

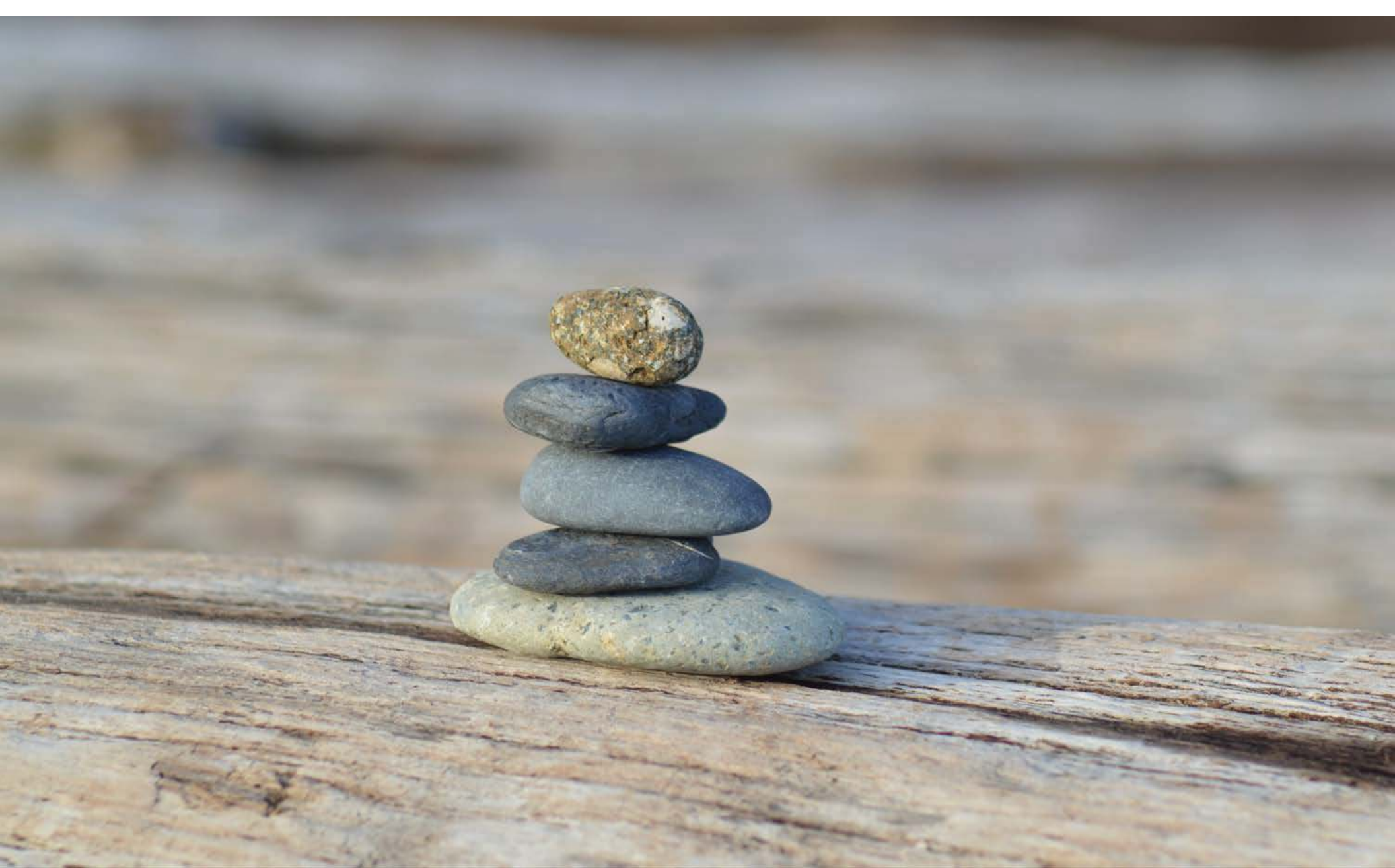


*Alberta*  Culture and Tourism

# Survey of Albertans

March 2016





# CONTEXT, OBJECTIVES & METHODOLOGY

# Context & Objectives

## Context

Alberta Culture and Tourism (including the Alberta Sport Connection) complete an annual survey to understand Albertans' perceptions on various topics related to volunteer work, arts, cultural industries, heritage, recreation, sport and community. The survey provides insight into emerging trends, helps monitor the effectiveness of programs and services, and informs decisions by enhancing the departments understanding of the needs of Albertans.

## Objectives

The objectives of the survey are to provide input to the ministry through an understanding of the following:

1. Albertans' perceptions and behavior related to culture and tourism such as:
  - ✓ Importance of historical resources;
  - ✓ Importance of cultural industries;
  - ✓ Importance of arts activities;
  - ✓ Participation in arts activities;
  - ✓ Attendance at arts activities; and
  - ✓ Volunteerism.
2. Albertans' perceptions and behavior related to recreation such as:
  - ✓ Importance of recreation; and
3. Albertans' perceptions and behavior related to organized sport.
  - ✓ Participation and importance of sport.

# Methodology

## Data Collection

- 1,000 random telephone interviews were conducted with Albertans between the dates of January 25 and February 29, 2016.
  - Based on a sample size of 1,000, the margin of error is equal to  $\pm 3.1$  percentage points, 19 times out of 20.
- In 2016, to ensure that cell-phone only households were included in the sampling frame, cell-phone sample was included.

