

**STATE-OF-MIND:**  
**QUALITY OF LIFE IN METRO VANCOUVER**



# Quality of Life Survey

- Metro Vancouver Residents

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# Objectives

The overarching objective of this research is to understand how Metro Vancouver residents view the quality of life (socially, economically and environmentally) in their community.

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# Methodology

- Surveys: 947 Metro Vancouver residents, including 323 within the City of Vancouver and 227 within Surrey
- Population: Surrey, Langley, Delta, White Rock, North Shore, City of Vancouver, Burnaby/New Westminister, Richmond, Coquitlam, Port Coquitlam, Port Moody, Maple Ridge, Pitt Meadows, Other Metro Vancouver
- Field dates: October 19 - 28, 2011
- Methodology: A telephone-online hybrid (573 online, 374 telephone)
- Weighting: The final data were weighted to match actual gender and age characteristics and regional distribution of the population of interest
- Margin of error: +/- 5.1 percentage points, 95% of the time

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# Findings

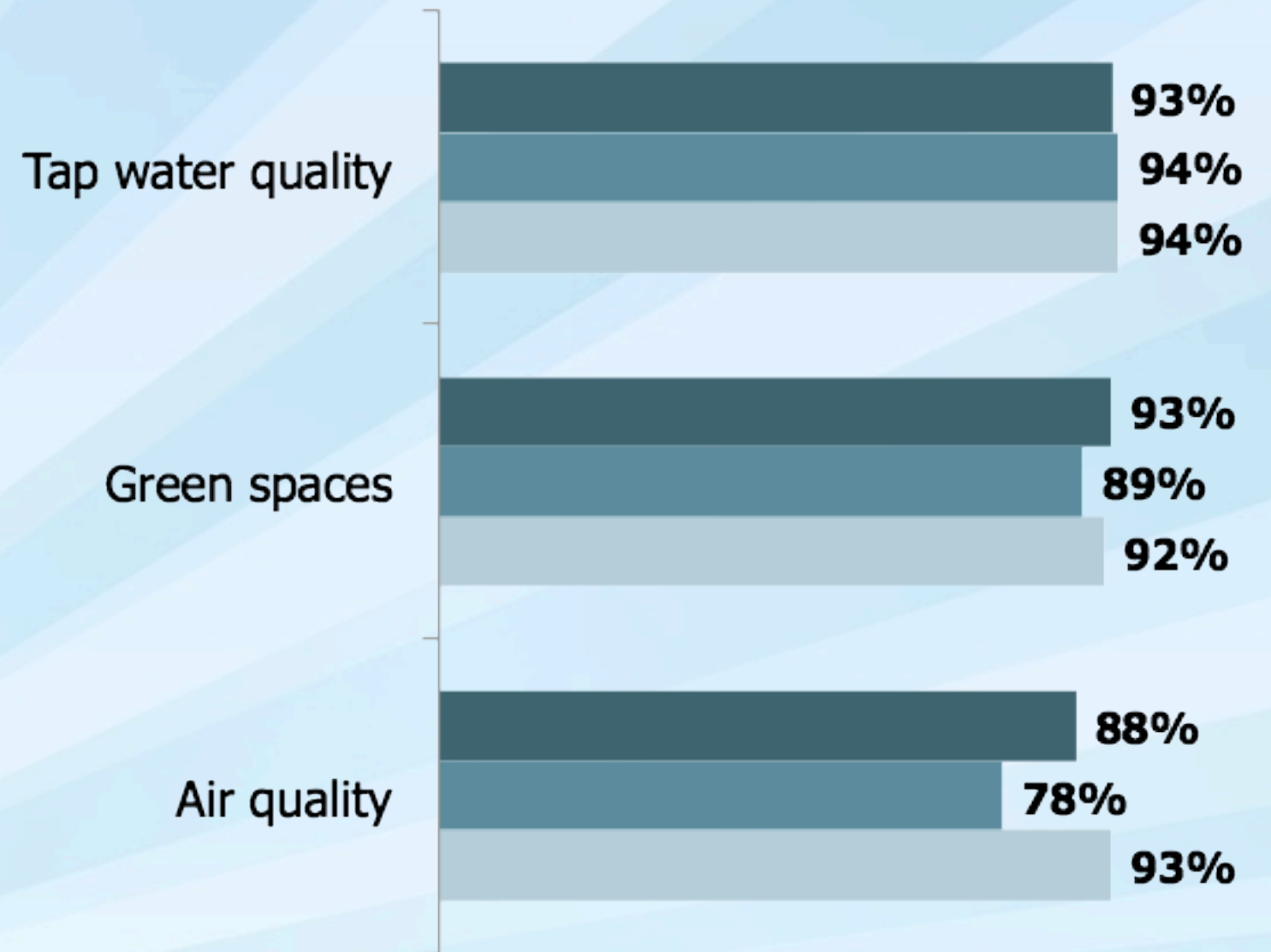
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How satisfied are you with...

