

2023 Survey of Albertans



February 2023



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Context and objectives

Context

conducts annual surveys to understand Albertans' perceptions on various topics related to arts and culture, sport & recreation, heritage, cultural industries, and gender-based violence. The survey provides insight into emerging trends, monitors the effectiveness of programs and services, and informs decisions by enhancing the department's understanding of the needs of Albertans.

Objectives

The objectives of the 2023 survey are to provide input to the Ministry's performance measures through an understanding of Albertans' perceptions and behavior related to culture and gender-based violence, on topics such as:

Visitation, attendance, participation, and/or importance of:

- Organized sport
- Recreation
- Arts and culture events and activities
- Heritage sites
- Volunteering

Awareness and perceptions of:

- Cultural industries
- Gender-based violence supports and events

Methodology

Target respondents

Albertans, 18 years or older.

Data collection and sampling

- 1,564 random online surveys were conducted between February 16th and March 12th, 2023.
- Statistics Canada estimates were used to generate a demographically representative sample. Soft quotas for age, gender and region were used.

Weighting

Weighting factors (range of 0.57 to 1.61) were applied to the data to adjust any imbalances from soft quota targets for age, gender, and region. Results are weighted to align with Census Profile, 2021 Census of Population.

Statistical reliability

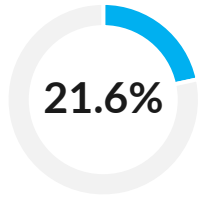
Respondents were randomly recruited using probability sampling.

The margin of error for a sample of n=1,564 is ± 2.48 percentage points, 19 times out of 20.

Trending

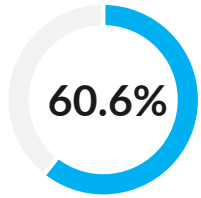
Historically, surveys have been conducted by telephone interview. Due to significant changes in the questionnaire and sampling methodology in 2023, comparisons to previous years are not included in this report.

Performance Measures



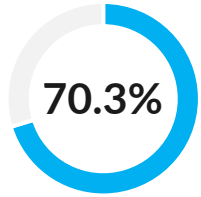
Participation in organized sport (adults)

Percentage of Albertans who participate in organized sport (adults)



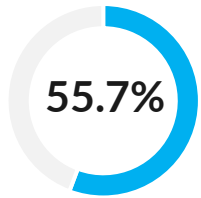
Participation in organized sport (children)

Percentage of Albertans who participate in organized sport (children)



Arts Attendance

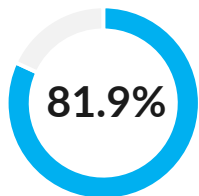
Percentage of adult Albertans who attended arts activities or events



Visitation to heritage facilities

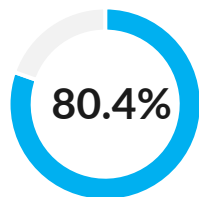
Percentage of adult Albertans who visited a heritage facility in Alberta

Key Measures



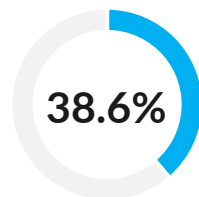
Participation in recreation activities (adults)

Percentage of Albertans who participate in recreation activities (adults)



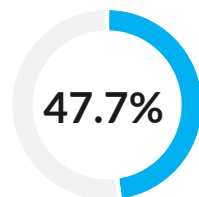
Participation in recreation activities (children under 18)

Percentage of Albertans who participate in recreation activities (children under 18)



Participation in formal volunteering

Percentage of adult Albertans who participated in formal volunteering



Participation in informal volunteering

Percentage of adult Albertans who participated in informal volunteering

Detailed Results

Organized Sport

Organized Sport: Adult Participation

22% of adult Albertans participated in at least one organized sport in the past 12 months.

- Among those who participated, hockey (20%) and soccer (15%) were the most common sports.
- Participation levels were lower among women (17%) and those with a household income less than \$80,000/year (17%).

Adults: Participated in any organized sport activities (Past 12 months)

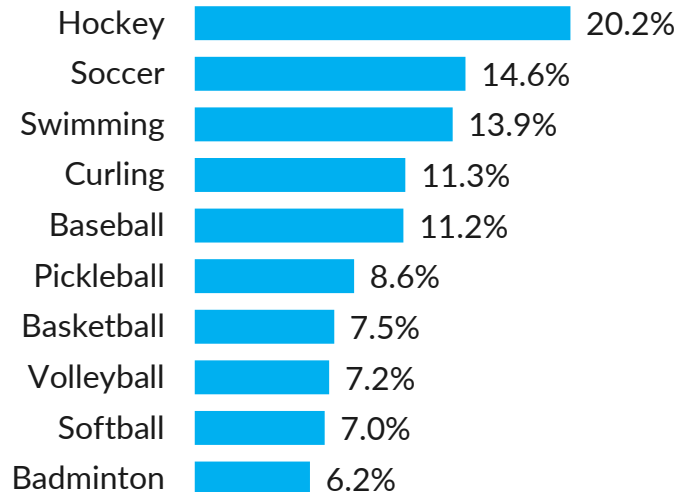
21.6%

Participation is lower among:

- ▼ Women (16.5%) n=809
- ▼ Household income less than \$80K (16.8%) n=567

Adults: Top 10 organized sport activities

Base: Participated in any activity in past 12 months



S1: In the past 12 months, have you participated in any organized sport activities? Base: Albertans aged 18+ excluding "Prefer not to answer" (n=1,561).

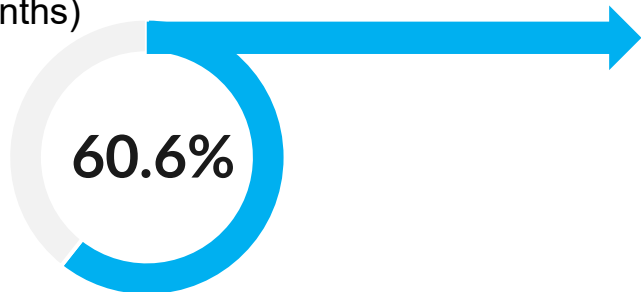
S2: Which organized sport activities have you participated in during the past 12 months? Base: Participated in any activity in past 12 months excluding "Prefer not to answer" (n=324)

Organized Sport: Child Participation

The majority of children under 18 participated in at least one organized sport in the past 12 months (61%).

- Among those who participated, swimming (33%) and soccer (28%) were the most common sports.

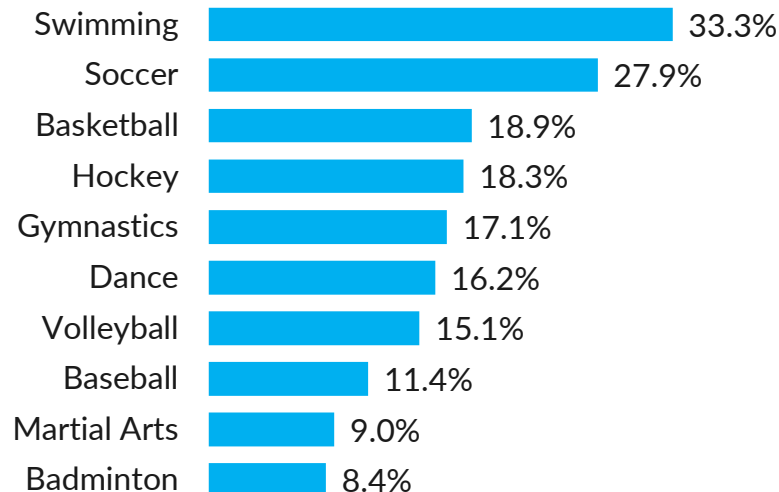
Children: Participated in any organized sport activities (Past 12 months)



Note: No significant differences by age, gender, region, income, or place of birth

Children: Top 10 organized sport activities

Base: Participated in any activity in past 12 months



S3: In the past 12 months, has your child or children participated in an organized activity? Base: Parents of children under 18 + excluding "Prefer not to answer" (n=359)

S4: Which organized sport activities has your child or children participated in during the past 12 months? Base: Participated in any activity in past 12 months + excluding "Prefer not to answer" (n=214)

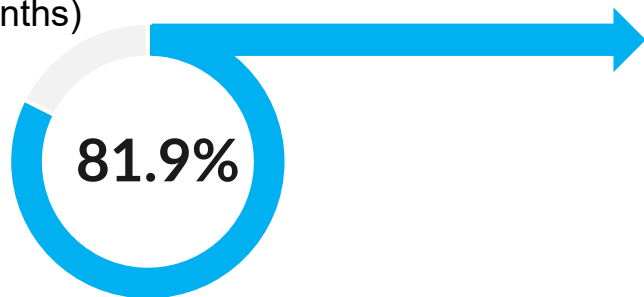
Recreation

Recreation: Adult Participation

82% of adult Albertans participated in at least one recreation activity in the past 12 months.

- Among those who participated, walking (56%), hiking (35%), and swimming (23%) were the most common activities.
- Those less likely to participate include those aged 55+ (77%) and those with a household income less than \$80K/year (78%).

Adults: Participated in any recreation activities (Past 12 months)

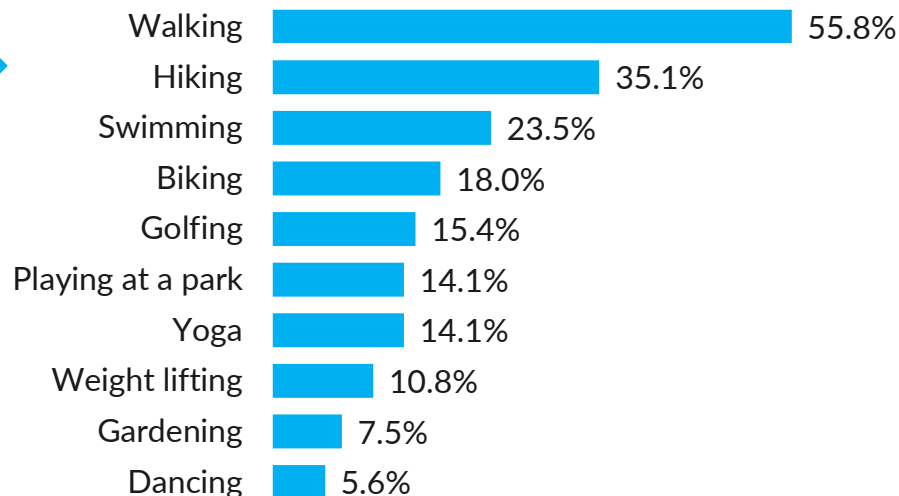


Participation is lower among:

- ▼ Age 55+ (77.2%) n=643
- ▼ Household income less than \$80K (78.0%) n=567

Adults: Top 10 recreation activities

Base: Participated in any activity in past 12 months


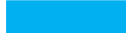











R1: In the past 12 months, have you participated in any active recreation activities? Base: Albertans aged 18+ excluding "Prefer not to answer" (n=1,560) R2: Select up to 3 active recreation activities that you participated in the past 12 months. Please select the ones you spent the most time doing. Base: Participated in recreation activities in past 12 months excluding "Prefer not to answer"(n=1,269)

Recreation: Adult Organizations / Venues

Just over two-thirds of Albertans (70%) who participated in recreation activities did so in public spaces.

- At home (48%), outdoor facilities (44%), and municipal/community facilities (34%) were also used by at least 1 in 3.
- 17% of Albertans participated in activities at recreation clubs or associations.

Adults: Recreation organizations and venues Base: Participated in any activity in past 12 months	All activities	Top 3 recreation activities		
		Walking (n=724)	Hiking (n=439)	Swimming (n=296)
Public spaces	 69.7%	76.8%	79.6%	26.4%
At home	 47.9%	32.1%	8.6%	8.1%
Outdoor facilities	 44.0%	22.7%	32.5%	14.2%
Municipal/ community recreation/ leisure facilities	 33.8%	8.8%	7.3%	63.5%
Recreation club or association	 17.2%	1.3%	1.4%	14.5%
Gym/ Fitness club	 17.1%	6.4%	0.7%	9.2%
Private studio/gym	 13.3%	2.0%	0.3%	4.0%
Work	 9.1%	11.8%	1.7%	0.4%
Events	 5.4%	4.1%	1.0%	0.4%
Education institution	 3.2%	1.4%	0.2%	1.7%
Other	 16.3%	0.5%	0.0%	1.3%

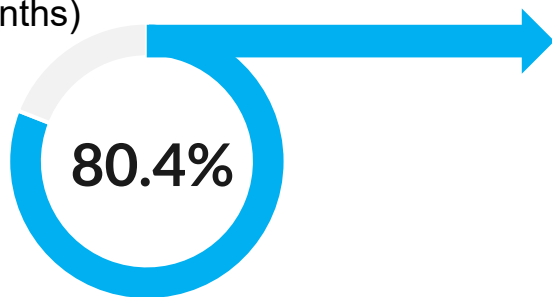
 Most common organization/venue for activity

Recreation: Child Participation

80% of children participated in at least one recreation activity in the past 12 months.

- Among those who participated, swimming (49%) and playing in the park (45%) were the most common activities.

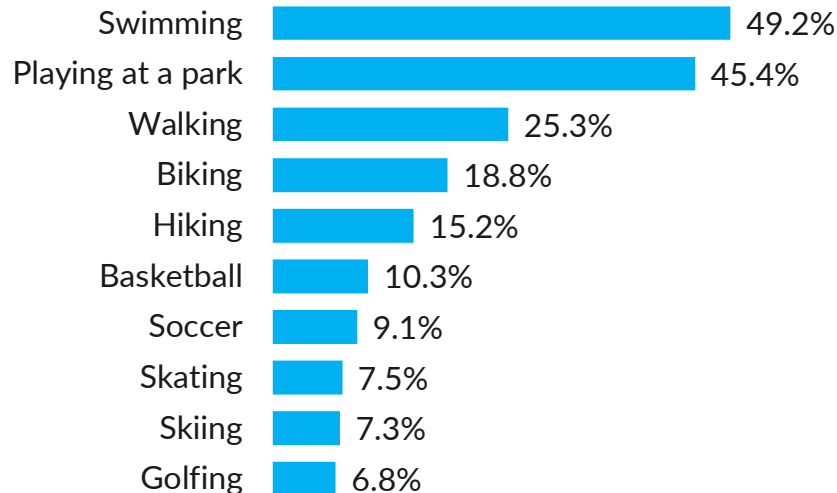
Children: Participated in any recreation activities (Past 12 months)



Note: No significant differences by age, gender, region, income, or place of birth

Children: Top 10 recreation activities

Base: Participated in any activity in past 12 months



Recreation: Child Organizations / Venues

Two-thirds of children (66%) who participated in recreation activities did so in public spaces.

- Municipal/community facilities (57%) and outdoor facilities (54%) were also used by at least half.
- 29% of children participated in activities at recreation clubs or associations.

Children: Recreation organizations and venues Base: Participated in any activity in past 12 months	All activities	Most common activities		
		Swimming (n=142)	Playing at a park (n=133)	Walking (n=74)
Public spaces	<div><div></div></div> 66.2%	22.1%	73.3%	77.6%
Municipal/ community recreation/ leisure facilities	<div><div></div></div> 56.8%	69.3%	37.0%	9.6%
Outdoor facilities	<div><div></div></div> 53.6%	16.1%	53.8%	34.3%
Recreation club or association	<div><div></div></div> 28.6%	21.8%	7.3%	2.3%
At home	<div><div></div></div> 27.9%	5.8%	10.4%	26.8%
Education institution	<div><div></div></div> 15.8%	0.6%	11.9%	3.9%
Private studio/gym	<div><div></div></div> 14.5%	6.0%	1.6%	0.9%
Gym/ Fitness club	<div><div></div></div> 11.7%	4.7%	2.2%	0.9%
Events	<div><div></div></div> 2.2%	0.6%	0.0%	4.8%
Work	<div><div></div></div> 0.6%	0.6%	0.0%	0.0%
Other	<div><div></div></div> 9.5%	0.6%	0.0%	0.0%

Where did your child(ren) do the following active recreation activity?

Most common organization/venue for activity

 Most common organization/venue for activity

R11: Where did your child(ren) do the following active recreation activity?

