

# Attitudes toward Chinatown in Vancouver

Prepared for

Beedie/



# Methodology

---

**Timing:** May 18–May 20, 2023

**Sample:** n=330 18+ Canadian citizens living in the City of Vancouver including:

- 200 residents of Vancouver-Mount Pleasant PED, and
- 130 Rest of Vancouver residents whose first language is Cantonese or Mandarin.

**Data collection:** Random dial live telephone interviews to land lines and mobile numbers in the City of Vancouver. Postal codes and surnames lists were used to target subgroups.

**Weighting:** Final results were weighted to reflect the most recent Canadian census statistics for age and gender for the Vancouver-Mount Pleasant PED and to balance gender and language among Cantonese and Mandarin speakers.

**Margin of error:** +/- 5.4% Reported at 95% confidence. Sub-samples will have greater margins of error.

# Summary

---

- **Chinatown faces unique challenges.** Crime, affordability and housing can be expected as top concerns in any part of Metro Vancouver, but concerns of decay of infrastructure and community cohesion are more unique to Chinatown.
- **The trajectory of Chinatown's public image is not good.** Almost no one thinks it has been improving. Most see stagnation, but a significant plurality feel things are getting worse. Lack of public safety, housing unaffordability, and loss of businesses have all contributed to the decline.
- **At the same time, Chinatown is overwhelmingly seen as culturally important and worth saving.** Significant majorities agree that it needs new investment and people to become revitalized.
- **105 Keefer St. is not a controversial project.** There is little awareness of the project at all.
- **There is twice as much support for the project as there is opposition.** This is true both with area residents (Vancouver-Mount Pleasant) and among Chinese speakers across the City of Vancouver.
- **The main reasons for support are a belief that there is need for development and revitalization of the area.** In addition, the general need for housing supply as well as the inclusion of a seniors centre in the project are also key drivers of support.
- **Project opponents tend to feel that development is not needed,** or cite concerns about gentrification and change in the community. Some typical NIMBY concerns were also raised such as traffic and crowding. Of note is that many opponents speak to the project as though it were publicly funded and feel the money would be better used spent on other social causes.

