

North Vancouver survey of public opinion on Identity, Joint delivery of Services, and Reunification

May 2018

Prepared by



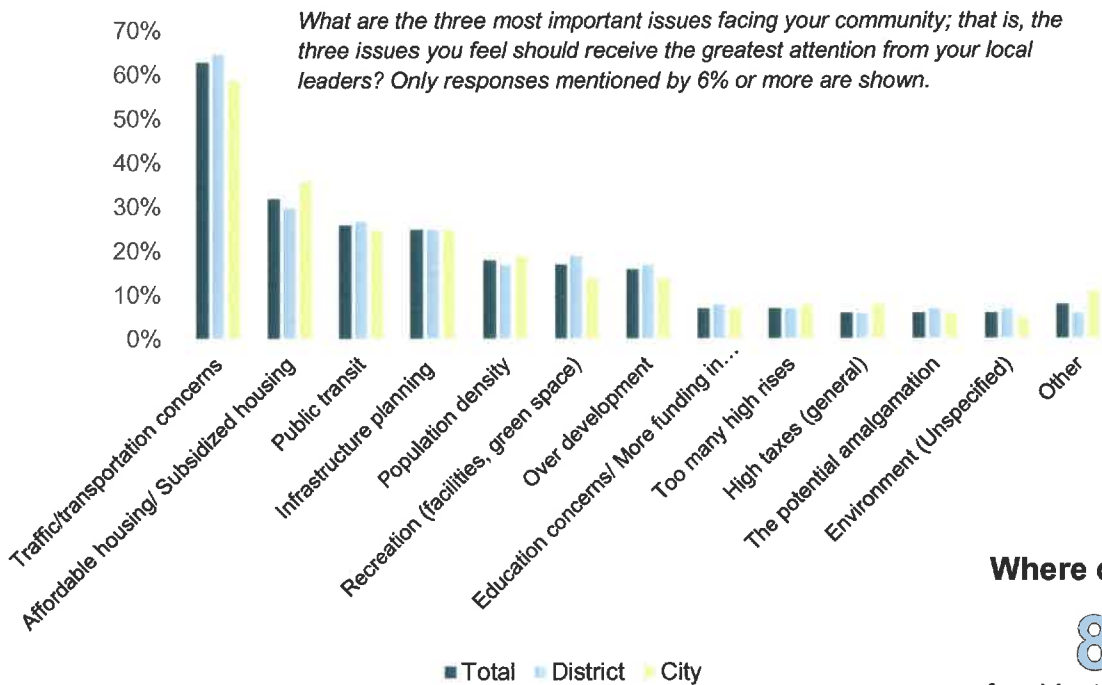
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Research Objectives and Methodology

- The District of North Vancouver commissioned NRG Research Group to conduct a statistically valid telephone survey (with option to complete online) with residents of the District and City of North Vancouver. The main purpose of the study is to gauge whether residents think the City and District should jointly investigate the true costs and benefits of amalgamation.
- Specific research objectives include:
 - Gauging resident knowledge of the potential to amalgamate the City and District;
 - Gauging whether residents think the City and District should jointly investigate the true costs and benefits of amalgamation;
 - Investigating perceived differences between the City and District;
 - Investigating perceived similarities between the City and District;
 - Gauging resident knowledge of services delivered jointly by the City and District;
 - Capturing resident demographics; and,
 - Assessing whether there are differences in opinion between those in the District of North Vancouver vs. those in the City of North Vancouver.
- The survey was conducted by telephone (both landlines and cellular phones), with a pre-test held on April 20, 2018 and the data collection period from April 23 through May 1, 2018. The results were weighted to reflect the known age, gender and region parameters of the District and City of North Vancouver according to the 2016 Census.
- NRG surveyed District and City of North Vancouver residents 18 years of age or older. The sample was obtained using random digit dialling (RDD) and a next-birthday method of respondent selection. During data collection, quotas were established by age category, gender and region in accordance to their representation in the general population.
- A total of 615 North Vancouver residents completed the survey, composed of 304 from the District of North Vancouver and 310 from the City of North Vancouver. One respondent was unsure which part of North Vancouver they lived in and did not provide a postal code.
- The total sample of 615 completed surveys provides a sampling error of +/- 3.9 percentage points at the 95% level of confidence. For the samples of 304 respondents from the District of North Vancouver and 310 from the City of North Vancouver, the margin of error for each area is +/- 5.6%, again at the 95% level of confidence.
- The target number of completed interviews was 300 from each of the District and the City of North Vancouver. Although there are differences in population size between the District and City, there is no difference in the margin of error for sample sizes of 300 in each of the jurisdictions.

