



# QuadReal: City of North Vancouver / North Shore Community survey



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strategic insights

# Methodology

- Survey results cited in this report are from 652 online interviews, conducted principally on mobile devices, with a representative sample of North Shore residents and workers, 18 years of age and older. There was an over-sample in the City of North Vancouver (n=309) and a sample (n=339) in the 'rest of the North Shore' which includes the District of North Vancouver, District of West Vancouver, and those areas of Squamish Nation and Tsleil-Waututh First Nation located on the North Shore. In addition, four interviews were completed with workers who work on the North Shore but do not live there.
- Respondents were geo-targeted using primarily Facebook and Instagram ads. Once a respondent was identified as being located in the study area, those that accepted the invitation to participate in the survey were confirmed as to their home community. About 6 of 7 (84%) respondents completed the survey on a mobile device and about 1 in 7 (14%) completed the survey on a desktop.
- The survey was conducted between June 10 and June 24, 2019.
- Technically, a margin-of-error is not possible using this methodology. However, by comparison, the margin-of-error for a probability sample is as follows: City of North Vancouver (5.6%, 19 times out of 20 ) and entire North Shore sample (3.8%, 19 times out of 20).
- The data from this study has been weighted to ensure it reflects age and gender populations in the study area according to the latest Statistics Canada information.

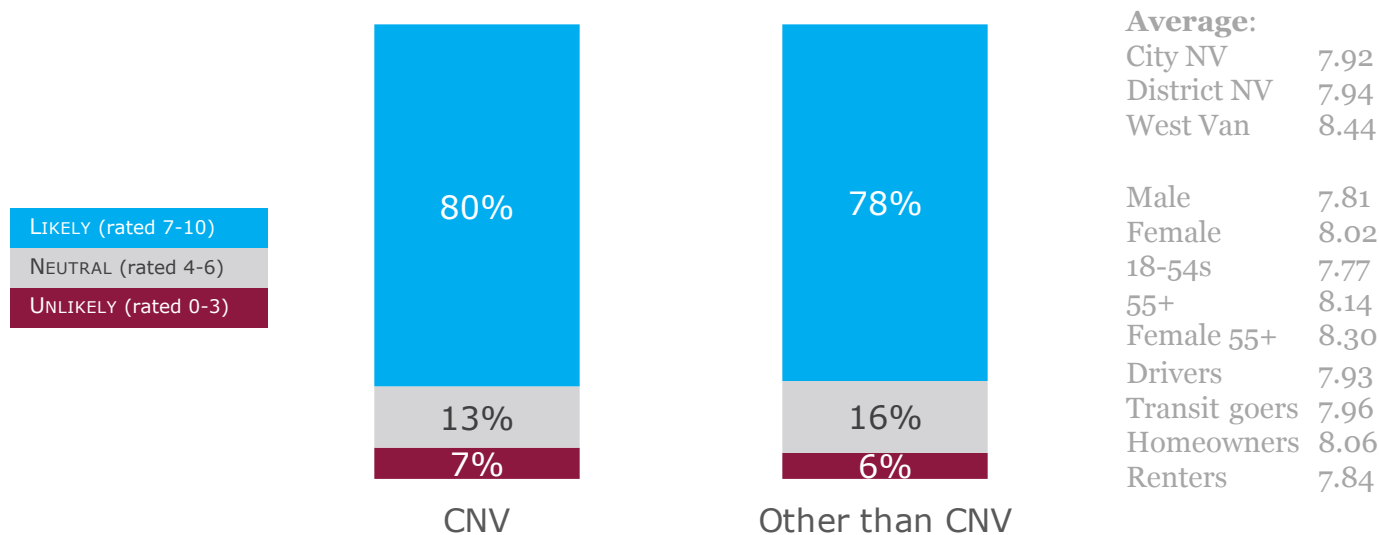
# Key Findings (1)

- **North Shore residents strongly recommend their community as a place to live.** On a scale of 1-10 of how likely they would recommend living on the North Shore, City of North Vancouver and District of North Vancouver residents each averaged 7.9, with about 80% of all respondents ranging between a 7 and 10.
- **When defining the North Shore, its natural beauty stands out, contrasted by concerns over traffic, congestion, and cost of living.** When asked to provide 1-2 words to define it, “beautiful” and “beauty” were most mentioned, followed by “natural” and “nature”. “Mountains” and “outdoors” were other themes related to the natural environment. A secondary positive theme of “community” and “home” was also identified.
- **There is a strong personal connection with the outdoors.** Almost 2 in 5 City of North Vancouver residents, and half of District of North Vancouver residents responded that they often visited the North Shore mountains.
- **Proximity and access to nature and the outdoors was, by far, the leader among items of things people like most about the North Shore,** including 2 of 3 City of North Vancouver residents and over 3 or 4 District of North Vancouver residents. Access to civic amenities and “a good place to live for all ages” were second and third highest with over 1 in 3 choosing those items. While rankings were consistent between the City and District of North Vancouver, City residents were more likely to choose “entertainment offerings” and less likely to cite “strong sense of community”.

