

# Survey of the General Public in the CRD

Report by  
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# Executive Summary



# Executive Summary: General public

- **Arts Engagement among the public is very high**
  - 93% of the general public reported attending an arts event of some kind in the last year, either in the CRD or elsewhere.
  - 89% expressed at minimum an interest in one or more of a wide range of arts disciplines.
  - 23% reported volunteering in the arts within the last 2 years
- **Regional integration of arts scene is evident, as it was in the survey of the arts community**
  - 36% volunteered in a municipality other than where they reside
  - Residents attend the arts at similar frequency in their own and other CRD municipalities.
- **Community benefits are clear**
  - The general public identifies significant positive influence of the arts in the region, even if at lesser intensity than those responding to the survey of the arts community, with the arts credited for bringing energy and vitality to the community (65%) and improved quality of life (58%) as top two benefits.



# Executive Summary: General public

- **Familiarity with funding is low**
  - There is mostly uncertainty about which municipalities contribute to the CRD Arts Service.
  - 1 in 5 in non-contributing municipalities falsely believe they pay in.
  - Only 16% of residents are ‘mostly or completely familiar’ with role of local municipality and 11% are familiar with CRD role in arts funding.
  - Only 37% of residents believe there is a clear compelling case for regional arts funding while 32% say that case has been made in some ways.
- **Facilities**
  - While the public sees gaps less clearly than those within the arts community, 27% say *Yes* and 24% say *in some ways*, there are gaps.
- **Priorities**
  - The number one role the public sees for the CRD Arts Service is as a *promoter of the arts* (57%).
  - In terms of the CRD Art Service’s seven identified priority areas, the general public views *helping arts organizations grow and develop sustainably* as top priority.
  - These number one priorities match the respondents to the survey of the arts community.



# Project: Background



# About the Project

- *Building Our #ArtsFuture Together* is designed to identify community priorities towards realizing the goals of the CRD Arts Plan. This project is a CRD Board priority approved in early 2016.
- Capital Regional District (CRD) Arts Development Service has commissioned Strategic Moves, an independent consultancy led by Inga Petri, to undertake a public consultation and engagement process between June and December 2016.
- The outcome will be an Implementation Framework and Recommendations delivered in December 2016.
- Project information, background and updates are on [www.placespeak.com/CRDArtsFuture](http://www.placespeak.com/CRDArtsFuture).
- Today, 8 of 13 municipalities contribute financially to the CRD Arts Development Service. None of the three electoral areas do.



# Demographics & Arts Service Participation

Municipality		CRD Arts Service Participant 2016	Population	Median age
Core	Esquimalt	100% - Group 1	16,210	43.5
	Oak Bay	100% - Group 1	18,015	52.4
	Saanich	100% - Group 1	109,755	44.0
	Victoria	100% - Group 1	80,015	41.9
	View Royal	100% - Group 1	9,380	44.1
Peninsula	Central Saanich	No	15,940	49.1
	North Saanich	No	11,090	53.7
	Sidney	11% - Group 2	11,180	56.9
West	Colwood	No	16,090	40.1
	Highlands	30% - Group 2	2,120	44.7
	Juan de Fuca E.A.	No	4,345	48.0
	Langford	No	29,225	37.5
	Metchosin	30% - Group 2	4,805	48.5
	Sooke	No	11,435	40.8
Islands	Gulf Islands E.A.	No	15,100	n/a
<b>CRD</b>			<b>359,990</b>	<b>44.8</b>
<b>BC</b>			<b>4,400,055</b>	<b>41.9</b>

Source: Statistics Canada, 2011 Census - <https://www.crd.bc.ca/docs/default-source/regional-planning-pdf/Population/demographics/2011census-demographics.pdf?sfvrsn=2>



# CRD Arts Plan Goals

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- Increase access to the arts in the region by identifying and reducing barriers to participation.
- Increase community awareness and stakeholder knowledge of the role of the arts and to determine additional ways to support the arts in the region.
- Enable sustainable growth of the arts and arts organizations in the region.
- Ensure that the CRD Arts Service grant programs are responsive to community needs and use effective and accountable processes.
- Encourage municipalities to fully participate in supporting the CRD Arts Service with the goal of increasing funding.
- Increase the contribution of arts and culture tourism to economic development in the region.
- Understand the role of key arts facilities, including publicly-owned regional arts facilities, with a view to identifying future needs.



# Public Consultation Activities

- **Consultation web page with public discussion forum:**  
[www.placespeak.com/CRDArtsFuture](http://www.placespeak.com/CRDArtsFuture)
  - *Report published in October 2016*
- **Face-to-face workshops and working sessions**
  - June 23 to 24: Pre-consultation sessions with 100 participants from 67 organizations
    - *Report published in July 2016*
  - September 19 to 23: 10 public workshops across the CRD with 135 active participants
    - *Report published in October 2016*
  - November 3: Arts Champion Summit
- **In-depth interviews and outreach**
  - *Report will be issued as soon as final interviews are completed in second half of October 2016*
- **Surveys**
  - An open survey of members of the arts community
    - *Report published in September 2016*
  - A representative survey of CRD residents by EKOS Research Associates
    - *This document is the report of findings of this open survey*



# Survey of the General Public in the CRD



# About EKOS Research

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- EKOS Research Associates (EKOS) is a full-service consulting practice, specializing in market research, public opinion research, strategic communications advice, program evaluation and performance measurement, and human resources and organizational research.
- Part of this study was conducted using EKOS' unique, hybrid online/telephone research panel, *Probit*, which offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers.
- That panel was supplemented with other panels and phone surveying to achieve complete coverage of the CRD.



# Methodology

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- The survey was designed by Strategic Moves, using key questions from the *Survey of the Arts Community* in order to compare findings between these two groups.
- EKOS Research fielded the survey using their Probit panel and supplemented with sample from Probit panel and supplemented with sample from Leger, Asking Canadians and Random Digit Dialing (RDD) phone sample to ensure we obtained a good representative sample of the CRD's population.
  - 358 survey respondents from Probit
  - 145 survey respondents from Leger
  - 83 survey respondents from Asking Canadians
  - 29 survey respondents from RDD
- Strategic Moves developed the Sampling Plan in coordination with EKOS Research.



# Methodology

- We targeted 600 completions. 81% were completed online and 19% were completed by phone.
  - This hybrid online-phone mode has been used effectively with the Probit panel, itself recruited using a random recruitment method where participants are confirmed by live interviewers, rather than simply advertising-based automatic opt-in.
  - We used the Probit phone panel to collect 67 cases, calling respondents up to four times with a total of 208 contacts.
  - We used Random Digit Dialing to collect 29 cases, calling respondents up to two times with a total of 968 contacts.
  - Online invitations were sent to 2,167 (from all three panels), response rate was 24%.