Most Important Issues Facing the Community

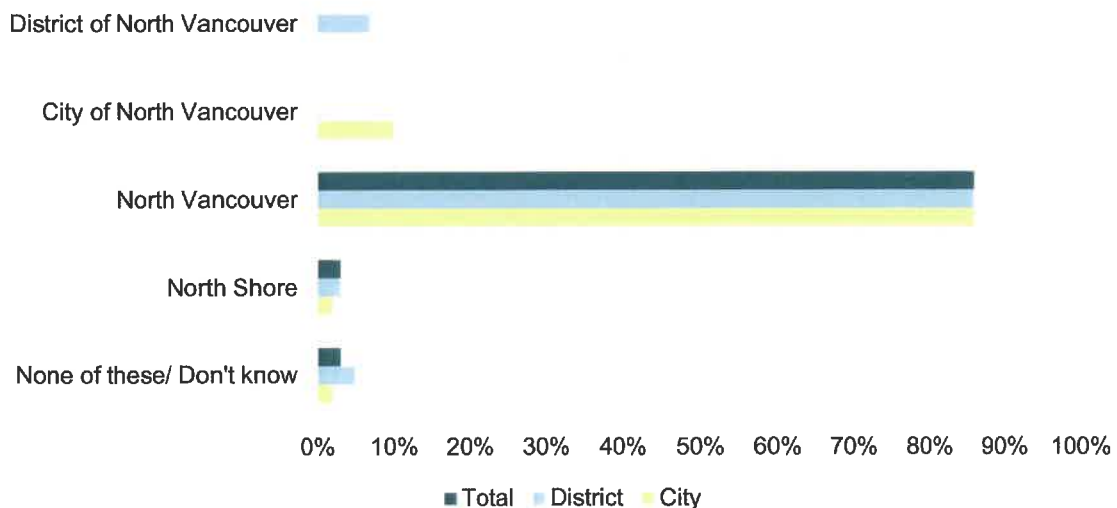


Overall, residents feel the top three issues facing their community are traffic/ transportation concerns (63%, the highest by far), affordable/ subsidized housing (32%) and public transit (26%).

- The proportions are similar* for residents of DNV and CNV.