# Key Findings (2)

- When it comes to regional shopping destinations *often*, **City of North Vancouver residents were most likely to visit the shops on Lonsdale Avenue** (54%), followed by Lonsdale Quay (53%), Park Royal (43%), Capilano Mall (39%), and Park & Tilford (28%).
- **Improved transit and “housing options for all ages”, by far, led the list of needs on the North Shore.** These items were cited by 67% and 60% of City of North Vancouver residents, respectively. The next closest needs had less than 30% of mentions.
- Almost 3 in 4 respondents said they preferred being consulted via their mobile phone. This finding was higher with 18-34s (86%).

# Likelihood of Recommending North Shore as a Place to Live



Q3. On a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely, how likely would you be to recommend the North Shore as a place to live?  
Base: CNV (N=309) Other than CNV (N=343)

## Poll respondents: In their words

### *Defining the North Shore*



Word cloud shows the tension between positive descriptions (e.g. *beautiful, nature, mountains, natural, outdoorsy, safe*) and negative descriptions (e.g. *traffic, expensive, overcrowded, congestion*)

# Defining the North Shore Themes

27%

"Beauty" or "Beautiful"

15%

"Natural" or "Nature"

10%

"Community", "Home",  
"Friendly"

12%

"Traffic", "Congested",  
"Busy", and "Gridlock"

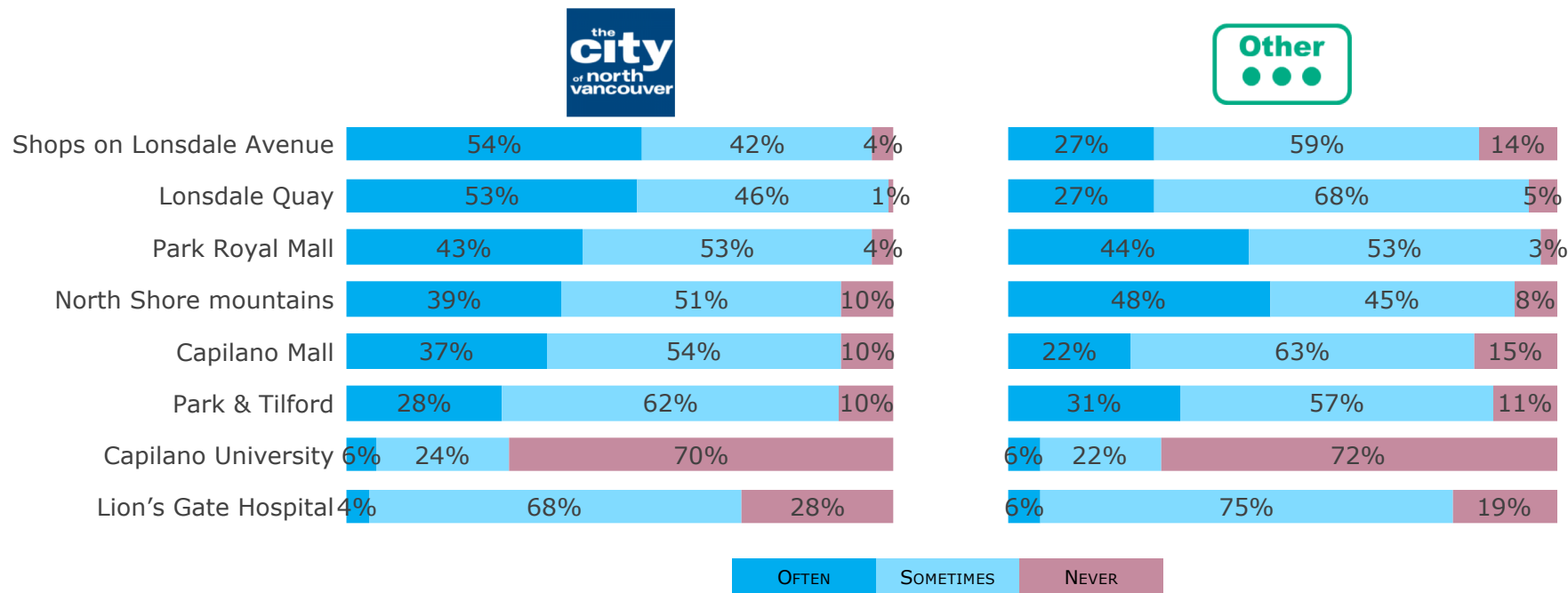
9%

"Expensive", "Pricey"