## Target Respondents

- A random sample of Albertans, 18 years or older (Statistics Canada population estimates were used to generate a demographically representative sample).
- Sample was distributed based on Region, Gender, and Age.
- The sample was spread across Alberta (distributed by Edmonton, Calgary, Small Cities North, Small Cities South, Rural North and Rural South).
- Age is distributed by 18 to 34 years of age, 35 to 54 years of age, and 55 years of age and older.

## Questionnaire Design

- A questionnaire consistent with past surveys was used to ensure comparability of performance measure results. New questions were added to volunteerism, recreation and sport sections. The questionnaire asked a combination of open and closed ended questions.



# KEY INSIGHTS



# Performance Measures vs. Business Targets for the Ministry of Culture and Tourism

Performance Measures	2015-16 Performance (from 2016 survey)	2015-16 Business Targets	Variance from Target	Change from 2014-15 (past year)
<b>Attending the arts:</b> Percentage of adult Albertans who attended arts activities or events	79.5%	85.0%	-5.5%	-1.3%
<b>Formal volunteerism:</b> Percentage of adult Albertans who volunteered with organizations in their community (excluding informal volunteering)	71.4%	69.0%	+2.4%	+10.5%↑
<b>Importance of historical resources to quality of life:</b> Percentage of adult Albertans who feel that historical resources in Alberta communities are important in contributing to the overall quality of life in Alberta	93.9%	94.0%	-0.1%	+0.1%
<b>Visitation to heritage facilities:</b> Percentage of adult Albertans who visited a heritage facility in Alberta	57.4%	59.0%	-1.6%	+2.6%
<b>Arts activities contribute to quality of life:</b> Percentage of adult Albertans who feel arts activities are important in contributing to the overall quality of life in their community	85.3%	89.0%	-3.7%	-3.4%↓

↑↓ Indicate statistically significant differences between survey years

# Performance Indicators for the Ministry of Culture and Tourism

Performance Indicators	2015-16 Performance (from 2016 survey 2016)	Change from 2014-15 (past year)
<b>Protection and preservation of historical resources:</b> Percentage of adult Albertans who agree that overall historic resources are being adequately protected and preserved in Alberta communities	66.5%	-1.9%

# Performance Indicators for the Alberta Sport Connection

Performance Indicators	2015-16 Performance (from 2016 survey 2016)	Change from 2014-15 (past year)
<b>Participation in sport</b> Percentage of adult Albertans participating in organized sport	23.3%	N/A
<b>Participation in sport</b> Child participation in organized sport	64.6%	N/A

↑↓ Indicate statistically significant differences between survey years

# Key Highlights [1/2]

## VOLUNTEERING

**86.9% TOTAL**

(INCREASE FROM 2015†)

**71.4% FORMAL**

(INCREASE FROM 2015†)



**10.7** HOURS ON AVERAGE (PER MONTH)

### KEY AREAS

1. Human services (32.9%)
2. Sports (25.8%)
3. Recreation (22.2%)
4. Youth Development (21.1%)

### BARRIERS



1. Time (63.4%)
2. Health/disability (15.3%)
3. Lack of interest (4.6%)

†New levels added to question in 2016

## ARTS

**79.5% ATTENDED**

(STABLE)

**61.5% PARTICIPATED**

(INCREASE FROM 2015)

**85.3%** feel ARTS activities are IMPORTANT

(DECREASE FROM 2015)

**81.5%** feel GOVERNMENT SUPPORT/FUNDING arts is IMPORTANT

(DECREASE FROM 2015)

## CULTURAL INDUSTRIES

**HIGH AGREEMENT**

(85.8% - 88.2%)

with the importance of each benefit of producing films in Alberta

(ADDING TO QUALITY OF LIFE/CULTURE OF ALBERTANS DECREASED SINCE 2015)

**80.7%** feel GOVERNMENT SUPPORT of the FILM INDUSTRY is IMPORTANT

**HIGH AGREEMENT**

(85.5% - 88.0%)

with the importance of each benefit of producing books/magazines/recordings in Alberta

**78.9%**

feel GOVERNMENT SUPPORT of the BOOK, MAGAZINE AND SOUND RECORDING INDUSTRIES is IMPORTANT

(DECREASE FROM 2015)




# Key Highlights [2/2]

## HERITAGE

**93.9%** feel HISTORICAL RESOURCES are IMPORTANT in contributing to quality of life  
(STABLE)

**57.4% VISITED** an Alberta MUSEUM, HISTORIC SITE, INTERPRETIVE CENTRE OR ARCHIVES (past 12 months)  
(STABLE)

 **INTERNET = TOP SOURCE TO FIND INFORMATION†**  
(INCREASE FROM 2015)

### TOP REASONS FOR VISITATION†

1. Out of curiosity/for pleasure/general interest
2. For education/knowledge/research

**66.5%** agree HISTORICAL RESOURCES are being ADEQUATELY PROTECTED AND PRESERVED  
(STABLE)

**HIGH AGREEMENT**  
(91.6% - 96.4%)  
with the importance of each benefit of historical resources

† Among Albertans who have visited an Alberta museum, historic site, interpretive centre or archive