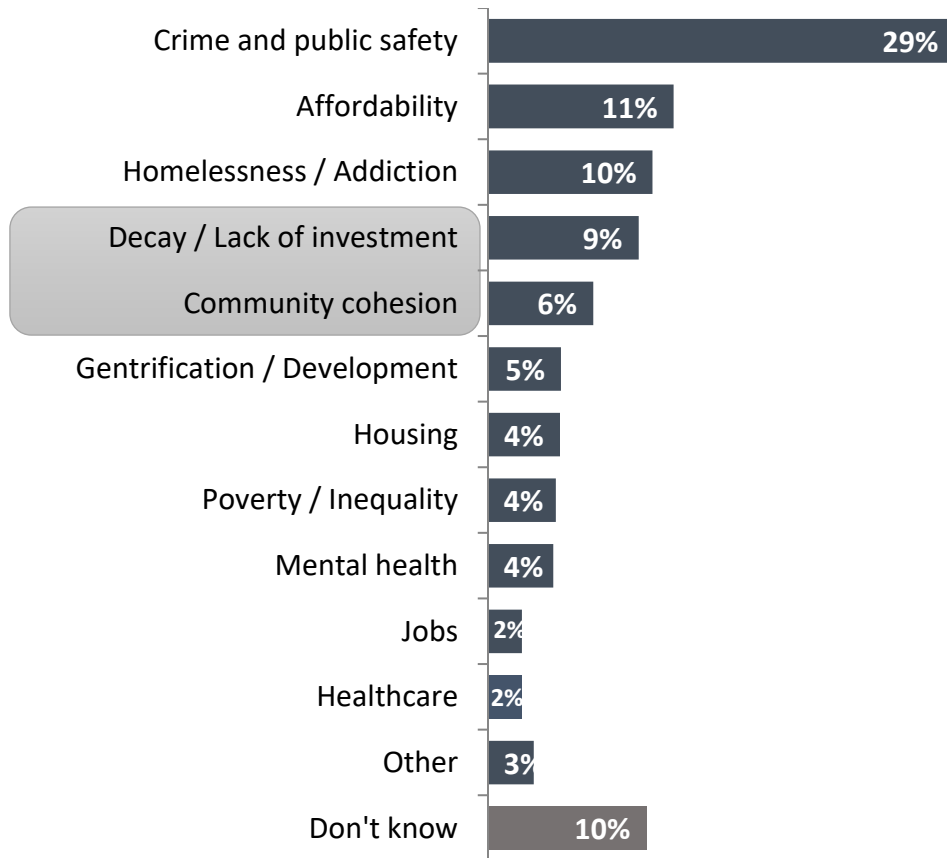


# Context and Mood



# Top Issue: Crime greater concern for those closer to Chinatown

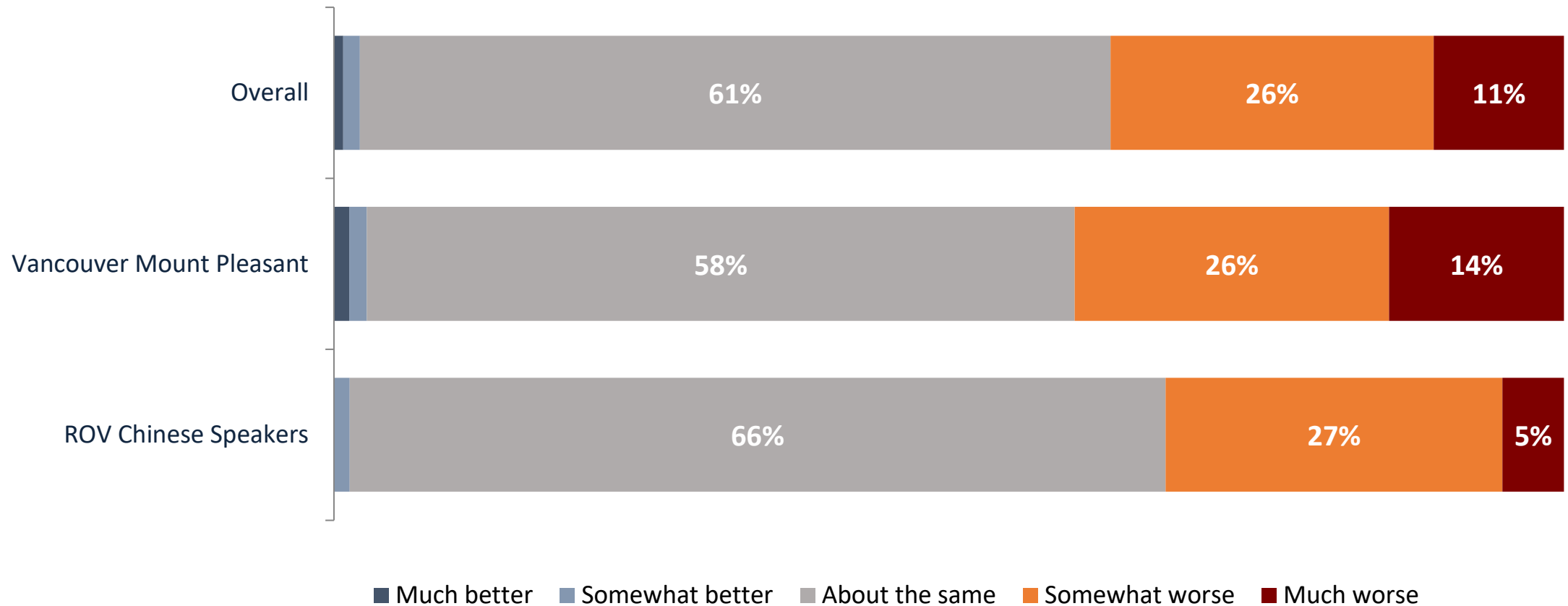
Q: [Coded] What is the most important issue in Vancouver's Chinatown today, the one that concerns you personally the most?



	Vancouver Mount Pleasant	ROV Chinese Speakers
Crime and public safety	33%	22%
Homelessness / Addiction	12%	8%
Affordability	10%	13%
Decay / Lack of investment	10%	8%
Community cohesion	5%	9%
Mental health	4%	4%
Poverty / Inequality	4%	4%
Housing	6%	2%
Gentrification / Development	5%	3%
Healthcare	1%	4%
Jobs	1%	4%
Other	1%	5%
Don't know	8%	13%

# Chinatown: Most say it has stayed the same; 1/3 say it is worse

*Q: Over the last five years, would you say things in Chinatown have gotten better, gotten worse, or stayed about the same?*



# Chinatown: Crime and public disorder key drivers of decline

*Q: Why do you say that? BY Over the last five years, would you say things in Chinatown have gotten better, gotten worse, or stayed about the same?*

## Gotten Better (n=7)

It is interesting. I see more businesses by young people. They may not be Chinese. It is changing the face of China town. It is quite healthy. It is moving and dispersing. More business are opening in 41st and Victoria.

