



Steinbach Public Engagement Live Agent Telephone Survey

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PERFORMING ARTS CENTRE

- Almost 8 in 10 (78%) Steinbach residents have read, heard or seen something regarding City Council's approval of the construction of a new Performing Arts Centre (P.A.C.) in Steinbach; in particular, long-term residents and those in the older age cohort. When asked what they have heard, read or seen anything, the most-often mentioned response was *Still in the approval process/Researching/Controversy* (40%).
- The most frequently single comment regarding the P.A.C. being built was *P.A.C. is needed/I am in favour of*, which was mentioned a quarter (25%) of the time.
- Three-quarters (75%) of respondents agreed it was important to have access to a new P.A.C. in Steinbach. Nearly two-thirds (64%) of residents agreed they or their family would likely use the new P.A.C. facility, while almost 6 in 10 (58%) agreed with building the a P.A.C. downtown. Support for the P.A.C. was notably higher among younger females.
- The most-often mentioned reason for supporting the centre being built in the downtown location was *Wanting a central location/Accessible* (59% mentions), while the top reason for opposing a downtown location was *Parking Concerns* (44% of mentions).
- Respondents were read two positive statements describing possible benefits of the P.A.C. on the Steinbach community and asked whether they agreed or disagreed with them. Both statements received a strong level of agreement.
 - *The building of a Performing Arts Centre is part of a broader cultural and recreational plan that will ensure Steinbach remains an attractive place to live and raise a family.* (Total Agree – 83%)
 - *Steinbach has a vibrant, growing arts and cultural community and a new Performing Arts Centre will provide the perfect place to showcase their efforts and activities to all residents.* (Total Agree – 77%).
- Two-thirds (66%) of residents supported the funding approach put forward by the City of Steinbach regarding the Centre's construction costs (50% of total construction costs to maximum of \$7.5 million, with the rest from other levels of government and private donations from the community).
- All respondents were informed that an average homeowner in Steinbach paid about \$100 annually in taxes to support the operation of the Aquatic Centre. A plurality of residents would prefer to pay *Less than \$100 annually in additional taxes* (45%) or *About the same as for the Aquatic Centre* (39%). For those preferring to pay *Less than \$100* (n of 225), over half (57%) would prefer to pay *Significantly less* and 42% would be comfortable paying *A little less*.

- When asked if the P.A.C. should provide *Just performances* or *Performances & day-to-day programming*, over 8 in 10 (84%) agreed with the latter. However, less than half (41%) agreed that they would still support the non-performance programming if it meant additional taxes to support the operating costs. Like previous questions regarding P.A.C., support for this question was higher among younger females.
- Opinion was fairly split when asked what the next undertaking should be, as *New hockey arena* was mentioned 46% of the time and *Fieldhouse for court sports* was mentioned 39% of the time.
- Residents of Steinbach overall appeared receptive to the building of the new Performing Arts Centre and other facilities, especially among younger females and those with or in a younger family situation. Taxes and costs for the facility are residents' main concern, especially among residents aged 55 and over.

Methodology

An initial kick-off meeting was held early January with a senior NRG researcher and the Mayor's Task Force to discuss the scope of the research study and identify some of the particular areas of study. The meeting was helpful and providing some factual information regarding the P.A.C. for inclusion in the survey questions.

The survey questionnaire was developed collaboratively by NRG Research Group and the Mayor's Task Force. The final questionnaire was approved by the Task Force.

A total of 500 interviews were conducted in the City of Steinbach. Data collection was conducted via live agent telephone interviewers from NRG's call centre in Winnipeg from January 26th to February 2nd, 2016. Interviewers were thoroughly briefed prior to commencing with interviews. Calling was monitored for quality control assurances to meet industry standards. The interviews averaged 10 minutes to complete.

The sample frame for the calling was developed by NRG and consisted of a representative sampling of the City of Steinbach. To ensure as broad a representation of Steinbach residents as possible, the sample frame for this study consisted of landline phone and wireless records. All respondents to the survey were screened to ensure they resided within the city of Steinbach.

The data from this study has been weighted to ensure it accurately reflects the actual age and gender population distribution of the area included in the study. The results of this study are accurate +/- 4.3 percent, 19 times out of 20.

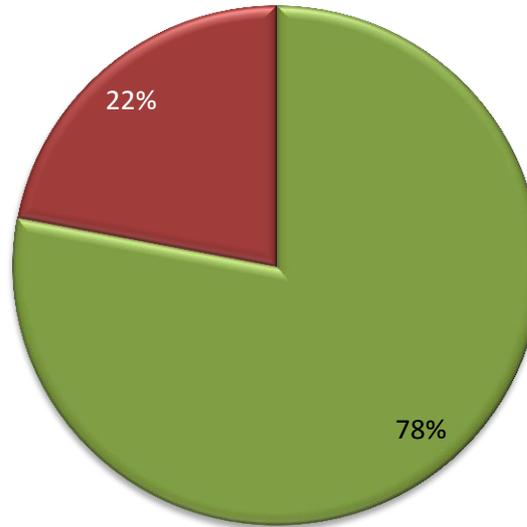
Sample Characteristics (weighted)

Variable	N=500 %	Variable	N=500 %	Variable	N=500 %
Gender		Children Under 18 in HH		Years living in Steinbach	
Male	47	Yes	42	5 years or less	17
Female	53	No	57	6 to 19 years	37
Age		Income		20 years or more	46
18-34	33	<\$60k	40	Own or rent home	
35-54	32	\$60k-<\$100k	29	Own	80
55 plus	34	\$100K+	16	Rent	20
		Refused	14		

Survey Results

Q1. Have you read, heard or seen anything regarding City Council's approval of the construction of a new Performing Arts Centre (P.A.C.) in Steinbach?