# Natural Environment

Very satisfied + somewhat satisfied



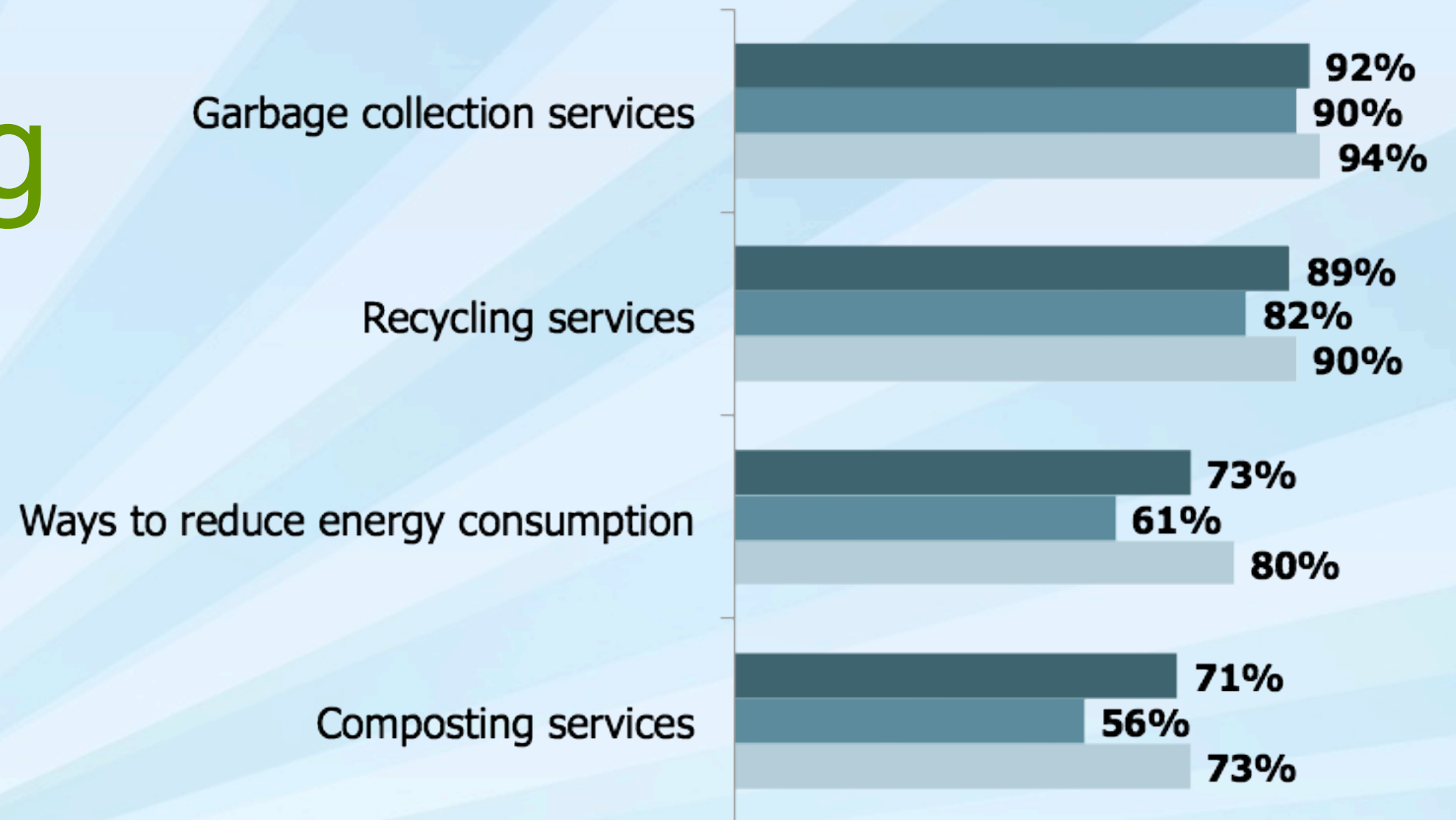
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■ Metro Vancouver ■ City of Vancouver ■ Surrey

How satisfied are you with...