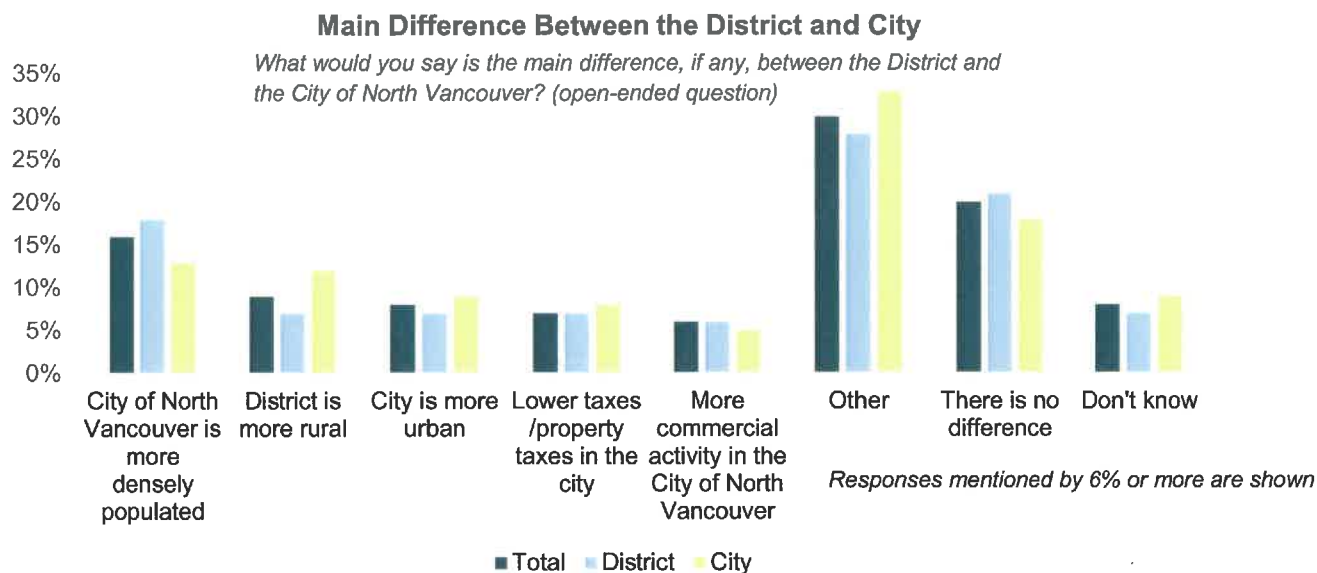
Where do you live?

86% of residents say just "North Vancouver" for where they live; this proportion is identical for residents of DNV and CNV. Only 4% each say "District of North Vancouver" or "City of North Vancouver."



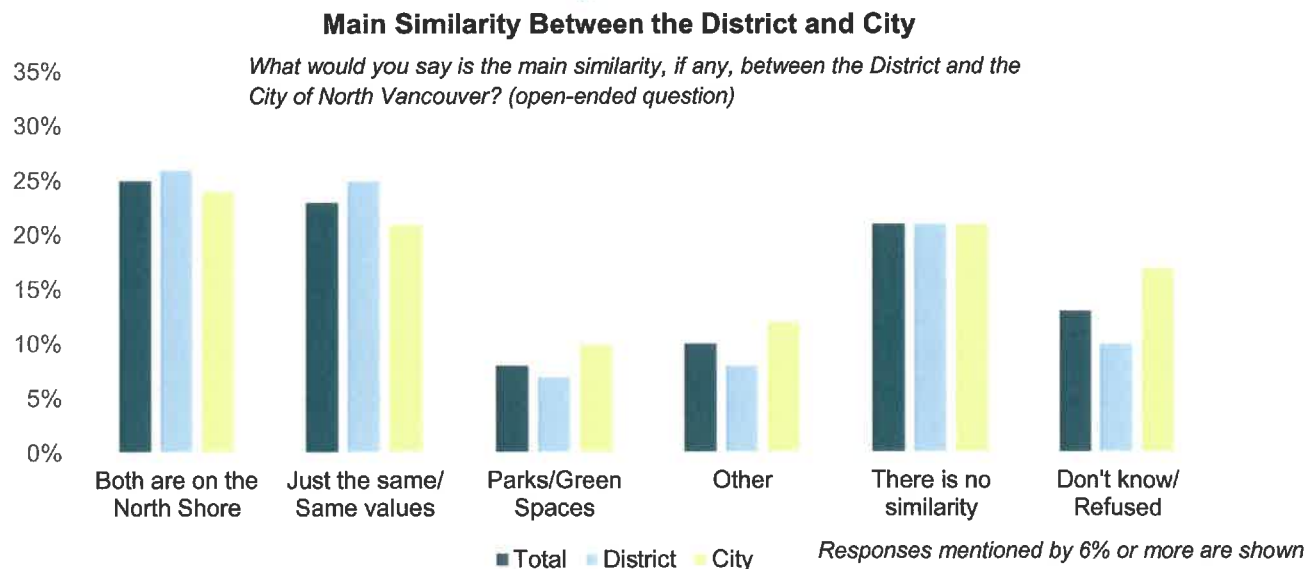
*Proportions that are called similar may not be identical, but are within the margin of error and not statistically different.