Heard, Read or Seen Anything?



N=500

■ Yes

■ No

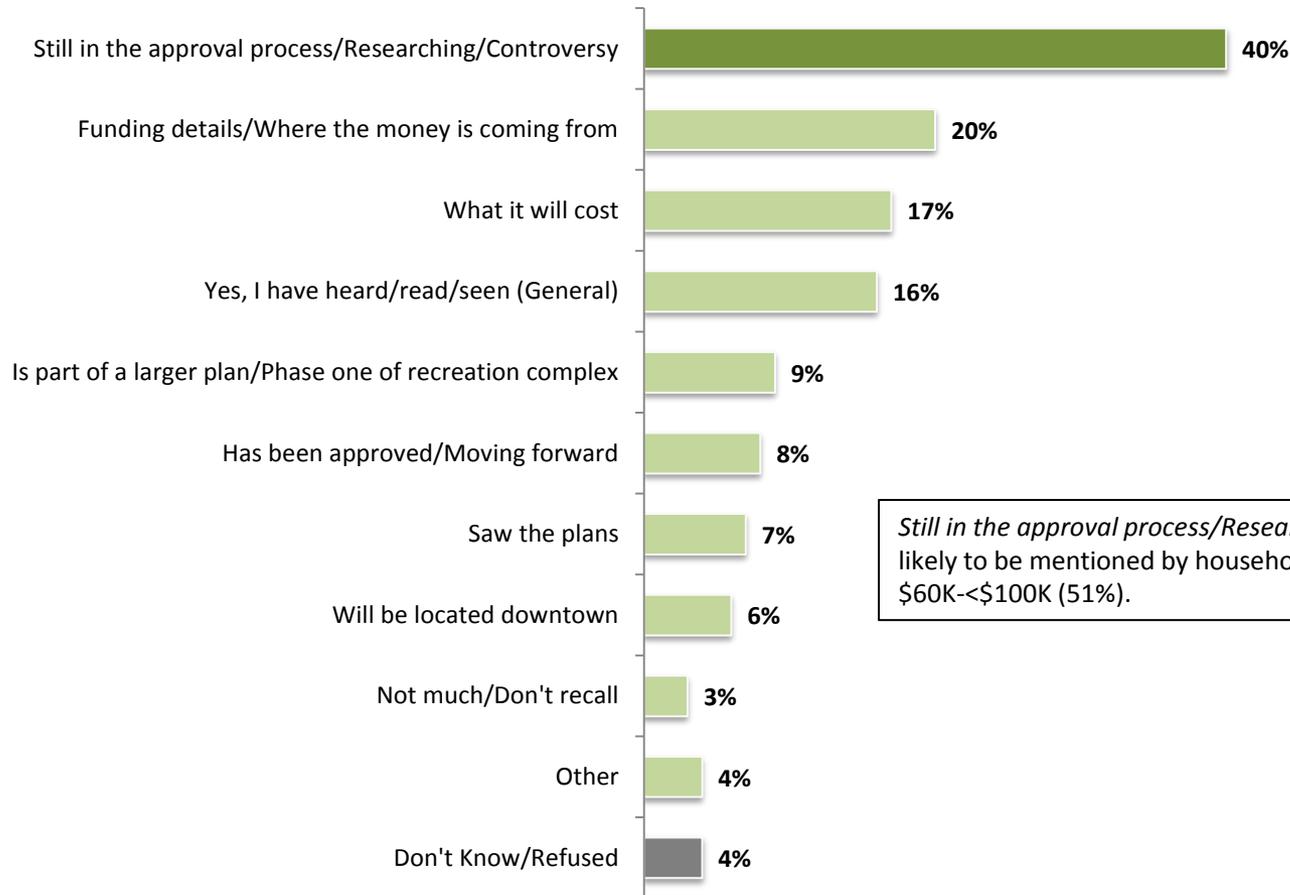
Those more likely to read, heard or see anything regarding the approval of a new PAC are:

- Residents aged 35+ (87%)
- HH with incomes \$100K+ (94%)
- Not a household with children under 18 (82%)
- Residents for more than 20 years (86%)
- Homeowners (84%)

Those who read, heard or seen of anything regarding the approval of a new Performing Arts Centre tended to be older, established Steinbach residents who no longer have children in the household. Owners were much more likely to have heard than renters (84% vs. 55%).

Q2. [IF YES TO Q1] What have you heard, read or seen? [RECORD VERBATIM]

What have you read, heard or seen? (Total Mentions)



Still in the approval process/Researching/Controversy was more likely to be mentioned by households with incomes between \$60K-<\$100K (51%).