## RECREATION

**96.4%** feel RECREATION is IMPORTANT in contributing to quality of life

**HIGH AGREEMENT**  
(87.2% - 97.2%)  
with the importance of various RECREATIONAL OPPORTUNITIES in contributing to quality of life

### TOP BENEFITS OF RECREATION

1. Parks, open spaces and trails provide opportunities to enjoy nature (98.8%)
2. Creates opportunities for families to spend time together (98.1%)
3. Contributes to mental well-being (98.0%)
4. Contributes to physical health (97.9%)
5. Encourages children and youth to be active (97.9%)

## SPORT

**23.3%** HAVE PARTICIPATED in ORGANIZED SPORTS in the past 12 months

### TOP ORGANIZED SPORTS§

1. Hockey (24.9%)
2. Soccer (21.5%)
3. Volleyball (13.3%)

**64.6%** have CHILDREN who HAVE PARTICIPATED in ORGANIZED SPORT in the past 12 months\*

### TOP ORGANIZED SPORTS‡

1. Soccer (38.8%)
2. Hockey (25.9%)
3. Swim (23.9%)

**91.4%** feel ORGANIZED SPORT is IMPORTANT

\* Among Albertans with children in their household

§ Among Albertans who have participated in organized sports in the past 12 months

‡ Among Albertans with children who have participated in organized sports in the past 12 months

## COMMUNITY



**COMMUNITY**  
=  
**MY TOWN/CITY**  
(36.5%)

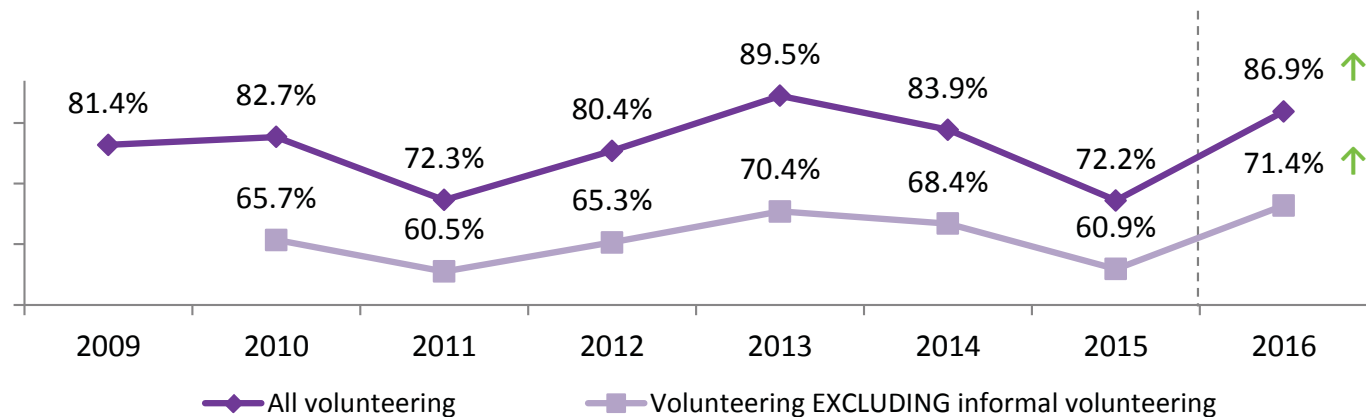
**4-in-5**  
Albertans have a **STRONG SENSE OF BELONGING** to their local community  
(79.5%)

(DECREASE IN 'VERY STRONG' SENSE OF BELONGING SINCE 2015)



# DETAILED FINDINGS: Volunteering

# Incidence of Volunteering



**86.9%**  
VOLUNTEER (TOTAL)  
(INCREASE FROM 2015)

**71.4%**  
VOLUNTEER FORMALLY  
(INCREASE FROM 2015)

Types of volunteer work	2009	2010	2011	2012	2013	2014	2015	2016
<b>As an informal volunteer</b>	68.0%	70.0%	56.4%	67.3%	78.2%	71.2%	57.5%	80.3% ↑
<b>In human services</b>	28.9%	30.1%	27.9%	30.3%	30.1%	32.1%	28.8%	32.9% ↑
<b>In sports</b>	27.1%	25.7%	23.1%	19.9%	24.9%	23.6%	21.1%	25.8% ↑
<b>In recreation</b>	23.4%	20.7%	21.4%	20.6%	22.9%	25.4%	22.8%	22.2%
<b>In youth development</b>	16.8%	16.5%	19.4%	14.9%	17.3%	16.4%	22.0%	21.1%
<b>In regards to the environment†</b>	-	-	-	-	-	-	-	20.0%
<b>In the arts or cultural area</b>	19.8%	22.0%	17.6%	19.5%	19.9%	18.5%	16.9%	18.1%
<b>As Board Member of non-profit†</b>	-	-	-	-	-	-	-	18.1%
<b>In law, advocacy, or politics†</b>	-	-	-	-	-	-	-	9.2%
<b>For libraries</b>	6.0%	5.2%	5.3%	5.8%	5.0%	5.1%	5.3%	5.3%
<b>Any other type of volunteer work</b>	24.3%	26.0%	22.2%	30.1%	31.7%	32.2%	25.3%	23.7%