Perceived Differences and Similarities



DNV and CNV are more in agreement with the similarities between the two areas than the differences.

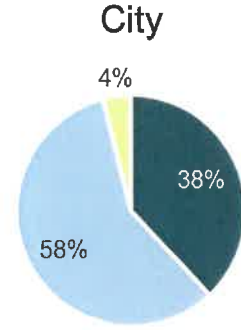
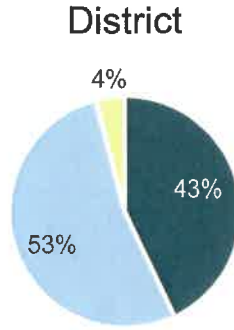
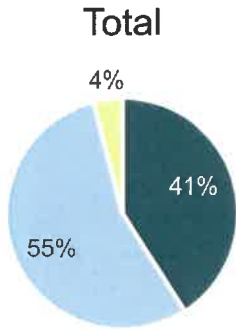
- **Main perceived difference** is "CNV is more densely populated" (16% overall).
- Other differences include "District is more Rural/Larger/Suburban/Quieter" (9%), "City is more Urban/Smaller/Exciting" (8%) and "Lower taxes /property taxes in the City" (7%).
- **Top two main perceived similarities** by far are "both are on the North Shore" (25% overall) and "just the same/ Same people/Same values/Shared services/Both Safe" (23%).
- Other similarities include "Parks/Green Spaces/Scenery/Beauty/Nature" (8%) and "have to cross a bridge/ride the SeaBus to get to both communities" (5%).
- There are no significant differences in responses between CNV and DNV.
- Responses categorized as "Other" are a collection of mentions given by 4% or less of all respondents. The majority of responses to the question on the main difference between the District and City fell into "Other." This suggests that North Vancouver residents have little agreement on what makes the District and City different.



Awareness of Services Delivered Jointly

Over one-half (55%) of North Vancouver residents are not aware of any services that the City and District of North Vancouver deliver jointly. There is no significant difference between the District and the City in the awareness of services delivered jointly.

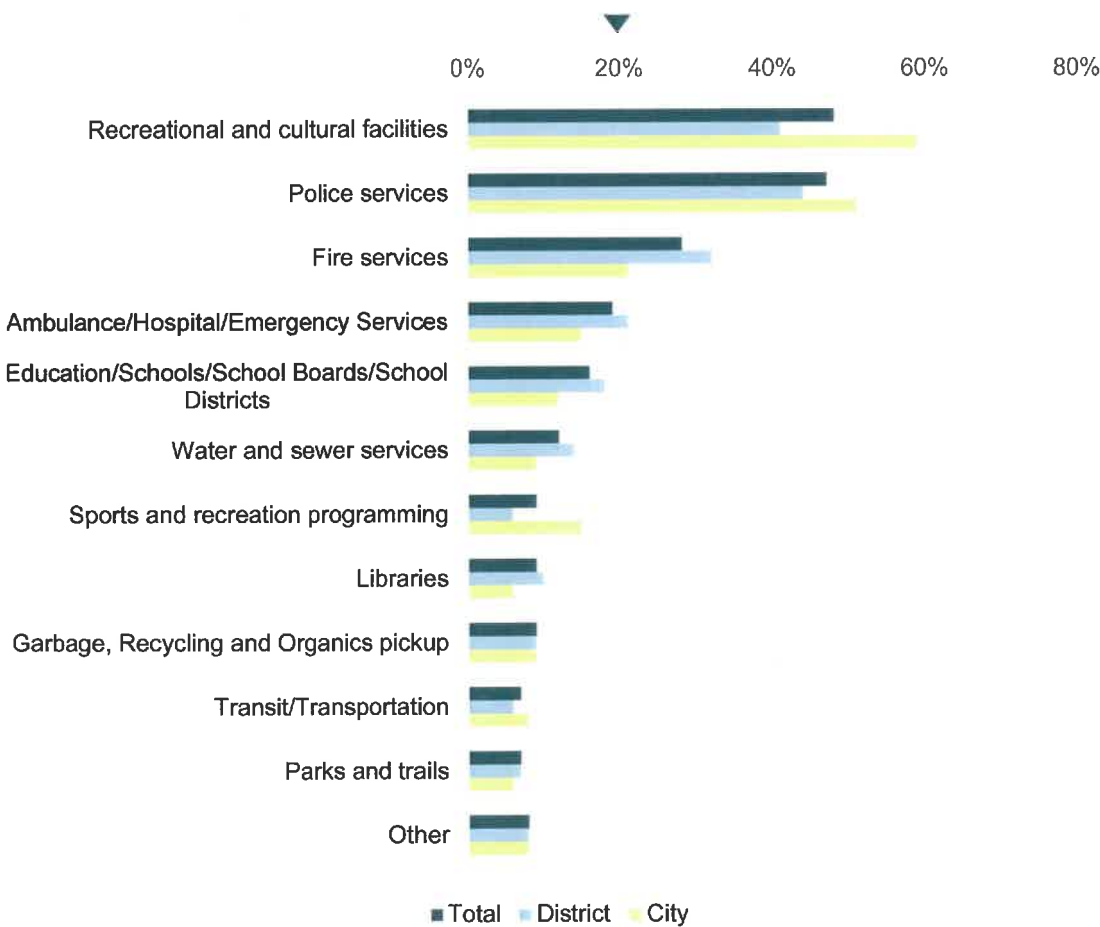
Are you aware of any services that the City and District of North Vancouver deliver jointly?