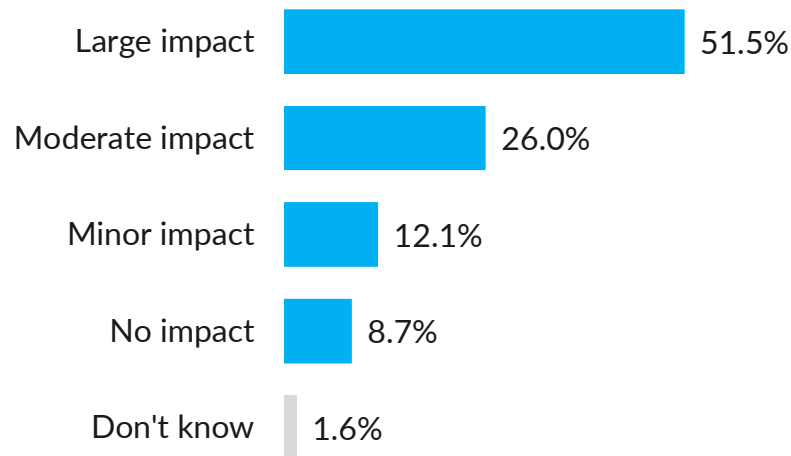
Base: Child(ren) participated in recreation activities in past 12 months excluding "Prefer not to answer" (n=290)

Sport & Recreation: Contribution to Quality of Life

Recreation Facilities: Impact on Quality of Life

74% of Albertans without children and 87% of Albertans *with* children stated that of having access to recreation facilities and services had a moderate or large impact on their overall quality of life.

Impact of having access to recreation facilities and services on overall quality of life



77.5% Large or moderate impact

More likely to say 'Large/moderate' impact:

- ▲ Have children under 18 at home (87.2%) *n*=359
- ▲ Age 18-34 (84.4%) *n*=403
- ▲ Household income \$80K+ (80.5%) *n*=775

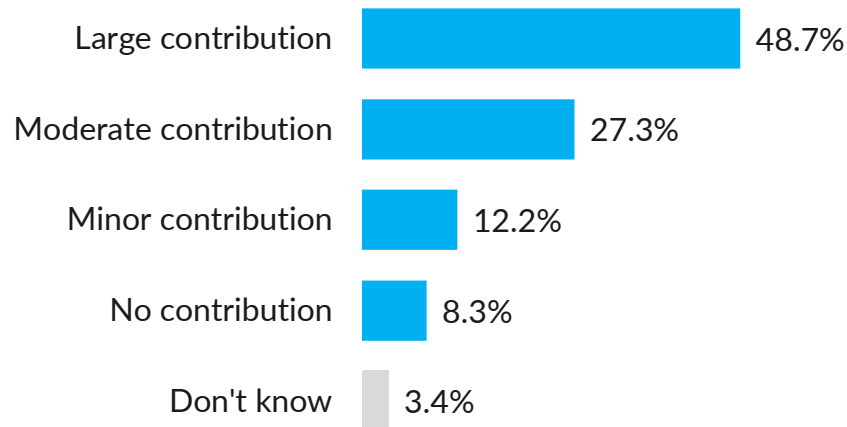
Less likely to say 'Large/moderate' impact:

- ▼ Age 55+ (69.7%) *n*=644
- ▼ Rural North (66.5%) *n*=165

Three-quarters of Albertans (76%) stated that organized sport activities/ events make a large or moderate contribution toward making their community a better place to live.

- Compared to those without children, a greater proportion of parents/guardians of children under 18 (85%) say they feel organized sport activities/events contribute to making their community a better place to live.

Extent to which organized sport activities / events contribute to making the community a better place to live



76.0% Large or moderate impact

More likely to say 'Large/moderate' impact:

▲ Have children under 18 at home (84.8%)

n=358

Less likely to say 'Large/moderate' impact:

▼ Household income less than \$80K/year (70.7%)

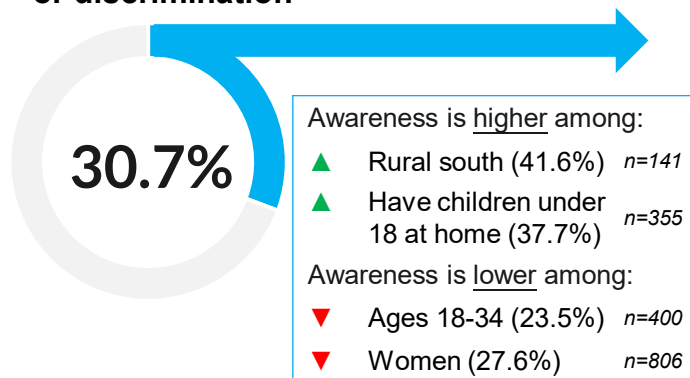
n=565

Awareness of Bullying & Harassment Resources in Sport & Recreation

Just under one-third of Albertans (31%) said they were aware of resources available for victims or witnesses of abuse, bullying, harassment, or discrimination in sport, physical activity, or recreation.

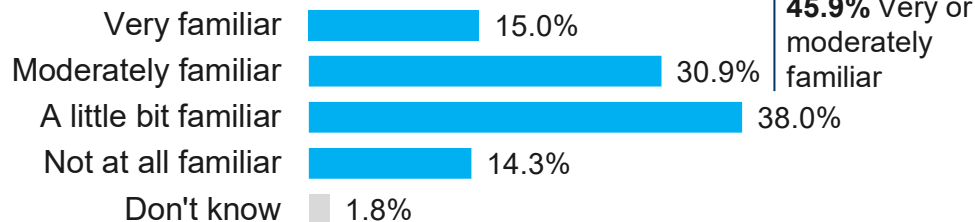
- Among those who are aware of these resources, 46% are very to moderately familiar with them, and 1 in 10 of those familiar with the resources say they have accessed them.
- Awareness is lower among those aged under 35 (24%), and women (28%).

Aware of resources available for victims or witnesses of abuse, bullying, harassment, or discrimination



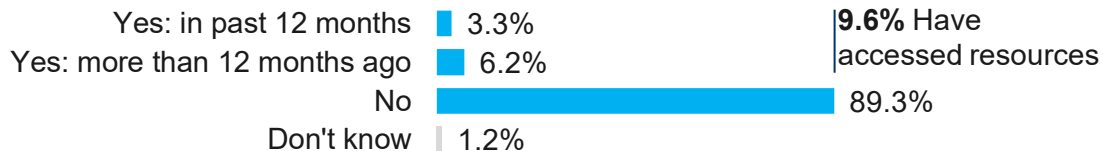
Familiarity with resources

Base: Aware of resources



Accessed resources

Base: Familiar with resources

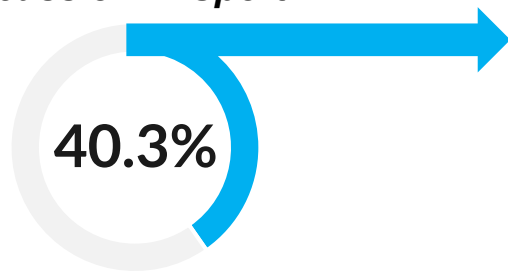


SR3a: Are you aware of the various resources available from organizations such as *Respect in Sport* or the *Sport Information Resource Centre*, for victims or witnesses of abuse, bullying, harassment, or discrimination for those that participate in any sport, physical activity, or recreational activity? Base: Albertans aged 18+ excluding "Prefer not to answer" (*n*=1,548); SR4: How familiar are you with the resources available for victims or witnesses of abuse, bullying, harassment, or discrimination for those that participate in any sport, physical activity, or recreational activity? Base: Aware of resources excluding "Prefer not to answer" (*n*=472); SR3b: Have you accessed any resources available for victims or witnesses of abuse, bullying, harassment, or discrimination for those that participate in any sport, physical activity, or recreational activity? Base: Familiar with resources excluding "Prefer not to answer" (*n*=403)

Awareness of the *Canadian Guidelines on Concussion in Sport* sits at 40%.

- Among those who were aware of the guidelines, 41% are very to moderately familiar with them, and 31% of those familiar with the guidelines say they have accessed them.
- Awareness is lower among those who were not born in Canada (31%).

Aware of *Canadian Guidelines on Concussion in Sport*



Awareness is higher among:

▲ Age 55+ (47.7%) n=645

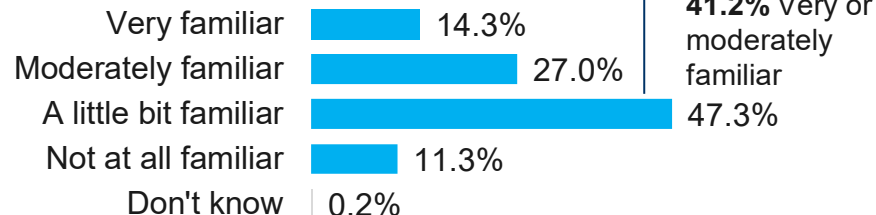
Awareness is lower among:

▼ Not born in Canada (30.6%) n=225

▼ Household income < \$80K (35.6%) n=565

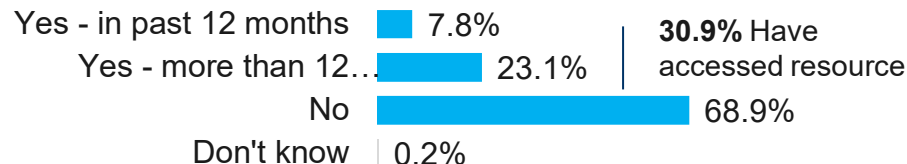
Familiarity with resource

Base: Aware of resource



Accessed resource

Base: Familiar with resource



SR5a: Are you aware of the *Canadian Guidelines on Concussion in Sport* resource that helps recognize, care for and manage concussions in in sport, physical activity and recreation participants? Base: Albertans aged 18+ excluding "Prefer not to answer" (n=1557); SR6: How familiar are you with the *Canadian Guidelines on Concussion in Sport* resource? Base: Aware of resource excluding "Prefer not to answer" (n=634); SR5b: Have you accessed the *Canadian Guidelines on Concussion in Sport* resource? Base: Familiar with resource excluding "Prefer not to answer" (n=559)

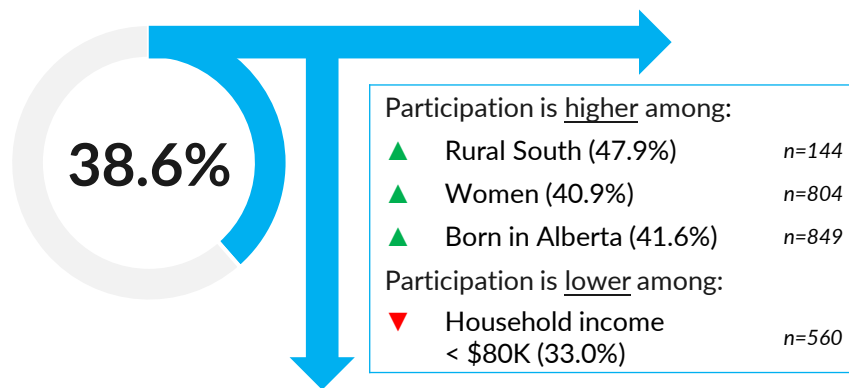
Volunteering

Formal Volunteering Participation

39% of Albertans participated in formal volunteering activities in the past 12 months.

- Those who formally volunteered spent an average of 12 hours per month doing so.
- Compared to other regions, a higher proportion of Albertans in the Rural South region (48%) formally volunteered in the past 12 months.

Participated in formal volunteering (Past 12 months)



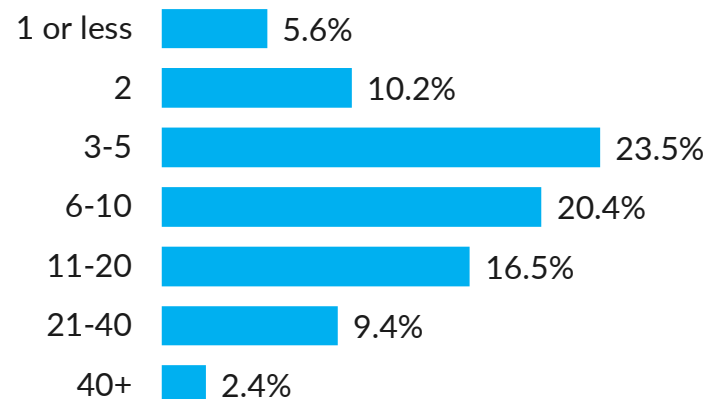
First time formally volunteering in Alberta

Base: Formally volunteered in Alberta in past 12 months

21.1%

Hours spent volunteering (per month)

Base: Formally volunteered in Alberta in past 12 months



Don't know 11.9%

Average

12 hours per month

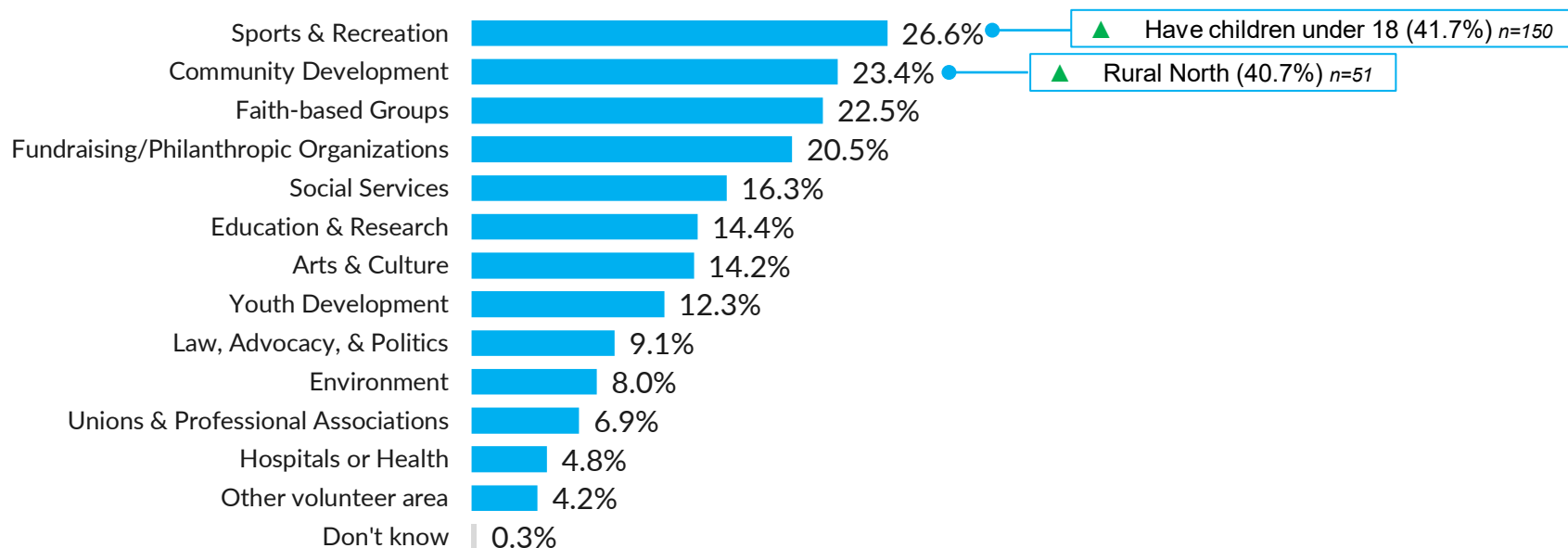
V1: Which, if any, type(s) of volunteering have you done in the past 12 months? Albertans aged 18+ excluding "Prefer not to answer" (n=1543); V2: Was the formal volunteering that you did in the past 12 months your first time formally volunteering in Alberta? Formally volunteered in Alberta in past 12 months excluding "Prefer not to answer" (n=588); V3: In the past 12 months, on average, about how many hours per month did you spend formally volunteering? Formally volunteered in Alberta in past 12 months excluding "Prefer not to answer" (n=567)

Areas Formally Volunteered In

Sports and recreation (27%), community development (23%), faith-based groups (23%), and fundraising/philanthropic organizations (21%) were among the most common areas for formal volunteering in the past 12 months.