There is a lot of garbage around there

There is more diversity

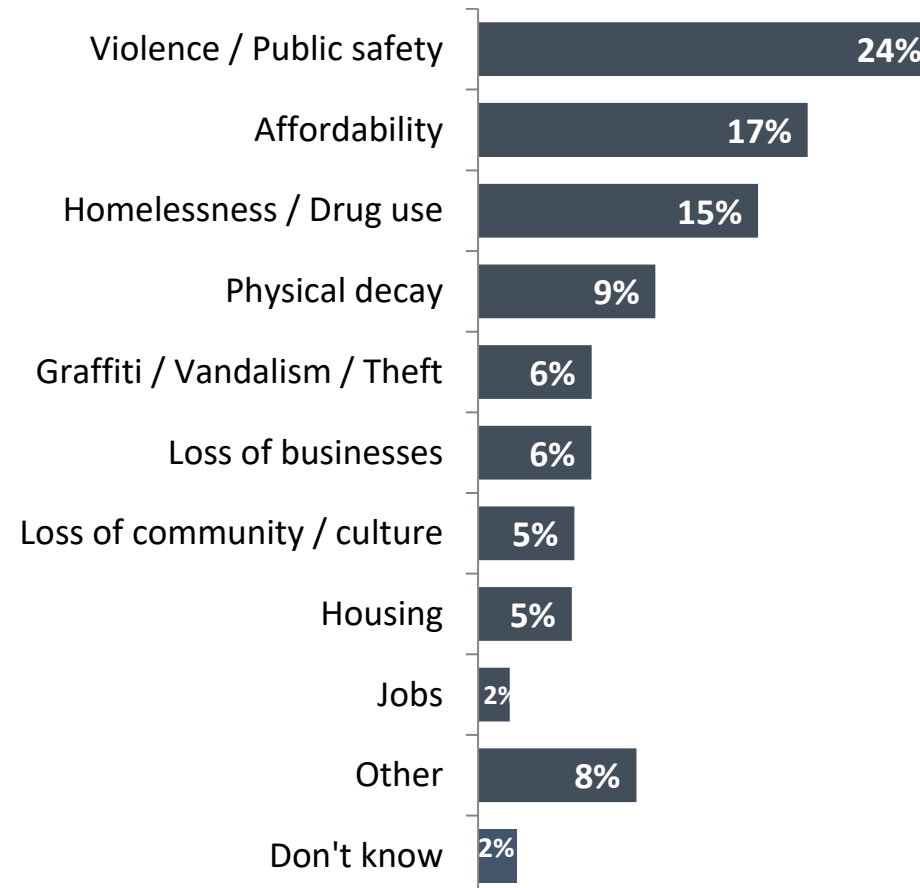
they seem to do more concerned about their own issues

because of people have more jobs. not too safe

New businesses have started. The graffiti is city wide not just in China town.

There's been an improvement when it comes to more stores coming in and renovations