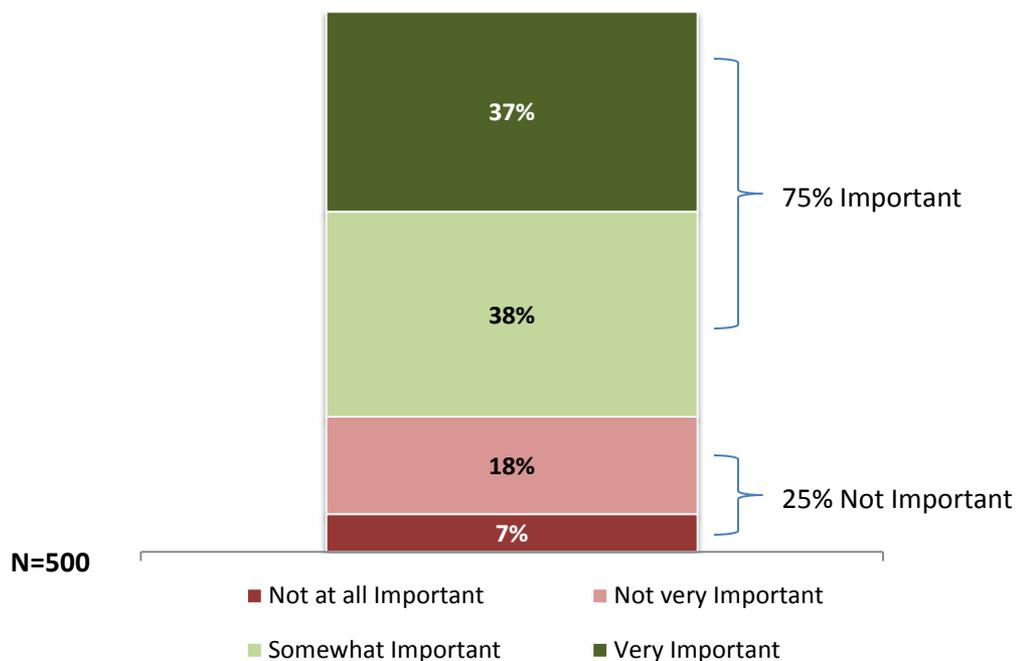
N=415

Importance of Performing Arts Centre

The City of Steinbach has passed a resolution to build a new Performing Arts Centre as the first phase in the development of recreation and cultural facilities. The Centre will be a place where concerts, plays and other cultural events can be held.

Q3. How important is it for you that community members of all ages have access to a new Performing Arts Centre in Steinbach? Would you say it is very important, somewhat important, not very important or not at all important?

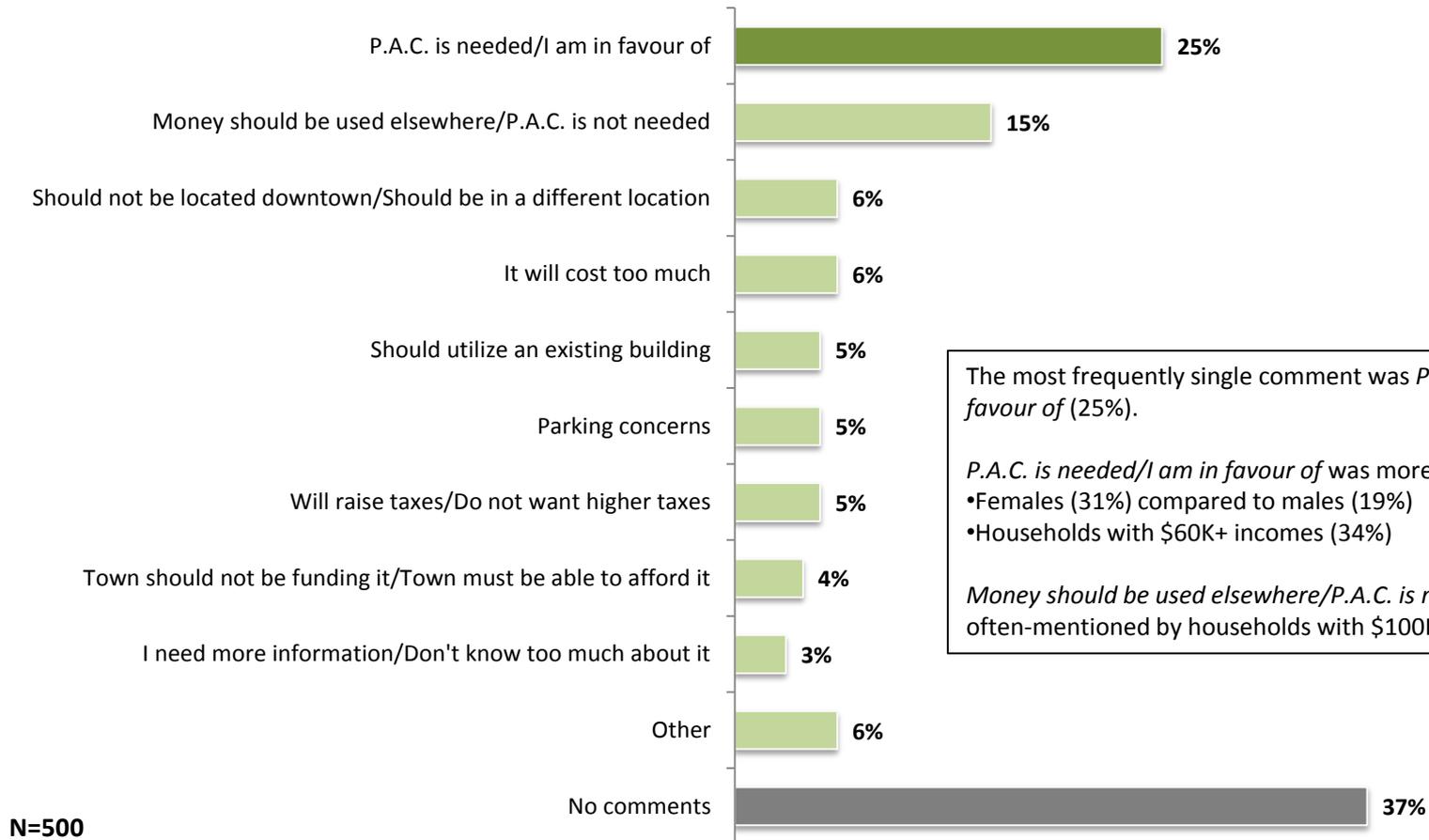
Importance of New Performing Arts Centre in Steinbach



Women under the age of 55 were more likely to say the PAC was important for Steinbach (86% important). Those that said it was unimportant tended to be residents aged 55 and older (33%).