Areas of formal volunteering

Base: Formally volunteered in Alberta in past 12 months



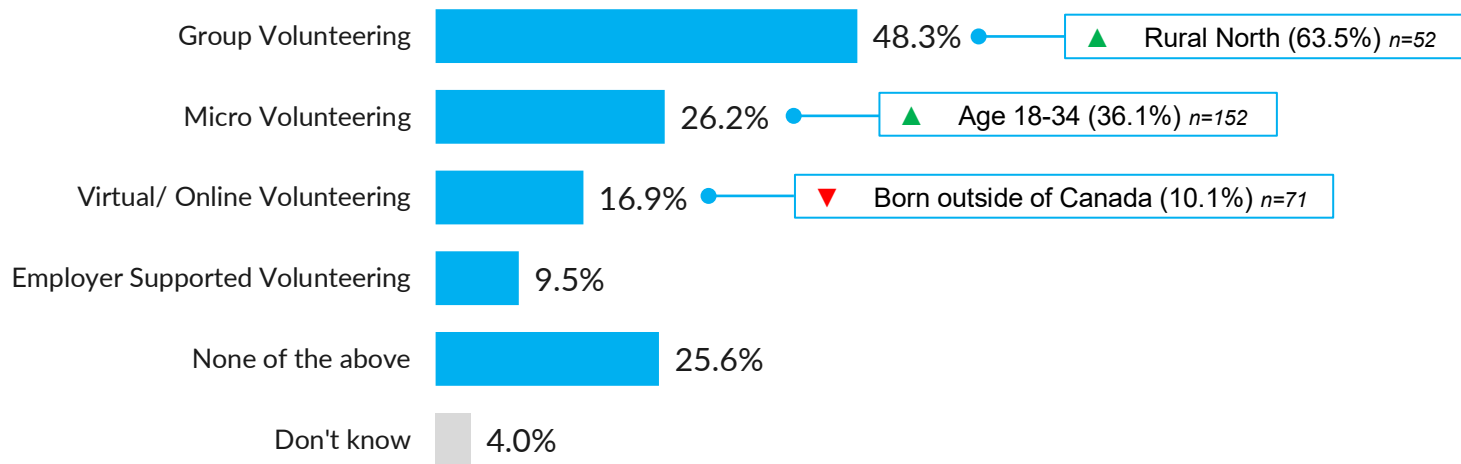
Type of Formal Volunteering

48% of those who formally volunteered, participated in group volunteering.

- Compared to older age groups, micro volunteering was more common among volunteers under 35 years of age (36%).

Type of formal volunteering

Base: Formally volunteered in Alberta in past 12 months



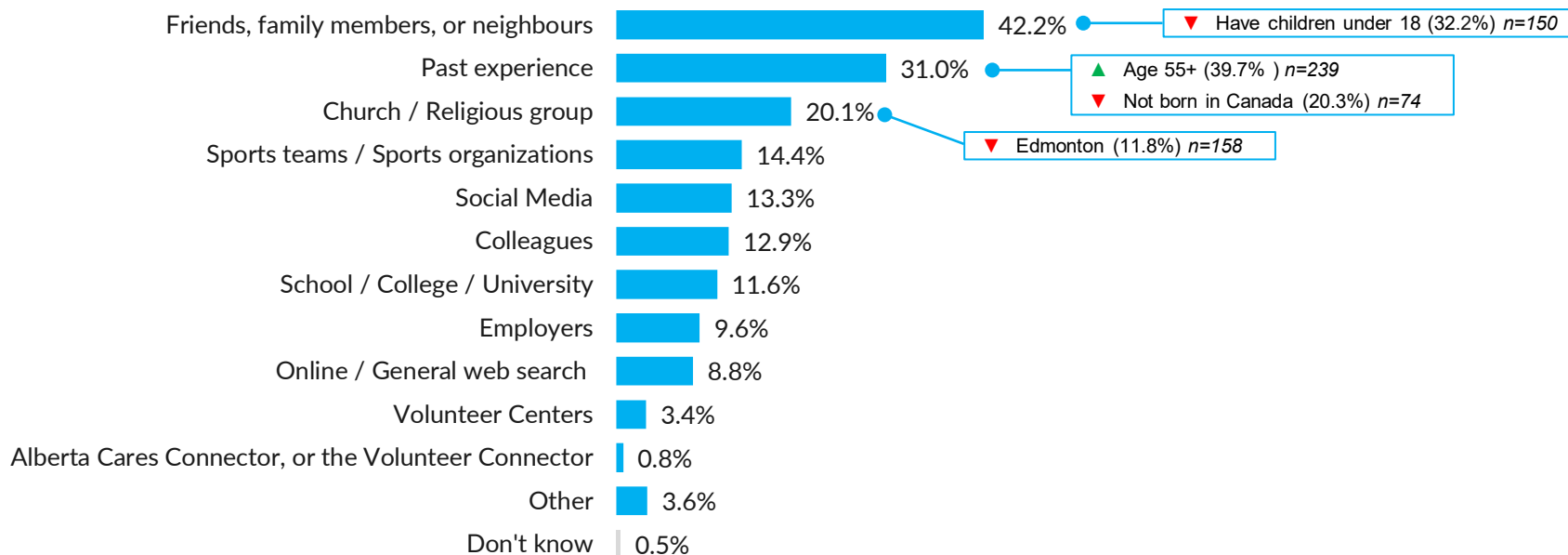
Source Formal Volunteering of Opportunities

42% of Albertans who formally volunteered learned about those opportunities through friends, family members, or neighbours.

- Past experience (31%) and church / religious groups (20%) were also common ways in which Albertans learned about formal volunteering opportunities.

Where formal volunteering opportunities were learned from

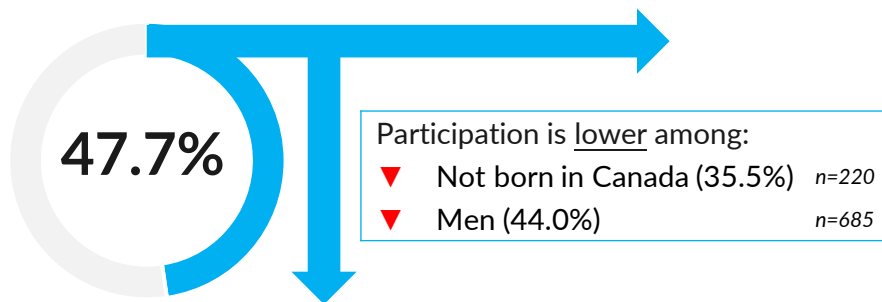
Base: Formally volunteered in Alberta in past 12 months



48% of Albertans informally volunteered in the past 12 months.

- Those who informally volunteered spent an average of 9 hours per month doing so.
- Compared to other Albertans, participation in informal volunteering activities was lower among men (44%) and those not born in Canada (36%).

Participated in informal volunteering (Past 12 months)

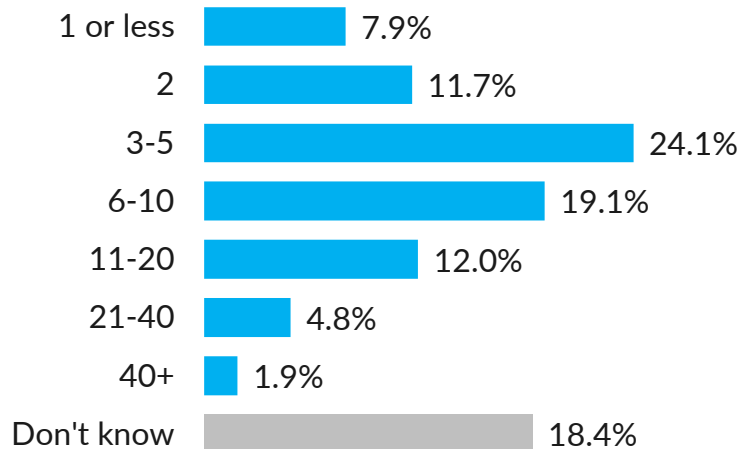


First time informally volunteering in Alberta
Base: Informally volunteered in Alberta in past 12 months

21.5%

Hours spent volunteering (per month)

Base: Informally volunteered in Alberta in past 12 months



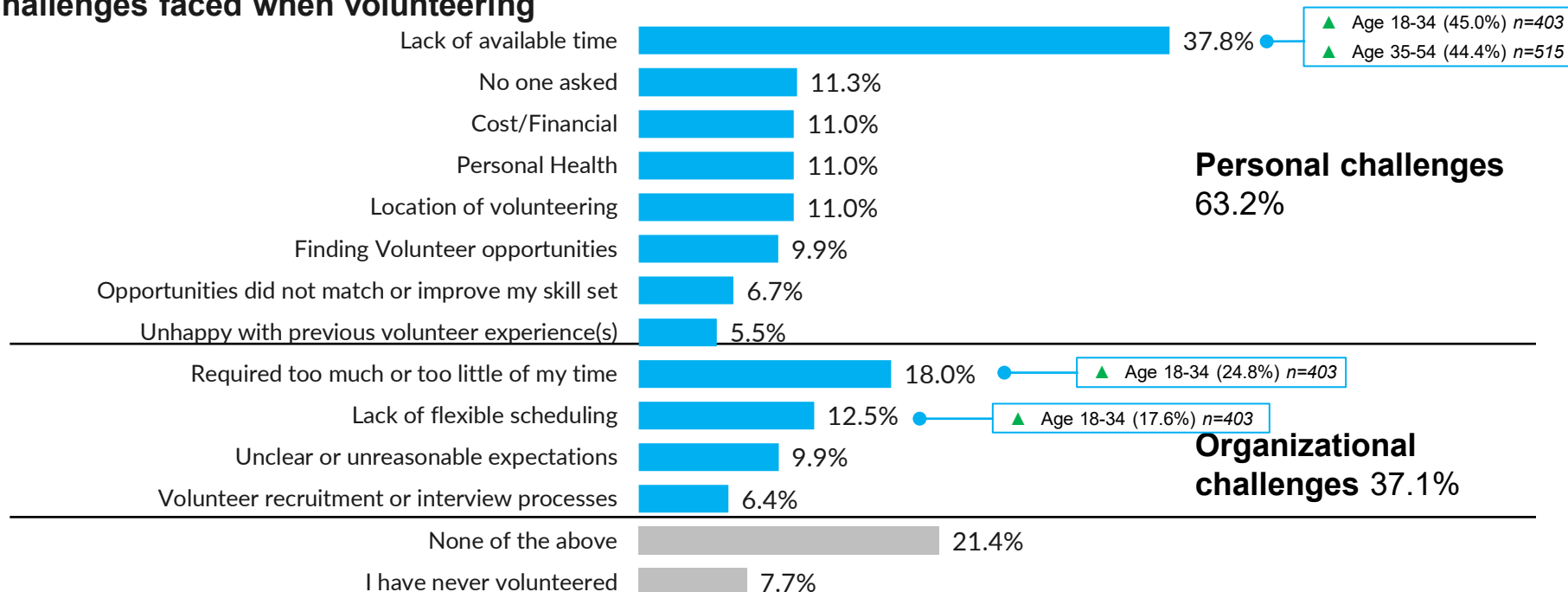
Average 9 hours per month

V1: Which, if any, type(s) of volunteering have you done in the past 12 months? Base: Albertans aged 18+ excluding "Prefer not to answer" (n=1,543); V8: Was the informal volunteering that you did in the past 12 months your first time informally volunteered in Alberta? Base: Informally volunteered in Alberta in past 12 months excluding "Prefer not to answer" (n=735); V7: In the past 12 months, on average, about how many hours per month did you spend formally volunteering? Base: Formally volunteered in Alberta in past 12 months, excluding "Prefer not to answer" (n=707)

Volunteering Challenges

38% of Albertans listed *lack of available time* as the main challenge they faced when volunteering.

Challenges faced when volunteering



Individual challenge categories less than 5% not shown.

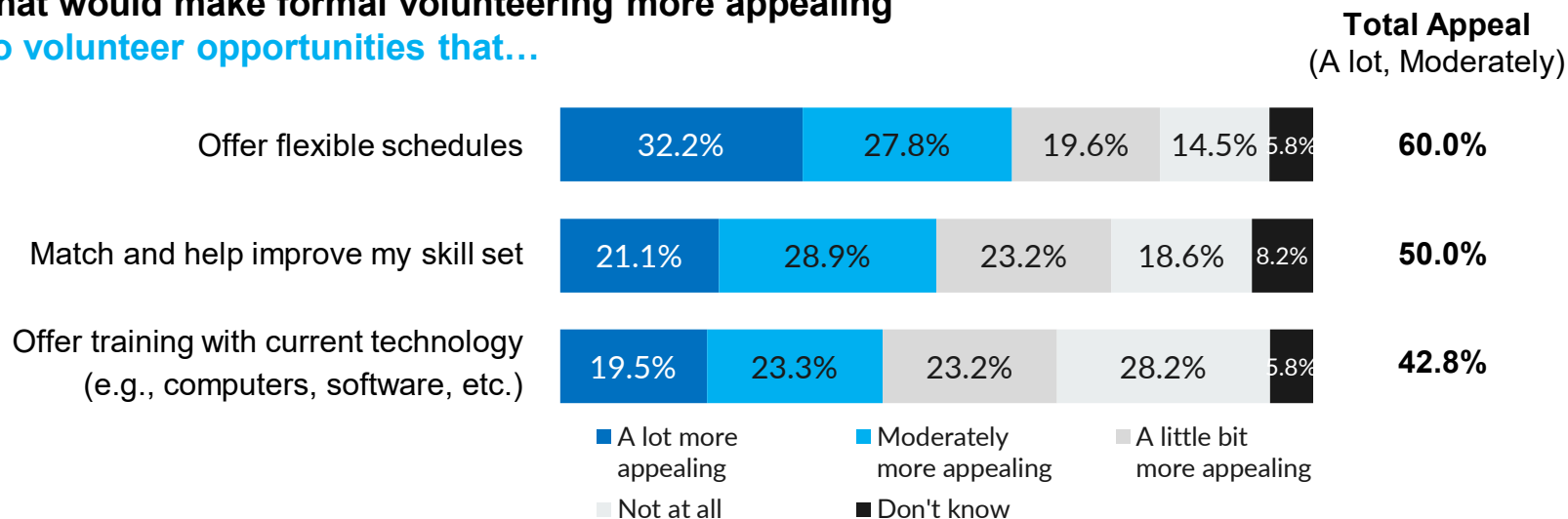
V9: Which, if any, challenges have you ever been faced with when volunteering? Base: Albertans aged 18+ excluding "Prefer not to answer" (n=1,564)

60% of respondents would find formal volunteering more appealing if they were offered flexible schedules.

- Formal volunteer opportunities that match and help improve their skill set would also help make formal volunteering more appealing for half (50%) of Albertans.

Factors that would make formal volunteering more appealing

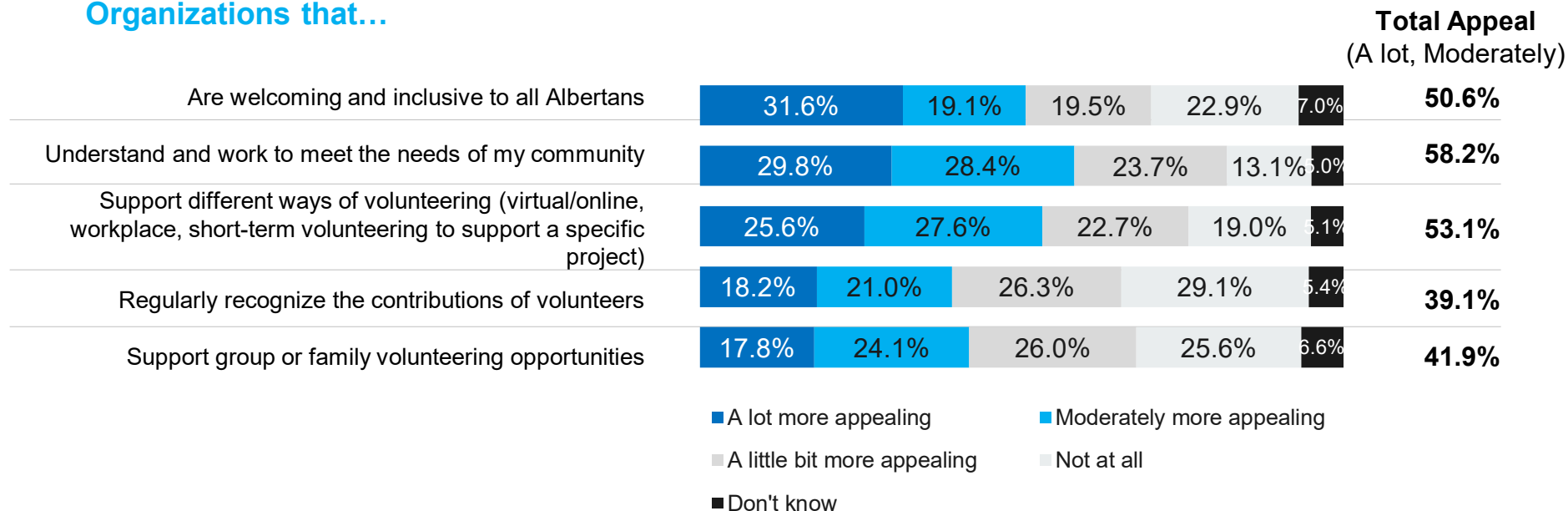
Access to volunteer opportunities that...