## Gotten Worse (n=124)





# Attitude Statements

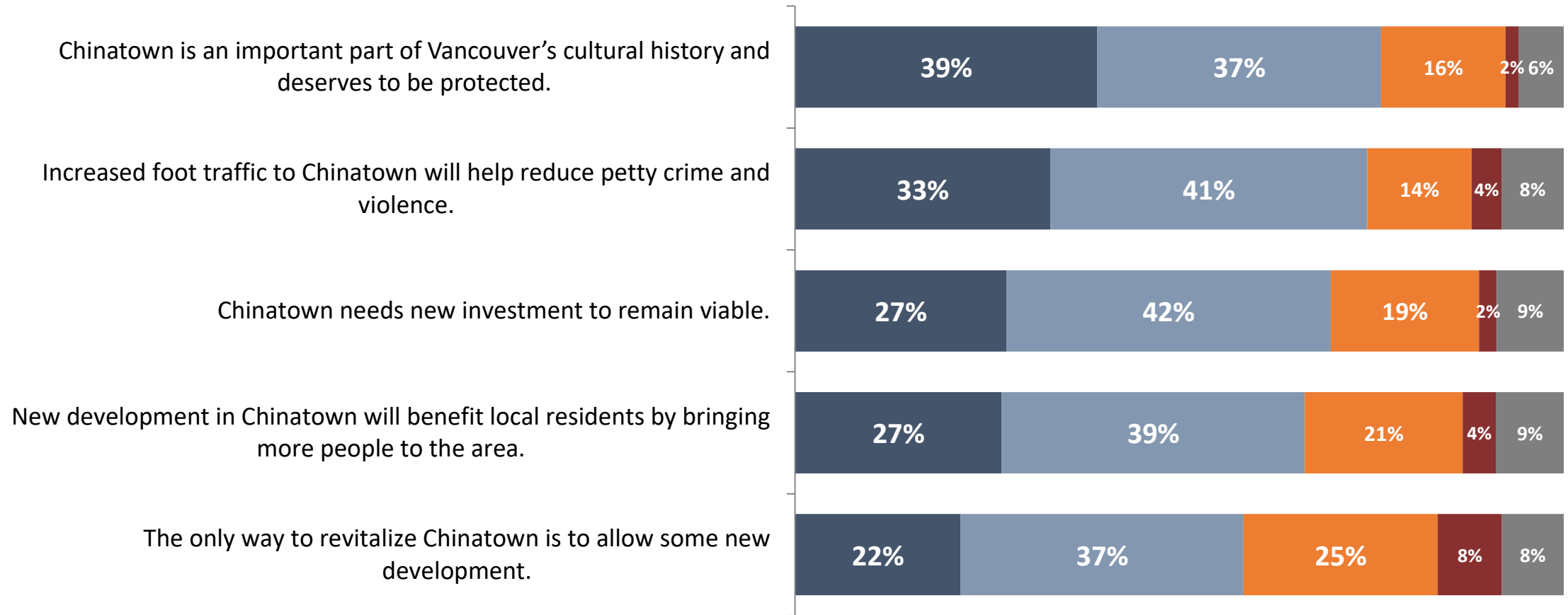


Attitude Classification



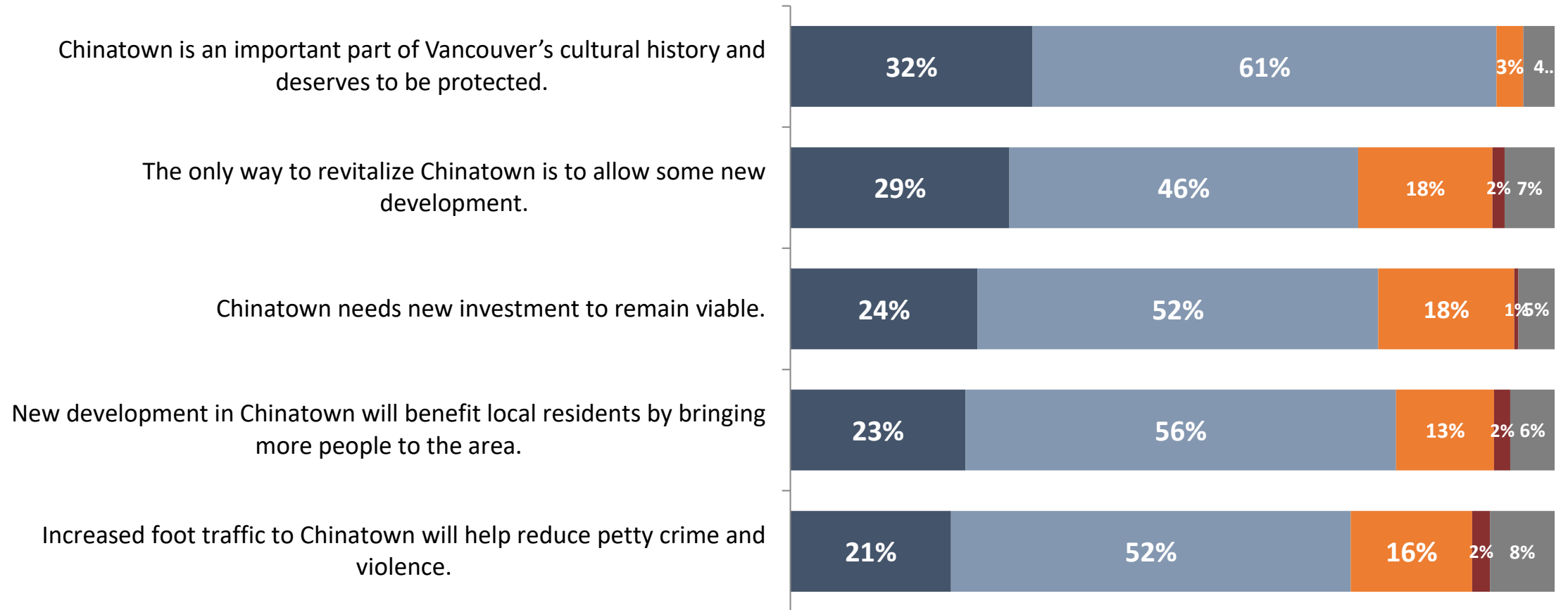
# Statements: Mount Pleasant respondents

*Q: Now I will read statements that some people have made Vancouver's Chinatown area. For each, please indicate if you agree or disagree. Is that strongly or just somewhat? [Vancouver Mt. Pleasant respondents n=200]*



# Statements: ROV Chinese speakers

*Q: Now I will read statements that some people have made Vancouver's Chinatown area. For each, please indicate if you agree or disagree. Is that strongly or just somewhat? [ROV Chinese Speakers n=130]*