Most likely to HAVE  
volunteered (total) within  
the past 12 months:

- ✓ 35 years old or older
- ✓ Females
- ✓ Household income over \$100,000
- ✓ Not born in Alberta but lived here 10+ years
- ✓ University graduate

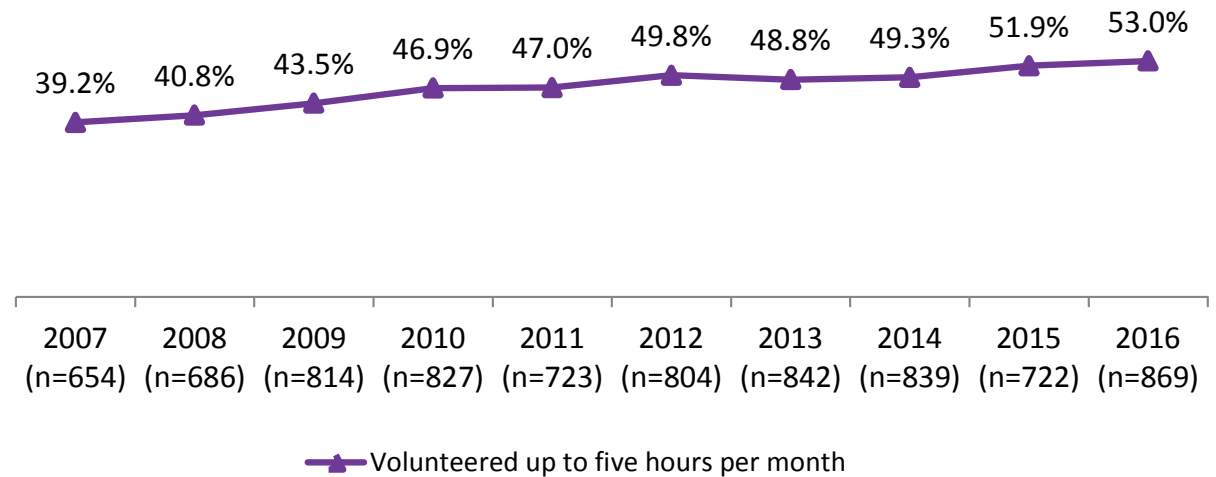
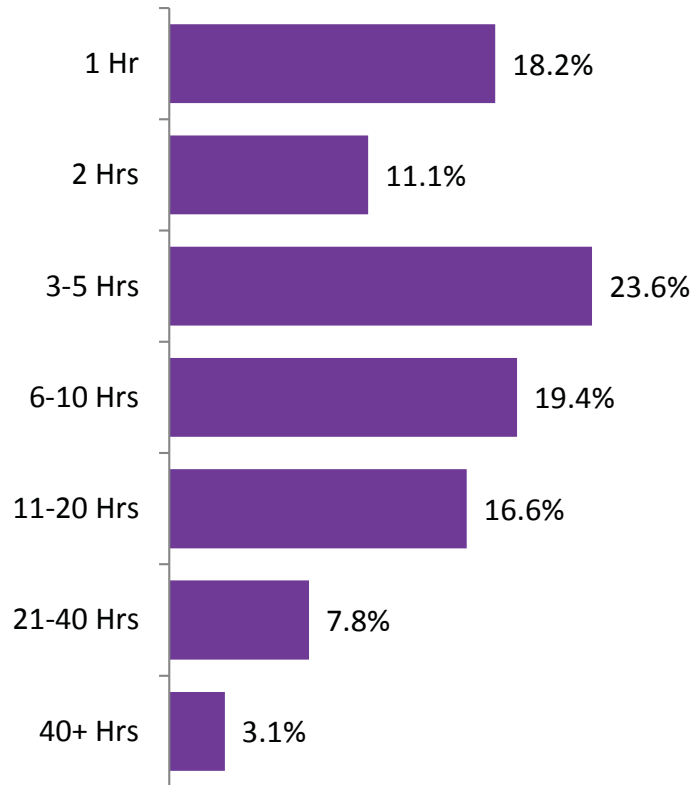
Volunteering activity has returned to levels seen in 2013; however, this may be a result of additional categories being included in the question.

† New items added to 2016 survey

V1 -- As you may know, volunteering is an unpaid contribution of time, energy and/or talents to charitable or non-profit organizations, causes, community development activities, or help through personal initiative to individuals. I'm now going to read a list of different types of volunteer work and for each I would like you to indicate whether or not you did that type of volunteer work. If you are unsure, I can provide examples. In the **past 12 months**, did you do any volunteer work ... (n=1,000)

# Average Time Spent Volunteering

Albertans who have volunteered in the past 12 months



Albertans volunteer an average of **10.7 hrs/month**

Volunteer the most hours per month (on AVERAGE):

- ✓ Not born in Alberta and Lived here for 30+ years
- ✓ Household income less than \$60,000
- ✓ No children in household
- ✓ Retired

↑↓ Indicate statistically significant differences between survey years  
 V2 -- In the past year, on average, about how many hours per month did you spend doing any kind of volunteer work? (n=869)

# Reasons for Not Volunteering

## Albertans who have not volunteered in the past 12 months

The biggest barrier to volunteering continues to be lack of time, which has increased again in 2016 reaching a historical high. Disabilities and/or health problems continue to be the second largest stated barrier to volunteering.