# Methodology

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- After testing the draft survey with a very small sample of members of the General Public we made several adjustments to ensure the interviewer-led phone sample could understand and effectively respond to the survey.
  - The question wording did not substantively change from the online mode to the telephone mode.
  - We cut a ranking question of potential CRD Arts Service priorities from the phone survey, because phone respondents found it too complicated to respond to. We retained it on the online portion of the survey.
- The survey was in field from October 1 to October 11, 2016.



# Sampling Plan

- The CRD consists of 13 municipalities and 3 electoral areas with great variance in population size.
- Sampling Plan focussed on achieving participation from all parts of the CRD.
- No subgroup analysis will be undertaken by location as most sample sizes will be too small to be statistically significant.
- In order to obtain sufficient sample for the question about whether their municipality contributes financially to CRD Arts Service, we planned to over-sample in Group 2.

The following is the population by level of contribution to the CRD Arts Service:

- Group 1 (contribute 100% to the CRD Arts Service)
- Group 2 (voluntary contribution)
- Group 3 (non-contributing municipalities).

	Population 2011 Census	Target Survey Sample
Group 1	233,375	~450
Group 2	18,105	~50
Group 3	103,225	~100



# Sampling Plan - By Municipality

Municipality 2011 Census	Arts Service participation	2011 population	% of total	Target sample size	% of total sample by Group	% of population by GROUP
Esquimalt	Group 1	16,210	4.6%	<b>30</b>	6.7%	6.9%
Oak Bay	Group 1	18,015	5.1%	<b>35</b>	7.8%	7.7%
Saanich	Group 1	109,755	30.9%	<b>205</b>	45.6%	47.0%
Victoria	Group 1	80,015	22.6%	<b>160</b>	35.6%	34.3%
View Royal	Group 1	9,380	2.6%	<b>20</b>	4.4%	4.0%
Sidney	Group 2	11,180	3.2%	<b>25</b>	50.0%	61.8%
Highlands	Group 2	2,120	0.6%	<b>10</b>	20.0%	11.7%
Metchosin	Group 2	4,805	1.4%	<b>15</b>	30.0%	26.5%
Central Saanich	No	15,940	4.5%	<b>15</b>	15%	15.4%
North Saanich	No	11,090	3.1%	<b>11</b>	11%	10.7%
Colwood	No	16,090	4.5%	<b>15</b>	15%	15.6%
Langford	No	29,225	8.2%	<b>26</b>	26%	28.3%
Sooke	No	11,435	3.2%	<b>11</b>	11%	11.1%
Juan de Fuca E.A.	No	4,345	1.2%	<b>7</b>	7%	4.2%
Gulf Islands E.A. (Southern Gulf Islands and Salt Spring)	No	15,100	4.3%	<b>15</b>	15%	14.6%

Note: these targets should be considered as ranges, rather than 11 think of it as 5 to 15.



# Actual sample size by municipality

Municipality	Arts Service participation	Target sample size	ACTUAL Achieved	Group total	Margin of Error (MoE)	Total sample and MoE
Esquimalt	Group 1	30	36	432	+/- 4.7%	615  +/- 4.0%
Oak Bay	Group 1	35	44			
Saanich	Group 1	205	161			
Victoria	Group 1	160	174			
View Royal	Group 1	20	17			
Sidney	Group 2	25	27	44	+/- 14.8%	
Highlands	Group 2	10	4			
Metchosin	Group 2	15	13			
Central Saanich	No	15	27	130	+/- 8.6%	
North Saanich	No	11	13			
Colwood	No	15	15			
Langford	No	26	37			
Sooke	No	11	11			
Juan de Fuca E.A.	No	7	4			
Salt Spring Island E.A.	No	10	14			
Southern Gulf Islands E.A.	No	5	9			



# Data Analysis

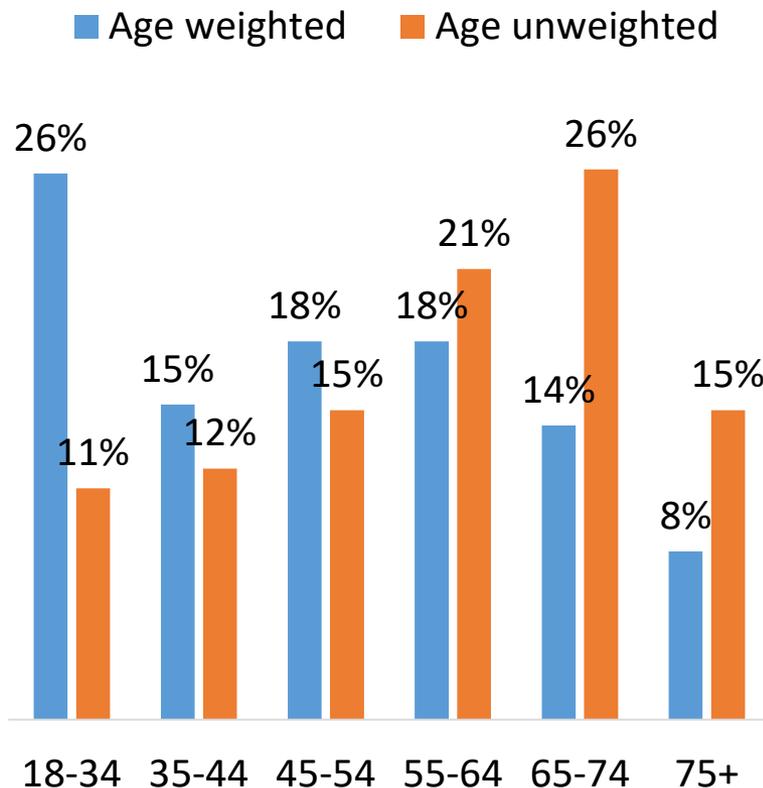
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- We achieved a representative sample of the population in the CRD, within a margin of error of +/-3.95% for the total sample obtained.
- In the detailed tables (supplied in a separate file), we show the following subgroups:
  - Level of municipal contribution to the CRD Arts Service
  - Volunteering in the arts
  - Age
  - Gender
  - Volunteering inside or outside their municipality where they reside
  - Role in the arts
- We also created a custom set of tables of residents of the City of Victoria (174 respondents) for use by the City of Victoria in its exploration of that City's Arts and Culture Master Plan.



