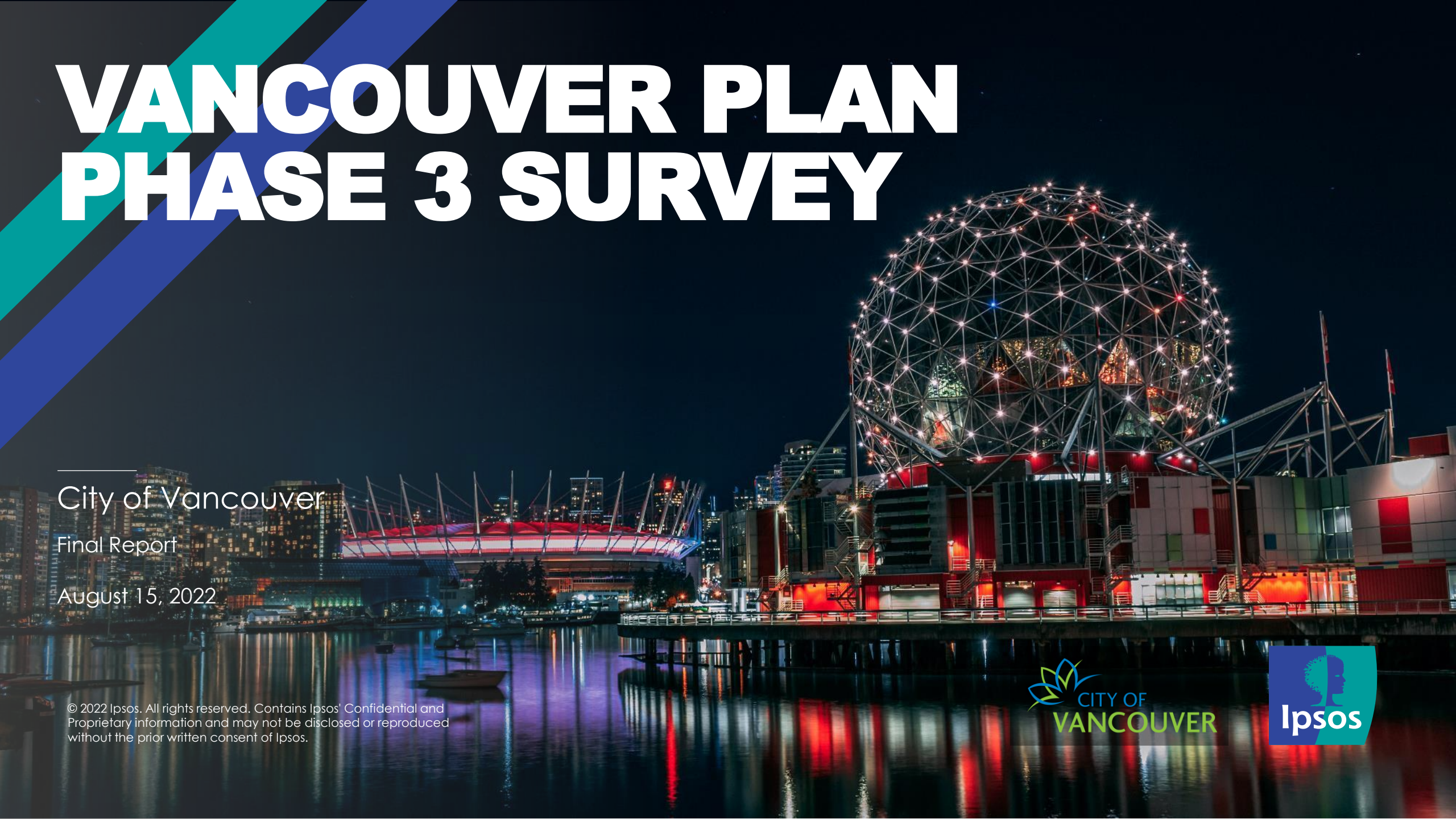
VANCOUVER PLAN PHASE 3 SURVEY



City of Vancouver

Final Report

August 15, 2022

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INTRODUCTION

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Objectives and Methodology

These are the findings of an Ipsos survey conducted between January 24 and February 16, 2022 on behalf of the City of Vancouver.

The main objective of the survey is to understand residents' views on emerging directions associated with the city-wide Plan, in particular content associated with:

- The proposed "3 Big Ideas" (Equitable Housing and Complete Neighbourhoods; An Economy for All; and Climate Protection and Restored Ecosystems); and,
- "3 Areas of Change" (related to opportunities for growth and change in Transit Areas, Shopping Areas, and Low-Density Residential Areas).

Through this, the survey sought to further understand residents' views on key issues related to housing, climate action and sustainability, employment and economy, environment, transportation, social well-being, community amenities, arts and culture, and infrastructure. The results of the research will be used to help guide the development of a new city-wide plan, called the Vancouver Plan.

For this research, Ipsos conducted an online panel survey of 1,270 adult (18+ years) Vancouver residents.

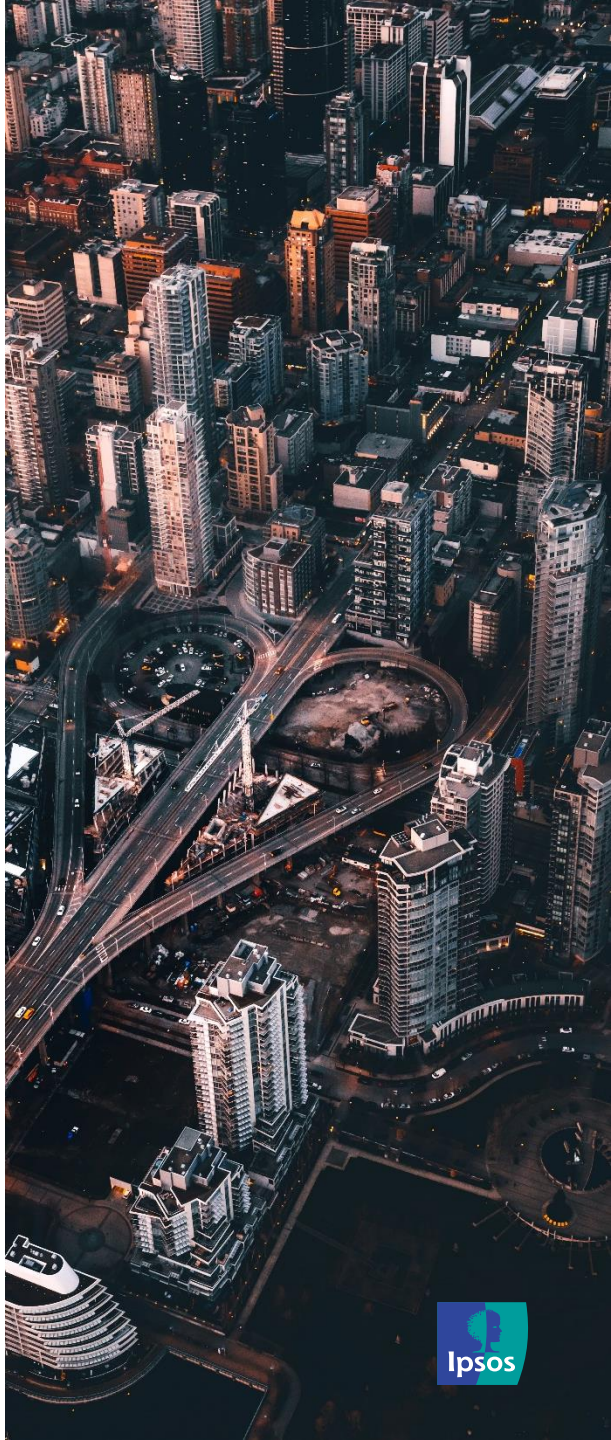
The survey was available in English, Cantonese, Mandarin, and Punjabi.

Quotas and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult Vancouver population according to Census data and to provide results intended to approximate the sample universe.

The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ±3.1 percentage points, 19 times out of 20, of what the results would have been had all adult Vancouver residents been polled. The credibility interval will be wider among subsets of the population.

Some totals in the report may not add to 100%. Some summary statistics (e.g., total agree) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Analysis of some of the statistically significant demographic results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.



EXECUTIVE SUMMARY

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Executive Summary

Prioritizing Plan Objectives

Adding Affordable Rental choices is the top priority.

The next most important priorities are protecting ecosystems and biodiversity and protecting small, locally-owned businesses.

Adding "Missing Middle" housing options and enabling access to nature and public open spaces round out the top five.

- Residents were presented with a list of 12 priorities and asked to rank their top five when thinking about how Vancouver might grow and change over the next 30 years.
- Overall, **add Affordable Rental choices in neighbourhoods all across the city** is a top five priority for 52% of residents. One-quarter (24%) identify it as their number one priority.
- Residents place the next greatest emphasis on **protect ecosystems and biodiversity** (50%) and **protect small, locally-owned business** (49%).
- Rounding out the top five are **add "Missing Middle" housing options in neighbourhoods** (42%) and **enable access to nature and public open spaces (parks and plazas)** (42%).

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Executive Summary

Where and How Should Growth and Change Take Place?

BIG IDEA #1: EQUITABLE HOUSING AND COMPLETE NEIGHBOURHOODS

Residents generally agree with the City's ideas related to equitable housing and complete neighbourhoods.

While overall agreement is somewhat tempered (ranging between 2/3 and 3/4 of residents), relatively few disagree with any of the proposed ideas.

- 76% agree that **Vancouver should add new housing types near neighbourhood assets like schools, parks, and community centres** (38% strongly/39% somewhat). Another 14% are neutral and 8% disagree.
- 74% agree that **Vancouver should have a range of housing options in all neighbourhoods** (40% strongly/34% somewhat). Another 11% are neutral and 13% disagree.
- 68% agree that **Vancouver should allow more rental housing on smaller, local roads within neighbourhoods** (33% strongly/35% somewhat). Another 15% are neutral and 15% disagree.
- 66% agree that **Vancouver should allow increased heights and density in neighbourhoods to create more housing that is affordable to people and families with incomes below $80,000 a year** (34% strongly/32% somewhat). Another 13% are neutral and 18% disagree.

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Executive Summary

Where and How Should Growth and Change Take Place? (cont'd)

BIG IDEA #1: EQUITABLE HOUSING AND COMPLETE NEIGHBOURHOODS

Residents prefer low-rise (3-6 storey) rental housing on smaller, local roads within neighbourhoods.

Grocery stores are identified as the most needed amenity.

- 67% of residents say that **low-rise (3-6 storeys)** rental housing would be acceptable on smaller, local roads within neighbourhoods. Fewer are accepting of **mid-rise (7-12 storeys)** (35%) and **high-rise (more than 12 storeys)** (16%) rental housing in these areas. Another 9% say none of these forms of rental housing are acceptable and 6% are unsure.

- To make neighbourhoods thrive in the future, 57% of residents say there is the greatest need for **grocery stores**. Other important amenities and services include **access to fast, frequent and reliable transit** (49%), **public open spaces** (41%), **health services** (41%), **places to eat/drink** (37%), **safe pathways and connections for walking & biking** (32%), and **civic services** (31%).

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Executive Summary

Where and How Should Growth and Change Take Place? (cont'd)

BIG IDEA #2: AN ECONOMY THAT WORKS FOR ALL

Most agree that Vancouver should have more places to work throughout the city.

Opinion towards the development of industrial lands is more mixed.

Retail and service-oriented businesses are considered more acceptable than office and commercial spaces in local neighbourhoods.

- 73% agree that **Vancouver should have more places for people to work throughout the city including within or near residential areas** (27% strongly/46% somewhat). Another 17% are neutral and 8% disagree.

- 50% agree that **Vancouver should protect and intensity development of our industrial lands and generally exclude residential development in these areas** (20% strongly/31% somewhat). Another 24% are neutral and 21% disagree.

- Overall, 82% of residents say that **retail (i.e. grocery, coffee, pharmacy, restaurants)** businesses would be acceptable in their neighbourhood, while 74% feel this way about **services (i.e. hair salons, massage or physio therapy, dance studios)**. Residents are less accepting of **offices spaces (i.e. banks, accountants, legal offices)** (59%) and **commercial (i.e. artist studios, maker spaces or wood shops, small scale food production)** (55%). Another 3% say none of these would be acceptable and 5% are unsure.

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Executive Summary

Where and How Should Growth and Change Take Place? (cont'd)

BIG IDEA #3: CLIMATE PROTECTION AND RESTORED ECOSYSTEMS

Residents are generally united in responding to the Climate Emergency.

Residents support some ideas more than others but relatively few disagree with anything that is proposed.

- 87% agree that **Vancouver should ensure our "grey and green infrastructure" such as streets, sewer and water systems, and urban forests can withstand and adapt to climate change effects** (61% strongly/26% somewhat). Another 8% are neutral and 2% disagree.
- 77% agree that **Vancouver should require sustainable construction methods in new buildings and renovation of older buildings** (40% strongly/37% somewhat). Another 13% are neutral and 7% disagree.
- 74% agree that **Vancouver should limit growth to protect important ecosystems, such as shorelines, floodplains, and sensitive watershed/drainage areas** (44% strongly/30% somewhat). Another 15% are neutral and 7% disagree.
- 74% agree that **Vancouver should add more housing choice, retail, and businesses in residential areas to reduce reliance on cars** (36% strongly/37% somewhat). Another 14% are neutral and 10% disagree.
- 60% agree that **Vancouver needs to do more to prioritize walking, rolling, biking, or taking transit in my neighbourhood** (29% strongly/31% somewhat). Another 22% are neutral and 17% disagree.

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Executive Summary

Exploring Areas of Future Change

RAPID TRANSIT AREAS

Overall, residents demonstrate a slight preference for spread out density over focused density in Rapid Transit Areas.

Most agree that building heights should be kept lower on local shopping streets.

- When asked how Rapid Transit Areas should grow and change over the next 30 years, 49% of residents say they would prefer **spread out density (6-12 storeys further from the station)** while 40% opt for **focused density (12+ storeys closer to the station)**. Another 11% are unsure.

- 68% agree that **Vancouver should keep building heights lower on local shopping streets to protect the area's existing character (e.g. existing businesses)** (32% strongly/36% somewhat). Another 15% are neutral and 13% disagree.

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Executive Summary

Exploring Areas of Future Change (cont'd)

NEIGHBOURHOOD SHOPPING AREAS

Most agree that Vancouver needs more housing options close to shops and services.

Low-rise housing is preferred, followed by multiplexes/townhouses and mid-rise housing. There is less appetite for detached housing/duplexes and high-rise housing.

Overall, residents demonstrate a clear preference for lower rise buildings spread out into neighbourhoods than focused higher rise buildings closer to shopping areas.

- 73% agree that **Vancouver needs more housing options close to shops and services** (32% strongly/40% somewhat). Another 17% are neutral and 9% disagree.

- Overall, 58% say they would like to see **low-rise (3-6 storeys)** housing close to shops and services, while 49% would like to see **multiplexes & townhouses (1-3 storeys)** and 48% would like to see **mid-rise (7-12 storeys)** housing. Fewer residents are interested in seeing **detached housing & duplexes (1-3 storeys)** (34%) and **high-rise (more than 12 storeys)** (28%) housing in these areas. Another 2% would like to see none of these and 5% are unsure.

- When asked how neighbourhood shopping areas should grow and change over the next 30 years, 54% of residents say they would prefer **lower rise buildings (3-6 storeys) spread out into neighbourhoods**. Fewer (37%) opt for **focused higher rise buildings (6-12 storeys) closer to shopping areas**. Another 9% are unsure.

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Executive Summary

Exploring Areas of Future Change (cont'd)

RESIDENTIAL AREAS – LOW-DENSITY HOUSING AREAS

Residents agree that Vancouver needs more housing choices and amenities in its lower-density residential neighbourhoods.

- 72% agree that **Vancouver needs more housing choices within its lower-density residential neighbourhoods** (36% strongly/35% somewhat). Another 16% are neutral and 10% disagree.
- 66% agree that **we need more shops, services, and amenities serving lower-density residential neighbourhoods** (25% strongly/41% somewhat). Another 20% are neutral and 11% disagree.

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Executive Summary

Other Comments

Most residents do not have any other comments about the emerging directions for the Vancouver Plan.

Of the comments that are provided, mentions of housing affordability top the list.

- At the end of the survey, respondents were asked if they had any other comments about the emerging directions for the Vancouver Plan.
- Overall, 71% of residents did not provide any additional comments (includes 9% saying none and 62% saying don't know).
- Of the open-ended comments that are provided, "improve housing affordability" tops the list, mentioned by 6% of residents.
- All other comments are mentioned by less than 5% of respondents, and include "less density/development" (4%), "increase density/development" (2%), "manage City finances (control spending, budget expenses, taxes, salaries/wages)" (2%), "more housing/types of housing" (2%), and "increase/improve public transportation" (2%).

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Executive Summary

Conclusions

1. Adding affordable rental choices is the top priority, followed by protecting ecosystems and biodiversity, protecting small, locally-owned businesses, adding "Missing Middle" housing options, and enabling access to nature and public spaces.

2. Residents support the ideas included in the Vancouver Plan overall, and in particular support the concepts associated with the 3 Big Ideas (Equitable Housing & Complete Neighbourhoods, An Economy for All, and Climate Protection & Restored Ecosystems). The survey results do not point to any major red flags or concerns with any of the evaluated ideas. Only one idea generated a more mixed range of opinions, and that was regarding the development of industrial lands.

3. Low-rise building forms (≤ 6-storeys), including Missing Middle forms, are generally preferred over mid- and high-rise building forms.

4. Spread out density is generally preferred over focused (or concentrated) density – notably around transit areas and shopping areas.

