



DISCOVERY RESEARCH



2019 Biodiversity Conservation Survey

Detailed Tables

Prepared For: *The Office of Climate Action & Environment /
City of Delta*

Prepared By: *Discovery Research*

Date: *April 2019*

Banner Legend:

Question

Banner

Grand Total:

Response percentages for all people answering Question

		Gender		Marital Status				Grand Total
		Male	Female	Single/ never married	Married	Living with a partner	Divorced/ separated/ widowed	
Which newspapers have you read or looked into in the past week?	Neither Province or Sun	27%	<u>34%</u>	33%	28%	25%	34%	30%
	Province Only	22%	<u>21%</u>	22%	23%	17%	18%	21%
	Sun Only	22%	<u>24%</u>	17%	25%	17%	26%	23%
	Both Province and Sun	30%	<u>21%</u>	29%	24%	42%	22%	26%
Total	Base	250	250	119	264	24	82	500

Column Percentage:

Columns add up to 100%

Example: Out of all Females:

34% read neither Province or Sun

21% read Province only

24% read Sun only

21% read both Province and Sun

100% of Females

Base:

Number of people answering both Question & Banner

Note:

If Base <100, interpret column percentages with caution.

If Base <50, interpret column percentages with extreme caution.

		Total	Area of Delta			Gender		Age		
			Ladner	Tsawwassen	Delta	Male	Female	18 – 39	40 – 64	65 or over
Which of the following areas have you visited around Delta in the past year?	Natural Parks	64%	70%	61%	62%	61%	66%	76%	61%	54%
	Beaches	62%	63%	78%	56%	55%	70%	75%	58%	55%
	Boundary Bay	60%	71%	76%	50%	61%	59%	64%	59%	58%
	Agricultural farms or road stands	60%	65%	68%	54%	59%	60%	67%	60%	49%
	Sports field	52%	52%	58%	49%	45%	58%	66%	45%	46%
	None	10%	6%	1%	14%	10%	9%	5%	11%	12%
Total	Responses	1844	427	434	983	877	967	641	817	385
	Base	600	130	127	343	300	300	181	278	141

Column percentages may exceed 100% because multiple responses provided

		Total	Area of Delta			Gender		Age		
			Ladner	Tsawwassen	Delta	Male	Female	18 – 39	40 – 64	65 or over
Approximately how many times in the past year have you been to Boundary Bay?	None	1%	2%	1%	1%	2%	1%		2%	3%
	1	13%	6%		24%	10%	16%	15%	12%	12%
	2	18%	10%	15%	24%	21%	15%	13%	24%	13%
	3-5	27%	31%	15%	32%	28%	27%	30%	25%	28%
	6-10	14%	25%	14%	8%	15%	13%	12%	11%	23%
	11-20	14%	17%	24%	6%	15%	13%	19%	14%	7%
	21-30	2%	2%	4%	1%	2%	2%		3%	1%
	31+	10%	7%	26%	3%	8%	12%	11%	10%	9%
Don't know	1%	0%	1%	0%	0%	1%			2%	
Total	Base	362	92	96	173	183	178	116	164	81

		Total	Area of Delta			Gender		Age		
			Ladner	Tsawwassen	Delta	Male	Female	18 – 39	40 – 64	65 or over
Which of the following activities have you participated in the past year?	Walking	75%	70%	80%	75%	75%	76%	71%	77%	77%
	Gardening	70%	64%	71%	72%	62%	78%	67%	72%	69%
	Dog walking	48%	49%	51%	46%	42%	54%	62%	49%	28%
	Bird watching	35%	42%	35%	32%	36%	34%	31%	34%	43%
	Road cycling	32%	41%	32%	29%	37%	28%	35%	39%	15%
	Bird feeding	30%	38%	32%	26%	25%	35%	21%	33%	35%
	Camping	27%	29%	27%	27%	29%	26%	40%	28%	9%
	Boating	22%	26%	33%	17%	25%	19%	20%	29%	12%
	Fishing	19%	23%	26%	14%	24%	14%	21%	21%	12%
	Kayaking or Canoeing	17%	21%	16%	17%	18%	17%	33%	12%	7%
	None	4%	4%	1%	5%	4%	5%		5%	8%
	Hunting	4%	9%	5%	1%	6%	2%	4%	5%	2%
	Trail riding on horseback	3%	3%	5%	2%	2%	4%	2%	5%	1%
Total	Responses	2321	548	527	1247	1155	1166	739	1136	446
	Base	600	130	127	343	300	300	181	278	141

