



North Shore North Shore; West Vancouver; Lions Bay; Bowen Island

What is the secret to vitality in metro Vancouver? What is crucial to our own personal happiness?

This year, *Vancouver Foundation's Vital Signs for Metro Vancouver* report set out to discover the source of vitality in our region. As a community foundation, we are dedicated to making our community a better place for everyone. And in order to do this, we need to know our community. And to help us really understand our community, we produce *Vital Signs* – a report where public opinion and statistics merge together to create a full picture of life in metro Vancouver.

As part of our public opinion survey, we asked residents to grade various issues, identify priorities and answer questions to help us to better understand our communities. And for the first time, we have segmented our results by six sub regions: Vancouver; North Shore; Tri City and Areas; Burnaby/New Westminister; Richmond/Delta and South of the Fraser.

Research methodology

EnviroNics Research Group conducted our online survey, using a representative sample of 1,200 metro Vancouver residents. Citizens were asked two questions in each of the 12 key areas, without knowing any of the research findings:

Citizen Grade

Citizens were asked to assign a letter grade A, B, C, D or F to an issue. For example, for Children and Youth we asked: How would you rate metro Vancouver when it comes to the well-being of children and youth?

Citizen Priority

From a list of 10 to 15 options, citizens were then asked to identify the most important priority that needs to be addressed in a particular area. Here is an example for Children and Youth we asked: Which one of the following do you believe is the most important priority for improving metro Vancouver's grade on the wellbeing of Children and Youth?

General Questions

Citizens were also asked questions about how they feel about life in our region. Questions range from trust, to personal happiness to their personal sense of belonging.

www.vancouverfoundation.ca/vitalsigns



Grades and Priorities

Here are the results of our citizen grades and priorities for North Shore and metro Vancouver.

People Metro Vancouver is a model of diversity. But there are still significant disparities in the lives of residents, in the well-being of our seniors and children, and in our sense of belonging. Developing connections and building trust with each other can help overcome these disparities and enhance the vitality of our communities.

Children and Youth		
	North Shore	Metro Vancouver
Grade	B-	C+
Priorities	<ol style="list-style-type: none"> 1. More affordable opportunities for sport and recreation 16% 2. More affordable childcare 15% 2. Decrease child poverty rate 15% 	<ol style="list-style-type: none"> 1. More affordable childcare 19% 2. Decrease child poverty rate 15% 3. More affordable opportunities for sports and recreation 12%
Seniors		
Grade	B-	C+
Priorities	<ol style="list-style-type: none"> 1. More affordable independent care housing options 20% 2. Improve economic security of seniors 17% 3. More diverse seniors' housing options 16% 	<ol style="list-style-type: none"> 1. Improve economic security of seniors 20% 2. More affordable independent care housing options 18% 3. Reduce poverty rate among seniors 14%
Belonging		
Grade	B-	B-
Priorities	<ol style="list-style-type: none"> 1. Increase community participation 22% 2. Improve voter turnout 21% 3. More opportunities to interact with neighbours 11% 	<ol style="list-style-type: none"> 1. Increase community participation 19% 2. Improve voter turnout 13% 3. More opportunities to interact with neighbours 9%



Economy Our region weathered the economic downturn relatively well. But housing still comes at a high price, and the question of affordability in general looms over our region. One of our greatest challenges for the future may be the widening gap between rich and poor.

Economy		
	North Shore	Metro Vancouver
Grade	C+	C
Priorities	<ol style="list-style-type: none"> 1. Increase minimum wage 26% 2. Lower personal debt rates 10% 2. Increase the economic competitiveness of the region 10% 	<ol style="list-style-type: none"> 1. Increase minimum wage 29% 2. Reduce unemployment rate 12% 3. More opportunities for full time employment 11%
Housing		
Grade	D+	D
Priorities	<ol style="list-style-type: none"> 1. Improve affordability of rental housing 28% 2. Improve affordability of ownership housing 26% 3. More alternatives for housing such as co-ops 15% 	<ol style="list-style-type: none"> 1. Improve affordability of ownership housing 37% 2. Improve affordability of rental housing 21% 3. Provide housing for the homeless 9%
Affordability		
Grade	C-	D+
Priorities	<ol style="list-style-type: none"> 1. More affordable to be a homeowner 24% 2. Implement a living wage 15% 3. Increase minimum wage 14% 	<ol style="list-style-type: none"> 1. More affordable to be a homeowner 27% 2. Increase minimum wage 16% 3. Reduce the income gap between rich and poor 12%