# Solid waste and recycling services

Very satisfied + somewhat satisfied



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How often do you...

# Participate in sustainable practices

All the time + some of the time

Make shopping/service choices based on whether businesses demonstrate that they give back to the community

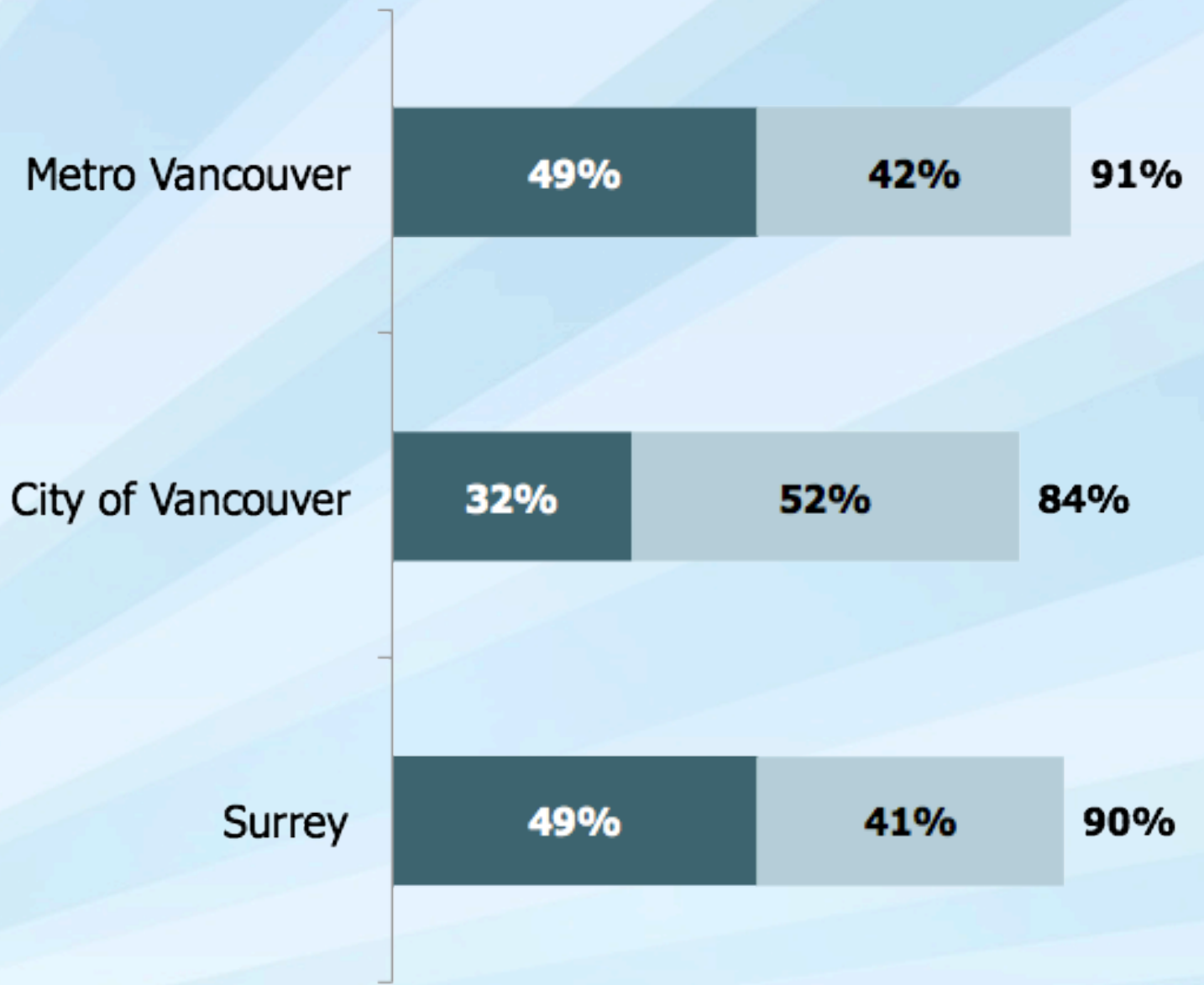
Grow some of your own food



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How satisfied or dissatisfied are you with the overall quality of the natural environment in your community?

