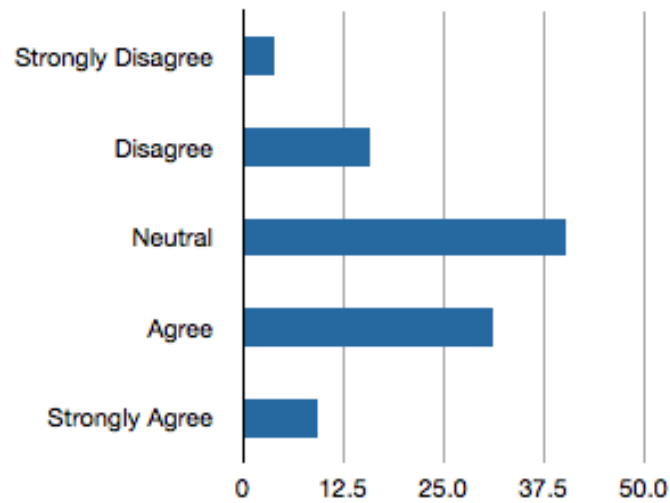
**Figure 101:** Living with Higher Densities



**Figure 102:** Frequent Traffic Congestion

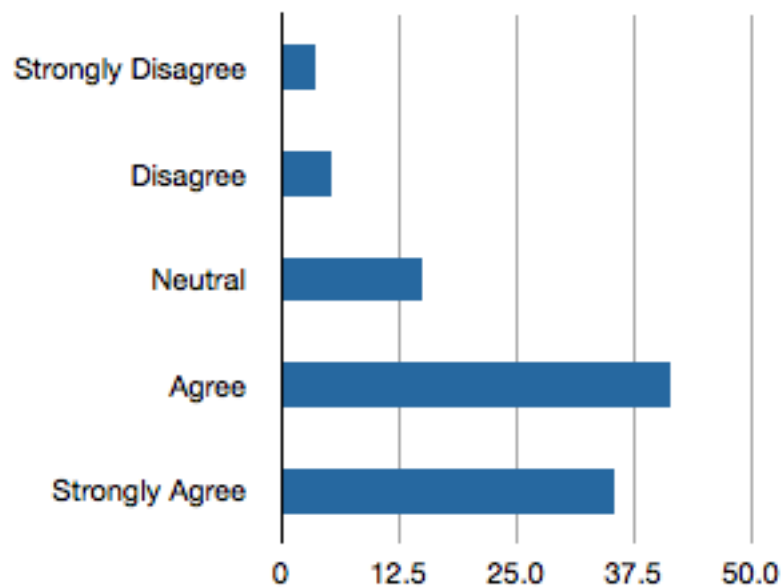


**Figure 103:** Generational Change



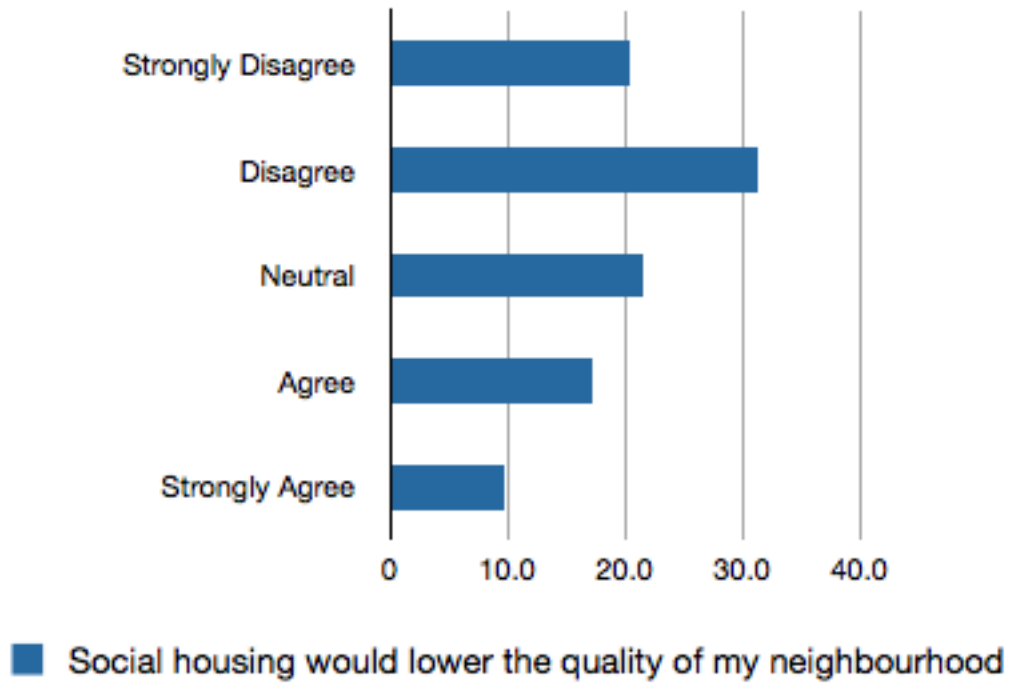
■ A generation ago major changes took 15 years to happen; now 2 years is a long time