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DETAILED RESULTS

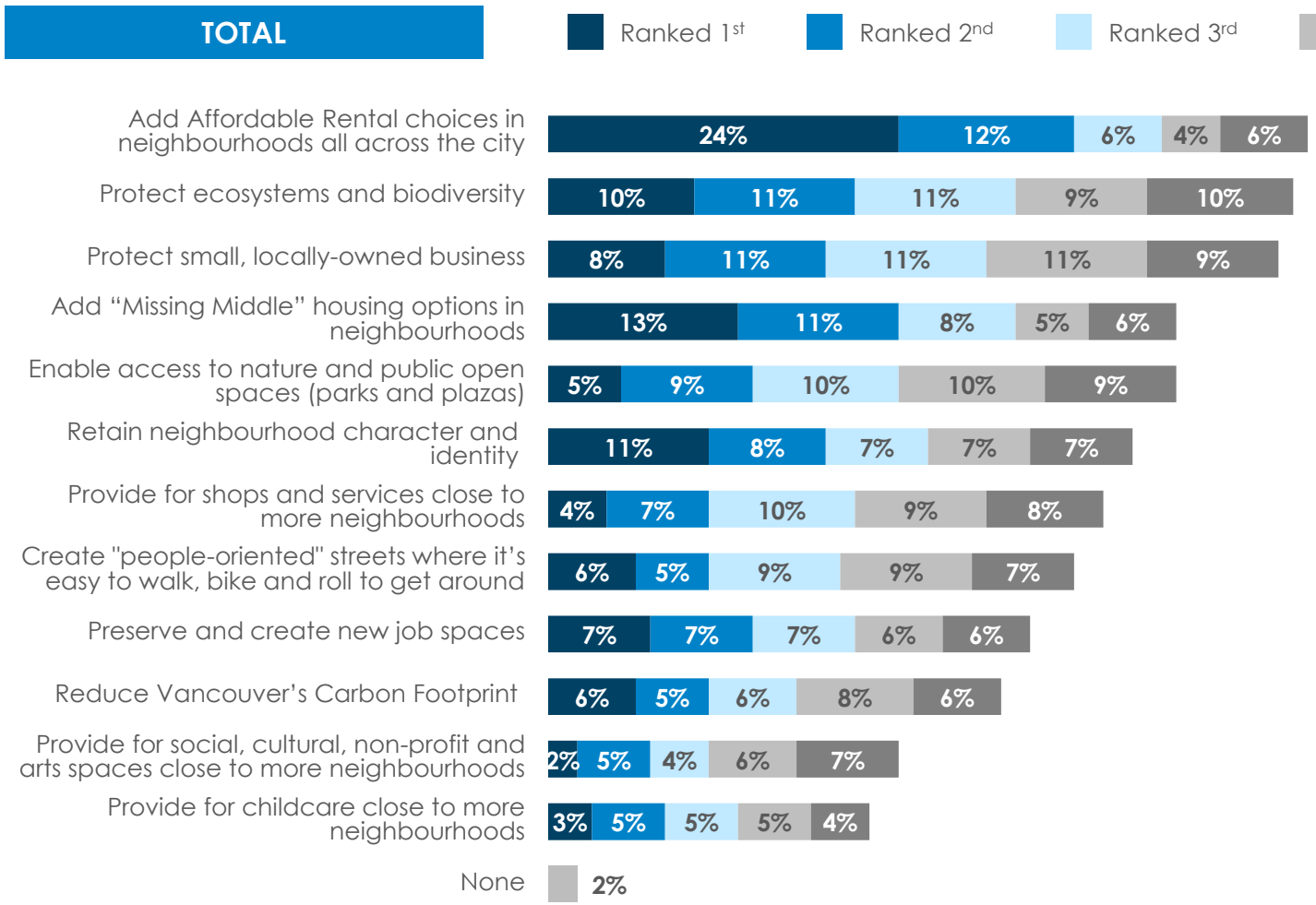
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PRIORITIZING PLAN OBJECTIVES

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Prioritizing Plan Objectives



TOTAL		
Top 5	Top 3	Top 1
52%	42%	24%
50%	31%	10%
49%	30%	8%
42%	32%	13%
42%	24%	5%
41%	26%	11%
38%	22%	4%
35%	19%	6%
34%	21%	7%
31%	17%	6%
25%	12%	2%
23%	13%	3%

Base: All respondents (n=1270)
Q1. Thinking about how Vancouver might grow and change over the next 30 years, which of the following are most important to you? Please pick up to 5 and rank them in order of importance.

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Prioritizing Plan Objectives: by Neighbourhood, Gender, Age

INCLUDED IN TOP 5	TOTAL (n=1270)	NEIGHBOURHOOD					GENDER		AGE		
		Downtown / West End [A] (n=315)	Northeast [B] (n=179)	Northwest [C] (n=230)	Southeast [D] (n=269)	Southwest [E] (n=219)	Male [F] (n=607)	Female [G] (n=644)	18 to 34 [H] (n=304)	35 to 54 [I] (n=459)	55+ [J] (n=507)
Add Affordable Rental choices in neighbourhoods all across the city	52%	58% **E**	53%	54%	54% **E**	44%	48%	57% **F**	60% **IJ**	49%	48%
Protect ecosystems and biodiversity	50%	52%	45%	56%	47%	52%	47%	52%	46%	50%	54% **H**
Protect small, locally-owned business	49%	50%	51%	45%	50%	51%	48%	51%	44%	50%	54% **H**
Add Missing Middle housing options in neighbourhoods	42%	43%	42%	47%	41%	43%	43%	42%	45%	43%	39%
Enable access to nature and public open spaces	42%	39%	40%	39%	46%	47%	42%	44%	35%	43%	49% **HI**
Retain neighbourhood character and identity	41%	40%	43%	43%	37%	44%	39%	43%	29%	40% **H**	54% **HI**
Provide for shops and services close to more neighbourhoods	38%	33%	41%	39%	39%	42% **A**	44% **G**	34%	33%	36%	46% **HI**
Create people-oriented streets where it's easy to walk, bike and roll to get around	35%	39%	39%	37%	32%	36%	35%	35%	35%	35%	36%
Preserve and create new job spaces	34%	36%	33%	30%	35%	36%	41% **G**	27%	44% **IJ**	34% **J**	23%
Reduce Vancouver's Carbon Footprint	31%	31%	34%	30%	30%	32%	29%	32%	35% **J**	30%	27%
Provide for social, cultural, non-profit and arts spaces close to more neighbourhoods	25%	25%	32% **D**	24%	22%	26%	26%	23%	29% **J**	25%	20%
Provide for childcare close to more neighbourhoods	23%	19%	24%	24%	24%	21%	25%	21%	28% **J**	23% **J**	16%
None	2%	1%	0%	2%	1%	1%	2%	2%	2%	1%	2%

Base: All respondents (n=1270)
Q1. Thinking about how Vancouver might grow and change over the next 30 years, which of the following are most important to you? Please pick up to 5 and rank them in order of importance.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Prioritizing Plan Objectives: by Other Demographic Subgroups

INCLUDED IN TOP 5	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Add Affordable Rental choices in neighbourhoods all across the city	52%	44%	55% **A**	35%	74% **C**	83% **C**	51%	57% **F**	58% **J**	54%	50%
Protect ecosystems and biodiversity	50%	43%	52% **A**	49%	50%	56%	47%	57% **F**	52%	54%	48%
Protect small, locally-owned business	49%	49%	50%	52%	46%	52%	51%	48%	43%	46%	54% **H**
Add Missing Middle housing options in neighbourhoods	42%	40%	43%	39%	49% **C**	37%	46% **G**	36%	47%	42%	41%
Enable access to nature and public open spaces	42%	44%	42%	49% **DE**	38% **E**	21%	43%	42%	41%	37%	45%
Retain neighbourhood character and identity	41%	36%	43%	46% **D**	33%	40%	38%	46% **F**	29%	40% **H**	46% **H**
Provide for shops and services close to more neighbourhoods	38%	42%	38%	44% **D**	31%	38%	38%	41%	30%	40% **H**	42% **H**
Create people-oriented streets where it's easy to walk, bike and roll to get around	35%	33%	37%	38%	34%	27%	35%	38%	40%	36%	34%
Preserve and create new job spaces	34%	42% **B**	31%	34%	36%	24%	37% **G**	28%	40% **J**	32%	32%
Reduce Vancouver's Carbon Footprint	31%	28%	32%	30%	33%	28%	30%	32%	33%	33%	29%
Provide for social, cultural, non-profit and arts spaces close to more neighbourhoods	25%	31% **B**	24%	25%	24%	29%	27%	22%	27%	34% **J**	22%
Provide for childcare close to more neighbourhoods	23%	38% **B**	18%	24%	21%	25%	24%	21%	25%	22%	21%
None	2%	<1%	1%	1%	1%	0%	1%	1%	1%	1%	1%

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q1. Thinking about how Vancouver might grow and change over the next 30 years, which of the following are most important to you? Please pick up to 5 and rank them in order of importance.

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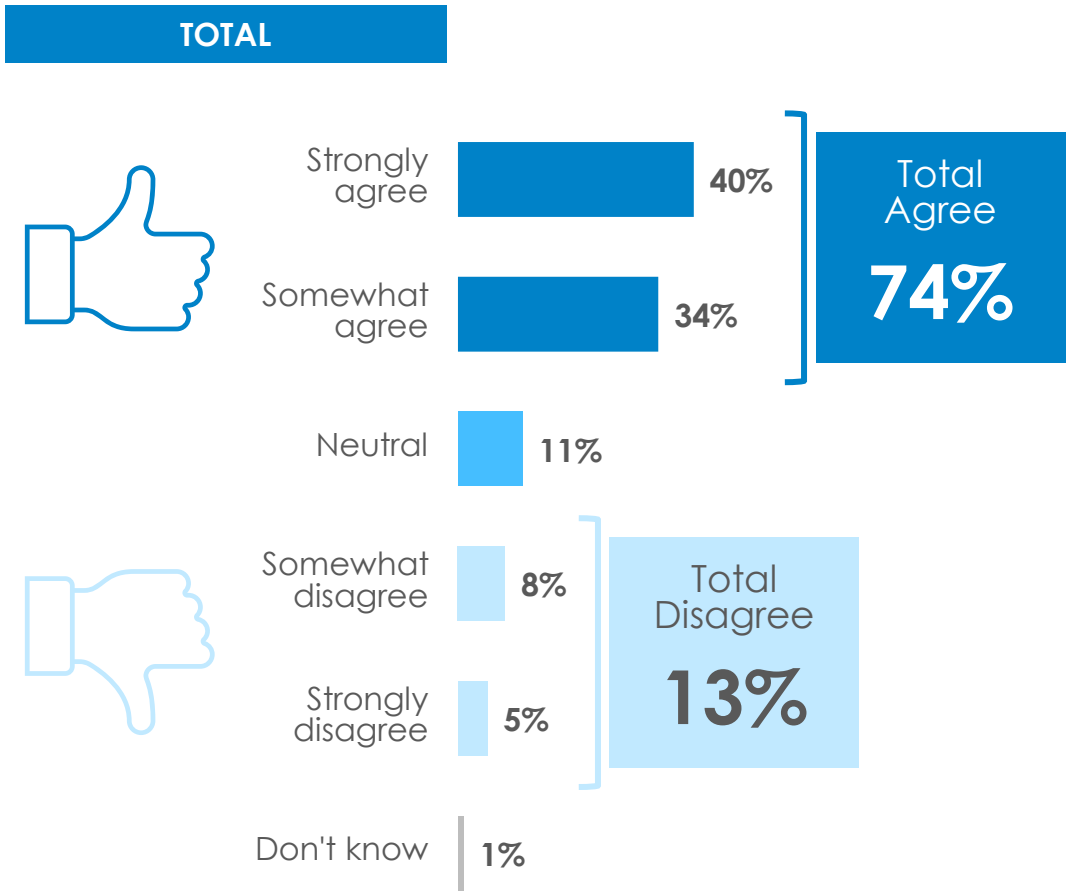
WHERE AND HOW SHOULD GROWTH AND CHANGE TAKE PLACE?

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BIG IDEA #1: EQUITABLE HOUSING AND COMPLETE NEIGHBOURHOODS

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Vancouver Should Have a Range of Housing Options in All Neighbourhoods



NEIGHBOURHOOD		
	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	77%	11%
Northeast [B] (n=179)	78%	11%
Northwest [C] (n=230)	74%	15%
Southeast [D] (n=269)	76%	12%
Southwest [E] (n=219)	69%	20% **ABD**

GENDER		
	Total Agree	Total Disagree
Male [F] (n=607)	74%	14%
Female [G] (n=644)	74%	13%

AGE		
	Total Agree	Total Disagree
18 to 34 [H] (n=304)	84% **IJ**	6%
35 to 54 [I] (n=459)	72% **J**	13% **H**
55+ [J] (n=507)	66%	21% **HI**

Base: All respondents (n=1270)
Q2. Below are some statements that help us understand where you think housing should be added in neighbourhoods. Please tell us if you agree or disagree with these.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Have a Range of Housing Options in All Neighbourhoods: by Other Demographic Subgroups

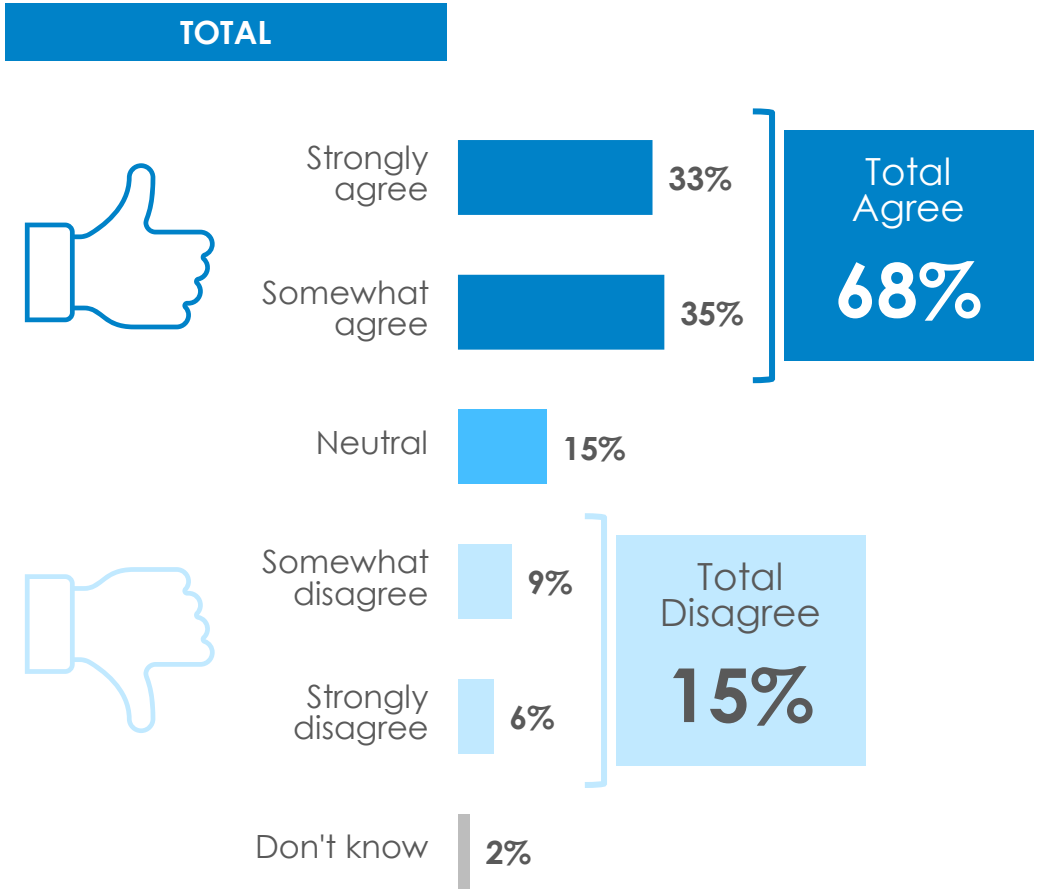
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	74%	76%	75%	70%	84% **CE**	65%	76%	73%	86% **IJ**	73%	70%
Total Disagree	13%	12%	14%	18% **D**	7%	9%	12%	15%	6%	14% **H**	17% **H**

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q2. Below are some statements that help us understand where you think housing should be added in neighbourhoods. Please tell us if you agree or disagree with these.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Allow More Rental Housing on Smaller, Local Roads Within Neighbourhoods



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	79% **BDE**	9%
Northeast [B] (n=179)	69%	14%
Northwest [C] (n=230)	73% **E**	15%
Southeast [D] (n=269)	67%	15%
Southwest [E] (n=219)	62%	22% **ABCD**

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	68%	16%
Female [G] (n=644)	68%	14%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	73% **J**	10%
35 to 54 [I] (n=459)	68%	14%
55+ [J] (n=507)	63%	22% **HI**

Base: All respondents (n=1270)
Q3. Below are some statements that help us understand where you think housing should be added in neighbourhoods. Please tell us if you agree or disagree with these.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Allow More Rental Housing on Smaller, Local Roads Within Neighbourhoods: by Other Demographic Subgroups

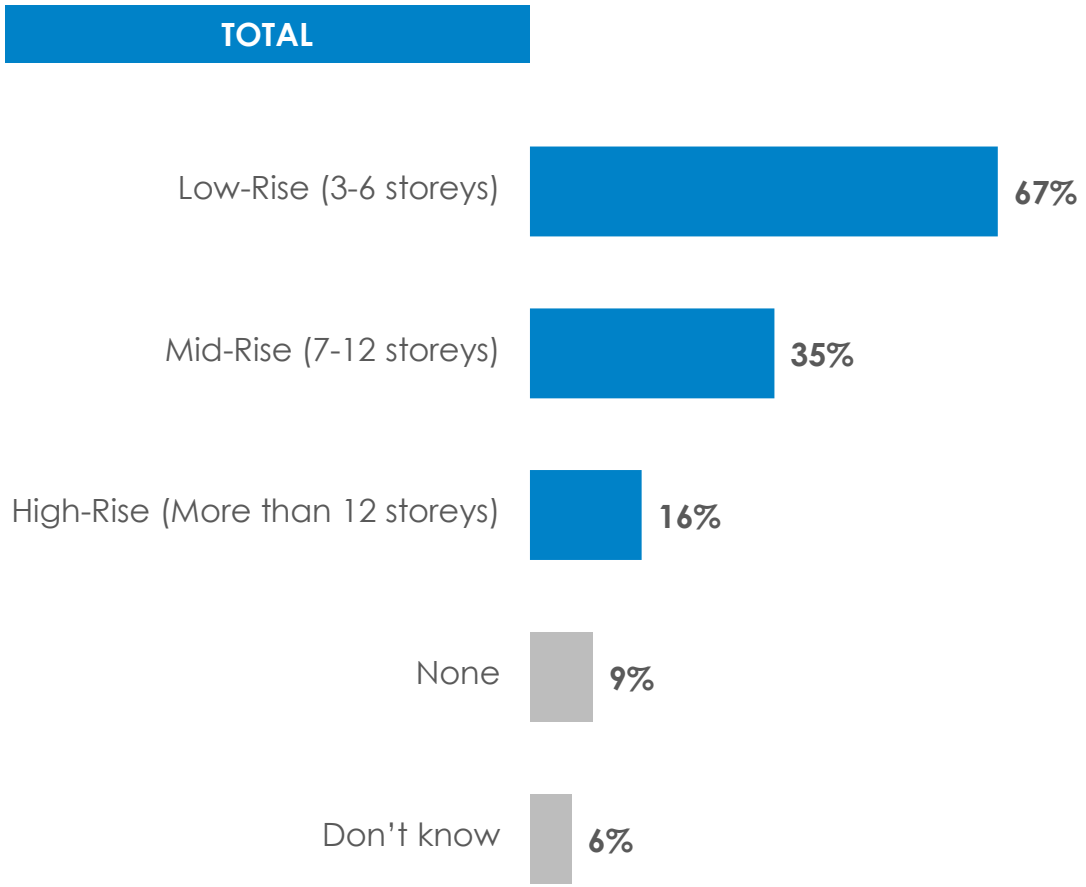
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	68%	70%	68%	61%	83% **CE**	63%	70%	66%	80% **J**	72% **J**	62%
Total Disagree	15%	13%	15%	20% **D**	6%	15% **D**	13%	18% **F**	6%	11%	21% **HI**

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q3. Below are some statements that help us understand where you think housing should be added in neighbourhoods. Please tell us if you agree or disagree with these.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Acceptable Forms of Rental Housing on Smaller, Local Roads Within Neighbourhoods



	NEIGHBOURHOOD					GENDER		AGE		
	Down-town / West End [A] (n=315)	North-east [B] (n=179)	North-west [C] (n=230)	South-east [D] (n=269)	South-west [E] (n=219)	Male [F] (n=607)	Female [G] (n=644)	18 to 34 [H] (n=304)	35 to 54 [I] (n=459)	55+ [J] (n=507)
Low-Rise (3-6 storeys)	66%	65%	77% ABD	65%	70%	65%	69%	64%	69%	69%
Mid-Rise (7-12 storeys)	51% BCDE	39% E	33%	34%	27%	38% G	33%	47% IJ	36% J	23%
High-Rise (More than 12 storeys)	21% CE	24% CDE	14% E	16% E	8%	22% G	11%	24% IJ	17% J	7%
None	7%	8%	7%	9%	12%	10%	8%	5%	8%	14% HI
Don't know	5%	4%	2%	6%	4%	4%	7%	8% J	5%	4%