More than half of Albertans would find formal volunteering more appealing if organizations understood and worked to meet the needs of their community (58%), supported different ways of volunteering (53%), and demonstrated that they were welcoming and inclusivity to all Albertans (51%).

Factors that would make formal volunteering more appealing

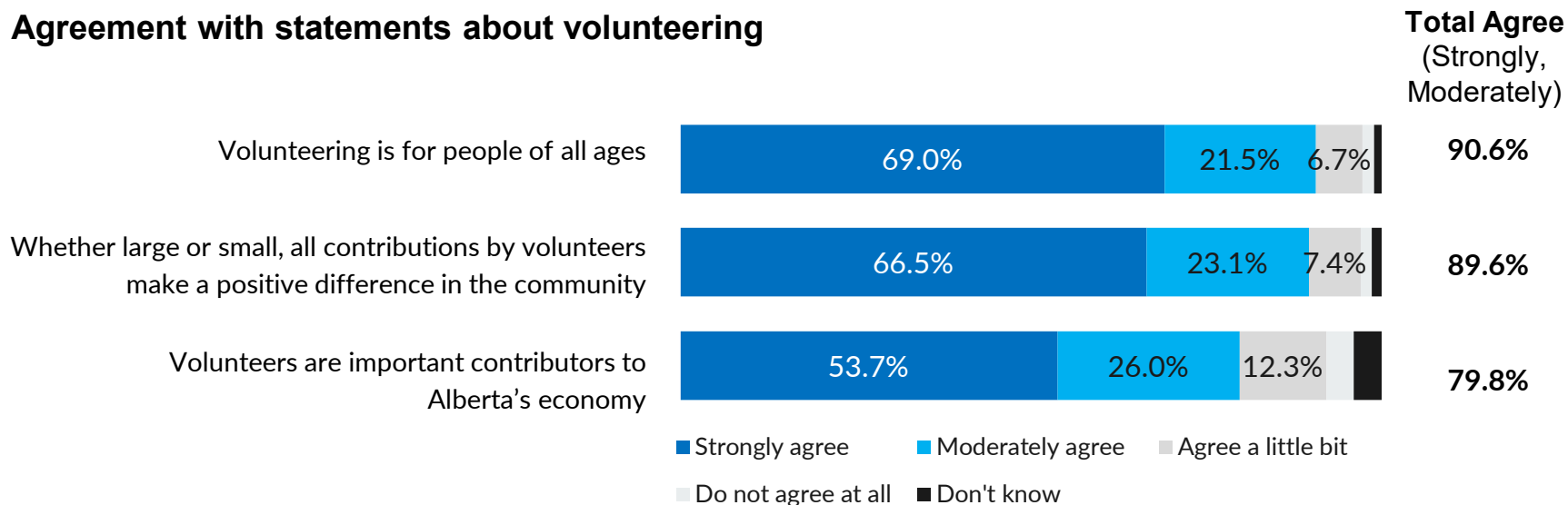
Organizations that...



The majority of Albertans agreed that *volunteering is for people of all ages* (91%) and that *volunteers make a positive difference in the community* (90%).

- 4 in 5 respondents (80%) agreed that volunteers are important contributors to Alberta's economy.

Agreement with statements about volunteering



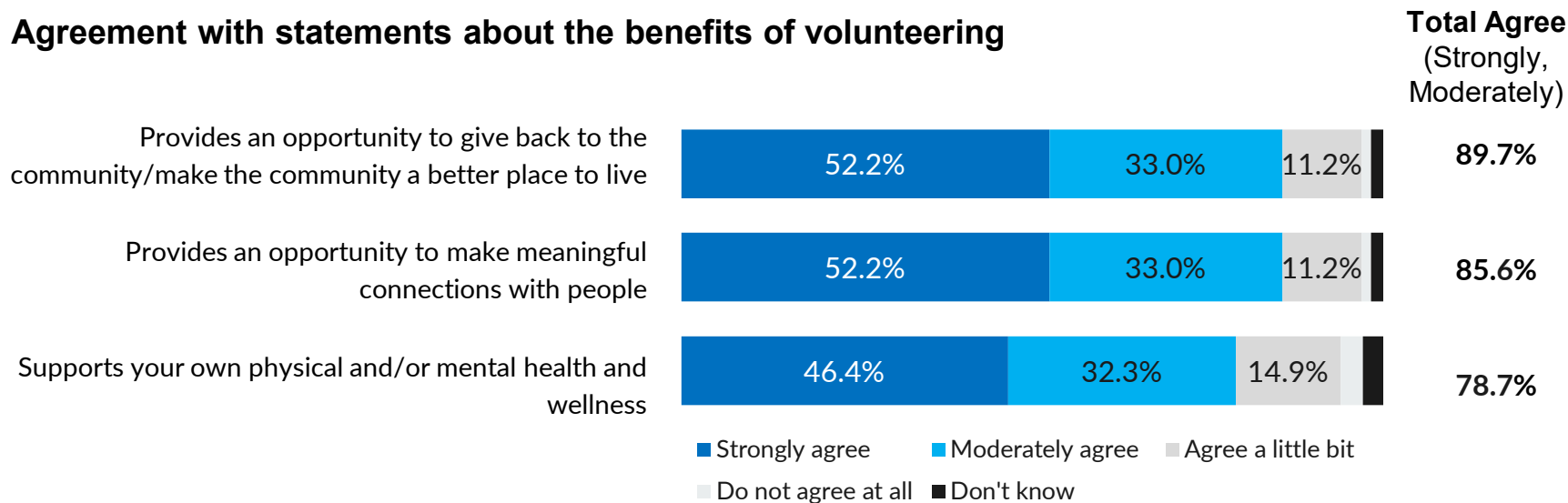
Values less than 5% not shown

V12: To what extent do you agree with the following statements? Base: Albertans aged 18+ excluding "Prefer not to answer" (n=1,556-1,561)

Benefits of Volunteering

Most Albertans agreed that *volunteering provides and opportunity to give back/make communities better places to live* (90%), *provide opportunities to make meaningful connection with people* (86%), and *support physical and/or mental health and wellness* (79%).

Agreement with statements about the benefits of volunteering



Values less than 5% not shown

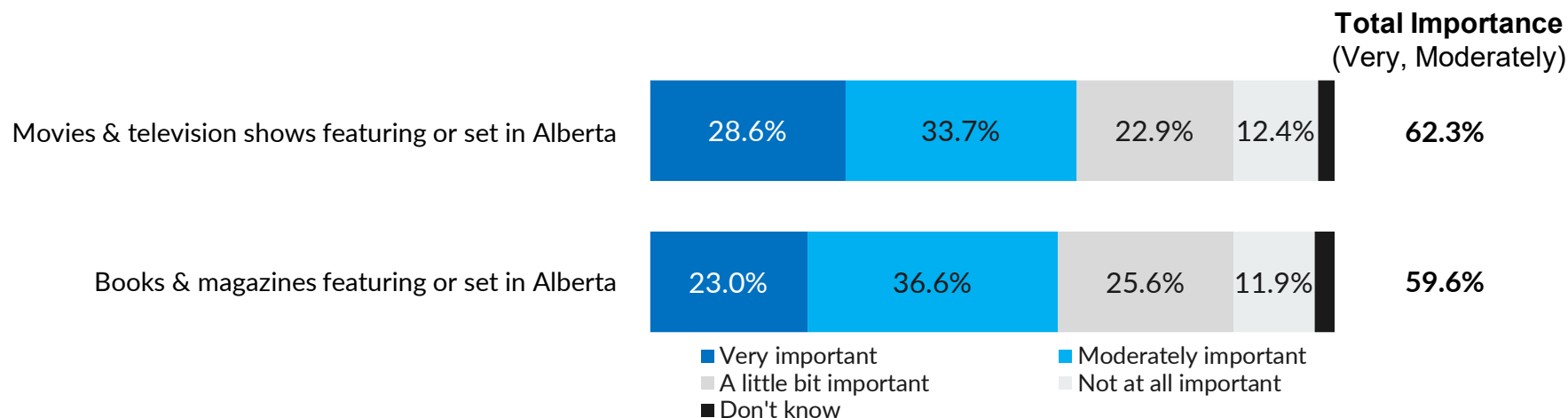
V13: To what extent do you agree that each of the following are benefits of volunteering? Base: Albertans aged 18+ excluding "Prefer not to answer" (n=1,556 -1,557)

Cultural Industries

Importance of Alberta-Related Content

More than half of Albertans rated accessing *movies and television shows* (62%) and *books and magazines* (60%) featuring or set in Alberta as important.

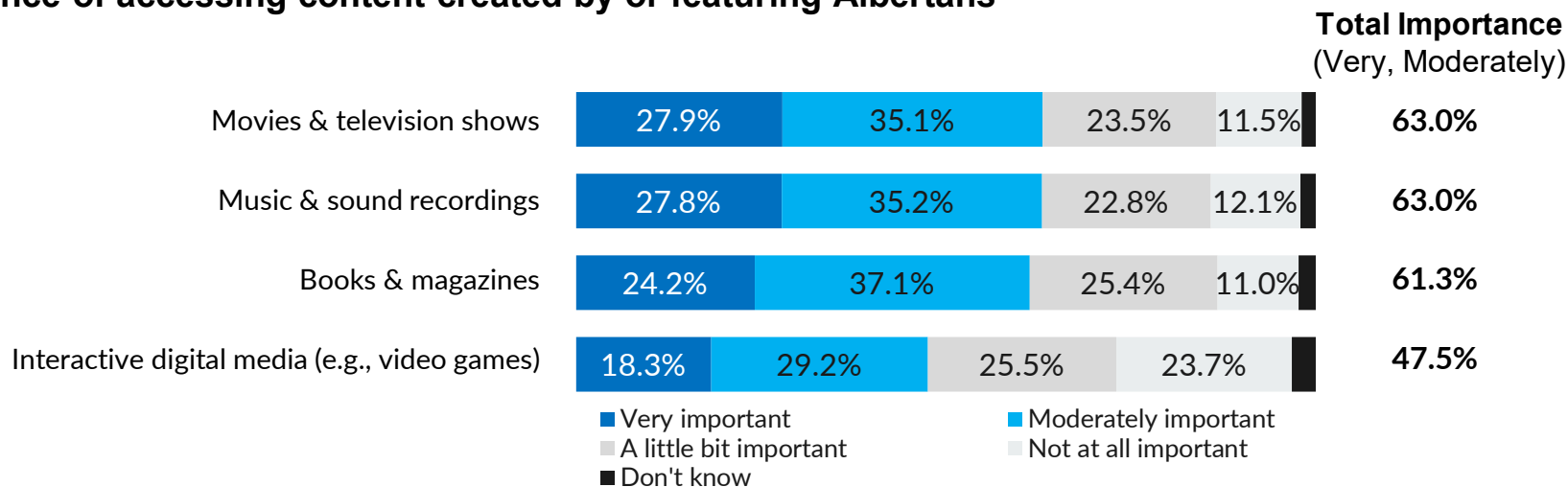
Importance of accessing Alberta-related content



Importance of Alberta-Created Content

Accessing music and sound recordings (63%), movies and television shows (63%), and books and magazines (61%) created by or featuring Albertans is important to Albertans.

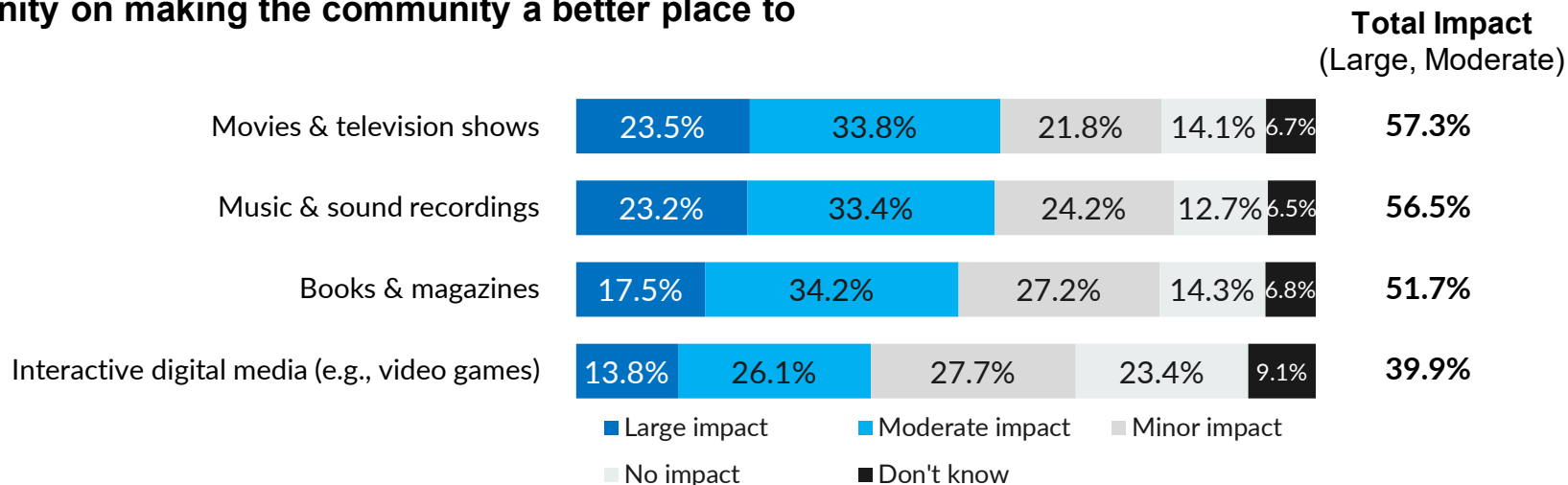
Importance of accessing content created by or featuring Albertans



Importance of Alberta-Created Content

More than half of Albertans indicated that the creation of movies and television shows (57%), music and sound recordings (57%), and books and magazines (52%) in their communities had at least a moderate impact on making their community a better place to live.

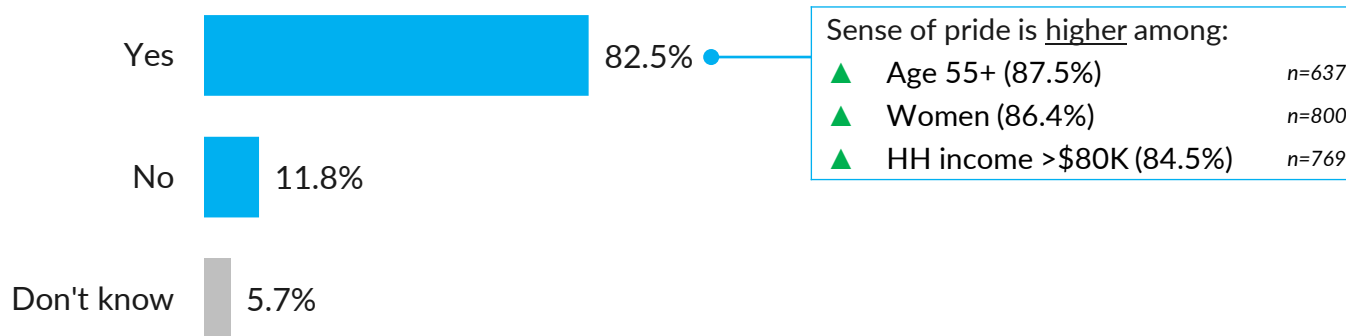
Impact of content creation occurring within the community on making the community a better place to live



83% of Albertans feel a sense of pride when they see Alberta-related content or content created or performed by Albertans showcased on the world stage.