# Age of respondents

Age Profile of Survey Respondents (N=609)



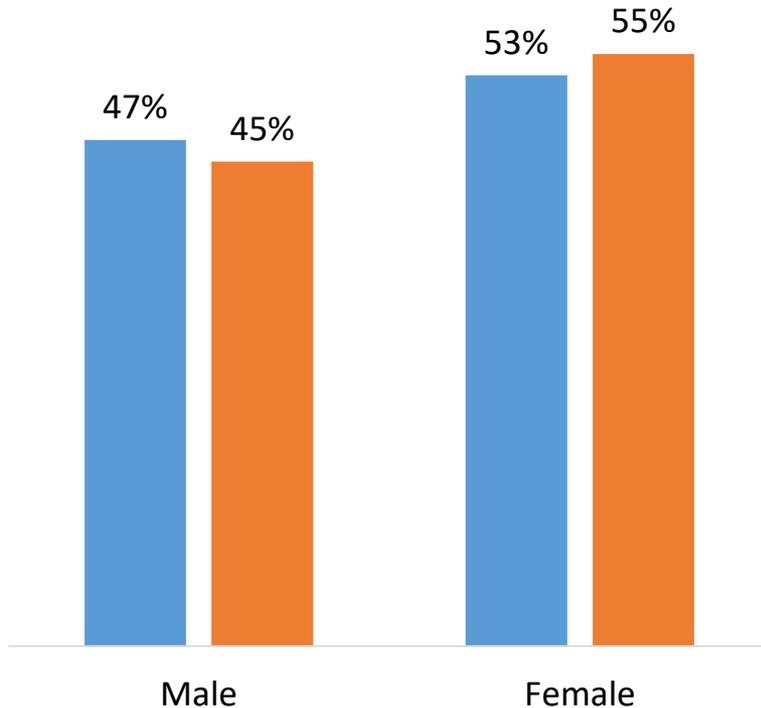
- We obtained responses from adults in every age group.
- Average ages of municipalities in the CRD vary greatly from 37.5 in Langford to 56.9 in Sidney.
- As is the case in most quantitative surveys, younger age groups are underrepresented, older ones are overrepresented.
- Weighting of the data is used to ensure that the combined results reflect the general public.



# Gender of respondents

## Gender of Survey respondents (N=609)

■ Gender weighted ■ Gender unweighted



- We achieved responses by gender that required little weighting to match the population at large.
- Finally, we also weighted the geographic data to match the actual population distribution in the CRD.



# How to Read this Report

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- This is a representative survey of the general public in the CRD.
- We show summary data in charts with key findings highlighted.
  - We provide information on “how to read the chart” on most pages.
  - The question is always at the bottom of each page. The charts show answer options.
- N is the base number of people who answered a question. All percentages are calculated based on the weighted N.
- In addition to reporting on the findings of this survey, we compare the results of this representative survey of the general public with the findings of the *Online Survey of the Arts Community*, which was a self-select survey of members of the arts community. That survey was undertaken during the summer 2016.

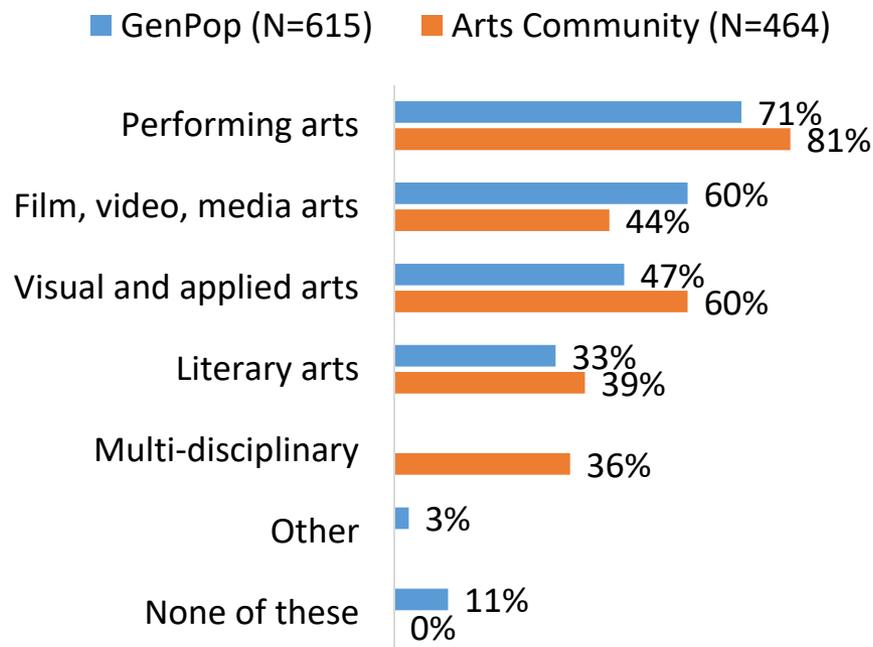


# Findings: Arts Engagement



# 9 in 10 CRD residents are interested or active in the arts in some way.

## Interest, attend and participate in arts by major category



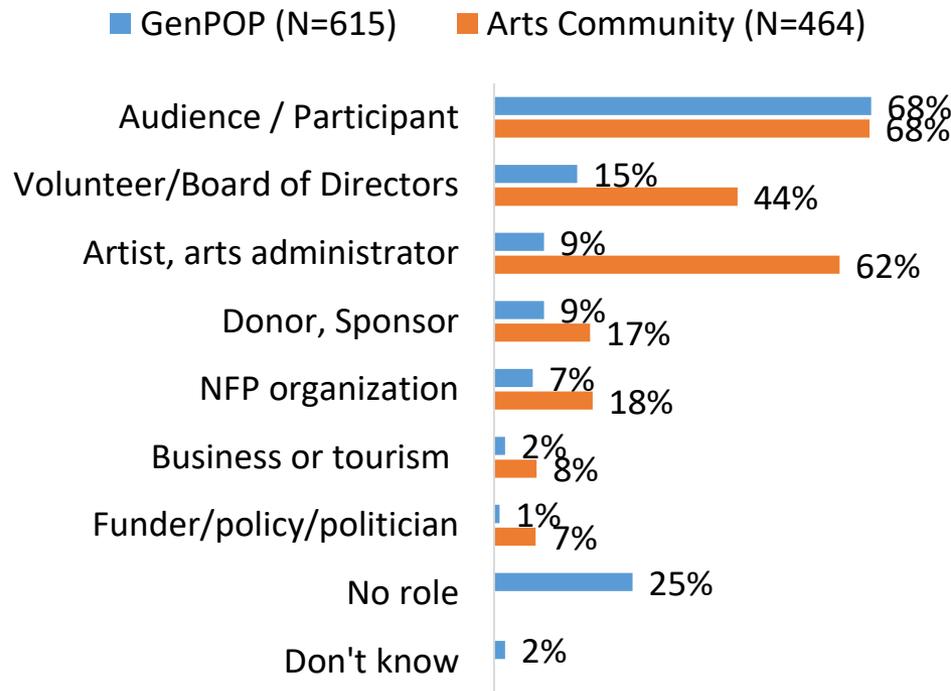
*How to read the chart: 71% of residents are active or interested in the performing arts, while 81% of respondents in the arts community reported their interest in performing arts.*

- Residents are interested in various artistic disciplines at similar rates as respondents in the survey of the arts community.
- Note: we did not include the “multi-disciplinary” option as a response for the GenPop survey as that term is difficult to understand, and instead added “other” as an option.