Multiple mentions allowed.
Base: All respondents (n=1270)
Q4. Which of these forms of rental housing (if any), would be acceptable on smaller, local roads within neighbourhoods?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Acceptable Forms of Rental Housing on Smaller, Local Roads Within Neighbourhoods: by Other Demographic Subgroups

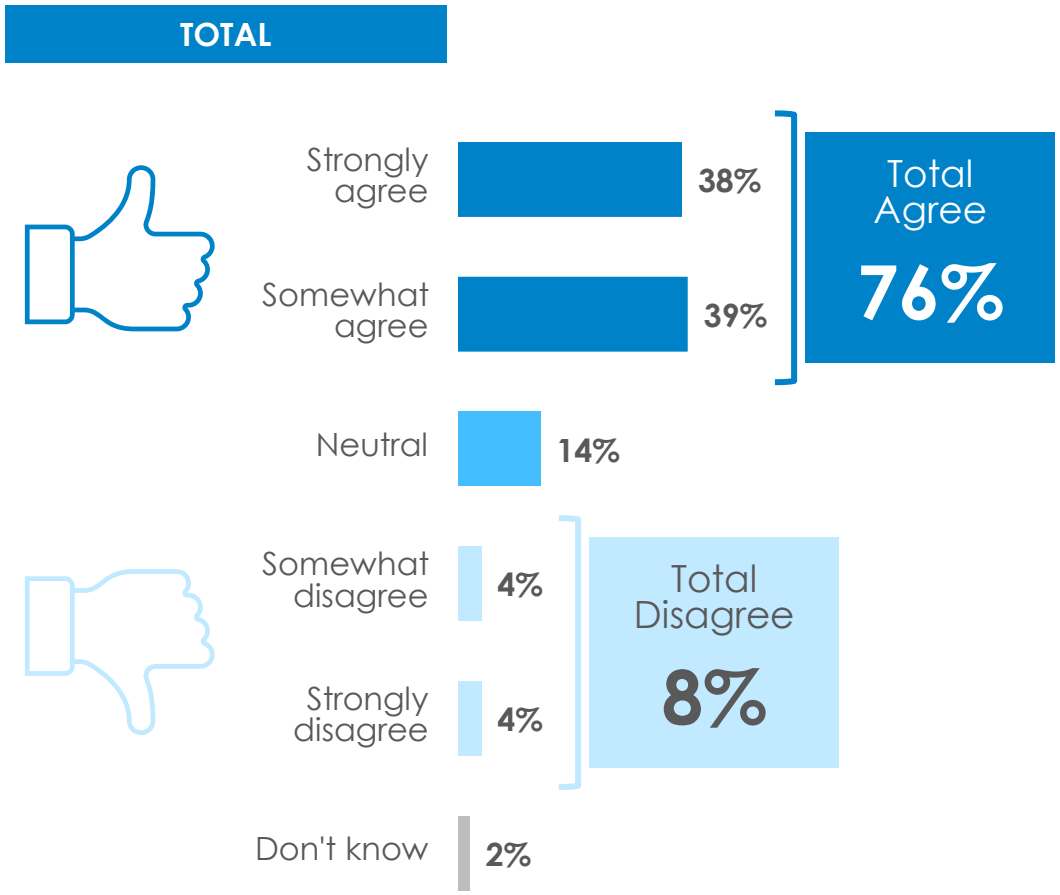
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Low-Rise (3-6 storeys)	67%	65%	69%	63%	74% **C**	73%	67%	71%	70%	66%	67%
Mid-Rise (7-12 storeys)	35%	42% **B**	34%	32%	46% **CE**	23%	40% **G**	27%	46% **J**	41% **J**	30%
High-Rise (More than 12 storeys)	16%	27% **B**	13%	16%	17%	16%	19% **G**	9%	20% **J**	19% **J**	13%
None	9%	6%	9%	12% **D**	4%	6%	8%	10%	3%	6%	12% **HI**
Don't know	6%	4%	5%	5%	3%	12% **CD**	4%	5%	4%	8%	5%

*Small base size, interpret with caution.
Multiple mentions allowed.
Base: All respondents (n=1270)
Q4. Which of these forms of rental housing (if any), would be acceptable on smaller, local roads within neighbourhoods?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Add New Housing Types Near Neighbourhood Assets Like Schools, Parks, and Community Centres



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	81%	5%
Northeast [B] (n=179)	80%	5%
Northwest [C] (n=230)	83% **DE**	5%
Southeast [D] (n=269)	75%	10% **AC**
Southwest [E] (n=219)	74%	11% **ABC**

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	77%	9%
Female [G] (n=644)	76%	7%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	78%	6%
35 to 54 [I] (n=459)	77%	6%
55+ [J] (n=507)	75%	12% **HI**

Base: All respondents (n=1270)
Q5. Below are some statements that help us understand where you think housing should be added in neighbourhoods. Please tell us if you agree or disagree with these.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Add New Housing Types Near Neighbourhood Assets Like Schools, Parks, and Community Centres: by Other Demographic Subgroups

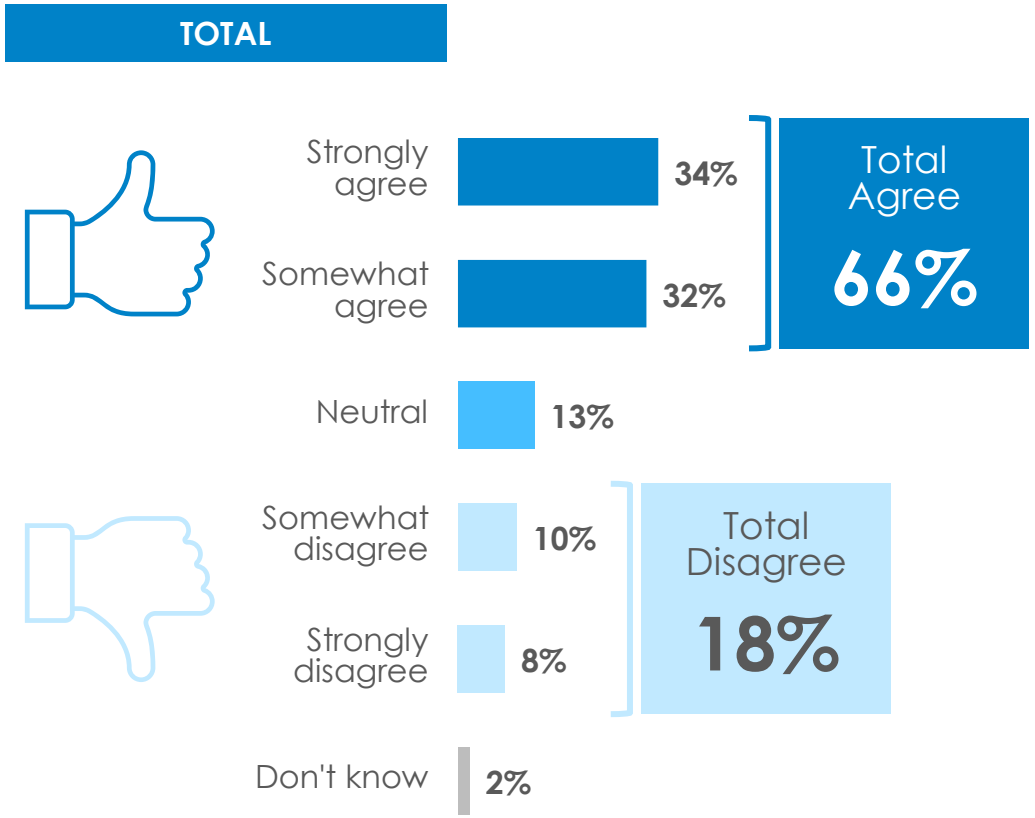
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	76%	78%	77%	73%	87% **CE**	66%	78%	75%	86% **IJ**	77%	73%
Total Disagree	8%	5%	9%	10% **D**	4%	11% **D**	7%	10%	3%	7%	11% **H**

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q5. Below are some statements that help us understand where you think housing should be added in neighbourhoods. Please tell us if you agree or disagree with these.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Allow Increased Heights and Density in Neighbourhoods to Create More Housing that is Affordable to People and Families with Incomes below $80,000 a Year



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	74% **CE**	15%
Northeast [B] (n=179)	70%	15%
Northwest [C] (n=230)	63%	25% **ABD**
Southeast [D] (n=269)	68%	14%
Southwest [E] (n=219)	64%	24% **ABD**

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	70% **G**	15%
Female [G] (n=644)	63%	21% **F**

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	77% **IJ**	8%
35 to 54 [I] (n=459)	65% **J**	18% **H**
55+ [J] (n=507)	57%	30% **HI**

Base: All respondents (n=1270)
Q6. Below are some statements that help us understand where you think housing should be added in neighbourhoods. Please tell us if you agree or disagree with these.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Allow Increased Heights and Density in Neighbourhoods to Create More Housing that is Affordable to People and Families with Incomes below $80,000 a Year: by Other Demographic Subgroups

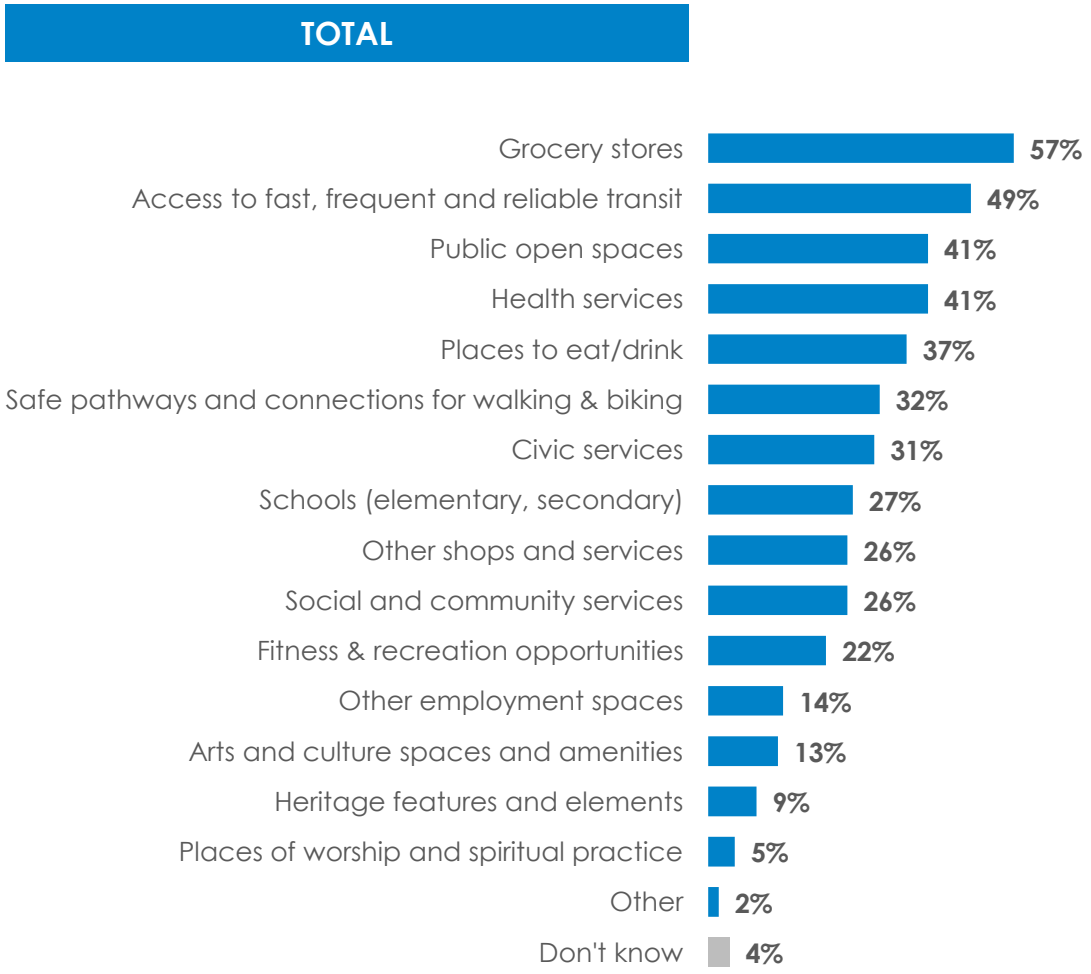
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	66%	69%	67%	59%	79% **CE**	65%	69%	63%	78% **J**	69%	62%
Total Disagree	18%	14%	19%	23% **DE**	12%	11%	16%	22% **F**	11%	14%	23% **HI**

Base: All respondents (n=1270)
Q6. Below are some statements that help us understand where you think housing should be added in neighbourhoods. Please tell us if you agree or disagree with these.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Mix of Amenities and Services Needed to Make Neighbourhood Thrive



	NEIGHBOURHOOD					GENDER		AGE		
	Down-town / West End [A] (n=315)	North-east [B] (n=179)	North-west [C] (n=230)	South-east [D] (n=269)	South-west [E] (n=219)	Male [F] (n=607)	Female [G] (n=644)	18 to 34 [H] (n=304)	35 to 54 [I] (n=459)	55+ [J] (n=507)
Grocery stores	58%	64% D	58%	53%	57%	53%	60% F	60% I	52%	59% I
Access to fast, frequent and reliable transit	49%	49%	54%	49%	50%	44%	54% F	48%	47%	53%
Public open spaces	40%	38%	46%	41%	44%	41%	41%	39%	43%	42%
Health services	44%	45%	39%	37%	43%	40%	40%	41%	41%	40%
Places to eat/drink	39%	38%	37%	39%	39%	39%	37%	36%	38%	38%
Safe pathways and connections for walking & biking	31%	33%	31%	32%	30%	29%	34%	32%	34%	29%
Civic services	21%	33% A	32% A	37% A	34% A	32%	31%	28%	32%	34%
Schools (elementary, secondary)	22%	29%	29%	30% A	25%	27%	27%	31%	25%	26%
Other shops and services	29%	27%	32% D	22%	28%	25%	27%	20%	27% H	32% H
Social and community services	23%	27%	29%	25%	32% A	24%	28%	25%	25%	29%
Fitness & recreation opportunities	27% C	21%	18%	22%	24%	23%	22%	27% J	23% J	17%
Other employment spaces	12%	17%	15%	12%	16%	18% G	10%	14%	15%	13%
Arts and culture spaces and amenities	14%	14%	11%	13%	15%	13%	13%	13%	13%	12%
Heritage features and elements	11% E	9%	9%	8%	6%	9%	8%	6%	11% H	9%
Places of worship and spiritual practice	6%	8% C	3%	6%	4%	6%	5%	6%	4%	5%
Other	2%	1%	4%	2%	1%	1%	2%	<1%	2% H	3% H
Don't know	4% B	1%	3%	5% B	3%	4%	4%	4%	4%	3%

Multiple mentions allowed.
Base: All respondents (n=1270)
Q7. In the future, what mix of amenities and services are most needed to make your neighbourhood thrive?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Mix of Amenities and Services Needed to Make Neighbourhood Thrive: by Other Demographic Subgroups

	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Grocery stores	57%	48%	60% A	56%	61% E	44%	57%	57%	54%	56%	59%
Access to fast, frequent and reliable transit	49%	37%	54% A	48%	54%	44%	46%	57% F	49%	44%	51%
Public open spaces	41%	42%	40%	43% E	41%	27%	42%	40%	42%	39%	42%
Health services	41%	41%	41%	40%	40%	42%	39%	45%	39%	39%	42%
Places to eat/drink	37%	30%	40% A	39% E	39% E	21%	40% G	33%	39%	42%	36%
Safe pathways and connections for walking & biking	32%	30%	32%	30%	35%	28%	32%	29%	32%	36%	30%
Civic services	31%	39% B	29%	35% D	26%	31%	32%	31%	26%	33%	34% H
Schools (elementary, secondary)	27%	36% B	25%	28%	26%	38%	28%	27%	31%	23%	27%
Other shops and services	26%	23%	28%	27%	27%	25%	26%	28%	24%	25%	28%
Social and community services	26%	29%	26%	24%	28%	43% CD	24%	33% F	25%	30%	27%
Fitness & recreation opportunities	22%	23%	22%	22%	25%	14%	25% G	18%	28% J	31% J	17%
Other employment spaces	14%	18%	13%	14%	15%	13%	15%	13%	13%	16%	14%
Arts and culture spaces and amenities	13%	14%	13%	12%	15%	7%	15% G	9%	16% J	15%	11%
Heritage features and elements	9%	13% B	7%	10%	7%	6%	10%	6%	8%	8%	9%
Places of worship and spiritual practice	5%	9% B	4%	5%	6%	3%	6%	4%	7%	4%	5%
Other	2%	<1%	2%	2%	2%	2%	1%	3% F	<1%	4% H	2% H
Don't know	4%	4%	3%	3%	3%	11% CD	3%	4%	3%	3%	4%

*Small base size, interpret with caution.
Multiple mentions allowed.
Base: All respondents (n=1270)
Q7. In the future, what mix of amenities and services are most needed to make your neighbourhood thrive? Please select up to 5.