- Compared to other Albertans, those aged 55+ (88%), women (86%), and those with a household income greater than \$80,000/year (85%) are more likely to say this content gives them a sense of pride.

Feel a sense of pride when seeing content about Alberta or created by Albertans showcased on the world stage



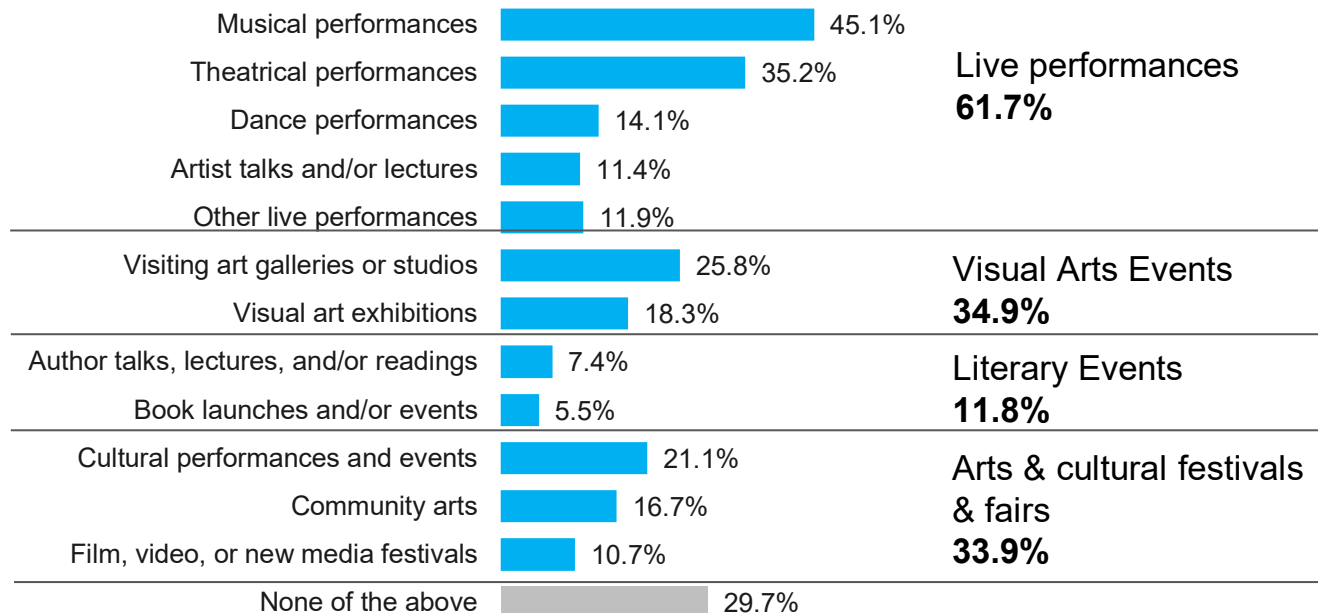
Arts & Culture

Activity and Event Attendance

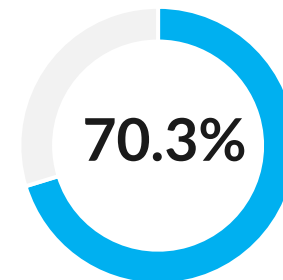
70% of Albertans attended arts and culture activities or events in the past 12 months.

- Musical performances were the most common activity or event attended by 45% of Albertans.

Activity / event attendance in past 12 months



Overall attendance
Any activity or event



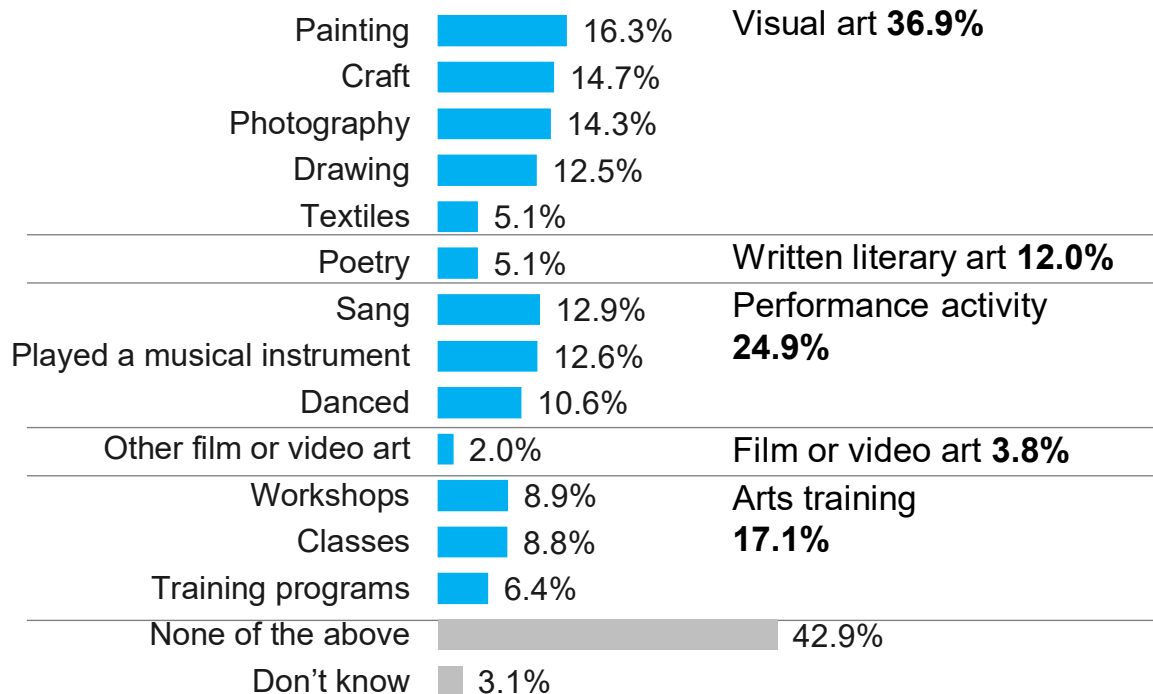
Values less than 5% not shown

A1: Which, if any, activities or events have you attended, either in-person or online, in the past 12 months? Base: Albertans aged 18+ (n=1,564)

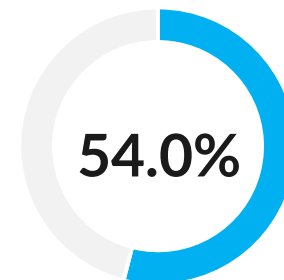
Activity and Training Participation

54% of Albertans participated in arts activities or training in the past 12 months.

Activity / training participation in past 12 months



Overall participation
Any activity or training



Values less than 5% not shown (except for "Other film or video art")

A2: Which, if any, arts activities or training have you participated in, whether in-person or online, in the past 12 months? Base: Albertans aged 18+ excluding "Prefer not to answer" (n=1,534)

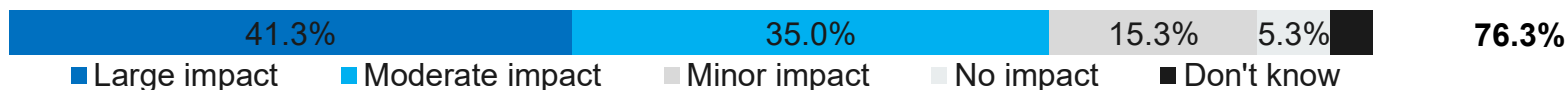
Impact Activities Have on Community

76% of Albertans found that arts and culture activities had at least a moderate impact on making communities a better place to live.

- Compared to men, women (83%) were more likely to say arts and culture activities positively impact communities.
- Compared to other regions, fewer people in Rural North (65%) and Rural South (65 %) said that arts and culture activities positively impact their communities.

Impact of arts and culture activities on making the community a better place to live

Total Impact
(Large, Moderate)



More likely to say 'Large/moderate' impact:

▲ Women (83.4%)

n=806

Less likely to say 'Large/moderate' impact:

▼ Rural South (65.3%)

n=145

▼ Rural North (64.8%)

n=165

Values less than 5% not shown

A3: How would you rate the impact that arts and culture activities have on making your community a better place to live?

Base: Albertans aged 18+ excluding "Prefer not to answer" (n=1,555)

Heritage

The majority of Albertans (84%) said that Alberta's natural and cultural heritage resources are-at least moderately important in contributing to overall quality of life in Alberta.

- Compared to other Albertans, women (86%) and those without children under 18 (86%) are more likely to say cultural heritage resources are at least moderately important in contributing to overall quality of life in Alberta.

Importance of Alberta's natural and cultural heritage resources in contributing to the overall quality of life in Alberta



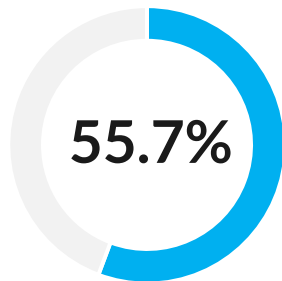
More likely to say 'Important' :

▲ Women (85.7%) n=808

▲ No children under 18 (85.5%) n=1185

56% of Albertans visited a museum, historic site, interpretive centre, or archive in Alberta in the past 12 months.

Visited a museum, historic site, interpretive centre, or archive in Alberta (Past 12 months)



Participation is higher among:

▲ Rural South (66.1%) *n=145*

▲ Have children under 18 at home (60.5%) *n=360*

Participation is lower among:

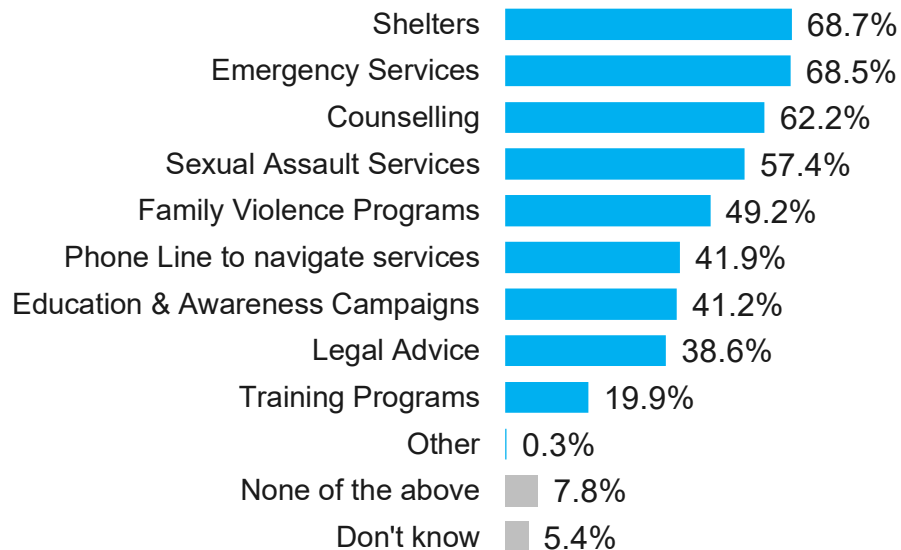
▼ Rural North (48.2%) *n=165*

Gender-Based Violence

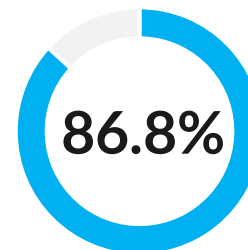
87% of Albertans were aware of at least one support or resource available to prevent or address gender-based violence in Alberta.

- Compared to men, a greater proportion of women (90%) were aware of at least some supports or resources.

Resource awareness



Overall awareness of at least one resource



Awareness (of at least one support or resource) is higher among:

▲ Women (90.5%)

n=695

GBV1: Which, if any, of the supports or resources available to prevent or address gender-based violence in Alberta below are you aware of?

Base: Total answering (n=1,301) [Respondents were given the option to skip gender-based violence questions if they felt uncomfortable answering]

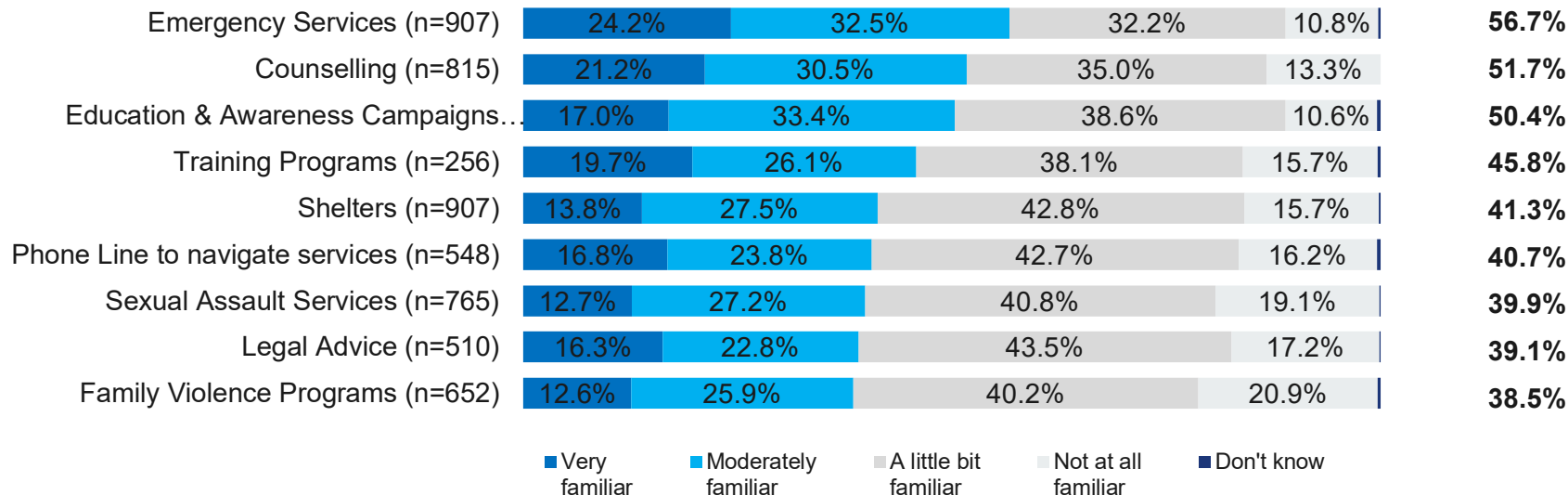
Familiarity with Resources

Just over half of those who were aware of specific supports or resources available to prevent or address gender-based violence in Alberta, said that were at least moderately familiar with *emergency services* (57%), *counselling* (52%), and *education & awareness campaigns* (50%).