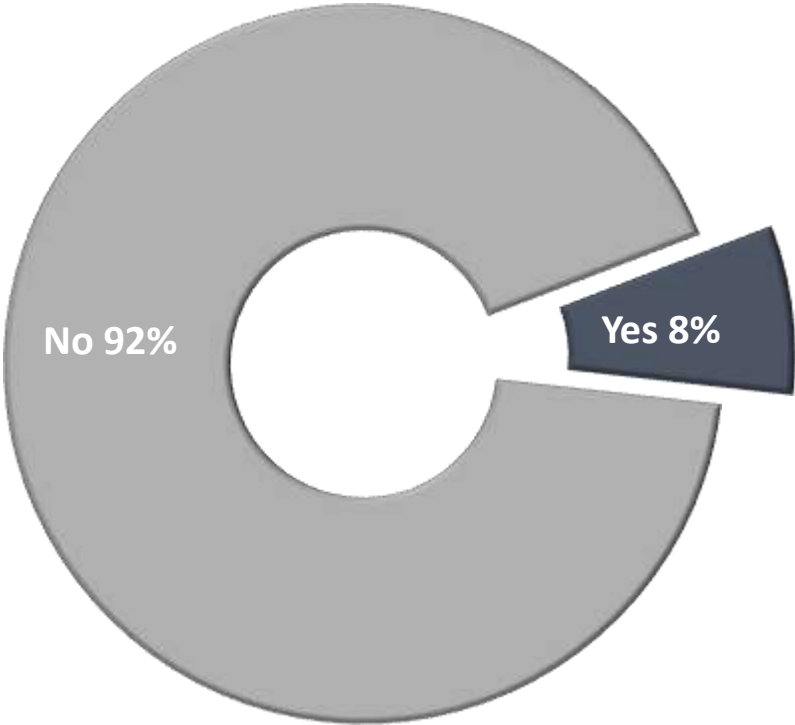
# Project Awareness and Support



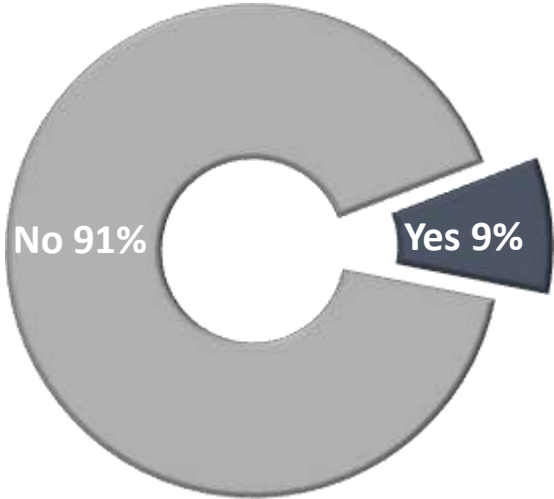


# Read, Seen, or Heard: Few have heard anything

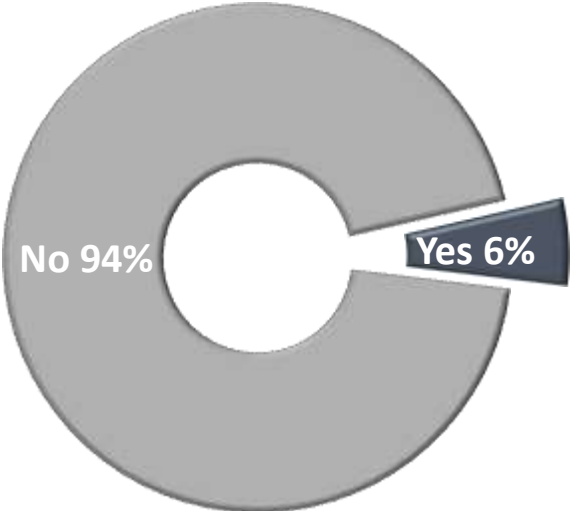
*Q: Have you recently read, seen, or heard anything about a development at 105 Keefer St in Chinatown in the City of Vancouver?*



Vancouver Mount Pleasant



ROV Chinese Speakers



# Read, Seen, or Heard: Verbatim comments

*Q: And what did you read, see, or here? (n=29)*

I heard on the news that they will be building something but I am not too sure what they are building

I just read about it in the newspaper and I read that they are trying to make new developments here.

There is a proposal to build new condos and more retail space  
it's a new high-rise

I get their emails. There is a Council meeting. I know about the pitch and the City lost the Court case.

It will benefit many individuals as it is a multi-use building.

The developers have reapplied

I heard a little bit about some project being built but I did not understand it fully

I heard that it will develop a much more thorough and stable parking area.  
the new developmental plans in the area

She heard that Beedie Group won law suit against the city.

