

**VitalSigns**<sup>®</sup>

COMMUNITY CLUSTERS



# Thompson, Cariboo and Shuswap

Salmon Arm, Kamloops, Clearwater, Revelstoke and Area

378 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	73%	71%
Donated to a cause	68%	71%
Provided unpaid help to a non-family member	59%	59%
Volunteered time to an organization	50%	54%
Signed a petition	49%	56%
Attended an event put on by a cultural group different than yours	33%	34%
Attended a neighbourhood or community meeting	36%	27%
Attended a faith-based service/activity	25%	21%
Participated in neighbourhood or community project	21%	18%
Haven't done any in the past year	6%	5%

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=701)  
Total 2019 (n=378)

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

A big impact	25%
A moderate impact	35%
A small impact	34%
No impact	4%

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

Base: Total (n=7,980)

## Likelihood to attend a community event if you:

	Likely	Not Likely
a) Saw an ad or a social media post about it	80%	20%
b) Were invited to attend by a friend or family member	96%	4%
c) Were invited to attend by an acquaintance	82%	18%
d) Were invited to attend by someone you do not know	42%	58%

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

Base: Total (n=378)

## Would like to be more involved in community

Yes	41%
No, satisfied with current level of involvement	59%

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

Base: Total (n=378)

## Barriers to getting more involved in community

Work or school obligations	55%
Time pressure/not enough time	46%
Family obligations	24%
Don't know how to get more involved	27%
Personal finances	28%
Physical health issues	10%
Mental health issues	11%
Inadequate transport	9%
Feeling unwelcome/discrimination	7%
Lack of meeting spaces or places to get together	8%
Don't have anything to offer	2%

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=142)

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

Already active in community	39%
Don't have enough time	24%
Have enough friends/involved with other groups	12%

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= 236)

## Attitudes to community engagement

	Agree	Disagree
a) I feel I have a voice in what happens in my community	65%	33%
b) I am an activist (a person who behaves intentionally to bring political, community or social change)	41%	54%
c) I feel welcome in my community and feel like I belong here	88%	9%

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

Base: Total (n=378)

## Financial contributions made in the past year

Purchase of goods to support a cause (chocolates, cookies etc.)	66%
Spontaneous giving such as a donation given at retailer till	57%
Online donation	34%
Giving on the street to individuals in need	35%
Fundraised on behalf of charity or cause	29%
Donated to my church or place of worship	15%
Automatic monthly donation on credit card	16%
Mail-in donation	21%
Donated to a crowdfunding campaign	17%
Social media site donation	11%
Door to door donation	13%
Sent money to support family members in my country of origin	5%

Phone-in donation	7%
Sent money to country of origin to support a charity (no tax receipt)	3%
Other	5%
Have not made a financial donation in past year	12%

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=378)

## Main reason for making donations

Believed in giving back	54%
Connection to a cause	25%
Connection to an organization	9%
Asked by friend/family/co-worker	7%

Q.C4. What is your main reason for making donations?  
 Base: Total have made a donation in the past year (n=342)

## Decision when making a financial donation:

Donate to an organization that I know and already trust	63%
Identify a cause first and then donate to an organization that supports the cause	37%

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=325)

## Recent elections financial donation

Yes	15%
No	85%

Q.C6a. Thinking back to the recent elections, did you make a financial donation to a political candidate, slate or party?  
 Base: Total (n=378)

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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	29%
Do not have plans to create a will	2%
Have not thought about it yet	38%

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

Base: Total (n=378)

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## Engaged in volunteerism

Yes	66%
No	34%

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=378)

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## Main reason for not volunteering in the past year

1. Lack of time	41%
2. Not interested in general	13%
3. Health reasons	15%
4. Can't find opportunities that interest me	7%
5. Financial reasons	5%
6. Don't know about opportunities	12%
5. Negative past experience	%

Q.C9. What is the main reason you haven't volunteered in the past year?

Base: Total volunteered in the past year (n=122)

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## Main reason for volunteering

1. Believe in giving back	51%
2. Connection to the cause/personally affected	14%
3. Connection to an organization	15%
4. Being with like-minded people/social connections	8%
5. Career development/networking	4%
6. Asked by friend/family/co-worker	6%
7. Skill development	1%

Q.C10. What is your main reason for volunteering?