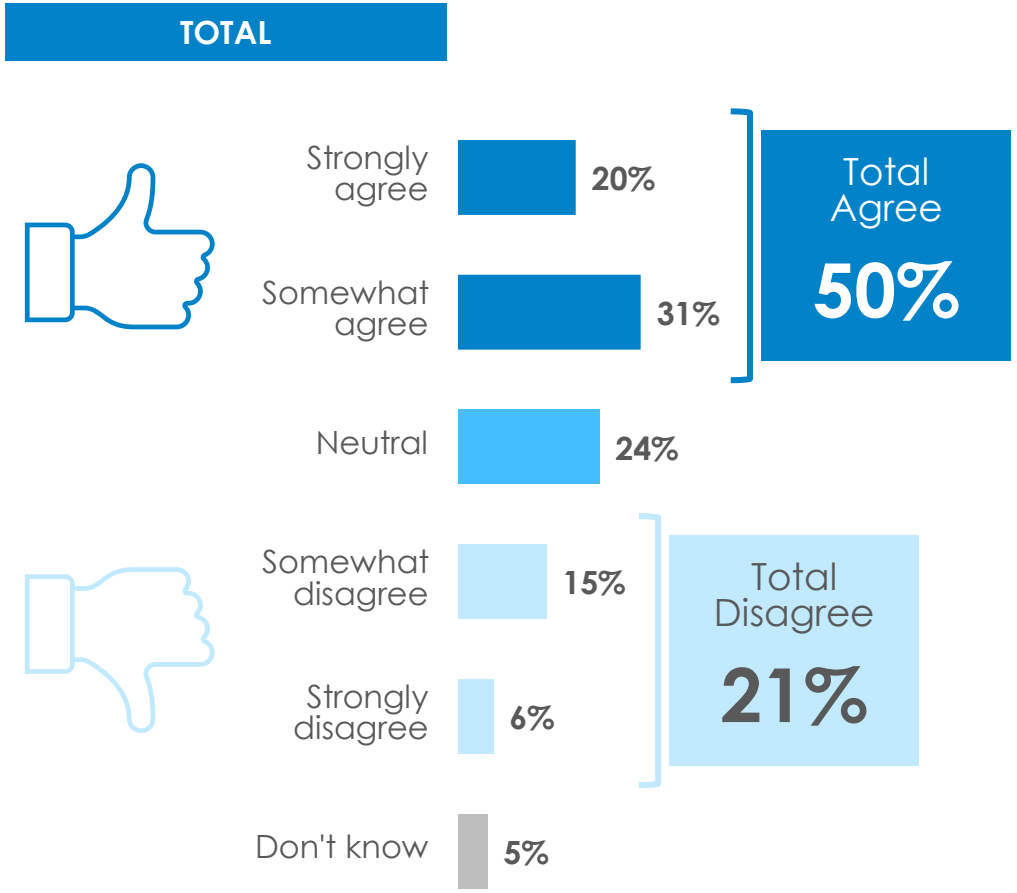
ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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BIG IDEA #2: AN ECONOMY THAT WORKS FOR ALL

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Vancouver Should Protect and Intensify Development of Our Industrial Lands and Generally Exclude Residential Development in these Areas



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	47%	26% **D**
Northeast [B] (n=179)	55%	20%
Northwest [C] (n=230)	50%	25% **D**
Southeast [D] (n=269)	51%	16%
Southwest [E] (n=219)	56% **A**	21%

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	56% **G**	19%
Female [G] (n=644)	46%	22%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	51%	20%
35 to 54 [I] (n=459)	49%	19%
55+ [J] (n=507)	52%	23%

Base: All respondents (n=1270)
Q8. Do you agree or disagree with the following statements?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Protect and Intensify Development of Our Industrial Lands and Generally Exclude Residential Development in these Areas: by Other Demographic Subgroups

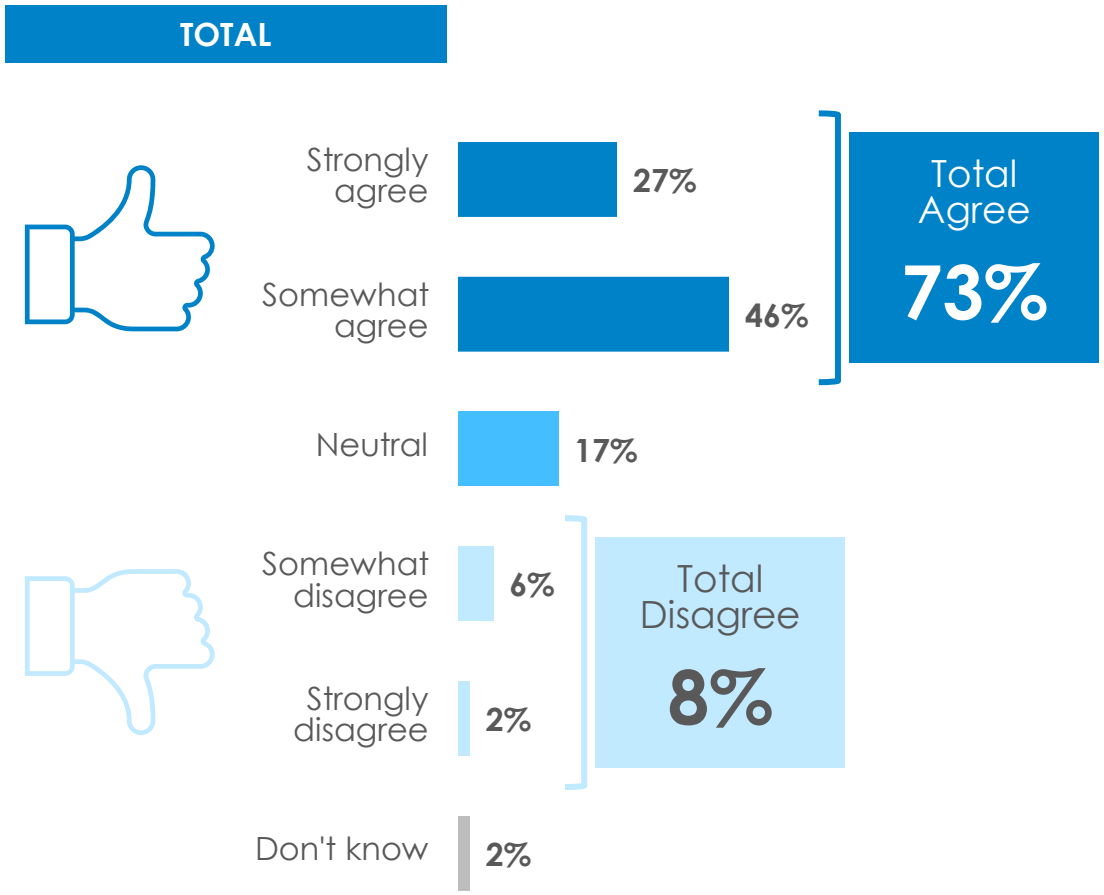
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	50%	62% **B**	47%	56% **DE**	45%	38%	51%	50%	49%	53%	51%
Total Disagree	21%	13%	23% **A**	19%	26% **CE**	10%	20%	23%	25%	18%	20%

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q8. Do you agree or disagree with the following statements?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Have More Places for People to Work Throughout the City Including Within or Near Residential Areas



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	76%	8%
Northeast [B] (n=179)	77%	6%
Northwest [C] (n=230)	76%	7%
Southeast [D] (n=269)	73%	8%
Southwest [E] (n=219)	72%	10%

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	73%	9%
Female [G] (n=644)	74%	7%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	74%	6%
35 to 54 [I] (n=459)	75%	7%
55+ [J] (n=507)	71%	12% **HI**

Base: All respondents (n=1270)
Q9. Do you agree or disagree with the following statements?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Have More Places for People to Work Throughout the City Including Within or Near Residential Areas: by Other Demographic Subgroups

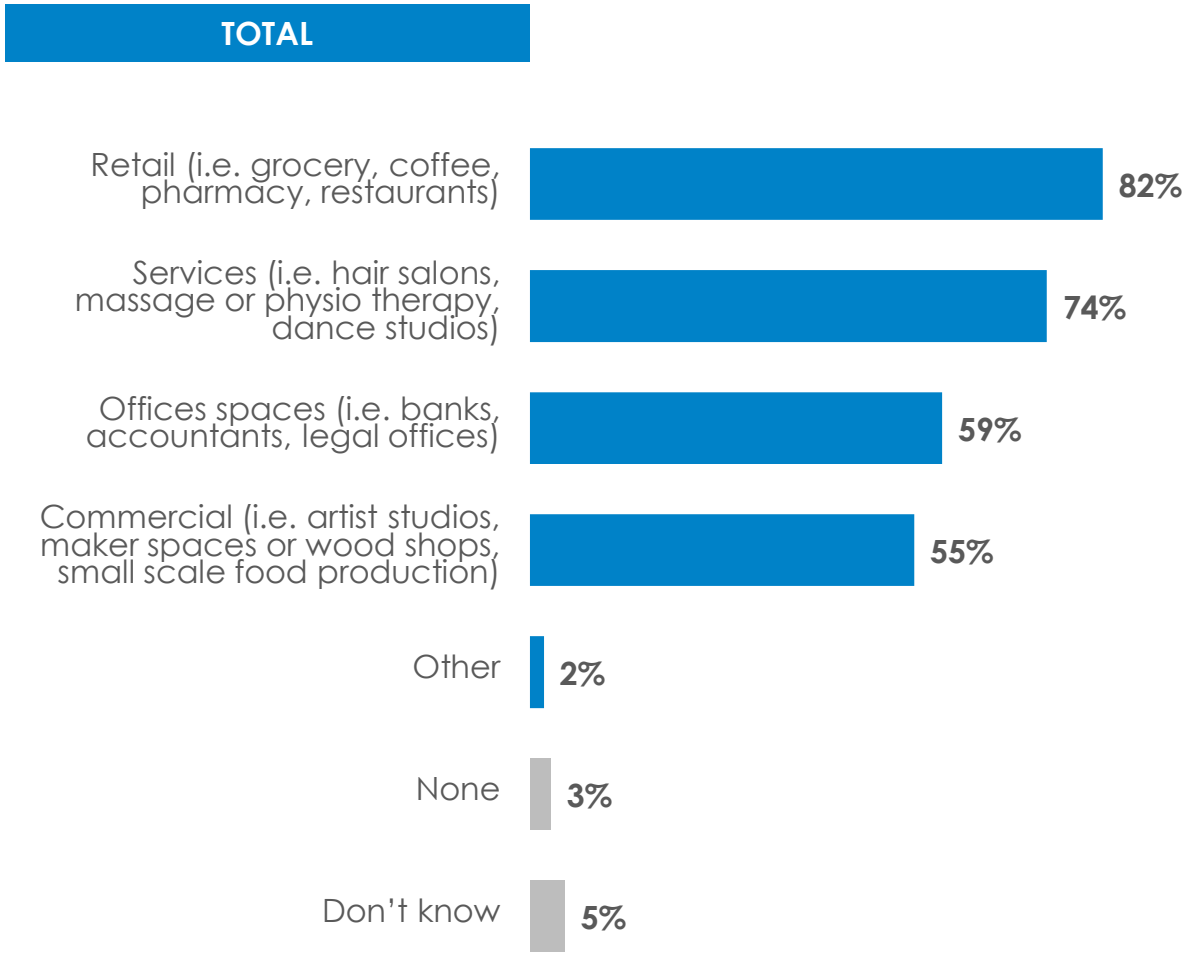
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	73%	80% **B**	73%	73%	79% **CE**	61%	76%	71%	77%	75%	73%
Total Disagree	8%	5%	9% **A**	9%	6%	13%	7%	9%	5%	7%	10% **H**

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q9. Do you agree or disagree with the following statements?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Acceptable Types of Businesses in Neighbourhood



NEIGHBOURHOOD					GENDER		AGE		
Down-town / West End [A] (n=315)	North-east [B] (n=179)	North-west [C] (n=230)	South-east [D] (n=269)	South-west [E] (n=219)	Male [F] (n=607)	Female [G] (n=644)	18 to 34 [H] (n=304)	35 to 54 [I] (n=459)	55+ [J] (n=507)
85%	80%	87%	81%	85%	81%	83%	81%	79%	86% I
79%	72%	81% DE	73%	73%	71%	76% F	72%	73%	76%
64% D	56%	71% BD	54%	63% D	62%	57%	54%	59%	65% H
59% D	67% DE	59% D	48%	53%	59% G	51%	57%	55%	54%
1%	1%	2%	3%	2%	1%	3%	1%	2%	3% H
1%	2%	5% A	3%	7% AB	4%	3%	1%	5% H	4% H
5% E	3%	2%	7% CE	2%	4%	6%	6%	5%	5%

Multiple mentions allowed.
Base: All respondents (n=1270)
Q10. Which of these types of businesses (if any) would you consider acceptable in your neighbourhood?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Acceptable Types of Businesses in Neighbourhood: by Other Demographic Subgroups

	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Retail (i.e. grocery, coffee, pharmacy, restaurants)	82%	79%	84%	81%	87% **CE**	74%	83%	82%	83%	83%	83%
Services (i.e. hair salons, massage or physio therapy, dance studios)	74%	70%	76%	74%	77%	68%	76%	72%	73%	76%	75%
Offices spaces (i.e. banks, accountants, legal offices)	59%	55%	61%	63%	58%	56%	61%	58%	55%	65% **H**	61%
Commercial (i.e. artist studios, maker spaces or wood shops, small scale food production)	55%	53%	57%	54%	59%	58%	60% **G**	48%	58%	62% **J**	53%
Other	2%	1%	2%	2%	2%	5%	2%	2%	1%	2%	2%
None	3%	4%	3%	4% **D**	2%	1%	3%	4%	2%	2%	5%
Don't know	5%	2%	5%	3%	4%	11% **C**	3%	6%	2%	7% **H**	5% **H**

*Small base size, interpret with caution.
Multiple mentions allowed.
Base: All respondents (n=1270)
Q10. Which of these types of businesses (if any) would you consider acceptable in your neighbourhood?

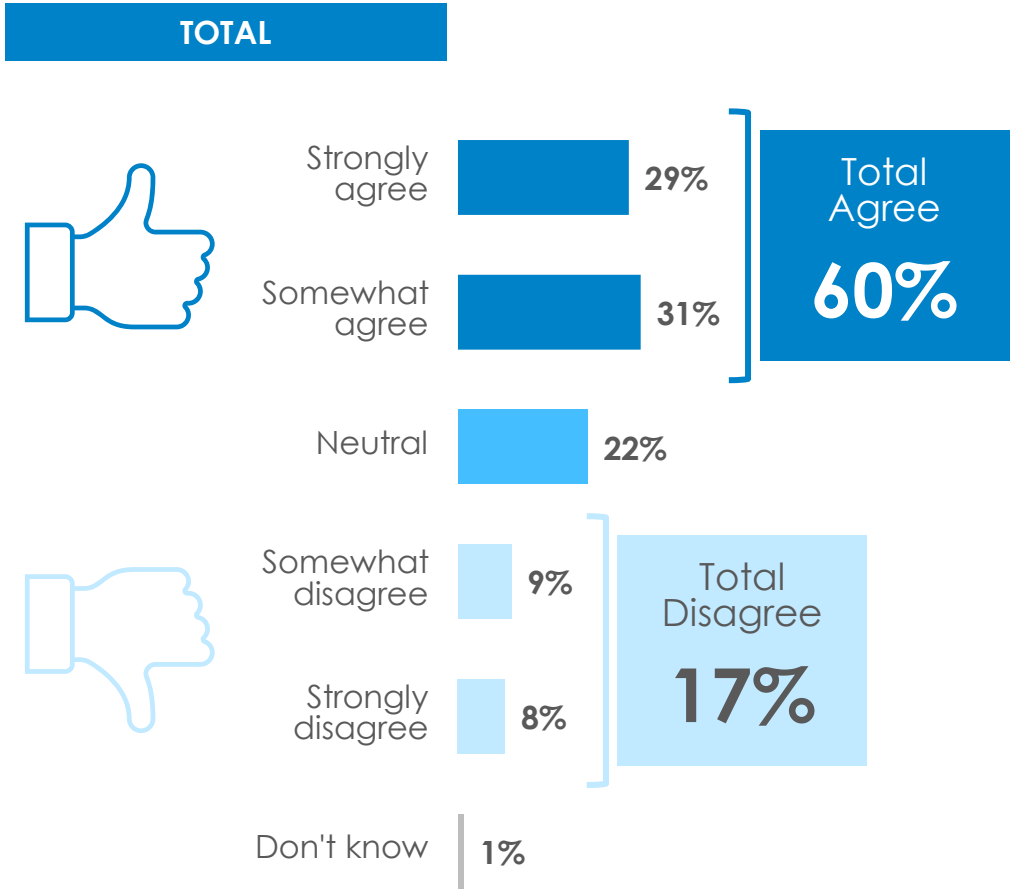
ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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BIG IDEA #3: CLIMATE PROTECTION AND RESTORED ECOSYSTEMS

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Vancouver Needs to do More to Prioritize Walking, Rolling, Biking, or Taking Transit in My Neighbourhood



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	63%	17% **B**
Northeast [B] (n=179)	66%	10%
Northwest [C] (n=230)	56%	22% **B**
Southeast [D] (n=269)	58%	17% **B**
Southwest [E] (n=219)	59%	22% **B**

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	61%	17%
Female [G] (n=644)	59%	17%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	64% **J**	14%
35 to 54 [I] (n=459)	61% **J**	17%
55+ [J] (n=507)	54%	22% **H**

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Base: All respondents (n=1270)
Q11. Below are some statements about how to respond to the Climate Emergency. Please tell us if you agree or disagree.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

Vancouver Needs to do More to Prioritize Walking, Rolling, Biking, or Taking Transit in My Neighbourhood: by Other Demographic Subgroups

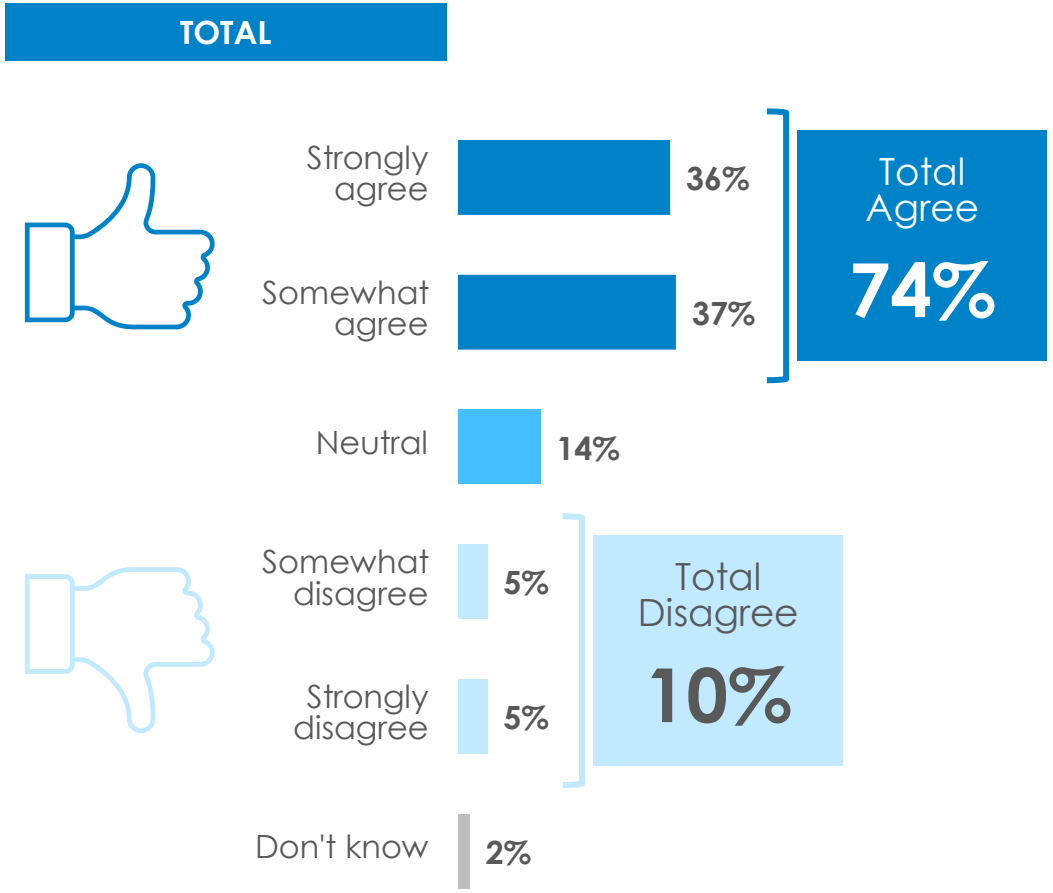
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	60%	66% **B**	58%	58%	66% **CE**	47%	63% **G**	55%	71% **IJ**	61%	55%
Total Disagree	17%	14%	19%	19%	14%	21%	17%	18%	10%	20% **H**	20% **H**

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q11. Below are some statements about how to respond to the Climate Emergency. Please tell us if you agree or disagree.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Add More Housing Choice, Retail and Businesses in Residential Areas to Reduce Reliance on Cars



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	79%	7%
Northeast [B] (n=179)	77%	8%
Northwest [C] (n=230)	72%	11%
Southeast [D] (n=269)	74%	12%
Southwest [E] (n=219)	73%	11%