Q 1 What artistic disciplines, if any, do you attend or participate in, or are interested in:

# 3 in 4 residents identify some role in relation to the arts, with majority identifying as audience/participant.

## Roles in the Arts



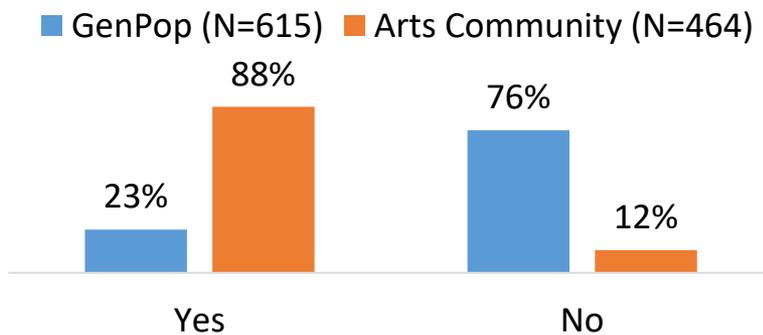
- 1 in 4 residents do not identify any current role in the arts.
  - Interest in arts is higher than current roles.
- A considerable number of residents identify as current volunteers (15%) as well as people working in the arts scene in various roles (9%).
- Residents were asked whether they work in NFP or Business that have *an interest in the arts specifically*.

How to read the chart: 68% identified as audience members in both surveys.

Q 3: What is/are your current role/roles in relation to the arts in the Capital Regional District? (Please select all that apply.)

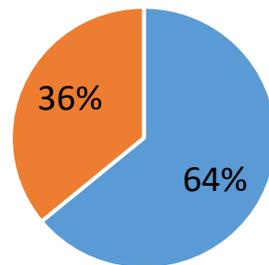
# Volunteering in the arts

## Volunteering in the Arts within past 2 years



## Volunteering (N=148)

■ Same as residence ■ Different than residence



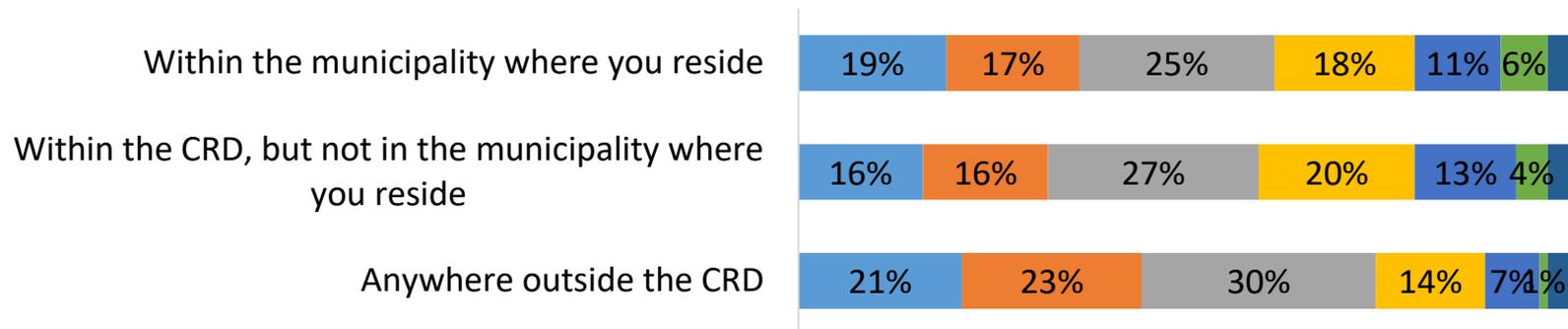
- As we expect, the rate of current volunteering in the arts is much greater among respondents to the survey of the arts community. However, a high 23% of the general public sample reported volunteering in the arts over the past 2 years as well.
- 2 in 3 of residents who volunteered did so in their own municipality while 1 in 3 went elsewhere, showing the integration of the arts scene and that there is considerable movement there is across municipal lines.

Q 3b. Do you volunteer, or have you in the past 2 years volunteered in the arts?

# Residents attend in their own and other CRD municipalities at similarly high frequencies.

## Attendance at arts events or performances (N=615)

■ Never ■ < 1x/yr ■ 1-2x/yr ■ 3-4x/yr ■ 5-11x/yr ■ 12+/yr ■ No response



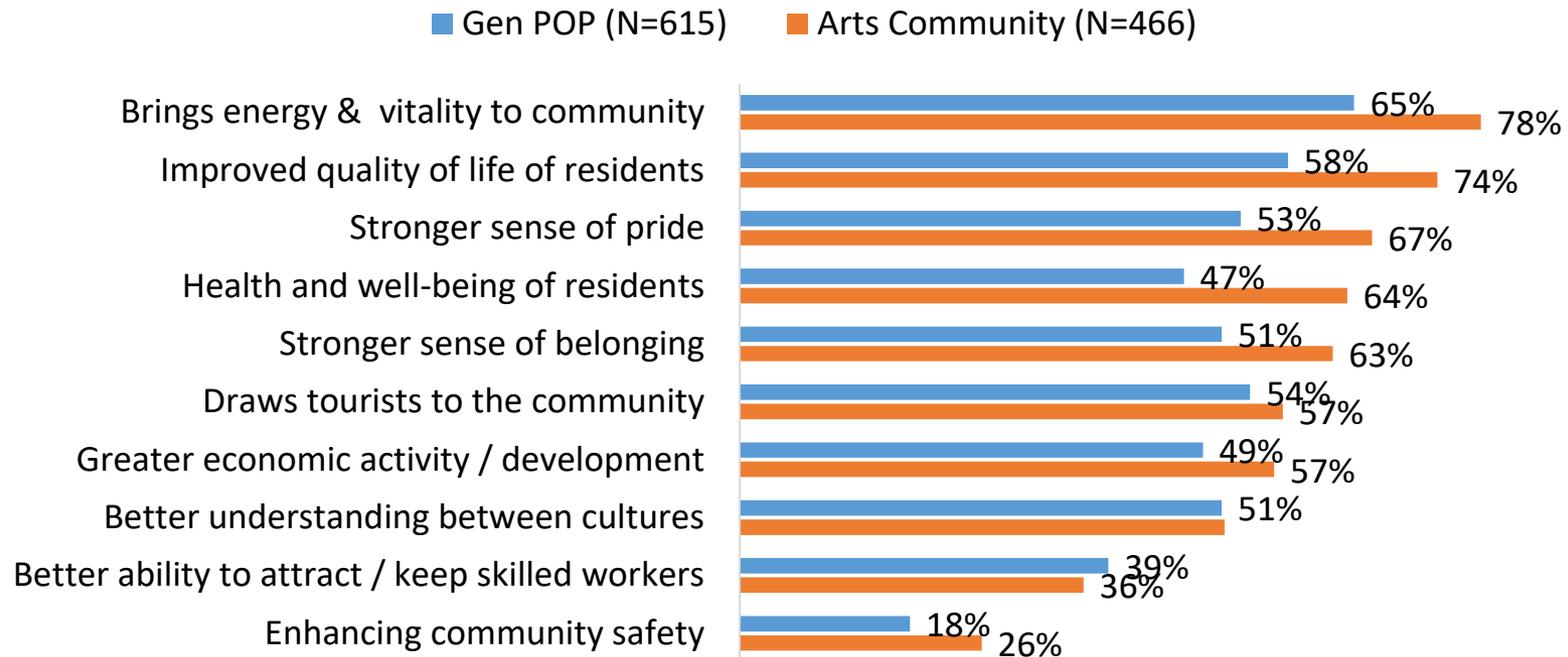
*How to read the chart: 6% of residents attended, attended 12+ arts events per year in the municipality where they reside and 4% of them attended 12+ times in another CRD municipality.*

- CRD residents are avid attendees of arts events and performances: In total, 93% reported attending an arts event at least once annually somewhere within the last 2 years.
- They attend at almost the same frequency within their own municipality and in another part of the CRD, highlighting the integration of the arts across the region.
- As expected, the frequency of attending the arts is significantly lower than was reported by the respondents in the survey of the arts community where about 45% attended 5+ times/yr in the CRD, while 17% of general public does).