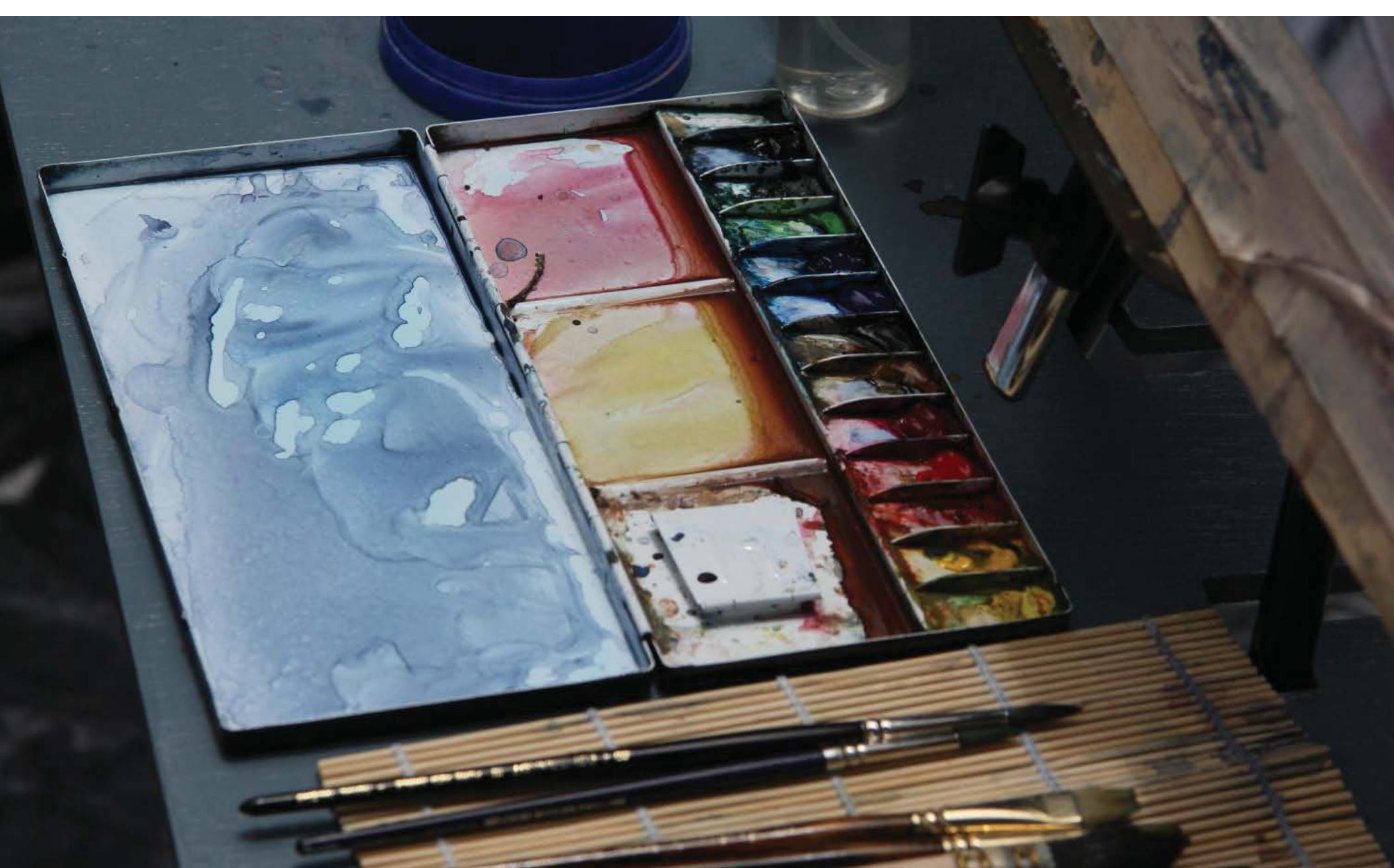
Albertans who have not volunteered in the past 12 months	2007 (n=346)	2008 (n=314)	2009 (n=186)	2010 (n=172)	2011 (n=277)	2012 (n=196)	2013 (n=105)	2014 (n=161)	2015 (n=278)	2016 (n=131)
Did not have enough time or were too busy	57.8%	54.6%	51.6%	58.7%	48.0%	53.6%	49.5%	47.8%	55.4%	63.4%
Were unable to volunteer due to a disability or health problem (including age)	12.0%	18.5%	15.6%	13.4%	15.2%	20.4%	26.7%	18.6%	14.0%	15.3%
Were not interested in doing volunteer work	5.3%	3.5%	5.9%	8.7%	8.3%	7.7%	5.7%	8.1%	3.6%	4.6%
Were unaware of opportunities to volunteer	3.2%	2.5%	4.3%	6.4%	5.4%	7.7%	1.0%	5.0%	7.9%	1.5%↓
Would rather have given money instead of time	1.8%	3.5%	4.8%	2.9%	2.9%	3.1%	1.0%	3.1%	3.6%	1.5%
Had not been personally asked	4.1%	3.2%	3.2%	3.5%	2.5%	0.5%	3.8%	2.5%	4.3%	0.8%↓
Unwilling to make a year round time commitment	1.8%	2.2%	3.8%	4.1%	5.1%	4.6%	1.0%	-	4.0%	0.8%↓
Just moved to Alberta†	-	-	-	-	-	-	-	-	1.4%	-
Other	11.1%	8.6%	9.7%	1.7%	2.5%	1.5%	11.4%	6.8%	4.0%	7.6%
Don't Know/Refused	3.2%	2.9%	1.1%	0.6%	10.1%	1.0%	-	8.1%	1.8%	4.6%

