

HEALTHY RICHMOND 2012 FACT SHEET

DEMOGRAPHICS



Prepared by the Public Health Surveillance Unit
Vancouver Coastal Health Authority
February 2013

For further information, please contact:
phsu@vch.ca



INDEX OF DEMOGRAPHICS

- 2 Unweighted vs. Weighted sample
- 3 Age
- 5 Gender
- 6 Born/Years in Canada
- 8 Ethnicity
- 11 Neighbourhood
- 14 Education
- 15 Employment
- 18 Web vs. In person survey completion

NOTES

Percentages are weighted unless otherwise noted. All n values are unweighted. A dash (-) indicates that data was suppressed due to small numbers.

| | WEIGHTING | | |
|-----------------------|----------------|----------------|----------------|
| | n ¹ | % ¹ | % ² |
| GENDER | | | |
| Male | 1344 | 61% | 53% |
| Female | 2142 | 39% | 47% |
| AGE | | | |
| No age specified | 155 | 4% | <1% |
| 18 to 29 | 575 | 16% | 21% |
| 30 to 39 | 473 | 13% | 16% |
| 40 to 49 | 699 | 19% | 22% |
| 50 to 59 | 775 | 21% | 20% |
| 60 to 69 | 574 | 16% | 11% |
| 70 + | 388 | 11% | 10% |
| NEIGHBOURHOOD | | | |
| Blundell | 356 | 10% | 10% |
| Bridgeport | 55 | 2% | 1% |
| Broadmoor | 444 | 13% | 13% |
| City Centre | 920 | 27% | 24% |
| East Cambie | 142 | 4% | 6% |
| East Richmond/ Fraser | 85 | 2% | 2% |
| Gilmore | 20 | 1% | <1% |
| Hamilton | 71 | 2% | 2% |
| Seafair | 17 | <1% | <1% |
| Sea Island | 293 | 9% | 9% |
| Shellmont | 161 | 5% | 5% |
| Steveston | 516 | 15% | 14% |
| Thompson | 259 | 8% | 9% |
| West Cambie | 105 | 3% | 4% |
| ETHNICITY | | | |
| White/Caucasian | 1278 | 37% | 35% |
| Chinese | 1569 | 45% | 46% |
| Japanese | 42 | 1% | 1% |
| Korean | 10 | <1% | <1% |
| South Asian | 159 | 5% | 5% |
| Southeast Asian | 27 | 1% | 1% |
| Filipino | 185 | 5% | 6% |
| Arab | 12 | <1% | <1% |
| West Asian | 15 | <1% | <1% |
| Black | 19 | 1% | 1% |
| Latin American | 28 | 1% | 1% |
| Aboriginal | 17 | <1% | 1% |
| Other | 96 | 3% | 3% |

¹ Unweighted sample

² Weighted sample

| | WEIGHTING | | |
|--------------------------|----------------|----------------|----------------|
| | n ¹ | % ¹ | % ² |
| LANGUAGE SPOKEN | | | |
| English | 2150 | 64% | 65% |
| French | 13 | <1% | <1% |
| Mandarin | 384 | 11% | 12% |
| Cantonese | 776 | 23% | 22% |
| Punjabi | 32 | 1% | 1% |
| Other | 0 | 0% | 0% |
| BORN IN CANADA | | | |
| Yes | 1275 | 37% | 37% |
| No | 2201 | 63% | 63% |
| YEARS IN CANADA | | | |
| Total not born in Canada | 2201 | 63% | 63% |
| 5 years or less | 281 | 13% | 14% |
| 6 to 10 years | 315 | 15% | 15% |
| 11 to 15 years | 481 | 22% | 22% |
| 16 to 20 years | 269 | 13% | 12% |
| 21 to 25 years | 237 | 11% | 12% |
| Over 25 years | 589 | 27% | 24% |
| EDUCATION | | | |
| Below high school grad | 171 | 5% | 5% |
| High school grad | 878 | 26% | 25% |
| Some post-secondary | 885 | 26% | 25% |
| Bachelor's degree | 1063 | 31% | 32% |
| Graduate degree | 444 | 13% | 13% |
| EMPLOYMENT | | | |
| Full/part time employed | 2023 | 59% | 62% |
| Unemployed | 240 | 7% | 7% |
| Caring for home/family | 212 | 6% | 5% |
| Retired | 717 | 21% | 17% |
| Student | 252 | 7% | 9% |

| | AGE | | | | | | | |
|----------------------------|-------|--------|-------|-------|-------|-------|-------|-----|
| | Total | No age | 18-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70+ |
| TOTAL | 3639 | 155 | 575 | 473 | 699 | 775 | 574 | 388 |
| GENDER | | | | | | | | |
| Male | 47% | 18% | 51% | 46% | 47% | 48% | 48% | 44% |
| Female | 53% | 82% | 49% | 56% | 53% | 52% | 52% | 56% |
| NEIGHBOURHOOD | | | | | | | | |
| Blundell | 10% | 8% | 11% | 8% | 10% | 11% | 11% | 10% |
| Bridgeport | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% |
| Broadmoor | 13% | 6% | 14% | 11% | 13% | 14% | 14% | 15% |
| City Centre | 24% | 34% | 23% | 27% | 23% | 20% | 21% | 30% |
| East Cambie | 6% | 5% | 6% | 6% | 6% | 5% | 5% | 4% |
| East Richmond/ Fraser Land | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% |
| Gilmore | <1% | <1% | <1% | <1% | <1% | <1% | <1% | <1% |
| Hamilton | 2% | 2% | 2% | 4% | 3% | 2% | 2% | 1% |
| Seafair | 8% | 5% | 9% | 8% | 9% | 10% | 10% | 10% |
| Sea Island | <1% | 0% | 0% | 0% | 1% | <1% | <1% | <1% |
| Shellmont | 5% | 4% | 6% | 6% | 6% | 5% | 6% | 4% |
| Steveston | 14% | 13% | 13% | 13% | 14% | 16% | 14% | 13% |
| Thompson | 9% | 8% | 8% | 9% | 10% | 9% | 9% | 7% |
| West Cambie | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 2% |
| ETHNICITY | | | | | | | | |
| White/Caucasian | 34% | 14% | 21% | 21% | 34% | 42% | 46% | 55% |
| Chinese | 45% | 56% | 55% | 47% | 43% | 43% | 41% | 33% |
| Japanese | 1% | <1% | 1% | 1% | 1% | 2% | 2% | <1% |
| Korean | <1% | <1% | <1% | <1% | <1% | <1% | 0% | <1% |
| South Asian | 5% | 3% | 4% | 10% | 5% | 2% | 5% | 5% |
| Southeast Asian | 1% | 0% | 1% | 2% | 1% | <1% | 1% | <1% |
| Filipino | 6% | 5% | 8% | 7% | 8% | 3% | 3% | 2% |
| Arab | <1% | 0% | <1% | 1% | 0% | 1% | 0% | 0% |
| West Asian | <1% | 1% | 1% | <1% | 1% | <1% | <1% | <1% |
| Black | 1% | 0% | <1% | 1% | 1% | <1% | 0% | 1% |
| Latin American | 1% | 1% | <1% | 2% | 1% | 1% | 1% | <1% |
| Aboriginal | 1% | 0% | <1% | 1% | 1% | 1% | <1% | 0% |
| Other | 3% | 1% | 5% | 5% | 3% | 2% | 1% | 1% |
| Prefer not to answer | 2% | 20% | 2% | 2% | 2% | 2% | 1% | 1% |
| LANGUAGE SPOKEN | | | | | | | | |
| English | 65% | 42% | 73% | 65% | 61% | 63% | 61% | 66% |
| French | <1% | 0% | 1% | <1% | 1% | <1% | <1% | <1% |
| Mandarin | 12% | 12% | 12% | 16% | 17% | 7% | 5% | 7% |
| Cantonese | 22% | 42% | 14% | 18% | 20% | 29% | 32% | 25% |
| Punjabi | 1% | 2% | 0% | 1% | 1% | <1% | 1% | 3% |
| Other | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to answer | <1% | 2% | <1% | <1% | <1% | <1% | <1% | <1% |