Q4. Do you have any comments, positive or negative, you wish to share about the proposal to build a new Performing Arts Centre in Steinbach?
[RECORD OPEN END]

Comments Regarding Proposal for Performing Arts Centre (Total Mentions)



The most frequently single comment was *P.A.C. is needed/I am in favour of* (25%).

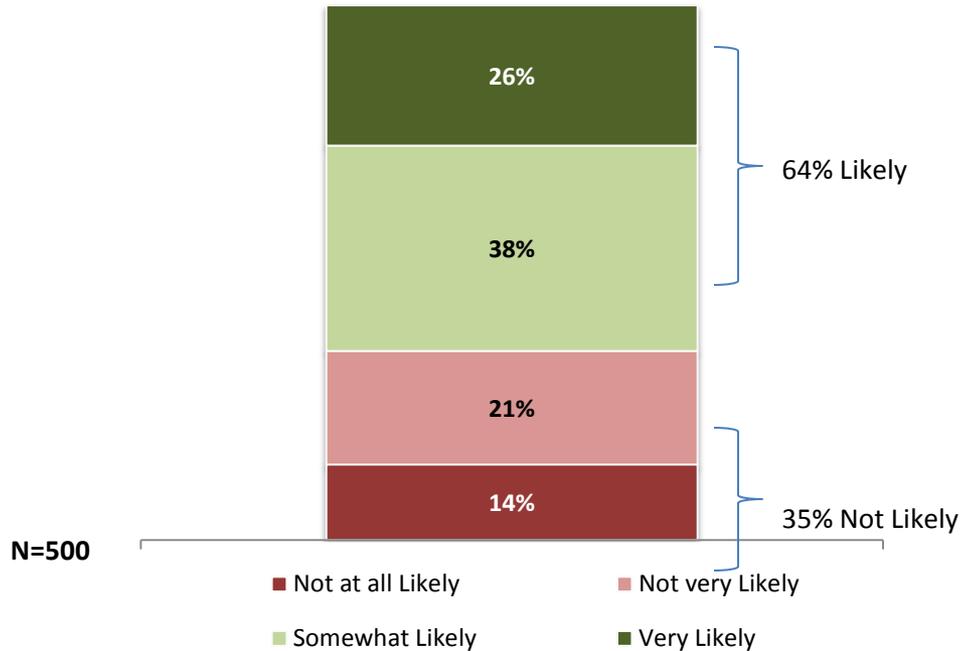
P.A.C. is needed/I am in favour of was more-often mentioned by:

- Females (31%) compared to males (19%)
- Households with \$60K+ incomes (34%)

Money should be used elsewhere/P.A.C. is not needed was more often-mentioned by households with \$100K+ income (24%).

Q5. If a new Performing Arts Centre is built in Steinbach, how likely would you or your family be to use this facility? Would you be (READ LIST)...?

Likelihood of Using Performing Arts Centre



Those who said they were likely to use the new P.A.C. had characteristics that suggest they are a part of or raising younger families. This includes females (69%), residents between the ages of 35-54 (72%), have a household income between \$60K-<\$100K (78%) and have children in the household under 18 (73%).

Those more likely not to use the new facility had characteristics that suggest they are not raising younger families, as it consists of males aged 18-34 (50%) and 55+ (43%), have a household income either under \$60K (44%) or over \$100K (37%), and not have children in the household under 18 (42%).

Statements

Q6-7. I am going to read you a few statements people have made about a new Performing Arts Centre. After each one, I would like you to tell me if you agree or disagree with the statement. [IF AGREE/DISAGREE ASK IF STRONGLY OR SOMEWHAT] [RANDOMIZE]

Statement	N=500	Strongly Agree	Somewhat Agree	TOTAL AGREE	Somewhat Disagree	Strongly Disagree	TOTAL DISAGREE	Don't Know
Q6. Steinbach has a vibrant, growing arts and cultural community and a new Performing Arts Centre will provide the perfect place to showcase their efforts and activities to all residents.		40%	37%	77%	13%	6%	19%	4%
Q7. The building of a Performing Arts Centre is part of a broader cultural and recreational plan that will ensure Steinbach remains an attractive place to live and raise a family.		44%	39%	83%	11%	5%	16%	1%