**Figure 104:** Cultural Diversity Community Better

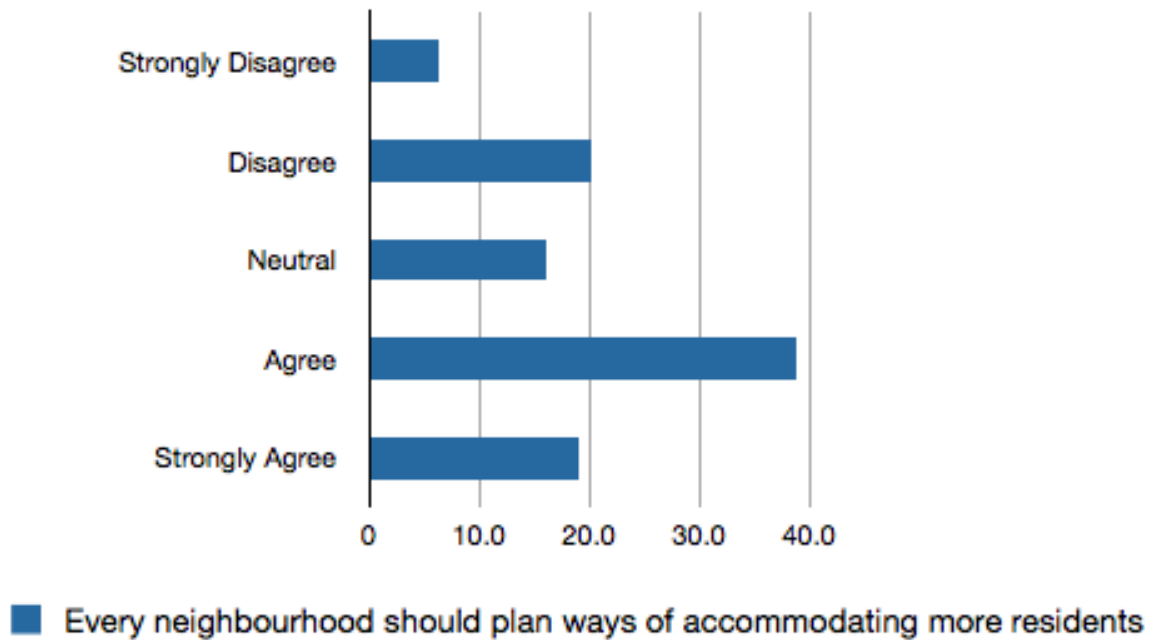


■ Cultural diversity makes my community a better place to live

**Figure 105:** Social Housing

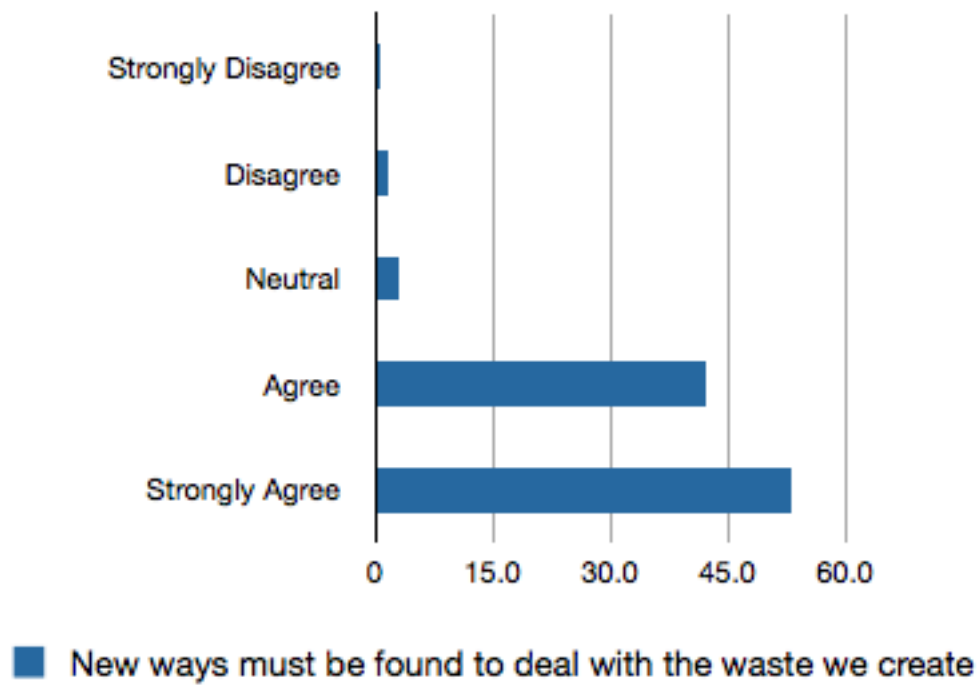


**Figure 106:** Neighbourhoods should Plan for Accommodating More Residents

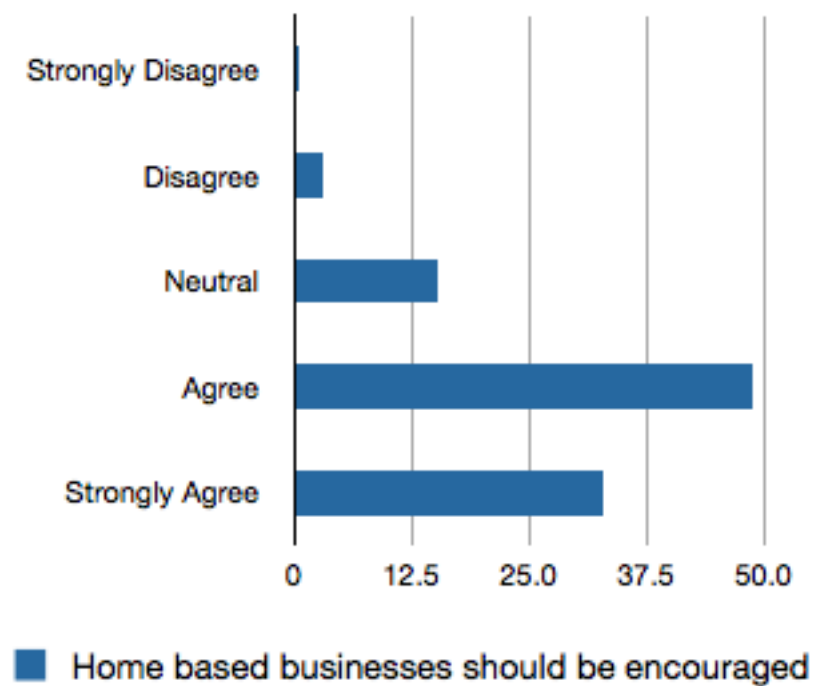




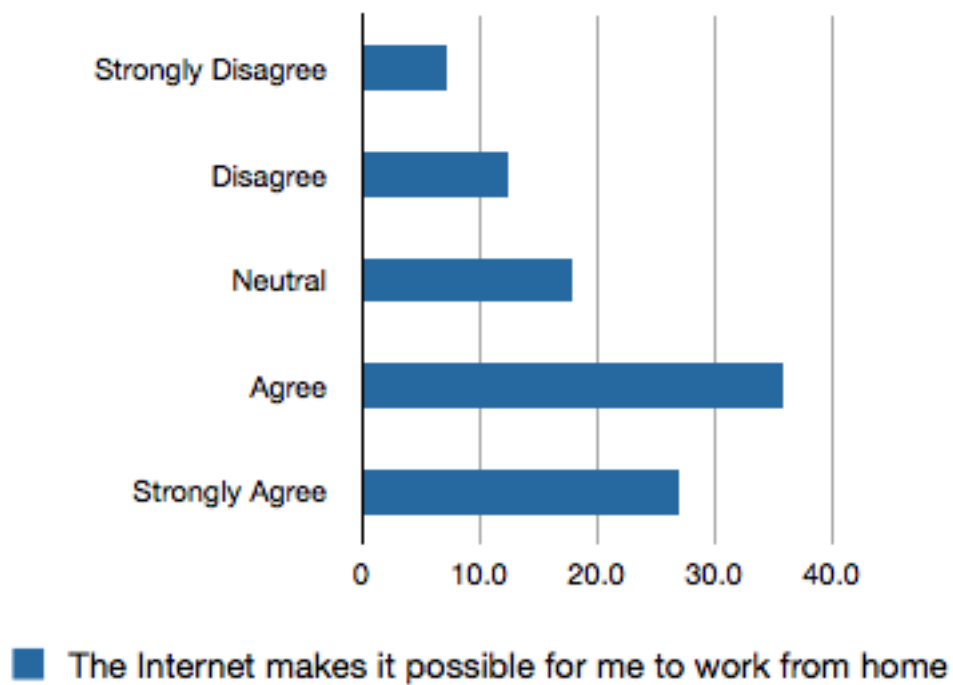
**Figure 107:** New Ways to Deal with Waste



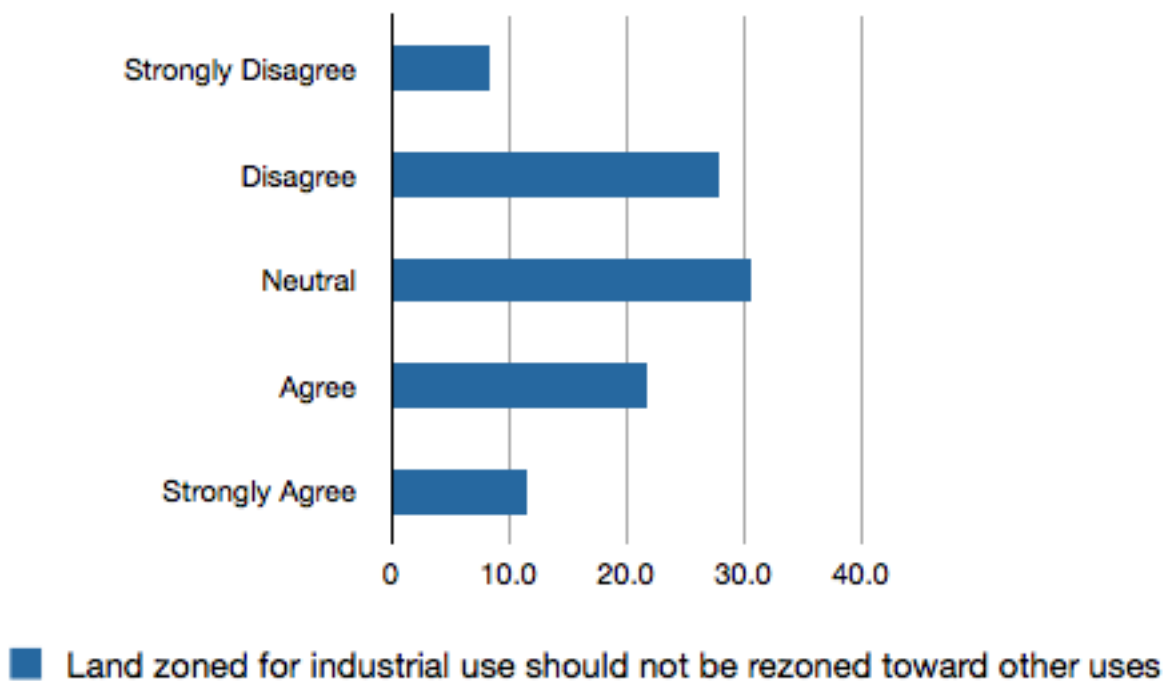
**Figure 108:** Home-based Businesses Encouraged



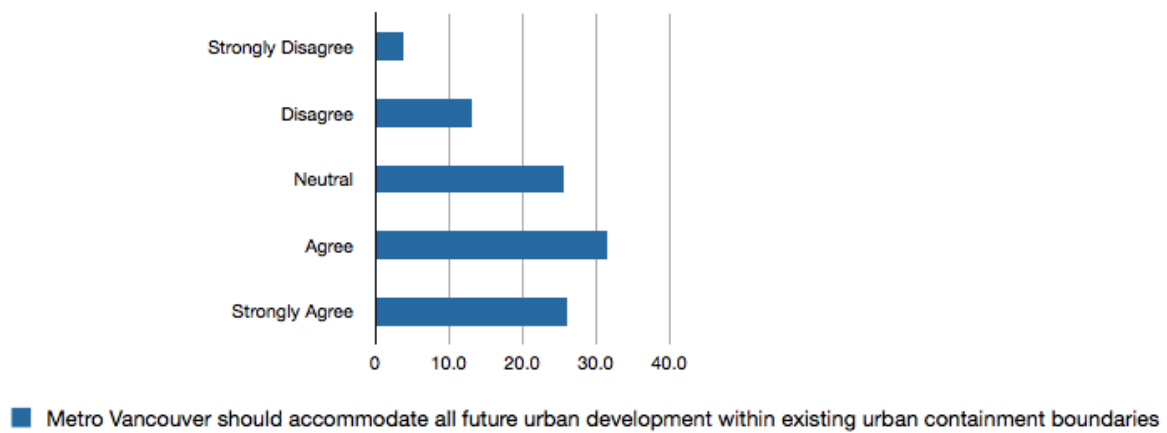
**Figure 109:** Internet Makes Work at Home Possible