# Overall satisfaction with natural environment



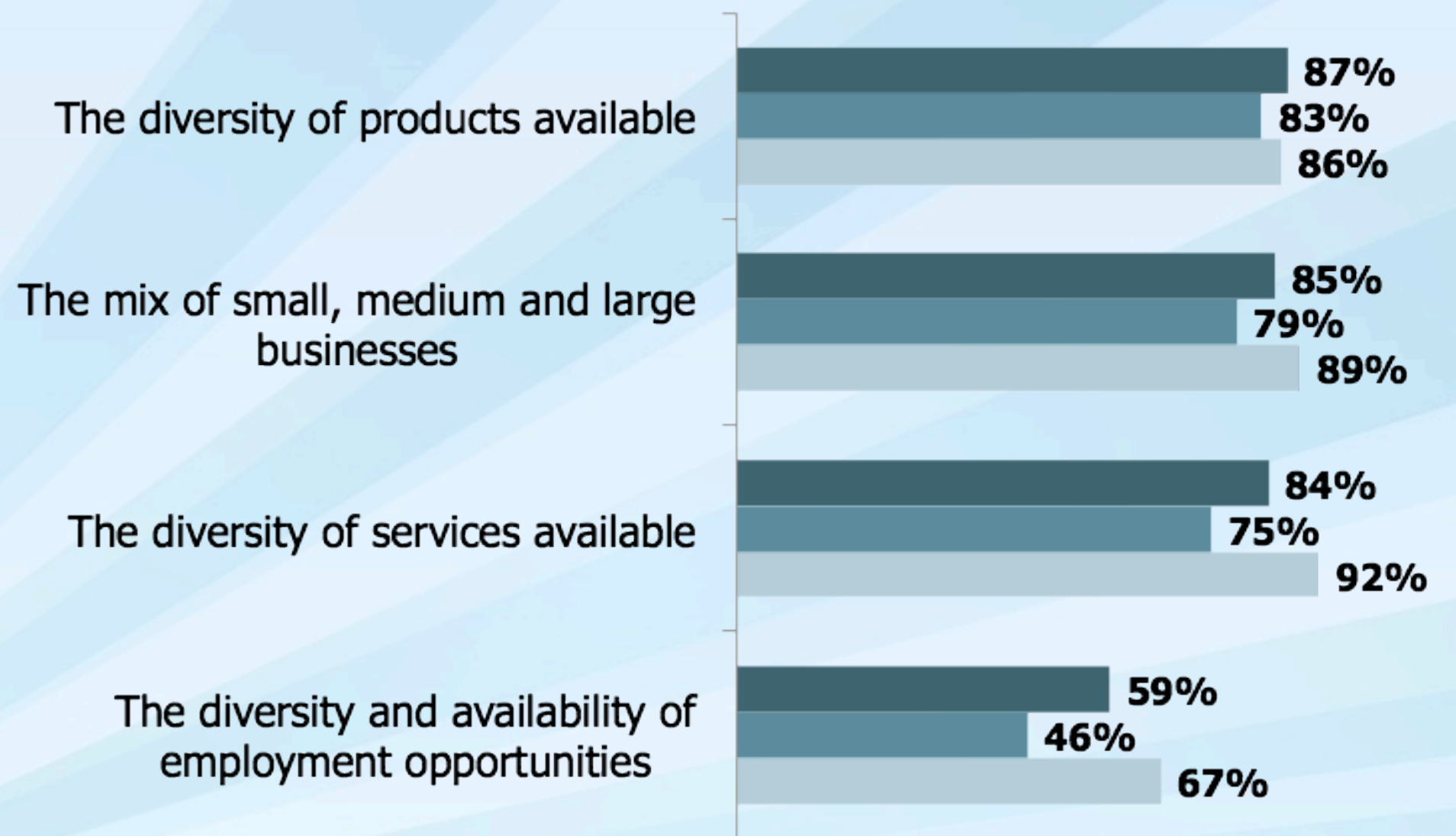
■ Very satisfied ■ Somewhat satisfied

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How satisfied are you with...