Place Incredible scenery and a temperate climate attract people to our region. Our cities are safe, despite our worries about gang violence. But as we grow, we need to keep the momentum growing for sustainable transportation and waste disposal, and continue to plan for the future.

Getting Around		
	North Shore	Metro Vancouver
Grade	C	C
Priorities	1. Expand the public transit system 29% 2. Make public transit more affordable 22% 3. Increase use of public transit 19%	1. Expand the public transit system 29% 2. Make public transit more affordable 25% 3. Increase use of public transit 14%
Environmental Sustainability		
Grade	B-	B-
Priorities	1. Improve bus and transit service 20% 2. Reduce reliance on cars 14% 3. Reduce amount of waste generated 13%	1. Improve bus and transit service 21% 2. Reduce reliance on cars 12% 2. Reduce amount of waste generated 12%
Safety		
Grade	B-	C+
Priorities	1. Reduce levels of gang violence 24% 2. Increase visible police presence 15% 3. Reduce levels of street disorder (aggressive panhandlers, disruptive behaviour from intoxicated or mentally ill people) 11%	1. Reduce levels of gang violence 22% 2. Increase visible police presence 17% 3. Reduce levels of street disorder (aggressive panhandlers, disruptive behaviour from intoxicated or mentally ill people) 13%



Society Metro Vancouver is a recreational hub with a vibrant cultural scene. Many of us lead healthy lifestyles, but the challenge lies in offering equal opportunities to everyone – for leisure, learning and health. We face inequities in education and growing obesity levels, but overall we do well as a region.

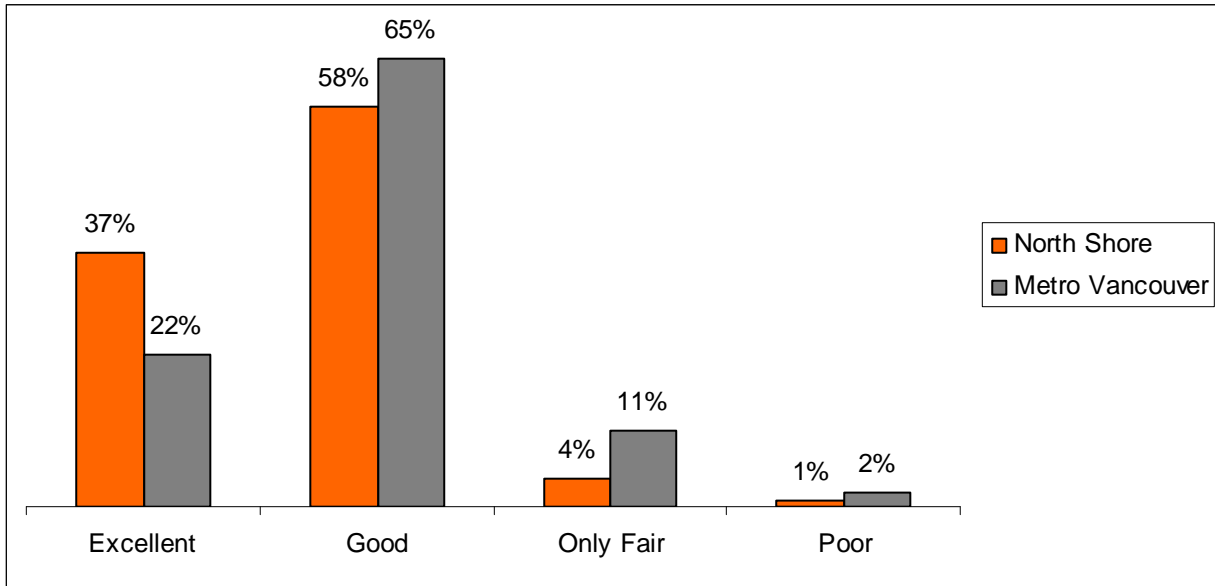
Learning		
	North Shore	Metro Vancouver
Grade	B-	C+
Priorities	<ol style="list-style-type: none"> 1. Improve affordability of post secondary education 26% 2. Financially sustain the public education system 17% 3. Improve overall quality of education 15% 	<ol style="list-style-type: none"> 1. Improve affordability of post secondary education 25% 2. Improve overall quality of education 18% 3. Financially sustain the public education system 16%
Health and Wellness		
Grade	B	B
Priorities	<ol style="list-style-type: none"> 1. Shorten wait times for surgical and medical procedures 27% 2. Ensure everyone has a family physician 14% 3. Increase physical activity levels 12% 	<ol style="list-style-type: none"> 1. Shorten wait times for surgical and medical procedures 27% 2. Ensure everyone has a family physician 17% 3. Invest in the health and development of young children 8%
Arts, Culture and Leisure		
Grade	B	B
Priorities	<ol style="list-style-type: none"> 1. More affordable recreation and sports opportunities 22% 2. More street festival/parades and community celebrations 16% 2. Increase funding to support arts and culture 16% 	<ol style="list-style-type: none"> 1. More affordable recreation and sports opportunities 20% 2. More street festival/parades and community celebrations 15% 3. Increase funding to support arts & culture 15%