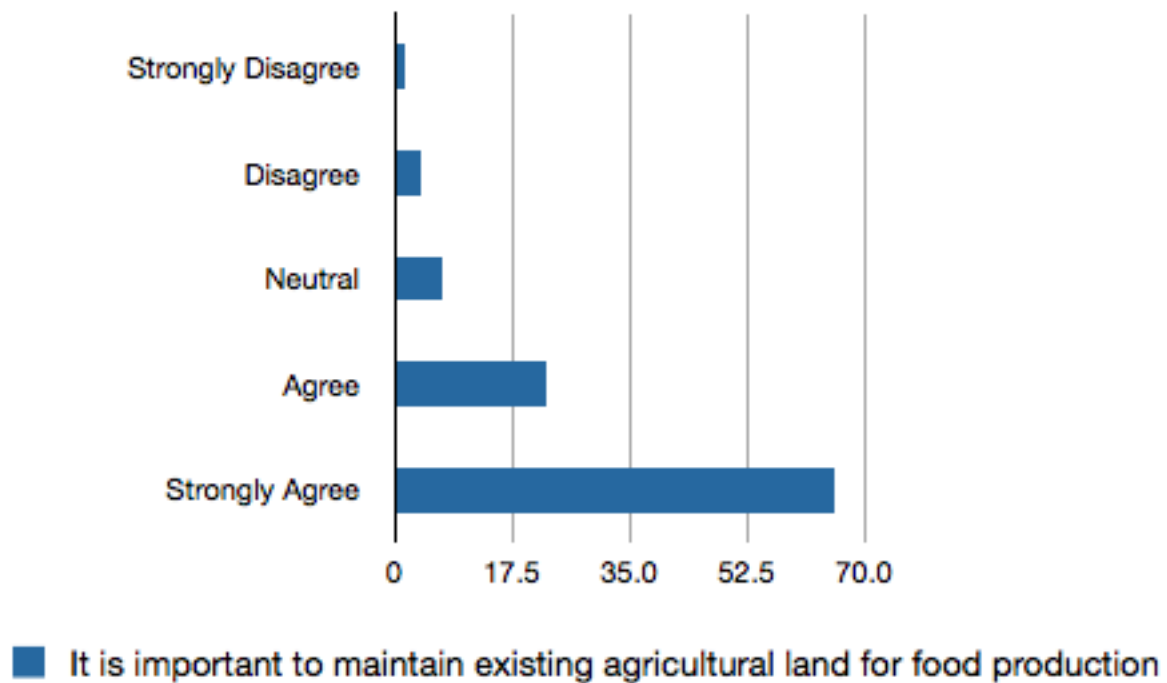
**Figure 110:** Industrial-zoned Land Use



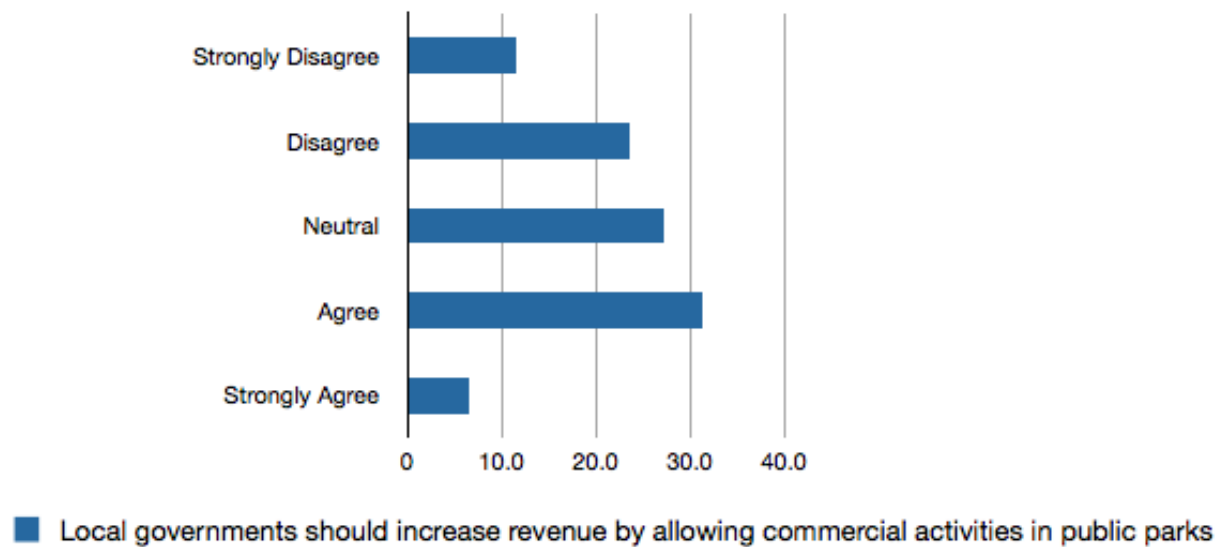
**Figure 111:** Urban Containment Boundaries



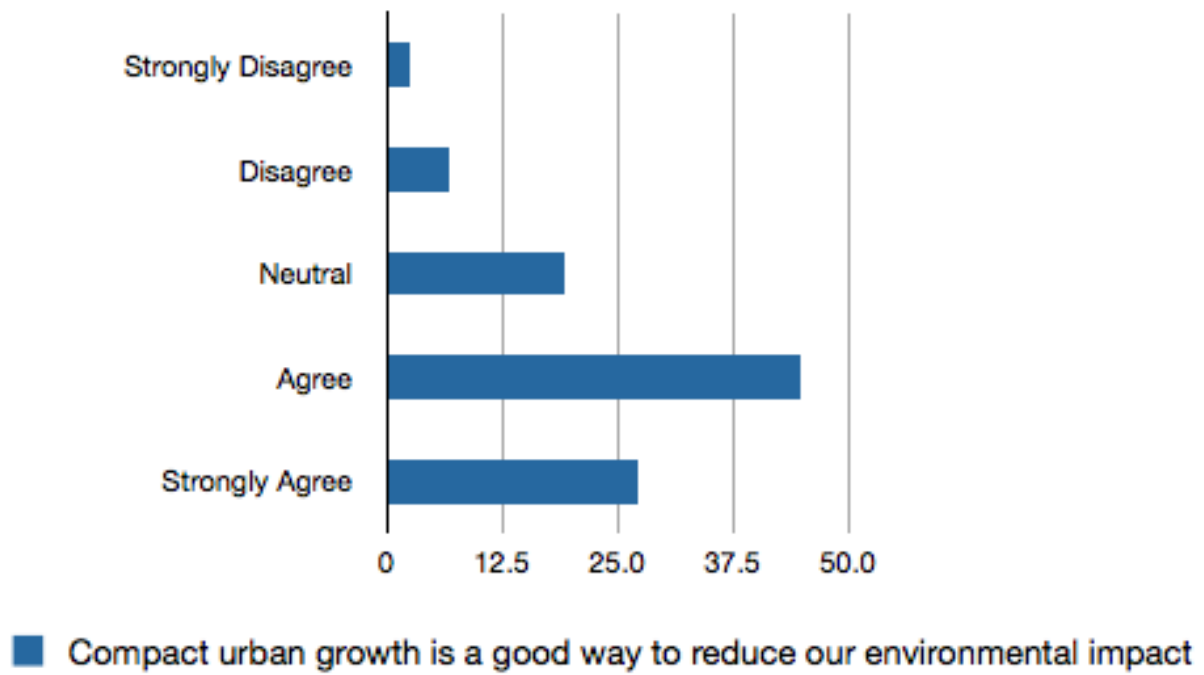
**Figure 112:** Agricultural Land for Food Production



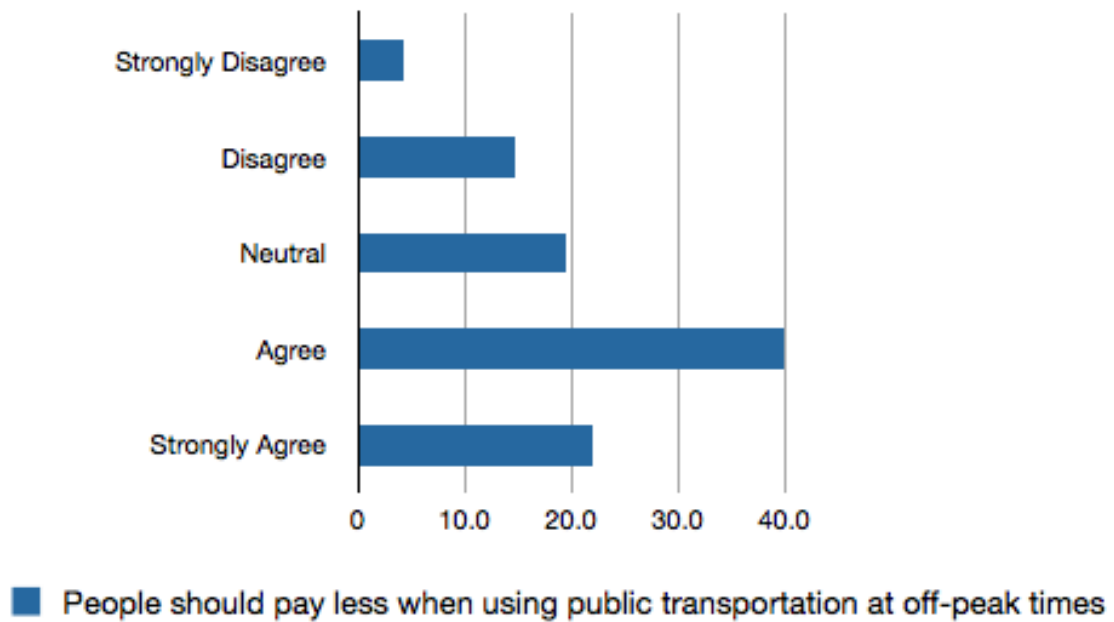
**Figure 113:** Commercial Activity in Public Parks



