



Vancouver

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 Vancouver 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		
	Vancouver	Metro Vancouver
Grade	C+	C+
Priorities	<ol style="list-style-type: none"> 1. More affordable childcare 23% 2. Decrease child poverty rate 13% 3. More affordable opportunities for sport and recreation 9% 	<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	C+	C+
Priorities	<ol style="list-style-type: none"> 1. More affordable independent care housing options 18% 2. Improve economic security of seniors 16% 3. More social, recreation and arts opportunities for seniors 13% 	<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 16% 2. Improve voter turnout 11% 3. More opportunities to celebrate our multiculturalism and diversity 10% 	<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		
	Vancouver	Metro Vancouver
Grade	C+	C
Priorities	<ol style="list-style-type: none"> 1. Increase minimum wage 29% 2. More opportunities for full time employment 14% 3. Reduce unemployment rates 11% 	<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 ownership housing 38% 2. Improve affordability of rental housing 25% 3. Housing for the homeless 7% 	<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	D+	D+
Priorities	<ol style="list-style-type: none"> 1. More affordable to be a homeowner 33% 2. Increase minimum wage 14% 3. Reduce the income gap between rich and poor 10% 	<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		
	Vancouver	Metro Vancouver
Grade	B-	C
Priorities	1. Make public transit more affordable 30% 2. Expand the public transit system 28% 3. Increase use of public transit 15%	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 21% 2. Reduce reliance on cars 15% 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 18% 1. Reduce levels of street disorder (aggressive panhandlers, disruptive behaviour from intoxicated or mentally ill people) 18% 2. Increase visible police presence 14%	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.

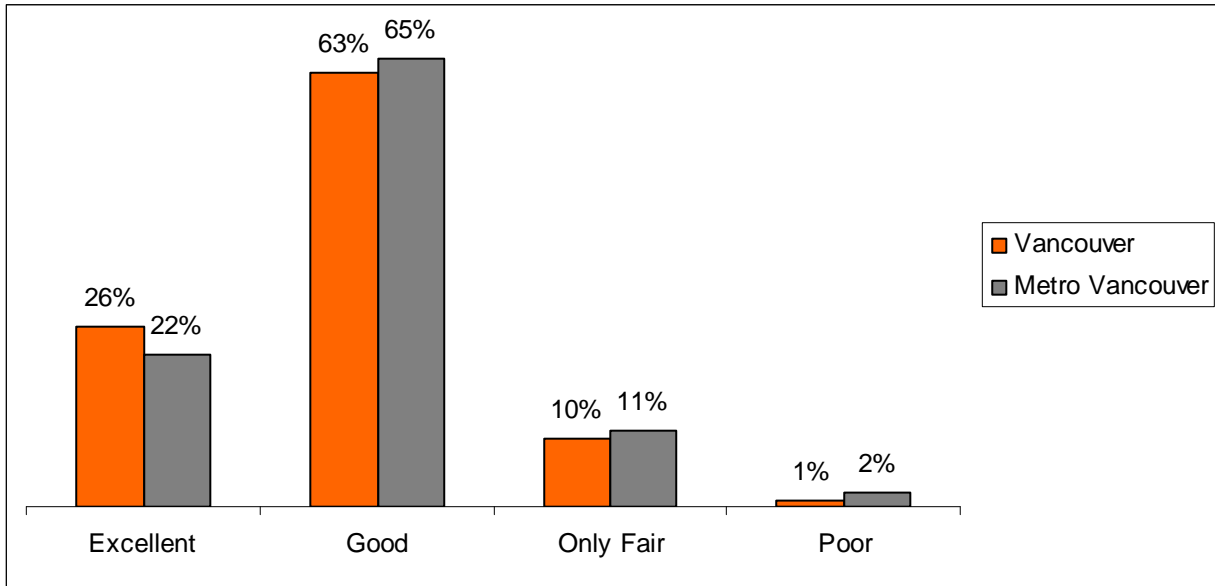
Learning		
	Vancouver	Metro Vancouver
Grade	B-	C+
Priorities	<ol style="list-style-type: none"> 1. Improve affordability of post secondary education 24% 2. Financially sustain the public education system 18% 3. Improve overall quality of education 17% 	<ol style="list-style-type: none"> 1. Improve affordability 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 23% 2. Ensure everyone has a family physician 14% 3. Improve access to mental health services 8% 	<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. Increase funding to support arts and culture 18% 1. More affordable arts and cultural activities 18% 2. More street festival/parades and community celebrations 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%



