



Agricultural Attitudes Study Intercept Survey - Summary Report

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KEY FINDINGS

Similar to the findings shown in the public opinion survey of Abbotsford residents, the vast majority of respondents of Metro Vancouver Area (95%) feel farmland is a benefit to the community (compared to 98% of Abbotsford respondents).

Scarcity of agricultural land in the Metro Vancouver Area is the first thing that comes to mind for nearly 40% of respondents. This association is followed by **food, produce and animals** with more than two in ten respondents in Metro Vancouver Area (22%). By comparison, food associations attached to the idea of farmland are statistically lower among Metro Vancouver residents compared to those of Abbotsford residents as seen in last year's study. (74% of Abbotsford residents cited local food and produce as being a positive thing).

More than *six-in-ten* respondents expressed a positive view of farmland in the Metro Vancouver Area. In fact, of those with positive associations with farmland, 44% stated on an unaided basis (without prompting) that there are *no drawbacks* to having farmland in the Metro Vancouver Area communities.

Of the Metro Vancouver residents with positive associations with farmland, 11% identify **smell** to be a drawback of having farmland in the community, a statistic that is in line with the data shown in last year's study of Abbotsford residents which showed that 18% of Abbotsford residents referred to farmland smell as a downside to having farmland in the community.

Amongst the minority who have negative associations with farmland, 42% cite **local food and produce** as being a positive thing. Second most positive associations to having "farmland in the community" is **green, nature, and animals** expressed by 17% of those with initially negative associations with the farmland in the community.

INTRODUCTION

In April of 2008, Concerto Research Inc., formerly Sensus Research Inc., an independent market research firm located in Vancouver, BC, was engaged to conduct a public opinion survey of Metro Vancouver residents to test urban views on the attributes of nearby agricultural land.

The intercept study was conducted across six locations in the Metro Vancouver Area: Vancouver, New Westminister, Langley, Pitt Meadows, Burnaby and Coquitlam. For analysis purposes, these locations were stratified into three areas based on the amount of farmland in the corresponding communities.

The following agricultural strata were defined:

- No ALR (Vancouver and New Westminister),
- Little ALR (Coquitlam and Burnaby) and
- Lots of ALR (Pitt Meadows and Langley)

Concerto Research designed a brief intercept survey to be used in collection at the aforementioned six locations in the Metro Vancouver Area.

Residents of the Metro Vancouver Area were invited to participate in the study on Saturday, May 24th 2008. In order to boost the sample size for the Coquitlam area and subsequently for the Little ALR strata an additional field day ran on June 1st 2008 in the same Coquitlam location. The intercept occurred throughout the day from 9 a.m. to 5 p.m. at the following high-traffic public venues:

- **Vancouver** – Granville Street Foot Mall
- **New Westminister** - The Quay
- **Coquitlam** – The Intersection of Lougheed and Pinetree strip mall
- **Burnaby** - Strip mall at Metrotown
- **Pitt Meadows** – Intersection of Lougheed/ Harris Rd. strip mall
- **Langley** - Langley Power Centre

Concerto Research employed the use of Personal Digital Assistants (PDAs) to capture on-location responses of the respondents. In addition to data collection, the PDAs enabled interviewers to record short verbatim responses. The collected responses were recorded and processed by Concerto Research interviewers, and subsequently compiled to produce the data tables in the following section.

The survey generated a raw sample of 256 respondents who qualified to participate in the study, of which 111 were female responses and 145 were male. This shows that initially the sample collected under-represented the female population and over-represented the male population. To restore this balance to the correct level, a statistical weighting procedure was used so that the survey sample more closely approximates the true gender distribution in the Vancouver CMA.

This survey collected a total sample of 256 responses, which, when weighted to account for over-sampling and under-sampling of the gender demographic, allows us to interpret most overall results as being accurate to within plus or minus 6.1% of the stated value with a high level of confidence (we are 95% certain that the results are accurate). Subgroups, such as ALR types are less accurate statistically, because they are based on smaller sample sizes.

For certain questions, the actual sample size is somewhat less than the total number of respondents due to some answering *don't know*, *not applicable*, or failing to provide a response. In these cases, the confidence interval or margin of error will be larger than for the entire sample.