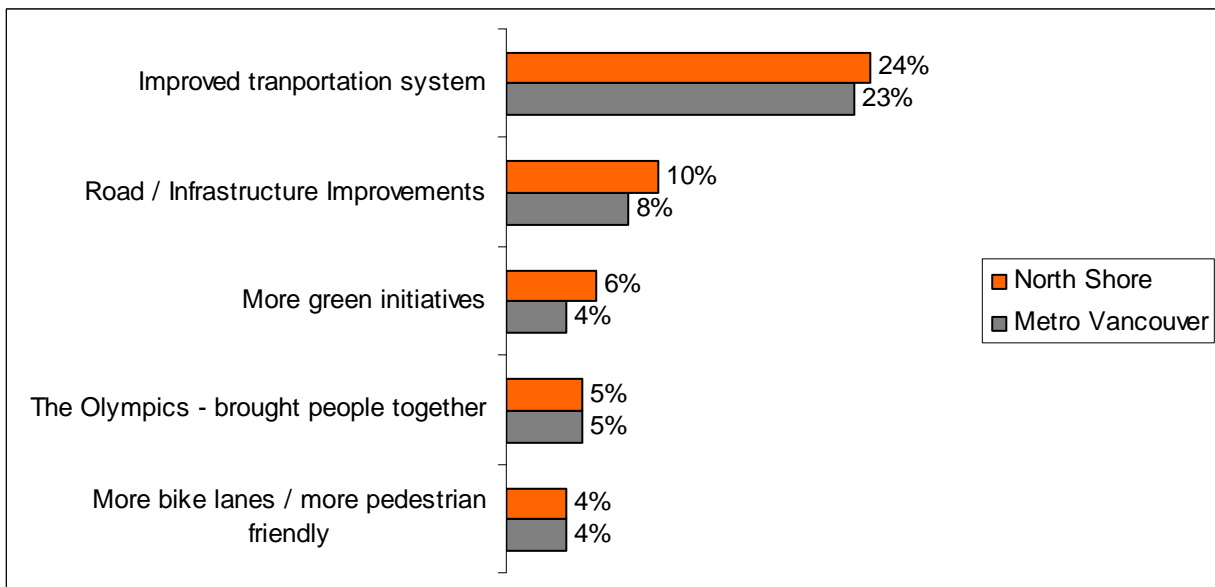
Public Opinion Polling

Here are the results from our public opinion survey, with comparisons between North Shore and metro Vancouver.