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	74%	10%
Female [G] (n=644)	73%	10%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	76%	9%
35 to 54 [I] (n=459)	75%	9%
55+ [J] (n=507)	70%	14% **HI**

Base: All respondents (n=1270)
Q12. Below are some statements about how to respond to the Climate Emergency. Please tell us if you agree or disagree.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

 © Ipsos

Vancouver Should Add More Housing Choice, Retail and Businesses in Residential Areas to Reduce Reliance on Cars: by Other Demographic Subgroups

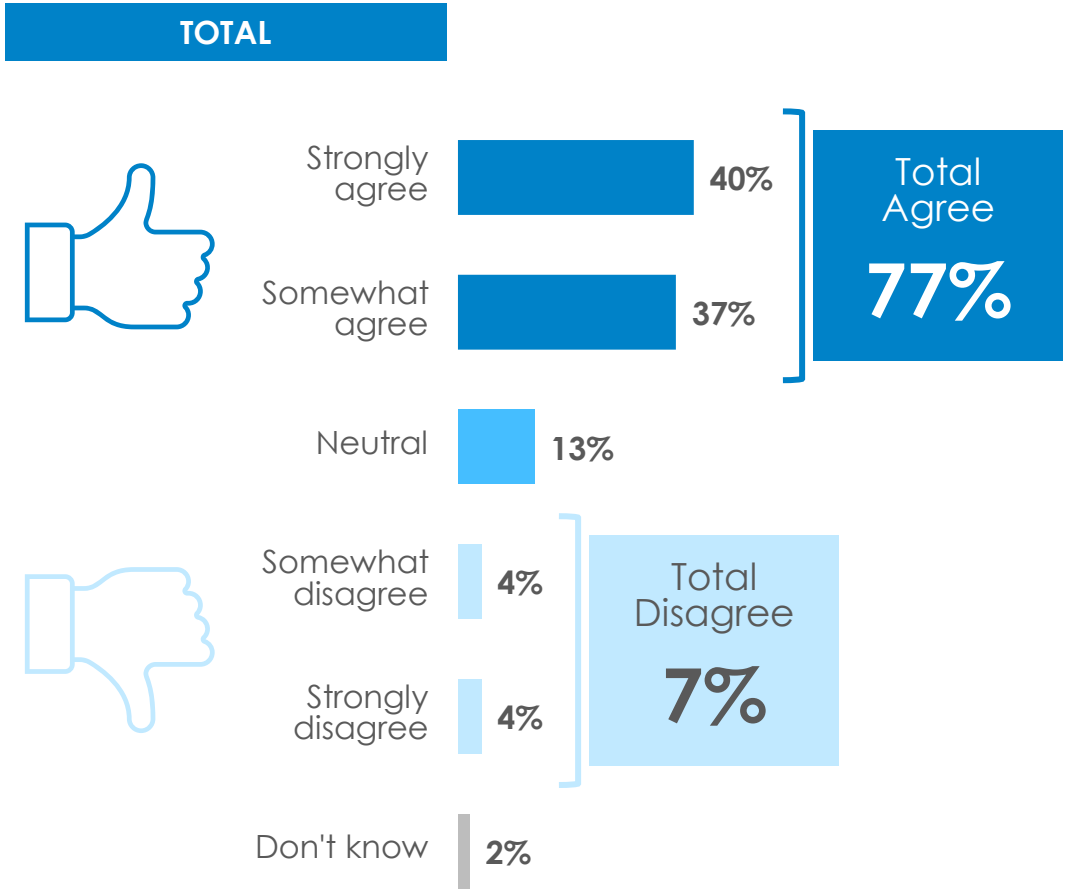
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	74%	77%	74%	72%	81% **CE**	63%	75%	73%	82% **J**	78% **J**	70%
Total Disagree	10%	8%	11%	12% **D**	6%	15% **D**	9%	12%	5%	6%	14% **HI**

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q12. Below are some statements about how to respond to the Climate Emergency. Please tell us if you agree or disagree.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

 © Ipsos

Vancouver Should Require Sustainable Construction Methods in New Buildings and Renovation of Older Buildings



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	75%	9%
Northeast [B] (n=179)	80%	6%
Northwest [C] (n=230)	80%	8%
Southeast [D] (n=269)	79%	5%
Southwest [E] (n=219)	77%	9%

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	75%	9%
Female [G] (n=644)	80%	6%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	73%	8%
35 to 54 [I] (n=459)	79%	6%
55+ [J] (n=507)	81% **H**	8%

 © Ipsos

Base: All respondents (n=1270)
Q13. Below are some statements about how to respond to the Climate Emergency. Please tell us if you agree or disagree.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

Vancouver Should Require Sustainable Construction Methods in New Buildings and Renovation of Older Buildings: by Other Demographic Subgroups

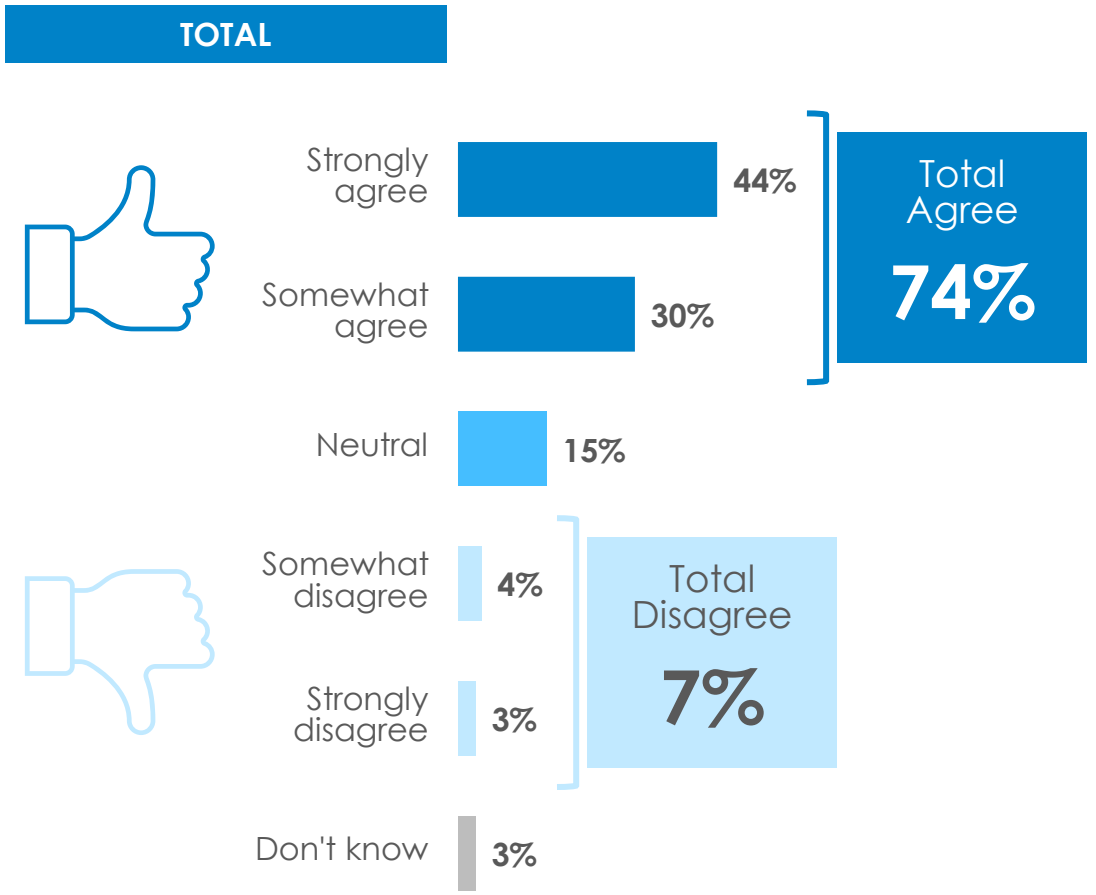
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	77%	86% **B**	76%	78%	81%	72%	77%	81%	82% **J**	79%	76%
Total Disagree	7%	4%	8% **A**	8%	5%	6%	6%	9%	4%	7%	9% **H**

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q13. Below are some statements about how to respond to the Climate Emergency. Please tell us if you agree or disagree.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Limit Growth to Protect Important Ecosystems, such as Shorelines, Floodplains and Sensitive Watershed/Drainage Areas



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	79%	9%
Northeast [B] (n=179)	74%	6%
Northwest [C] (n=230)	79%	7%
Southeast [D] (n=269)	72%	6%
Southwest [E] (n=219)	75%	9%

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	72%	11% **G**
Female [G] (n=644)	76%	4%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	68%	7%
35 to 54 [I] (n=459)	75%	8%
55+ [J] (n=507)	81% **HI**	7%

 © Ipsos

Base: All respondents (n=1270)
Q14. Below are some statements about how to respond to the Climate Emergency. Please tell us if you agree or disagree.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

Vancouver Should Limit Growth to Protect Important Ecosystems, such as Shorelines, Floodplains and Sensitive Watershed/Drainage Areas: by Other Demographic Subgroups

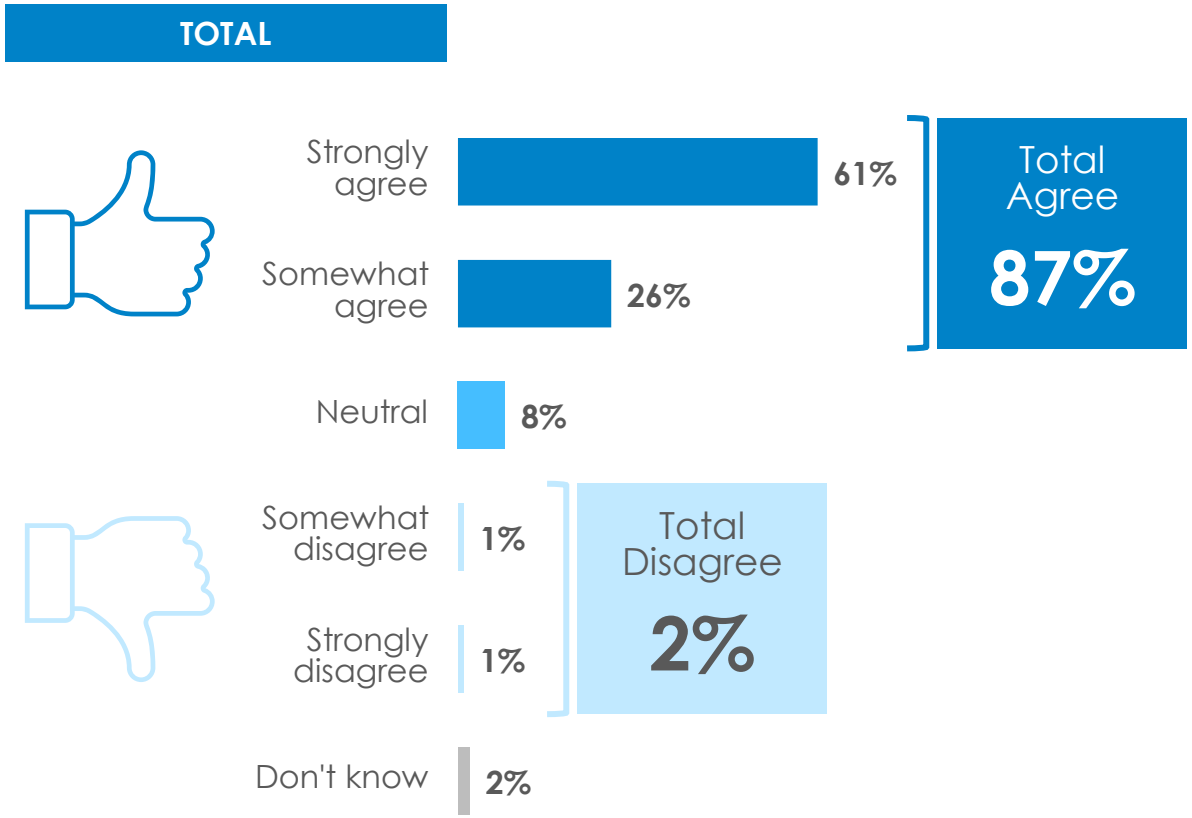
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	74%	73%	76%	76%	75%	66%	73%	79%	76%	73%	75%
Total Disagree	7%	7%	7%	7%	8%	13%	7%	7%	5%	9%	8%

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q14. Below are some statements about how to respond to the Climate Emergency. Please tell us if you agree or disagree.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Ensure our "Grey and Green Infrastructure" such as Streets, Sewer and Water Systems, and Urban Forests can Withstand and Adapt to Climate Change Effects



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	87%	3%
Northeast [B] (n=179)	90%	2%
Northwest [C] (n=230)	90%	2%
Southeast [D] (n=269)	85%	3%
Southwest [E] (n=219)	90%	1%

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	85%	4% **G**
Female [G] (n=644)	89%	1%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	83%	3%
35 to 54 [I] (n=459)	87%	1%
55+ [J] (n=507)	92% **HI**	2%

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Base: All respondents (n=1270)
Q15. Below are some statements about how to respond to the Climate Emergency. Please tell us if you agree or disagree.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

Vancouver Should Ensure our "Grey and Green Infrastructure" such as Streets, Sewer, and Water Systems, and Urban Forests can Withstand and Adapt to Climate Change Effects: by Other Demographic Subgroups

	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	87%	86%	89%	89% **E**	89% **E**	76%	88%	89%	90%	85%	88%
Total Disagree	2%	2%	2%	2%	2%	10% **CD**	2%	2%	1%	2%	3% **H**

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q15. Below are some statements about how to respond to the Climate Emergency. Please tell us if you agree or disagree.

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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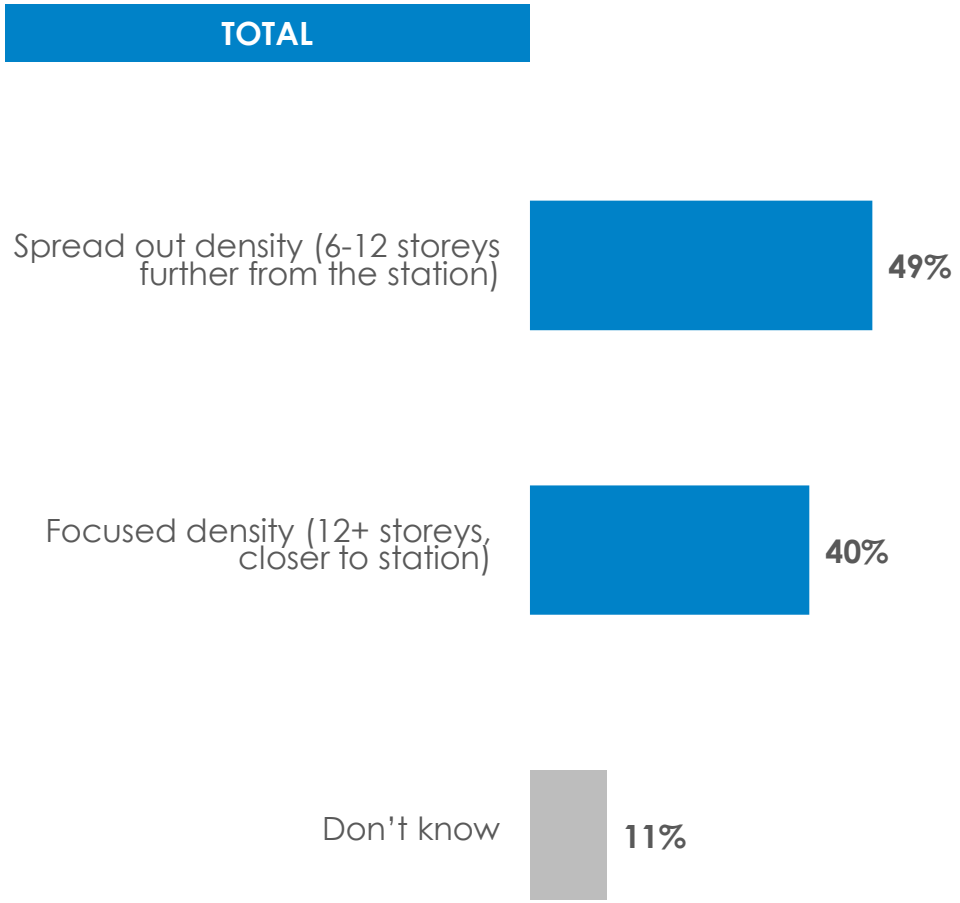
EXPLORING AREAS OF FUTURE CHANGE

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RAPID TRANSIT AREAS

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Preference for Growth and Change of Rapid Transit Areas



	NEIGHBOURHOOD					GENDER		AGE		
	Down-town / West End [A] (n=315)	North-east [B] (n=179)	North-west [C] (n=230)	South-east [D] (n=269)	South-west [E] (n=219)	Male [F] (n=607)	Female [G] (n=644)	18 to 34 [H] (n=304)	35 to 54 [I] (n=459)	55+ [J] (n=507)
Spread out density (6-12 storeys further from the station)	40%	54% **A**	56% **AD**	45%	56% **AD**	46%	51%	48%	48%	51%
Focused density (12+ storeys, closer to station)	50% **BCE**	40%	33%	42%	36%	45% **G**	36%	39%	42%	39%
Don't know	10%	6%	10%	14% **B**	8%	8%	13% **F**	13%	10%	10%

Base: All respondents (n=1270)
Q16. Over the next 30 years our rapid transit neighbourhoods will need to evolve. In general, how would you prefer these Rapid Transit Areas grow and change?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Preference for Growth and Change of Rapid Transit Areas: by Other Demographic Subgroups

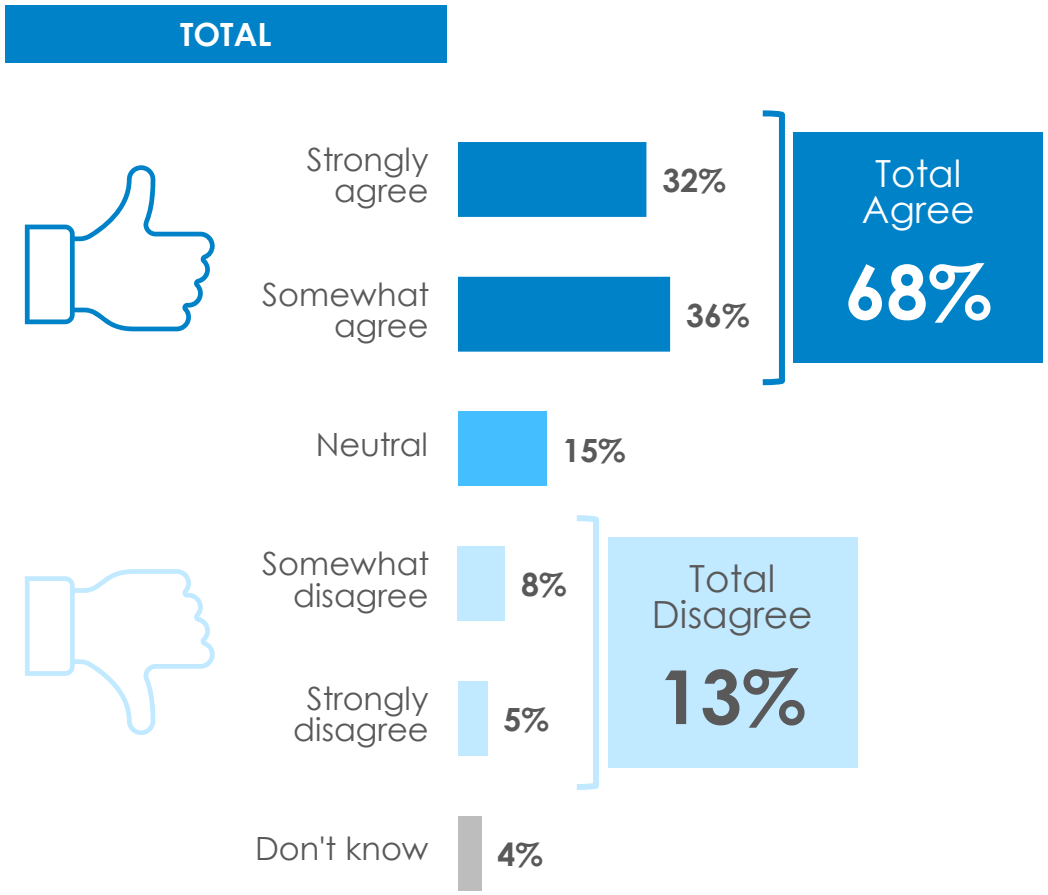
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Spread out density (6-12 storeys further from the station)	49%	49%	49%	48%	52%	51%	49%	49%	52%	45%	49%
Focused density (12+ storeys, closer to station)	40%	44%	39%	43%	37%	30%	41%	39%	40%	43%	40%
Don't know	11%	8%	11%	9%	11%	20% **C**	10%	12%	8%	12%	11%

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q16. Over the next 30 years our rapid transit neighbourhoods will need to evolve. In general, how would you prefer these Rapid Transit Areas grow and change?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Keep Building Heights Lower on Local Shopping Streets to Protect the Area's Existing Character (e.g. Existing Businesses)



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	61%	17% **D**
Northeast [B] (n=179)	70%	14%
Northwest [C] (n=230)	70% **A**	12%
Southeast [D] (n=269)	68%	11%
Southwest [E] (n=219)	73% **A**	15%

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	64%	18% **G**
Female [G] (n=644)	71% **F**	8%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	62%	13%
35 to 54 [I] (n=459)	66%	15%
55+ [J] (n=507)	77% **HI**	11%

Base: All respondents (n=1270)
Q17. Do you agree or disagree with the following statement about change in these areas?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Should Keep Building Heights Lower on Local Shopping Streets to Protect the Area's Existing Character (e.g. Existing Businesses): by Other Demographic Subgroups

	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	68%	75% **B**	67%	73% **DE**	63%	58%	67%	72%	67%	65%	70%
Total Disagree	13%	10%	14%	11%	17% **C**	12%	14%	11%	12%	15%	13%

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q17. Do you agree or disagree with the following statement about change in these areas?