Some development but I am not sure

The controversy and where it's located

Heard about and aware about it

I heard on the news they will be adding a new building or something

A building project on that street was proposed

The fact there's still nothing there but that there was supposed to be something there

In the past, there have been proposals for redevelopment or revitalization projects  
A development project for more housing and retail

The city didn't approve the development in 2017. The city had to consider the development.

Urban development proposal

A development project that will create a lot of problems for the current residents

Proposal for more residential and commercial buildings

To building more residential and commercial buildings in the area

Will bring in more infrastructure

More development for the community

Will bring more development to the community

The previous city council disagreed with it

I heard that the developer has re submitted the application to be approved.

# Project Information Statement

---

*Now, let me read you some details about the proposal:*

*105 Keefer is currently a vacant lot used for parking.*

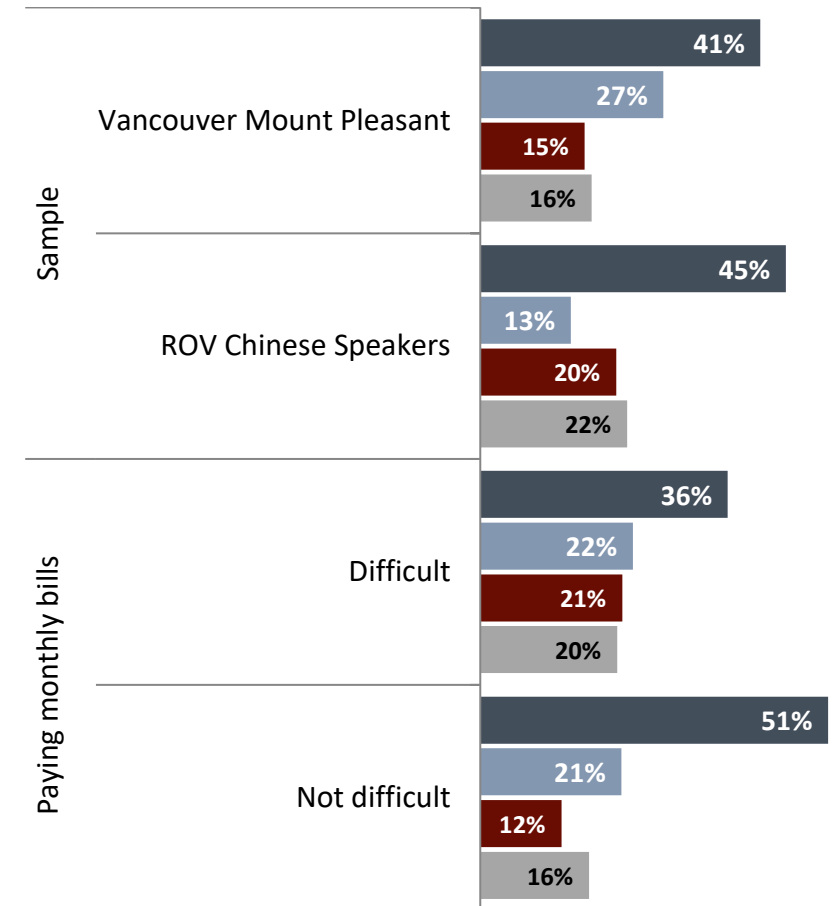
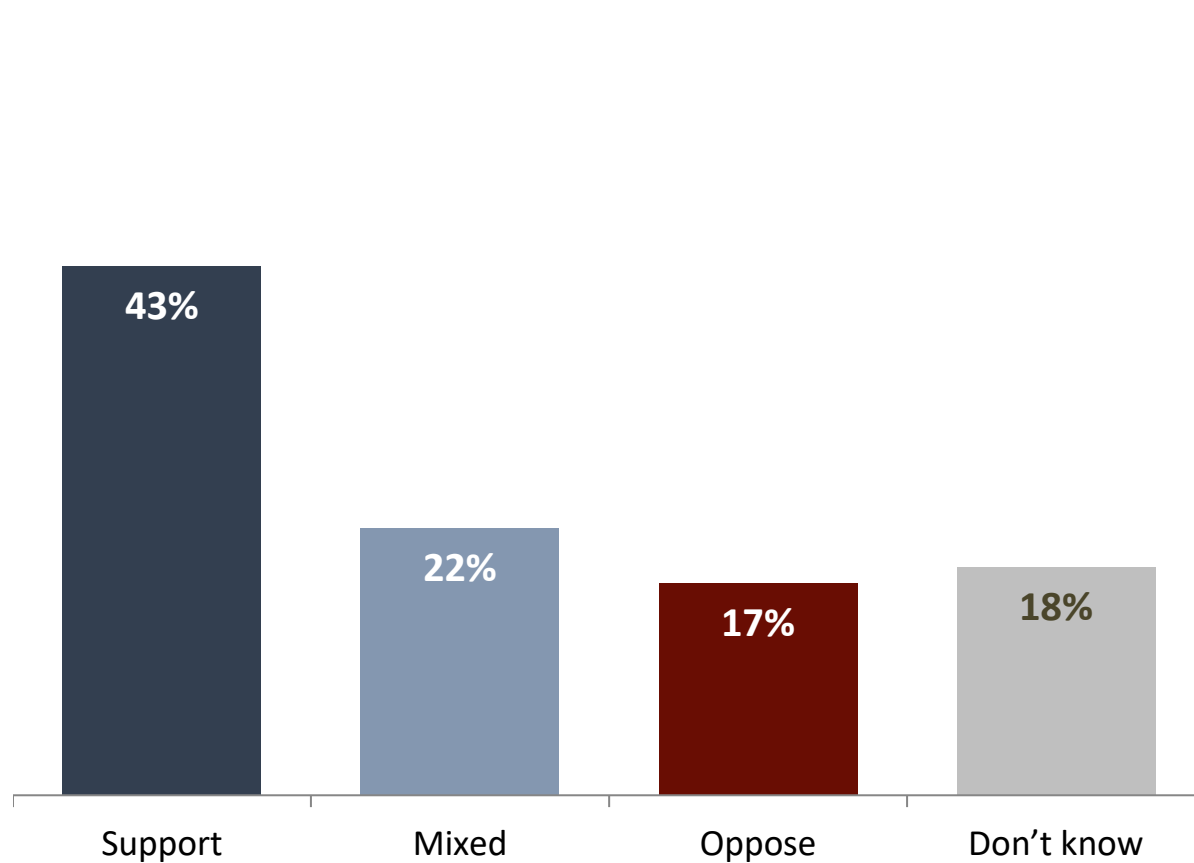
*The proposal is to build a 9 storey mixed-use building with 111 residential units, as well as commercial retail and a Senior Living Centre at grade.*