Other Mentions:

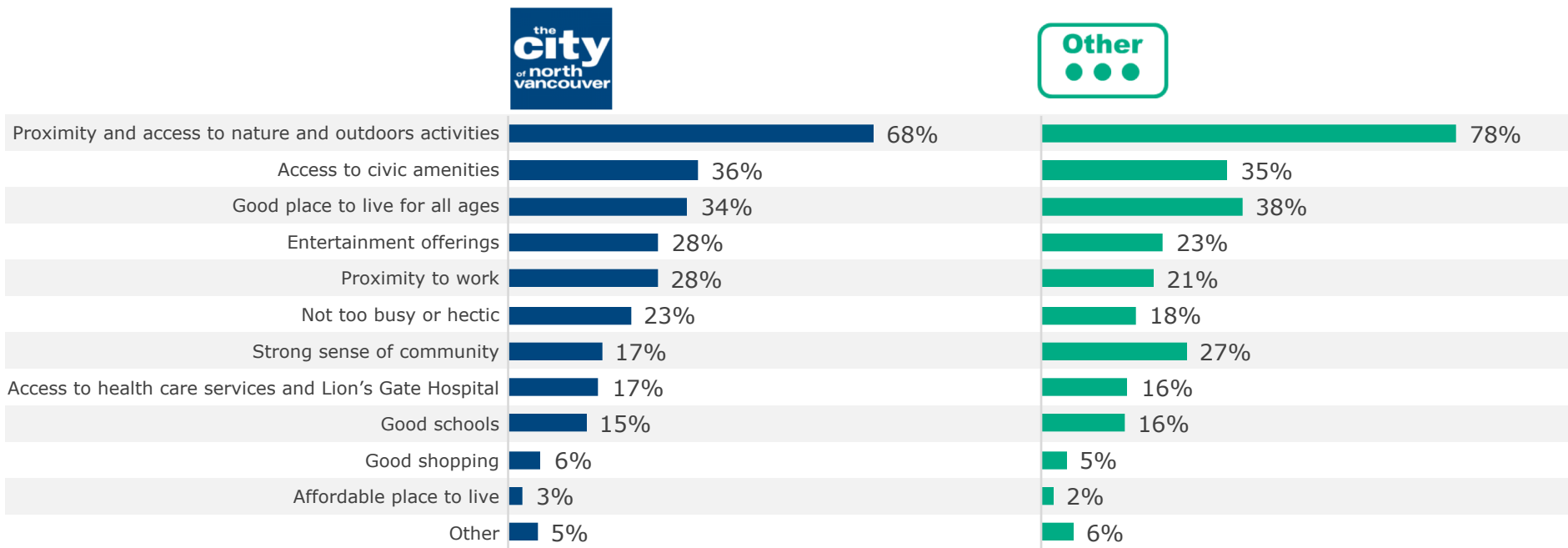
- Mountains / Mountainside (7%)
- Community / Friendly (6%)
- Crowded / Overcrowded (5%)
- Peaceful / Peace / Quiet (4%)