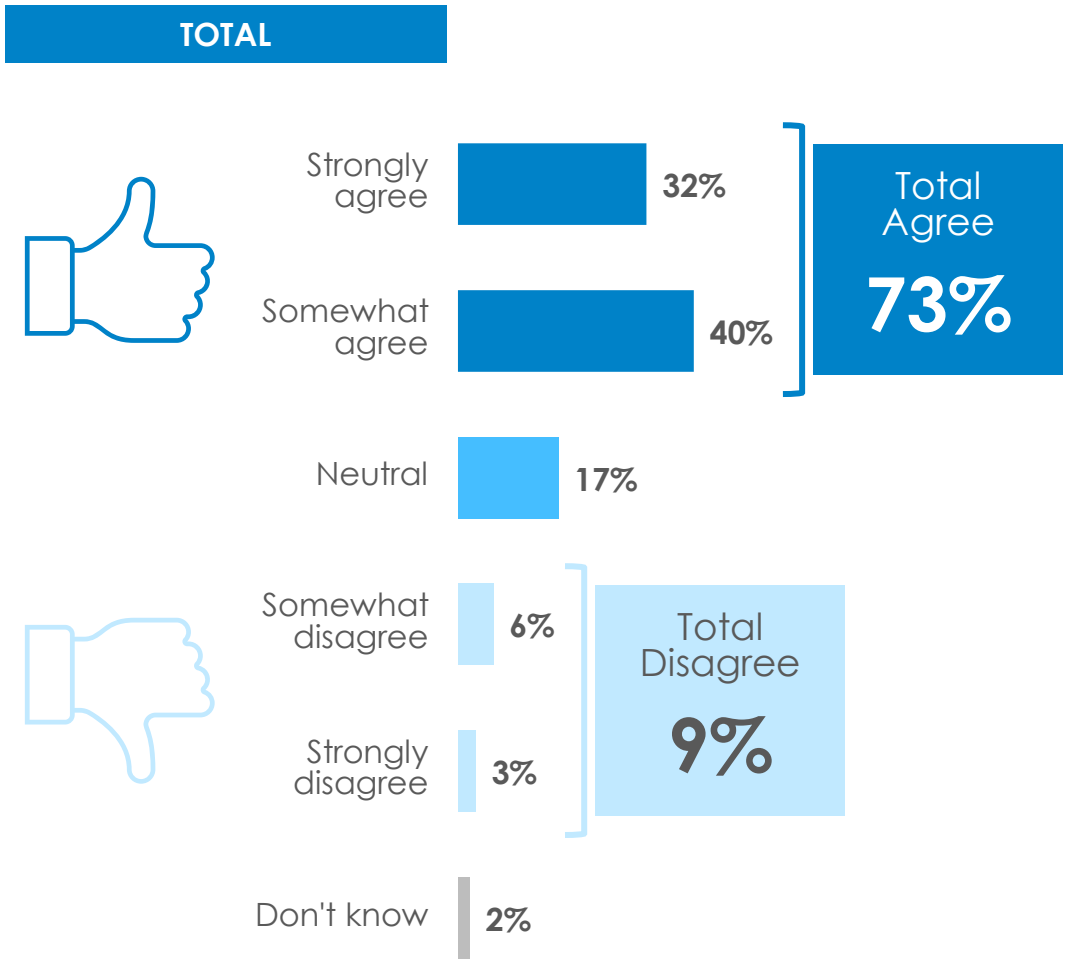
ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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NEIGHBOURHOOD SHOPPING AREAS

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Vancouver Needs More Housing Options Close to Shops and Services



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	75%	9%
Northeast [B] (n=179)	72%	5%
Northwest [C] (n=230)	74%	11% **B**
Southeast [D] (n=269)	71%	9%
Southwest [E] (n=219)	77%	9%

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	73%	8%
Female [G] (n=644)	72%	9%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	71%	8%
35 to 54 [I] (n=459)	72%	9%
55+ [J] (n=507)	74%	9%

Base: All respondents (n=1270)
Q18. Do you agree or disagree with the following statement about changes in these areas?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Needs More Housing Options Close to Shops and Services: by Other Demographic Subgroups

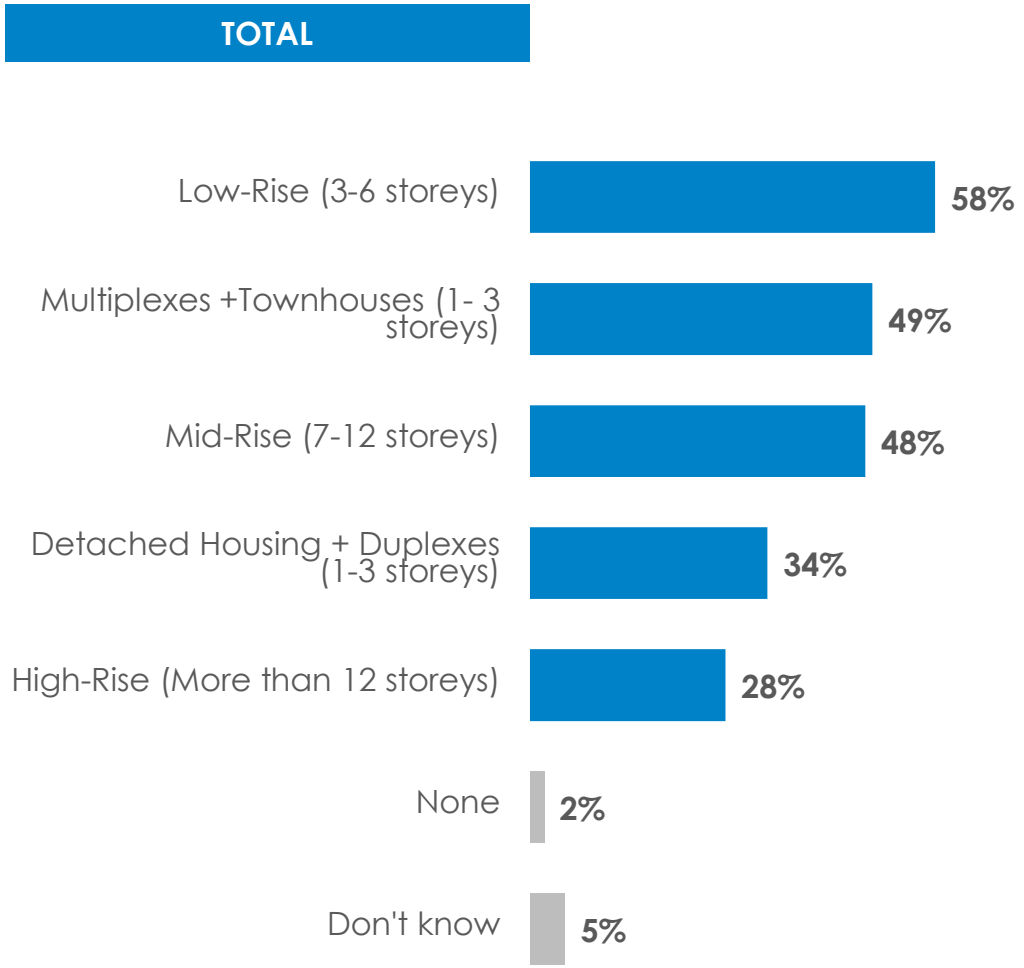
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	73%	77%	72%	72% **E**	78% **CE**	53%	73%	73%	77%	74%	71%
Total Disagree	9%	9%	9%	9%	8%	17% **D**	9%	9%	8%	9%	10%

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q18. Do you agree or disagree with the following statement about changes in these areas?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Housing Types Would Like to See Close to Shops and Services



	NEIGHBOURHOOD					GENDER		AGE		
	Down-town / West End [A] (n=315)	North-east [B] (n=179)	North-west [C] (n=230)	South-east [D] (n=269)	South-west [E] (n=219)	Male [F] (n=607)	Female [G] (n=644)	18 to 34 [H] (n=304)	35 to 54 [I] (n=459)	55+ [J] (n=507)
Low-Rise (3-6 storeys)	55%	56%	64% A	56%	67% ABD	59%	57%	60%	57%	58%
Multiplexes +Townhouses (1- 3 storeys)	48%	45%	56% B	49%	50%	47%	50%	50%	48%	48%
Mid-Rise (7-12 storeys)	60% BDE	42%	53% B	44%	47%	50%	46%	57% IJ	46%	40%
Detached Housing + Duplexes (1-3 storeys)	31%	31%	42% ABD	32%	36%	33%	34%	38%	31%	32%
High-Rise (More than 12 storeys)	40% CDE	33% CE	21%	28% E	20%	34% G	21%	37% J	30% J	16%
None	2%	<1%	2%	3%	2%	2%	2%	2%	2%	2%
Don't know	4%	4%	1%	6% C	3%	4%	6%	6% J	6% J	3%

Multiple mentions allowed.
Base: All respondents (n=1270)
Q19. Which housing types would you like to see close to shops and services (if any)?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Housing Types Would Like to See Close to Shops and Services: by Other Demographic Subgroups

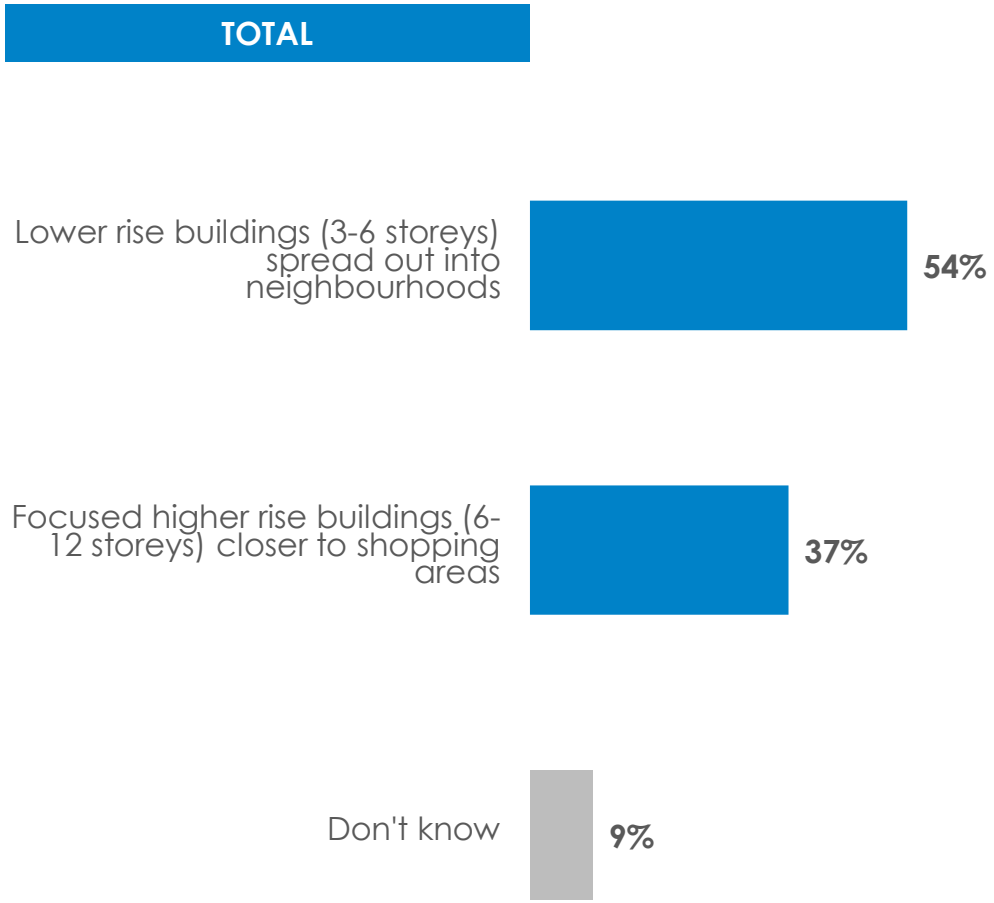
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Low-Rise (3-6 storeys)	58%	51%	61% **A**	55%	64% **C**	58%	60%	57%	65% **J**	55%	57%
Multiplexes +Townhouses (1- 3 storeys)	49%	49%	49%	48%	51%	51%	49%	49%	51%	50%	48%
Mid-Rise (7-12 storeys)	48%	51%	48%	46% **E**	57% **CE**	26%	52% **G**	41%	58% **IJ**	45%	45%
Detached Housing + Duplexes (1-3 storeys)	34%	38%	32%	34%	33%	39%	35%	32%	38% **I**	27%	34%
High-Rise (More than 12 storeys)	28%	32%	27%	27%	30%	23%	31% **G**	22%	34% **J**	27%	25%
None	2%	1%	2%	2%	2%	3%	2%	1%	2%	2%	2%
Don't know	5%	4%	4%	4%	4%	8%	4%	4%	1%	7% **H**	5% **H**

*Small base size, interpret with caution.
Multiple mentions allowed.
Base: All respondents (n=1270)
Q19. Which housing types would you like to see close to shops and services (if any)?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Preference for Growth and Change of Neighbourhood Shopping Areas



	NEIGHBOURHOOD					GENDER		AGE		
	Down-town / West End [A] (n=315)	North-east [B] (n=179)	North-west [C] (n=230)	South-east [D] (n=269)	South-west [E] (n=219)	Male [F] (n=607)	Female [G] (n=644)	18 to 34 [H] (n=304)	35 to 54 [I] (n=459)	55+ [J] (n=507)
Lower rise buildings (3-6 storeys) spread out into neighbourhoods	44%	50%	63% AB	55% A	62% AB	47%	60% F	48%	54%	61% HI
Focused higher rise buildings (6-12 storeys) closer to shopping areas	48% CDE	40%	32%	36%	31%	46% G	29%	42% J	37%	31%
Don't know	7%	10%	5%	9%	7%	7%	11% F	10%	9%	8%

Base: All respondents (n=1270)
Q20. Over the next 30 years our neighbourhood shopping areas will evolve. In general, how would you like to see these areas grow and change?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Preference for Growth and Change of Neighbourhood Shopping Areas: by Other Demographic Subgroups

	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Lower rise buildings (3-6 storeys) spread out into neighbourhoods	54%	47%	57% **A**	51%	60% **C**	59%	52%	62% **F**	59% **I**	49%	54%
Focused higher rise buildings (6-12 storeys) closer to shopping areas	37%	47% **B**	35%	41% **DE**	33%	23%	41% **G**	29%	36%	41%	37%
Don't know	9%	7%	8%	8%	7%	17% **CD**	7%	9%	5%	11% **H**	9% **H**

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q20. Over the next 30 years our neighbourhood shopping areas will evolve. In general, how would you like to see these areas grow and change?