*The proposal includes 3 levels of underground parking, accessed from lane.*



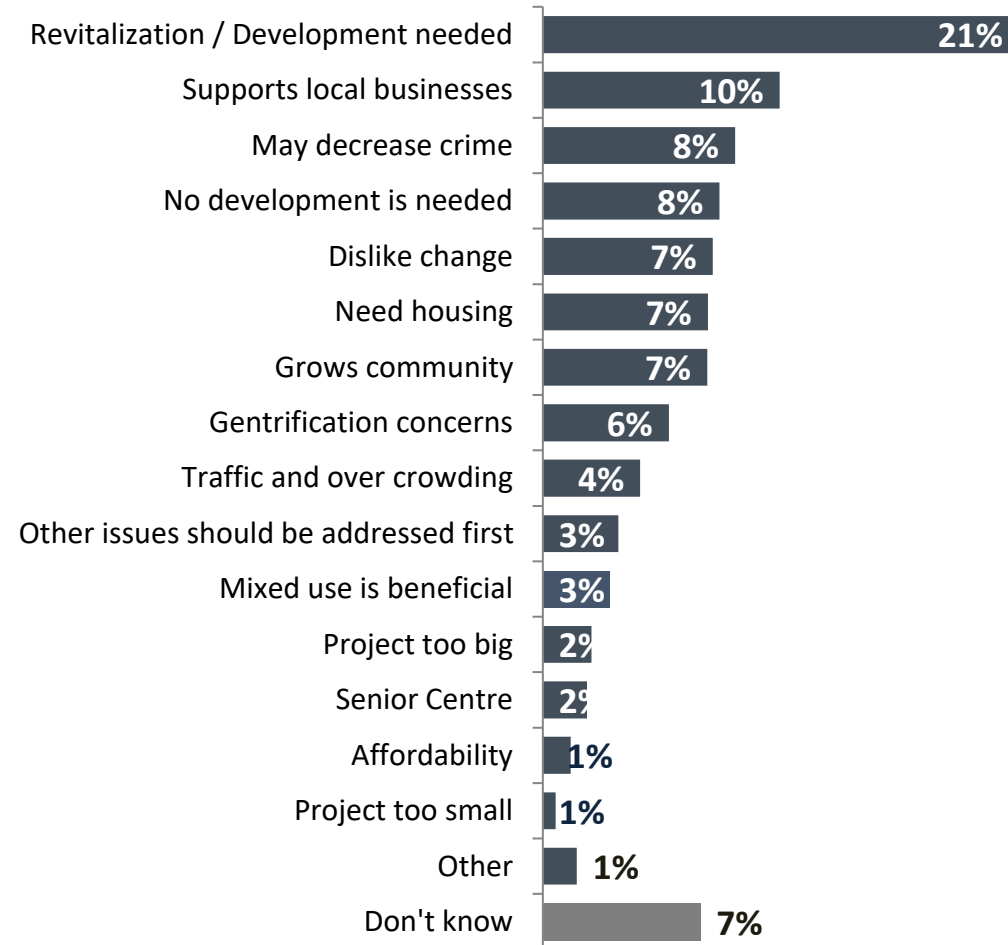
# Kefer Project: Twice as much support as opposition

Q: Thinking about the proposal for 105 Kefer St. Would you say you support it, oppose it, or have mixed feelings?