■ Yes ■ No ■ Don't know/ Refused

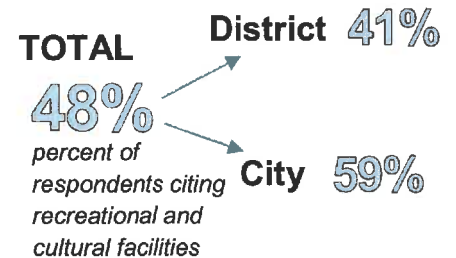
■ Yes ■ No ■ Don't know/ Refused

■ Yes ■ No ■ Don't know/ Refused



Of those North Vancouver residents aware of services delivered jointly by the City and District (41% of the total), 48% cite recreational and cultural facilities as a jointly delivered service followed closely by police services (47%).

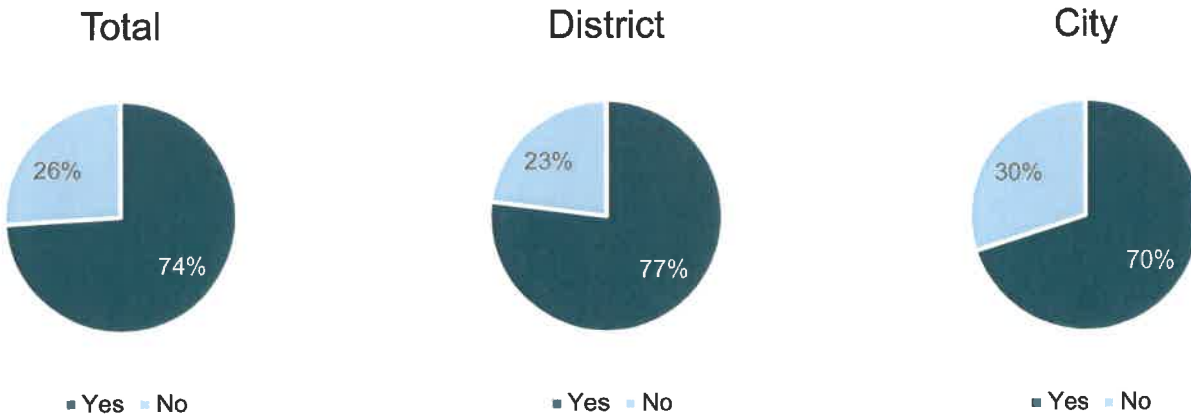
Those in the City of North Vancouver are significantly more likely* than those in the District to mention recreational and cultural facilities, and sport and recreation as jointly delivered services.