Q 10. Approximately how often have you attended arts events and performances within the last 24 months in each of these areas?

# Residents identify significant positive influence of the arts in the region.

## Important Positive Influence of Arts in CRD



- **While residents attribute these benefits at somewhat lower levels than those who responded to the survey of the arts community, the order of importance is essentially the same.**
  - The more engaged residents are in the arts the more strongly they identify these benefits.
  - The 1 in 4 who indicated they play no role in the arts rate importance significantly lower.

Q 4. To what degree do you believe that the arts currently have an important positive influence in the CRD in each of the following areas? 5 point scale, with top box reported of 4 (mostly) + 5 = completely)

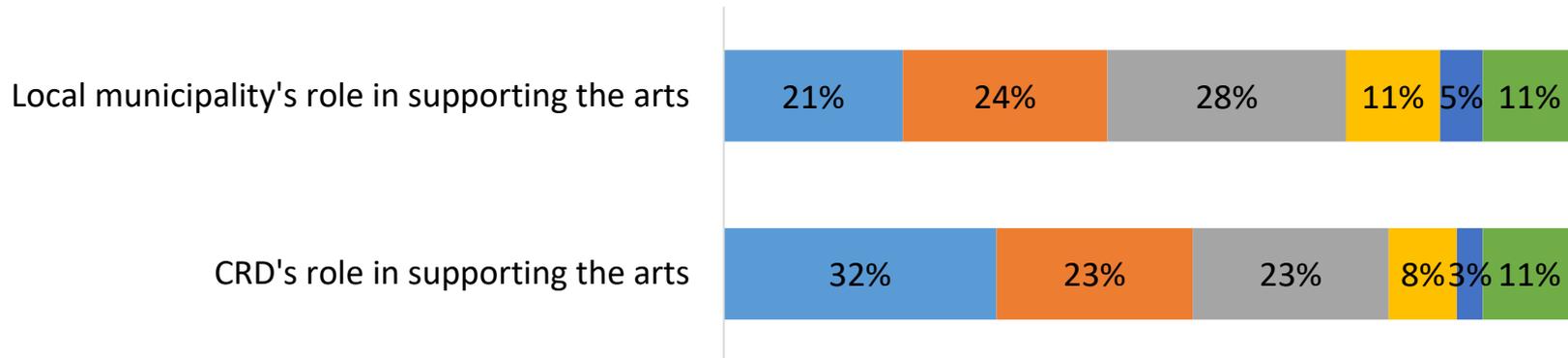
# Findings: Case for Arts Funding



# Only 16% of residents are ‘mostly or completely familiar’ with role of local municipality and 11% are familiar with CRD role in arts funding

## Familiarity with local and regional roles (N=615)

■ Not at all ■ Slightly ■ Moderately ■ Mostly ■ Completely ■ DK



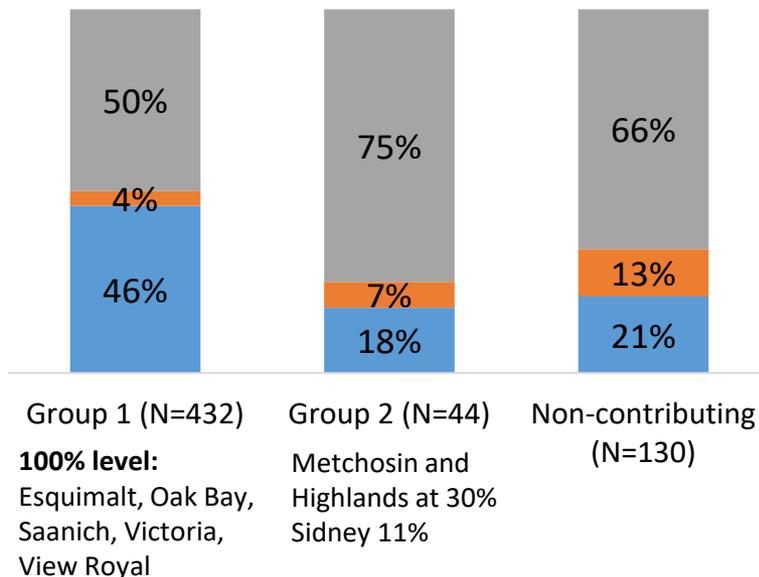
- Among residents the closer they are to the arts scene, the more familiar they say they are with these roles.
- The CRD role is less clear to residents than their local government's.
- In comparison, 1/3 of respondents to the survey of arts community reported being ‘mostly or completely familiar’ with roles CRD and municipalities play in arts funding.

Q 5. Think about how the arts are funded and supported by the CRD and each municipality. In your own estimation, how familiar are you with the roles local municipalities and the CRD play in supporting the arts?

There is mostly uncertainty about who contributes to the CRD Arts Service. Residents in contributing municipalities are more certain than those in voluntarily contributing municipalities of financial contribution. 1 in 5 in non-contributing municipalities falsely believe they do contribute.

### Does your municipality contribute to CRD Arts Service (by residence)

■ Yes ■ No ■ Don't know



*How to read the chart:*

*46% of respondents residing in a Group 1 municipality know that their municipality financially contributes to the CRD Arts Service while 50% are unsure and 4% said, incorrectly, No.*

*21% of respondents residing in non-contributing municipalities incorrectly say that their municipality does contribute.*