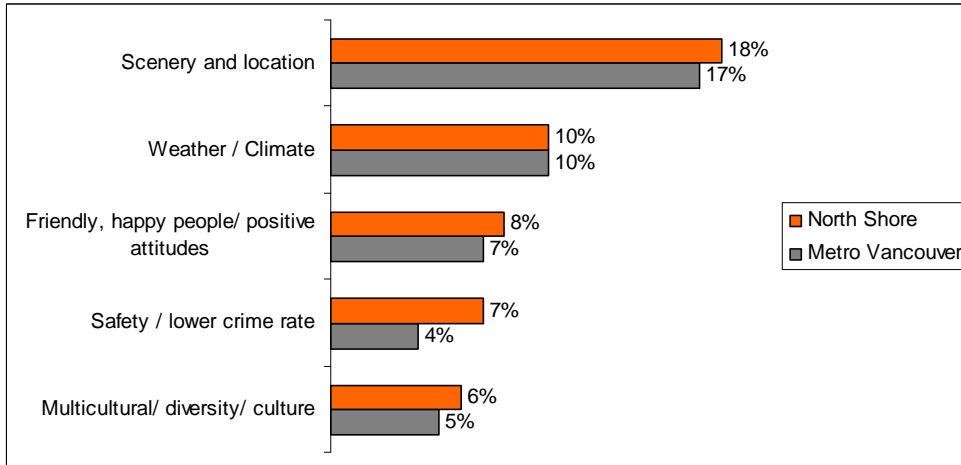
1. How would you rate the overall quality of life in metro Vancouver today?



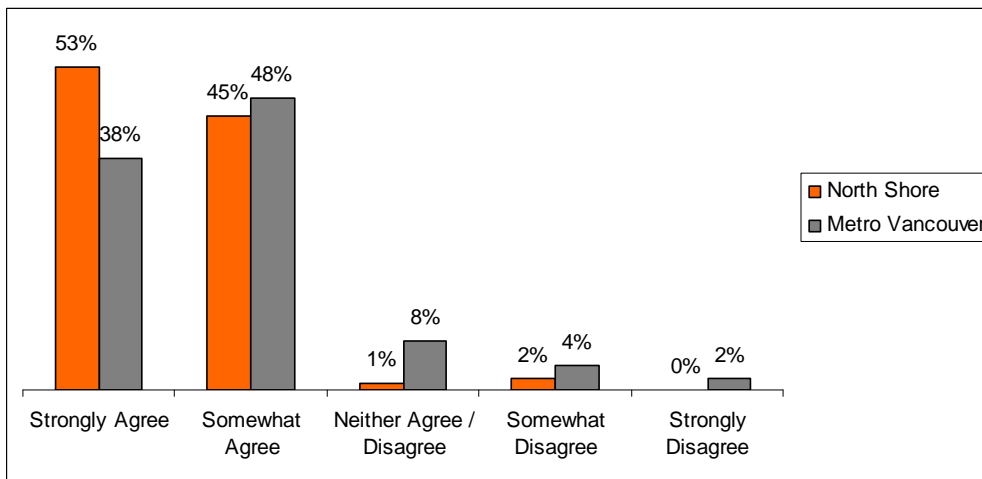
2. How has the quality of life improved in metro Vancouver over the last two years?