† New mention in 2015

↑↓ Indicate statistically significant differences between survey years

V3 -- To gain a better sense as to why Albertans have not volunteered, we would appreciate if you could explain the **main** reason why you have not volunteered in the past 12 months. (n=131)





## DETAILED FINDINGS: Arts



# Incidence of Attending or Participating in Arts

Most likely to have **PARTICIPATED** in arts activities or events:

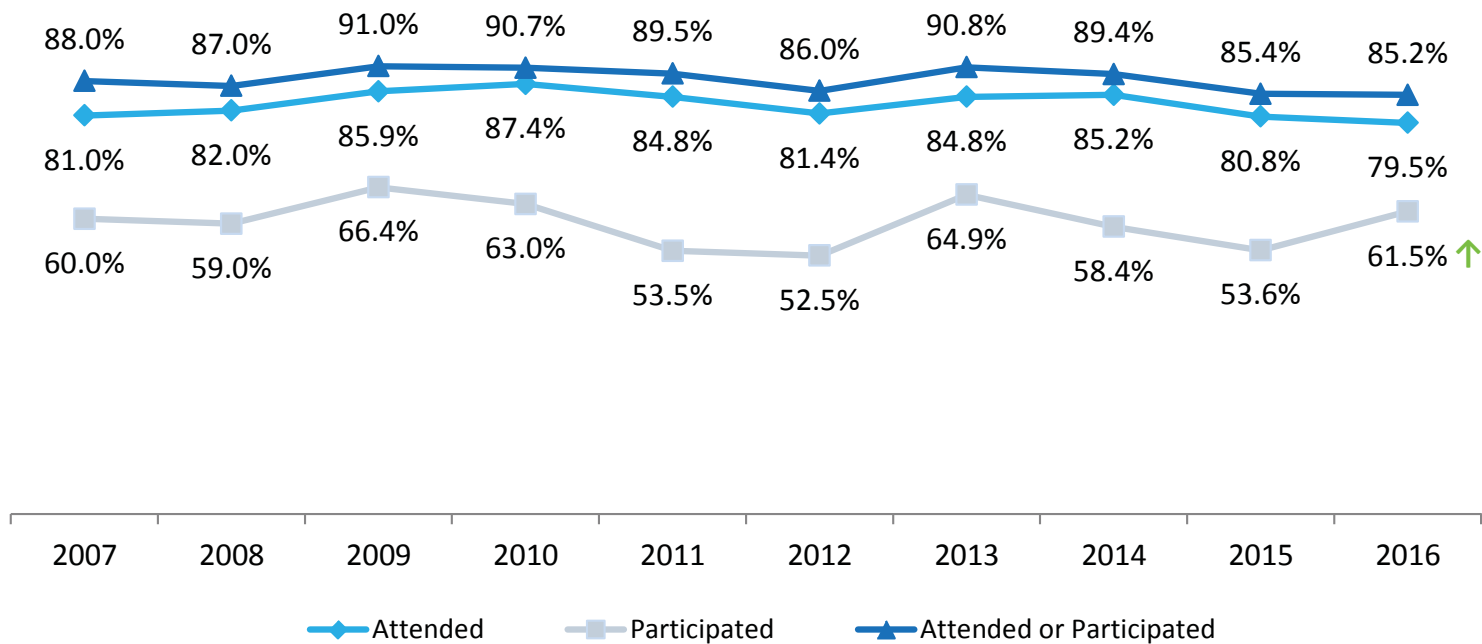
- ✓ 35 to 44 years old
- ✓ Females
- ✓ Children in household
- ✓ Working part-time
- ✓ University graduate

**79.5%** **ATTENDED**  
(STABLE)

**61.5%** **PARTICIPATED**  
(INCREASE FROM 2015)

Most likely to have **ATTENDED** arts activities or events:

- ✓ 35 to 44 years old
- ✓ Females
- ✓ Household income over \$60,000
- ✓ University graduate