Question was asked of those indicating awareness of services the City and the District of North Vancouver deliver jointly (n=267). Responses given by 6% or more are shown.

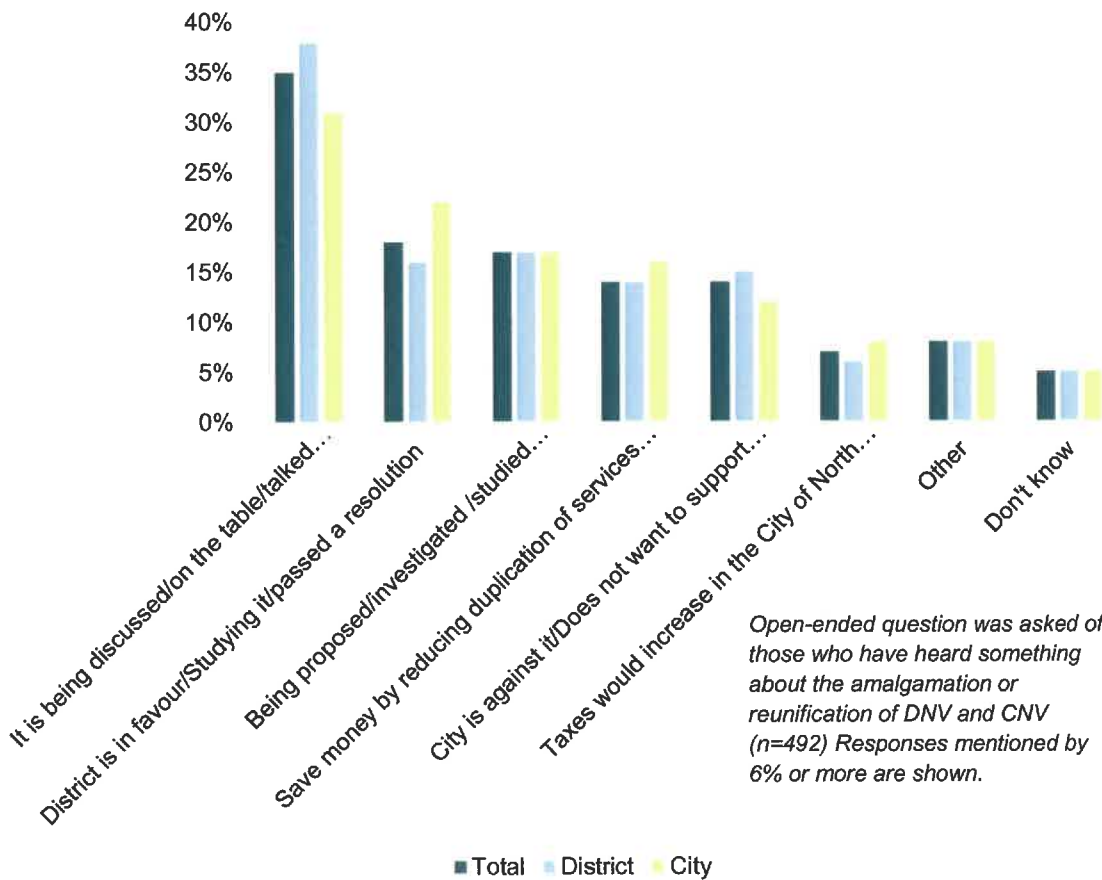
*"Significantly more likely" means there is a statistically significant difference and the difference is unlikely to be due to chance.

Awareness of Potential Amalgamation



Heard anything about amalgamating/ reuniting DNV and CNV:

- Around three-quarters (74%) of North Vancouver residents have heard anything about amalgamating or reuniting DNV and CNV.
 - There is no statistically significant difference* between DNV and CNV residents.



