

# VANNIVERSARY - 2017

- To celebrate Vancouver's birthday on April 6<sup>th</sup> we invited Talk Vancouver members to take part in the **Vanniversary Survey!**
- Vanniversary is a fun survey about Vancouver and your personal anniversary with the city – or as we like to call it, your **Vanniversary**.
- **2,348 Talk Vancouver members from all across the city, young and old, and new and long-time residents took part.**

**THIS IS WHAT WE HEARD.  
ENJOY!**

**The born and raised Vancouverite**  
is a somewhat rare and elusive creature...  
much like a unicorn.

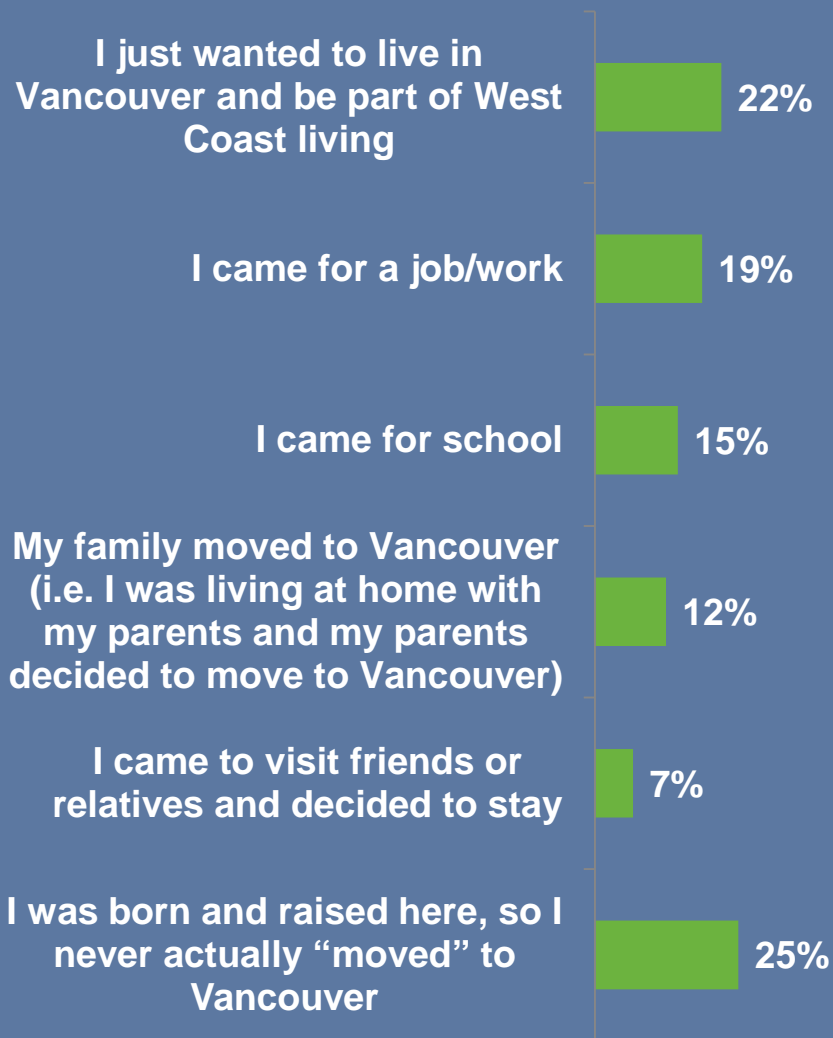


**Most of those surveyed were transplants from other locations, who now call Vancouver home.**

Base: All respondents (n=2,348)