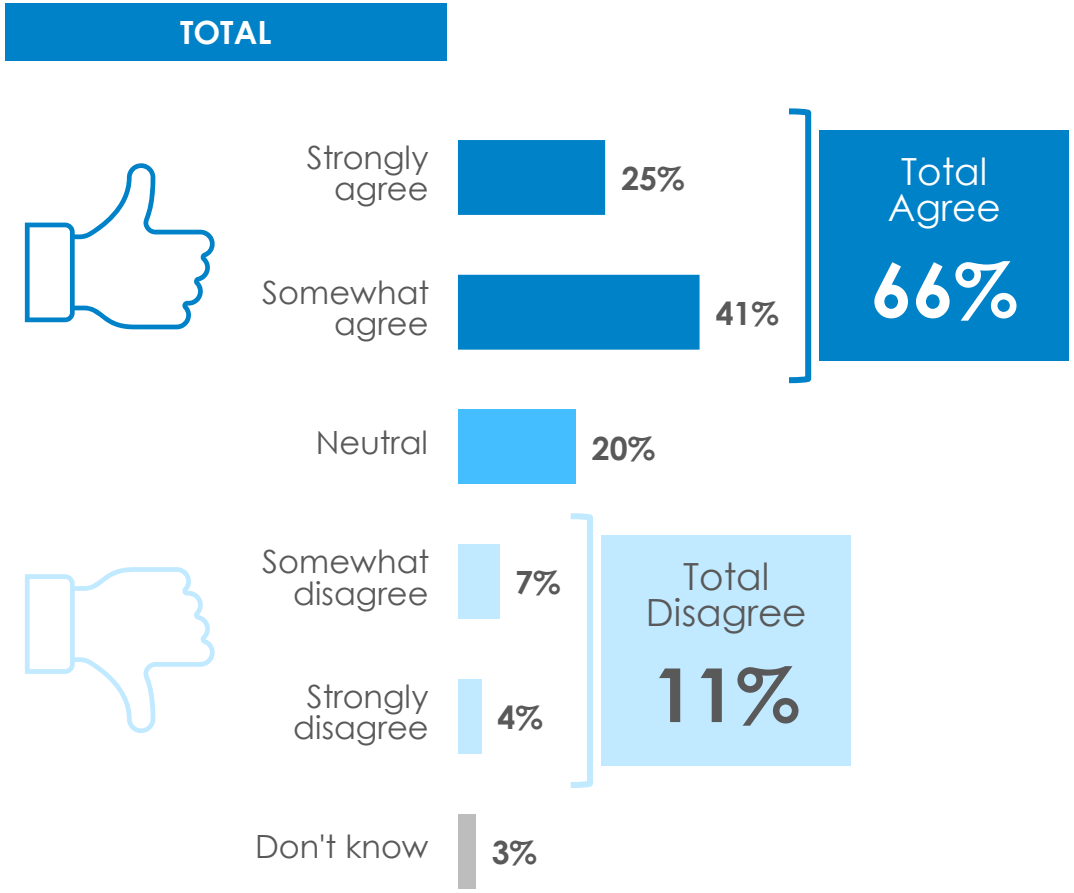
ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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RESIDENTIAL AREAS – LOW-DENSITY HOUSING AREAS

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We Need More Shops, Services, and Amenities Serving Lower-Density Residential Neighbourhooods



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	67%	11%
Northeast [B] (n=179)	68%	10%
Northwest [C] (n=230)	66%	10%
Southeast [D] (n=269)	66%	10%
Southwest [E] (n=219)	69%	14%

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	69%	9%
Female [G] (n=644)	64%	12%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	69% **J**	7%
35 to 54 [I] (n=459)	68% **J**	10%
55+ [J] (n=507)	61%	16% **HI**

Base: All respondents (n=1270)
Q21. Do you agree or disagree with the following statements about changes in these areas?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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We Need More Shops, Services, and Amenities Serving Lower-Density Residential Neighbourhoods: by Other Demographic Subgroups

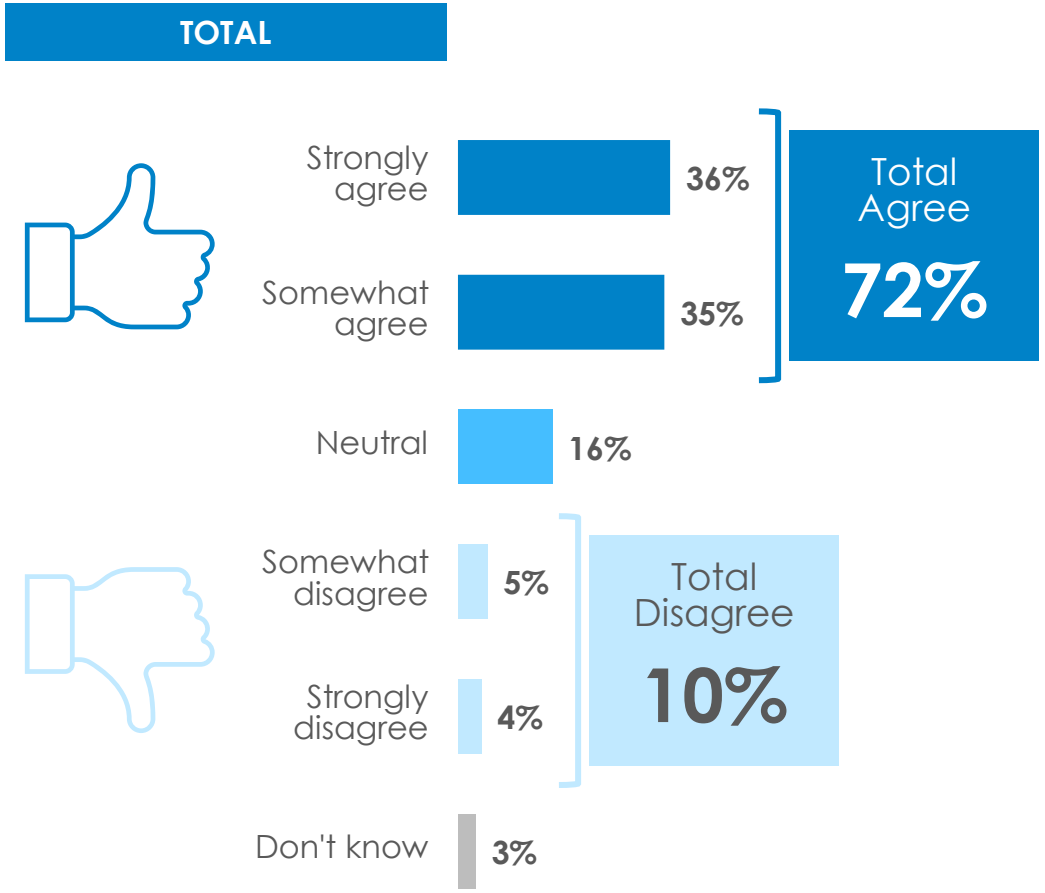
	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	66%	72%	65%	67%	69%	56%	69% **G**	62%	73% **IJ**	62%	65%
Total Disagree	11%	9%	12%	13%	9%	10%	10%	13%	6%	17% **H**	12% **H**

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q21. Do you agree or disagree with the following statements about changes in these areas?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Needs More Housing Choices Within its Lower-Density Residential Neighbourhoods



NEIGHBOURHOOD	Total Agree	Total Disagree
Downtown / West End [A] (n=315)	75%	7%
Northeast [B] (n=179)	75%	9%
Northwest [C] (n=230)	75%	9%
Southeast [D] (n=269)	70%	9%
Southwest [E] (n=219)	73%	14% **A**

GENDER	Total Agree	Total Disagree
Male [F] (n=607)	74%	9%
Female [G] (n=644)	70%	10%

AGE	Total Agree	Total Disagree
18 to 34 [H] (n=304)	75%	7%
35 to 54 [I] (n=459)	69%	9%
55+ [J] (n=507)	70%	12% **H**

Base: All respondents (n=1270)
Q22. Do you agree or disagree with the following statements about changes in these areas?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Vancouver Needs More Housing Choices Within its Lower-Density Residential Neighbourhoods: by Other Demographic Subgroups

	TOTAL (n=1270)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Total Agree	72%	73%	72%	68%	80% **C**	69%	73%	71%	79% **IJ**	69%	70%
Total Disagree	10%	9%	10%	12% **D**	6%	9%	9%	11%	5%	10%	11% **H**

*Small base size, interpret with caution.
Base: All respondents (n=1270)
Q22. Do you agree or disagree with the following statements about changes in these areas?

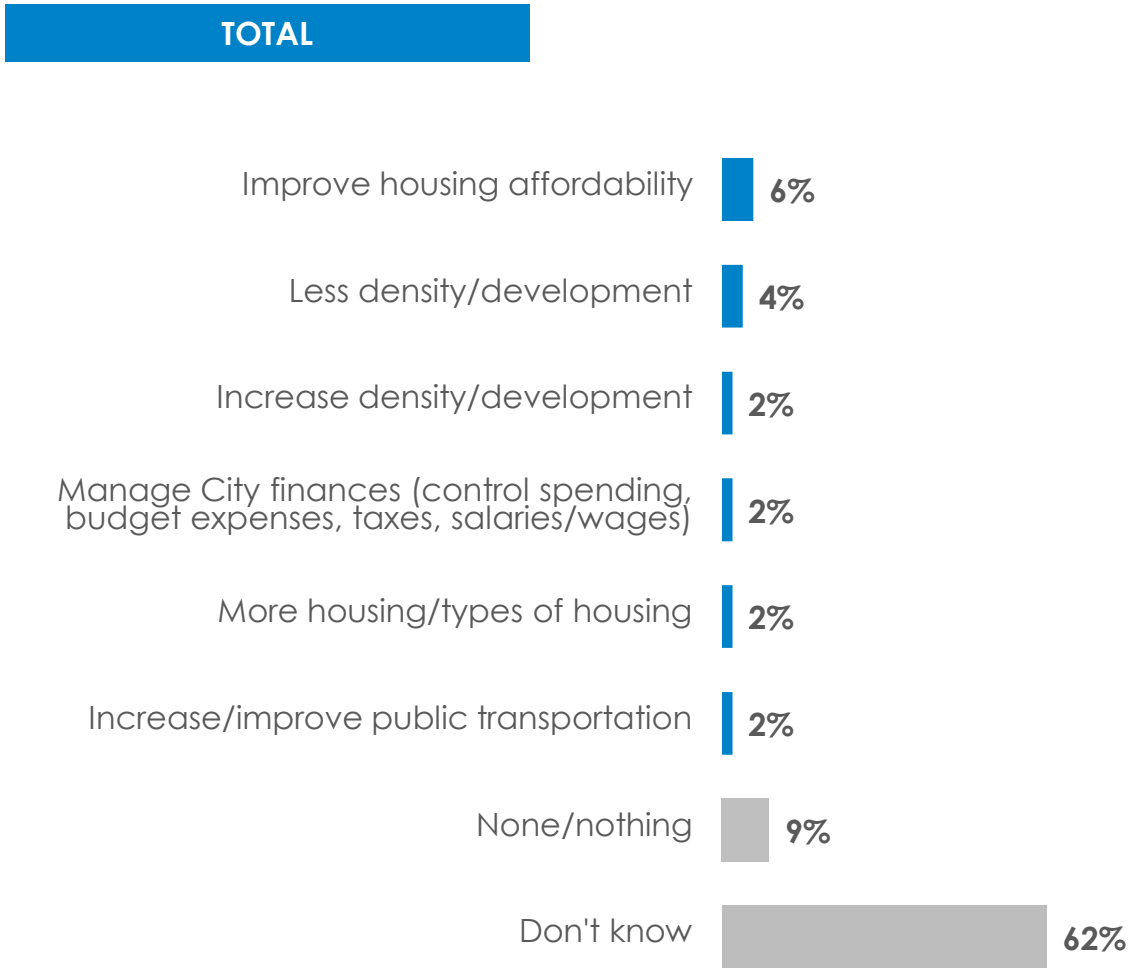
ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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OTHER COMMENTS

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Other Comments about Emerging Directions for Vancouver Plan



	NEIGHBOURHOOD					GENDER		AGE		
	Down-town / West End [A] (n=315)	North-east [B] (n=179)	North-west [C] (n=230)	South-east [D] (n=269)	South-west [E] (n=219)	Male [F] (n=607)	Female [G] (n=644)	18 to 34 [H] (n=304)	35 to 54 [I] (n=459)	55+ [J] (n=507)
Improve housing affordability	7%	9%	6%	6%	5%	5%	8%	6%	6%	7%
Less density/development	2%	2%	3%	3%	8% ABD	2%	5% F	3%	3%	5% I
Increase density/development	3%	3%	2%	1%	4%	2%	2%	<1%	3% H	3% H
Manage City finances (control spending, budget expenses, taxes, salaries/wages)	2%	1%	3%	2%	1%	2%	2%	2%	1%	2%
More housing/types of housing	2%	1%	2%	1%	3%	1%	2%	2%	1%	2%
Increase/improve public transportation	3%	1%	3%	2%	1%	2%	1%	1%	2%	2%
None/nothing	10%	7%	9%	8%	11%	8%	9%	9%	11%	7%
Don't know	59%	61%	56%	64%	58%	64%	60%	66% J	62%	56%

Multiple mentions allowed.
Mentions <2% not shown.
Base: All respondents (n=1270)
Q23. Do you have any other comments about the emerging directions for Vancouver Plan?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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Other Comments about Emerging Directions for Vancouver Plan: by Other Demographic Subgroups

	TOTAL (n=xxx)	CHILDREN IN HH		HOUSING SITUATION			EMPLOYMENT STATUS		NUMBER OF YEARS IN VANCOUVER		
		With Children [A] (n=258)	Without Children [B] (n=967)	Own [C] (n=695)	Rent [D] (n=469)	Other [E] (n=57)*	Employed [F] (n=816)	Other [G] (n=423)	10 or less [H] (n=317)	11-20 [I] (n=184)	21+ [J] (n=744)
Improve housing affordability	6%	4%	7%	5%	8% **C**	14% **C**	6%	8%	7%	7%	6%
Less density/development	4%	2%	4%	4% **D**	2%	14% **CD**	3%	5%	2%	2%	5% **H**
Increase density/development	2%	2%	2%	3%	1%	4%	2%	2%	1%	3%	2%
Manage City finances (control spending, budget expenses, taxes, salaries/wages)	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	2%
More housing/types of housing	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%
Increase/improve public transportation	2%	1%	2%	2%	2%	0%	1%	2%	2%	1%	1%
None/nothing	9%	12% **B**	8%	10%	8%	5%	9%	8%	9%	8%	10%
Don't know	62%	60%	62%	60%	64%	56%	62%	60%	65%	66%	58%

*Small base size, interpret with caution.
Multiple mentions allowed.
Mentions <2% not shown.
Base: All respondents (n=xxx)
Q23. Do you have any other comments about the emerging directions for Vancouver Plan?

ABCDE FGHIJ Significantly higher / lower than subgroup indicated by letter.

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WEIGHTED SAMPLE CHARACTERISTICS

4

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Weighted Sample Characteristics

	TOTAL (n=1270)
AGE	
18 to 34	33%
35 to 54	34%
55+	33%
NEIGHTBOURHOOD	
Downtown or West End	16%
Northeast (N of 16th Ave and E of Main St)	16%
Northwest (N of 16th Ave and W of Main St)	15%
Southeast (S of 16th Ave and E of Main St)	30%
Southwest (S of 16th and W of Main St)	18%
Prefer not to say	5%
CHILDREN IN HOUSEHOLD	
Yes	23%
No children in household	64%
No – only have children 18+ living at home	10%
Other	1%
Prefer not to say	3%
HOUSING SITUATION	
Own	54%
Rent	37%
Co-op	3%
Unsheltered or temporary shelter	<1%
Other	2%
Prefer not to say	4%

	TOTAL (n=1270)
GENDER	
Male	48%
Female	51%
Another gender	1%
Prefer not to answer	1%
NUMBER OF YEARS LIVING IN VANCOUVER	
Less than 1 year	3%
1-5 years	11%
6-10 years	13%
11-20 years	15%
More than 20 years	57%
Prefer not to say	2%
ETHNOCULTURAL IDENTITY	
White	49%
Chinese	28%
South Asian (e.g. Indian, Pakistani, Sri Lankan)	5%
Filipino	4%
Southeast Asian (e.g. Vietnamese, Cambodian, Laotian, Thai)	3%
Latin American	3%
Japanese	2%
Indigenous (First Nations, Inuit, and/or Metis)	1%
West Asian (e.g. Iranian, Armenian)	1%
Black	1%
Korean	1%
Arab	<1%
Other	4%
Prefer not to say	5%

	TOTAL (n=1270)
LANGUAGE SPOKEN MOST OFTEN AT HOME	
English	72%
Cantonese	11%
Mandarin	5%
Punjabi	1%
French	1%
Spanish	1%
Tagalog	1%
Farsi	1%
Vietnamese	<1%
Korean	<1%
Other	4%
Prefer not to say	3%
EMPLOYMENT STATUS	
Employed / self-employed FT (30+ hours / week)	55%
Employed / self-employed PT (<30 hours / week)	12%
Student	6%
Stay at home parent/caregiver	1%
Retired	18%
Currently looking for work	3%
Not working	2%
Other	1%
Prefer not to say	2%

Base: All respondents (n=1270)
Q24, Q25, Q26

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APPENDIX: QUESTIONNAIRE

5

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Questionnaire

[DO NOT SHOW SURVEY TITLE] Vancouver Plan – Emerging Directions – Ipsos

Select your preferred language:

English
Chinese (Simplified)
Chinese (Traditional)
Punjabi

[DO NOT SHOW SECTION HEADER – FOR THIS SECTION, SHOW ONE QUESTION PER SCREEN, AS PER OUR STANDARD SET UP] **STANDARD PANEL INTRODUCTION QUESTIONS**

[Standard Screener: DO NOT MODIFY OR TRANSLATE]
YEAR/MONTH. What is your date of birth?

- ☐ YEAR
- ☐ _1910 1910
- ☐ ...
- ☐ _2015 2015

- ☐ MONTH
- ☐ _1 January
- ☐ _2 February
- ☐ _3 March
- ☐ _4 April
- ☐ _5 May
- ☐ _6 June
- ☐ _7 July
- ☐ _8 August
- ☐ _9 September
- ☐ _10 October
- ☐ _11 November
- ☐ _12 December

[TERMINATE IF <18 YEARS]

[Standard Screener: DO NOT MODIFY OR TRANSLATE]
RESP_AGE [Hidden]. Hidden Question - RESP_AGE "this is a dummy question that will hold age"
- O USE RESP_AGE [Hidden] response list

[Standard Screener: DO NOT MODIFY OR TRANSLATE]
QUOTAGERANGE [Hidden]. Hidden Question - QUOTAGERANGE "this is a dummy question that will hold age breaks" for the quotas that should be defined by the PM; it CAN be edited and lines can be added to meet survey objectives.
- O _18_34 "18-34",
- O _35_54 "35-54",
- O _55+_"55+"

[Standard Screener: DO NOT MODIFY OR TRANSLATE]
[PN: STOP_REALLOCATION if GENDER_NONBINARY is 3 or 4, and RESP_GENDER was not answered in a previous survey]
GENDER_NONBINARY__. Are you…?
- O _1 Male
- O _2 Female
- O _3 Another gender
- O _4 Prefer not to answer

[Standard Screener: DO NOT MODIFY OR TRANSLATE]
QMktSize_CA. What is your postal code? (example: A8A8A8)
Please note: This question may be considered personal. We would like to remind you that your participation is strictly voluntary and that your responses are used for research purposes only. The answers that you provide will be presented in aggregate form and none of them will be linked back to you in any way. All data will be collected and processed in accordance with applicable data protection legislation.

Postal code
Prefer Not to Answer

[Standard Screener: DO NOT MODIFY OR TRANSLATE]
[PROGRAMMER NOTES]
HCAL_Region1_Label_CA [Hidden]. Hidden Question: Province
- O (48) Alberta
- O (59) British Columbia
- O (46) Manitoba
- O (13) New Brunswick
- O (10) Newfoundland and Labrador
- O (12) Nova Scotia
- O (61) Northwest Territories
- O (62) Nunavut
- O (35) Ontario
- O (11) Prince Edward Island
- O (24) Quebec
- O (47) Saskatchewan
- O (60) Yukon

[TERMINATE IF NOT BRITISH COLUMBIA]
[TERMINATE IF AN INVALID CODE WAS SELECTED]

[DO NOT SHOW SECTION HEADER – FOR THIS SECTION, SHOW ONE QUESTION PER SCREEN] **SCREENING QUESTIONS**

S1. Do you live in the City of Vancouver?

Yes
No

[IF 'YES' IN QS1, CONTINUE. IF 'NO', THANK & TERMINATE.]

S2. Are you or is anyone in your household…?
Select all that apply.

[RANDOMIZE]
A City of Vancouver employee – this does not include elected officials
A member of a City advisory committee
An elected official of the City of Vancouver
[ANCHOR] [EXCLUSIVE] None

[IF 'NONE' IN QS2, CONTINUE. ALL ELSE, THANK AND TERMINATE.]

[DO NOT SHOW SECTION HEADER] **MQB**

Ipsos is conducting this survey on behalf of the City of Vancouver. The purpose of this survey is to obtain a representative sampling of residents' opinions on important local issues. If you have already completed a similar online survey for the City of Vancouver, **you are still eligible to participate and so we ask that you still complete the following survey**. The results of both surveys will be compared to ensure the City has as accurate a representation of residents' feedback as possible on these significant issues. Your feedback is important and the City of Vancouver thanks you for participating.