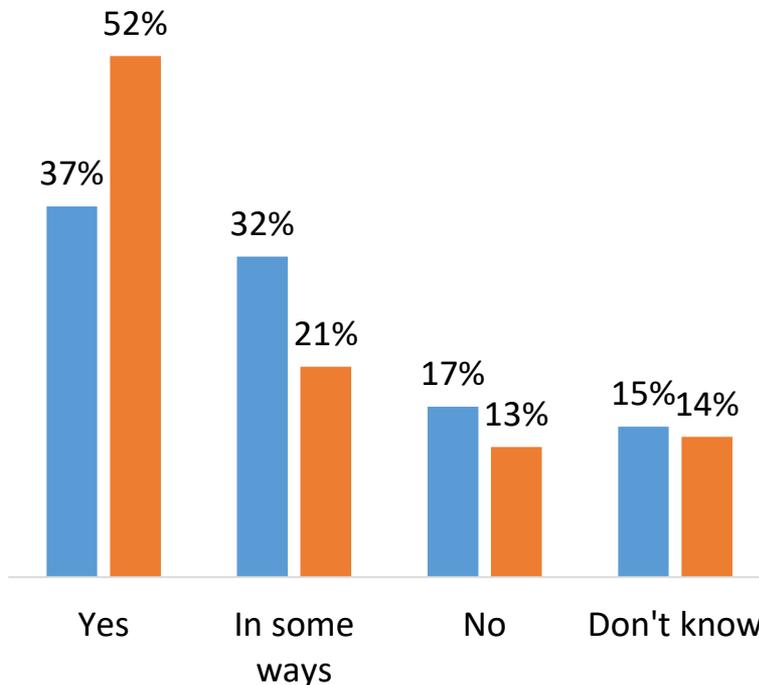
These figures are worse than the findings from the survey of the arts community, where 65% knew their municipality contributes for Group 1, and 45% of Group 2 were correct. However, 1 in 4 also falsely believed that their non-contributing municipality paid in as well.

Q 8. Off the top of your head (i.e., without looking it up), is the municipality or electoral area where you primarily reside one of the eight that contributes financially to the CRD Arts Service?

**Only 37% of residents believe there is a clear compelling case while 32% say in some ways that case has been made.**

**Clear, compelling case for Public Arts Funding**

■ Gen POP (N=615) ■ Arts Community (N=464)



- Compared to the respondents in the survey of the arts community, residents are less certain that the case has been made clearly.
- A few commenters said that the CRD or the arts should not get funded at all; while others encourage increasing funding, including in schools and to fund artists directly.

Q 7. Would you say that, in your own opinion, you believe there is currently a clear, compelling case for public arts funding at the regional level?



## Open comments range widely on the case for the arts (complete supplied in separate Excel file)

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- “A strong art community is the heartbeat of a city's soul, and should be viewed as such when regional projects and funding are being contemplated or designed.”
- “The arts are vital to community closeness and well being, as well as personal wellness and well being. They are integrally tied to mental, emotion and physical well being and health for individuals.”
- “The Arts need funding. Some can come from the private sector, but for a true cross-cultural tableau of Arts to be present, governments have to participate as well.”
- “The community value of arts needs to be accurately quantified by art form and citizen participation in each form.”
- “The CRD as usual is ineffective in taking a leadership role.. bureaucratic, just not strong in presenting a message of arts importance.”
- “There are far more important places for our tax dollars to go that promoting something that is pure pleasure and can be local community funded. CRD is top management and money pit. Stay out of the local business.”

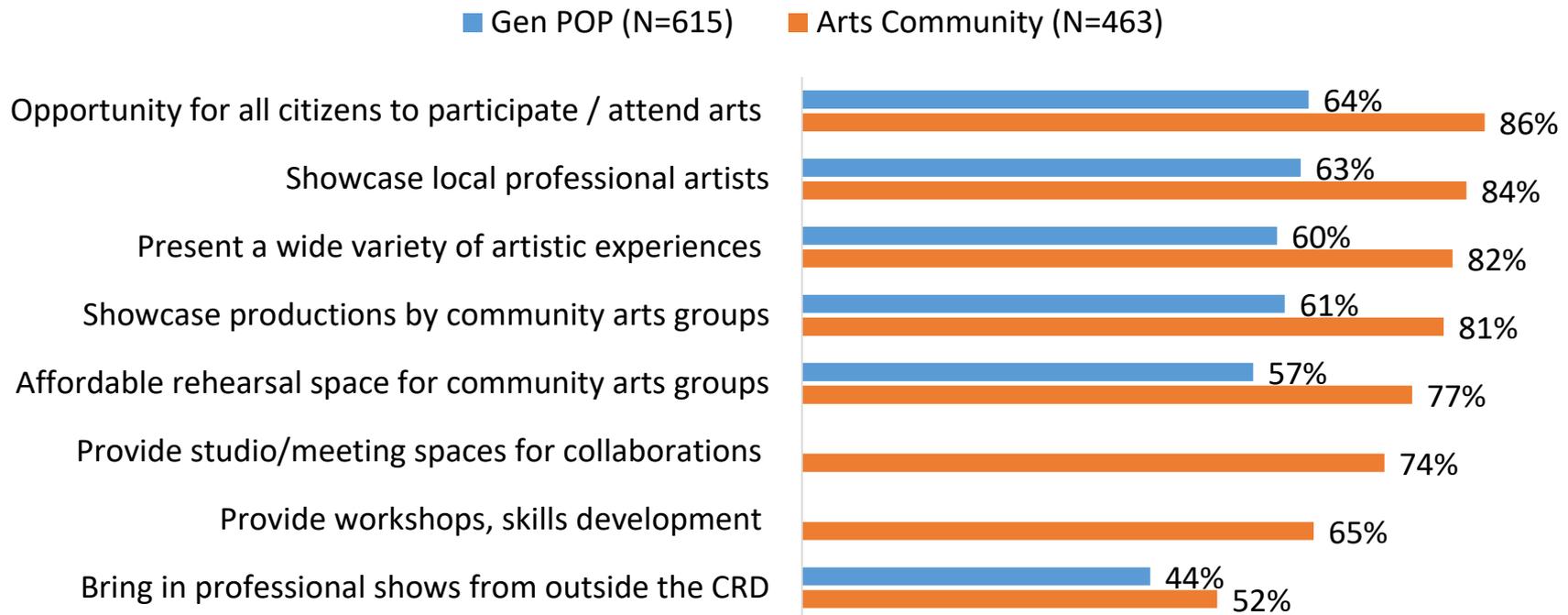


# Findings: Arts Facilities



# Public arts facilities seen as important across many dimensions by 6 in 10 residents.

## Importance of Functions of Publicly-owned Arts Facilities (N=615)



- **The enthusiasm for arts facilities’ multiple roles is strong among the public, even though it doesn’t match the strong attribution of importance by respondents to the survey of the arts community.**

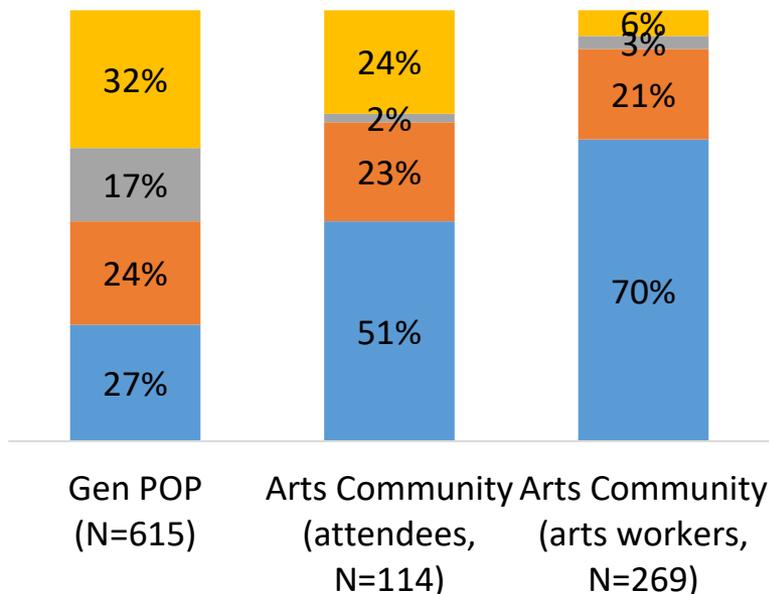
Q 9. Think about the roles or functions publicly owned arts facilities can have. In your ideal world, what is the level of importance of these potential functions a publicly owned arts facility has for you?