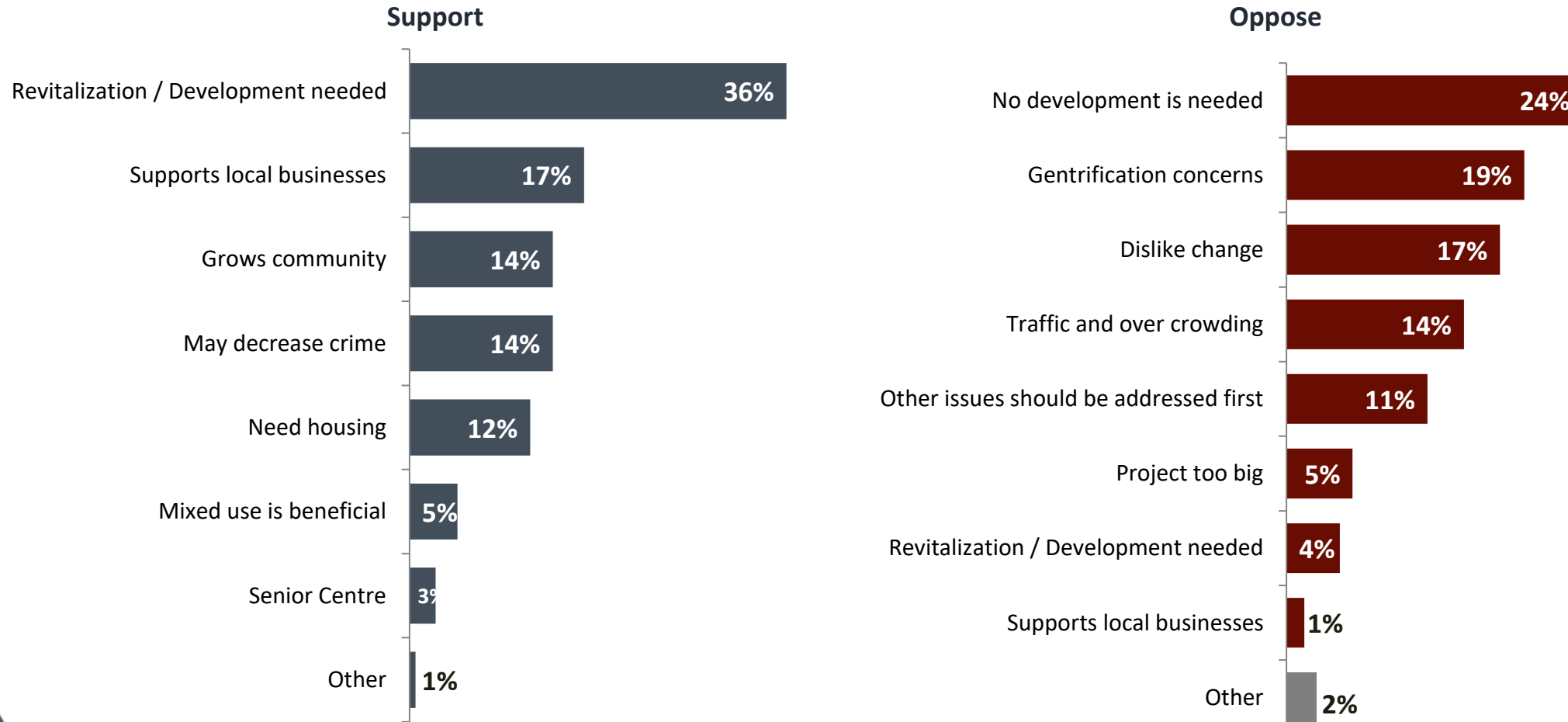
# Keefer Project: Need for revitalization key decision driver

Q: [CODED] Why do you say that?



# Drivers: Growth and revitalization vs. NIMBY

Q: [CODED] Why do you say that? BY Thinking about the proposal for 105 Keefer St. Would you say you support it, oppose it, or have mixed feelings?





# Attitudes toward Chinatown in Vancouver

Prepared for  
**Beedie/**