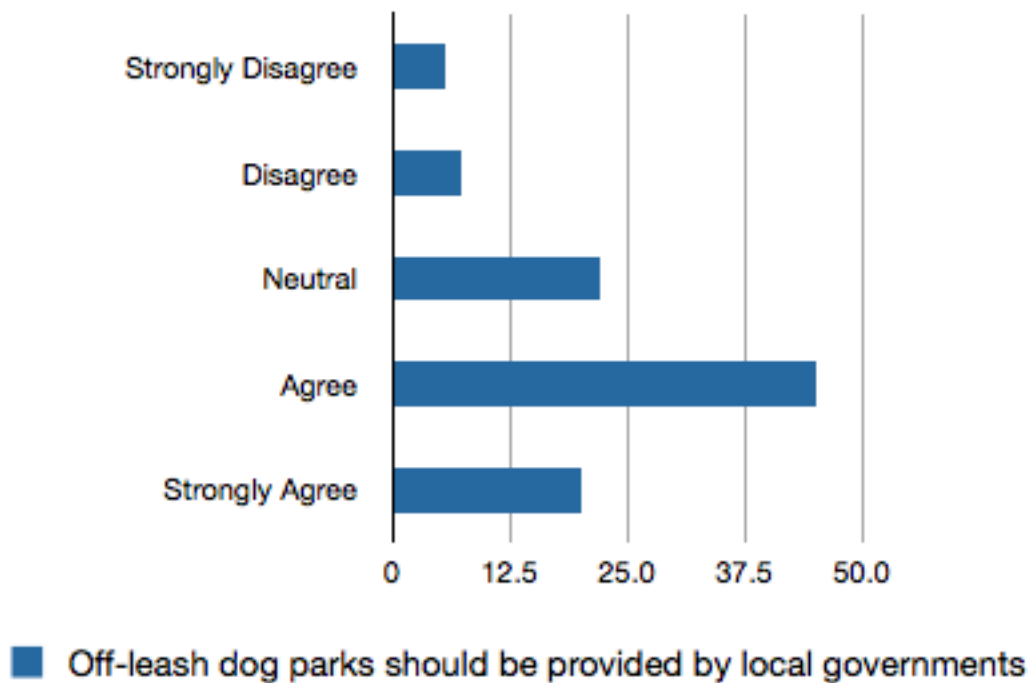
**Figure 114:** Compact Urban Growth Reduces Environmental Impact



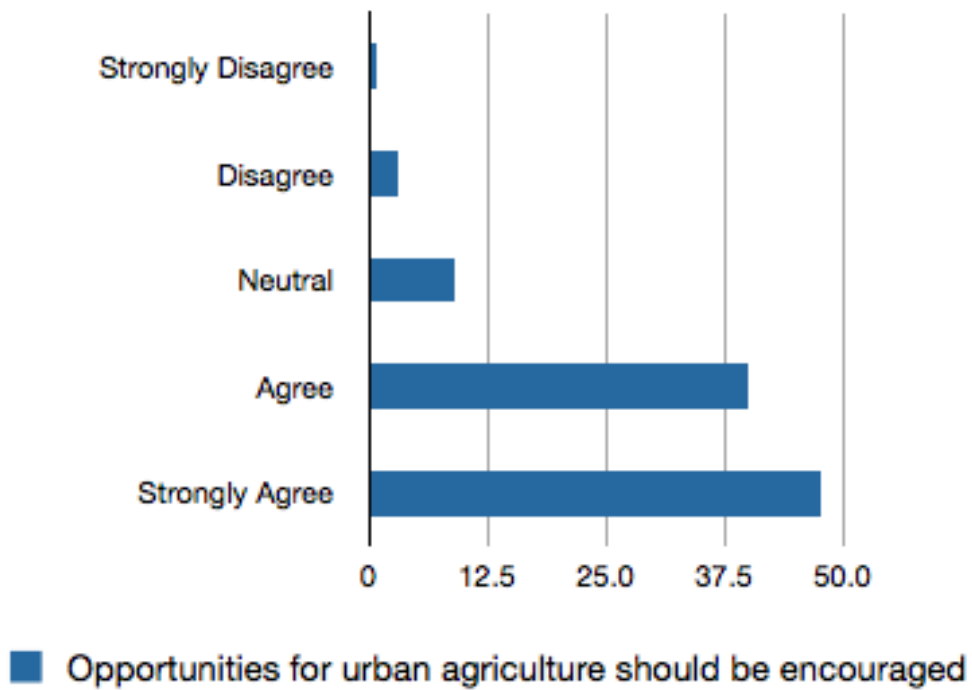
**Figure 115:** Pay Less for Transportation in Off-Peak Times



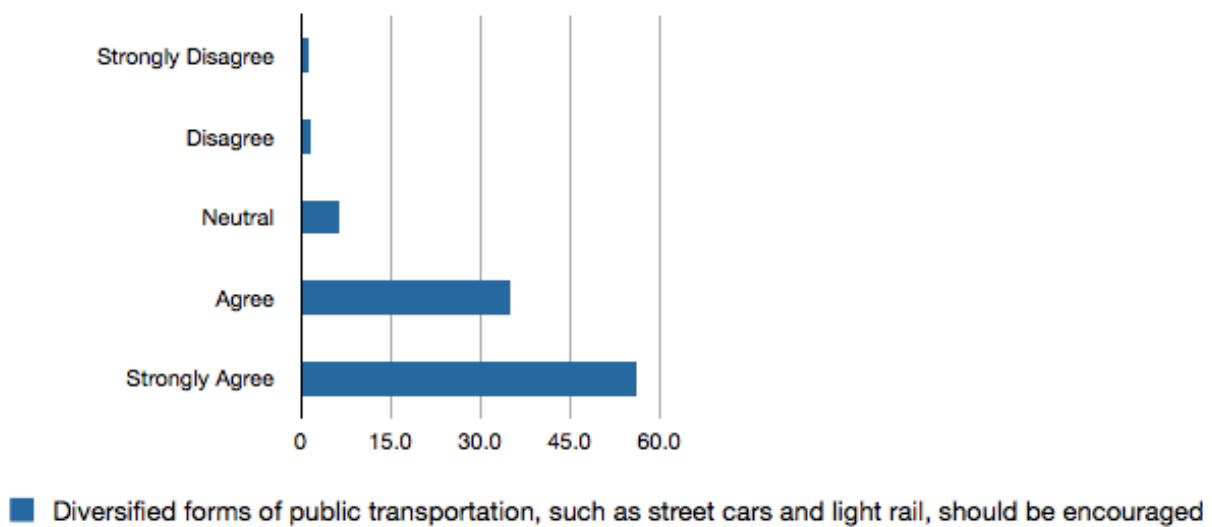
**Figure 116:** Off-leash Dog Parks



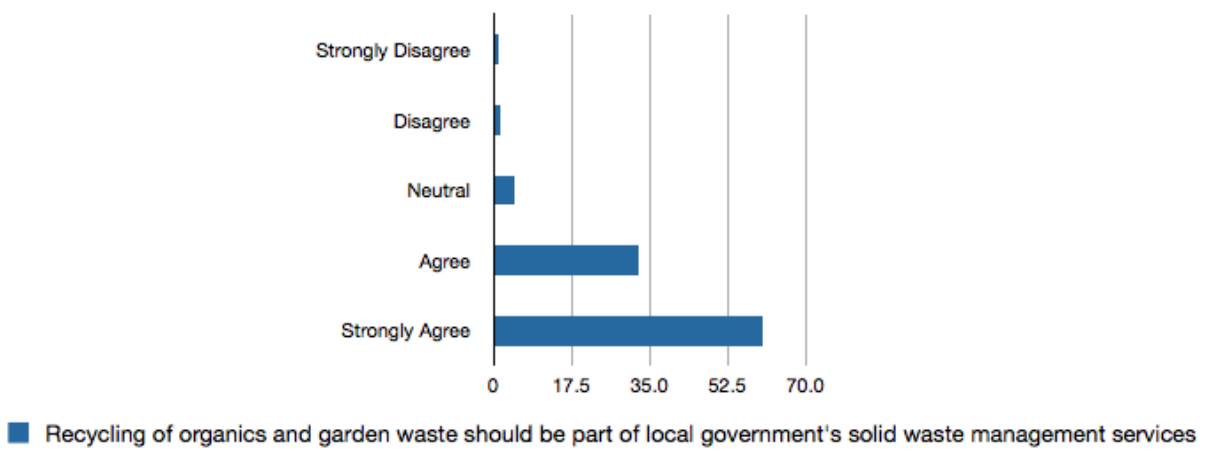
**Figure 117:** Urban Agriculture



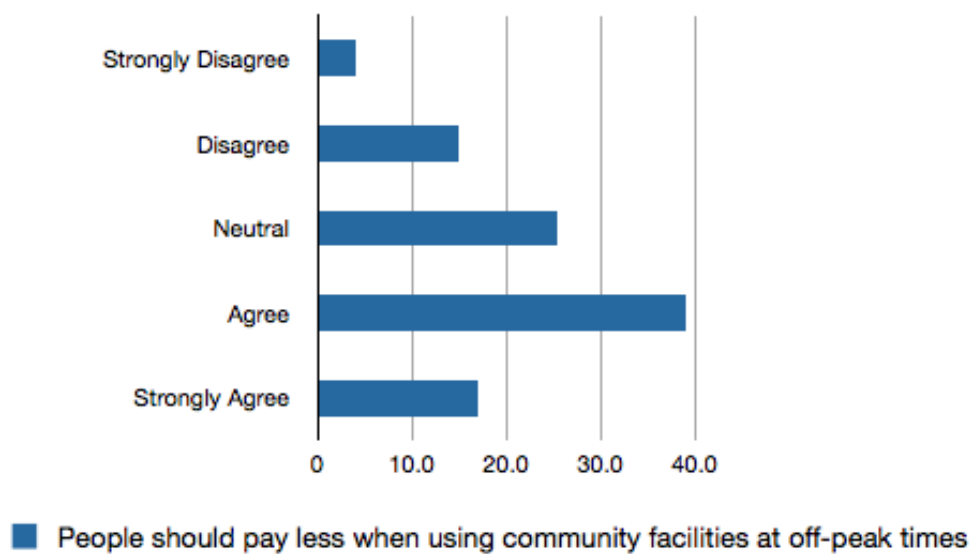
**Figure 118:** Diversified Forms of Public Transportation