1 in 4 in the general public say, Yes, there are gaps in arts facilities.

### Gaps in arts facilities

■ Yes ■ In some ways ■ No ■ Don't know



- This compared to 51% among those in arts community survey that identified as attendees primarily and 70% among arts workers, who said, Yes, there are gaps.



Q 11. In your opinion, are there gaps in facilities for the arts, whether for professional productions or events, or for community-based artistic experiences?

## Residents cite a wide range of concerns about the gaps they see, for facilities and beyond.

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- “The gaps are that arts groups are not always made aware of the access to art venues. Cost is also a prohibitive for many groups looking at booking facilities to run an event.”
- “Venues for performance and low-cost rehearsal space.”
- “The Westshore doesn't appear to have as many venues as many other municipalities do.”
- “There needs to be more theaters for live music outside of downtown Victoria. I was really disappointed when Victoria won the right to the new casino it should have gone to Saanich.”
- “We would like to have more, perhaps smaller, venues for performances and arts activities...or an addition to our theatre with smaller areas within for special performers and performances.”
- “There is no affordable studio space for visual artists. Art and culture should also be accessible and available for those who are homeless and the working poor.”
- “Not enough public space for displaying visual artwork of young/up-coming artists.”
- “I have not found it easy to locate art venues or areas where artists can congregate and collaborate in my area.”
- “Cost, awareness of all of the events going on.”