# Community's economy

Very satisfied + somewhat satisfied

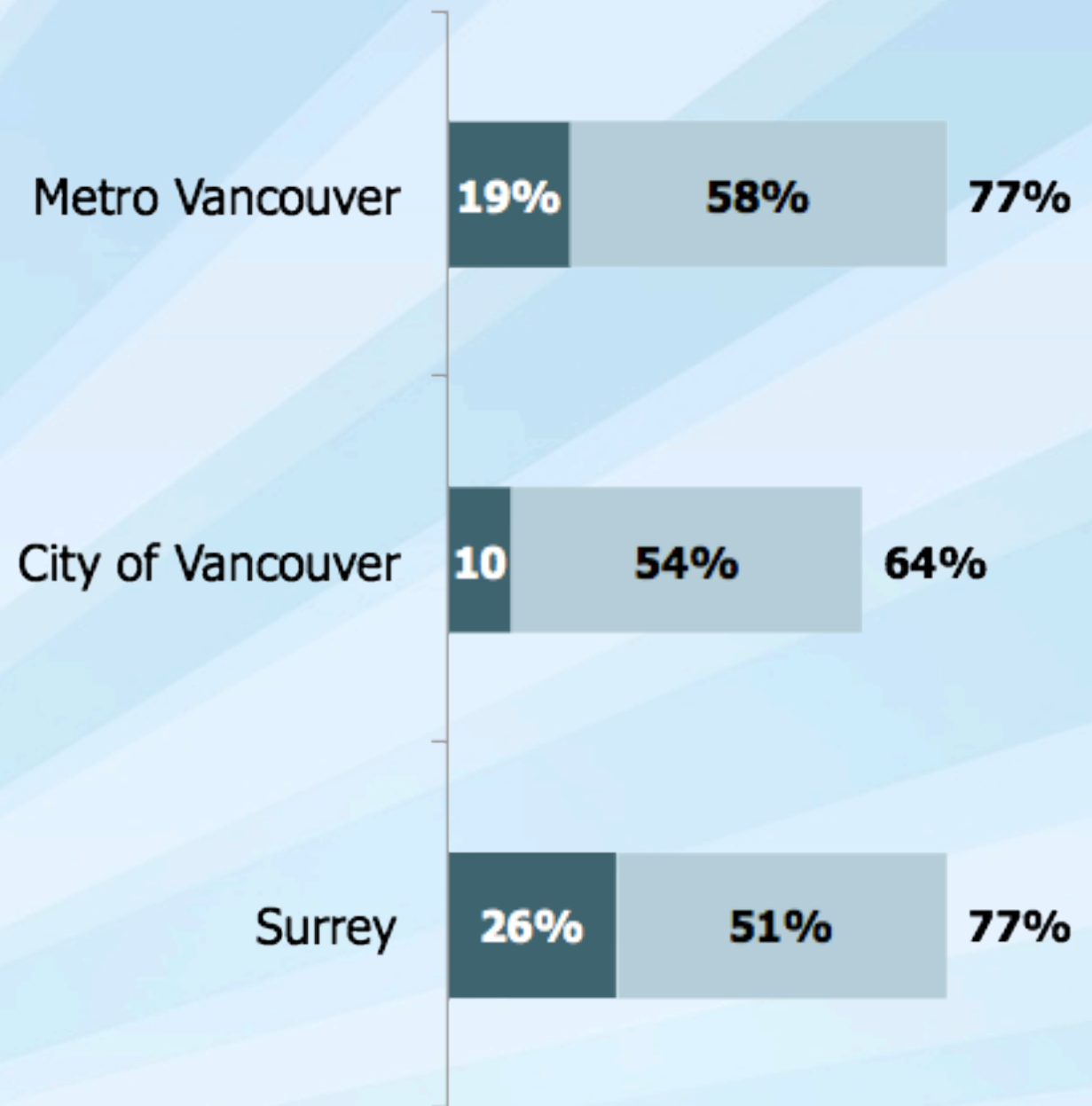


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How satisfied or dissatisfied are you with the overall economy in your community?