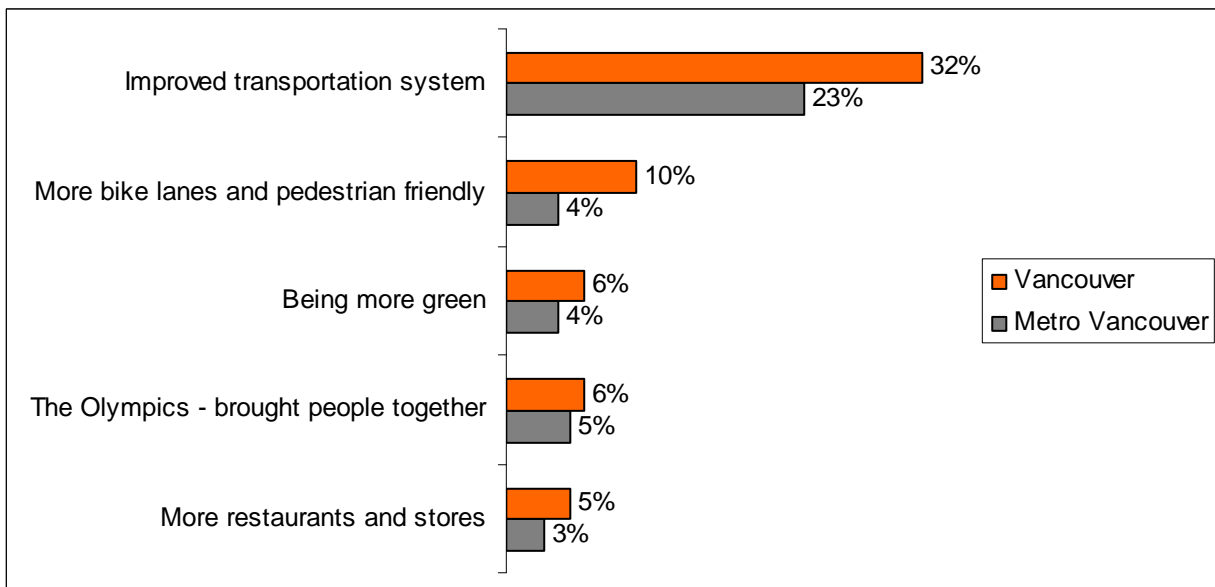
Public Opinion Polling

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

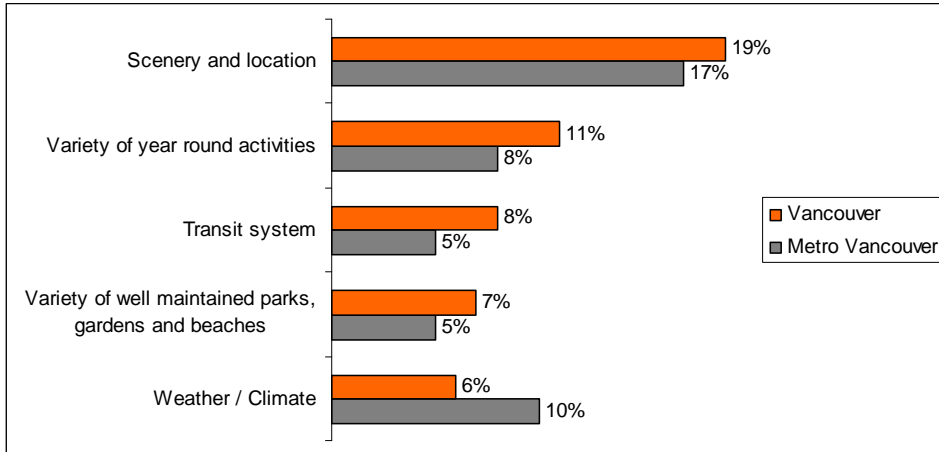
1. How would you rate the overall quality of life in metro Vancouver today?