Familiarity with resources available to prevent or address gender-based violence in Alberta

Base: Aware of specific resource

Total Familiar
(A lot, Moderately)



GBV2: How familiar would you say you are with each of the following resources available to prevent or address gender-based violence in Alberta?
Base: Aware of resources excluding "Prefer not to answer" (n shown in chart)

Respondent profile

Respondent Profile

	Albertans		
Gender	Weighted %	Weighted N	Unweighted N
Woman	48.7%	762	810
Man	47.7%	747	699
Prefer to self-describe	1.6%	25	25
Prefer not to answer	1.9%	30	30
Age			
18-34	29.5%	461	403
35-54	36.0%	563	515
55+	34.5%	540	646
Region			
Calgary	31.4%	490	507
Edmonton	24.8%	387	434
Small Cities - North	11.5%	181	159
Small Cities – South	8.8%	138	154
Rural - North	12.4%	194	165
Rural - South	11.1%	174	145

Q1: What age range do you fall into?; Q2: Region (based on FSA/community); Q3: How do you describe your gender identity or expression? (n=1564)

Respondent Profile

	Albertans
Children under 18 years old	
Yes	25.1%
No	74.0%
Prefer not to answer	0.9%
Adults in house	
One	23.0%
Two	60.7%
Three or more	13.4%
Prefer not to answer	2.9%
Highest level of education	
Not graduated from high school	2.2%
Graduated from high school	8.8%
Some college, apprenticeship or trades	14.3%
Graduated college, apprenticeship or trades	23.5%
Some university	5.9%
Graduated university	43.7%
Prefer not to answer	1.7%

	Albertans
Employment status	
Working full-time	50.5%
Working part-time	8.9%
Self-employed	10.2%
Unemployed	5.8%
Student	2.7%
Retired	18.0%
Other	2.2%
Prefer not to answer	1.7%
Household Income	
Less than \$40,000	13.2%
\$40,000 to less than \$80,000	23.1%
\$80,000 to less than \$120,000	21.5%
\$120,000 to less than \$160,000	12.3%
\$160,000 or more	16.6%
Don't know	1.5%
Prefer not to answer	11.8%

Q4: Do you have any children, living at home or that you are a legal guardian for, who are under 18 years old?; D4: How many adults live in your household, including you?;

D1: What is the highest level of education you have completed?; D2: What is your employment status?; D3: In the past year, your total household income before taxes was...; (n=1564)

	Albertans
Sexual Orientation	n=1564
Straight/heterosexual	81.3%
Gay	2.1%
Lesbian	1.1%
Bisexual	5.3%
Asexual	1.1%
Pansexual	1.9%
Two-Spirit	0.2%
Prefer to self-describe	0.7%
Prefer not to answer	6.3%

	Albertans
Born in Alberta	n=1564
Yes	55.6%
No	43.9%
Prefer not to answer	0.5%
Years lived in Alberta (Not born in Alberta)	n=699
Less than 1 year	1.5%
1 to 5 years	5.1%
More than 5 years	92.9%
Prefer not to answer	0.4%
Born in Canada (Not born in Alberta)	n=707
Yes	67.4%
No	32.0%
Prefer not to answer	0.7%

Respondent Profile

	Albertans
Identify as indigenous	
Yes	4.3%
No	93.1%
Prefer not to answer	2.7%
Family origins	
North American Indigenous	4.6%
North American	35.7%
European	63.0%
Caribbean	1.2%
Latin, Central & South American	2.0%
African	2.1%
Asian	7.1%
Oceania	0.7%
Another family origin	0.3%
Don't know	1.6%
Prefer not to answer	3.4%

	Albertans
Racial identity	
White	82.8%
Chinese	1.8%
South Asian	1.7%
Indigenous	2.9%
Filipino	1.5%
Black	2.0%
Southeast Asian	0.9%
Latin American	1.3%
Arab	1.0%
Japanese	0.3%
West Asian	0.3%
Korean	0.4%
Multiple racial identities	3.2%
Prefer to self-describe	0.9%
Prefer not to answer	4.6%

D7: Are you an Indigenous person (First Nations, Inuit, or Metis)? (n=1564); D8: What region(s) or country/ies would you say best describes your or your family's origins? (n=1564); D9: How would you describe your racial identity? (n=1564)

Appendix

Detailed Methodology

Sampling Methodology

Advanis' *General Population Random Sample (GPRS)* is a pre-profiled database of more than 95,000 Albertans, randomly recruited to participate in public opinion surveys using a probability sampling approach.

Albertans aged 18+ were randomly draw from this sample source and invited to participate in an online survey via telephone (live operator) or SMS.

Quotas and Weighting

Statistics Canada estimates were used to generate a demographically representative sample from the source described above. Soft quotas for age, gender and region were used to avoid collecting surveys wildly out of line with population proportions which would lead to unreasonably high (or low) weights. Weighting factors (range of 0.57 to 1.61) were applied to the data to adjust any imbalances from soft quota targets for age, gender, and region.

Pre-testing

The survey was pre-tested with a random sample of 50 respondents on February 16, 2023 , including gathering feedback on the survey instrument. No changes were required as a result of the pre-test and responses from the 50 participants are included in the final results.

Statistical differences

Any statistical differences between subgroups of the population (at 95% confidence interval) have been highlighted throughout the report using the following arrows:



Statistically higher than other groups



Statistically lower than other groups

Survey Instrument

Culture Survey

Government of Alberta

Generated on 2023-02-16 at 08:56:29 MT



Section Login page



This survey is a product of the Government of Alberta and collects information that will help in the monitoring and development of programs and services relating to Alberta Culture.

This survey is for Albertans aged 18 years and older, and covers the following topics:

- Sport & Recreation Participation
- Volunteering
- Creation of Alberta-related content & content created or performed by Albertans
- Arts & Culture
- Museum, historic site, interpretive centre, or archive
- Gender-Based Violence Resources & Supports

The survey should take approximately 15 minutes to complete. If you get interrupted while doing the survey, you can click on the same link to pick up right where you left off.

This survey is hosted by [Advanis \(http://advanis.net\)](http://advanis.net) and uses its [TellCityHall \(http://www.tellcityhall.ca\)](http://www.tellcityhall.ca) data collection methodology.

2023 [Privacy Policy \(http://www.tellcityhall.ca/privacy.html\)](http://www.tellcityhall.ca/privacy.html) | [CRIC Pledge \(https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf\)](https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf)

The information collected in this survey is collected under section 33(c) of the Freedom of Information and Protection of Privacy Act. Any personal information provided will remain confidential. Your feedback will be combined with the responses of hundreds of respondents. All analysis will be done using the aggregated data and no comments or feedback will be attributed back to individual respondents.

This information will aid in the development of community programs and services. Questions regarding the survey and the collection and use of the information gathered in the survey should be directed to the Manager, Environmental Scanning and Performance Measurement, Alberta Culture, gerry.pratt@gov.ab.ca or at (780) 288-8961 (Dial 310-0000 to be connected toll-free from outside the Edmonton area).

Section Survey Content

Q1, T1, Q2a, T2, Q2b, T3, T4, Q3, Q4

Page Screeners

Q1

What age range do you fall into?

- ☐ 1 Under 18
- ☐ 2 18 to 24
- ☐ 3 25 to 34
- ☐ 4 35 to 44
- ☐ 5 45 to 54
- ☐ 6 55 to 64
- ☐ 7 65 or older

T1 Show if Is Under 18 (Q1 = 1)

Thank you for your interest, however we are looking to survey individuals 18 or older.

Status Code: 500

Q2a

What are the first three characters of your postal code?

Note that we cannot identify your address from this information since the first three digits of your postal code are not residence-specific.

☐ 40 Prefer not to answer

T2 Show if Q2a Outside Alberta Regions and provided FSA ((NOT (fsa2region = 1) AND NOT (fsa2region = 2) AND NOT (fsa2region = 3) AND NOT (fsa2region = 4) AND NOT (fsa2region = 5) AND NOT (fsa2region = 6)) AND NOT (Q2a = Prefer not to answer))

Unfortunately we already have enough responses from people similar to yourself and are looking for a different profile. Thank you for your time.

Status Code: 502

Q2b *Show if Q2a PreferNotToAnswer (Q2a = Prefer not to answer)*

Please indicate which city or town you live in or are closest to.

Use the text box to enter your community and search the list. All categories containing a match for your entry will be displayed; please select the area closest to your residence.

- ☐ -a Prefer not to answer
☐ -a Do not live in Alberta

T3 *Show if Q2b Prefer not to answer (Q2b = Prefer not to answer)*

Unfortunately, without knowing your postal code, we are unable to group your responses with others in your region.

Status Code: 501

T4 *Show if Q2b Do not live in Alberta (Q2b = Do not live in Alberta)*

Unfortunately this survey is for residents of Alberta only. Thank you for your time.

Status Code: 503

Q3

How do you describe your gender identity or expression?

- ☐ 1 Woman
☐ 2 Man
☐ 3 Prefer to self-describe: _____
☐ -a Prefer not to answer

Q4

Do you have any children, living at home or that you are a legal guardian for, who are under 18 years old?

- ☐ 1 Yes
☐ 0 No
☐ -a Prefer not to answer

Section Sports & Recreation

S1, S2, S3, S4, R1, R2, R3, R9, R10, R11, SR1, SR2, SR3a, SR4, SR3b, SR5a, SR6, SR5b

Page Organized Sport

S1

The next few questions are about **organized sport**

Organized sport is defined as a physical activity that:

- Is governed by a set of rules;
- Includes competition; and
- Is organized as part of a league, club, or organization.

In the past 12 months, have you participated in any **organized sport** activities?

- ☐ 1 Yes
☐ 0 No
☐ -a Prefer not to answer
☐ -a Don't know

S2 *Show if Participated in organized sport (S1 = 1)*

Which **organized sport** [(Organized sport is defined as a physical activity that:

- Is governed by a set of rules;
- Includes competition; and
- Is organized as part of a league, club, or organization.]] activities have you participated in during the past 12 months?

Please select up to three organized sports you spent the most time doing. Popular sports have been listed first.

____ Badminton
____ Baseball
____ Basketball
____ Dance
____ Gymnastics
____ Hockey
____ Martial Arts
____ Soccer
____ Swimming
____ Volleyball

____ Archery
____ Bike Racing
____ Body Building
____ Boxing
____ Canoeing
____ Cheerleading
____ Cricket

- _____ Cross Country Skiing
- _____ Curling
- _____ Football
- _____ Handball
- _____ Kickboxing
- _____ Lacrosse
- _____ Pickleball
- _____ Ringette
- _____ Rodeo
- _____ Rowing
- _____ Rugby
- _____ Skateboarding
- _____ Skating
- _____ Skiing
- _____ Snowboard
- _____ Softball
- _____ Squash
- _____ Tennis
- _____ Track & Field
- _____ Triathlon
- _____ Ultimate Frisbee
- _____ Other (specify): _____

S3 Show if Has Children (Q4 = 1)

In the past 12 months, has your child or children participated in an **organized sport** [[Organized sport is defined as a physical activity that:

- Is governed by a set of rules;
- Includes competition; and
- Is organized as part of a league, club, or organization.]] activity?

- ☐ 1 Yes
- ☐ 0 No
- ☐ 4 Prefer not to answer
- ☐ 9 Don't know

S4 Show if Child participated in organized sport (S3 = 1)

Which **organized sport** [[Organized sport is defined as a physical activity that:

- Is governed by a set of rules;
- Includes competition; and
- Is organized as part of a league, club, or organization.]] activities has your child or children

participated in during the past 12 months?

Please select up to three organized sports your child(ren) spent the most time doing. Popular sports have been listed first.

- _____ Badminton
- _____ Baseball
- _____ Basketball
- _____ Dance
- _____ Gymnastics

- _____ Hockey
- _____ Martial Arts
- _____ Soccer
- _____ Swimming
- _____ Volleyball

- _____ Archery
- _____ Bike Racing
- _____ Body Building
- _____ Boxing
- _____ Canoeing
- _____ Cheerleading
- _____ Cricket
- _____ Cross Country Skiing
- _____ Curling
- _____ Football
- _____ Handball
- _____ Kickboxing
- _____ Lacrosse
- _____ Pickleball
- _____ Ringette
- _____ Rodeo
- _____ Rowing
- _____ Rugby
- _____ Skateboarding
- _____ Skating
- _____ Skiing
- _____ Snowboard
- _____ Softball
- _____ Squash
- _____ Tennis
- _____ Track & Field
- _____ Triathlon
- _____ Ultimate Frisbee
- _____ Other (specify): _____

Page Recreation

R1

These next questions are about **active recreation**.

Active recreation refers to activities people do for the purpose of relaxation, wellbeing, or enjoyment that require movement and physical exertion. These recreation activities can be done at home, virtually/online, or outside of the home.

In the past 12 months, have you participated in any **active recreation** activities?

- ☐ 1 Yes
- ☐ 0 No

- ☐ -8 Prefer not to answer
☐ -9 Don't know

Page Participates in Recreation Show if Participated in active recreation (R1 = 1)

R2

Select up to 3 **active recreation** ** activities that you participated in the past 12 months.

Please select the ones you spent the most time doing. Popular recreations have been listed first.

** Active recreation refers to activities people do for the purpose of relaxation, wellbeing, or enjoyment that require movement and physical exertion. These recreation activities can be done at home, virtually/online, or outside of the home

- ☐ Badminton
- ☐ Basketball
- ☐ Biking
- ☐ Golfing
- ☐ Hiking
- ☐ Playing at a park
- ☐ Soccer
- ☐ Swimming
- ☐ Walking
- ☐ Yoga
- ☐ Aerobics
- ☐ Airsoft
- ☐ Archery
- ☐ Baseball
- ☐ Bowling
- ☐ Canoeing
- ☐ Cross fit
- ☐ Cross-country skiing
- ☐ Curling
- ☐ Cycling
- ☐ Dancing
- ☐ Darts
- ☐ Disc golf
- ☐ Exercise Class
- ☐ Fishing
- ☐ Fitness Class
- ☐ Football
- ☐ Frisbee
- ☐ Gardening
- ☐ Hockey
- ☐ Horse riding
- ☐ Horseback riding
- ☐ Jogging
- ☐ Kayaking
- ☐ Landscaping
- ☐ Martial arts
- ☐ Mountain biking
- ☐ Paddling
- ☐ Parkour

- ☐ Pickleball
- ☐ Pilates
- ☐ Ping pong
- ☐ Rafting
- ☐ Rock climbing
- ☐ Roller blading
- ☐ Rowing
- ☐ Running
- ☐ Sailing
- ☐ Skateboarding
- ☐ Skating
- ☐ Skiing
- ☐ Sledding
- ☐ Slow pitch
- ☐ Snowboarding
- ☐ Snowshoeing
- ☐ Softball
- ☐ Squash
- ☐ Table tennis
- ☐ Tennis
- ☐ Tobogganing
- ☐ Tubing
- ☐ Ultimate Frisbee
- ☐ Volleyball
- ☐ Weight lifting
- ☐ Other (specify):

R3 Show if Recreation Activities answered (R2 =

1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42,43,44,45,46,47,48,49,50,51,52,53,54,55,56,57,58,59,60,61,62,63,64,65)

Where did you do the following **active recreation** ** activity?

Select all that apply

** Active recreation refers to activities people do for the purpose of relaxation, wellbeing, or enjoyment that require movement and physical exertion. These recreation activities can be done at home, virtually/online, or outside of the home

1. <<RecreationRanked1>> (Show if Recreations Ranked 1 or more (RecreationsNumberRanked))
2. <<RecreationRanked2>> (Show if Recreations Ranked 2 or more (RecreationsNumberRanked > 1))
3. <<RecreationRanked3>> (Show if Recreations Ranked 3 or more (RecreationsNumberRanked > 2))

- ☐ 1 Recreation club or association **
** E.g., social club, senior citizens' club
- ☐ 2 Gym/ Fitness club
- ☐ 3 Municipal/ community recreation/ leisure facilities
- ☐ 4 Private studio/gym **
** E.g., martial arts, yoga, Pilates
- ☐ 5 Public spaces **
** E.g., parks, open spaces, trails
- ☐ 6 Outdoor facilities **
** E.g., community trails, ski hills
- ☐ 7 Events **
** E.g., fun run or parkrun
- ☐ 8 Work

- ☐ 9 Education institution ^{*?*}
^{*?*} E.g., school or university
- ☐ 10 At home
- ☐ 11 Other (specify): _____
- ☐ 48 Prefer not to answer (Exclusive)
- ☐ 49 Don't know (Exclusive)

Page Child/Youth Participation Recreation *Show if Has Children (Q4 = 1)*

R9

The next few questions are about children and the types of **active recreation** ^{*?*} activities that they have participated in over the past 12 months.

In the past 12 months, did your child or children participate in any **active recreation** ^{*?*} activities outside of school hours?

^{*?*} Active recreation refers to activities people do for the purpose of relaxation, wellbeing, or enjoyment that require movement and physical exertion. These recreation activities can be done at home, virtually/online, or outside of the home.