*Pick the line that best describes you.*

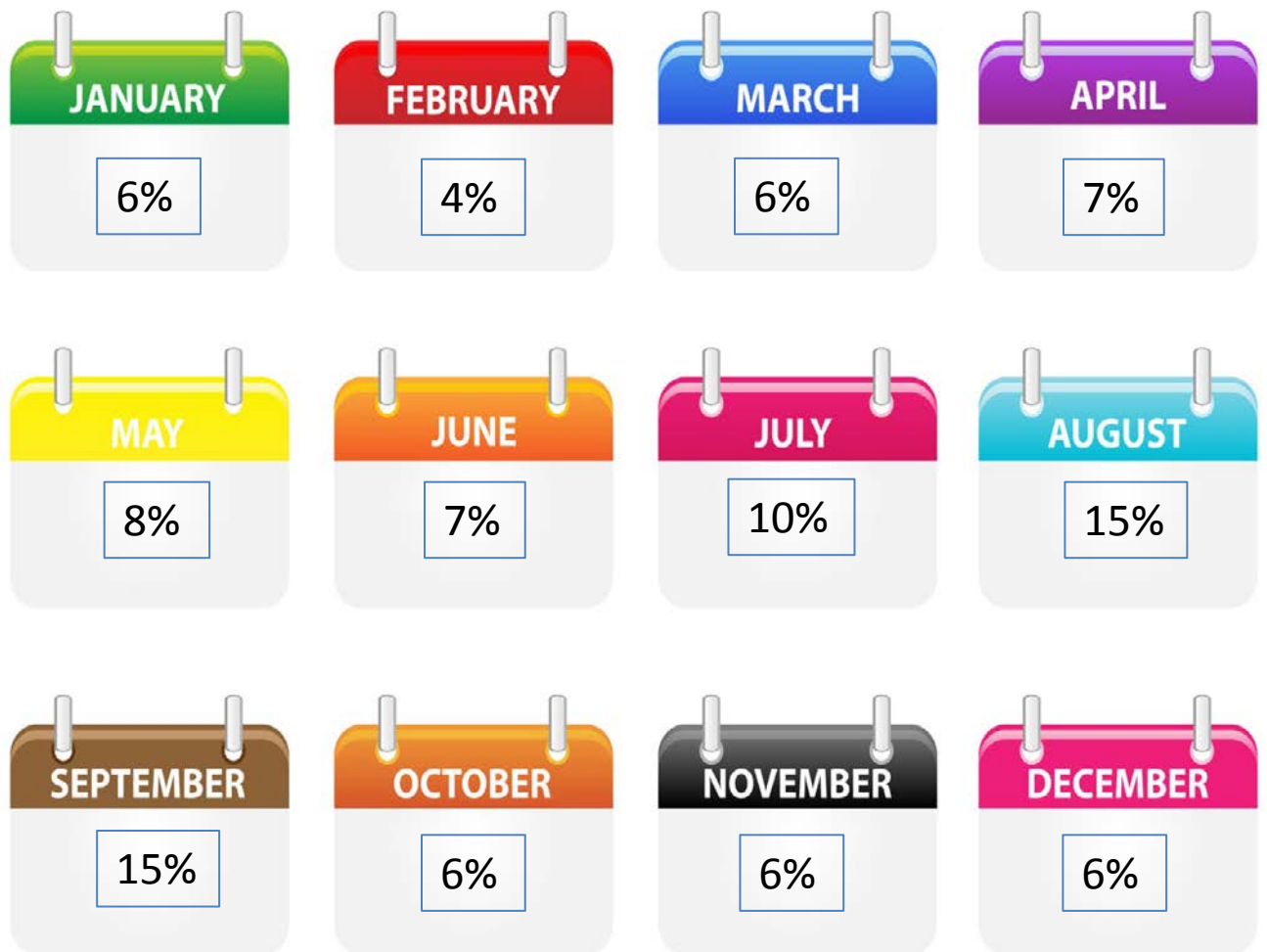
**People moved to Vancouver for many reasons – but the most common were the lure of West Coast living and employment.**



Base: All respondents (n=2,348)

*What's the main reason you moved to Vancouver?*

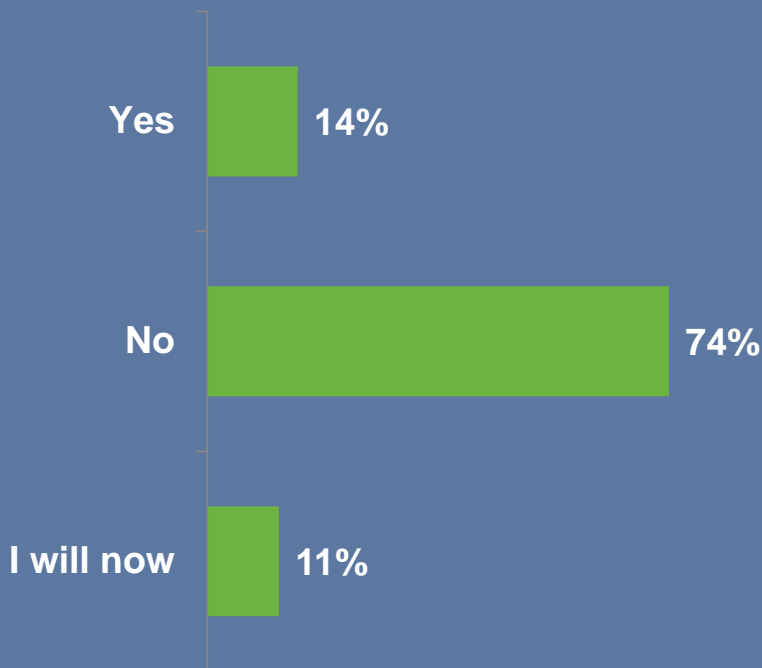
# Most moves to Vancouver happen in the summer months – July, August and... September (?)



Base: All respondents (n=2,348)

What month is Your "Vanniversary" – that is when you first arrived in Vancouver?

**Most don't celebrate their Vanniversary... but those who do are having lots of fun (wait until you see what's on the next page)**



Base: All respondents (n=2,348)  
*Have you celebrated your Vanniversary?*

# How do you celebrate your Vanniversary?!

"We go out for dinner and pinch ourselves"

"When I first arrived in Vancouver all the cherry blossoms were in bloom, and I had never seen them before.

Each April I try to get out to enjoy the cherry blossoms and remember my awe when I first saw them?"

"I share something I love about Vancouver on my Instagram with the hashtag #vanniversary!"

"Celebrate with friends and family. Order in some special food that I love.