# Visiting North Shore Places

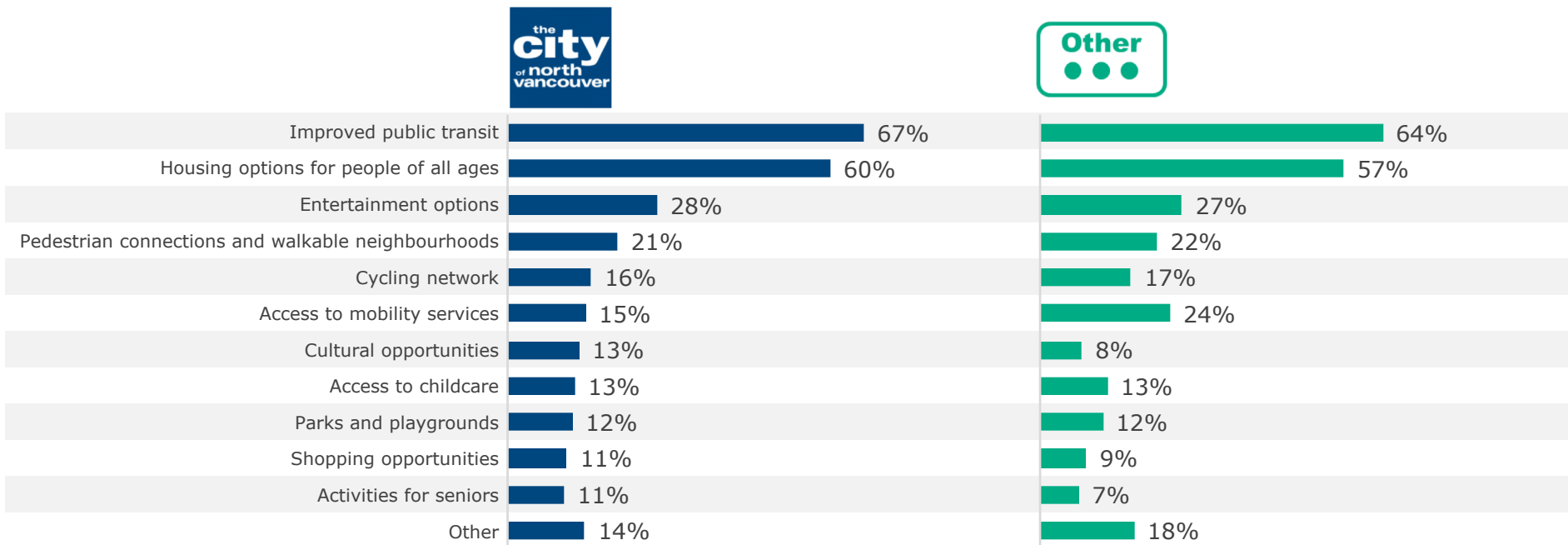




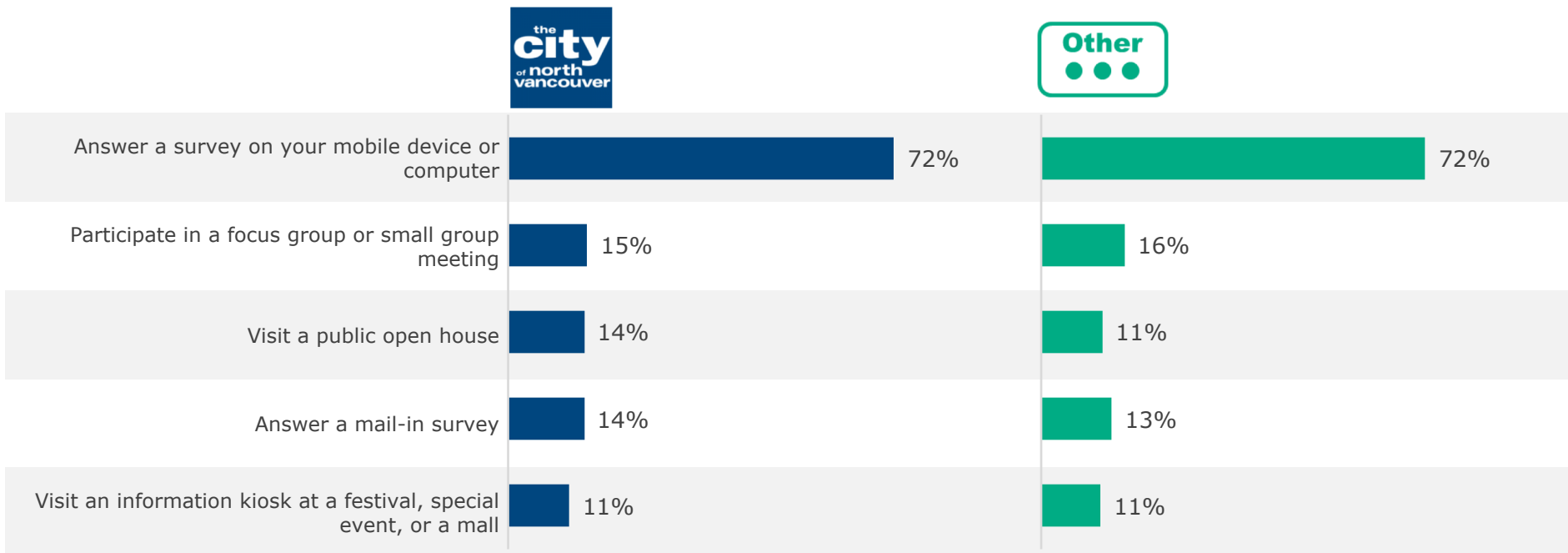
# Liked Most About North Shore



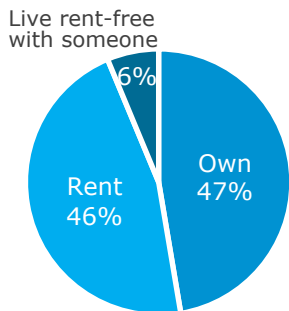
# Most Needed on North Shore



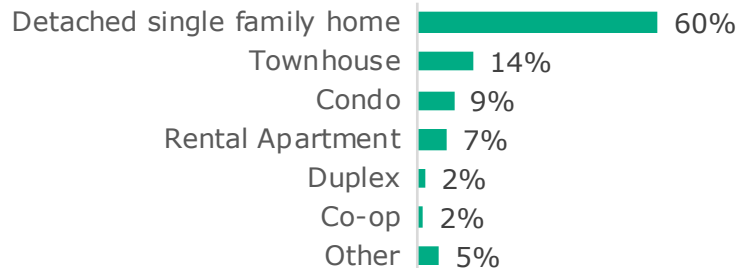