Sample sizes reached across each agricultural stratum: (unweighted base)	
No ALR	88
Little ALR	83
Lots of ALR	85

TOP-LINE SUMMARY

1. What first comes to mind when you think about “farmland” within your local community?

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
Should be preserved / Agricultural Land Reserve / Not enough / Decreasing in amount	35.1%	46.5%	33.3%	38.3%	97.7
Produce/Animals	15.4%	19.5%	31.7% A*	22.2%	56.7
Positive view (general)	6.0%	6.0%	9.3%	7.1%	18.6
I don't think there is any farmland	9.4%	7.1%	0.0%	5.5%	14.0
Don't know / not sure / no opinion	6.8%	3.5%	5.8%	5.4%	13.8
Business / Economy / Industry	8.6%	0.0%	4.7%	4.5%	11.5
Nature / lakes / fresh / environment	1.8%	2.5%	1.1%	1.8%	4.5
Farms/Fraser Valley/Rural Areas	1.7%	4.6%	4.7%	3.7%	9.3
Negative view	1.8%	0.0%	0.0%	0.6%	1.5
Smell/manure	0.0%	2.1%	0.0%	0.7%	1.8
Other	13.4%	8.1%	9.3%	10.3%	26.2
	=100%	=100%	=100%	=100%	256.0

Note: The capital letter next to a percent represents statistically larger percentage compared to the percentage in its corresponding subgroups. In this particular case 31.7% A data point among Lots of ALR subgroup shows that significantly more rural respondents think of **produce and animals first when thinking about farmland in their community compared to their more urban counterparts (15.4% residing in No ALR areas).*

1a. And what would you say are some positive associations you have with “farmland” in your local community?

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
Local / fresh food / produce	46.9%	35.1%	53.2% B	41.7%	39.4
Green /nature/ animals	8.8%	24.8% AC	7.3%	16.8%	15.9
No positive associations	13.7%	6.2%	8.3%	9.1%	8.6
Cheaper produce	2.1%	5.0%	16.6% AB	5.6%	5.3
Don't know	11.0% C	6.8% C	0.0%	7.3%	6.9
Good for Sustainability	6.7% BC	0.0%	0.0%	2.3%	2.2
Economically sound	0.0%	4.3%	0.0%	2.2%	2.1
Alternate options to farmland (greenhouse, hydroponics)	2.1%	1.8%	0.0%	1.7%	1.6
Lifestyle	0.0%	0.0%	7.3%	1.0%	0.9
Environmentally friendly	2.1%	1.8%	0.0%	1.7%	1.59
Other	6.4%	14.2%	7.3%	10.5%	9.9
	=100%	=100%	=100%	=100%	94.4

1b. And what would you say are some drawbacks of “farmland” in your local community?

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
No drawbacks	44.6% B	21.9%	54.4% B	43.8%	70.8
Too expensive	18.2% C	19.5% C	4.3%	12.3%	19.8
Smell	6.9%	4.8%	16.4% B	10.7%	17.3
Other	6.9%	13.8%	9.7%	9.7%	15.7
Pollution / Pesticides	4.2%	18.0% AC	1.5%	6.1%	9.9
Land could be used for other uses / Urbanization	13.7% C	11.4%	4.1%	8.9%	14.3
Not sure	4.1%	8.1%	0.0%	3.2%	5.1
Traffic	0.0%	2.4%	2.8%	1.8%	2.9
NA	1.4%	0.0%	6.9%	3.5%	70.8
	=100%	=100%	=100%	=100%	=161.6

2. In your opinion, is it a benefit to have farmland within the community?

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
Yes	94.0%	92.0%	100.0% AB	95.3%	244.0
No	6.0% C	8.0% C	0.0%	4.7%	12.0
	=100%	=100%	=100%	=100%	256.0

2a. Why do you say that?