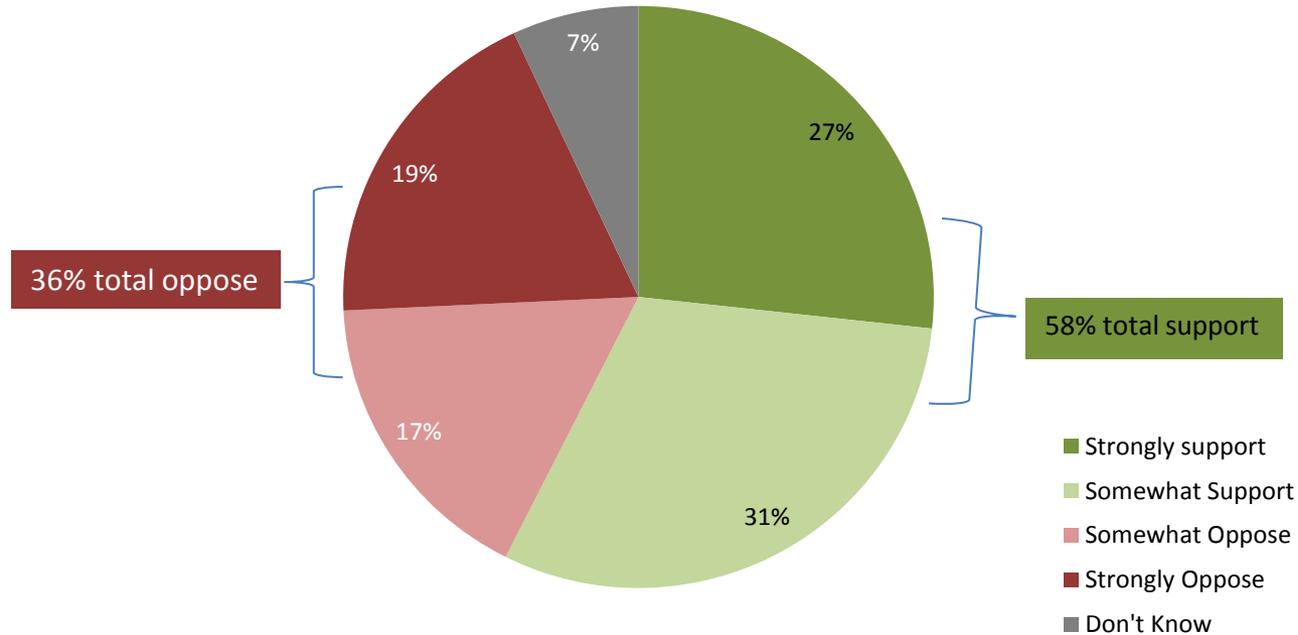
Generally, both statements resonated well with Steinbach residents.

The first statement had much higher agreement among households with less than \$100K income (79%). Agreement was also somewhat higher among females 18-34 (87%). Those that disagreed were somewhat more likely to be males aged 18-34 (33%), and those with household incomes of \$100K+ (32%).

Females 18-34 (90%) were also more likely to agree with the second statement.

Support/Oppose: Performing Arts Centre Downtown

Q8. Do you support or oppose building a Performing Arts Centre downtown? [If SUPPORT/OPPOSE] Is that strongly or somewhat?



N=500

Total Support was much higher among women under the age of 55 (80%).

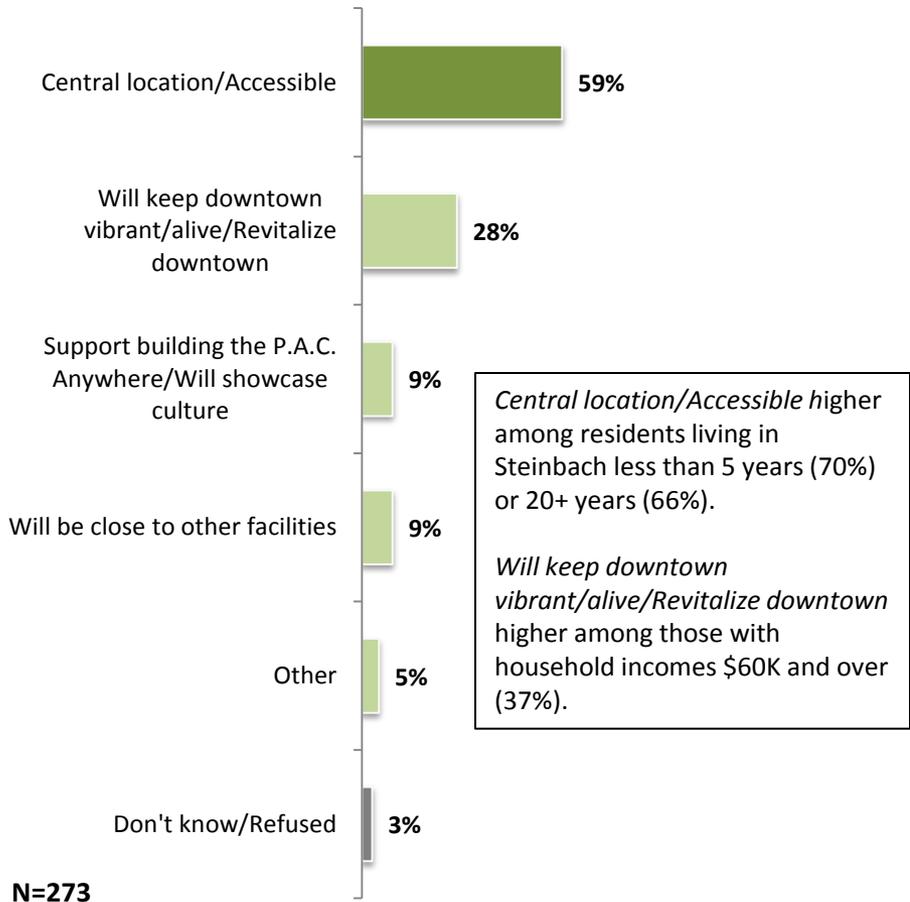
Those that oppose building downtown were more likely to be females 55+ (42%), and have a household income of \$100K+ (47%).