"I am a 4th generation Vancouverite ..we celebrate on Easter Sunday as that is when our first generation arrived. We also celebrate on Canada Day and our birthdays"

"... I came here as a refugee of war, I celebrate Vanniversary as my chance to live"

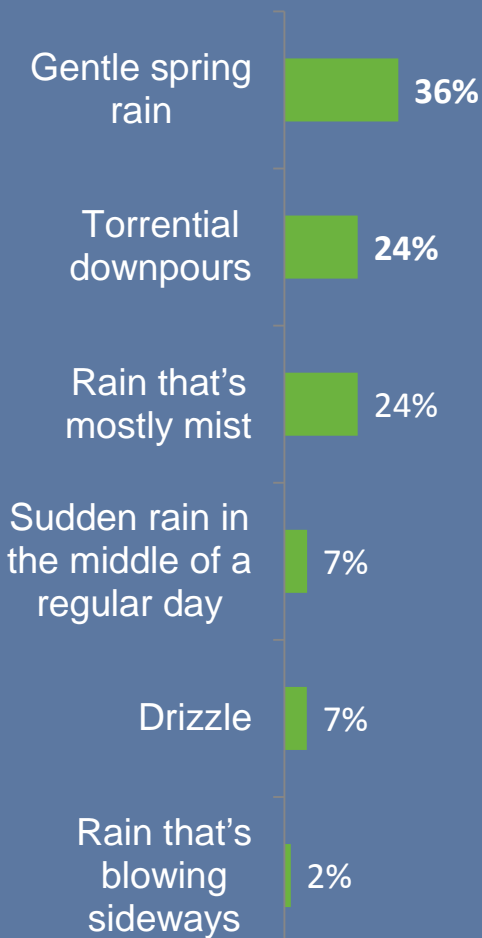
"I was born here, so it's my birthday! But I do love going around looking a heritage sites and imagining what Vancouver was like in the past!"

## Gentle spring rain is your favourite.

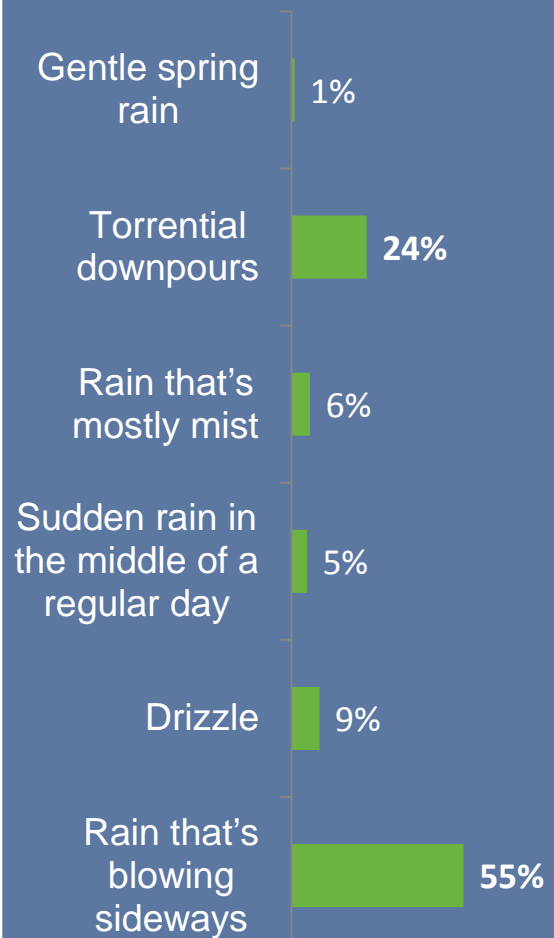
And there are as many people who love torrential downpours as those who hate them? Hmmm.

In other news, rain blowing sideways is the worst.

### Favourite Rain



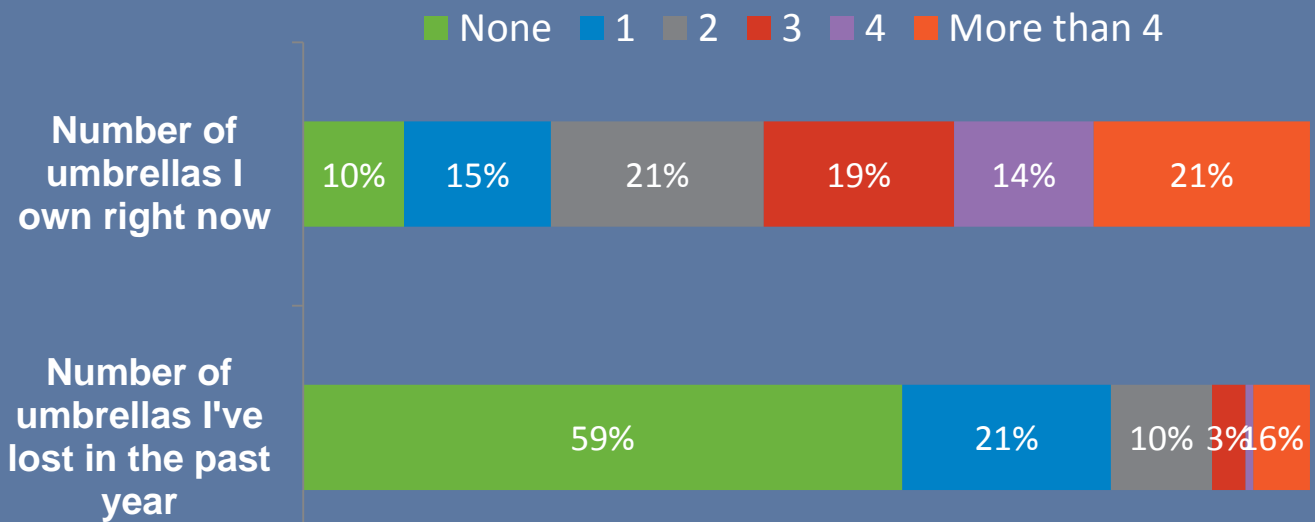
### Least Favourite Rain



Base: All respondents (n=2348)

What is your favourite type of rain? What is your least favourite type of rain?