| | AGE | | | | | | | |
|--|-------|--------|-------|-------|-------|-------|-------|-----|
| | Total | No age | 18-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70+ |
| BORN IN CANADA | | | | | | | | |
| Yes | 37% | 14% | 39% | 36% | 34% | 41% | 35% | 37% |
| No | 62% | 70% | 61% | 63% | 65% | 59% | 64% | 62% |
| Prefer not to answer | 1% | 16% | 1% | 1% | 1% | 1% | <1% | 1% |
| YEARS IN CANADA | | | | | | | | |
| Total not born in Canada | 2201 | 108 | 334 | 296 | 438 | 428 | 353 | 244 |
| 5 years or less | 14% | 14% | 24% | 25% | 16% | 6% | 2% | 3% |
| 6 to 10 years | 12% | 11% | 17% | 18% | 15% | 8% | 4% | 3% |
| 11 to 15 years | 15% | 19% | 25% | 11% | 16% | 17% | 5% | 7% |
| 16 to 20 years | 22% | 20% | 25% | 23% | 19% | 25% | 21% | 16% |
| 21 to 25 years | 12% | 15% | 6% | 13% | 13% | 15% | 16% | 10% |
| Over 25 years | 24% | 17% | <1% | 11% | 22% | 28% | 52% | 56% |
| Don't know/PNTA | 1% | 4% | 2% | 1% | <1% | 1% | <1% | 3% |
| EDUCATION | | | | | | | | |
| Below high school grad | 5% | 3% | 6% | 1% | 2% | 4% | 6% | 18% |
| High school grad | 25% | 26% | 40% | 13% | 16% | 26% | 24% | 30% |
| Some post-secondary | 24% | 21% | 16% | 23% | 26% | 30% | 32% | 19% |
| Bachelor's degree | 31% | 28% | 33% | 42% | 36% | 24% | 24% | 20% |
| Graduate degree | 13% | 6% | 3% | 20% | 18% | 13% | 13% | 10% |
| Don't know/PNTA | 2% | 16% | 2% | 2% | 2% | 2% | 1% | 4% |
| EMPLOYMENT | | | | | | | | |
| Full/part time employed | 60% | 50% | 53% | 77% | 79% | 74% | 40% | 5% |
| Unemployed | 7% | 9% | 5% | 7% | 9% | 9% | 5% | 2% |
| Caring for home/family | 5% | 10% | 1% | 11% | 8% | 6% | 2% | 1% |
| Retired | 17% | 10% | <1% | <1% | 1% | 8% | 52% | 89% |
| Student | 9% | 5% | 39% | 3% | 1% | 1% | 0% | 0% |
| Don't know/PNTA | 2% | 17% | 2% | 2% | 2% | 2% | 1% | 3% |
| WEB VS. IN PERSON SURVEY COMPLETION | | | | | | | | |
| Web | 22% | 19% | 19% | 24% | 23% | 27% | 21% | 14% |
| In person | 78% | 81% | 81% | 76% | 77% | 73% | 79% | 86% |

| | BORN IN CANADA | | | LENGTH OF TIME IN CANADA (among those not born in Canada) | | |
|----------------------------|----------------|------|------|--|-----------|-----------|
| | Total | Yes | No | 0-10 yrs | 11-20 yrs | 21+ yrs |
| TOTAL | 3476 | 1275 | 2201 | 518 (26%) | 796 (38%) | 858 (36%) |
| GENDER | | | | | | |
| Male | 47% | 45% | 49% | 51% | 47% | 50% |
| Female | 53% | 55% | 51% | 49% | 53% | 50% |
| AGE | | | | | | |
| No age specified | <1% | <1% | 0% | <1% | <1% | <1% |
| 18 to 29 | 20% | 21% | 20% | 31% | 27% | 4% |
| 30 to 39 | 16% | 16% | 17% | 27% | 15% | 11% |
| 40 to 49 | 22% | 20% | 23% | 27% | 22% | 22% |
| 50 to 59 | 20% | 22% | 19% | 10% | 22% | 23% |
| 60 to 69 | 11% | 10% | 11% | 2% | 8% | 21% |
| 70 + | 10% | 10% | 10% | 2% | 7% | 20% |
| NEIGHBOURHOOD | | | | | | |
| Blundell | 10% | 8% | 11% | 12% | 12% | 9% |
| Bridgeport | 1% | 1% | 2% | 1% | 1% | 2% |
| Broadmoor | 13% | 15% | 12% | 14% | 9% | 14% |
| City Centre | 24% | 17% | 28% | 34% | 29% | 22% |
| East Cambie | 6% | 4% | 7% | 5% | 8% | 6% |
| East Richmond/ Fraser Land | 2% | 2% | 2% | 3% | 2% | 2% |
| Gilmore | <1% | <1% | <1% | <1% | <1% | <1% |
| Hamilton | 2% | 3% | 2% | 1% | 4% | 2% |
| Seafair | 9% | 11% | 8% | 7% | 5% | 12% |
| Sea Island | <1% | <1% | <1% | <1% | <1% | <1% |
| Shellmont | 5% | 7% | 4% | 4% | 3% | 6% |
| Steveston | 14% | 21% | 10% | 7% | 10% | 12% |
| Thompson | 9% | 8% | 9% | 9% | 10% | 9% |
| West Cambie | 4% | 2% | 5% | 3% | 7% | 4% |
| ETHNICITY | | | | | | |
| White/Caucasian | 35% | 71% | 13% | 6% | 6% | 25% |
| Chinese | 45% | 14% | 65% | 62% | 79% | 50% |
| Japanese | 1% | 2% | 1% | <1% | <1% | 1% |
| Korean | <1% | <1% | <1% | <1% | <1% | 1% |
| South Asian | 5% | 4% | 6% | 5% | 2% | 10% |
| Southeast Asian | 1% | <1% | 1% | 2% | 0% | 2% |
| Filipino | 6% | 1% | 8% | 16% | 7% | 5% |
| Arab | <1% | <1% | <1% | 1% | <1% | 0% |
| West Asian | <1% | <1% | 1% | 2% | <1% | 0% |
| Black | 1% | 1% | 1% | 1% | <1% | 1% |
| Latin American | 1% | <1% | 1% | 3% | <1% | 1% |
| Aboriginal | 1% | 1% | <1% | <1% | 0% | 0% |
| Other | 3% | 4% | 3% | 3% | 3% | 3% |
| Prefer not to answer | 1% | 2% | 1% | 2% | 1% | <1% |