Those who have heard something about amalgamating or reunifying the City and District were asked the follow-up open-ended question: *What have you heard about amalgamating or reunifying the City and District of North Vancouver?*

Residents overall are most likely to say they have heard that amalgamation is being discussed and studied (35%), followed by hearing that the District is in favour of the amalgamation/ studying it/ passed a resolution (18%)

Responses categorized as "Other" are a collection of various mentions each given by less than 1% of respondents.

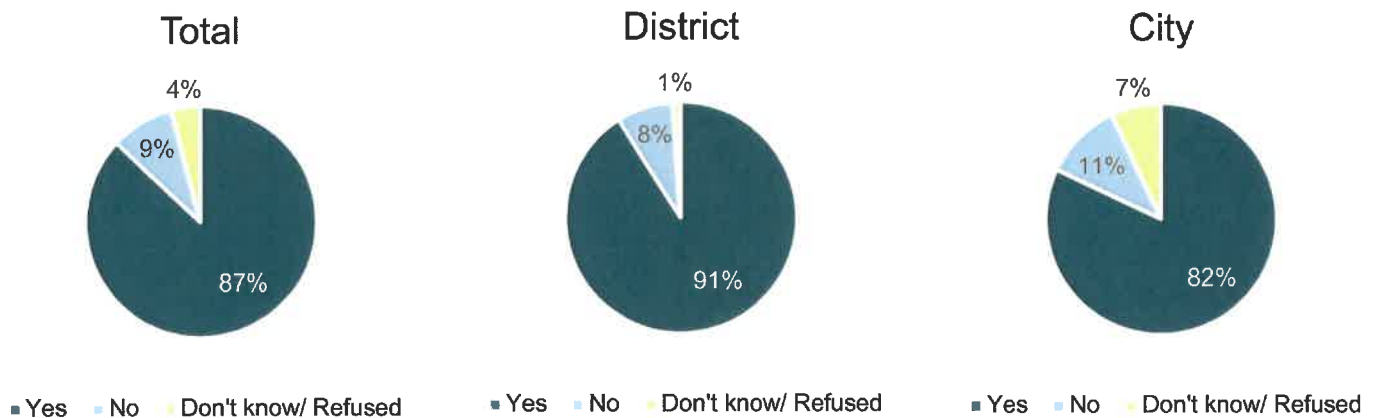
*While the proportions are not identical, they are within the margin of error and not statistically different.

Investigating Amalgamation

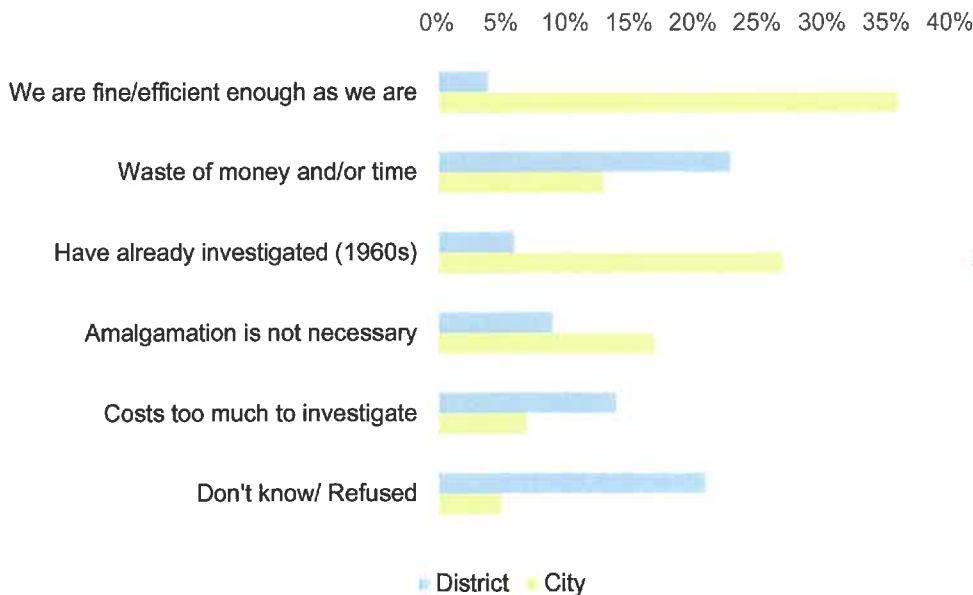
Do you think the City and the District of North Vancouver should jointly investigate the true costs and benefits of amalgamation?