**Figure 119:** Recycling of Organic Waste



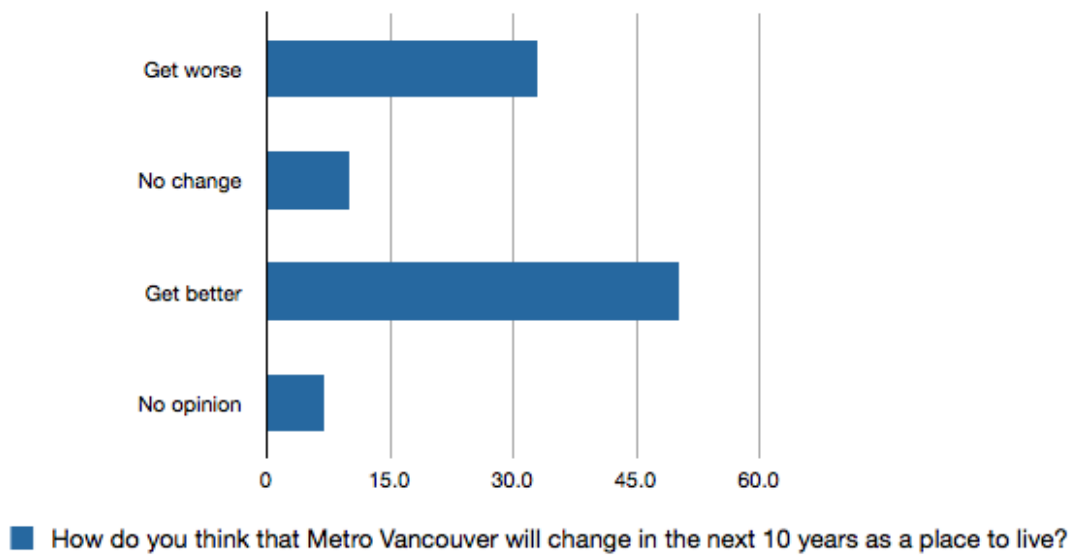
**Figure 120:** Pay Less for Off Peak



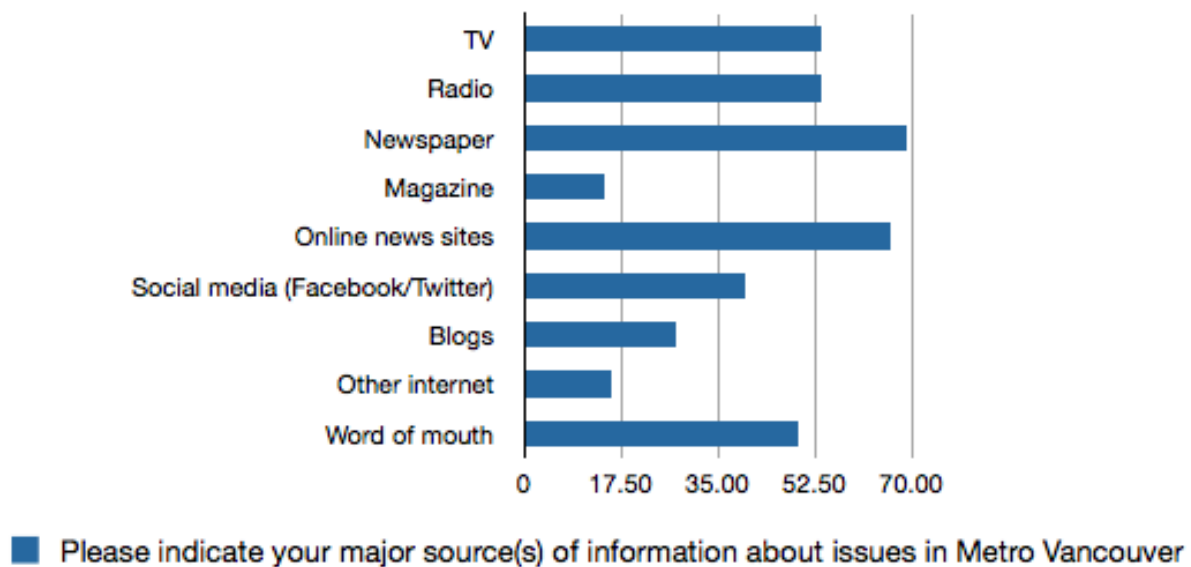
## H. REGIONAL CONTEXT

Question: *These questions look at Metro Vancouver in a regional context. They deal with issues such as population and sources of news in the region.*

**Figure 121:** Change in Next 10 Years



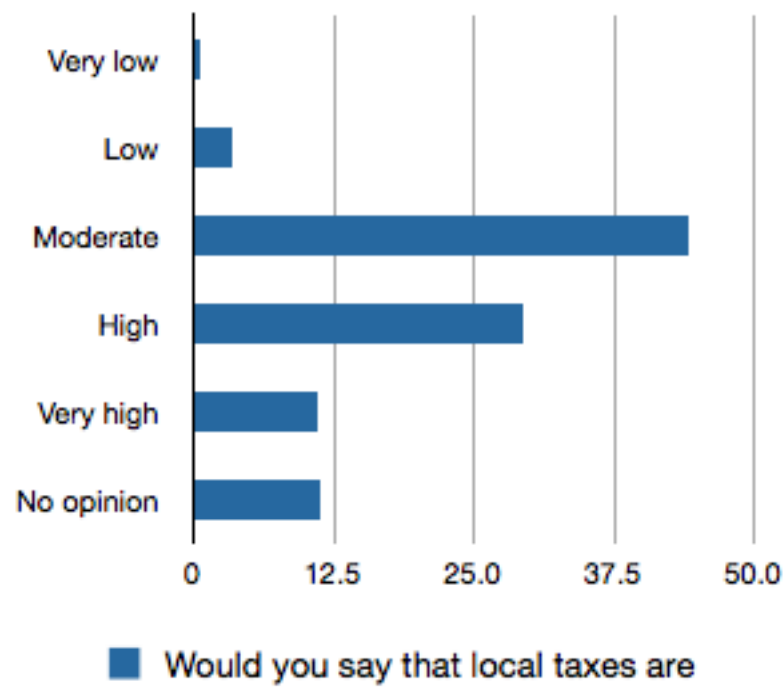
**Figure 122:** Major Source of Information



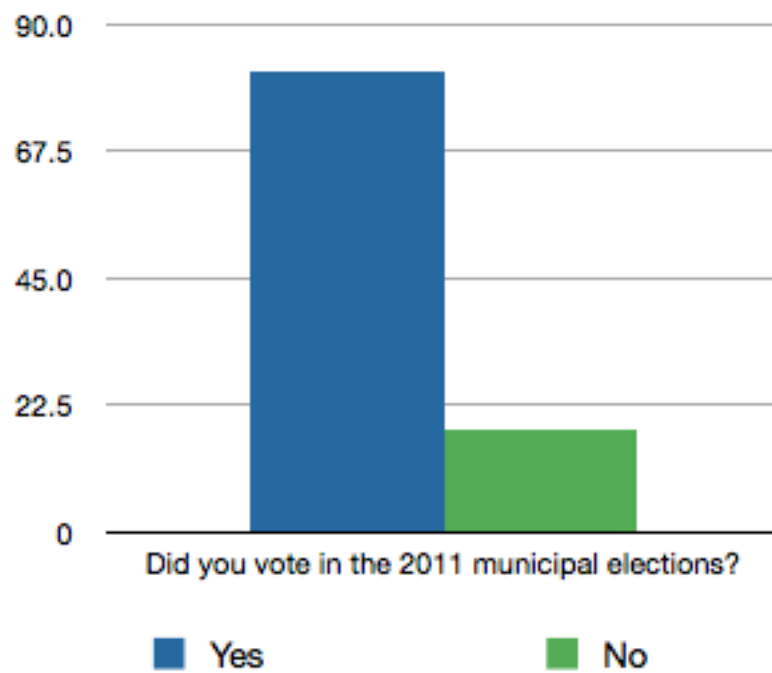
Respondents were asked to select all that apply.