**Almost everyone (90%) owns at least one umbrella. A third of us own 4 or more!**



**And just over a third have lost at least one umbrella in the last year – maybe that's part of the reason we own so many?**

Base: All respondents (n=2348)

*How many umbrellas do you own right now? And how many umbrellas have you lost in the past year?*



# Thoughts on this winter's snow – it went on too long and was beautiful.



Base: All respondents (n=2348)  
*What did you think of the snow this winter?*

# Snow stories from Winter 2016/2017

“Slipped on ice not on the sidewalk, but on a side-road between 2 sidewalks. The snow was fine, it was the ice that was a problem.”

“Seeing my neighbours skate in the roundabouts is something I will never forget- and the smiles on my kids' faces when skating on Trout Lake!”

“Standing on the sidelines of a hockey game on Trout Lake, wishing I could join, and a friendly player inviting me!”

“It forced me to spend 2 months in Mexico instead”

It was fun to enjoy the fresh snow. It was just hard to get around when the local streets and sidewalks aren't cleaned. I am grateful I am able to get around and felt that the City should have done more snow clearing for people with physical disabilities..”

“THERE WAS A BLUE SKY IN JANUARY!!! I was probably in the best mood I have ever been in in January since I moved here.

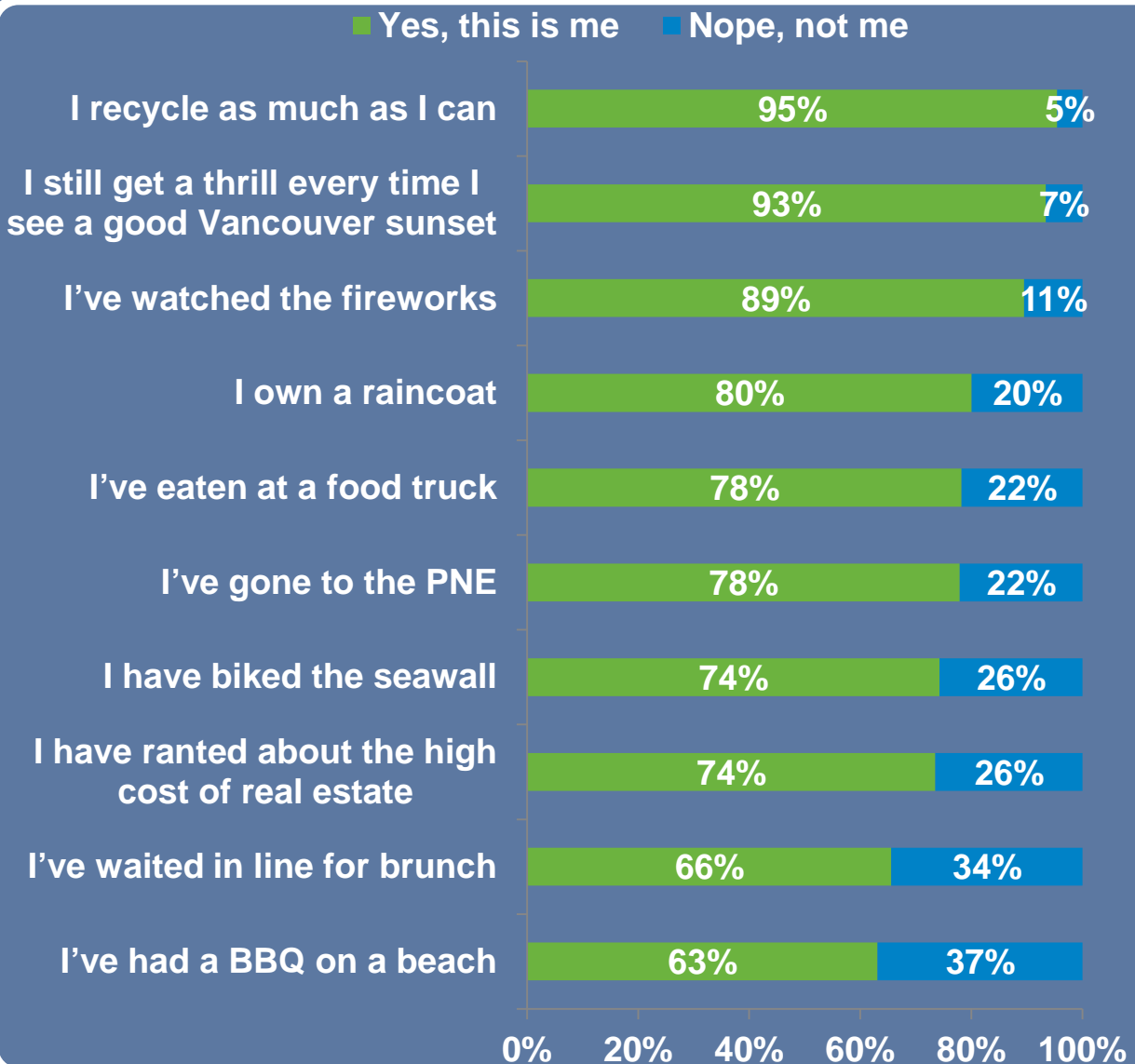
And I had so many random conversations -- I met more neighbours shoveling snow for 30 minutes than the 5 years had lived in my place.

