

## Cultural Plan Pre-Launch Survey

### Background

An on-line survey was launched May 5, 2010 in conjunction with the release of the “Creative Sector in Kelowna: an Economic Impact Assessment”. The survey was promoted at two events hosted by Cultural Services: “Art at Work: Kelowna’s Creative Economy” breakfast with business and an evening event titled “Cultural Life? In Kelowna”. The survey was also promoted through a database of arts, culture and heritage stakeholders and on the City of Kelowna Culture webpage, [kelowna.ca/culture](http://kelowna.ca/culture).

The survey closed June 30, 2010. In total, 137 people completed the survey.

The survey was aimed at creating a broad brush strokes view of culture in Kelowna, including which events residents support, where residents go for cultural events, and how City staff may be best able to support culture in Kelowna.

Due to the number of respondents, the survey results are not considered statistically significant, but the results do provide a snapshot of the local community, specifically of residents who are interested in and involved with the cultural scene.

### Demographics

In terms of demographics, there were no respondents under the age of 18, the age brackets between 19-64 were well-represented, and the 65+ age category was significantly under-represented (see figure 1).

In terms of geographic representation, the majority of respondents were from the Downtown (22%), the Lower Mission/South Pandosy (21%), and Glenmore/ Clifton/ Dilworth (19%). Rutland was under-represented in the survey: only 5.6% of respondents were from Rutland as compared to Rutland representing 26% of Kelowna’s population.

Survey demographics vs. Kelowna demographics

Age	Survey Respondents	Pop’n Distribution 2006 Census
0-18	0%	(approx.) 20%
19-24	14%	(approx. ) 9%
25-34	18%	11%
35-44	16%	14%
45-54	23%	15%
55-64	16%	12%
65+	9%	19%
n/a	4%	0%

FIGURE 1

Approximately 69% of the respondents were female, and 28% male, with 3% n/a. Of the respondents, 45% indicated they were employed full-time, with 21% self-employed.

### Findings

In general, respondents were in agreement on three key issues:

1. Downtown is the best location for cultural events (92%).
2. A public market (similar to Granville Island) is the best means to improve the Cultural District (82%).
3. A performance space that seats 1500 is the cultural facility that needs to be added to the City’s infrastructure (34%). However, the need for affordable housing and/or work space was repeatedly mentioned in the ‘Other’ category, as well as the need to update the Kelowna Community Theatre, in place of creating a new facility.

A cross-tabulation of all the questions was done in relation to age, which indicated **differences in preferences based on age**. This result echoed the discussion that happened at the May 5<sup>th</sup> evening, where attendees discussed a divide in cultural appetites based on age.

In terms of interest in cultural events, the population 55+ indicated 'Theatre (plays, dramatic presentation)' as a first preference, whereas the population 34 and under indicated 'Music/bands' as a first preference. However, most of the age brackets indicated 'Outdoor festivals' as a strong second preference.<sup>1</sup>

In terms of communications strategies, the responses from the surveys indicated different preferences between the generations. Respondents 55+ indicated that 'Newspaper' was where they heard about events happening in Kelowna, 35-54 year olds indicated 'Castanet' as their source, while 18-34 year-olds relied most heavily on 'Word of Mouth'. It should be noted that 'Word of Mouth' was the second most popular source of information for the all age categories, except 18-34 year olds for whom it was the first preference.

Finally, in terms of how the City can help promote local events, respondents in the 65+ age category preferred 'Notice Boards at City-owned buildings', 45-64 year olds preferred the 'City of Kelowna Website', whereas 18-44 year olds indicated a preference for 'City of Kelowna Social Marketing', most significantly in the 18-24 year old range (84%). All age brackets, except for 65+, indicated 'Poster poles in urban centres' as their second preference for how the City can help promote local events.

## Conclusions

The number of respondents to this survey means that the results are not statistically significant, but they do provide a general picture of the cultural scene in Kelowna and what can be done to enhance the community's experience. Three general conclusions can be drawn.

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<sup>1</sup> 45-54 year old respondents indicated 'Music/bands' first (72%), 'Theatre (plays, dramatic presentations)' second (53%) and 'Outdoor festivals' third (47%). Respondents 65+ also indicated 'Outdoor festivals' as a 3<sup>rd</sup> priority (36.3%).

## *Specific vs. general*

The cross-tabulations of survey results based on age do indicate that there is a difference in preferences depending on age of the respondent. This would suggest it may be challenging for the City to support one initiative that will successfully address all residents' first priority. For instance responses from older residents indicated that 'Theatre (plays, dramatic presentation)' is a first choice for a cultural event, while younger respondents placed 'Music/bands' as the first choice.

However, there were some commonalities across age groups for priorities, including strong second preferences. These include:

- Continuing to develop cultural opportunities in the Downtown
- Creating a Granville Island-style Market in the Downtown
- Building a performance space that seats 1500
- Supporting outdoor festivals (2<sup>nd</sup> priority)
- Allowing poster poles in urban centres (2<sup>nd</sup> priority)
- Encouraging word of mouth communications (2<sup>nd</sup> priority)

As well, the City can look at communications strategies in terms of a segmented market. The responses from the surveys suggest that different communications strategies will reach residents of different ages: newspapers for residents 55+, Castanet for residents 34-55, and Social Marketing for residents 18-34.

## *Diversity of Interests and Needs*

Responses from the surveys also indicated that there is a wide-diversity of interests amongst the community. When asked "What was the most memorable cultural event you attended last year?", responses ranged from "Nothing" to a long list of events both within and outside Kelowna, including: Parks Alive!, Canada Day, Kelowna Dragon Boat Festival, Ballet Kelowna, Lake Country Art Walk, Jay-Z, the Wearable Art Gala, Rotary Arts Centre Events and Habitat. No one event stood out as a favourite, which indicates that there is no single most-popular cultural event to support.

As well as the responses indicating a diversity of interests, the responses also indicated a

diversity of areas needing improvement. Some of the areas included: better transit, more affordable housing, less restrictive by-laws, centralized marketing, accessible parking, and affordable work space for artists. A number of the areas relate to issues that the Cultural Services Branch is unable to directly impact, but that the City can improve upon by either a more concerted inter-departmental approach to culture (such as with by-laws, affordable housing), or a more collaborative approach to cultural development (such as with transit issues, local marketing initiatives).

### *Statistical Significance*

Finally, the survey responses from the pre-launch for the Cultural Plan provide an interesting snapshot of a community, but in order to be statistically significant need to have at least 400 respondents. This is important to keep in mind for the next steps of the Cultural Plan and how future surveys will be created and distributed.

As well, response from some areas of community was significantly under-representative, with Rutland as a case in point. This neighbourhood needs to be targeted for input in the upcoming rounds of the Cultural Plan outreach. As well, respondents from under-represented age categories, such as 65+, may need more direct targeting for input.

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