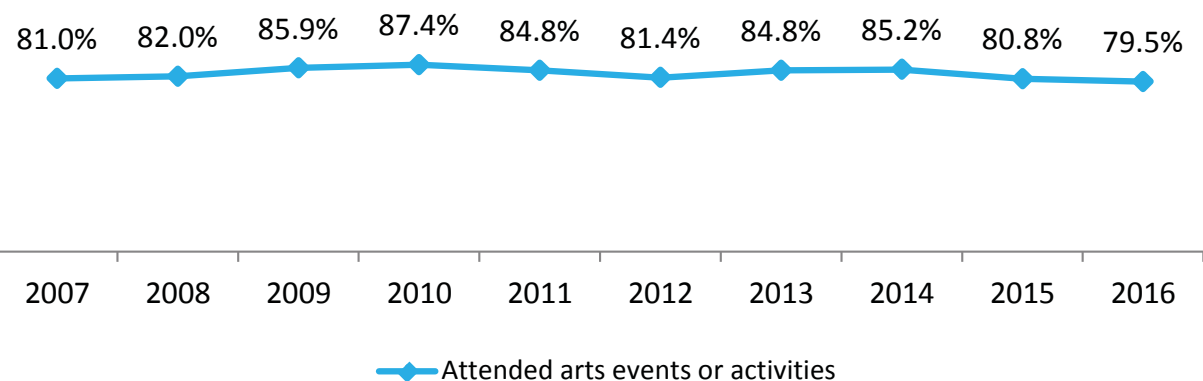
↑↓ Indicate statistically significant differences between survey years

A1 -- Thinking about the arts, which of the following activities or events did you personally attend as an **audience member or consumer**? In the past year, did you... (n=1,000)

A2 -- Still thinking about the arts, which activities or events did you personally **perform or participate in**? In the past year, did you... (n=1,000)

# Incidence of Attending Arts Events/Activities

2015-16 Business  
Target – Attending  
the Arts: **85.0%**



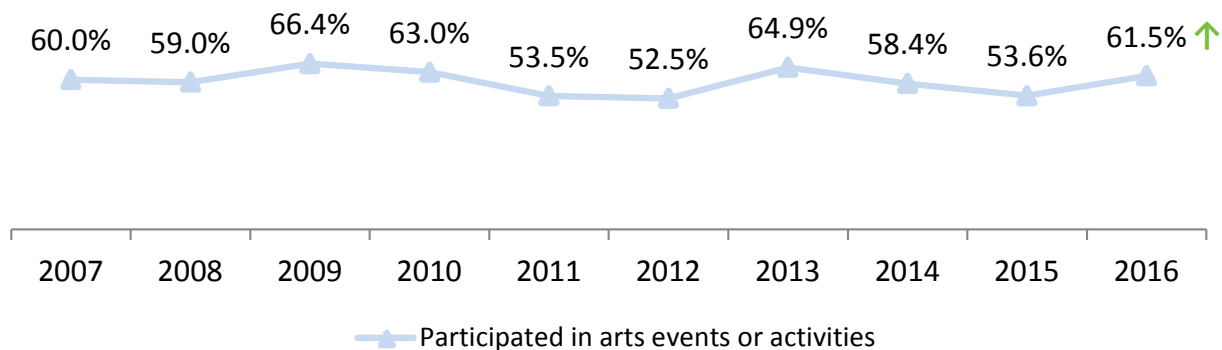
The overall incidence of attending arts events or activities has remained stable in 2016, though several individual events or activities have seen declines. Albertans are most likely to have attended a live performance (61.2%) in the past 12 months, followed by festivals (45.0%) and art exhibitions/galleries (33.6%).

Types of arts events or activities attended	2007 (n=1,000)	2008 (n=1,000)	2009 (n=1,000)	2010 (n=1,000)	2011 (n=1,000)	2012 (n=1,000)	2013 (n=1,000)	2014 (n=1,000)	2015 (n=1,000)	2016 (n=1,000)
Attend a live performance such as music, theatre or dance	61.4%	60.5%	66.9%	68.5%	67.8%	62.5%	65.8%	66.2%	60.2%	61.2%
Attend a festival	43.7%	42.6%	47.6%	54.5%	49.9%	51.7%	47.1%	50.9%	51.2%	45.0%↓
Visit an arts exhibition or gallery	37.1%	38.7%	40.3%	42.0%	40.6%	36.3%	38.0%	38.5%	38.6%	33.6%↓
Purchase an art product	39.0%	36.3%	39.8%	32.8%	36.0%	30.9%	38.7%	40.4%	34.1%	31.3%
Participate in a community or school-based arts program	23.3%	20.4%	22.8%	23.8%	25.6%	22.7%	23.2%	26.8%	28.6%	21.4%↓
Attend any other arts programs or activities	14.1%	16.1%	13.0%	15.4%	12.4%	14.1%	13.6%	14.2%	9.4%	6.8%↓

↑↓ Indicate statistically significant differences between survey years

A1 -- Thinking about the arts, which of the following activities or events did you personally attend as an audience member or consumer? In the past year, did you... (n=1,000)

# Incidence of Participating in Arts Events/Activities



Participation arts events or activities has increased in 2016 after trending downward since 2013. Albertans are most likely to engage in a home-based arts activity (50.5%), followed by painting or drawing a piece of art work (26.9%) and playing a musical instrument (13.0%).