Base: Respondents who provided an answer (n=942)

*Do you have a story from the snow events in 2016/2017 you'd like to share?*

# Care for the environment and a love of Vancouver's natural beauty - yes that sounds about right.

Here are the top 10 "Vancouver" activities and traits respondents' thought applied to them.

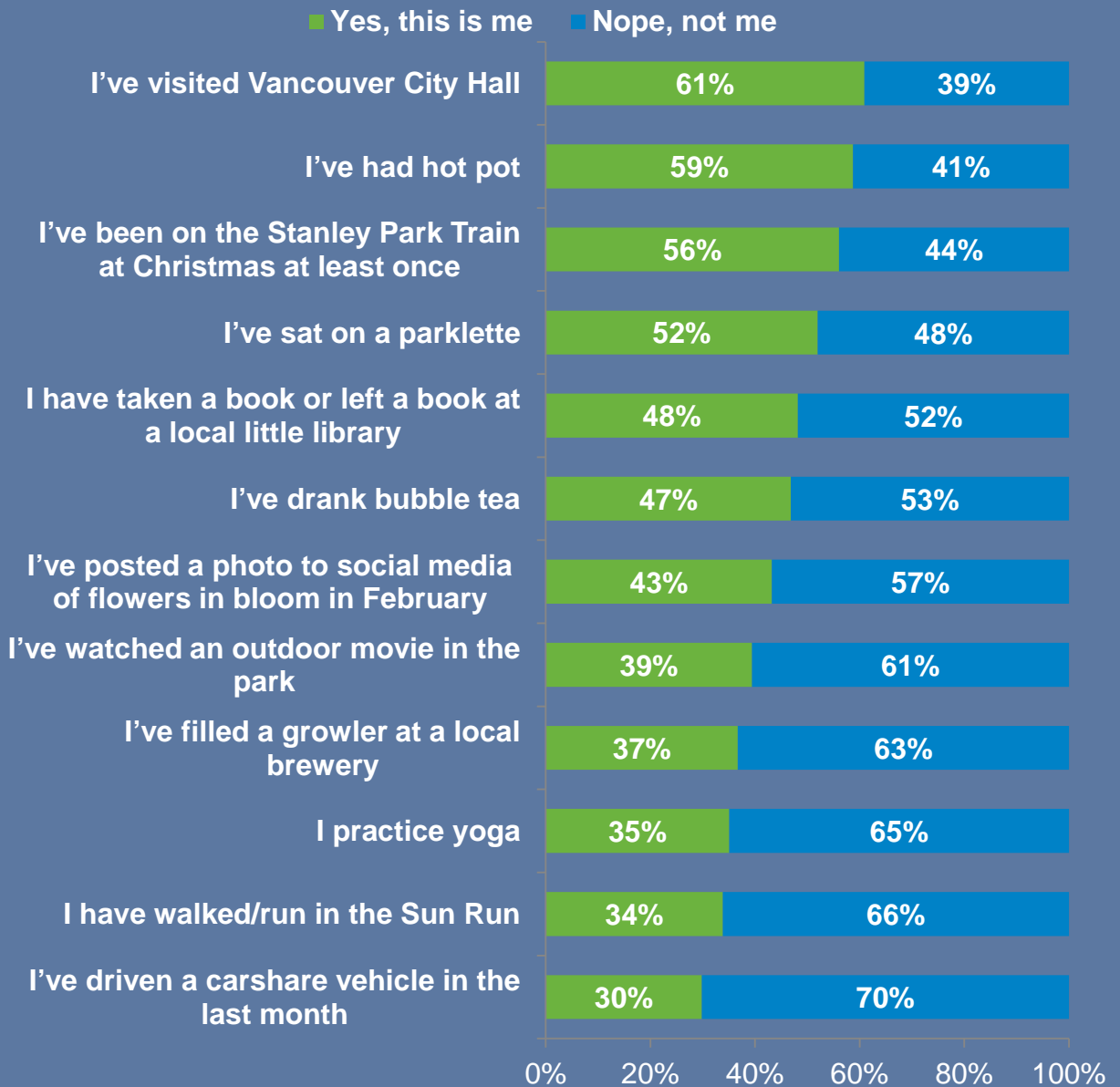


Base: All respondents ( n = 2348)

*Okay Vancouverites! Tell us which Vancouver-centric behaviours, experiences or attitudes best match you.*