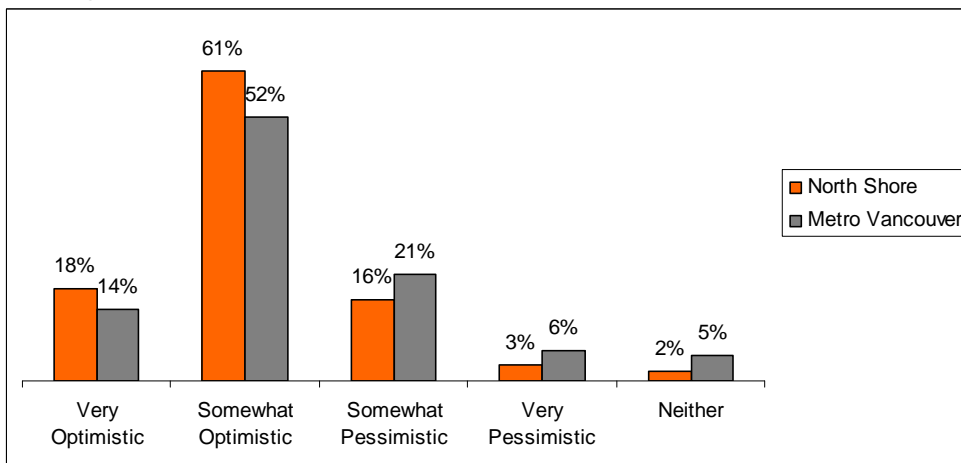
3. What contributes most to a positive quality of life in metro Vancouver today?



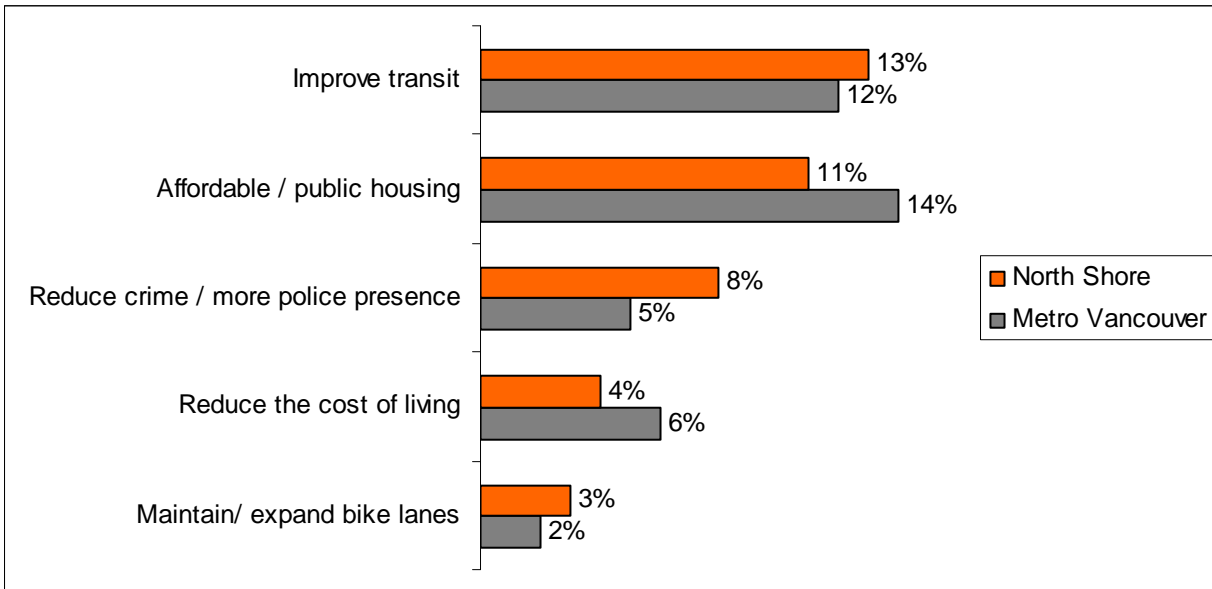
4. Metro Vancouver today is a vibrant, lively and appealing place to live?