Base: Total volunteered in the past year (n=256)

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## Preferred way to volunteer

One time or short-term volunteering	56%
Ongoing commitments with consistent activities	44%

Q.C11. When volunteering, do you prefer:

Base: Total volunteer (n=318)

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

Volunteering	40%
Promoting a cause/raising awareness	26%
Lifestyle/consumer choices	16%
Donating money	12%
Political advocacy	5%
Protesting	1%

Q.C12. Which one of the following forms of support do you believe makes the most difference regarding causes and charities?

Base: Total (n=378)

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## Mentorship in field or place of work

Mentor	19%
Mentored	6%
Both	11%
Neither	37%
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=378)

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

Wore a button/ribbon/shirt etc.	37%
Boycotted a product or company	36%
Attended a meeting or open house on a community issue	36%
Attended a rally or protest	7%
Did not do any of the above	30%

Q.D1. In the past year, did you participate in any of the following activities to support a cause or issue?

Base: Total (n=378)

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

Believe in taking action in other ways	28%
Don't know of any opportunities	18%
Don't care enough about any issues	16%
Don't believe will make a difference and/or have impact	19%
Don't fully understand the issues	12%
Other	6%

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=110)

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

Passionate about issue	33%
Feel I can make a difference/voice will be heard	27%
Connection to the cause/personally affected	30%
Asked by friends/family/co-worker	6%
Feel social pressure to participate/expectation of workplace	2%

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=110)

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## Local government engagement activities in the past year

Completed a survey on a municipal issue	40%
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	13%
Other	2%
Did not do any of the above	44%

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=378)

## Main reason for participating in local government initiatives

Believe in civic engagement	33%
Feel I can make a difference/voice will be heard	34%
Connection to the issue/personally affected	22%
Passionate about the issue	27%
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=225)

## Actions taken to support reconciliation

Read, watched or listened to information to gain a better understanding of what reconciliation entails	39%
Re-examined own perceptions and attitudes and made a personal commitment to reconciliation	27%
Attended an event to learn about lives/experiences of Indigenous peoples in my community	17%
Spoken out against negative stereotypes and bias in reporting on Indigenous issues	24%
Read the Truth and Reconciliation Commission's 94 Calls to Action	9%
Given money to an organization supporting reconciliation	3%
Joined a reconciliation walk to raise awareness of reconciliation between Indigenous Peoples and Non-Indigenous Canadians	2%
Other	2%
I have not done any	48%

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

Base: Total (n=378)

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## Frequency of using social media for personal use

Close to hourly throughout the day	12%
Several times a day	44%
About once a day	15%
Several times a week	7%
About once a week	2%
Less often	7%
Never use	14%

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

Base: Total (n=378)

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## Main reasons for using social media

To keep up with friends/family	80%
To keep up with news/events	53%
Escapism/distraction/entertainment	34%
To follow organizations/causes	17%
To follow other people (celebrities, influencers, people of interest)	9%
To make professional/business connections	11%
To learn about new products/shopping	9%
To promote organizations/causes	9%

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

Base: Total social media users (n=323)

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## Social media platforms used in the past month

Facebook	91%
YouTube	65%
Instagram	51%
WhatsApp	15%
LinkedIn	18%
Twitter	27%
Pinterest	33%
Snapchat	25%
Reddit	11%

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

Base: Total social media users (n= 323)

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## Social media platforms used most often

Facebook	64%
Instagram	8%
YouTube	11%
WhatsApp	1%
Twitter	3%
Reddit	3%
LinkedIn	1%
Snapchat	6%
Pinterest	2%

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

Base: Total social media users (n= 323)

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## How most likely to use platform

Post your own content	19%
Share other's content	14%
Read content	68%

Q.E4c. On the platform that you use most, are you more likely to:  
Base: Total social media users (n= 323)

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## How social media is used most when posting

Posting personal news/pictures	60%
Posting your opinions on issues/making comments on posts about issues	40%
Sharing news from organizations or companies	34%
Sharing news from a media outlet	30%
Sharing other people's opinions on issues	30%
Sharing other people's personal news	11%

Q.E4d. What do you use social media for the most when posting?  
Base: Total social media users that share /post content (n= 98)

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

Frequently	14%
Occasionally	33%
Seldom	32%
Never	21%

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= 323)

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

Yes	49%
No	51%

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= 323)

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## Belong to private online groups

Yes	56%
No	44%

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= 323)

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

Yes	28%
No	72%

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= 323)