| | BORN IN CANADA | | | LENGTH OF TIME IN CANADA (among those not born in Canada) | | |
|--|----------------|------|------|--|-----------|---------|
| | Total | Yes | No | 0-10 yrs | 11-20 yrs | 21+ yrs |
| LANGUAGE SPOKEN | | | | | | |
| English | 62% | 98% | 41% | 33% | 34% | 60% |
| French | <1% | <1% | <1% | 1% | 0% | 0% |
| Mandarin | 11% | <1% | 18% | 48% | 15% | 3% |
| Cantonese | 21% | 1% | 33% | 16% | 51% | 33% |
| Punjabi | 1% | 0% | 1% | 1% | 1% | 3% |
| Other | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to answer | 4% | 1% | 7% | 0% | 0% | 0% |
| BORN IN CANADA | | | | | | |
| Yes | 37% | 100% | NA | NA | NA | NA |
| No | 63% | NA | 100% | 100% | 100% | 100% |
| Prefer not to answer | 0% | NA | NA | NA | NA | NA |
| YEARS IN CANADA | | | | | | |
| Total not born in Canada | 2201 | NA | 2201 | 518 | 796 | 858 |
| 5 years or less | 14% | NA | 14% | 54% | NA | NA |
| 6 to 10 years | 12% | NA | 12% | 46% | NA | NA |
| 11 to 15 years | 15% | NA | 15% | NA | 41% | NA |
| 16 to 20 years | 22% | NA | 22% | NA | 59% | NA |
| 21 to 25 years | 12% | NA | 12% | NA | NA | 34% |
| Over 25 years | 24% | NA | 24% | NA | NA | 66% |
| Don't know/PNTA | 1% | NA | 1% | NA | NA | NA |
| EDUCATION | | | | | | |
| Below high school grad | 5% | 5% | 5% | 4% | 6% | 6% |
| High school grad | 25% | 24% | 25% | 22% | 29% | 24% |
| Some post-secondary | 24% | 29% | 21% | 19% | 18% | 26% |
| Bachelor's degree | 31% | 27% | 33% | 37% | 36% | 28% |
| Graduate degree | 13% | 12% | 13% | 18% | 9% | 14% |
| Don't know/PNTA | 2% | 2% | 1% | 1% | 1% | 1% |
| EMPLOYMENT | | | | | | |
| Full/part time employed | 62% | 64% | 59% | 55% | 64% | 57% |
| Unemployed | 7% | 7% | 7% | 10% | 7% | 4% |
| Caring for home/family | 5% | 3% | 7% | 9% | 7% | 5% |
| Retired | 17% | 16% | 17% | 4% | 12% | 33% |
| Student | 9% | 8% | 9% | 20% | 10% | 1% |
| Don't know/PNTA | 2% | 2% | 1% | 2% | 2% | 1% |
| WEB VS. IN PERSON SURVEY COMPLETION | | | | | | |
| Web | 22% | 32% | 16% | 11% | 14% | 20% |
| In person | 78% | 68% | 84% | 89% | 86% | 80% |

| | EDUCATION | | | | | |
|----------------------------|-----------|-------------------|----------------|---------------|-------------------|-----------------|
| | Total | Below high school | H. school grad | Some post-sec | Bachelor's degree | Graduate degree |
| TOTAL | 3441 | 171 | 878 | 885 | 1063 | 444 |
| GENDER | | | | | | |
| Male | 47% | 53% | 47% | 46% | 46% | 52% |
| Female | 53% | 47% | 53% | 54% | 54% | 48% |
| AGE | | | | | | |
| No age specified | 0% | 0% | 0% | 0% | 0% | 0% |
| 18 to 29 | 20% | 23% | 33% | 13% | 21% | 5% |
| 30 to 39 | 16% | 2% | 9% | 15% | 22% | 25% |
| 40 to 49 | 22% | 10% | 14% | 24% | 25% | 30% |
| 50 to 59 | 20% | 16% | 21% | 25% | 16% | 21% |
| 60 to 69 | 11% | 12% | 10% | 14% | 8% | 11% |
| 70 + | 10% | 36% | 12% | 8% | 7% | 8% |
| NEIGHBOURHOOD | | | | | | |
| Blundell | 10% | 9% | 12% | 9% | 10% | 8% |
| Bridgeport | 1% | 2% | 2% | 2% | 1% | 1% |
| Broadmoor | 13% | 16% | 12% | 11% | 15% | 12% |
| City Centre | 24% | 27% | 26% | 22% | 23% | 24% |
| East Cambie | 6% | 5% | 5% | 5% | 7% | 5% |
| East Richmond/ Fraser Land | 2% | 4% | 2% | 2% | 2% | 2% |
| Gilmore | 0% | 0% | 0% | 0% | 0% | 0% |
| Hamilton | 2% | 5% | 2% | 4% | 2% | 0% |
| Seafair | 9% | 7% | 9% | 10% | 9% | 10% |
| Sea Island | 0% | 0% | 0% | 0% | 0% | 0% |
| Shellmont | 5% | 7% | 6% | 6% | 4% | 5% |
| Steveston | 14% | 8% | 13% | 15% | 12% | 20% |
| Thompson | 9% | 7% | 7% | 8% | 10% | 11% |
| West Cambie | 4% | 2% | 4% | 5% | 4% | 4% |
| ETHNICITY | | | | | | |
| White/Caucasian | 34% | 38% | 30% | 44% | 27% | 42% |
| Chinese | 46% | 44% | 54% | 35% | 50% | 40% |
| Japanese | 1% | 0% | 1% | 2% | 1% | 1% |
| Korean | <1% | 0% | 1% | 0% | 0% | 0% |
| South Asian | 5% | 5% | 5% | 5% | 5% | 6% |
| Southeast Asian | 1% | 3% | 0% | 1% | 1% | 0% |
| Filipino | 6% | 1% | 5% | 5% | 9% | 4% |
| Arab | <1% | 0% | 1% | 0% | 0% | 0% |
| West Asian | <1% | 1% | 1% | 0% | 1% | 1% |
| Black | 1% | 1% | 1% | 0% | 1% | 1% |
| Latin American | 1% | 0% | 1% | 1% | 1% | 1% |
| Aboriginal | 1% | 1% | 1% | 1% | 0% | 0% |
| Other | 3% | 6% | 2% | 3% | 4% | 2% |
| Prefer not to answer | 1% | 1% | 1% | 0% | 1% | 1% |