# Overall satisfaction with economy



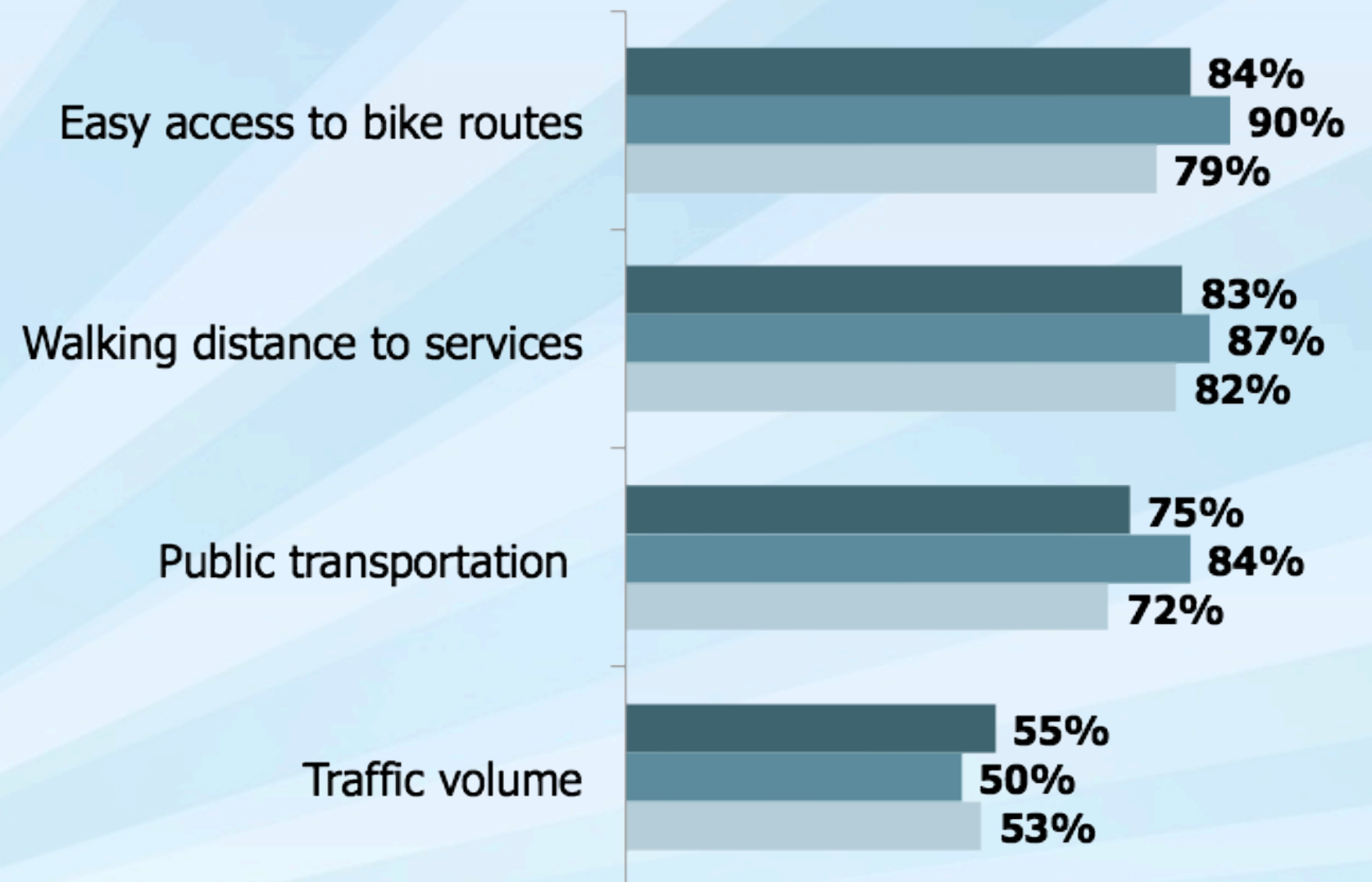
■ Very satisfied ■ Somewhat satisfied

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How satisfied are you with...

