

## District of North Vancouver Market Research Top-Line Findings

### Introduction

The following summarizes findings from market research conducted among District of North Vancouver residents regarding attitudes and opinions of life in their community, specifically focusing on climate change, transportation, housing and the economy. The research consisted of 400 telephone interviews conducted October 8<sup>th</sup> to 28<sup>th</sup>, 2019.

Weighting was applied to match the total sample to Statistics Canada census data with respect to age and gender within the region.

### Top-line Findings

#### Most Important Issues for The District

- Asked unprompted, what are the **most important issues**, those you are most concerned about for the future of the District, the most common concerns (top 3) are as follows:
  - **transportation (80%)**, particularly congestion (54%);
  - **housing (40%)**, particularly lack of affordable housing (27%);
  - **densification concerns (33%)**, particularly too much development (20%);

Other, less commonly noted issues include environmental concerns such as climate change (18%), municipal government e.g. planning issues and amalgamation (16%), social concerns such as health and education (16%), and economic concerns such as the cost of living (9%).

- Asked to rank in order of importance to them personally four specific issues, transportation, housing, climate change and the economy and employment, the **“top-rated”** issue is as follows:
  - Climate change (34%)
  - Transportation (29%)
  - Housing (21%)
  - Economy and employment (16%)

When considering the **“top-two”** rated issues – the frequency an issue is ranked either first or second most important, we find the following:

- Transportation (60%)
- Housing (58%)
- Climate change (49%)
- Economy and employment (34%)

Residents aged 45 or older are more likely to rank transportation first or second, while those aged under 45 are more likely to rank housing and climate change as first or second.

### Solutions to the Most Important Issues

Having ranked the four key issues of importance, residents were then asked for their suggested solution to the issue they personally ranked as most important.

- **Climate Change – ranked most important by 34% of residents:** among those with an opinion for whom climate change was ranked most important, the most common suggested solutions include “increase public awareness” (10%), focus on “alternative energy sources” (8%), and “more government intervention e.g. carbon tax” (7%). Various other suggestions were each made by 1% or less, and 7% said “don’t know”.
- **Housing – ranked most important by 21% of residents:** among those with an opinion for whom housing was ranked most important, the most common suggested solutions include “more affordable housing” (7%), and “increased densification” (3%). Various other suggestions were each made by 1% or less, and 5% said “don’t know”.
- **Transportation – ranked most important by 29% of residents:** among those with an opinion for whom transportation was ranked most important, the most common suggestions include “more public transit” (12%), build another “north shore crossing” (5%), and “better infrastructure” such as more roads (7%). Various other suggestions were each made by 1% or less, and 2% said “don’t know”.
- **Economy and Employment – ranked most important by 16% of residents:** among those with an opinion for whom the economy and employment were ranked most important, the only suggestion of note is to “support economic development” (5%). Various other suggestions were each made by 1% or less, and 6% said “don’t know”.

### Level of Concern about the Four Key Issues

- Residents were asked to rate their level of concern for each of the four key issues previously discussed before answering further questions about each issue. A scale was used from 1 to 10 where 1 is not at all concerned and 10 is extremely concerned about the issue on a daily basis. Following are the average (mean) rating scores for each issue ordered from most to least concerned:
  - **Transportation: 7.2 out of 10**
  - **Climate Change: 6.3 out of 10**
  - **Economy and Employment: 6.0 out of 10**
  - **Housing: 5.3 out of 10**



## Transportation

- **Biggest Transportation Concerns:** Asked unprompted, the most common concerns regarding transportation in the District of North Vancouver are congestion within the municipality (35%), congestion on the bridges (31%), and a lack of public transit service (18%).
- **Solutions:** The most popular suggestions recommend increased transit options (36%), improvements to roads to handle the traffic volume (18%), build another north shore crossing (10%), and reducing densification until infrastructure is improved (7%).
- **Prompted:** Residents were then presented with four key issues related to transportation in the community and asked to rate their level of concern with each one, again using a scale from 1 to 10 where 1 is not at all concerned and 10 is extremely concerned.

Following are the average (mean) rating scores for each issue ordered from most to least concerned:

- **Traffic congestion on bridges and the highway:** **8.9 out of 10**
- **Traffic congestion within your municipality:** **8.4 out of 10**
- **Lack of public transit service:** **6.7 out of 10**
- **Lack of safe biking and walking routes:** **5.1 out of 10**

Congestion on the bridges and highway and within the community are the major concerns among residents, followed by a lack of public transit service.