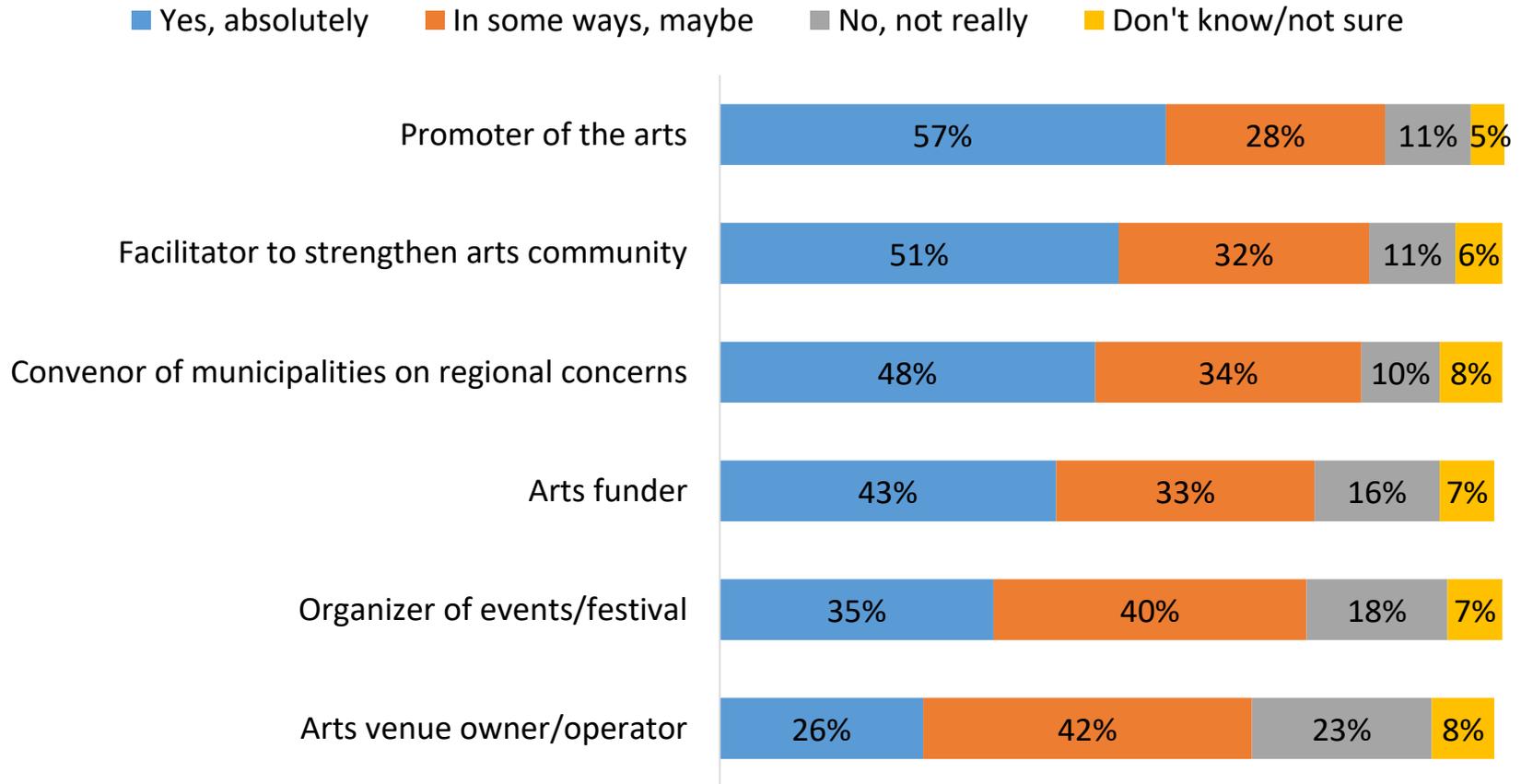
# Findings: Priorities



# Residents believe the CRD should:

1. Promote the arts
2. Facilitator/catalyst to strengthen arts community
2. Convenor of municipalities
3. Funder

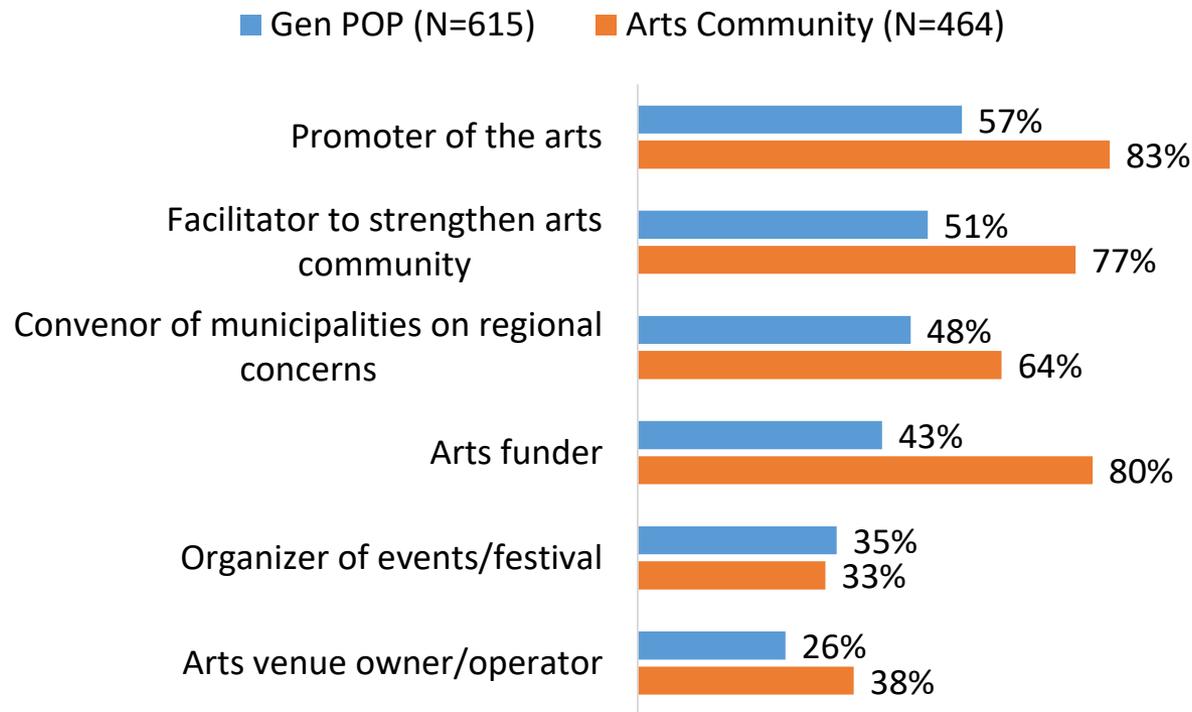
## Roles of CRD Arts Service (N=615)



Q 6. In your opinion, what should the role of the CRD Arts Development Service be in terms of its support to the community?

**Not surprising, respondents to the survey of the arts community were more enthusiastic about the potential roles of the CRD.**

### Roles of CRD Arts Service



- **The funder role is not considered as important by the public as it is by members of the arts community.**
- **This also reflects responses to how arts funding works and whether there is a clear case for it.**

Q 6. In your opinion, what should the role of the CRD Arts Development Service be in terms of its support to the community?



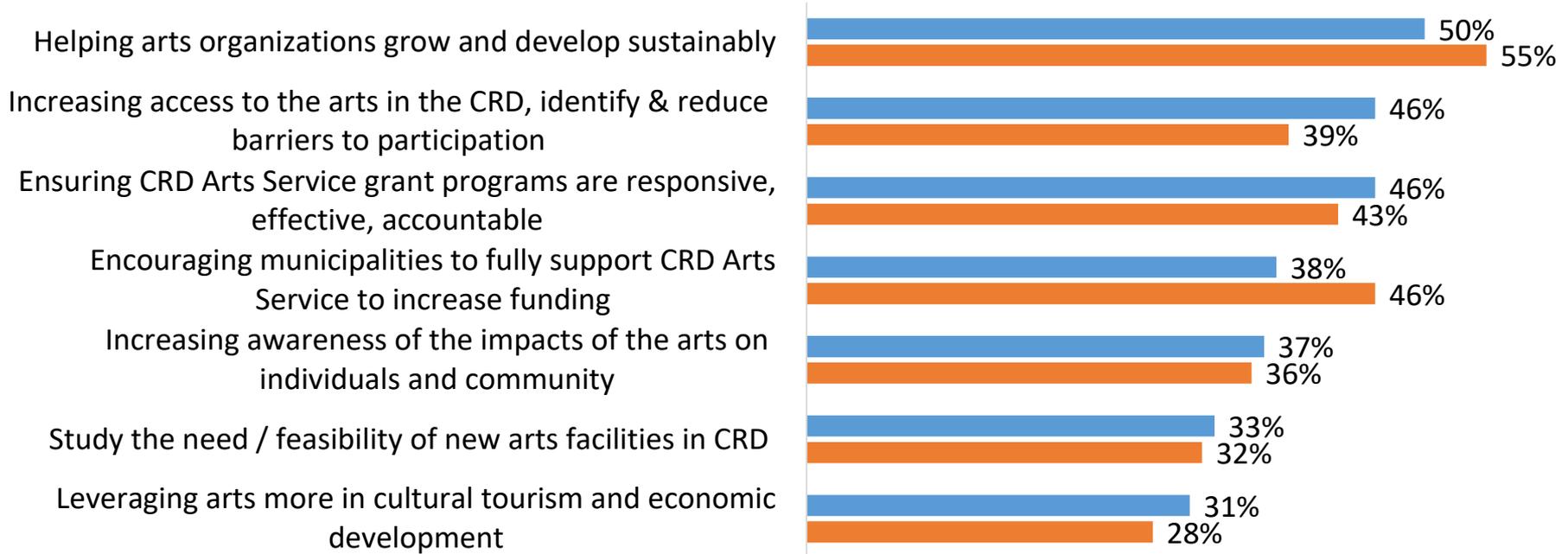
**Top 4 priorities are consistent among residents and respondents to survey of arts community.**

**Increasing access (2) and Municipal contribution (4) reverse positions for respondents to survey of the arts community.**

*How to read the chart: 50% of residents ranked helping arts organizations grow sustainably among their top 3, while 55% in the arts community survey said so. In both cases it is the number 1 priority..*

**Rank CRD Arts Plan Priorities (Top 3 ranks)**

■ GenPOP, online only (N=523)      ■ Arts Community (N=403)



Q 13. The CRD Arts Service's Strategic Arts Plan has several broad areas of focus. Please rank them in order of priority to you.(Rank from 1 to 7, where 1 means highest priority and 7 meaning lowest priority. You must assign a unique rank to each item.)

# Next Steps



# Next Steps

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- Once we complete the last in-depth interviews on October 14, 2016, we will issue a report of findings from those conversations.
- Then we will create a consolidated summary of findings from all of the public consultations undertaken.
- By the end of October we will develop a draft Implementation Framework for the CRD Arts Service that identifies key actions to take over the next period to implement its Strategic Arts Plan.
- On November 3, 2016, we will hold an Arts Champion Summit to review, assess and vet that plan.
- The final detailed plan, with approval by the CRD Arts Service, is due to be delivered by December 23, 2016 with implementation intended to begin in January 2017.
- All public consultation information is housed on [www.placespeak.com/CRDArtsFuture](http://www.placespeak.com/CRDArtsFuture)