- ☐ 1 Yes
- ☐ 0 No
- ☐ 48 Prefer not to answer
- ☐ 49 Don't know

Page Child/Youth Participates in Recreation *Show if Child participates in active recreation (R9 = 1)*

R10

Select up to 3 **active recreation** ^{*?*} activities that your child(ren) participated in the past 12 months. Please select the ones your child(ren) spent the most time doing. Popular recreations have been listed first.

^{*?*} Active recreation refers to activities people do for the purpose of relaxation, wellbeing, or enjoyment that require movement and physical exertion. These recreation activities can be done at home, virtually/online, or outside of the home.

- ☐ Badminton
- ☐ Basketball
- ☐ Biking
- ☐ Golfing
- ☐ Hiking
- ☐ Playing at a park
- ☐ Soccer
- ☐ Swimming
- ☐ Walking
- ☐ Yoga
- ☐ Aerobics
- ☐ Airsoft
- ☐ Archery
- ☐ Baseball
- ☐ Bowling

- ☐ Canoeing
- ☐ Cross fit
- ☐ Cross-country skiing
- ☐ Curling
- ☐ Cycling
- ☐ Dancing
- ☐ Darts
- ☐ Disc golf
- ☐ Exercise Class
- ☐ Fishing
- ☐ Fitness Class
- ☐ Football
- ☐ Frisbee
- ☐ Gardening
- ☐ Hockey
- ☐ Horse riding
- ☐ Horseback riding
- ☐ Jogging
- ☐ Kayaking
- ☐ Landscaping
- ☐ Martial arts
- ☐ Mountain biking
- ☐ Paddling
- ☐ Parkour
- ☐ Pickleball
- ☐ Pilates
- ☐ Ping pong
- ☐ Rafting
- ☐ Rock climbing
- ☐ Roller blading
- ☐ Rowing
- ☐ Running
- ☐ Sailing
- ☐ Skateboarding
- ☐ Skating
- ☐ Skiing
- ☐ Sledding
- ☐ Slow pitch
- ☐ Snowboarding
- ☐ Snowshoeing
- ☐ Softball
- ☐ Squash
- ☐ Table tennis
- ☐ Tennis
- ☐ Tobogganing
- ☐ Tubing
- ☐ Ultimate Frisbee
- ☐ Volleyball
- ☐ Weight lifting
- ☐ Other (specify): _____

R11 Show if Child Recreation Activities answered (R10 =

1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42,43,44,45,46,47,48,49,50,51,52,53,54,55,56,57,58,59,60,61,62,63,64,65)

Where did your child(ren) do the following **active recreation** **activity?

Select all that apply

** Active recreation refers to activities people do for the purpose of relaxation, wellbeing, or enjoyment that require movement and physical exertion. These recreation activities can be done at home, virtually/online, or outside of the home

1. <<ChildRecreationRanked1>> (Show if Child Recreations Ranked 1 or more (ChildRecreationsNumberRanked))
2. <<ChildRecreationRanked2>> (Show if Child Recreations Ranked 2 or more (ChildRecreationsNumberRanked > 1))
3. <<ChildRecreationRanked3>> (Show if Child Recreations Ranked 3 or more (ChildRecreationsNumberRanked > 2))

☐ 1 Recreation club or association **

** E.g., social club, senior citizens' club

☐ 2 Gym/ Fitness club

☐ 3 Municipal/ community recreation/ leisure facilities

☐ 4 Private studio/ gym **

** E.g., martial arts, yoga, Pilates

☐ 5 Public spaces **

** E.g., park, open space, trails

☐ 6 Outdoor facilities **

** E.g., community rink, ski hills

☐ 7 Events **

** E.g., fun run or parkrun

☐ 8 Work

☐ 9 Education institution **

** E.g., school or university

☐ 10 At home

☐ 11 Other (specify): _____

☐ -a Prefer not to answer (Exclusive)

☐ -b Don't know (Exclusive)

Page Quality of Life

SR1

How would you rate the impact of having access to recreation facilities and services (e.g., drop-in classes, day camps, recreation centres, playgrounds, trails, parks) on your overall **quality of life**?

☐ 1 No impact

☐ 2 Minor impact

☐ 3 Moderate impact

☐ 4 Large impact

☐ -a Prefer not to answer

☐ -b Don't know

SR2

To what extent do opportunities to participate in or attend organized sport activities / events in your community contribute to making your community a better place to live?

☐ 1 No contribution

☐ 2 Minor contribution

☐ 3 Moderate contribution

☐ 4 Large contribution

☐ -a Prefer not to answer

☐ -b Don't know

Page Quality of Life1

SR3a

Sport, physical activity, and recreation are known for their ability to create unity among people. However, sport, physical activity, and recreation are not immune to abuse, bullying, harassment, or discrimination.

Are you aware of the various resources available from organizations such as *Respect in Sport* (<https://www.respectgroupinc.com/respect-hub/category/respect-in-sport/>) or the *Sport Information Resource Centre* (<https://sirc.ca/safesport/policies-practices/>), for victims or witnesses of abuse, bullying, harassment, or discrimination for those that participate in any sport, physical activity, or recreational activity?

☐ 1 Yes

☐ 2 No

☐ -a Prefer not to answer

☐ -b Don't know

Page Aware of harassment resources Show if Aware of harassment resources (SR3a = 1)

SR4

How familiar are you with the resources available for victims or witnesses of abuse, bullying, harassment, or discrimination for those that participate in any sport, physical activity, or recreational activity?

☐ 1 Not at all familiar

☐ 2 A little bit familiar

☐ 3 Moderately familiar

☐ 4 Very familiar

☐ -a Prefer not to answer

☐ -b Don't know

SR3b Show if Familiar with harassment resources (SR4 = 2,3,4)

Have you accessed any resources available for victims or witnesses of abuse, bullying, harassment, or discrimination for those that participate in any sport, physical activity, or recreational activity?

- ☐ 1 Yes, I have accessed these resources within the past 12 months
- ☐ 2 Yes, I have accessed these resources, but not within the past 12 months
- ☐ 3 No
- ☐ 4 Prefer not to answer
- ☐ 5 Don't know

Page Concussions in Sport and Recreation

SR5a

Concussions are an example of a well-known sports injury. Concussions are a recognized public health problem because of their frequency of occurrence and their potential short-term and long-term consequences.

Concussions, specifically, are a form of traumatic brain injury induced by biomechanical forces that result in signs and symptoms that typically resolve spontaneously within 1-4 weeks of injury.

Are you aware of the [Canadian Guidelines on Concussion in Sport \(https://parachute.ca/en/professional-resource/concussion-collection/canadian-guideline-on-concussion-in-sport/\)](https://parachute.ca/en/professional-resource/concussion-collection/canadian-guideline-on-concussion-in-sport/) resource that helps recognize, care for and manage concussions in in sport, physical activity and recreation participants?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Prefer not to answer
- ☐ 4 Don't know

Page Aware of concussions resources Show if Aware of concussion resources (SR5a = 1)

SR6

How familiar are you with the [Canadian Guidelines on Concussion in Sport \(https://parachute.ca/en/professional-resource/concussion-collection/canadian-guideline-on-concussion-in-sport/\)](https://parachute.ca/en/professional-resource/concussion-collection/canadian-guideline-on-concussion-in-sport/) resource?

- ☐ 1 Not at all familiar
- ☐ 2 A little bit familiar
- ☐ 3 Moderately familiar
- ☐ 4 Very familiar
- ☐ 5 Prefer not to answer
- ☐ 6 Don't know

SRSb Show if Familiar with concussion resources (SR6 = 2,3,4)

Have you accessed the [Canadian Guidelines on Concussion in Sport \(https://parachute.ca/en/professional-resource/concussion-collection/canadian-guideline-on-concussion-in-sport/\)](https://parachute.ca/en/professional-resource/concussion-collection/canadian-guideline-on-concussion-in-sport/) resource?

- ☐ 1 Yes, I have accessed these resources within the past 12 months
- ☐ 2 Yes, I have accessed these resources, but not within the past 12 months
- ☐ 3 No
- ☐ 4 Prefer not to answer
- ☐ 5 Don't know

Section Volunteering

V1, V2, V3, V4, V5, V6, V7, V8, V9, V10, V11, V12, V13

Page End_main1

V1

The next few questions are about volunteering. Volunteering is an unpaid contribution of time, energy, or talents. Volunteering may be formal or informal.

Formal Volunteering:

- Providing support to charitable or non-profit organizations, causes, community development activities without pay

Informal Volunteering:

- Helping people living outside of your household, through your personal initiative, without pay
- Not on behalf of a group or an organization

Both formal and informal volunteering are important in building strong communities.

Which, if any, type(s) of volunteering have you done in the past 12 months?

Select all that apply

- ☐ 1 Formal volunteering
- ☐ 2 Informal volunteering
- ☐ 3 No volunteering (Exclusive)
- ☐ 4 Prefer not to answer
- ☐ 5 Don't know

Page Formal Volunteering Show if Does formal volunteering (V1_1 = 1)

V2

Was the **formal volunteering** [[Formal Volunteering:

- Providing support to charitable or non-profit organizations, causes, community development activities without pay.]] that you did in the past 12 months your first time **formally volunteering** in Alberta?

- ☐ 1 Yes
- ☐ 0 No
- ☐ -4 Prefer not to answer
- ☐ -9 Don't know

V3

In the past 12 months, on average, about how many hours per month did you spend **formally volunteering** [[Formal Volunteering:

- Providing support to charitable or non-profit organizations, causes, community development activities without pay.]]?

Minimum: 0, Maximum: 360
_____ hours per month

- ☐ -4 Prefer not to answer
- ☐ -9 Don't know

V4

Which areas did you **formally volunteer** [[Formal Volunteering:

- Providing support to charitable or non-profit organizations, causes, community development activities without pay.]] in over the past 12 months?

Select all that apply

- ☐ 1 **Social Services** **?*
- **? Volunteering for a food bank, seniors' centre, persons with disabilities support services groups, an international aid organization, seniors housing, or newcomer settlement.
- ☐ 2 **Faith-based Groups** **?*
- **? Supporting community activities as part of a church, synagogue, mosque, etc.
- ☐ 3 **Fundraising/Philanthropic Organizations** [[Volunteering for organizations that raise funds or promote volunteerism to support projects, causes or initiatives
E.g., community foundations, United Way
]]
- ☐ 4 **Sports & Recreation** [[Supporting athletic or recreational activities
E.g., coaching/instructing, officiating, organizing/coordinating an event such as local athletic games/recreational activities
]]
- ☐ 5 **Education & Research** **?*

- ☐ 6 **Youth Development** **?*
- **? Volunteering for a boys and girls club, or youth centre.
- ☐ 7 **Community Development** **?*
- **? Participating in local building project, such as building a playground, or participation in international development project.
- ☐ 8 **Environment** **?*
- **? Supporting wildlife education and preservation, assisting in highway clean up programs, organizing recycling efforts, or volunteering at a local animal shelter.
- ☐ 9 **Unions & Professional Associations** **?*
- **? Supporting activities of a union or professional association (volunteering at a job fair, helping with a membership drive, mentorship).
- ☐ 10 **Arts & Culture** **?*
- **? Volunteering for an arts or cultural organization; a music, dance, theatre or cultural event; an arts festival, conference or workshop; an art exhibition.
- ☐ 11 **Hospitals or Health** **?*
- **? Supporting patients or supporting facilities.
- ☐ 12 **Law, Advocacy, & Politics** **?*
- **? Volunteering with a local Victim Services unit, fundraising for political parties or canvassing in neighborhoods.
- ☐ 13 **Other volunteer area. Please specify:** _____
- ☐ -4 Prefer not to answer
- ☐ -9 Don't know

V5

Was any of the **formal volunteer** [[Formal Volunteering:

- Providing support to charitable or non-profit organizations, causes, community development activities without pay.]] work you did in the past 12 months ...?

Select all that apply

- ☐ 1 **Micro Volunteering** **?*
- **? Volunteering for projects requiring a short time commitment or for a specific task to help complete a larger project.
- ☐ 2 **Virtual/ Online Volunteering** **?*
- **? Volunteering online, by email, or through social media at times best suited for you.
- ☐ 3 **Group Volunteering** [[E.g., friends, family, neighbors, or colleagues]
- ☐ 4 **Employer Supported Volunteering**
- ☐ 5 **None of the above** (Exclusive)
- ☐ -4 Prefer not to answer
- ☐ -9 Don't know

V6

How did you find out about the **formal volunteering** [[Formal Volunteering:

- Providing support to charitable or non-profit organizations, causes, community development activities without pay.]] opportunities you participated in?

Select all that apply

- ☐ 1 Friends, family members, or neighbours
- ☐ 2 Colleagues
- ☐ 3 Social Media
- ☐ 4 Employers

- ☐ 5 Volunteer Centers
- ☐ 6 Church / Religious group
- ☐ 7 Alberta Cares Connector, or the Volunteer Connector
- ☐ 8 Online / General web search (unspecified)
- ☐ 9 Past experience
- ☐ 10 School / College / University
- ☐ 11 Sports teams / Sports organizations
- ☐ 12 Other (please specify): _____
- ☐ 13 Prefer not to answer
- ☐ 14 Don't know

Page Informal Volunteering Show if Does informal volunteering (V1_2 = 1)

V7

In the past 12 months, on average, about how many hours per month did you spend **informally**

volunteering [[Informal Volunteering:

- Helping people living outside of your household, through your personal initiative, without pay
- Not on behalf of a group or an organization]]?

Minimum: 0, Maximum: 360

_____ hours per month

- ☐ 13 Prefer not to answer
- ☐ 14 Don't know

V8

Was the informal volunteering you did in the past 12 months your first time **informally volunteering**

[[Informal Volunteering:

- Helping people living outside of your household, through your personal initiative, without pay
- Not on behalf of a group or an organization]] in Alberta?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 13 Prefer not to answer
- ☐ 14 Don't know

Page All Respondents

V9

Which, if any, challenges have you ever been faced with when volunteering?

Select all that apply

- ☐ 1 Personal Challenges
- ☐ 2 Opportunities did not match or improve my skill set
- ☐ 3 Lack of available time
- ☐ 4 Language Skills
- ☐ 5 Personal Health *?*
- *? E.g., Health problems, physically unable, etc.
- ☐ 6 Age
- ☐ 7 Cost/Financial *?*
- *? E.g., Transportation, child care, tools or equipment, etc.
- ☐ 8 Location of volunteering *?*
- *? E.g., Not accessible, difficult to access location using public transport, etc.
- ☐ 9 Finding Volunteer opportunities
- ☐ 10 No one asked
- ☐ 11 Unhappy with previous volunteer experience(s)
- ☐ 12 Challenges with organizations
- ☐ 13 Lack of flexible scheduling *?*
- *? E.g., to accommodate work/life commitments.
- ☐ 14 Lack of support for volunteering at different locations *?*
- *? E.g., In-person, virtual/online volunteering, workplace volunteering, micro volunteering
- ☐ 15 Did not accommodate groups or families
- ☐ 16 Did not offer accommodations to those with health issues
- ☐ 17 Did not appear to be welcoming and inclusive to all Albertans
- ☐ 18 Unclear or unreasonable expectations *?*
- *? E.g., Organization expected too much of volunteers, expectations of organizations unclear/ not clearly stated
- ☐ 19 Volunteer recruitment or interview processes
- ☐ 20 Required too much or too little of my time
- ☐ 21 Other challenges (Please specify): _____
- ☐ 22 None of the above (Exclusive)
- ☐ 23 I have never volunteered (Exclusive)
- ☐ 24 Don't know (Exclusive)
- ☐ 25 Prefer not to answer (Exclusive)

V10

To what extent would each of the following make **formal volunteering** [[Formal Volunteering:

- Providing support to charitable or non-profit organizations, causes, community development activities without pay,]] more appealing for you?

Access to volunteer opportunities that:

1. match and help improve my skill set.

- offer flexible schedules.
- offer training with current technology (e.g., computers, software, etc.)

- ☐ 1 Not at all
☐ 2 A little bit more appealing
☐ 3 Moderately more appealing
☐ 4 A lot more appealing
☐ 5 Prefer not to answer
☐ 6 Don't know

V11

To what extent would each of the following make **formal volunteering** [[Formal Volunteering:

- Providing support to charitable or non-profit organizations, causes, community development activities without pay.]] more appealing for you?