- **Modes of Travel:** During a typical week, residents use a variety of methods for travel including vehicles (87%), walking (68%), transit (38%), and biking (21%); however, their most frequent mode of travel is, by far use of a vehicle (72%), followed some way by public transit (19%), then walking (8%) and biking (1%).
- In order to switch some of their trips to transit, biking or walking, residents most commonly suggest they would need a “more frequent/reliable bus service” (74%).
- About one-third of all residents would switch if each of the following were in place: “live closer to work/school/shopping/daycare” (34%); “better/safer pedestrian routes” (33%); “safer and more bike routes” (30%).

## Climate Change

- **Personal Action:** Almost all residents report having taken steps in their daily lives to address climate change (95%).
- Most notably, residents try to reduce waste and recycle (57%); use alternative modes of transportation (45%); make efforts to increase their awareness, for example when making purchase decisions (34%); specifically reduce their use of plastic, e.g. straws and shopping bags (28%); make energy efficient upgrades in their home (26%); and, drive a fuel efficient vehicle (19%).



- Other actions include switching to a plant-based diet (10%), driving an electric or hybrid vehicle (6%), or reducing the number of vehicles in the household (3%).
- **Inaction:** The few that do nothing to address climate change largely feel it would be too inconvenient to make changes, are not sure what to do, or don't feel it would make a difference in the greater scheme of things.
- **Role of Government:** Nine-in-ten District residents think that local government should play a role in addressing climate change, either some role (42%) or a significant role (48%).
- Residents were asked their willingness to take specific personal actions to address climate change. More than half of all residents were willing or had already done at least one or more of the specific actions, as shown in the table below.

Action	Willing to do	Already done	Total
Ensure your home is energy efficient	51%	43%	94%
Use alternative forms of transportation for more of your trips	43%	35%	78%
Buy an electric or hybrid vehicle	69%	9%	78%
Reduce your consumption of meat and increase consumption of plant-based proteins	39%	33%	72%
Live in a smaller home	40%	27%	68%
Install solar panels or other forms of green energy	60%	2%	62%
Reduce the number of vehicles your household has	36%	20%	56%
Live closer to work or schools	25%	29%	54%

## Economy and Employment

- Among all residents, 27% currently work in the District (31% among those aged under the age of 65).
- **Local Economy:** Two-thirds of all residents consider the District to have a vibrant economy (68%), though older residents, those aged 65 or older, are more likely than younger residents, those under 45, to think so (75% agree versus 58% of those under 45).
- Those who feel the economy is not currently vibrant put it down to having to find employment outside the District (40%), that the District is not very business-friendly e.g. high rents and issues with permitting (27%), that the District is mostly residential (23%), or lacks commercial or industrial zones (19%).



- **Access to Goods and Services:** Overall, most residents feel able to find the key goods and services they need from north shore companies, including:
  - **Finance (banking, accounting) 95%**
  - **Restaurants and shopping 89%**
  - **Home care trades people 85%**
- Most could not think of any other particular goods or services they are unable to find locally (75%). The few who do, most commonly make mention of Costco (11%), healthcare or medical services (6%), and furniture stores such as IKEA (4%).

## Housing

- Asked unprompted, the **biggest concern** among District residents regarding housing is a perceived lack of affordable housing in the community (73%). Just one-in-ten residents believes there is too much new supply (11%), while 5% see a lack of diverse housing options.
- **Prompted:** Residents were presented with six key issues related to housing in the community and asked to rate their level of concern with each one, again using a scale from 1 to 10 where 1 is not at all concerned and 10 is extremely concerned. Following are the average (mean) rating scores for each issue ordered from most to least concerned:
 

○ <b>Lack of affordable housing:</b>	<b>8.1 out of 10</b>
○ <b>Lack of accessible housing for those with disabilities:</b>	<b>6.3 out of 10</b>
○ <b>Lack of supportive housing:</b>	<b>6.2 out of 10</b>
○ <b>Lack of social housing:</b>	<b>6.2 out of 10</b>
○ <b>Lack of diverse housing options:</b>	<b>6.2 out of 10</b>
○ <b>Too much new supply:</b>	<b>6.1 out of 10</b>
- Greatest concern is clearly with a general lack of affordable housing. Younger residents, those aged under 45 are somewhat more concerned about affordability than older residents.
- **Adequate Housing:** While currently, almost all District residents say they have access to appropriate housing (99%), the majority expresses some concern about having adequate housing now and in the future (64%, including 34% who are “very concerned”). Younger residents, those under 45, are more likely to be concerned than older residents about having adequate housing.
- **Future Needs:** Almost half of all residents believe their housing needs will change in the next five years (46%). Most commonly, these residents expect to downsize to a smaller home (64%), with some who would like to move to a more walkable neighbourhood (28%), or be closer to services, work or school (28%). Almost one-in-five expect to upsize and move to a larger home (18%), particularly younger residents under 45 years of age (33%).
- The large majority are concerned about finding the appropriate housing when their needs do eventually change (82%), including half who are very concerned (51%).



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