Column percentages may exceed 100% because multiple responses provided

		Total	Area of Delta			Gender		Age		
			Ladner	Tsawwassen	Delta	Male	Female	18 – 39	40 – 64	65 or over
What is your favourite thing about the physical landscape of Delta?	Open spaces	21%	25%	13%	22%	22%	19%	16%	22%	24%
	Access to outdoor recreation	11%	14%	11%	10%	9%	13%	15%	12%	5%
	Other	10%	11%	6%	11%	10%	10%	7%	10%	13%
	Beach or Close to beach	9%	7%	15%	7%	9%	8%	13%	8%	6%
	Ocean or Close to ocean	9%	8%	14%	7%	11%	6%	5%	10%	12%
	Not sure	9%	7%	11%	9%	11%	6%	8%	8%	10%
	Climate/weather/clean air/clean water	8%	8%	9%	7%	5%	11%	8%	8%	8%
	Agricultural lands	7%	13%	7%	5%	7%	8%	9%	6%	8%
	Trees, greenery, natural beauty	7%	3%	4%	9%	5%	8%	9%	7%	4%
	Parks	4%	2%	4%	5%	5%	4%	4%	4%	5%
	Boundary Bay	2%	0%	5%	2%	2%	3%	3%	2%	1%
	Recreational sports fields	2%	1%	2%	2%	1%	2%	4%	1%	2%
	Burns Bog	1%			2%	1%	1%	1%	1%	1%
	Fraser Estuary	1%		0%	1%	0%	1%		1%	1%
Total	Base	600	130	127	343	300	300	181	278	141

How would you rate your agreement with the following statements...

		Total	Area of Delta			Gender		Age		
			Ladner	Tsawwassen	Delta	Male	Female	18 – 39	40 – 64	65 or over
Fishing is a great way for me to enjoy the outdoors	Disagree: 1 - 3	48%	46%	54%	47%	37%	60%	51%	39%	63%
	Neutral: 4 - 7	20%	21%	15%	22%	22%	19%	25%	19%	17%
	Agree: 8 - 10	31%	33%	31%	31%	41%	21%	24%	42%	20%
Total	Mean	4.8	4.9	4.5	4.8	5.7	3.8	4.6	5.6	3.5
	Base	600	130	127	343	300	300	181	278	141
Children in my community have many opportunities to connect with nature	Disagree: 1 - 3	2%	2%	2%	3%	3%	2%	3%	2%	2%
	Neutral: 4 - 7	22%	22%	22%	21%	24%	19%	14%	27%	21%
	Agree: 8 - 10	76%	76%	77%	76%	73%	79%	83%	71%	77%
Total	Mean	8.5	8.5	8.6	8.4	8.3	8.7	8.8	8.3	8.5
	Base	600	130	127	343	300	300	181	278	141
Farmland supports birds and wildlife	Disagree: 1 - 3	2%	4%	1%	2%	2%	2%		3%	3%
	Neutral: 4 - 7	16%	8%	9%	22%	12%	20%	16%	16%	15%
	Agree: 8 - 10	82%	89%	91%	77%	86%	78%	84%	81%	82%
Total	Mean	8.9	9.1	9.4	8.6	9.0	8.7	9.1	8.8	8.8
	Base	600	130	127	343	300	300	181	278	141

Mean ratings based on a 10-point scale with 1=Strongly Disagree and 10=Strongly Agree

		Total	Area of Delta			Gender		Age		
			Ladner	Tsawwassen	Delta	Male	Female	18 – 39	40 – 64	65 or over
Have you ever heard of the Fraser River Estuary?	Yes	77%	77%	84%	73%	84%	69%	65%	80%	85%
	No	23%	23%	16%	27%	16%	31%	35%	20%	15%
Total	Base	600	130	127	343	300	300	181	278	141