Why support/oppose Proposal for Performing Arts Centre

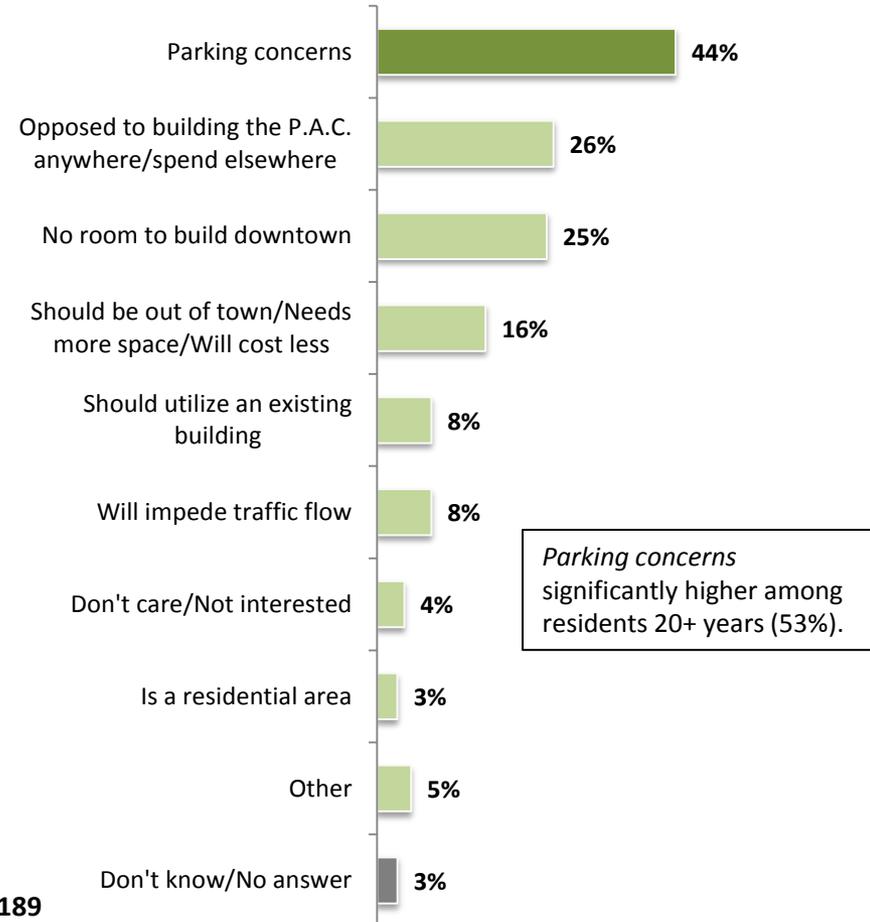
8a. [IF SUPPORTS] Why do you support building the centre in the downtown location? [RECORD OPEN END]

8b. [IF OPPOSES] Why do you oppose building the centre downtown? [RECORD OPEN END]

8a. Why do you support? (Total Mentions)

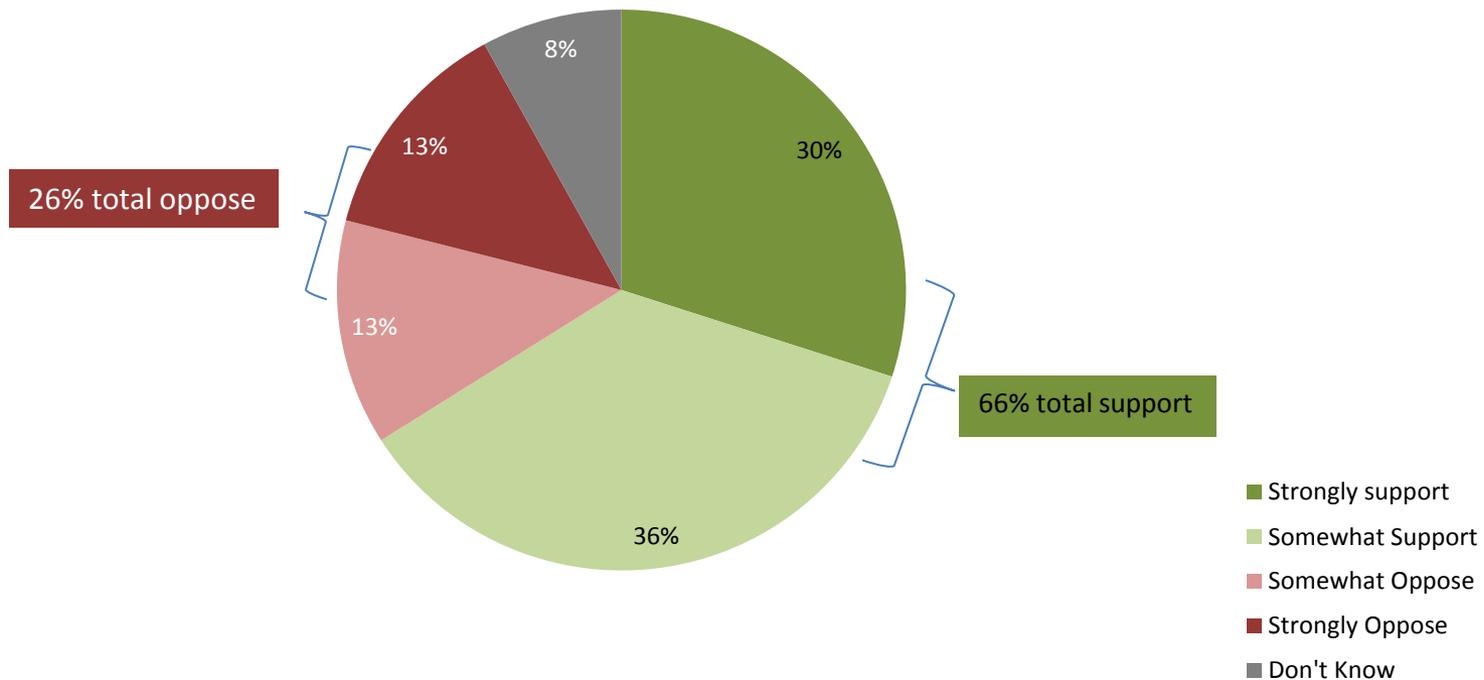


8b. Why do you oppose? (Total Mentions)



Support/Oppose: Council's Capital Commitment

Q10. The City of Steinbach has committed to pay for 50 percent of the Centre's construction costs to a maximum of \$7.5 million. The rest of the money to construct the centre is planned to come from other levels of government and private donations from the community. Do you support or oppose the funding approach put forward by the City of Steinbach?
[If SUPPORT/OPPOSE] Would that be strongly or just somewhat?