# Activities and traits with a mix of popularity:

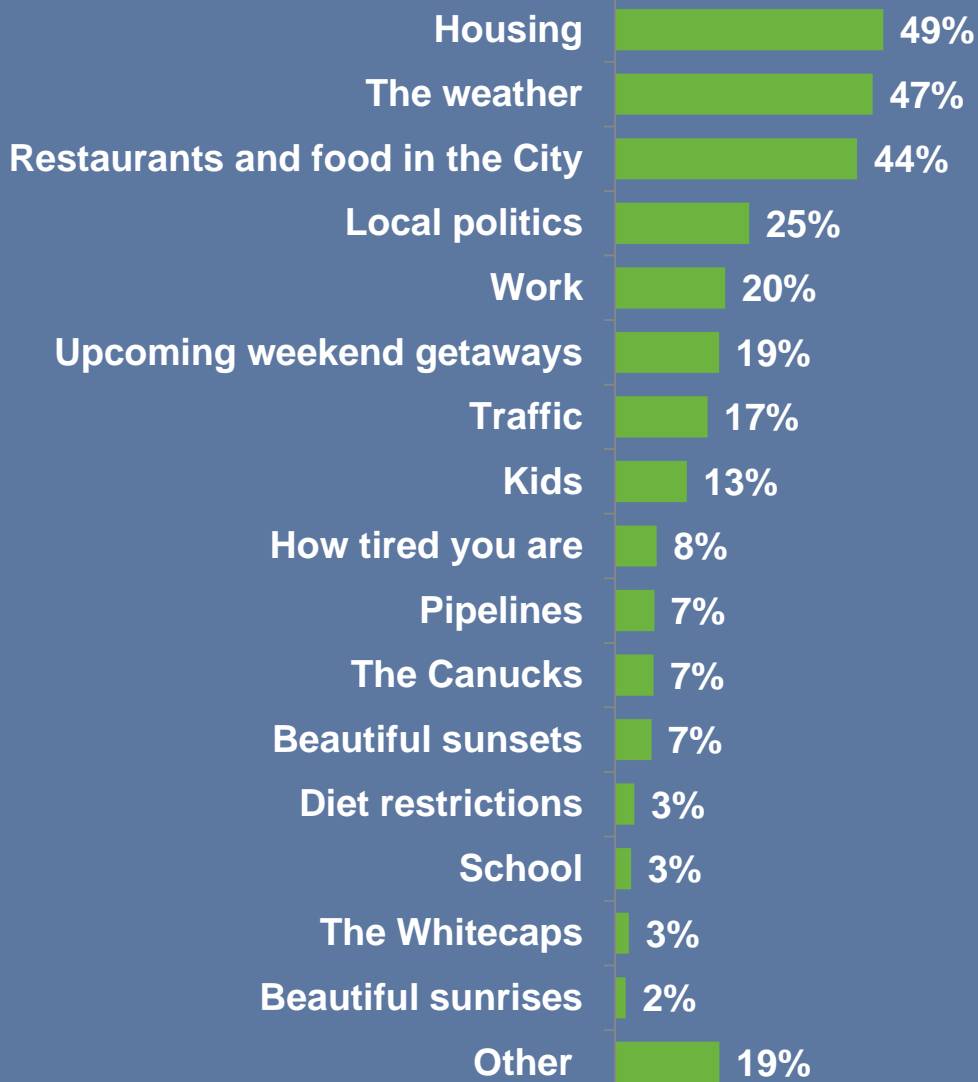
- Visited City Hall (slightly sad face)
- Drank bubble tea (half have and half have not)
- Driven a carshare (almost three-quarters have not)



Base: All respondents ( n = 2348)

*Okay Vancouverites! Tell us which Vancouver-centric behaviours, experiences or attitudes best match you.*