| | EDUCATION | | | | | |
|--|-----------|-------------------|----------------|---------------|-------------------|-----------------|
| | Total | Below high school | H. school grad | Some post-sec | Bachelor's degree | Graduate degree |
| LANGUAGE SPOKEN | | | | | | |
| English | 62% | 50% | 57% | 68% | 61% | 66% |
| French | <1% | 0% | 0% | 1% | 0% | 0% |
| Mandarin | 11% | 4% | 8% | 8% | 15% | 18% |
| Cantonese | 21% | 37% | 32% | 19% | 17% | 10% |
| Punjabi | 1% | 3% | 1% | 1% | 1% | 0% |
| Other | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to answer | 4% | 5% | 3% | 3% | 6% | 5% |
| BORN IN CANADA | | | | | | |
| Yes | 37% | 34% | 36% | 45% | 33% | 35% |
| No | 63% | 66% | 64% | 55% | 67% | 64% |
| Prefer not to answer | 0% | 0% | 0% | 0% | 0% | 1% |
| YEARS IN CANADA | | | | | | |
| Total not born in Canada | 2168 | 120 | 583 | 481 | 711 | 273 |
| 5 years or less | 14% | 9% | 14% | 12% | 14% | 20% |
| 6 to 10 years | 12% | 8% | 8% | 11% | 15% | 16% |
| 11 to 15 years | 15% | 16% | 14% | 14% | 17% | 15% |
| 16 to 20 years | 22% | 27% | 29% | 18% | 23% | 10% |
| 21 to 25 years | 12% | 15% | 13% | 14% | 10% | 12% |
| Over 25 years | 24% | 23% | 21% | 30% | 20% | 27% |
| Don't know/PNTA | 1% | 2% | 1% | 2% | 1% | 0% |
| EMPLOYMENT | | | | | | |
| Full/part time employed | 62% | 29% | 46% | 67% | 70% | 72% |
| Unemployed | 7% | 13% | 7% | 8% | 6% | 5% |
| Caring for home/family | 5% | 4% | 7% | 4% | 6% | 5% |
| Retired | 17% | 41% | 20% | 15% | 13% | 13% |
| Student | 9% | 11% | 20% | 4% | 5% | 4% |
| Don't know/PNTA | 1% | 1% | 1% | 0% | 1% | 2% |
| WEB VS. IN PERSON SURVEY COMPLETION | | | | | | |
| Web | 21% | 5% | 12% | 24% | 23% | 36% |
| In person | 79% | 95% | 88% | 76% | 77% | 34% |

| | GENDER | | |
|-----------------------|--------|------|------|
| | TOTAL | M | F |
| TOTAL | 3486 | 1344 | 2142 |
| AGE | | | |
| No age specified | <1% | <1% | 1% |
| 18 to 29 | 20% | 22% | 19% |
| 30 to 39 | 16% | 16% | 17% |
| 40 to 49 | 22% | 22% | 22% |
| 50 to 59 | 20% | 21% | 20% |
| 60 to 69 | 11% | 11% | 11% |
| 70 + | 10% | 10% | 11% |
| NEIGHBOURHOOD | | | |
| Blundell | 10% | 10% | 10% |
| Bridgeport | 1% | 2% | 1% |
| Broadmoor | 13% | 13% | 13% |
| City Centre | 24% | 23% | 24% |
| East Cambie | 6% | 6% | 6% |
| East Richmond/ Fraser | 2% | 2% | 2% |
| Gilmore | <1% | <1% | <1% |
| Hamilton | 2% | 3% | 2% |
| Seafair | 9% | 9% | 9% |
| Sea Island | 0% | 0% | 0% |
| Shellmont | 5% | 6% | 5% |
| Steveston | 14% | 14% | 14% |
| Thompson | 9% | 9% | 9% |
| West Cambie | 4% | 4% | 4% |
| ETHNICITY | | | |
| White/Caucasian | 34% | 31% | 38% |
| Chinese | 45% | 48% | 43% |
| Japanese | 1% | 1% | 1% |
| Korean | <1% | <1% | <1% |
| South Asian | 5% | 5% | 5% |
| Southeast Asian | 1% | 1% | 1% |
| Filipino | 6% | 5% | 6% |
| Arab | <1% | 1% | <1% |
| West Asian | <1% | <1% | 1% |
| Black | 1% | 1% | 1% |
| Latin American | 1% | 1% | 1% |
| Aboriginal | 1% | 1% | <1% |
| Other | 3% | 4% | 2% |
| Prefer not to answer | 1% | 1% | 1% |

| | GENDER | | |
|--------------------------|--------|------|------|
| | TOTAL | M | F |
| TOTAL | 3486 | 1344 | 2142 |
| LANGUAGE SPOKEN | | | |
| English | 62% | 60% | 64% |
| French | <1% | <1% | <1% |
| Mandarin | 11% | 12% | 10% |
| Cantonese | 21% | 22% | 20% |
| Punjabi | 1% | 1% | 1% |
| Other | 0% | 0% | 0% |
| Prefer not to answer | 4% | 4% | 5% |
| BORN IN CANADA | | | |
| Yes | 37% | 35% | 39% |
| No | 63% | 65% | 61% |
| Prefer not to answer | <1% | <1% | <1% |
| YEARS IN CANADA | | | |
| Total not born in Canada | 2185 | 887 | 1298 |
| 5 years or less | 14% | 15% | 13% |
| 6 to 10 years | 12% | 12% | 12% |
| 11 to 15 years | 15% | 16% | 15% |
| 16 to 20 years | 22% | 20% | 24% |
| 21 to 25 years | 12% | 13% | 11% |
| Over 25 years | 24% | 24% | 24% |
| Don't know/PNTA | 1% | 0% | 2% |
| EDUCATION | | | |
| Below high school grad | 5% | 6% | 5% |
| High school grad | 25% | 25% | 25% |
| Some post-secondary | 24% | 23% | 25% |
| Bachelor's degree | 31% | 30% | 32% |
| Graduate degree | 13% | 14% | 12% |
| Don't know/PNTA | 2% | 1% | 2% |
| EMPLOYMENT | | | |
| Full/part time employed | 61% | 65% | 57% |
| Unemployed | 7% | 7% | 6% |
| Caring for home/family | 5% | 1% | 10% |
| Retired | 17% | 16% | 17% |
| Student | 9% | 9% | 9% |
| Don't know/PNTA | 2% | 2% | 2% |
| WEB VS. IN PERSON | | | |
| Web | 22% | 15% | 28% |
| In person | 78% | 85% | 72% |