N=500

Total support for the Council's funding position was higher among households with incomes between \$60K-<\$100K (77%) and somewhat higher among residents under the age of 55 (71%).

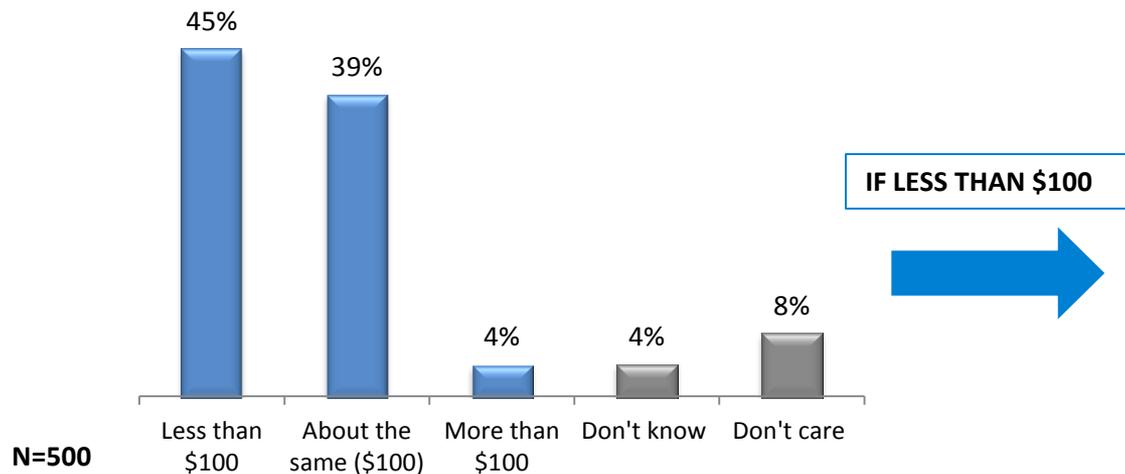
Views Regarding Operating Costs & Tax Implications

Q11. Once a Performing Arts Centre is constructed there will be ongoing operating costs to maintain. This will be very similar to the current situation with Aquatic Centre where the operating costs are borne by Steinbach municipal tax payers. Currently the average municipal taxpayer paying property tax on their residential home assessed at \$250,000 contributes about \$100 in taxes annually toward the operation of the Aquatic Centre. If a new Performing Arts Centre is built what would you be comfortable in paying in additional property taxes to support its operation? Would you be comfortable paying... [READ SELECT ONE]

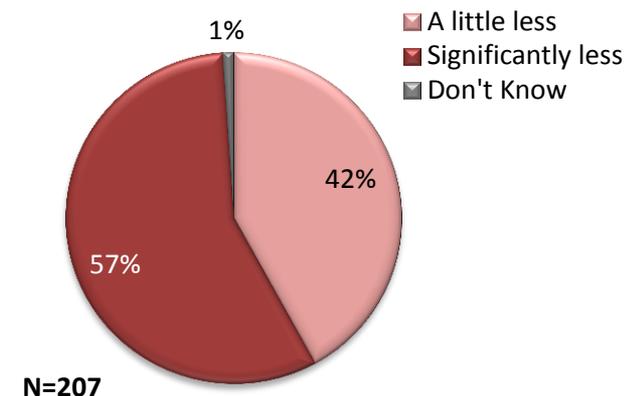
- **Less** than the \$100 on average in taxes annually that currently goes to support the Aquatic Centre
- **More** than the \$100 on average in taxes annually that currently goes to support the Aquatic Centre
- **About the same** amount on average in taxes annually that currently goes to support the Aquatic Centre
- Don't know [VOLUNTEERED]
- Does not matter to me [VOLUNTEERED]

[IF LESS THAN \$100 SELECTED] Would that be significantly less or a little less?

Extra Amount Comfortable Paying to Support Aquatic Centre



[IF Less] Significantly or a little less?



Preference for *Less than \$100* was higher among males aged 18-34 (60%) and residents of Steinbach for between 6-19 years (53%), while a preference for *About the same* was more likely among males aged 35-54 (52%).

Individuals more likely to use the P.A.C. if built were also more likely to say they would be comfortable paying *About the same amount in taxes annually that currently goes to support the Aquatic Centre* (50% same). Those not likely to use the P.A.C. were more likely to prefer paying *Less than \$100* (62% Less) and *Significantly less* (74%)

Just Performances vs. Performances & Day-to-Day Programming

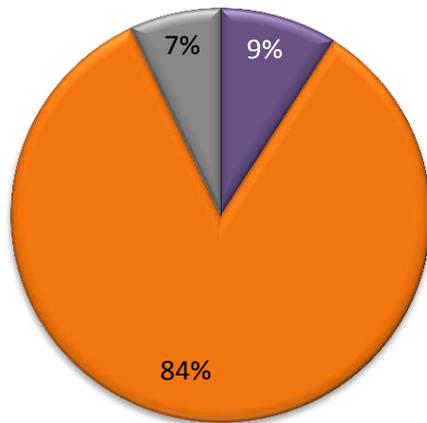
Q12. I am going to read you two points of view regarding the extent of the services which may be offered at a new Performing Arts Centre.

