

# Provincial Capital Commission (PCC)

## June 2022 market research

### Summary

43% of residents have awareness of the Provincial Capital Commission, an increase of eight percentage points since June 2021. For those with awareness, they primarily know about the PCC's role in Wascana Centre, and the media coverage of the CNIB project, but also show increasing knowledge PCC activities. Overall, a majority of those with awareness of the PCC agree that the organization is an effective operator of Government House and Wascana Centre. The 2021-22 PCC communication and marketing strategy seems to have achieved greater awareness, especially with low-income households, those with high school diplomas or less, and those with Indigenous ancestry.

### Methodology

On June 6-10, 2022, Inshgtrix Research conducted the survey with 401 respondents in Regina, representative of gender and age of the larger population in the city. Additional socio-demographic data is tracked (income, education, Indigenous ancestry), but not in a representative manner. When material, these variables will be indicated in the results below. The survey's margin of error is +/- 1.9%, 19 times out of 20.

### Findings

43% of Regina residents are aware of the PCC, an increase of eight percentage points from a year ago (a 23% increase). We experienced an above-average increase with residents aged 35-54 (+13 percentage points), with residents with a high-school diploma or less (+15 points) and with households making less than \$30,000 annually (+13 points) or between \$90,000 and \$120,000 annually (+19 points). Once again this year, those with Indigenous ancestry were significantly less aware than others (26 points less).

For respondents aware of the PCC, the organization was seen as providing effective operation, preservation and programming at Government House (62%), the same result as in 2021. There were significant increases with men (+9 percentage points) those who earn less than \$30,000 (+17 points) and those with Indigenous ancestry (+8 points).

The PCC was seen as providing effective operation and programming at Wascana Centre (54%), consistent with 2021 results. There were increases from respondents of Indigenous ancestry (+19 percentage points) those with a high-school diploma or less (+18 points) and households making less than \$30,000 or more than \$120,000 annually (both +9 points).

Respondents were asked to briefly describe what it is they know about the organization. These are broken down into nine recurring topics. When multiple topics were mentioned, the top-of-mind response was prioritized.

## Themes

	% of comments in 2022	% of comments In 2021	Theme	Examples
1)	36%	50%	Groundkeeper and caretaker of Wascana Centre*	"They operate Wascana Centre and the Legislature"
2)	13%	24%	Little to no awareness beyond the name	"Not sure – Just heard the name in the news"
3)	12%	14.3%	CNIB project and criticism about commercial development in the Park	"Their bungling of the CNIB building in Wascana Park"
4)	9%	3.6%	Property and asset management arm of the Government of Saskatchewan	"They look after provincial properties"
5)	7%	5%	Part of provincial government and criticism of current PCC structure	"Politically charged Wascana Centre Authority"
6)	5%	2%	Tourism role and economic attraction to Regina	"Promoting tourism opportunities at the centre of Regina"
7)	8%	0%	Operator of Government House	"Government House, the Legislature and Wascana Centre"
8)	3%	0%	Removal of protest camps	"Throwing protestors out of Wascana"
9)	0%	6%	Procurement role for the Province	NA

\*Much of this recall specifically claims the PCC manages the Legislature and its grounds.

## Analysis

The top-of-mind awareness from Regina residents is a lot more diversified and detailed than a year ago. Most recall Wascana Centre, but also recall other facets of our brand and reputation.

Notably, the Regina public no longer makes a direct association of PCC as the Government of Saskatchewan's procurement arm (6% of comments in 2021). Government House was not mentioned once in 2021 and now has top-of-mind recall for 8% of respondents. Similarly, former protest camps in Wascana Centre were not top of mind for anyone in 2021, and have grown to 3%, potentially due to recent media coverage of ongoing litigation.

Although the CNIB project continues to be top of mind for respondents, the percentage has reduce slightly and whereas the actual proponent, the Canadian Institute for the Blind, was almost absent from 2021 comments, respondents in 2022 are much more not to identify it incorrectly as the "Brandt project".

The reputational facets of environmental stewardship, history, ecology, public safety, horticulture and programming around the seat of government are currently not top of mind for Regina residents. These will be messaged consistently in the coming year to diversify people's understanding of the organization. Future PCC communications should continue to directly address the awareness gap and misunderstandings about our role, operations and services to the people of Regina (and beyond).