| | NEIGHBOURHOOD | | | | | | | | | | | | | | |
|----------------------|---------------|----------|------------|-----------|-------------|-------------|-------|---------|----------|----------|------------|-----------|------------|-----------|-------------|
| | Total | Blundell | Bridgeport | Broadmoor | City Centre | East Cambie | ER/FL | Gilmore | Hamilton | Sea fair | Sea Island | Shellmont | Steve-ston | Thomp-son | West Cambie |
| TOTAL | 3444 | 356 | 55 | 444 | 920 | 142 | 85 | 20 | 71 | 293 | 17 | 161 | 516 | 259 | 105 |
| GENDER | | | | | | | | | | | | | | | |
| Male | 47% | 47% | 58% | 48% | 46% | 48% | 52% | - | 49% | 48% | - | 50% | 47% | 46% | 51% |
| Female | 53% | 53% | 42% | 52% | 54% | 52% | 48% | - | 51% | 52% | - | 50% | 53% | 54% | 49% |
| AGE | | | | | | | | | | | | | | | |
| No age specified | <1% | <1% | 1% | <1% | <1% | <1% | <1% | - | <1% | <1% | - | <1% | <1% | <1% | <1% |
| 18 to 29 | 20% | 21% | 16% | 21% | 20% | 23% | 19% | - | 19% | 20% | - | 20% | 19% | 19% | 23% |
| 30 to 39 | 16% | 13% | 20% | 14% | 19% | 19% | 15% | - | 24% | 14% | - | 18% | 15% | 17% | 17% |
| 40 to 49 | 22% | 21% | 22% | 21% | 22% | 24% | 17% | - | 25% | 21% | - | 23% | 22% | 24% | 21% |
| 50 to 59 | 20% | 22% | 25% | 21% | 17% | 18% | 21% | - | 18% | 22% | - | 19% | 23% | 20% | 23% |
| 60 to 69 | 11% | 11% | 9% | 11% | 9% | 10% | 17% | - | 8% | 11% | - | 12% | 11% | 11% | 10% |
| 70 + | 10% | 11% | 7% | 12% | 13% | 7% | 11% | - | 6% | 11% | - | 7% | 10% | 8% | 6% |
| ETHNICITY | | | | | | | | | | | | | | | |
| White/Caucasian | 35% | 30% | 17% | 40% | 25% | 18% | 34% | - | 33% | 45% | - | 37% | 56% | 34% | 7% |
| Chinese | 45% | 54% | 45% | 39% | 56% | 51% | 39% | - | 35% | 35% | - | 24% | 29% | 52% | 80% |
| Japanese | 1% | 1% | 1% | 1% | 2% | 1% | 1% | - | 0% | 1% | - | 1% | 2% | 1% | 0% |
| Korean | <1% | <1% | 0% | <1% | <1% | 0% | 0% | - | 0% | <1% | - | 1% | <1% | <1% | 0% |
| South Asian | 5% | 2% | 11% | 5% | 2% | 13% | 17% | - | 17% | 4% | - | 16% | 3% | 4% | 4% |
| Southeast Asian | 1% | <1% | 5% | 2% | 1% | <1% | 0% | - | 0% | 1% | - | 2% | 1% | 1% | 1% |
| Filipino | 6% | 6% | 6% | 5% | 6% | 8% | 5% | - | 10% | 8% | - | 7% | 3% | 4% | 5% |
| Arab | <1% | <1% | 1% | 0% | 1% | 1% | 0% | - | 1% | 0% | - | 0% | <1% | 0% | 0% |
| West Asian | <1% | 1% | 0% | 0% | <1% | 3% | 0% | - | 1% | 1% | - | 0% | <1% | 1% | 0% |
| Black | 1% | <1% | 4% | <1% | 1% | 2% | 1% | - | 0% | 0% | - | 0% | <1% | <1% | 2% |
| Latin American | 1% | <1% | 4% | 1% | 1% | 0% | 0% | - | 0% | <1% | - | 0% | 2% | 1% | 1% |
| Aboriginal | 1% | 1% | 3% | 1% | <1% | 1% | 0% | - | 0% | <1% | - | 1% | 1% | 0% | 0% |
| Other | 3% | 3% | 5% | 4% | 3% | 3% | 2% | - | 1% | 4% | - | 8% | 3% | 2% | 0% |
| Prefer not to answer | 2% | 1% | 1% | 1% | 0% | 0% | 0% | - | 0% | 1% | - | 2% | 0% | 0% | 1% |

| | NEIGHBOURHOOD | | | | | | | | | | | | | | |
|------------------------|---------------|----------|------------|-----------|-------------|-------------|-------|---------|----------|----------|------------|-----------|-----------|----------|-------------|
| | Total | Blundell | Bridgeport | Broadmoor | City Centre | East Cambie | ER/FL | Gilmore | Hamilton | Sea fair | Sea Island | Shellmont | Steveston | Thompson | West Cambie |
| LANGUAGE SPOKEN | | | | | | | | | | | | | | | |
| English | 62% | 55% | 57% | 68% | 53% | 49% | 60% | - | 77% | 72% | - | 77% | 78% | 59% | 33% |
| French | <1% | <1% | 0% | <1% | 1% | 0% | 0% | - | 0% | 1% | - | 1% | 1% | 0% | 1% |
| Mandarin | 11% | 15% | 3% | 11% | 19% | 9% | 10% | - | 5% | 6% | - | 4% | 4% | 14% | 10% |
| Cantonese | 21% | 24% | 30% | 17% | 24% | 32% | 22% | - | 14% | 15% | - | 13% | 13% | 22% | 52% |
| Punjabi | 1% | 1% | 0% | 1% | <1% | 4% | 5% | - | <1% | 1% | - | 3% | <1% | <1% | 2% |
| Other | 0% | 0% | 0% | 0% | 0% | 0% | 0% | - | 0% | 0% | - | 0% | 0% | 0% | 0% |
| Prefer not to answer | 4% | 5% | 10% | 3% | 4% | 6% | 3% | - | 3% | 6% | - | 3% | 5% | 5% | 2% |
| BORN IN CANADA | | | | | | | | | | | | | | | |
| Yes | 37% | 31% | 25% | 42% | 27% | 28% | 46% | - | 44% | 45% | - | 49% | 55% | 32% | 20% |
| No | 63% | 68% | 75% | 57% | 73% | 72% | 54% | - | 56% | 55% | - | 51% | 45% | 67% | 80% |
| Prefer not to answer | 0% | 1% | 0% | 0% | 0% | 0% | 0% | - | 0% | 0% | - | 0% | 0% | 1% | 0% |
| YEARS IN CANADA | | | | | | | | | | | | | | | |
| Total not born in Can | 2164 | 246 | 40 | 253 | 676 | 103 | 46 | 13 | 46 | 161 | 5 | 84 | 230 | 177 | 84 |
| 5 years or less | 14% | 16% | 14% | 14% | 18% | 10% | 25% | - | 1% | 13% | - | 12% | 8% | 17% | 5% |
| 6 to 10 years | 12% | 12% | 7% | 15% | 14% | 9% | 13% | - | 6% | 11% | - | 9% | 11% | 9% | 8% |
| 11 to 15 years | 15% | 16% | 14% | 13% | 15% | 18% | 11% | - | 20% | 9% | - | 14% | 17% | 15% | 20% |
| 16 to 20 years | 22% | 25% | 18% | 15% | 23% | 27% | 20% | - | 46% | 15% | - | 13% | 20% | 23% | 34% |
| 21 to 25 years | 12% | 11% | 13% | 11% | 11% | 11% | 14% | - | 5% | 15% | - | 17% | 12% | 13% | 20% |
| Over 25 years | 24% | 20% | 35% | 29% | 17% | 22% | 17% | - | 22% | 37% | - | 34% | 32% | 21% | 14% |
| Don't know/PNTA | 1% | 1% | 0% | 1% | 1% | 2% | 0% | - | 0% | 0% | - | 1% | 1% | 2% | 0% |
| EDUCATION | | | | | | | | | | | | | | | |
| Below high school | 5% | 5% | 9% | 6% | 6% | 4% | 10% | - | 9% | 4% | - | 7% | 3% | 4% | 3% |
| High school grad | 25% | 29% | 28% | 24% | 27% | 24% | 21% | - | 22% | 25% | - | 27% | 22% | 19% | 26% |
| Some post-secondary | 24% | 22% | 25% | 21% | 23% | 20% | 25% | - | 44% | 25% | - | 27% | 27% | 23% | 29% |
| Bachelor's degree | 31% | 31% | 31% | 35% | 30% | 39% | 28% | - | 21% | 30% | - | 24% | 28% | 26% | 33% |
| Graduate degree | 13% | 10% | 6% | 12% | 13% | 11% | 15% | - | 1% | 14% | - | 13% | 18% | 16% | 8% |