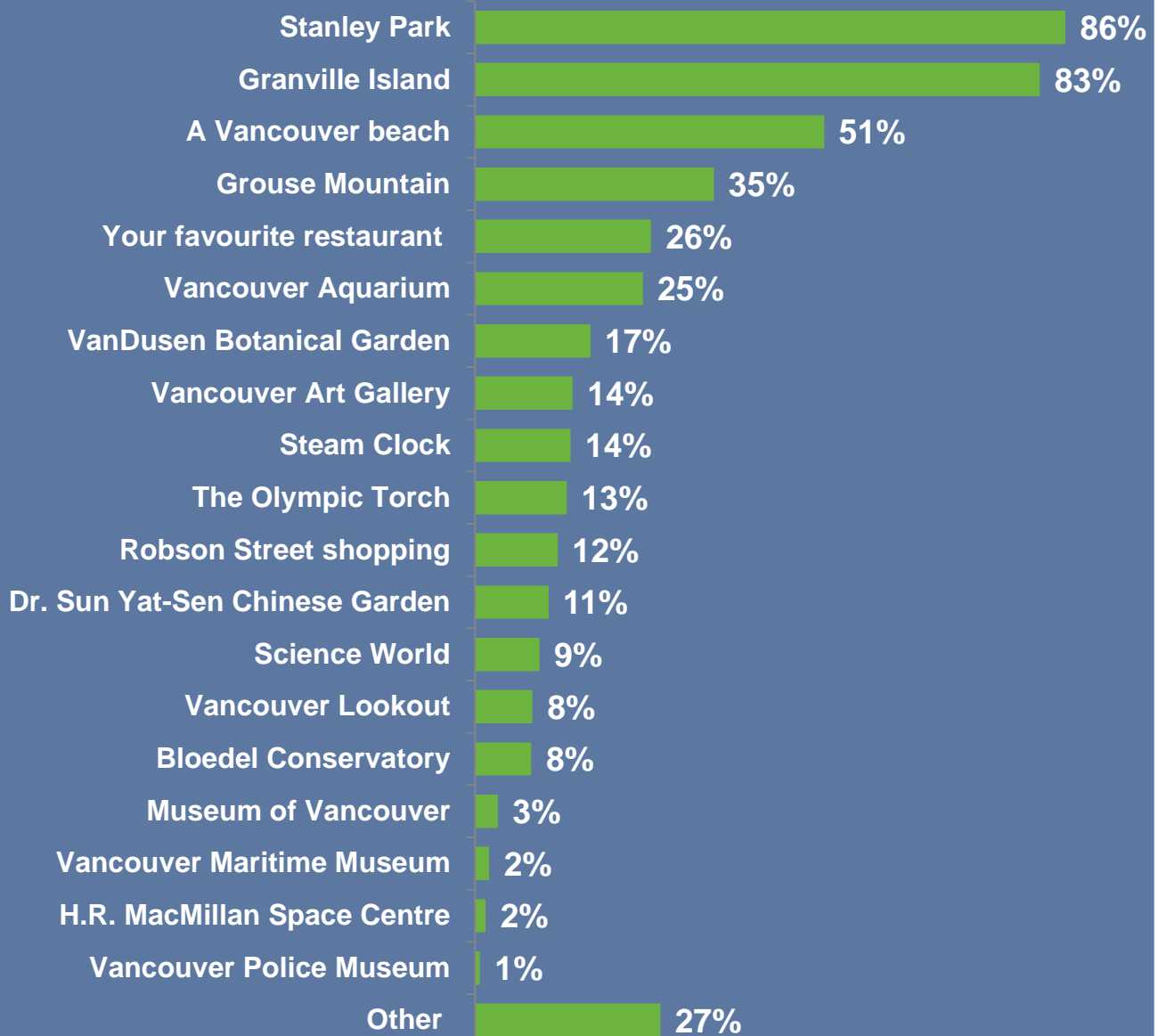
# Top topics of conversation: Housing, weather, restaurants and food



Base: All respondents ( n = 2348)

Say you're with a group of Vancouverites. What are the top 3 things you talk about?

# Stanley Park and Granville Island are the must-see places for your out-of-town guests.



Base: All respondents ( n = 2348)

When visitors come from out of town, what are your must-see places to take them in Vancouver?



# What was your most “Vancouver moment”? Or the moment when you knew you were a true Vancouverite?!

“I am not there yet. I still feel pretty Spanish.

But this Talk Vancouver is helping me to feel part of the city and build the identity I could say I am proud of..”

“Returning from living overseas for 1 year, flying into Vancouver and seeing the North Shore mountains out the plane window, and saying, "Hello Cypress, hello Grouse, hello Seymour. I've missed you, old friends."

“Walking through the crowds on Granville to get to the Olympic closing ceremony after watching the Hockey Final at Steamworks.”

“Frustrated with housing prices, we finally decided to pull the chute on Vancouver – but then we couldn't choose another Canadian city that had this balance of bikeability, weather, friends and fun. So we're here to stay...”

“Most Vancouver moment was biking the seawall on the way to a brewery after having sushi on the beach and passing an impromptu concert at a public piano, a stand up paddle board yoga class and the bald eagle that lives by the Bard on the Beach tents.”

“The day in 1973 when I was presented with a certificate of Vancouver citizenship made out on a White Spot place mat. Still have it!”

Base: Respondents who provided an answer ( n = 1703)

*What was your most “Vancouver moment”? Or the moment when you knew you were a true Vancouverite?!*