- Some people say a new Centre should only provide a rentable stage for arts and cultural groups to hold practices and performances.
- Other people say a new Centre should provide a rentable stage for arts and cultural groups to hold practices and performances and also provide space for non-performance related programming such as classes for cooking, pottery and painting.

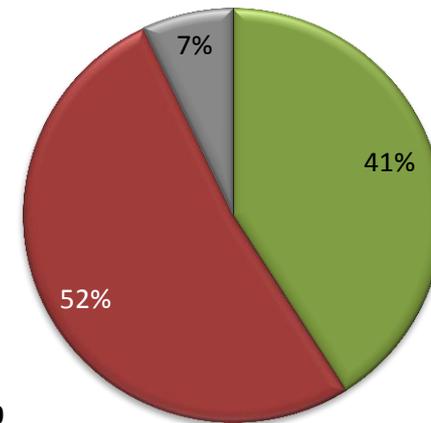
Which point of view is closest to your own—Just performances or Performances and day-to-day programming?

[IF PERFORMANCES & DAY-TO-DAY PROGRAMMING] Would you still support building additional space for non-performance programming if it meant paying more in taxes to support the operating costs?

Just performances OR Performances & day-to-day Programming?



[IF PERFORMANCES & DAY-TO-DAY PROGRAMMING] Still support if pay more in taxes?



IF PERFORMANCES & DAY-TO-DAY PROGRAMMING



- Just performances
- Performances & day-to-day programming
- Don't Know

- Yes
- No
- Don't Know

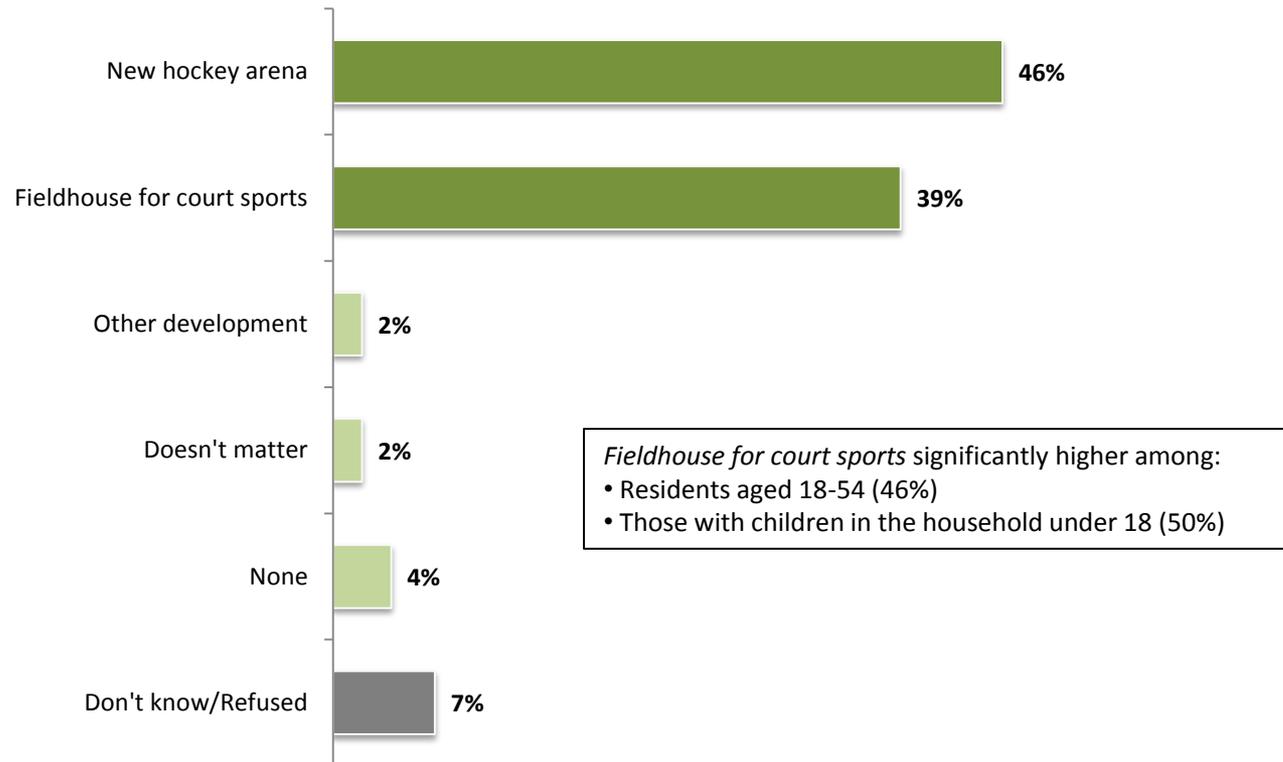
Performances & day-to-day Programming was a higher preference among females (90%), especially females aged 18-34 (100%). Females aged 18-34 were also significantly more likely to still support if they had to pay more in taxes (60%).

Next Undertaking for Steinbach

Q9. The construction of a Performing Arts Centre is the first investment in a larger recreational development plan for Steinbach. Other proposed developments include a new hockey arena and a fieldhouse for various court sports.

In your opinion which of these developments should be the next undertaking for the City of Steinbach [IF NECESSARY REPEAT 2 OPTIONS RANDOMIZE] INTERVIEWER: IF BOTH AT THE SAME TIME ANSWERED PROBE WITH... It is difficult to build both at the same time. Which one would you like to see start first?

Next Undertaking for Steinbach (Single Mention)



N=500

End