| | NEIGHBOURHOOD | | | | | | | | | | | | | | |
|--|---------------|----------|------------|-----------|-------------|-------------|-------|---------|----------|----------|------------|-----------|-----------|----------|-------------|
| | Total | Blundell | Bridgeport | Broadmoor | City Centre | East Cambie | ER/FL | Gilmore | Hamilton | Sea fair | Sea Island | Shellmont | Steveston | Thompson | West Cambie |
| Don't know/PNTA | 2% | 2% | 0% | 2% | 1% | 2% | 1% | - | 2% | 2% | - | 2% | 2% | 1% | 0% |
| EMPLOYMENT | | | | | | | | | | | | | | | |
| Full/part time | 61% | 59% | 73% | 56% | 56% | 68% | 54% | - | 63% | 65% | - | 58% | 65% | 60% | 62% |
| Unemployed | 7% | 5% | 2% | 8% | 8% | 5% | 15% | - | 10% | 5% | - | 12% | 5% | 7% | 6% |
| Caring for home/family | 5% | 5% | 7% | 5% | 6% | 7% | 3% | - | 9% | 5% | - | 6% | 4% | 4% | 8% |
| Retired | 17% | 17% | 14% | 20% | 20% | 15% | 22% | - | 11% | 13% | - | 15% | 15% | 15% | 15% |
| Student | 9% | 10% | 2% | 8% | 9% | 2% | 4% | - | 7% | 11% | - | 7% | 9% | 12% | 9% |
| Don't know/PNTA | 2% | 4% | 1% | 2% | 2% | 3% | 2% | - | 1% | 1% | - | 2% | 1% | 2% | 0% |
| WEB VS. IN PERSON SURVEY COMPLETION | | | | | | | | | | | | | | | |
| Web | 22% | 20% | 7% | 18% | 19% | 19% | 18% | - | 15% | 26% | - | 22% | 33% | 23% | 17% |
| In person | 78% | 80% | 93% | 82% | 81% | 81% | 82% | - | 85% | 74% | - | 78% | 67% | 77% | 83% |

| | ETHNICITY | | | | | | | | | | | | | |
|------------------|-----------|-------|---------|-----------|--------|-------------|----------|----------|------|------------|-------|----------------|------------|-------|
| | Total | White | Chinese | Japan-ese | Korean | South Asian | SE Asian | Filipino | Arab | West Asian | Black | Latin American | Aboriginal | Other |
| TOTAL | 3457 | 1278 | 1569 | 42 | 10 | 159 | 27 | 185 | 12 | 15 | 19 | 28 | 17 | 96 |
| GENDER | | | | | | | | | | | | | | |
| Male | 47% | 43% | 50% | 55% | - | 48% | 46% | 42% | - | - | - | 55% | - | 62% |
| Female | 53% | 57% | 50% | 45% | - | 52% | 54% | 58% | - | - | - | 45% | - | 38% |
| AGE | | | | | | | | | | | | | | |
| No age specified | <1% | 0% | 1% | 0% | - | 0% | 0% | 0% | - | - | - | 0% | - | 0% |
| 18 to 29 | 20% | 13% | 25% | 19% | - | 17% | 27% | 27% | - | - | - | 8% | - | 30% |
| 30 to 39 | 16% | 10% | 17% | 9% | - | 31% | 29% | 21% | - | - | - | 32% | - | 28% |
| 40 to 49 | 22% | 21% | 21% | 20% | - | 23% | 25% | 31% | - | - | - | 21% | - | 19% |
| 50 to 59 | 20% | 25% | 19% | 36% | - | 10% | 10% | 10% | - | - | - | 26% | - | 15% |
| 60 to 69 | 11% | 14% | 10% | 14% | - | 9% | 7% | 6% | - | - | - | 9% | - | 4% |
| 70 + | 10% | 17% | 8% | 2% | - | 10% | 2% | 4% | - | - | - | 4% | - | 4% |
| NEIGHBOURHOOD | | | | | | | | | | | | | | |
| Blundell | 10% | 9% | 12% | 9% | - | 5% | 4% | 11% | - | - | - | 2% | - | 9% |
| Bridgeport | 1% | 1% | 1% | 1% | - | 3% | 7% | 1% | - | - | - | 7% | - | 2% |
| Broadmoor | 13% | 15% | 11% | 13% | - | 14% | 28% | 12% | - | - | - | 13% | - | 15% |
| City Centre | 24% | 17% | 29% | 32% | - | 8% | 16% | 26% | - | - | - | 33% | - | 25% |
| East Cambie | 6% | 3% | 6% | 4% | - | 15% | 2% | 8% | - | - | - | 0% | - | 6% |
| ER/FL | 2% | 2% | 2% | 1% | - | 7% | 0% | 2% | - | - | - | 0% | - | 1% |
| Gilmore | <1% | <1% | <1% | 2% | - | 0% | 0% | <1% | - | - | - | 2% | - | 0% |
| Hamilton | 2% | 2% | 2% | 0% | - | 8% | 0% | 4% | - | - | - | 0% | - | 1% |
| Seafair | 9% | 12% | 7% | 5% | - | 7% | 9% | 13% | - | - | - | 2% | - | 11% |
| Sea Island | <1% | <1% | <1% | 0% | - | 1% | 0% | 0% | - | - | - | 0% | - | 1% |
| Shellmont | 5% | 6% | 3% | 7% | - | 17% | 12% | 7% | - | - | - | 0% | - | 14% |
| Steveston | 14% | 23% | 9% | 20% | - | 7% | 13% | 6% | - | - | - | 28% | - | 12% |
| Thompson | 9% | 9% | 10% | 7% | - | 7% | 5% | 6% | - | - | - | 9% | - | 5% |
| West Cambie | 4% | 1% | 7% | 0% | - | 3% | 3% | 3% | - | - | - | 4% | - | 0% |

