

MEDIA RELEASE

October 10, 2016

Golden Learns from BC Community Survey

Strong engagement from local citizen directs future initiatives

(Golden, BC) – Thanks to the support of the Vancouver Foundation, community developers in Golden have some new community survey data to examine.

Since 2011, the Golden & District Community Foundation (GDCF) has produced a community indicator report called Vital Signs every 3 years (2011 and 2014). But when it became known in June that the Vancouver Foundation was offering to share survey results with communities that had 100 or more BC Community Survey responses, the GDCF leapt into action. In just a few days, Golden had received 188 survey responses to the 2016 Vital Signs Survey, which was also completed by over 7,000 BC residents – 288 from the East Kootenay region.

“While groups in Golden & Area A are still working to improve our community’s performance on Vital Signs data published in 2014, this project provided an opportunity for local residents to update on our progress related to 13 community issue areas,” summarized Ryan Watmough, Executive Director of the GDCF. “We are so proud of the community getting the word out and completing so many surveys in such a short period. It made the folks at the Vancouver Foundation take note of the engagement from our small, rural community.”

The GDCF will now review the data and see how it compares to the Golden & Area A’s Vital Signs Report from 2014, and the citizen priorities selected. It may not surprise some residents that “Employment/Economic Environment” is the most important concern in the community (64% of BC CS respondents selected it). In fact, “Economy” and “Work” have been Golden & Area A’s top 2 Vital Signs issue areas in both 2011 & 2014, respectively. This differs from the rest of BC, which selected “Housing” as the priority.

Generally, Golden & Area A residents reported to be more engaged in their community than the average of all of the BC respondents. And local residents also reported a higher sense of safety than other respondents.

This data will help inform Golden & Area A’s Vital Signs 2017 working group on where research resources should be allocated. The new data can re-focus community organizations on the needs of local residents – refining local projects and programs.

Ultimately, this data helps local and regional funders, determine where they should put their community resources, like volunteer time, programming, facilities or grant funds for new projects. The GDCF hopes that [Community Grant Program](#) applicants use this data to design their projects. And on the personal level, this initiative will help Golden’s residents understand what challenges their neighbours may be experiencing.

The Vancouver Foundation produced the following survey report, with notes from the GDCF. The Provincial Vital Signs report includes data from Golden & Area A residents, East Kootenay residents and BC residents.

About the Golden & District Community Foundation

The Golden & District Community Foundation’s mission is to attract and effectively grow permanent funds; provide leadership and administration that helps in addressing significant community needs; and help donors fulfill their philanthropic interests.

For more information contact:

Golden & District Community Foundation

PO Box 1485

Golden, BC V0A 1H0

Phone: 1-250-344-8610

Email: admin@goldencommunityfoundation.ca

Website: www.goldencommunityfoundation.ca

Provincial Vital Signs

Community Clusters

EAST KOOTENAY

(Kimberley, Cranbrook, Invermere and Golden - 288 responses)

(Golden - 188 responses; 166 weighted responses)

Vital Signs Survey Methodology

The 2016 Vital Signs Survey was conducted on-line by over 7,000 BC residents. A link to the survey was distributed by BC's Community Foundations, including the Vancouver Foundation, 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 language to complete the survey (English, Chinese, or Punjabi). 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.

The findings are presented in total, by each community foundation region, and by a number of demographic characteristics. While still statistically valid, interpret results from base sizes of less than 100 with caution. It is recommended that bases sizes are provided when reporting results.

The survey was open from June 14th to July 5th, 2016.

How to read this data

- Information in brackets beside community data is the provincial number

- Information in brackets beside BC data is the community data
- Information in red is the Golden data. Some questions may not have had enough responses (= < 30) and data for those is not published.
- Bold and Italicized information indicated response is significantly higher or lower than provincial numbers
- Rounding and 'prefer not to say' responses may result in numbers not adding up to 100%

What do you like most about living in your community?

East Kootenay		BC	
1. <i>Natural Beauty/Scenery</i>	57% 56% (36%)	1. Natural Beauty/Scenery	36% (56%)
2. <i>Lifestyle/Recreation Opportunities</i>	47% 47% (17%)	2. Overall Quality of Life	30% (33%)
3. Overall Quality of Life	31% 33% (30%)	3. Friends and Family close by	27% (20%)
<i>Sense of Community</i>	31%		

3A. What are the three most important Issues or concerns for you in your community?