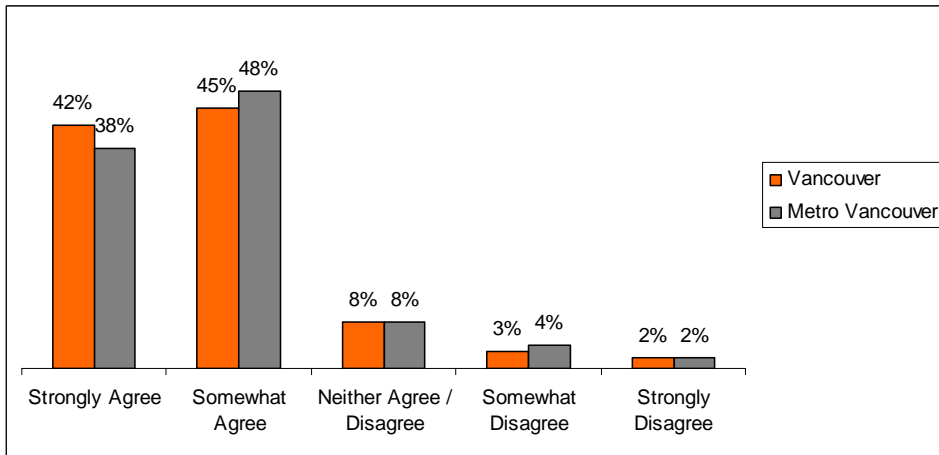
2. How has the quality of life improved in metro Vancouver over the last two years?



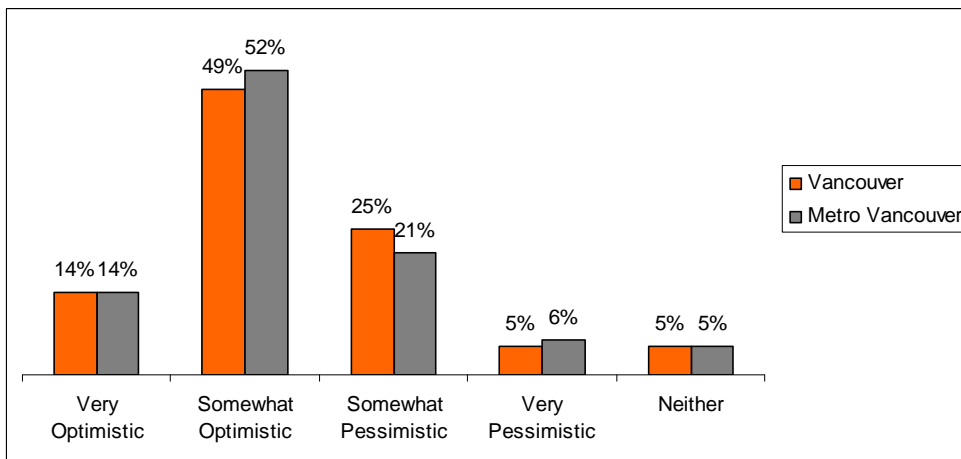
3. What contributes most to a positive quality of life in metro Vancouver today?