| | ETHNICITY | | | | | | | | | | | | | |
|------------------------|-----------|-------|---------|----------|--------|-------------|----------|----------|------|------------|-------|----------------|------------|-------|
| | Total | White | Chinese | Japanese | Korean | South Asian | SE Asian | Filipino | Arab | West Asian | Black | Latin American | Aboriginal | Other |
| LANGUAGE SPOKEN | | | | | | | | | | | | | | |
| English | 65% | 99% | 29% | 95% | - | 82% | 88% | 100% | - | - | - | 89% | - | 86% |
| French | <1% | 1% | <1% | 0% | - | 0% | 0% | 0% | - | - | - | 12% | - | 3% |
| Mandarin | 12% | <1% | 24% | 3% | - | 0% | 3% | 0% | - | - | - | 0% | - | 9% |
| Cantonese | 22% | <1% | 47% | 2% | - | 0% | 7% | 0% | - | - | - | 0% | - | 3% |
| Punjabi | 1% | 0% | 0% | 0% | - | 18% | 2% | 0% | - | - | - | 0% | - | 0% |
| Other | 0% | 0% | 0% | 0% | - | 0% | 0% | 0% | - | - | - | 0% | - | 0% |
| Prefer not to answer | <1% | 0% | 0% | 0% | - | 0% | 0% | 0% | - | - | - | 0% | - | 0% |
| BORN IN CANADA | | | | | | | | | | | | | | |
| Yes | 37% | 77% | 11% | 61% | - | 30% | 7% | 9% | - | - | - | 3% | - | 44% |
| No | 63% | 23% | 89% | 39% | - | 68% | 93% | 91% | - | - | - | 97% | - | 56% |
| Prefer not to answer | <1% | 0% | <1% | 0% | - | 1% | 0% | 0% | - | - | - | 0% | - | 0% |
| YEARS IN CANADA | | | | | | | | | | | | | | |
| Total not born in Can | 2177 | 303 | 1417 | 18 | 9 | 119 | 25 | 170 | 9 | 13 | 14 | 27 | 1 | 52 |
| 5 years or less | 14% | 4% | 14% | 7% | - | 12% | 9% | 26% | - | - | - | 24% | - | 16% |
| 6 to 10 years | 12% | 7% | 11% | 1% | - | 11% | 26% | 22% | - | - | - | 17% | - | 12% |
| 11 to 15 years | 15% | 8% | 18% | 0% | - | 7% | 0% | 18% | - | - | - | 11% | - | 23% |
| 16 to 20 years | 22% | 11% | 28% | 25% | - | 7% | 0% | 12% | - | - | - | 0% | - | 15% |
| 21 to 25 years | 12% | 5% | 13% | 33% | - | 13% | 31% | 9% | - | - | - | 11% | - | 16% |
| Over 25 years | 24% | 64% | 15% | 27% | - | 50% | 33% | 12% | - | - | - | 28% | - | 18% |
| Don't know/PNTA | 1% | 1% | 1% | 7% | - | 0% | 0% | 1% | - | - | - | 0% | - | 0% |
| EDUCATION | | | | | | | | | | | | | | |
| No high school grad | 5% | 5% | 6% | 0% | - | 7% | 16% | 1% | - | - | - | 0% | - | 15% |
| High school grad | 25% | 20% | 30% | 16% | - | 16% | 11% | 16% | - | - | - | 13% | - | 20% |
| Some post-secondary | 24% | 27% | 19% | 51% | - | 28% | 35% | 23% | - | - | - | 29% | - | 25% |
| Bachelor's degree | 31% | 27% | 33% | 21% | - | 28% | 32% | 49% | - | - | - | 35% | - | 33% |
| Graduate degree | 13% | 19% | 12% | 12% | - | 20% | 4% | 11% | - | - | - | 22% | - | 7% |

| | ETHNICITY | | | | | | | | | | | | | |
|-------------------------|-----------|-------|---------|-----------|--------|-------------|----------|----------|------|------------|-------|----------------|------------|-------|
| | Total | White | Chinese | Japan-ese | Korean | South Asian | SE Asian | Filipino | Arab | West Asian | Black | Latin American | Aboriginal | Other |
| Don't know/PNTA | 2% | 2% | 1% | 0% | - | 1% | 2% | 1% | - | - | - | 0% | - | 0% |
| EMPLOYMENT | | | | | | | | | | | | | | |
| Full/part time employed | 59% | 53% | 58% | 73% | - | 60% | 70% | 70% | - | - | - | 69% | - | 59% |
| Unemployed | 7% | 6% | 6% | 7% | - | 8% | 8% | 7% | - | - | - | 9% | - | 11% |
| Caring for home/family | 7% | 2% | 8% | 11% | - | 9% | 15% | 6% | - | - | - | 3% | - | 2% |
| Retired | 17% | 35% | 16% | 8% | - | 18% | 8% | 8% | - | - | - | 13% | - | 11% |
| Student | 14% | 4% | 11% | 0% | - | 4% | 0% | 9% | - | - | - | 2% | - | 14% |
| Don't know/PNTA | 1% | 1% | 1% | 0% | | 1% | 0% | 0% | | | | 0% | | 3% |

| | EMPLOYMENT | | | | | |
|----------------------------|------------|----------|------------|-------------------|---------|---------|
| | Total | Employed | Unemployed | Caring for family | Retired | Student |
| TOTAL | 3444 | 2023 | 240 | 212 | 717 | 252 |
| GENDER | | | | | | |
| Male | 47% | 51% | 51% | 6% | 47% | 48% |
| Female | 53% | 49% | 49% | 94% | 53% | 52% |
| AGE | | | | | | |
| No age specified | 0% | 0% | 1% | 1% | 0% | 0% |
| 18 to 29 | 20% | 18% | 16% | 5% | 0% | 90% |
| 30 to 39 | 16% | 21% | 17% | 32% | 0% | 6% |
| 40 to 49 | 22% | 29% | 28% | 33% | 1% | 3% |
| 50 to 59 | 20% | 25% | 28% | 22% | 10% | 1% |
| 60 to 69 | 11% | 7% | 8% | 4% | 33% | 0% |
| 70 + | 10% | 1% | 3% | 2% | 56% | 0% |
| NEIGHBOURHOOD | | | | | | |
| Blundell | 10% | 10% | 8% | 10% | 10% | 12% |
| Bridgeport | 1% | 2% | 1% | 2% | 1% | <1% |
| Broadmoor | 13% | 13% | 12% | 13% | 15% | 12% |
| City Centre | 24% | 22% | 28% | 25% | 27% | 25% |
| East Cambie | 6% | 6% | 4% | 7% | 5% | 2% |
| East Richmond/ Fraser Land | 2% | 2% | 5% | 1% | 3% | 1% |
| Gilmore | <1% | <1% | 1% | <1% | <1% | <1% |
| Hamilton | 2% | 3% | 3% | 4% | 2% | 2% |
| Seafair | 9% | 10% | 6% | 8% | 7% | 12% |
| Sea Island | 0% | 0% | 0% | 0% | 0% | 0% |
| Shellmont | 5% | 5% | 10% | 6% | 5% | 4% |
| Steveston | 14% | 15% | 11% | 11% | 13% | 14% |
| Thompson | 9% | 9% | 9% | 7% | 8% | 12% |
| West Cambie | 4% | 4% | 3% | 6% | 3% | 4% |
| ETHNICITY | | | | | | |
| White/Caucasian | 34% | 35% | 38% | 16% | 50% | 15% |
| Chinese | 46% | 43% | 41% | 60% | 39% | 65% |
| Japanese | 1% | 2% | <1% | 1% | 1% | 0% |
| Korean | <1% | <1% | 1% | 1% | <1% | <1% |
| South Asian | 5% | 6% | 5% | 6% | 4% | 4% |
| Southeast Asian | 1% | 1% | 1% | 2% | <1% | 0% |
| Filipino | 6% | 7% | 6% | 7% | 2% | 7% |
| Arab | <1% | <1% | 0% | <1% | <1% | <1% |
| West Asian | <1% | <1% | 1% | 1% | 0% | 2% |
| Black | 1% | 1% | <1% | 2% | 1% | <1% |
| Latin American | 1% | 1% | 1% | <1% | 1% | 1% |
| Aboriginal | 1% | 1% | 2% | 1% | <1% | 0% |
| Other | 3% | 3% | 3% | 1% | 2% | 5% |
| Prefer not to answer | 1% | 1% | 1% | 1% | <1% | 1% |