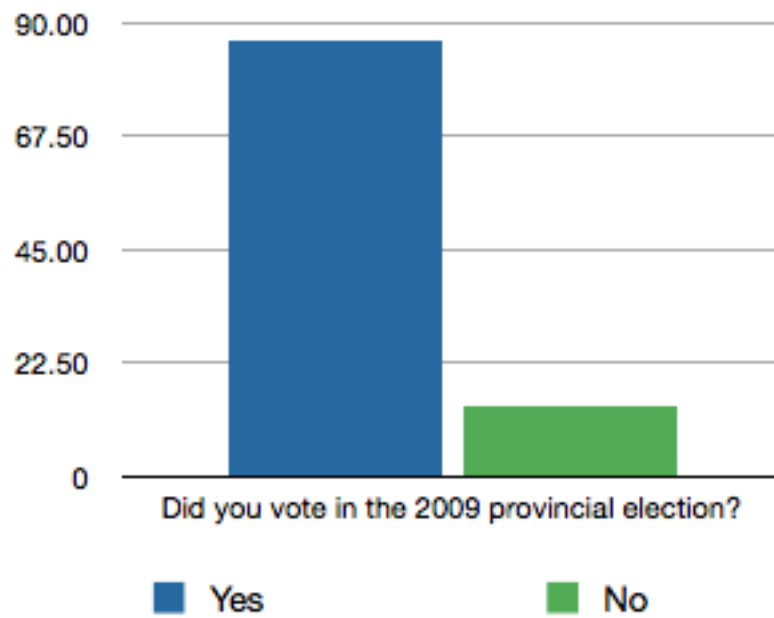
**Figure 123: Taxes**



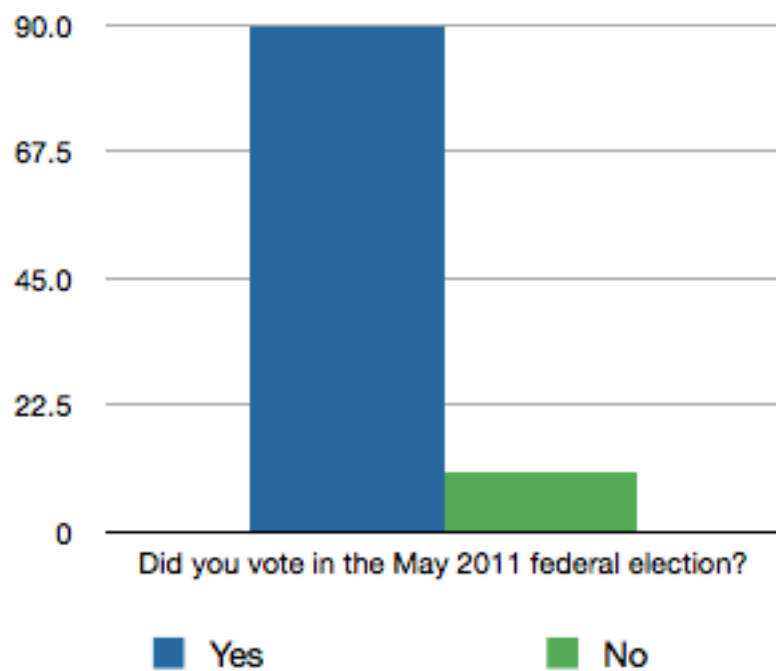
**Figure 124: Voted in 2011 Municipal Elections**



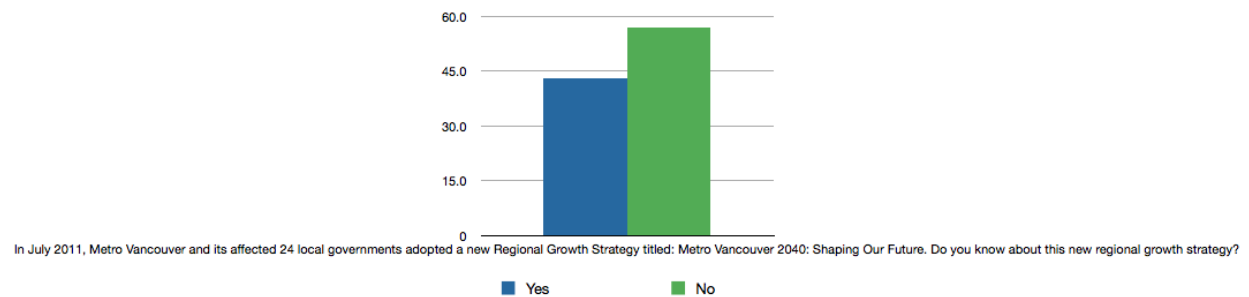
**Figure 125:** Voted in 2009 Provincial Election



**Figure 126:** Voted in 2011 Federal Election



**Figure 127: Awareness of Regional Growth Strategy**

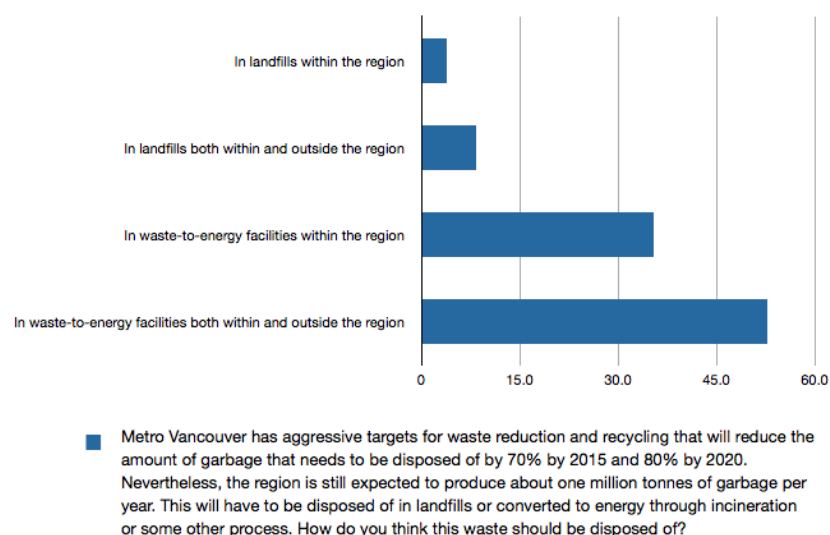


**Figure 128: Rank 5 Goals**

CHALLENGE	RANK	MEAN	1 <sup>st</sup> CHOICE
Support Sustainable Transportation Choices	1	2.3	28.5%
Support a Sustainable Economy	2	2.8	24.9%
Develop Complete Communities	3	3.1	17.1%
Protect the Environment and Respond to Climate Change Impacts	4	3.1	19.9%
Create a Compact Urban Area	5	3.8	9.6%

*Here is a list of the five goals included in the Metro Vancouver regional Growth Strategy. Please arrange this list in the order of importance you feel each goal warrants, with one being the most important and five being the least important.*

**Figure 129: Priority Waste Disposal**



## I. ISSUES AND PROBLEMS

Question: *This section will ask you to rank specific issues facing Metro Vancouver in order of importance.*

**Figure 130:** Rank 16 Challenges

CHALLENGES	RANK	MEAN	1 <sup>st</sup> CHOICE
Provision of health care	1	5.4	14.2%
Traffic congestion	2	5.8	16.6%
Homelessness	3	5.8	17.4%
Increasing housing supply	4	7.0	15.8%
Air pollution from industry	5	7.4	3.2%
Water pollution from industry	6	7.8	1.9%
Air pollution from cars	7	8.1	8.4%
Dishonesty in government and business	8	8.2	7.9%
Quality of municipal government	9	8.3	5.8%
Provision of welfare services	10	8.4	2.0%
Crime and personal honesty	11	8.6	2.0%
Integration of minority groups	12	9.9	1.2%
Behavior problems in public schools	13	11.0	1.1%
Inadequate recreation facilities	14	11.0	0.7%
Unfriendliness of city life	15	11.6	1.6%
Visual pollution from signs	16	12.3	0.2%

**Note:** this table is also included in Section II: Overview of Community and Regional Issues.

**Figure 131:** Rank 11 Issues

ISSUES	RANK	MEAN	1 <sup>st</sup> CHOICE
Expanding the public transit system	1	3.7	24.2%
Making more efficient use of present transportation	2	4.6	7.2%
Promoting comprehensive community planning	3	4.6	11.8%
Preserving the natural environment	4	5.2	13.8%
Stimulating economic development	5	5.2	11.7%
Promoting comprehensive social planning	6	5.9	5.3%
Increasing the housing supply	7	6	11.9%
Developing more public parks	8	7.5	0.4%
Improving highway transportation	9	7.6	4.8%
Changing the structure of government	10	7.7	7.4%
Channeling growth outside of existing centres	11	8.1	1.5%

Note: this table is also included in Section II: Overview of Community and Regional Issues.

## V. GENDER DIFFERENCES

While there is little gender difference on some of the major issues, such as the traffic problems within Metro Vancouver, the need for sustainable solutions for the region, and local engagement to successfully resolve issues, other issues saw differences.

The largest differences between the genders concerned issues relating to sustainability options in agriculture, waste, child welfare, and right to dissent. The following table shows male and female responses and highlights differences.

