

**VitalSigns**<sup>®</sup>

COMMUNITY CLUSTERS



# Okanagan

**Vernon, Kelowna, Penticton and Area**

**1010 Responses**

vancouver  
foundation

**VitalSigns**<sup>®</sup> 2019



# Introduction

The nation-wide Vital Signs program is a Community of Foundations Canada initiative that seeks to improve the quality of life in Canada's communities.

In the past, the reports have provided a comprehensive look at how our communities are faring in key quality-of-life areas. The 2019 report represents Vancouver Foundation's first 'themed' report, with a focus on *Community Participation and Contribution*.

Mustel Group was commissioned by Vancouver Foundation to conduct the 2019 BC Vital Signs survey, with the Foundation coordinating and encouraging the participation of other BC community foundations in the research. The goal of this work is to delve deeper into the various ways people are contributing to their communities and explore difference between generations.

## Vital Signs survey methodology

The 2019 Vital Signs Survey was completed on-line by 7,980 BC residents. A link to the survey was distributed by BC's Community Foundations and was also sent to Mustel Group's panelists, and to one of their panel partners (Asking Canadians) panelists. Approximately 70% of interviews were collected by Mustel Group and 30% by community foundations, including Vancouver Foundation.

Respondents were provided their choice of English or Chinese to complete the survey. The final sample was weighted to match Statistics Canada census data on the basis of gender, age, and region of residence.

To enable Community Foundations to review the findings for the communities they serve, major centres where the foundations are located were listed in the survey for residents to select from. Those residing in smaller surrounding communities were asked to select the centre they live closest to.

## How to read this report

- Questions that were also asked as part of the 2016 survey are shown with data for both years
- Only responses of 30 or more have been shown. In some cases, responses for some questions were not high enough to report on
- Rounding and 'prefer not to say' responses may result in numbers not adding up to 100%
- Some responses included 'select all that apply' or 'select up to three options'
- Responses have been presented in the order of the provincial findings.

## Community activities done in the past 12 months:

	2019	2016
Visited a local library, community or recreation centre	71%	63%
Donated to a cause	71%	70%
Provided unpaid help to a non-family member	56%	52%
Volunteered time to an organization	52%	54%
Signed a petition	46%	45%
Attended an event put on by a cultural group different than yours	28%	26%
Attended a neighbourhood or community meeting	37%	29%
Attended a faith-based service/activity	23%	22%
Participated in neighbourhood or community project	20%	19%
Haven't done any in the past year	3%	6%

Q.A1. The first question is about different things people may or may not do during the year. Thinking about the last 12 months, please indicate if you have done any of the following in your community (Select all that apply).

Base: Total 2016 (n=440)

Total 2019 (n=1,010)

## Level of impact believed to have in making community a better place to live

A big impact	22%
A moderate impact	33%
A small impact	38%
No impact	7%

Q.B1. How much impact do you believe you can have making your community a better place to live?

Base: Total (n=1,010)

## Likelihood to attend a community event if you:

	Likely	Not Likely
a) Saw an ad or a social media post about it	75%	25%
b) Were invited to attend by a friend or family member	94%	6%
c) Were invited to attend by an acquaintance	76%	24%
d) Were invited to attend by someone you do not know	34%	66%

Q.B2a-d. How likely would you be to attend a community event you were interested in if you:

Base: Total (n=1,010)

## Would like to be more involved in community

Yes	41%
No, satisfied with current level of involvement	60%

Q.B3a. Would you like to be more involved in your community?

Base: Total (n=1,010)

## Barriers to getting more involved in community

Work or school obligations	57%
Time pressure/not enough time	41%
Family obligations	34%
Don't know how to get more involved	29%
Personal finances	23%
Physical health issues	16%
Feeling unwelcome/discrimination	8%
Mental health issues	7%
Inadequate transport	5%
Lack of meeting spaces or places to get together	5%
Don't have anything to offer	3%

Q.B3b. What is preventing you from getting more involved in your community? (Select up to three)

Base: Total would like to be more involved in their community (n=380)

## Main reason for not wanting to get more involved in community

Already active in community	38%
Don't have enough time	26%
Have enough friends/involved with other groups	14%

Q.B3c. What is the main reason you do not want to get more involved in your community?

Base: Total would not like to be more involved in their community (n= 630)

## Attitudes to community engagement

	Agree	Disagree
a) I feel I have a voice in what happens in my community	56%	41%
b) I am an activist (a person who behaves intentionally to bring political, community or social change)	34%	59%
c) I feel welcome in my community and feel like I belong here	84%	12%

Q.B4a-c. To what extent do you agree or disagree with the following statements?