| | EMPLOYMENT | | | | | |
|--|------------|----------|------------|-------------------|---------|---------|
| | Total | Employed | Unemployed | Caring for family | Retired | Student |
| LANGUAGE SPOKEN | | | | | | |
| English | 65% | 68% | 63% | 42% | 61% | 65% |
| French | <1% | <1% | <1% | 0% | 0% | 1% |
| Mandarin | 12% | 10% | 16% | 22% | 7% | 20% |
| Cantonese | 22% | 20% | 19% | 34% | 30% | 14% |
| Punjabi | 1% | 1% | 1% | 2% | 2% | 0% |
| Other | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to answer | 0% | 0% | 0% | 0% | 0% | 0% |
| BORN IN CANADA | | | | | | |
| Yes | 37% | 39% | 39% | 19% | 35% | 33% |
| No | 63% | 61% | 61% | 80% | 65% | 66% |
| Prefer not to answer | 0% | 0% | 0% | 1% | 0% | 1% |
| YEARS IN CANADA | | | | | | |
| Total not born in Canada | 2170 | 1214 | 143 | 175 | 464 | 174 |
| 5 years or less | 14% | 11% | 26% | 22% | 2% | 41% |
| 6 to 10 years | 12% | 13% | 14% | 14% | 3% | 14% |
| 11 to 15 years | 15% | 17% | 16% | 18% | 6% | 16% |
| 16 to 20 years | 22% | 24% | 22% | 19% | 19% | 22% |
| 21 to 25 years | 12% | 14% | 9% | 14% | 13% | 9% |
| Over 25 years | 24% | 21% | 13% | 14% | 54% | 13% |
| Don't know/PNTA | 1% | 1% | 0% | 0% | 2% | 0% |
| EDUCATION | | | | | | |
| Below high school grad | 5% | 3% | 10% | 4% | 13% | 7% |
| High school grad | 25% | 19% | 25% | 30% | 30% | 56% |
| Some post-secondary | 24% | 27% | 30% | 19% | 22% | 12% |
| Bachelor's degree | 31% | 36% | 25% | 35% | 24% | 18% |
| Graduate degree | 13% | 15% | 9% | 12% | 10% | 6% |
| Don't know/PNTA | 2% | 1% | 0% | 0% | 1% | 1% |
| WEB VS. IN PERSON SURVEY COMPLETION | | | | | | |
| Web | 22% | 25% | 18% | 16% | 14% | 16% |
| In person | 78% | 75% | 82% | 84% | 86% | 84% |

| | WEB VS INPERSON | | |
|-----------------------|-----------------|-----|--------|
| | TOTAL | Web | Person |
| TOTAL | 3639 | 889 | 2750 |
| GENDER | | | |
| Male | 47% | 32% | 52% |
| Female | 53% | 68% | 48% |
| AGE | | | |
| No age specified | <1% | <1% | <1% |
| 18 to 29 | 20% | 17% | 21% |
| 30 to 39 | 16% | 18% | 16% |
| 40 to 49 | 22% | 23% | 22% |
| 50 to 59 | 20% | 25% | 19% |
| 60 to 69 | 11% | 10% | 11% |
| 70 + | 10% | 7% | 11% |
| NEIGHBOURHOOD | | | |
| Blundell | 10% | 9% | 10% |
| Bridgeport | 1% | <1% | 2% |
| Broadmoor | 13% | 11% | 14% |
| City Centre | 24% | 20% | 24% |
| East Cambie | 6% | 5% | 6% |
| East Richmond/ Fraser | 2% | 2% | 2% |
| Gilmore | <1% | <1% | <1% |
| Hamilton | 2% | 2% | 3% |
| Seafair | 9% | 11% | 9% |
| Sea Island | 0% | 0% | 0% |
| Shellmont | 5% | 5% | 5% |
| Steveston | 14% | 21% | 12% |
| Thompson | 9% | 9% | 9% |
| West Cambie | 4% | 3% | 4% |
| ETHNICITY | | | |
| White/Caucasian | 35% | 54% | 30% |
| Chinese | 46% | 30% | 50% |
| Japanese | 1% | 2% | 1% |
| Korean | <1% | <1% | <1% |
| South Asian | 5% | 5% | 5% |
| Southeast Asian | 1% | <1% | 1% |
| Filipino | 6% | 4% | 6% |
| Arab | <1% | 0% | <1% |
| West Asian | <1% | 1% | <1% |
| Black | 1% | <1% | 1% |
| Latin American | 1% | 1% | 1% |
| Aboriginal | 1% | <1% | 1% |
| Other | 3% | 3% | 3% |

| | WEB VS INPERSON | | |
|--------------------------|-----------------|-----|--------|
| | TOTAL | Web | Person |
| TOTAL | 3486 | 883 | 2706 |
| LANGUAGE SPOKEN | | | |
| English | 62% | 83% | 56% |
| French | <1% | <1% | <1% |
| Mandarin | 11% | 3% | 13% |
| Cantonese | 21% | 10% | 24% |
| Punjabi | 1% | <1% | 1% |
| Other | 0% | 0% | 0% |
| Prefer not to answer | 4% | 4% | 5% |
| BORN IN CANADA | | | |
| Yes | 37% | 53% | 32% |
| No | 63% | 44% | 67% |
| Prefer not to answer | 1% % | 2% | 1% |
| YEARS IN CANADA | | | |
| Total not born in Canada | 2185 | 358 | 1843 |
| 5 years or less | 14% | 8% | 15% |
| 6 to 10 years | 12% | 10% | 12% |
| 11 to 15 years | 15% | 15% | 15% |
| 16 to 20 years | 22% | 19% | 23% |
| 21 to 25 years | 12% | 13% | 12% |
| Over 25 years | 24% | 32% | 22% |
| Don't know/PNTA | 1% | 2% | 1% |
| EDUCATION | | | |
| Below high school grad | 5% | 1% | 6% |
| High school grad | 25% | 13% | 28% |
| Some post-secondary | 24% | 27% | 23% |
| Bachelor's degree | 31% | 33% | 30% |
| Graduate degree | 13% | 21% | 11% |
| Don't know/PNTA | 2% | 5% | 1% |
| EMPLOYMENT | | | |
| Full/part time employed | 61% | 70% | 58% |
| Unemployed | 7% | 6% | 7% |
| Caring for home/family | 5% | 4% | 6% |
| Retired | 17% | 11% | 18% |
| Student | 9% | 6% | 9% |
| Don't know/PNTA | 2% | 4% | 2% |