Residents are overwhelmingly in favour of the City and the District jointly investigating the true costs and benefits of amalgamation:

▶ **87%** of residents say "yes" to this question, while 9% say "no."



- There is significantly* more "yes" support in DNV than CNV, though residents of both jurisdictions are highly in favour: **91% say yes in DNV**, while **82% say yes in CNV**.
- Those who have already heard about amalgamation are significantly* more likely to say yes, 90%, versus 79% who had not previously heard about it.
- There are no statistically relevant differences between age groups or gender in North Vancouver.



Responses mentioned by 10% or more are shown (n=60)

Reasons for NOT jointly investigating the true costs and benefits of amalgamation?

▶ The 9% who responded with "no" to having DNV and CNV jointly investigate the true costs and benefits of amalgamation were asked why via a follow-up open-ended question.

The top reason given is "We are fine/efficient enough as we are." However, this is mentioned significantly* more by those living in the CNV than the DNV.

*"Significantly" means there is a statistically significant difference and the difference is unlikely to be due to chance.

Appendix: Demographics

Age Categories (weighted)	Total	District	City
18-34	24%	22%	28%
35-54	37%	37%	36%
55+	39%	41%	36%

Gender (weighted)	Total	District	City
Male	47%	48%	47%
Female	53%	52%	53%

Number in Household	Total	District	City
1	16%	14%	20%
2	27%	25%	30%
3	19%	18%	20%
4	29%	32%	23%
5	6%	8%	4%
6+	3%	3%	3%

Own or Rent	Total	District	City
Own	81%	86%	73%
Rent	16%	11%	23%
Other	2%	2%	3%

Tenure in North Vancouver	Total	District	City
Less than 1 to 5 years	7%	5%	10%
6 to 10 years	10%	9%	12%
11 to 20 years	25%	25%	26%
21 to 30 years	22%	21%	23%
31 to 40 years	14%	15%	12%
41+ years	21%	24%	16%

Appendix: Calculating Weights by Region, Age, and Gender

- Weight parameters were developed for the entire dataset of completed surveys.
- Using 2016 census data for each of the District and City of North Vancouver, the appropriate proportions of sex (male and female) and age (18-34, 35-54, 55+) groups were determined for each region.
- This results in a 6 (sex-age groups) by 2 (regions) matrix of proportions that add up to 100% (see Census Proportions table below).
- The obtained proportions for those same matrix cells were then calculated based on the survey results (see Survey Obtained Proportions table below).
- By dividing the Survey Obtained Proportions into the Census Proportions, weights for each group were obtained. Each case was up- or down-weighted (i.e. multiplied by the weight) in accordance with its under- or over-representation in the sample so that the total weighted counts match the Census data.

Census Proportions

	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	Total
District	6.7%	10.5%	11.7%	6.5%	12.0%	13.1%	60.5%
City	5.4%	6.8%	6.3%	5.5%	7.6%	7.9%	39.5%
Total	12.1%	17.3%	18.0%	12.0%	19.6%	21.0%	100%

Survey Obtained Proportions

	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	Total
District	1.6%	6.5%	11.4%	1.8%	12.2%	15.9%	49.4%
City	3.1%	5.2%	10.2%	1.6%	11.4%	18.9%	50.4%
Total	4.7%	11.7%	21.6%	3.4%	23.6%	34.8%	99.8%*

Weights

	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	Total
District	4.11	1.61	1.03	3.63	0.98	0.82	--
City	1.75	1.30	0.61	3.38	0.67	0.42	--

*Total is 0.2% short of 100% as one person was unsure whether they reside in the District or City of North Vancouver and did not provide their postal code.