**Table 21:** Differences in Mean Response Male / Female

Statement	Metro Van	F	M	Difference*
Recycling of organics and garden waste should be part of local government's solid waste management services.	4.50	4.63	4.40	-0.23
<b>It is important to maintain existing agricultural land for food production.</b>	<b>4.47</b>	<b>4.65</b>	<b>4.33</b>	<b>-0.32</b>
New ways must be found to deal with the waste we create.	4.46	4.56	4.39	-0.17
Diversified forms of public transportation, such as street cars and light rail, should be encouraged.	4.43	4.47	4.40	-0.07
An expanded public transit system is the best way to solve Metro Vancouver's transportation problem.	4.40	4.37	4.41	+0.04
<b>Opportunities for urban agriculture should be encouraged.</b>	<b>4.31</b>	<b>4.47</b>	<b>4.18</b>	<b>-0.29</b>
People from many cultures contribute to the quality of urban life.	4.20	4.25	4.16	-0.09
Cars with multiple occupants should be given priority during peak commuting times.	4.14	4.13	4.15	+0.02
If people get together it is possible to influence planners and politicians.	4.12	4.12	4.11	-0.01
Home based businesses should be encouraged.	4.10	4.11	4.10	-0.01
Both public transit and highways will be essential to Metro Vancouver in the future.	4.00	4.03	3.98	-0.05
Cultural diversity makes my community a better place to live.	4.00	4.00	3.99	-0.01
Compact urban growth is a good way to reduce our environmental impact.	3.87	3.76	3.96	+0.20

Statement	Metro Vancouver	F	M	Difference*
Active citizens groups are needed because governments at all levels never recognize a problem until it's critical.	3.78	3.88	3.71	-0.17
More parks and open space are needed within a short distance of local neighbourhoods.	3.77	3.86	3.71	-0.15
The first task of improving transportation in Metro Vancouver is to make better use of existing transit facilities.	3.76	3.82	3.72	-0.10
All municipalities in Metro Vancouver should have a diversity of cultural amenities.	3.74	3.81	3.69	-0.12
Off-leash dog parks should be provided by local governments.	3.67	3.76	3.61	-0.15
Preserving the quality of the environment should be the first goal of any local government.	3.67	3.79	3.58	-0.21
<b>Local governments should support increasing child care spaces.</b>	<b>3.67</b>	<b>3.82</b>	<b>3.55</b>	<b>-0.27</b>
Metro Vancouver should accommodate all future urban development within existing urban containment boundaries.	3.63	3.57	3.67	+0.10
The Internet makes it possible for me to work from home.	3.63	3.59	3.65	+0.06
People should pay less when using public transportation at off-peak times.	3.61	3.58	3.63	+0.05
Getting to work is no particular problem for me.	3.54	3.50	3.57	+0.07
I use my car because I have a number of activities to do en route.	3.53	3.63	3.45	-0.18
People should pay less when using community facilities at off-peak times.	3.51	3.47	3.53	+0.06
Children can gain a lot by being raised in an urban area.	3.50	3.48	3.52	+0.04
Bicycle use would increase if designated routes were expanded.	3.50	3.52	3.48	-0.04
I am prepared to live at higher densities to shorten my journey to work.	3.45	3.35	3.52	+0.17
Every neighbourhood should plan ways of accommodating more residents.	3.44	3.33	3.52	+0.19
The provision of child care spaces should be a priority of local governments.	3.43	3.55	3.33	-0.22
Housing affordability is a problem for me.	3.28	3.25	3.30	+0.05
A generation ago major changes took 15 years to happen; now 2 years is a long time.	3.26	3.30	3.23	-0.07
<b>It's all very well to have dissident groups but once the majority has reached a decision, everyone should abide by it.</b>	<b>3.22</b>	<b>3.06</b>	<b>3.33</b>	<b>+0.27</b>

Statement	Metro Vancouver	F	M	Difference*
I frequently experience severe traffic congestion.	3.17	3.13	3.19	+0.06
Land zoned for industrial use should not be rezoned toward other uses.	3.00	2.93	3.06	+0.13
The private motor vehicle is essential to our sense of freedom.	2.98	2.99	2.98	-0.01
Local governments should increase revenue by allowing commercial activities in public parks.	2.98	2.90	3.03	+0.13
I feel more secure in my home than I did 10 years ago.	2.94	2.89	2.97	+0.08
One of the most important reasons for working is to get enough money to buy a house.	2.85	2.76	2.92	+0.16
I am not prepared to change my mode of transportation to get to and from work.	2.81	2.91	2.73	-0.18
The recreational facilities in and around Metro Vancouver are inadequate.	2.78	2.78	2.79	+0.01
<b>Rush hour commuters should pay more at peak times.</b>	<b>2.78</b>	<b>2.58</b>	<b>2.93</b>	<b>+0.35</b>
It now takes me longer to travel to work than it did a year ago.	2.75	2.83	2.69	-0.14
The suburbs are a cultural wilderness.	2.72	2.60	2.81	+0.21
Social housing would lower the quality of my neighbourhood.	2.64	2.53	2.73	+0.20
Where I work does not influence where I live.	2.61	2.57	2.64	+0.07
Neighbourhood and municipal planning does little to solve or avoid social problems.	2.46	2.43	2.48	+0.05
Apartment living is always a second choice; everyone really wants a house of their own.	2.43	2.39	2.46	+0.07
For comparative shopping I prefer a shopping centre to a commercial street.	2.33	2.21	2.42	+0.21
The most convenient place to shop is at a shopping centre.	2.32	2.17	2.43	+0.26
Shopping centres can provide me with all my shopping needs.	2.25	2.13	2.33	+0.20
I'm too busy with my own life to be concerned with urban problems; the experts can take care of them.	2.00	1.99	2.01	+0.02
There is no real traffic problem in the Metro Vancouver area.	1.72	1.64	1.77	+0.13

\* Male minus female



## VI. METRO VANCOUVER PRIORITIES

A list of five goals included in the Metro Vancouver Regional Growth Strategy was provided and respondents were asked to rank the goals in the order of importance. The following tables segment the responses overall as well as by region, gender, and age.

**Table 26:** Metro Vancouver Urban Growth Strategy Goal Priorities - Overall

CHALLENGE	RANK	MEAN	1 <sup>st</sup> CHOICE
Support Sustainable Transportation Choices	1	2.3	28.5%
Support a Sustainable Economy	2	2.8	24.9%
Develop Complete Communities	3	3.1	17.1%
Protect the Environment and Respond to Climate Change Impacts	4	3.1	19.9%
Create a Compact Urban Area	5	3.8	9.6%

Table 26 encapsulates one of the main recurring themes of this report; the deep concern over transportation issues facing the region. The statistical separation between it and the other options is significant, illustrating its importance among those interviewed. Creating a sustainable economy was a clear second goal among those interviewed.

**Table 22:** Metro Vancouver Urban Growth Strategy Goal Priorities - Regional Mean

	Metro Vancouver	Vancouver	Surrey/ White Rock	Burnaby /New West	Richmond/ Delta	Port Moody/ Coquitlam	North Shore	Langley	Maple Ridge/ Pitt
Support Sustainable Transportation Choices	2.3	2.3	2.1	2.3	2.5	2.1	2.4	2.3	2.2
Support a Sustainable Economy	2.8	3.0	2.7	2.8	2.7	2.6	2.7	2.5	2.9
Develop Complete Communities	3.1	3.05	3.1	3.0	3.0	3.3	3.3	2.9	2.3
Protect the Environment and Respond to Climate Change Impacts	3.1	3.1	3.1	3.1	3.0	3.3	2.9	3.4	3.7
Create a Compact Urban Area	3.8	3.6	4.1	3.8	3.9	3.6	3.8	3.9	3.8

Tables 27 and 28 expand the priorities into regional categories. However, there is substantial agreement in all communities on the major goals. Again, improving transport choices was universally cited as the major priority among respondents. The mean scores are significant: between 2.1 and 2.5, indicating extremely high levels of support. After that, support for a sustainable economy was clearly ranked the second most important goal, except within the Maple Ridge/Pitt Meadows areas. The differing priorities in Maple Ridge/Pitt Meadows may indicate some unique concerns that exist in that region. The rest of the priorities are mixed, with no apparent trend except in regards to the universally low support for creating a more compact urban area.

**Table 23:** Metro Vancouver Urban Growth Strategy Goal Priorities – Regional Overall

	Metro Vancouver	Vancouver	Surrey/ White Rock	Burnaby /New West	Richmond/ Delta	Port Moody/ Coquitlam	North Shore	Langley	Maple Ridge/ Pitt
Support Sustainable Transportation Choices	1	1	1	1	1	1	1	1	1
Support a Sustainable Economy	2	2	2	2	2	2	2	2	4
Develop Complete Communities	3	3	3	4	4	4	3	4	2
Protect the Environment and Respond to Climate Change Impacts	4	4	4	3	3	3	4	3	3
Create a Compact Urban Area	5	5	5	5	5	5	5	5	5

**Table 24:** Metro Vancouver Urban Growth Strategy Goal Priorities - Gender Overall

	OVERALL	Female	Male
Support Sustainable Transportation Choices	1	1	1
Support a Sustainable Economy	2	2	2
Develop Complete Communities	3	4	3
Protect the Environment and Respond to Climate Change Impacts	4	3	4
Create a Compact Urban Area	5	5	5

## APPENDICES

### *APPENDIX 1: MAP INDEX*

For the 2012 survey, PlaceSpeak created an interactive website containing maps of the responses to the quantitative questions contained within the survey. The webpage can be found at:

<https://www.placespeak.com/ufs2012map/>

The maps are intended to display the information gained from the survey at as fine of a spatial scale as is possible to aid in the interpretation of regional variation of response. They provide a means of identifying areas of higher or lower response, but because of the very small sample sizes obtained from each mapped sub-area, they cannot be used to infer important differences in the attitudes of the populations of some of these sub-areas.