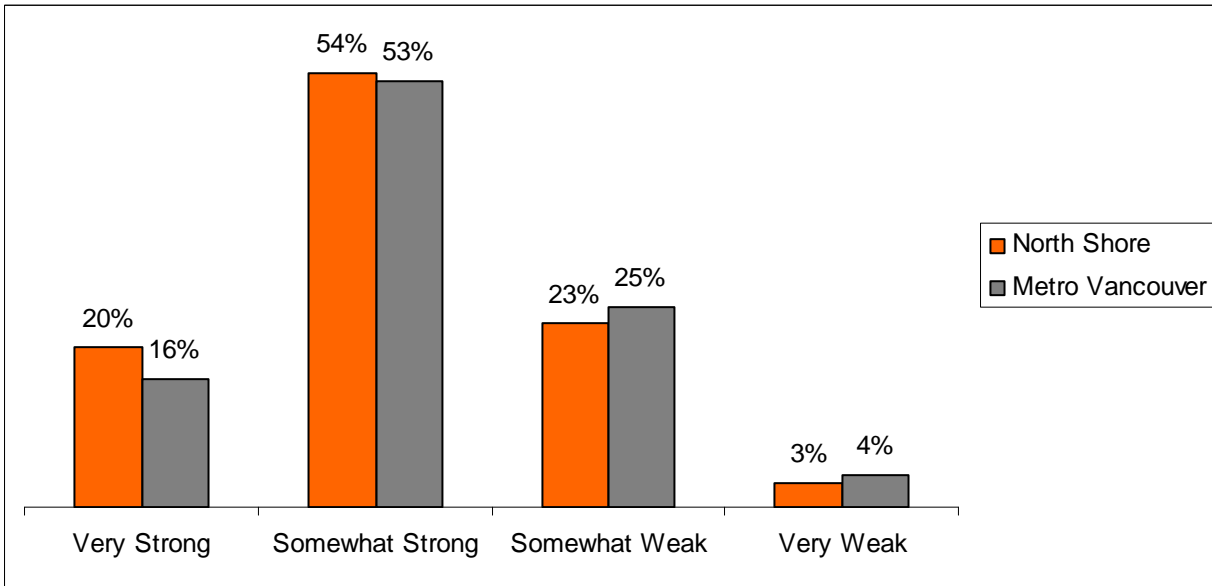
5. Are you optimistic or pessimistic that your city will be a good place for the next generation to make their home?



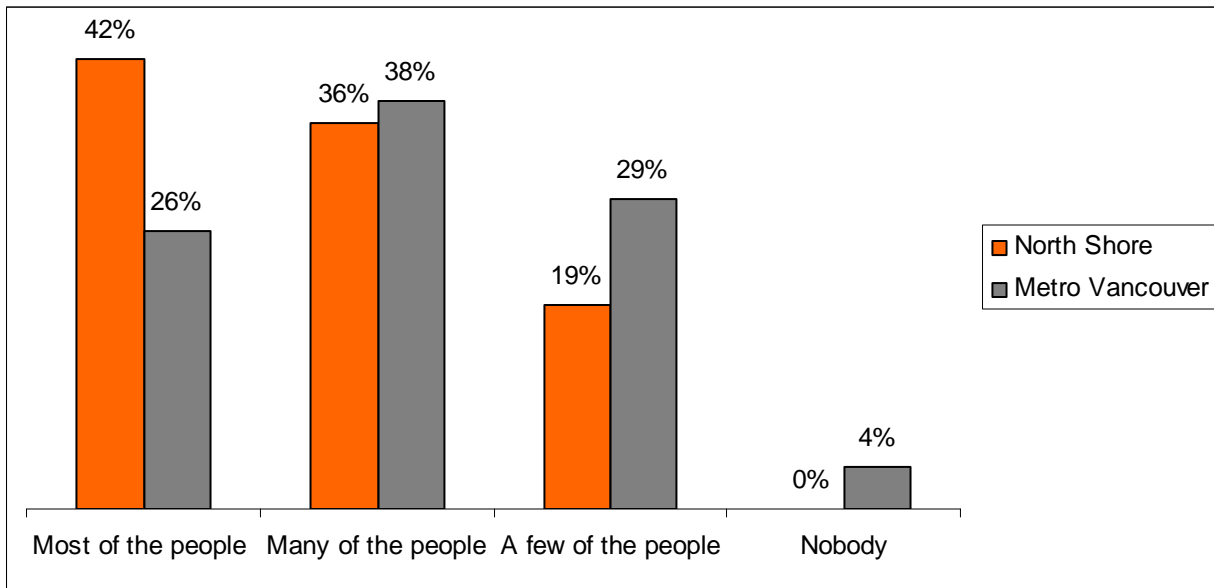
6. What would make the most difference in making metro Vancouver a better place to live over the next few years?