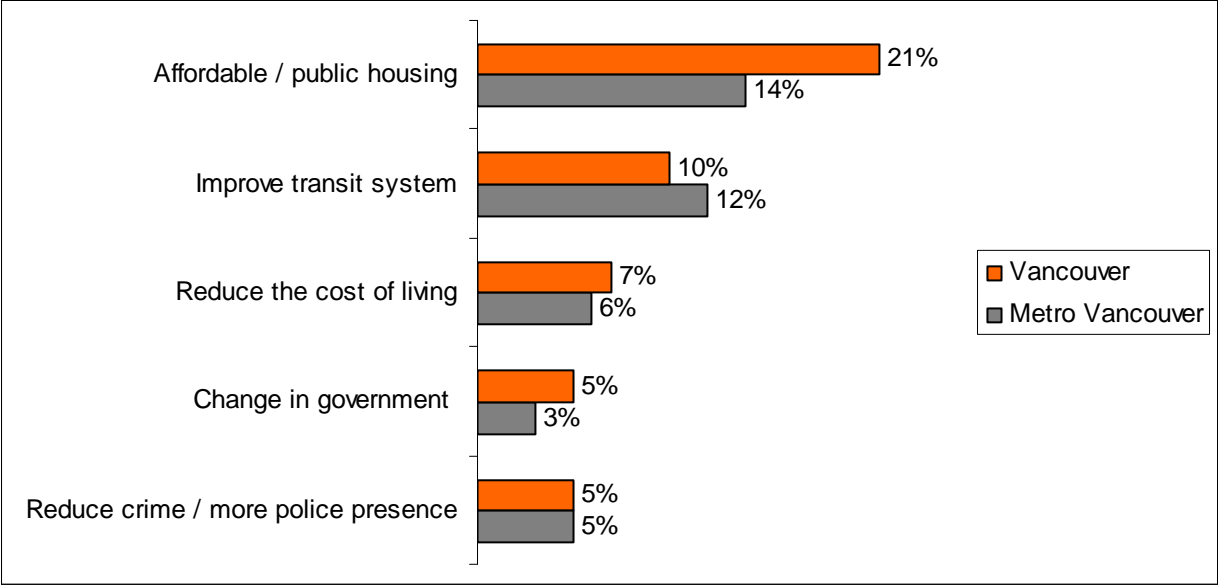
4. Metro Vancouver today is a vibrant, lively and appealing place to live?



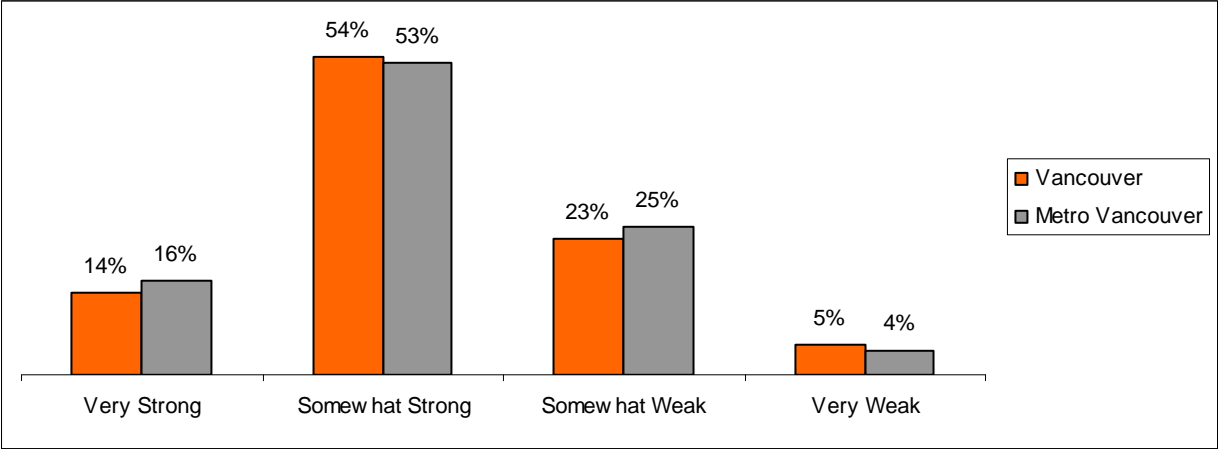
5. Are you optimistic or pessimistic that your city will be a good place for the next generation to make their home?