The maps were constructed in the following manner:

A set of 456 census tract polygons were extracted from the Statistics Canada digital boundary file (ESRI Shapefile: <http://www12.statcan.gc.ca/census-recensement/2011/geo/bound-limit/bound-limit-2011-eng.cfm>) in order to cover the geographic extent of the survey. Based on the unique token assigned to each respondent (i.e. a PlaceSpeak user), the latitude and longitude of each respondent's location were extracted from PlaceSpeak's user database.

A census tract ID was assigned to each response by performing a Point in Polygon analysis ([http://en.wikipedia.org/wiki/Point\\_in\\_polygon](http://en.wikipedia.org/wiki/Point_in_polygon)). Census tract polygons were then aggregated together to ensure at minimum a sample size of 5 survey responses existed in each polygon. The following rules were followed during census tract aggregation:

1. At least 5 survey responses must exist in a census tract polygon.
2. Census tracts that did not contain the minimum number were aggregated with contiguous polygons, if they existed within the same municipality.
3. Census tracts that did not meet rule 1 and 2 were deleted.

Once the polygons were designed the following analysis steps were followed:

- For each quantitative question, the mean response for each polygon was calculated
- For each quantitative question, quartile boundaries were derived to represent the 25th, 50th and 75th percentile responses.
- For each quantitative question, each polygon was assigned a colour based on which quartile its mean response fell within.

## *APPENDIX 2: SURVEY PROMOTION*

The 2012 survey was promoted through a combination of traditional media and social media. The PlaceSpeak platform was leveraged by the pervasiveness of the Internet, and helped to create awareness and completion of the survey. Activities included:

A stand-alone web site [<http://www.urbanfuturesurvey.com>] was created for the Urban Futures Survey, and was used as an easy to remember URL that links directly to the survey page. The website also contained background information on the survey, a blog and links to media coverage.

Emails introducing the Urban Futures Survey were sent to community groups, community centres, neighbourhood associations, business improvement associations, school districts, post secondary institutions, community support groups, post-secondary clubs, and alumni associations.

Contact was made with every municipality in the Metro Vancouver region, asking for their help in promoting the survey. Several municipalities have posted information about the survey on their websites. See Appendix 3 for a full list of online coverage.

A press release was distributed to all major media outlets in the region, including print newspapers and magazines, TV and Radio Stations, student newspapers, and Internet-based news sites. The press release was also sent to numerous community bloggers.

Digital ads were created specifically for the Haiku Media Group's community-based network. These videos were shown multiple times a day on digital signage spread throughout consumer businesses in downtown Vancouver and the surrounding neighbourhoods.

A series of ten video public service announcements (PSAs) were created, featuring various politicians including Mayors Dianne Watts (Surrey), Darrell Mussatto (City of North Vancouver), and former Vancouver Mayor and B.C. Premier, Mike Harcourt. Local celebrities included Red Robinson, Jim Byrnes, Umberto Menghi, Blu Mankuma, Don Alder, and Bob Rennie. The PSAs were posted on Facebook, YouTube, and Vimeo. A list of these video PSAs with links can be found in Appendix 4.

Several of these PSAs were shown in Festival Cinemas in Vancouver throughout March 2012. These PSAs also ran on Shaw TV (Channel 4) and Shaw Multicultural Channel (Digital 116) from March 1st through to March 31st, 2012. The PSAs ran on Knowledge Network from March 24th to the 31st.

PlaceSpeak CEO Colleen Hardwick appeared on CityTV's Breakfast television on February 21st, 2012. Free online classifieds ads promoting the Urban Futures Survey were placed on multiple newspapers' websites including the Richmond News and Surrey Review.

Quarter-page banner advertisements were purchased in both the Richmond Review and Tri-City News for a single day run on March 21st. See Appendix 3 for links.

Translink placed messages on their monitors throughout metro Vancouver Skytrains. These on-transit messages spread awareness of the Urban Futures Survey and encouraged riders to take the survey. Translink also posted a story in its Buzzer blog.

Chinese versions (both traditional and simplified) of the Survey were launched on April 30, 2012. S.U.C.C.E.S.S. helped to promote the survey to the Chinese community.

### ***APPENDIX 3: MEDIA COVERAGE***

#### **English Media (TV, Print and Web)**

[Burnaby views needed in Urban Futures Survey](#), Burnaby News Leader, December 05, 2012  
[Vancouver residents happy with city's diversity: survey](#), Vancouver Sun, November 23, 2012  
[Civic Engagement for a New Generation \(audio recording\)](#), CKNW AM980-Bill Good show, November 2, 2012  
[Tradition of civic engagement continues with PlaceSpeak start-up](#), Vancouver Sun, October 26, 2012  
[New online survey platform connects people with local issues](#), Vancouver Sun, October 25, 2012  
[2012 Metro Vancouver Urban Futures Survey](#), Hello Vancity, October 18, 2012  
[Metro seeks urban futures survey input](#), North Shore News, October 14, 2012  
[Urban futures survey provides residents with a voice in how the region develops](#), Delta Optimist, October 12, 2012  
[A missed chance to shape the future](#), Peace Arch News, September 28, 2012  
[Survey will track attitude changes on key issues](#), Langley Advance, September 27, 2012  
[Richmondites don't seem to care about Metro Van survey](#), Richmond News, September 26, 2012  
[Residents have chance to shape decision making](#), Coquitlam Now, September 26, 2012  
[Harcourt: What kind of city do we want?](#) Vancouver Sun, September 16, 2012  
[Have your say in Metro's future](#), North Shore News, September, 7, 2012  
[Take the 2012 Metro Vancouver Urban Futures Survey](#), Lions Bay Community News, August 28, 2012  
[2012 Metro Vancouver Urban Futures Survey](#), Anmore Times, August 27, 2012  
[New West underrepresented in regional Urban Futures Survey](#), Tenth to the Fraser, August 27, 2012  
[Metro Vancouver Urban Futures Survey](#) (pdf), City of North Vancouver 'City View' August 27, 2012  
[Survey: Help shape the future of Metro Vancouver](#), PriceTags, August 21, 2012  
[Urban Futures Survey 2012](#), District of West Vancouver, August 14, 2012  
[Tell regional planners what you think by taking the Urban Futures Survey](#), City of Port Moody, March 20, 2012  
[Urban Futures Opinion Survey 2012](#), City of West Vancouver, March 19, 2012  
[How to influence the future of Metro Vancouver](#), Vancouver Sun Blog Network, March 15, 2012

[Urban Futures Opinion Survey 2012](#), White Rock, March 15, 2012  
[Survey Says! Help decide your urban future](#), City Caucus, March 8, 2012  
[Urban Futures Survey Launched](#), Burquitlam Community Association, March 2, 2012  
[2012 Urban Futures Survey](#), UBC Public Affairs, March 1, 2012  
[The 2012 Metro Vancouver Urban Futures Survey is live](#), District of North Vancouver, February 24, 2012  
[Metro Vancouver Urban Futures Survey 2012](#), Simon Fraser University, Public Policy and Urban Studies, February 24, 2012  
[Random Act of Awesomeness – The Urban Futures Survey](#), Vancouver is Awesome, February 23, 2012  
[Interview on Breakfast Television Vancouver](#), February 21, 2012  
[2012 Metro Vancouver Urban Futures Survey](#), Ruth Hansen Real Estate Blog, February 20, 2012  
[Urban Futures Survey 2012](#), VanCity Buzz, February 16, 2012  
[Survey to Shape Metro Vancouver's Future](#), Township of Langley, February 13, 2012  
[Welcome to the 2012 Metro Vancouver Urban Futures Survey](#), City Studio Blog, February 10, 2012  
[Help Shape the Metro Vancouver of Tomorrow](#), City of New Westminster, February 9, 2012  
[Urban Futures Survey 2012 Launched](#), Urban Development Institute, Pacific Region, February 6, 2012  
[Release: Urban Futures Survey 2012 Launched – 40 Year Old Survey Legacy Lives On-line](#), *Spacing Vancouver*, February 1, 2012  
[The Urban Futures Survey](#), *This City Life*; cross posted on the [Vancouver Public Space Network](#) blog, February 1, 2012  
[2012 Metro Vancouver Urban Futures Opinion Survey](#), *The Buzzer* (Translink blog), January 31, 2012  
[The Urban Futures Survey 2012](#), City of Langley, January 2012  
[Urban Futures Redux](#), *PriceTags* (aka [Gordon Price](#)), January 23, 2012  
[The 2012 Metro Vancouver Urban Futures Opinion Survey](#), Forum Vancouver, January 22, 2012  
[Help Shape Vancouver's Future](#), *B.A.N.A.N.A.* ([David Wong](#)), January 20, 2012  
[2012 Metro Vancouver Urban Futures Survey](#), City of Vancouver, January 2012  
[Urban Futures Opinion Survey 2012 \(January to March\)](#), *VanCity Credit Union*, January 2012  
[North Vancouver City council pledges \\$5K for Metro survey](#), *Vancouver Courier*, November 23, 2011

#### Chinese Media

[城市發展調查中文版 鼓勵華裔發聲](#), World Journal Daily, May 16, 2012  
[中僑推城市發展民調 華社積極表態](#), Mingpao Daily, May 16, 2012  
[大溫未來發展6議題 社團籲民眾上網獻策](#), Singtao Daily, May 16, 2012  
[組織聯同中僑互助會推中文網上問卷](#), Fairchild Radio, May 16, 2012