Base: Total (n=1,010)

## Financial contributions made in the past year

Purchase of goods to support a cause (chocolates, cookies etc.)	60%
Spontaneous giving such as a donation given at retailer till	56%
Online donation	37%
Giving on the street to individuals in need	32%
Fundraised on behalf of charity or cause	30%
Donated to my church or place of worship	18%
Automatic monthly donation on credit card	14%
Mail-in donation	15%
Donated to a crowdfunding campaign	13%
Social media site donation	13%
Door to door donation	13%
Sent money to support family members in my country of origin	7%

Phone-in donation	5%
Sent money to country of origin to support a charity (no tax receipt)	4%
Other	3%
Have not made a financial donation in past year	10%

Q.C1. Thinking of financial contributions, which of the following, if any, have you done in the past year? (Select all that apply)  
 Base: Total (n=1,010)

## Main reason for making donations

Believed in giving back	46%
Connection to a cause	30%
Connection to an organization	12%
Asked by friend/family/co-worker	6%
To a receive a tax receipt	2%

Q.C4. What is your main reason for making donations?  
 Base: Total have made a donation in the past year (n= 928)

## Decision when making a financial donation:

Donate to an organization that I know and already trust	61%
Identify a cause first and then donate to an organization that supports the cause	39%

Q.C5. Thinking back to the past year when deciding where to make a financial donation, were you more likely to:  
 Base: Total have made a donation in the past year (n= 883)

## Recent elections financial donation

Yes	12%
No	88%

Q.C6a. Thinking back to the recent elections, did you make a financial donation to a political candidate, slate or party?  
 Base: Total (n=1,010)

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## Level of government for financial contribution

Municipal/local	22%
Provincial	60%
Federal	72%
First Nations	2%

Q.C6b. To what level of government did you make a financial contribution?

Base: Total made a financial donation to a political candidate, slate or party in recent elections (n=123)

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## Consideration for a gift to a charity in estate plans/will

Yes, have included in will	11%
No, but plan to include in will	13%
No, will not include in will	34%
Do not have plans to create a will	2%
Have not thought about it yet	35%

Q.C7. Have you/will you consider a gift to a charity in your will?

Base: Total (n=1,010)

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## Engaged in volunteerism

Yes	65%
No	35%

Q.C8. In the past year, have you engaged in any volunteering activities, or any activities where you are giving your time to an organization, community or cause?

Base: Total (n=1,1010)

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## Main reason for not volunteering in the past year

1. Lack of time	43%
2. Not interested in general	15%
3. Health reasons	17%
4. Can't find opportunities that interest me	8%
5. Financial reasons	7%
6. Don't know about opportunities	3%
5. Negative past experience	3%

Q.C9. What is the main reason you haven't volunteered in the past year?  
Base: Total volunteered in the past year (n=330)

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## Main reason for volunteering

1. Believe in giving back	45%
2. Connection to the cause/personally affected	18%
3. Connection to an organization	17%
4. Being with like-minded people/social connections	10%
5. Career development/networking	4%
6. Asked by friend/family/co-worker	4%
7. Skill development	2%

Q.C10. What is your main reason for volunteering?  
Base: Total volunteered in the past year (n=680)

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## Preferred way to volunteer

One time or short-term volunteering	55%
Ongoing commitments with consistent activities	45%

Q.C11. When volunteering, do you prefer:  
Base: Total volunteer (n=844)

## Forms of support believed to make the most difference regarding causes and charities

Volunteering	39%
Promoting a cause/raising awareness	24%
Lifestyle/consumer choices	16%
Donating money	12%
Political advocacy	7%
Protesting	2%

Q.C12. Which one of the following forms of support do you believe makes the most difference regarding causes and charities?  
 Base: Total (n=1,010)

## Mentorship in field or place of work

Mentor	22%
Mentored	5%
Both	11%
Neither	34%
Not applicable	28%

Q.C14. Do you mentor or are you being mentored by anyone in your field or place of work?  
 Base: Total (n=1,010)

## Participation in advocacy activities to support a cause or issue

Wore a button/ribbon/shirt etc.	38%
Boycotted a product or company	35%
Attended a meeting or open house on a community issue	35%
Attended a rally or protest	9%
Did not do any of the above	28%

Q.D1. In the past year, did you participate in any of the following activities to support a cause or issue?  
 Base: Total (n=1,010)

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## Main reason for not participating in activities to support a cause or issue

Believe in taking action in other ways	38%
Don't know of any opportunities	17%
Don't care enough about any issues	17%
Don't believe will make a difference and/or have impact	16%
Don't fully understand the issues	5%
Other	8%

Q.D2. What is the main reason you have not participated in any of these activities to support a cause or issue?

Base: Total did not participate in any activities to support a cause or issue in the past year (n=276)

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## Main reason for participating in activities to support a cause or issue

Passionate about issue	29%
Feel I can make a difference/voice will be heard	29%
Connection to the cause/personally affected	32%
Asked by friends/family/co-worker	4%
Feel social pressure to participate/expectation of workplace	4%

Q.D3. What is your main reason for participating in these activities?