East Kootenay		BC	
1. <i>Employment/Economic Environment</i>	64% 63% (30%)	1. <i>Housing</i>	41% (19%)
2. Environment/Sustainability	26% 26% (24%)	2. <i>Safety</i>	35% (21%)
3. Health and Wellness	25% 25% (18%)	3. <i>Transportation</i>	32% (12%)
<i>Learning and Education</i>	25%		

3B. And of these, what would be the most important issue?

1. <i>Employment/Economic Environment</i>	40% 41% (13%)	1. <i>Housing</i>	19% (3%)
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3C. Which of the following do you believe is the most important priority for improving Employment/Economic Environment?

East Kootenay		BC	
1. <i>More full time employment</i>	61% 67% (53%)	1. <i>More full time employment</i>	53% (67%)
2. <i>Decrease need to travel to different region</i>	39% (25%)	2. More small business support	26% (27%)
3. More small business support	27% (26%)	3. Decrease need to travel to different region	25% (39%)

4. Thinking about the last 12 months, indicate if you have done any of the following in your community

Visited Local library or community centre	79% 81% (72%)
Donated to a cause	65% 66% (67%)
Volunteered	61% 63% (50%)
Unpaid help to non-family member	55% 56% (47%)
<i>Signed a petition</i>	60% 54% (43%)
Attended community/neighbourhood meeting	40% 39% (32%)
Attended Cultural/Ethnic event	30% 29% (31%)
Community project (clean-up/garden etc)	20% 26% (18%)
Attended faith based service/activity	16% (22%)
Haven't done any in the past year	2% (6%)

5. How would you describe your sense of belonging to local neighbourhood?

Strong	79% 79% (66%)
Weak	21% 20% (32%)

6. How would you describe your sense of belonging to groups/activities?

Strong	75% 76% (65%)
Weak	23% 23% (32%)

7. If you wanted to contribute/be more involved in community, would you know what opportunities exist?

Yes **82%** 82% (71%)

No **18%** 18% (29%)

8. If you wanted to be more involved in your community, what would you likely do?

Volunteer **72%** 74% (65%)

Join club/sports group **53%** 58% (38%)

Neighbourhood/community project **58%** 57% (53%)

Attend neighbourhood/community meeting **42%** 40% (38%)

Donate to a cause **32%** 32% (30%)

More involved in electoral process **13%** (23%)

Attend a faith-based activity **6%** (11%)

Don't want to be more involved **5%** (8%)

9. How many people do you have in your network you could confide in?

Average of **6.3** 6.7 (5.9)

10. Do you feel safe walking alone in your neighbourhood after dark?

Yes **85%** 87% (78%)

No **12%** 11% (19%)

11. If you don't feel safe, what is your main concern?

East Kootenay

1. **Wild Animals** **37%** (8%)

2. **Harassment/Verbal Assault** **21%** (11%)

BC

1. **Violent Attack** **19%** (1%)

2. **Sexual Assault** **18%** (13%)

12. If you lost a wallet with \$100, how likely do you think it would be returned, with the money, by one of your neighbours?

Likely **89%** 90% (70%)

Not Likely **11%** 10% (30%)

13. In general, to what extent do you feel content? (10 most content, 1 least content)

Average of **7.2** 7.3 out of 10 (7.1)

14. In general, how often do you feel positive? (10 most content, 1 least content)

Average of **7.3** 7.4 out of 10 (7.4)

15. In general, to what extent do you lead a purposeful and meaningful life? (10 most content, 1 least content)

Average of **7.3** 7.3 out of 10 (7.4)

16. When someone new moves onto my street, they are welcomed into the neighbourhood

Agree **50%** 54% (45%)

Neither agree or disagree **33%** 33% (34%)

Disagree **15%** 12% (20%)

D1. How many years have you lived in your current community?

Average of **16.5** 17.5 (16)

2 years or less **12%** 13% (15%)

3-5 **17%** 15% (14%)

6-10	20%	18%	(16%)
11-15	10%	8%	(13%)
16-20	13%	11%	(11%)
21-30	16%	17%	(17%)
More than 30	15%	19%	(15%)

DII. If you moved within the past 5 years, what was the reason?

East Kootenay

1. Employment Options **30%** **35%** **(19%)**

BC

1. Employment Options **19%** **(35%)**