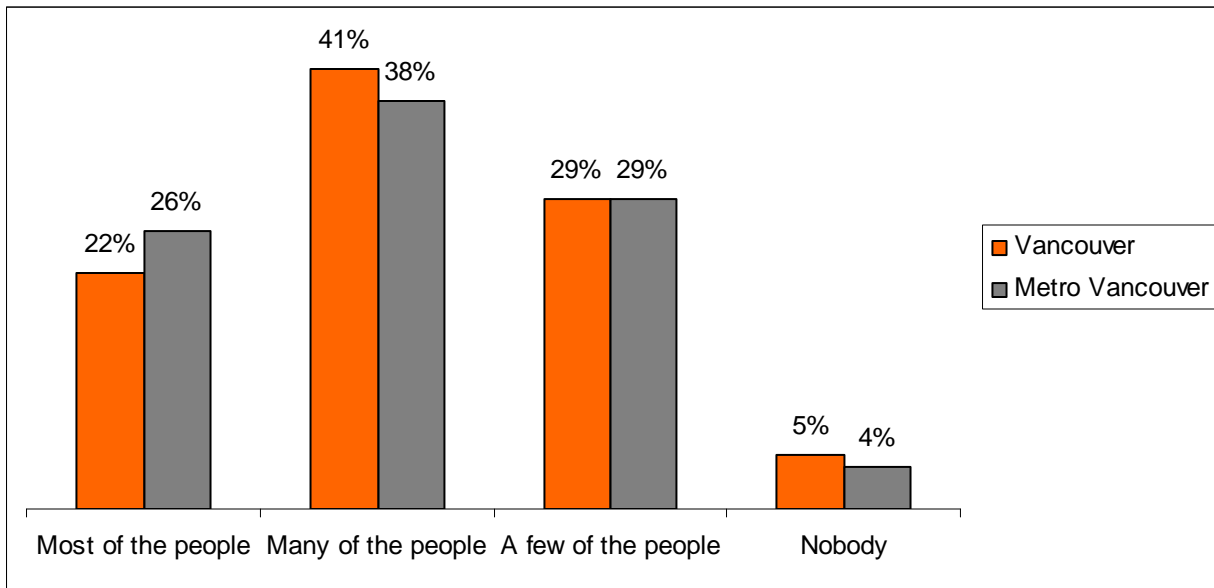
6. What would make the most difference in making metro Vancouver a better place to live over the next few years?



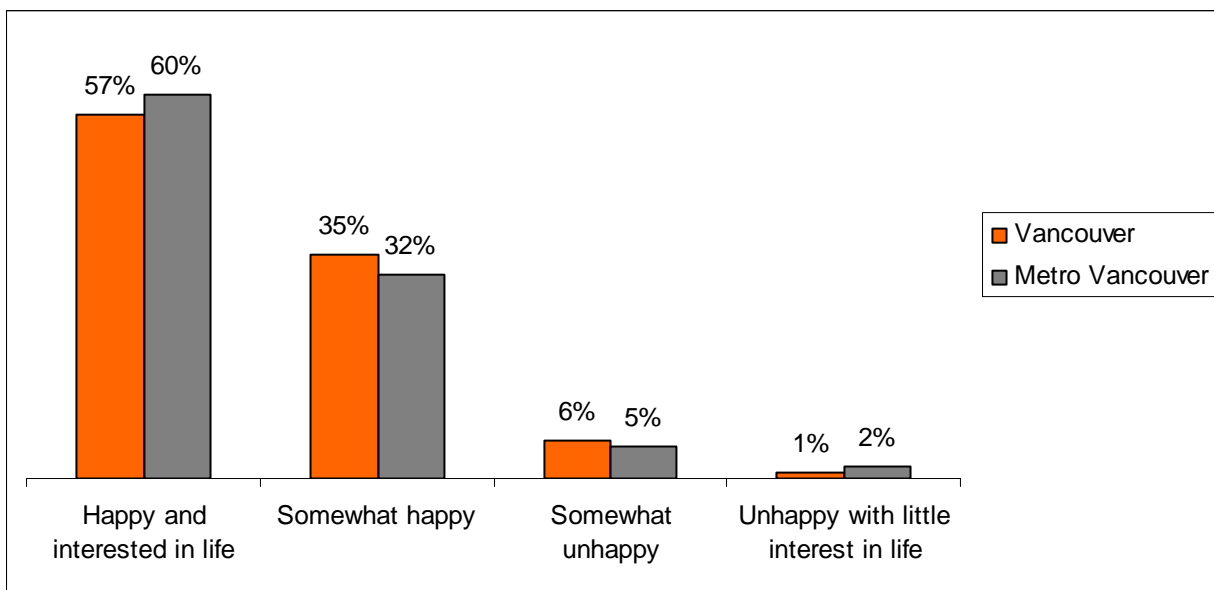
7. How would you describe your sense of belonging to your local community?



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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