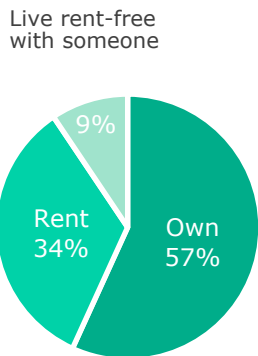
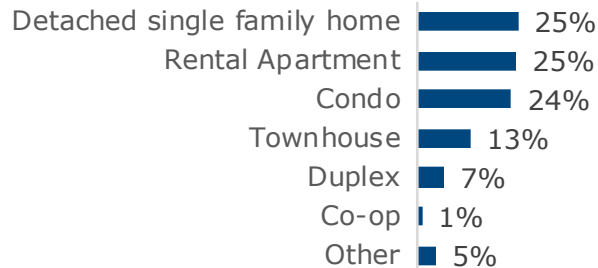
# Consultation methods on the North Shore



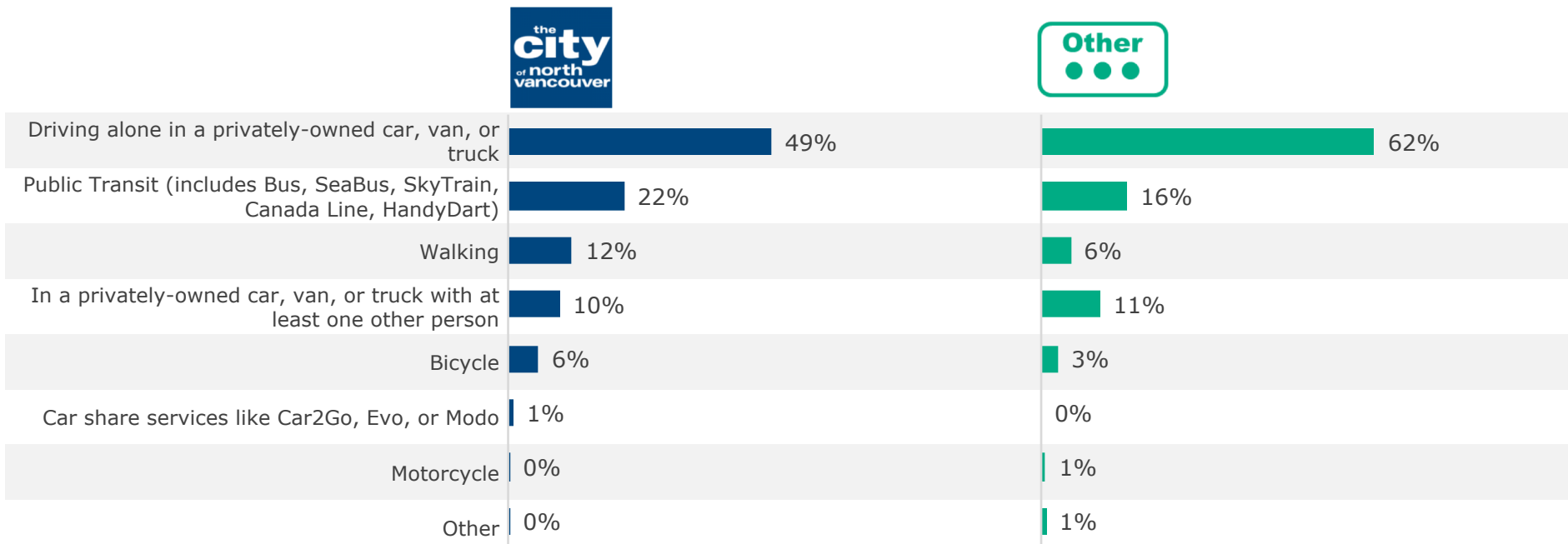
# Current Housing



## Type of Housing



# Main Form of Transportation





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