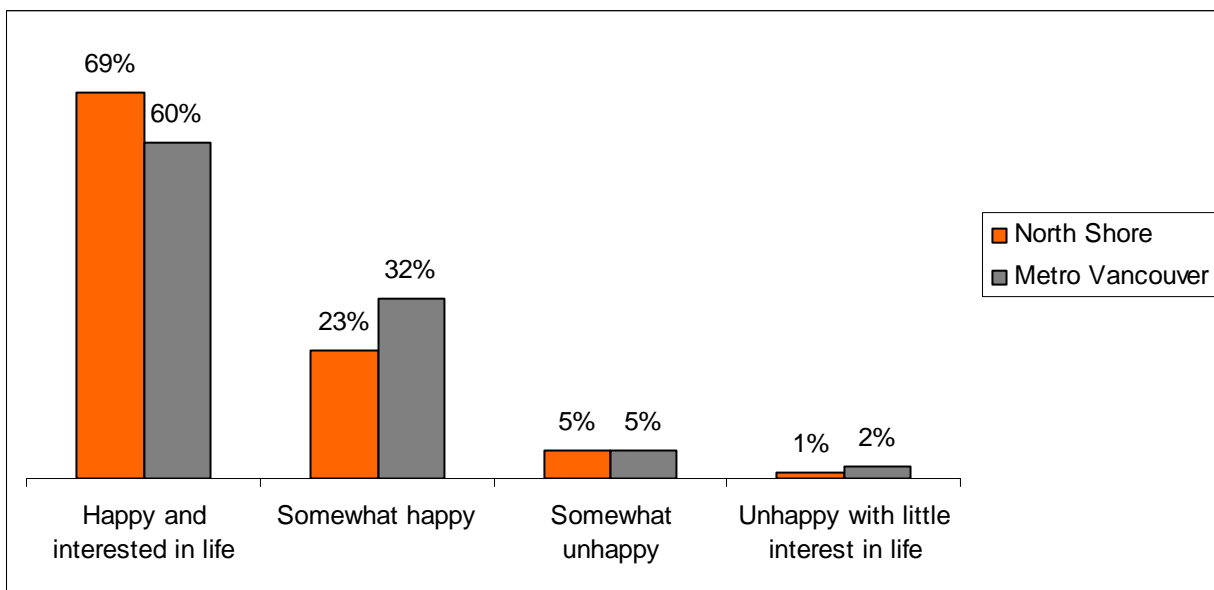
7. How would you describe your sense of belonging to your local community?



8. Who in your neighbourhood do you trust?



9. What is your degree of personal happiness?



For more in-depth results and other regional comparisons, visit our website.

www.vancouverfoundation.ca/vitalsigns





Join the discussion

How can the choices we make today create a better future for our region?

Follow and share your thoughts on our *Vital Signs* blog, Facebook or Twitter.

About Vancouver Foundation

Vancouver Foundation helps people give back to the communities they care about, in an effective, convenient and enduring way. We are the largest of Canada's 160 community foundations, and have been working to improve BC's communities since 1943 - the places where we all live, work, play and raise our kids. The places we call home.

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Suite 1200, 555 West Hastings Street | Box 12132, Harbour Centre | Vancouver, BC Canada V6B 4N6
Tel: 604.688.2204 | Fax: 604.688.4170 | E-mail: info@vancouverfoundation.ca





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