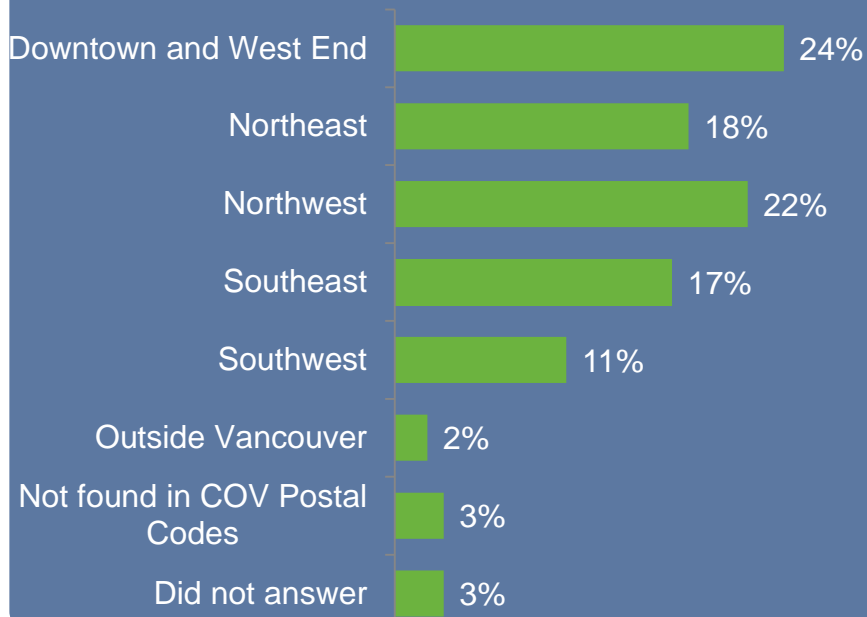




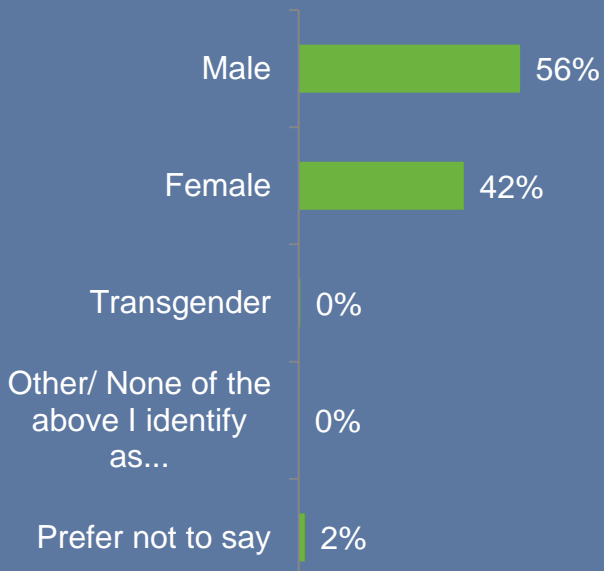
**WHO WE HEARD FROM**

# Who We Heard From: Demographics

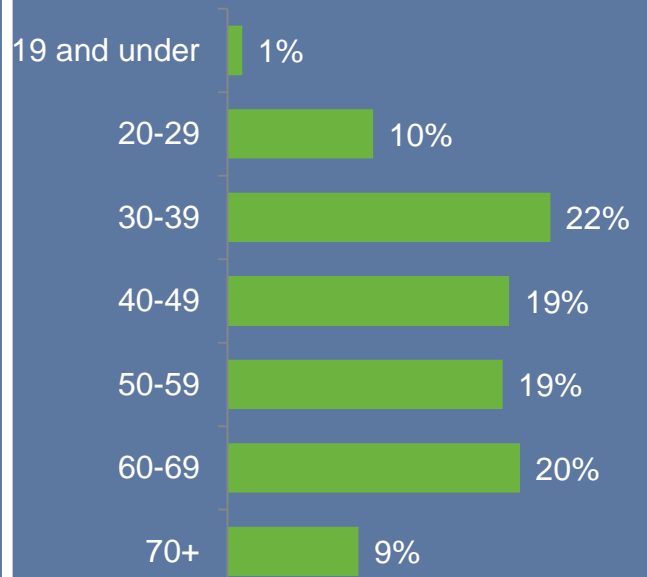
## Residential Zone



## Gender



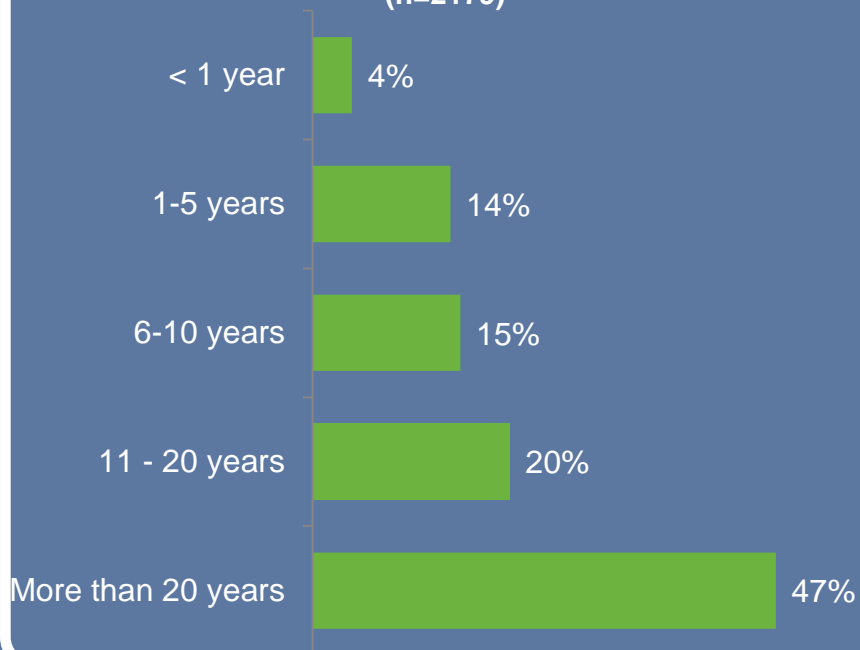
## Age



Base: All respondents (n=2348)

# Who We Heard From: Demographics

## Length of time living in Vancouver (n=2179)



**Thanks to everyone  
who took part in  
Vanniversary 2017**

***Happy Birthday Vancouver!***



***And Happy Vanniversary to you!***