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
Those agreeing that having farmland in local community is beneficial:					
Food/fresher food/see how it was grown	25.6%	17.9%	22.9%	22.1%	56.7
Preservation and Sustainability	22.3%	23.6%	20.2%	22.0%	56.4
Helps Economy / supports local industry	13.7%	18.6% C	7.4%	13.2%	33.9
Environment / Animals	5.9%	9.5%	12.8%	9.4%	24.0
Cheaper	9.3%	5.2%	13.2%	9.3%	23.7
Lifestyle (calmer, less urban)	0.8%	7.0% A	6.9% A	4.9%	12.6
Environmentally friendly	2.6%	5.6%	1.1%	3.1%	7.9
Those disagreeing that farmland in local community is beneficial:					
It would not be healthy	3.5%	1.0%	0.0%	1.5%	3.9
Too expensive to have here	0.0%	3.9%	0.0%	1.3%	3.3
Other	5.1%	4.2%	3.6%	4.3%	11.0
NA	11.2%	3.5%	11.8%	8.8%	22.6
	=100%	=100%	=100%	=100%	=256.0

3. In your opinion, is there value in having food grown in your local community?

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
Yes	94.1%	95.1%	100.0% AB	96.4%	246.8
No	5.1% C	4.9% C	0.0%	3.3%	8.5
Don't know	0.8%	0.0%	0.0%	0.3%	0.7
	=100%	=100%	=100%	=100%	256.0

3a. Why do you say that?

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
Helps economy/supports local industry	14.6%	32.6% A	21.7%	23.0%	58.9
Local / not foreign	25.7%	18.3%	19.7%	21.2%	54.3
Better prices	17.1%	15.4%	27.0%	19.8%	50.8
Better quality / fresher food	6.8%	8.4%	12.0%	9.1%	23.2
You know where the food is coming from	6.8%	5.3%	7.9%	6.7%	17.1
More environmentally friendly	10.2% C	4.9%	2.4%	5.8%	14.9
Less pesticides/healthier	3.4%	3.5%	2.2%	3.0%	7.8
Better used for other purposes (for homes, parkland)	2.5%	2.5%	0.0%	1.7%	4.2
Other	2.6%	4.5%	1.3%	2.8%	7.2
NA	10.3%	4.5%	5.8%	6.9%	17.6
	=100%	=100%	=100%	=100%	256.0

5. Have you ever lived on the farm?

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
Yes	41.0%	27.0%	50.2% B	39.4%	100.9
No	59.0%	73.0% C	49.8%	60.6%	155.1
	=100%	=100%	=100%	=100%	256.0

6. Have your parents ever lived on a farm?

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
Yes	56.4%	56.9%	66.7%	60.0%	153.6
No	43.6%	42.1%	30.9%	38.9%	99.5
Don't know	0.0%	1.0%	2.4%	1.1%	2.9
	=100%	=100%	=100%	=100%	256.0

D1. What is your age?

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
18 to 20	6.8%	6.0%	2.4%	5.1%	12.9
21 to 24	6.7%	11.3%	6.0%	8.0%	20.5
25 to 44	49.4% C	44.2%	32.8%	42.1%	107.9
45 to 54	21.4%	19.7%	26.0%	22.4%	57.3
55 to 64	9.4%	7.0%	16.1%	10.8%	27.8
65 to 74	3.5%	8.0%	14.3% A	8.6%	22.1
75 to 84	2.6%	3.9%	1.3%	2.6%	6.6
85 or higher	0.0%	0.0%	1.1%	0.4%	0.9
	=100%	=100%	=100%	=100%	256.0

D3. How long have you lived in this area?

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
0-2 years	14.5%	15.4%	10.6%	13.5%	34.6
3-5 years	13.6%	8.4%	15.7%	12.6%	32.2
6-10 years	18.8% B	8.4%	14.3%	13.8%	35.4
11-20 years	21.2%	36.6% A	32.5%	30.1%	77.0
More than 20 years	32.0%	31.1%	26.8%	30.0%	76.8
	=100%	100%	100%	100%	256.0

D4. Gender

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
Female	51.0%	51.0%	51.0%	51.0%	130.6
Male	49.0%	49.0%	49.0%	49.0%	125.4
	=100%	100%	100%	100%	256.0

D5. Ethnicity

	No ALR (A)	Some ALR (B)	Lots of ALR (C)	Total	Counts (wgt)
Caucasian	64.1%	68.5%	76.3%	69.7%	178.3
Chinese	17.2% C	9.1% C	0.0%	8.8%	22.4
Other visible minority	18.7%	22.4%	23.7%	21.6%	55.2
	=100%	=100%	=100%	=100%	256.0

