

## Overall Themes

Value a sense of belonging to the community – a better future for their families

Want to know how to be more involved

See Vancouver as a bright future full of opportunity

Jobs and economic development are very important

They want us to do more outreach of this nature to ask their opinion – not on internet

Interested in ways to tell their culture's story (culture center) – especially Korean

### 1. Is Vancouver getting better or worse? N=529

Changing for the better: 74%

No change: 16%

Changing for the worse: 10%

⊕ Diverse group result is the same as stakeholder survey

⊕ By age: increasingly more optimistic until 35-44, then slides down and flattens out at 55+

Of those that do not see positive change, 65+ tend to see less negative than other groups

⊕ Hispanics (86%) & Asians (79%) tend to be most positive, but EE are very high (70%)

African Americans are a small (n=12) group that are less likely to see improvement BUT they are not negative; they just don't see much change. Most negative are a small number that did not identify themselves in any major group.

### 2. Why/How is it changing? N=450

Population/Growth = 126 (28%)

Jobs & Business Development = 87 (19%)

Transportation Issues = 58 (13%)

(all other responses single digit)

Crime & Security (7%)

### 3. Most important problem to fix in the next 5-6 years? N=743

Transportation = 164 (22%)

Jobs, Business & Economy = 118 (16%)

Parks, Recreation, Activities = 83 (11%)

⊕ Security, Crime, Police Dept Changes = 78 (10%)

Develop Downtown & Riverfront = 72 (10%)

(all other responses single digit)

Arts, Culture, Community Events = 64 (9%)

Growth & Community Planning = 53 (7%)

#### **4. What are your Hopes & Dreams for the Community?** N=495

Jobs, Business, Growth & Development = 102 (21%)  
Sense of Community, Good Quality of Life = 73 (15%)

Safety, Security, & Reduced Crime = 57 (12%)  
More Parks & Recreation, Activities, Arts = 52 (11%)  
(all other responses single digit)  
Support Diversity better, no Discrimination = 38 (8%)

#### **5. Do you feel like part of the Community?** N=529

60% = Yes  
33% = A little Bit  
4% = No

Asian most likely to feel strongly part of the community (66%) followed by CC (60%) & Hispanic (59%)

⊕ 65 or older are very polarized – little in between on their feelings. They are “in” or “out”

African American least likely to feel part of the community (14%) and most likely to only feel partially (71%) or not (14%) a member of the community (n=12)

#### **6. How can we help you feel more involved?** N=244

⊕ Listen to Us and Communicate More = 64 (26%)  
Support Cultural Education & Diversity = 36 (15%)  
⊕ More opportunities for Public Involvement & Volunteerism = 42 (17%)  
Jobs & Job Fairs = 28 (11%)  
(all other responses single digit)

#### **7. Where do you live?**

Vancouver = 79%  
Unincorporated Clark County = 13%  
Other or none = 8%

Inverse relationship

If you are minority age 35-54 and live in Vancouver, you are less optimistic than those who live outside Vancouver (about 1/2 of respondents)

Direct relationship

If you are under 34 or over 55 and live in Vancouver you are more optimistic than those who do not. (about 1/2 of respondents)

What is happening with age 35-54? Is it related to minority status or age or location?

## **8. and 9. What is your age / diversity group?**

⊕ Most Hispanics are under 45 (71%) and 92% were under 54

⊕ Asian respondents tend to be under 45 (72%)

More than ½ of the African American group are over 50 (53%) and 25% didn't share age

### **Native Language Survey Findings & Notes**

East European immigrants do not tend to categorize themselves as "East European" but by their ethnicity; in uncontrolled surveys this will be a source of difficulty.

"East European" and "Russian Speaking" will be difficult to use as diversity groups because they may tend to identify by their ethnicity, not former nationality.

Job Fair respondents not included in these statistics because it is unknown how many "Caucasian" responses were actually "East European" and because they do not represent Generation 1 or 1.5. Their results were compared to this group and were very comparable at the consolidated level.

New immigrants may be any of a variety of ethnicities depending what part of the former Soviet Union they came from.

In this controlled group, all Caucasians participating were East European first or 1.5 generation immigrants in ESL classes. All "Caucasian" responses from the Russian language surveys were combined with "East European" since they all were from this group.

Generation 1 immigrants tend to not use computers and will not complete online native language surveys

Generation 1.5 immigrants will tend to be more computer literate and if they take an online survey, it will be in English

Generation 2 are very computer literate and will take most surveys in English

To outreach Gen 1 and 1.5 immigrants, you need to provide paper copies of surveys at their gathering places, with a bilingual aide or translator.

Gen 1 immigrants prefer native language surveys

Gen 1.5 will be willing to attempt English if it is a simple survey with limited writing

To reach Gen 1 and Gen 1.5 you must go to their "safe" locations and have things explained in their native language by some one they trust.

⊕ In pre-testing the survey, Gen 1 Korean immigrants were not willing to answer questions suggesting areas for the city to improve without a list to choose from. A number of factors affected this, and discussion with the Korean community identified the main issue: They were concerned that suggesting either inappropriate or "wrong" ideas might result in loss of "face" or embarrassment for either them or the government, neither of which were acceptable. By

providing a list of possible improvement areas (including a place to write in something else) we got a response from nearly all Korean participants.

## **The Survey – How representative is it?**

After a consultation on our methodology and the randomness of the survey, Dean Bolon of Intercept Research indicated he would consider the reliability and validity as good as or better than a typical telephone survey due to the sample size, consistency and limited scope of survey vehicle, and wide range of delivery sources to multiple populations.

### **Reliability**

Reliability refers to the **accuracy** of a given measurement.

A reliable survey question, then, is one that yields similar results when administered repeatedly to similar samples or populations.

Survey reliability – large population, multiple locations, simple questions, very diverse response means high reliability, better than stakeholder groups and probably as good as random survey.

Very high percentage of population took the survey.

### **Margin of Error** Sample size:

If Vancouver has a population of 156,600 and is 90% Caucasian (2006 AFS estimate for Clark County – Census bureau) that means 15,600 minorities.

At the 95% confidence level, we have a 4.3% margin of error with a sample this size.

### **Validity**

Validity refers to whether a given survey question actually taps into the true underlying concept it attempts to measure.

Factor analysis is one way for researchers to test the validity of certain constructs. By clustering related items together in scales or indices, for example, researchers can examine how well those related items 'hold together' in a statistical sense. Similar results were reproduced across diversity groups in the survey for the subjective questions.

### **More Census data**

(2006 AFS estimate for Clark County – Census bureau)

7% of county – and city is former East European; this is not a distinct recognized minority or diversity group. Most of them are Caucasian or Asian.

Separate from this, the county (and city) is @10% minority, breaking down as:

6% Latino/Hispanic

4% Asian

2% Black/African American