Organizations that:

- support different ways of volunteering (virtual/online, workplace, short-term volunteering to support a specific project).
- support group or family volunteering opportunities.
- are welcoming and inclusive to all Albertans.
- understand and work to meet the needs of my community.
- regularly recognize the contributions of volunteers.

- ☐ 1 Not at all
☐ 2 A little bit more appealing
☐ 3 Moderately more appealing
☐ 4 A lot more appealing
☐ 5 Prefer not to answer
☐ 6 Don't know

V12

To what extent do you agree with the following statements?

- Volunteers are important contributors to Alberta's economy.
- Volunteering is for people of all ages.
- Whether large or small, all contributions by volunteers make a positive difference in the community.

- ☐ 1 Do not agree at all
☐ 2 Agree a little bit
☐ 3 Moderately agree
☐ 4 Strongly agree
☐ 5 Prefer not to answer
☐ 6 Don't know

V13

To what extent do you agree that each of the following are benefits of volunteering?

- Provides an opportunity to give back to the community/make the community a better place to live.
- Provides an opportunity to make meaningful connections with people.
- Supports your own physical and/or mental health and wellness.

- ☐ 1 Do not agree at all
☐ 2 Agree a little bit
☐ 3 Moderately agree
☐ 4 Strongly agree
☐ 5 Prefer not to answer
☐ 6 Don't know

Section Cultural Industries

Citext, C11, C12, C13, C14

Page Cultural Industries questions

Citext

The next few questions are about the creation of Alberta-related content or content created by Albertans.

This content includes:

- Screen-based productions (e.g., film, television, documentaries)
- Book and magazine publications
- Music and sound recordings
- Interactive digital media (e.g., video games)

Some examples of content created by Albertans include the television series Heartland or Wynonna Earp, or the Alberta published magazines Avenue (in Calgary) and Edify (in Edmonton).

C11

How would you rate the importance of accessing the following types of Alberta-related content?

- Movies & television shows featuring or set in Alberta *
- Books & magazines featuring or set in Alberta *

*Levels marked with * are randomized*

- ☐ 1 Not at all important
☐ 2 A little bit important
☐ 3 Moderately important
☐ 4 Very important

- ☐ - Prefer not to answer
☐ - Don't know

CI2

How would you rate the importance of accessing the following types of content created by or featuring Albertans?

1. Movies & television shows *
2. Books & magazines *
3. Music & sound recordings *
4. Interactive digital media (E.g. video games) *

*Levels marked with * are randomized*

- ☐ 1 Not at all important
☐ 2 A little bit important
☐ 3 Moderately important
☐ 4 Very important
☐ - Prefer not to answer
☐ - Don't know

CI3

Rate the level of impact that content creation, whether about Alberta or by Albertans, occurring within your community has on making your community a better place to live.

1. Movies or television production *
2. Books & magazine publishing *
3. Music & sound recording or performance *
4. Interactive digital media production (E.g. video games) *

*Levels marked with * are randomized*

- ☐ 1 No impact
☐ 2 Minor impact
☐ 3 Moderate impact
☐ 4 Large impact
☐ - Prefer not to answer
☐ - Don't know

CI4

Do you feel a sense of pride when you see Alberta-related content or content created or performed by Albertans showcased on the world stage?

- ☐ 1 Yes
☐ 0 No
☐ - Prefer not to answer
☐ - Don't know

Section Arts & Culture

Atext, A1, A2, A3

Page Arts & Culture Questions

Atext

The next few questions are about arts and culture attendance and participation.

Arts and culture activities or events include:

- activities in which attendees watch or participate in creative artistic activities.
- activities that incorporate cultural or traditional practices that preserve heritage.

A1

Which, if any, activities or events have you attended, either in-person or online, in the past 12 months?

Select all that apply

- ☐ 1 Theatrical performances
☐ 2 Dance performances
☐ 3 Musical performances
☐ 4 Artist talks and/or lectures
☐ 5 Other live performances
☐ 6 Visiting art galleries or studios
☐ 7 Visual art exhibitions
☐ 8 Artist talks or lectures
☐ 9 Other visual arts events
☐ 10 Book launches and/or events
☐ 11 Magazine launches and/or events
☐ 12 Author talks, lectures, and/or readings
☐ 13 Other literary events

☐ 14 Community arts **

*** E.g., community theatre, Fringe festivals, parades, street performances/banking, artisan markets*

☐ 15 Cultural performances and events **

*** E.g., Pow Wows and round dances, heritage festivals*

- ☐ 16 Film, video, or new media festivals
☐ 17 Other arts and cultural festivals or fairs. Specify: _____

☐ 18 Attended other arts and cultural events/ activities. Specify: _____

- ☐ 19 None of the above *(Exclusive)*
☐ - Don't know

☐ -8 Prefer not to answer

A2

Which, if any, arts activities or training have you participated in, whether in-person or online, in the past 12 months?

Select all that apply

- ☐ 1 Painting
- ☐ 2 Drawing
- ☐ 3 Craft
- ☐ 4 Sculpture
- ☐ 5 Photography
- ☐ 6 Jewellery
- ☐ 7 Ceramics
- ☐ 8 Textiles
- ☐ 9 Other Visual Art made or created

- ☐ 10 Short story
- ☐ 11 Poetry
- ☐ 12 Novel and/or manuscript
- ☐ 13 Script **
- ☐ 14 Magazine piece **
- ☐ 15 Other written literary art

☐ 16 Played a musical instrument

- ☐ 17 Sang
- ☐ 18 Danced
- ☐ 19 Acted
- ☐ 20 Other performance activity **

- ☐ 21 Participated in the making of a feature-length film
- ☐ 22 Participated in the making of a short film
- ☐ 23 Participated in the making of a music video
- ☐ 24 Other film or video art

- ☐ 25 Classes
- ☐ 26 Workshops
- ☐ 27 Training programs
- ☐ 28 Other arts training

- ☐ 29 Created any other art (Please specify) _____
- ☐ 30 Participated in any other artistic activities or training (Please specify) _____

☐ 31 None of the above (Exclusive)

☐ -8 Prefer not to answer

☐ -9 Don't know

A3

How would you rate the impact that arts and culture activities [[Arts and culture activities or events include:

- activities in which attendees watch or participate in creative artistic activities.
- activities that incorporate cultural or traditional practices that preserve heritage.]] have on making your community a better place to live?

- ☐ 1 No impact
- ☐ 2 Minor impact
- ☐ 3 Moderate impact
- ☐ 4 Large impact
- ☐ -8 Prefer not to answer
- ☐ -9 Don't know

Section Heritage

M1, M2, M3

Page Heritage Questions

M1

The next few questions are about Alberta's natural and cultural heritage resources.

Alberta's natural and cultural heritage resources are places that preserve and document our history, including:

- Museums, interpretive centres, and historic sites
- Archives
- Historic buildings in and around our communities

When thinking about Alberta's heritage, how important do you feel Alberta's natural and cultural heritage resources are in contributing to the overall quality of life in Alberta?

- ☐ 1 Not at all important
- ☐ 2 A little bit important
- ☐ 3 Moderately important
- ☐ 4 Very important
- ☐ -8 Prefer not to answer
- ☐ -9 Don't know

M2

Have you visited a museum, historic site, interpretive centre, or archive in Alberta in the past 12 months?

- ☐ ₁ Yes
☐ ₂ No
☐ ₃ Prefer not to answer
☐ ₄ Don't know

M3 Show if visited (M2 = 1)

Which museum(s), historic site(s), interpretive centre(s), or archive(s) did you visit in Alberta in the past 12 months?

Select all that apply

- ☐ ₁ Brooks Aqueduct
☐ ₂ Father Lacombe Chapel
☐ ₃ Fort George and Buckingham House
☐ ₄ Frank Slide Interpretive Centre
☐ ₅ Frog Lake Provincial Historic Site
☐ ₆ Head-Smashed-In Buffalo Jump
☐ ₇ Historic Dunvegan
☐ ₈ Leitch Collieries
☐ ₉ Lougheed House
☐ ₁₀ Oil Sands Discovery Centre
☐ ₁₁ Okotoks Erratic
☐ ₁₂ Provincial Archives of Alberta
☐ ₁₃ Remington Carriage Museum
☐ ₁₄ Reynolds-Alberta Museum
☐ ₁₅ Royal Alberta Museum
☐ ₁₆ Royal Tyrrell Museum
☐ ₁₇ Rutherford House
☐ ₁₈ Stephansson House
☐ ₁₉ Turner Valley Gas Plant
☐ ₂₀ Ukrainian Cultural Heritage Village
☐ ₂₁ Victoria Settlement
☐ ₂₂ Other (please specify) _____
☐ ₂₃ None of the above (Exclusive)

Section Gender-Based Violence

GBVtext, GBV1, GBV2

Page Gender-Based Violence Questions1

GBVtext

The following question asks about awareness of and familiarity with gender-based violence resources and supports.

For the purposes of this survey, gender-based violence is defined as **violence that is committed against someone based on their gender identity, gender expression or perceived gender**.

Gender-based violence can include: Physical abuse, Emotional abuse ***, Financial abuse, Sexual assault or harassment, Sexual exploitation, Family violence, and Abuse of power and/or control over another person based on their gender.

Family violence is a crime – Call 911 if you or someone you know is in immediate danger. Call the **Family Violence Info Line** at 310-1818 to get help anonymously in more than 170 languages.

Your responses to these questions are voluntary. If you do not feel safe answering these questions, please press the 'skip section' button below, to skip to the next section. Please be assured, that all responses will remain completely anonymous.

*** E.g., words, actions, threats

*** E.g., words, actions, threats

- ☐ ₁ I feel safe answering questions about gender-based violence resources and supports
☐ ₂ Skip section

Page Gender-Based Violence Questions Show if Choose to answer GBV section (GBVtext = 1)

GBV1

Which, if any, of the **supports** (<https://www.alberta.ca/assets/documents/cmsw-resources-for-albertans-experiencing-gbv-2020-english.pdf>) or **resources** (<https://www.alberta.ca/gender-based-violence-prevention.aspx>) available to prevent or address gender-based violence in Alberta below are you aware of? Select all that apply

- ☐ ₁ Emergency Services ***
 *** E.g., 911, police, Medical care and sexual assault evidence collection
☐ ₂ Phone Line to navigate services ***
 *** E.g., 2-1-1, Alberta's One-Line for Sexual Assault
☐ ₃ Sexual Assault Services ***
 *** E.g., Services provided by Sexual Assault Centres
☐ ₄ Family Violence Programs
☐ ₅ Shelters
☐ ₆ Education & Awareness Campaigns ***
 *** E.g., 16 Days of Activism in November
☐ ₇ Training Programs ***
 *** E.g., First Responder to Sexual Assault and Abuse Training, Bystander Intervention Training
☐ ₈ Counselling
☐ ₉ Legal Advice
☐ ₁₀ Other (please specify): _____

- ☐ 11 None of the above (Exclusive)
☐ 12 Prefer not to answer
☐ 13 Don't know

GBV2

How familiar would you say you are with each of the following resources available to prevent or address gender-based violence in Alberta?

1. **Emergency Services *7*** (Show if GBV1 1 Emergency Servi (GBV1_1 = 1))
7 E.g., 911, police, medical care and sexual assault evidence collection
 2. **Phone Line to navigate services *7*** (Show if GBV1 2 Phone Line to n (GBV1_2 = 1))
7 E.g., 211-1, Alberta's One-Line for Sexual Assault
 3. **Sexual Assault Services *7*** (Show if GBV1 3 Sexual Assault (GBV1_3 = 1))
7 E.g., Services provided by Sexual Assault Centres
 4. **Family Violence Programs** (Show if GBV1 4 Family Violence (GBV1_4 = 1))
 5. **Shelters** (Show if GBV1 5 Shelters (GBV1_5 = 1))
 6. **Education & Awareness Campaigns *7*** (Show if GBV1 6 Education Awar (GBV1_6 = 1))
7 E.g., 16 Days of Activism in November
 7. **Training Programs *7*** (Show if GBV1 7 Training Progra (GBV1_7 = 1))
7 E.g., First Responder to Sexual Assault and Abuse Training, Bystander Intervention Training
 8. **Counselling** (Show if GBV1 8 Counselling (GBV1_8 = 1))
 9. **Legal Advice** (Show if GBV1 9 Legal Advice (GBV1_9 = 1))
 10. **<<GBV1.specify(10)>>** _____ (Show if GBV1 10 Other (GBV1_10 = 1))
- ☐ 1 Not at all familiar
☐ 2 A little bit familiar
☐ 3 Moderately familiar
☐ 4 Very familiar
☐ 14 Prefer not to answer
☐ 15 Don't know

Section Respondent Characteristics / Demographics

D1, D2, D3, D4, D5a, D6, D7, D8, D9, D10

Page Respondent Characteristics / Demographics Questions

D1

Our final few questions will be used to categorize responses and help us to better analyze the data.

What is the highest level of education you have completed?

- ☐ 1 Not graduated from high school
☐ 2 Graduated from high school
☐ 3 Some college, apprenticeship or trades
☐ 4 Graduated college, apprenticeship or trades
☐ 5 Some university

- ☐ 6 Graduated university
☐ 14 Prefer not to answer

D2

What is your employment status?

- ☐ 1 Working full-time
☐ 2 Working part-time
☐ 3 Self-employed
☐ 4 Unemployed
☐ 5 Student
☐ 6 Retired
☐ 7 Other _____
☐ 14 Prefer not to answer

D3

In the past year, your total household income before taxes was:

- ☐ 1 Less than \$40,000
☐ 2 \$40,000 to less than \$80,000
☐ 3 \$80,000 to less than \$120,000
☐ 4 \$120,000 to less than \$160,000
☐ 5 \$160,000 or more
☐ 14 Prefer not to answer
☐ 15 Don't know

D4

How many adults live in your household, including you?

- ☐ 1 One
☐ 2 Two
☐ 3 Three or more
☐ 14 Prefer not to answer

D5a

Were you born in Alberta?

- ☐ 1 Yes
☐ 2 No
☐ 14 Prefer not to answer

Page Respondent Characteristics / Demographics Questions1

Show if Born outside of Alberta (D5a = 0)

D5b

How many years have you lived in Alberta?

- ☐ 1 Less than 1 year
☐ 2 1 to 5 years
☐ 3 More than 5 years
☐ 4 Prefer not to answer

D6 Show if prefer to not answer (D5a = 0, -8)

Were you born in Canada?

- ☐ 1 Yes
☐ 0 No
☐ 4 Prefer not to answer

Page Respondent Characteristics / Demographics Questions2

D7

Are you an Indigenous Person (First Nations, Inuit, or Metis)?

- ☐ 1 Yes
☐ 0 No
☐ 4 Prefer not to answer

D8

What region(s) or country/ies would you say best describes your or your family's origins?

Select all that apply

- ☐ 1 North American Indigenous
☐ 2 North American
☐ 3 European
☐ 4 Caribbean
☐ 5 Latin, Central & South American
☐ 6 African
☐ 7 Asian
☐ 8 Oceania
☐ 9 Another family origin (Please specify): _____
☐ 4 Prefer not to answer
☐ 9 Don't know

D9

How would you describe your racial identity?

Select all that apply

- ☐ 1 White
☐ 2 Chinese
☐ 3 South Asian
☐ 4 Indigenous
☐ 5 Filipino
☐ 6 Black
☐ 7 Southeast Asian
☐ 8 Latin American
☐ 9 Arab
☐ 10 Japanese
☐ 11 West Asian
☐ 12 Korean
☐ 13 Multiple racial identities
☐ 14 Prefer to self-describe: _____
☐ 4 Prefer not to answer

D10

What is your sexual orientation?

- ☐ 1 Straight/heterosexual
☐ 2 Gay
☐ 3 Lesbian
☐ 4 Bisexual
☐ 5 Asexual
☐ 6 Pansexual
☐ 7 Two-Spirit
☐ 8 Prefer to self-describe: _____
☐ 4 Prefer not to answer

EndSurvey

Thank you very much for your participation in this survey. We appreciate your contribution and time.

Your answers will be useful in developing better programs and services for Alberta Culture.

Status Code: -1