SURVEY INSTRUMENT

Ministry of Agriculture Intercept Survey

May 2008

SAMPLE PROFILE

GENERAL PROFILE

Residents of Vancouver CMA (Vancouver, Langley, Pitt Meadows, Coquitlam, Burnaby, New Westminster)

18 years or older

Aim for equal proportions of female and male respondents

Soft quotas for visible minority categories

[INTRODUCTION]

Good morning/afternoon. My name is _____ and I am from Sensus Research. We are doing a short survey today on behalf of the Fraser Basin Council and the Ministry of Agriculture and Lands. Could we ask you a few questions?

SCREENER/QUALIFIERS

To begin the survey we would like to ask you a number of qualifying questions that will help us better understand the results.

QA. Are you currently a resident of Vancouver/Langley/Pitt Meadow/Coquitlam/Burnaby/New Westminster?

Programming notes:

When intercepting Vancouver only Vancouver residents would qualify, for Langley – Langley residents, etc...

1. Yes
2. No [**THANK AND END SURVEY**]

QB. Are you 18 years of age or older?

1. Yes
2. No [**THANK AND END SURVEY**]

SURVEY

In this short survey we want to get your thoughts and opinions on the role that farmland plays in your local community, and to start off we would like to ask you:

Q1. What first comes to mind when you think about “farmland” within your local community? [**RECORD VERBATIM / PROBE FOR SOMETHING SPECIFIC IF NECESSARY**]

Programming note: Please note that the wording “your local community” changes based on the intercepted location:

- No ALR (Vancouver and New Westminster) - use “***Metro Vancouver***”
- Little ALR (Coquitlam and Burnaby) - use “***Metro Vancouver***”
- Lots of ALR (Langley and Pitt Meadows) – leave as is “***your local community***”

[IF Q1 IS NEGATIVE:]

Q1a. And what would you say are some positive associations you have with “farmland” in your local community? [**RECORD VERBATIM / PROBE FOR SOMETHING SPECIFIC IF NECESSARY**]

[IF Q1 IS POSITIVE:]

Q1b. And what would you say are some drawbacks of “farmland” in your local community? **[RECORD VERBATIM / PROBE FOR SOMETHING SPECIFIC IF NECESSARY]**

Q2. In your opinion, is it a benefit to have farmland within the community?

1. Yes
2. No

Q2a. Why do you say that? **[RECORD VERBATIM / PROBE FOR SOMETHING SPECIFIC IF NECESSARY]**

Q3. In your opinion, is there value in having food grown in your local community?

1. Yes
2. No

99. DK/NA

Q3a. Why do you say that? **[RECORD VERBATIM / PROBE FOR SOMETHING SPECIFIC IF NECESSARY]**

Q5. Have you ever lived on a farm?

1. Yes
2. No

Q6. Have your parents ever lived on a farm?

Programming note: for elderly people change the word “have” in “Have your parents ever lived on a farm?” to “did” so that it reads “Did your parents ever live on a farm?”

1. Yes
2. No
3. Don't know

DEMOGRAPHICS

Finally, we would like to ask you a few questions that will help us clarify our answers.

D1. What is your age?

1. Under 18
2. 18 to 20
3. 21 to 24
4. 25 to 44
5. 45 to 54
6. 55 to 64
7. 65 to 74
8. 75 to 84
9. 85 or higher

D2. What is the postal code of the area you live in Vancouver/Langley/Pitt Meadow/Coquitlam/Burnaby/New Westminister?

Programmer note: based on intercepted location.

D3. How long have you lived in Vancouver/Langley/Pitt Meadow/Coquitlam/Burnaby/New Westminister?

Programmer note: based on intercepted location.

1. 0 – 2 years
2. 3 – 5 years
3. 6 – 10 years
4. 11 – 20 years
5. More than 20 years

D4. Gender **[DO NOT ASK, CODE]**

1. Female
2. Male

D5.

1. Visible minority
2. Caucasian

That concludes our survey today. Thank you very much for your time.