# Transportation

Very satisfied + somewhat satisfied

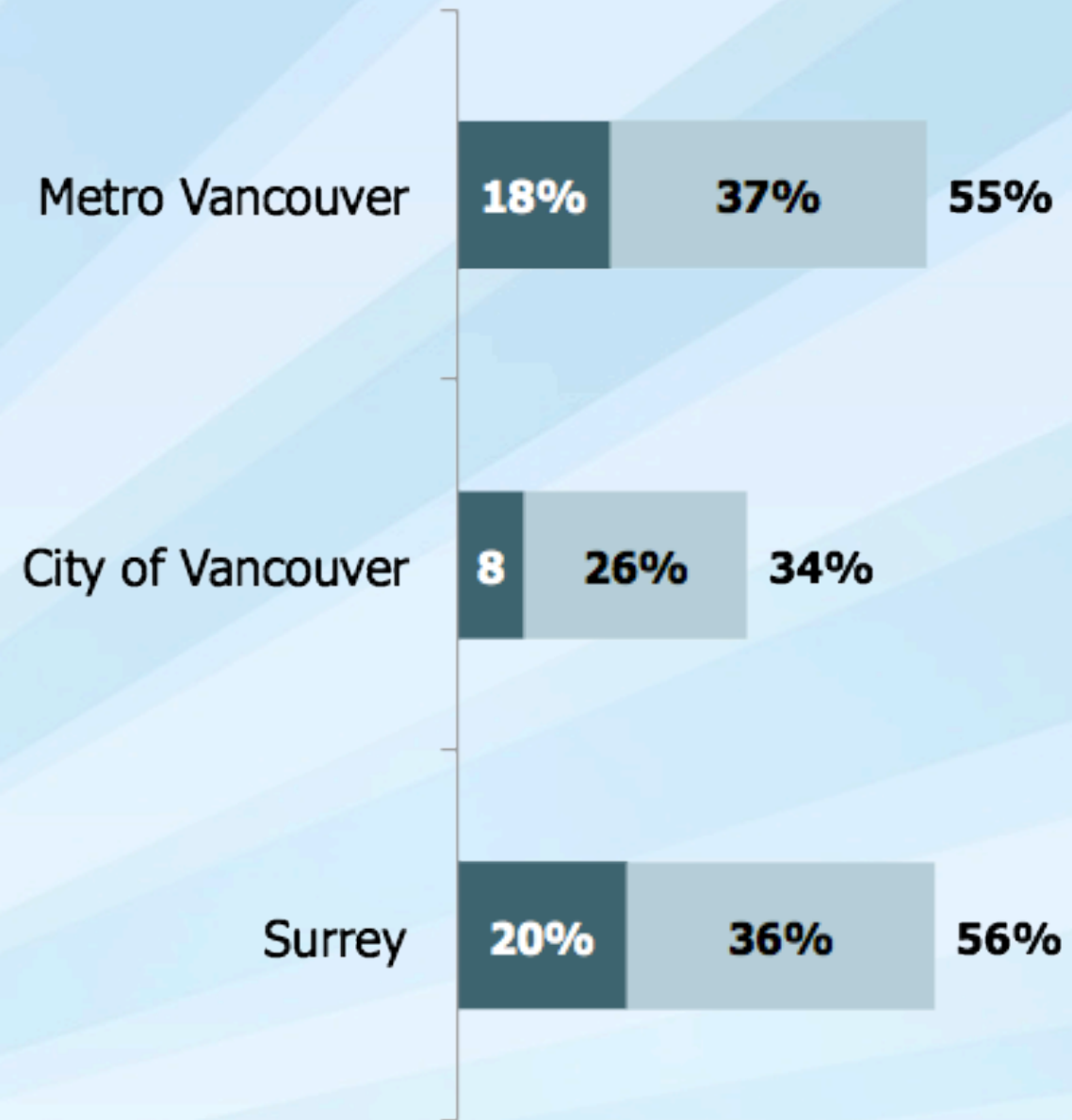


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How satisfied or dissatisfied are you with homelessness in your community?