Base: Total participated in any activities to support a cause or issue in the past year (n=734)

## Local government engagement activities in the past year

Completed a survey on a municipal issue	47%
Provided feedback on a community project or initiative	32%
Attended a public consultation and/or open house	27%
Spoke or attended a meeting at City Hall	14%
Other	2%
Did not do any of the above	38%

Q.D4. Thinking specifically of your local government, which, if any, of the following public participation or engagement processes did you participate in the past year?

Base: Total (n=1,010)

## Main reason for participating in local government initiatives

Believe in civic engagement	38%
Feel I can make a difference/voice will be heard	28%
Connection to the issue/personally affected	21%
Passionate about the issue	23%
Asked by friend/family/co-worker	5%
Feel social pressure to participate	1%

Q.D5. What was your main reason for participating in these local government initiatives?

Base: Total participated in local government initiatives (n=660)

## Actions taken to support reconciliation

Read, watched or listened to information to gain a better understanding of what reconciliation entails	35%
Re-examined own perceptions and attitudes and made a personal commitment to reconciliation	22%
Attended an event to learn about lives/experiences of Indigenous peoples in my community	14%
Spoken out against negative stereotypes and bias in reporting on Indigenous issues	15%
Read the Truth and Reconciliation Commission's 94 Calls to Action	8%

Given money to an organization supporting reconciliation	2%
Joined a reconciliation walk to raise awareness of reconciliation between Indigenous Peoples and Non-Indigenous Canadians	1%
Other	3%
I have not done any	52%

Q.D6. In the past year, have you taken any of the following actions to support reconciliation?

Base: Total (n=1,010)

## Frequency of using social media for personal use

Close to hourly throughout the day	9%
Several times a day	39%
About once a day	15%
Several times a week	8%
About once a week	4%
Less often	7%
Never use	17%

Q.E1. How often are you using social media for personal use?

Base: Total (n=1,010)

## Main reasons for using social media

To keep up with friends/family	77%
To keep up with news/events	51%
Escapism/distraction/entertainment	33%
To follow organizations/causes	16%
To follow other people (celebrities, influencers, people of interest)	12%
To make professional/business connections	13%
To learn about new products/shopping	8%
To promote organizations/causes	10%

Q.E3. What are the main reasons you use social media? (Select up to three)

Base: Total social media users (n= 832)

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## Social media platforms used in the past month

Facebook	90%
YouTube	65%
Instagram	51%
WhatsApp	23%
LinkedIn	26%
Twitter	23%
Pinterest	30%
Snapchat	19%
Reddit	10%

Q.E4a. Which social media platforms have you used in the past month?

Base: Total social media users (n= 832)

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## Social media platforms used most often

Facebook	63%
Instagram	12%
YouTube	10%
WhatsApp	4%
Twitter	4%
Reddit	2%
LinkedIn	2%
Snapchat	2%
Pinterest	2%

Q.E4b. And which of these social media platforms do you use most often?

Base: Total social media users (n= 832)

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## How most likely to use platform

Post your own content	17%
Share other's content	12%
Read content	72%

Q.E4c. On the platform that you use most, are you more likely to:  
Base: Total social media users (n= 832)

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## How social media is used most when posting

Posting personal news/pictures	63%
Posting your opinions on issues/making comments on posts about issues	35%
Sharing news from organizations or companies	30%
Sharing news from a media outlet	25%
Sharing other people's opinions on issues	15%
Sharing other people's personal news	10%

Q.E4d. What do you use social media for the most when posting?  
Base: Total social media users that share/post content (n= 238)

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## Frequency of sharing content on social media to raise awareness or advocate for an issue

Frequently	10%
Occasionally	35%
Seldom	36%
Never	19%

Q.E5. How often do you share or post content on social media to raise awareness or advocate for an issue you care strongly about?  
Base: Total social media users (n= 832)

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## Use of social media to organize and/or find community events and meet-ups

Yes	40%
No	60%

Q.E6. In the past year did you use social media to help organize and/or find in-person community events and meet-ups (for example: a neighbourhood Facebook page used to announce barbeques, block parties, a new parent online group used to organize playdates, etc.)?

Base: Total social media users (n= 832)

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## Belong to private online groups

Yes	59%
No	41%

Q.E7. Do you belong to any private online groups (e.g. neighbourhood, sports club, parent support group etc.)?

Base: Total social media users (n= 832)

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## Attended a cause event, rally or protest publicized on a social media

Yes	22%
No	78%

Q.E8. Have you ever attended a political or social cause event, rally or protest because you saw it publicized on a social media platform?

Base: Total social media users (n= 832)