[NEW SCREEN – SHOW EVERYTHING UP TO SECTION 1 ON THE SAME SCREEN]
Help us to shape the future of Vancouver.

Vancouver is the urban centre of a dynamic and growing region. Over the next 30 years, more than one million more people will call this region home, and the local economy will expand with over 500,000 new jobs. The Vancouver Plan will guide growth and change for our entire city to 2050 and beyond.

Through conversations with the public, staff analysis and work with regional partners, **Three Big Ideas** have emerged to guide how Vancouver can grow and change in the future. **In this survey, we would like to share and test ways to achieve these Three Big Ideas for the Vancouver Plan:**

- **Equitable housing and complete neighbourhoods** – including affordable housing options in all neighbourhoods and adding shops and services to neighbourhoods so access to daily needs such as food, services and transit is easier.
- **An economy that works for all** – preserving land for job and industry and integrating job space into neighbourhoods to provide space for small business and providing more options for making a living.
- **Climate protection and restored ecosystems** – taking bold action against climate change and protecting space for nature to thrive.

This work is based on three foundational principles – Reconciliation, Resilience and Equity:

Questionnaire (cont.)

- **Reconciliation** - The Vancouver Plan will work towards reconciliation efforts in bold and meaningful ways. This starts with engaging Musqueam, Squamish, Tsleil-Waututh Nations and Urban Indigenous voices in the planning and decision-making process.
- **Equity** - Public participation efforts will strive to reach the voices and needs of our most marginalized residents enabling us to create more inclusive policies in the Vancouver Plan.
- **Resilience** - Specific strategies will help us prepare for an uncertain future so we can respond and adapt to disruptions or damaging events like earthquakes, climate change and pandemics.

Learn more about the project background here. [INCLUDE LINK TO DISCUSSION GUIDE - ENGLISH]

Tell us what you think of the Three Big ideas and how we can achieve them. Your feedback will help shape a draft plan for public feedback in early spring 2022.

[NEW SCREEN – SHOW SECTION TITLE – SHOW EVERYTHING UP TO SECTION 2 ON SAME SCREEN] **Section 1: Prioritizing Plan Objectives**

As mentioned, Three Big Ideas will guide the plan:

- Equitable Housing and More Complete Neighbourhoods
- An Economy That Works for All
- Climate Protection and Restored Ecosystems

The Three Big Ideas involve a range of actions, such as those highlighted below.

1. **Thinking about how Vancouver might grow and change over the next 30 years, which of the following are most important to you?**

Please pick up to 5 and rank them in order of importance. Drag items from the bottom of the list up to rank them.

[ANSWER CHOICES SHOULD BE IN A COLUMN TO LEFT. RESPONDENTS CAN RANK THEIR RESPONSES BY DRAGGING ITEMS TO A COLUMN TO THE RIGHT.]

[RANDOMIZE]
Retain neighbourhood character and identity
Protect ecosystems and biodiversity (this includes waterfront, urban forests, and green spaces)
Enable access to nature and public open spaces (parks and plazas)
Add Affordable Rental choices in neighbourhoods all across the city (such as below market rental housing)
Protect small, locally-owned business
Provide for childcare close to more neighbourhoods
Preserve and create new job spaces (this includes commercial, office and industrial lands)
Provide for shops and services close to more neighbourhoods
Reduce Vancouver's Carbon Footprint
Add "Missing Middle" housing options in neighbourhoods (including options like townhomes and low-rise apartment buildings up to 6 storeys)
Create "people-oriented" streets where it's easy to walk, bike and roll to get around
Provide for social, cultural, non-profit and arts spaces close to more neighbourhoods
[ANCHOR] [EXCLUSIVE] **None (if chosen, select and rank this option ONLY)**

[NEW SCREEN – SHOW SECTION TITLE – SHOW EVERYTHING UP TO HOUSING AND NEIGHBOURHOOD ASSETS ON SAME SCREEN] **Section 2: Where and How Should Growth and Change Take Place?**

We have some important decisions to make as a city. The following section asks key questions to help guide important changes for housing, jobs and the environment.

Big Idea Number One: Equitable Housing and Complete Neighbourhoods

People have different housing needs depending on their individual circumstances, such as family size, lifestyle choice, income, or transportation preferences.

Many neighbourhoods in Vancouver are comprised of mostly single family homes (detached residential which can include laneway houses and secondary suites), on individual lots. This takes up the majority of land in Vancouver and the cost of these homes are out of reach for most Vancouverites. Many of these neighbourhoods may lack easy access to shops, services and amenities.

Here are examples of different types of housing – from detached to high-rise apartment. *Please click here to view as a PDF* [INCLUDE LINK TO HOUSING TYPES - ENGLISH].

What do we mean by low-rise, mid-rise, high-rise?



Below are some statements that help us understand where you think housing should be added in neighbourhoods. Please tell us if you agree or disagree with these.

2. **Vancouver should have a range of housing options in all neighbourhoods.** Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

Housing and Arterial Roads

In recent years, much of the city's new rental housing has been built along arterial roads that carry high traffic volumes, such Broadway, Fraser, Knight or Nanaimo Street. Some considerations:

- These areas may have significant noise, traffic and air quality concerns.
- New housing development may displace existing small businesses.
- New housing can also help bring more customers to local shops.
- These areas often have building heights of 6-storeys and greater, to enable rental housing development.

3. **Vancouver should allow more rental housing on smaller, local roads within neighbourhoods.** Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

4. **Which of these forms of rental housing (if any), would be acceptable on smaller, local roads within neighbourhoods?** Select all that apply.

[RANDOMIZE]
Low-Rise (3-6 storeys)
Mid-Rise (7-12 storeys)
High-Rise (More than 12 storeys)
[ANCHOR] [EXCLUSIVE] None
[ANCHOR] [EXCLUSIVE] Don't know

[NEW SCREEN – SHOW SECTION TITLE - SHOW EVERYTHING UP TO BIG IDEA NUMBER TWO ON SAME SCREEN] ***Housing and Neighbourhood Assets***

Adding more housing choices in neighbourhoods close to community centres, parks, schools and local businesses allows more people the opportunity to use these well-loved assets. People can take better advantage of parks and recreation and children can walk or bike to school. However, adding different housing types has the potential to change neighbourhood character.

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Questionnaire (cont.)

5. Vancouver should add new housing types near neighbourhood assets like schools, parks, and community centres. Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

Housing and Income

We know that many people in Vancouver struggle to find adequate housing at affordable prices or rents. This is especially true for people with low and moderate household incomes - below $80,000/year.

Providing affordable below-market rental and social housing units typically requires higher building heights, and a greater number of units to make them financially feasible to build and maintain in good condition.

6. Vancouver should allow increased heights and density in neighbourhoods to create more housing that is affordable to people and families with incomes below $80,000 a year. Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

7. In the future, what mix of amenities and services are most needed to make your neighbourhood thrive? Please select up to 5.

[RANDOMIZE]
Public open spaces (e.g., parks, plazas & other public spaces)
Places of worship and spiritual practice
Places to eat/drink (e.g. cafes, restaurants, pubs)
Other shops and services (e.g. hardware, garden, toy, book stores, corner stores, hair salon, financial services)
Arts and culture spaces and amenities
Other employment spaces (e.g. small offices, home-based business, markets)
Civic services (e.g. library, community centre)
Access to fast, frequent and reliable transit (and through that, convenient connections to other parts of the city)
Health services (i.e., healthcare, clinic)
Grocery stores (supermarkets or specialty grocery (green grocers, bakeries, etc.)
Social and community services (e.g. childcare, seniors services, settlement services, neighbourhood house)
Heritage features and elements
Safe pathways and connections for walking & biking
Fitness & recreation opportunities
Schools (elementary, secondary)
[ANCHOR] Other (please specify) [TEXT BOX]
[ANCHOR] [EXCLUSIVE] Don't know

[NEW SCREEN – SHOW SECTION TITLE - SHOW EVERYTHING UP TO BIG IDEA NUMBER THREE ON SAME SCREEN] **Big Idea Number Two: An Economy That Works for All**

Approximately 10% of the land in Vancouver is dedicated to industrial and mixed employment uses (light industrial and office), which supports 50% of our jobs.

Today, most retail and office space is located downtown, on high volume traffic streets and/or at the intersections of major roads. Industrial lands are limited to a few areas in the central, northeastern (Mt. Pleasant, Strathcona, Grandview-Woodland, Renfrew-Collingwood) and southern parts of the city along the Fraser River.

While existing commercial streets and industrial areas will continue to support the majority of jobs in Vancouver, in future, employment areas near and within residential areas could:

- provide small, local businesses an opportunity to thrive; and
- improve neighbourhood residents' access to office and retail shops and services.

Do you agree or disagree with the following statements?

8. Vancouver should protect and intensify development of our industrial lands and generally exclude residential development in these areas. Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

9. Vancouver should have more places for people to work throughout the city including within or near residential areas (e.g. home based businesses, offices, and retail). Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

10. Which of these types of businesses (if any) would you consider acceptable in your neighbourhood?

Please select all that apply, including those that already exist in your neighbourhood.

[RANDOMIZE]
Retail (i.e. grocery, coffee, pharmacy, restaurants)
Commercial (i.e. artist studios, maker spaces or wood shops, small scale food production)
Offices spaces (i.e. banks, accountants, legal offices)
Services (i.e. hair salons, massage or physio therapy, dance studios)
[ANCHOR] [EXCLUSIVE] None
[ANCHOR] [EXCLUSIVE] Don't know
[ANCHOR] Other (please specify): [TEXT BOX]

[NEW SCREEN – SHOW SECTION TITLE - SHOW EVERYTHING UP TO SECTION 3 ON SAME SCREEN] **Big Idea Number Three: Climate Protection and Restored Ecosystems**

Responding to the **Climate Emergency** will require making important changes in how and where we build the city. It will mean reducing **our carbon footprint** and adapting to climate change.

Strategies to achieve this include:

- Building walkable neighbourhoods to reduce reliance on cars
- Introducing new construction methods – for example wood frame construction instead of concrete (which involves more energy and greenhouse gas emissions)
- Using electricity and low-zero carbon energy to heat and cool homes and other commercial or office buildings
- Protecting shorelines, streams and ecologically important watersheds/drainage areas, to help adapt and prepare for climate change and severe weather events
- Protecting areas that serve important ecological functions and enhance biodiversity (e.g. wildlife habitat, areas to absorb storm water, or trees that provide shade)

Below are some statements about how to respond to the Climate Emergency. Please tell us if you agree or disagree.

11. Vancouver needs to do more to prioritize walking, rolling, biking or taking transit in my neighbourhood. Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

12. Vancouver should add more housing choice, retail and businesses in residential areas to reduce reliance on cars. Select one.

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Questionnaire (cont.)

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

13. Vancouver should require sustainable construction methods in new buildings and renovation of older buildings. Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

14. Vancouver should limit growth to protect important ecosystems, such as shorelines, floodplains and sensitive watershed/drainage areas. Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

15. Vancouver should ensure our "grey and green infrastructure" such as streets, sewer and water systems, and urban forests can withstand and adapt to climate change effects (e.g. flooding, heat waves and wind storms). Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

[NEW SCREEN – SHOW SECTION TITLE – SHOW EVERYTHING UP TO RAPID TRANSIT AREAS] **Section Three: Exploring Areas of Future Change**

We've talked about the Three Big Ideas and the way Vancouver could grow in future. Planning should build on what we love about the city such as the diversity and ~~and~~ unique character of neighbourhoods, while accommodating growth.

This next section explores three main areas where we may add growth. Each has opportunities to help shape the future of the city. *Click here for more details.* [INCLUDE LINK TO DISCUSSION GUIDE - ENGLISH]

Areas of Change/ Advancing our Big Ideas

- These three areas of change represent the City Building Blocks that are the focus for The Vancouver Plan
- Each has opportunities to help shape the future of the city and advance our Big Ideas



[NEW SCREEN – SHOW EVERYTHING UP TO NEIGHBOURHOOD SHOPPING AREAS] **Rapid Transit Areas** (e.g. Neighbourhoods within an 800m radius/10 minute walk of rapid transit like SkyTrain stations or transit corridors like the B-line on Broadway)

These are neighbourhoods and areas within a 10- minute walk of rapid transit. Higher-density neighbourhoods are often planned around existing and new rapid transit stations and corridors such as the Expo, Millennium and Canada lines, and corridors along Hastings, Broadway, 41st and 49th avenues.

Important considerations about development of these areas:

- **High rise development 12+ storeys**
  - Focuses growth in a more limited area.
  - Can provide affordable housing options for people with incomes below $80,000/year.
  - Can sometimes lead to changes in neighbourhood character, including loss of local businesses.
  - Are mainly built with concrete which is more carbon-intensive than low-rise wood frame buildings.
- **Smaller low-rise buildings (3-6 storeys) and mid-rise buildings (7-12 storeys) can accommodate similar growth to high rises, but require more buildings and more space to develop in neighbourhoods.**
  - While smaller projects would be less of an abrupt change, these buildings also introduce changes in neighbourhood character as single detached homes are replaced with low-rise apartments.

So we want to understand if you prefer to see fewer high rise buildings closer to stations or more lower-rise options spread out within neighbourhoods, but still close enough to walk, bike or roll.

16. Over the next 30 years our rapid transit neighbourhoods will need to evolve. In general, how would you prefer these Rapid Transit Areas grow and change? Select one.

I generally prefer…

[RANDOMIZE]
Spread out density (6-12 storeys further from the station)
Focused density (12+ storeys, closer to station)
[ANCHOR] Don't know

17. Do you agree or disagree with the following statement about change in these areas?

Vancouver should keep building heights lower on local shopping streets to protect the area's existing character (e.g. existing businesses). Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

[NEW SCREEN – SHOW SECTION TITLE – SHOW EVERYTHING ON SCAME SCREEN UP TO RESIDENTIAL AREAS] **Neighbourhood Shopping Areas**

These local shopping areas are the heart of many Vancouver neighbourhoods. While varied in shapes and sizes, these small shopping areas offer opportunities to "complete" neighbourhoods with easy access to goods and services. Adding additional housing options will also provide more customers to support these businesses. Some examples include W. 4th Avenue in Kitsilano or W. 41st Avenue in Kerrisdale.

Creating more housing options in these areas means:

- More people living near shopping areas will expand the customer base of local businesses
- More walkable neighbourhoods close to shops and services reduces reliance on cars
- More rental and social housing affordable to moderate and low income households off arterials and within neighbourhoods
- New development may reduce the number of existing trees in low density areas
- New development may impact existing retail tenants
- New development (over six stories) may change the neighbourhood character

18. Do you agree or disagree with the following statement about changes in these areas? Select one.

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Questionnaire (cont.)

Vancouver needs more housing options close to shops and services.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

19. Which housing types would you like to see close to shops and services (if any)? Select all that apply.

[RANDOMIZE]
Low-Rise (3-6 storeys)
High-Rise (More than 12 storeys)
Detached Housing + Duplexes (1-3 storeys)
Mid-Rise (7-12 storeys)
Multiplexes +Townhouses (1- 3 storeys)
[ANCHOR] [EXCLUSIVE] None
[ANCHOR] [EXCLUSIVE] Don't know

20. Over the next 30 years our neighbourhood shopping areas will evolve. In general, how would you like to see these areas grow and change? Select one.

I generally prefer…

[RANDOMIZE]
Focused higher rise buildings (6-12 storeys) closer to shopping areas
Lower rise buildings (3-6 storeys) spread out into neighbourhoods.
[ANCHOR] Don't know

[NEW SCREEN – SHOW SECTION TITLE – SHOW EVERYTHING UP TO Q22 ON SAME SCREEN] **Residential Areas - Low-Density Housing Areas** (further from transit stations or rapid transit corridors)

These are neighbourhoods with mostly single detached homes located away from the Rapid Transit Areas and Neighbourhood Shopping Areas. These areas have less access to shops and services and residents are more likely to drive for shopping, services and work. Making these neighbourhoods more "complete" will require new types of buildings and development.

Here are some important facts about these areas:

- Gradual change in neighbourhoods will help maintain neighbourhood identity and character.
- New housing choices would let more people of different ages, incomes, and family structures live in these neighbourhoods.
- Low density housing options (such as townhomes and multi-plexes) are mainly ownership options that are out of reach for many households.
- More people would create more need for new small-scale neighbourhood shops.
- Many lower density homes tend to be constructed with low carbon wood construction.
- New buildings and structures could reduce open spaces and trees which are important in fighting climate change and reducing heat.

Do you agree or disagree with the following statements about changes in these areas?

21. We need more shops, services and amenities serving lower-density residential neighbourhoods. Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

22. Vancouver needs more housing choices within its lower-density residential neighbourhoods. Select one.

Strongly agree
Somewhat agree
Neutral
Somewhat disagree
Strongly disagree
Don't know

[NEW SCREEN]
23. Do you have any other comments about the emerging directions for Vancouver Plan?

[INSERT TEXT BOX]
Don't know

[NEW SCREEN – INCLUDE SECTION TITLE] **About You**

It's important to us that we hear from a diverse group of people and perspectives. The following questions help us determine how the feedback we receive represents the community.

[NEW SCREEN – 1 QUESTION PER SCREEN UNLESS OTHERWISE SPECIFIED]
24. Which area of the City do you live in? Select one.

Downtown or West End
Northeast (north of 16th Ave and east of Main St)
Northwest (north of 16th Ave and west of Main St)
Southeast (south of 16th Ave and east of Main St)
Southwest (south of 16th and west of Main St)
Prefer not to say

[SHOW Q25 AND Q26 ON SAME SCREEN]
25. Do you have children under the age of 18 living with you at home? Select one.

Yes
No children in household
No – only have children over the age of 18 living at home
Other (please specify): [TEXT BOX]
Prefer not to say

26. How would you describe your housing situation? Select one.

Own
Rent
Co-op
Unsheltered or temporary shelter
Prefer not to say
Other (please specify) [TEXT BOX]

[NEW SCREEN] [SHOW Q27-Q30 ON SAME SCREEN]
27. What language do you speak *most* often at home? Select one.

Cantonese
English
Farsi
French
Korean
Mandarin
Punjabi
Spanish
Tagalog
Vietnamese
Other (please specify) [INSERT TEXT BOX]
Prefer not to say

28. What is your current employment status? Select one.

Employed / self-employed full-time (30 or more hours per week)
Employed / self-employed part-time (fewer than 30 hours per week)
Student
Stay at home parent/caregiver
Retired
Currently looking for work
Not working
Prefer not to say
Other (please specify): [INSERT TEXT BOX]

29. How long have you lived in Vancouver? Select one.

Less than 1 year
1-5 years
6-10 Years

Questionnaire (cont.)

11-20 years
More than 20 years
Prefer not to say

30. How would you describe your ethnocultural identity? Select all that apply.

White
Indigenous (First Nations, Inuit, and/or Metis)
Chinese
Filipino
Latin American
West Asian (e.g. Iranian, Armenian)
Japanese
South Asian (e.g. Indian, Pakistani, Sri Lankan)
Black
Arab
Southeast Asian (e.g. Vietnamese, Cambodian, Laotian, Thai)
Korean
[EXCLUSIVE] Prefer not to say
Other (please specify) [TEXT BOX]

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