# Homelessness

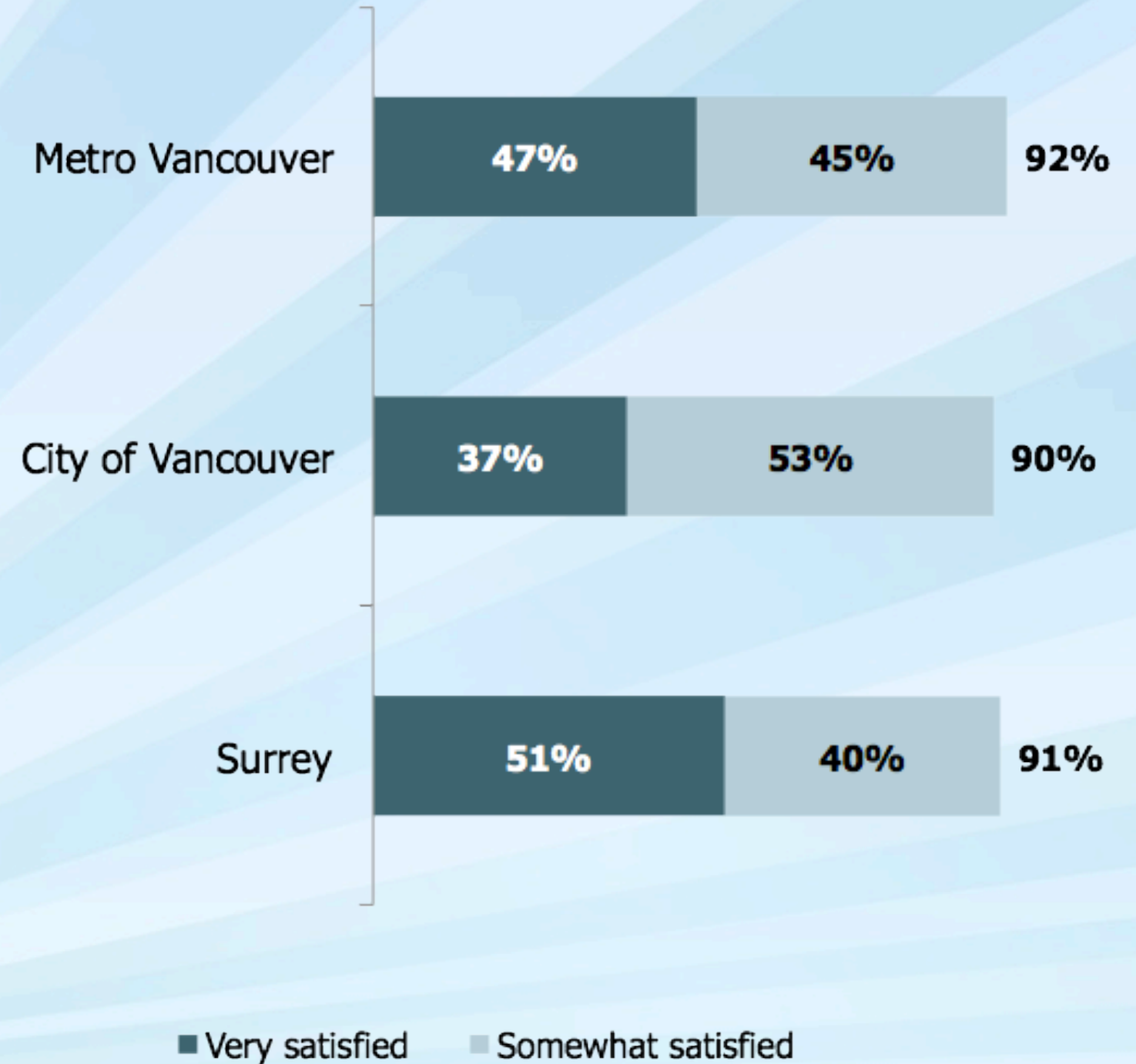


■ Very satisfied ■ Somewhat satisfied

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How satisfied or dissatisfied are you with the overall quality of life in your community?

# Overall satisfaction with quality of life



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# What the data say

The results are surprisingly positive on almost all fronts

They align with global quality of life surveys

Homeless and housing issues are our Achilles heel

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# Glass half-full view

We are doing lots of things right

We are managing abundance

We have the ingredients for resiliency

Cities can be great models of sustainability

We've got something of value to share and use  
to our advantage

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# Glass half-empty

We can't see the future through the rear view mirror

There are many threats to our quality of life: personal and government debt, climate change, aging population, aging infrastructure, competition for resources

We need to avoid complacency

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# Are we measuring the right things?

“Governments that choose to measure happiness and that aim to increase it in ways that don’t involve increased consumption can still show success, while those that stick to GDP growth as their primary measure of national well-being will be forced to find increasingly inventive ways to explain their failure to very unhappy voter.”

[The End of Growth: Adapting to Our New Economic Reality](#)

by Richard Heinberg

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# Are we measuring the right things?

The percentage of Americans describing themselves as either “very happy” or “pretty happy” has remained virtually constant, having peaked in the 1950s

Bhutan’s GNH: time use, living standards, good governance, psychological well-being, community vitality, culture, health, education, ecology

Should we lobby harder for a more robust approach to growth and development?

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# What are we going to do about it?

Greater Victoria Happiness Index Partnership

Vancouver's Better Together / Belonging Initiative

Resilient Cities Conferences

Other?



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*Justason*

# Thank You

Junxion Strategy  
Suite 407, 163 West Hastings Street  
Vancouver, BC V6B 1H5  
+1 604 681 8308

JunxionStrategy.com  
peter@junxionstrategy.com

Justason Market Intelligence  
1156 Hornby Street  
Vancouver, BC V6Z1V8  
+1 604 638 1121

JustasonMI.com  
geoff@JustasonMI.com

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