Types of arts events or activities participated or performed	2007 (n=1,000)	2008 (n=1,000)	2009 (n=1,000)	2010 (n=1,000)	2011 (n=1,000)	2012 (n=1,000)	2013 (n=1,000)	2014 (n=1,000)	2015 (n=1,000)	2016 (n=1,000)
<b>Engage in a home-based arts activity</b>	48.6%	46.9%	51.7%	51.0%	41.1%	41.3%	56.5%	46.3%	42.6%	50.5% ↑
<b>Paint or draw a piece of art work</b>	23.4%	22.3%	21.8%	24.8%	16.7%	16.2%	23.6%	22.0%	20.2%	26.9% ↑
<b>Play a musical instrument</b>	18.3%	15.5%	15.1%	15.8%	16.9%	16.6%	14.7%	18.4%	17.9%	13.0% ↓
<b>Write or publish a literary work</b>	1.8%	1.4%	11.0%	9.9%	6.8%	7.0%	10.9%	7.9%	6.7%	9.8% ↑
<b>Perform in a choir</b>	7.0%	6.5%	5.9%	7.2%	6.4%	5.6%	6.3%	5.4%	7.5%	5.7%
<b>Perform in a public literary reading</b>	3.2%	5.0%	4.5%	5.0%	3.8%	4.1%	3.6%	3.5%	4.2%	3.0%
<b>Perform in a theatrical production</b>	3.9%	2.8%	4.1%	3.3%	4.1%	2.6%	3.3%	4.2%	2.8%	1.4% ↓
<b>Perform or participate in any other arts programs</b>	8.3%	8.9%	6.4%	8.7%	6.2%	8.2%	5.8%	5.6%	5.7%	7.8%

↑↓ Indicate statistically significant differences between survey years

A2 -- Still thinking about the arts, which activities or events did you personally **perform or participate in**? In the past year, did you... (n=1,000)

# Importance of Arts Activities

2015-16 Business Target – Importance of Arts Activities: **89.0%**

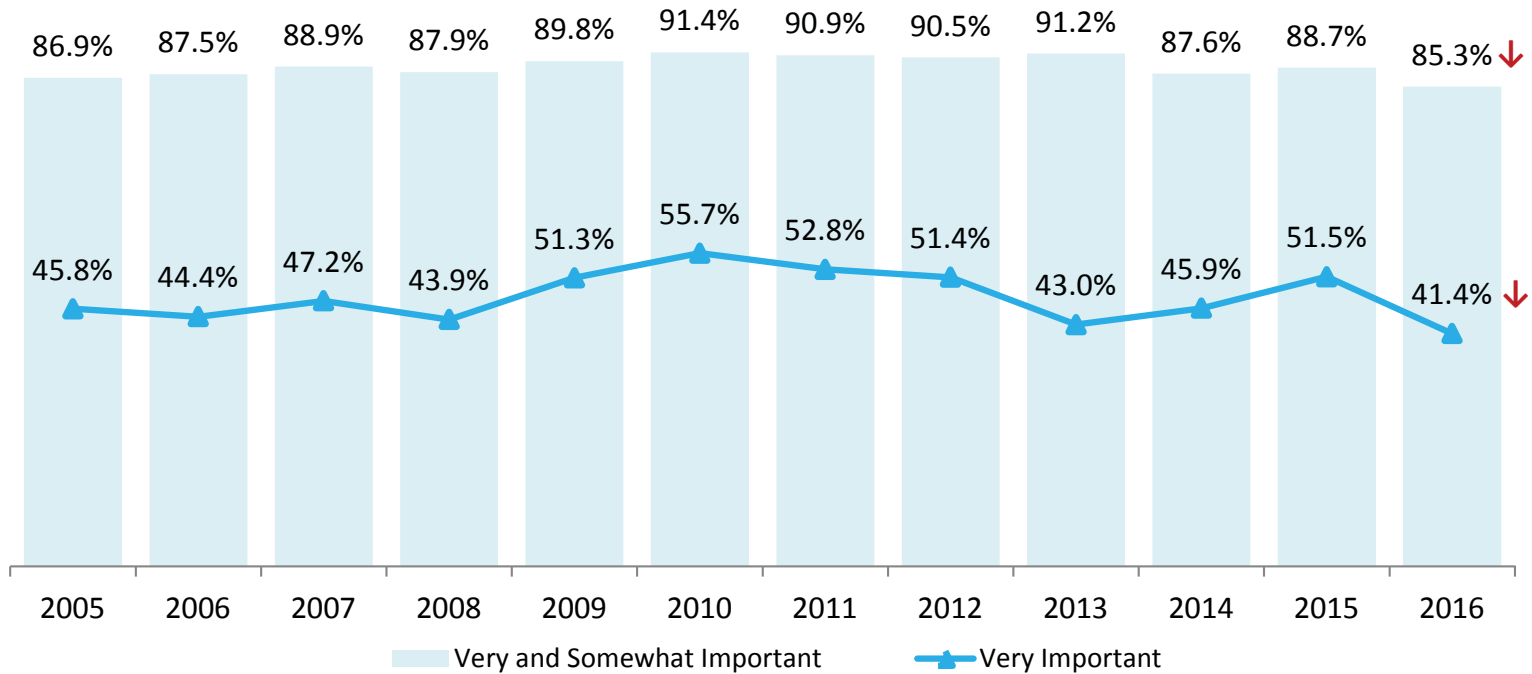
The proportion of Albertans who feel arts activities are very important has decreased in 2016 after trending upward since 2013.

# 85.3%

feel ARTS activities are **IMPORTANT**

Most likely to feel that arts activities are **IMPORTANT** in contributing to the overall quality of life in their community:

- ✓ Females
- ✓ University graduate



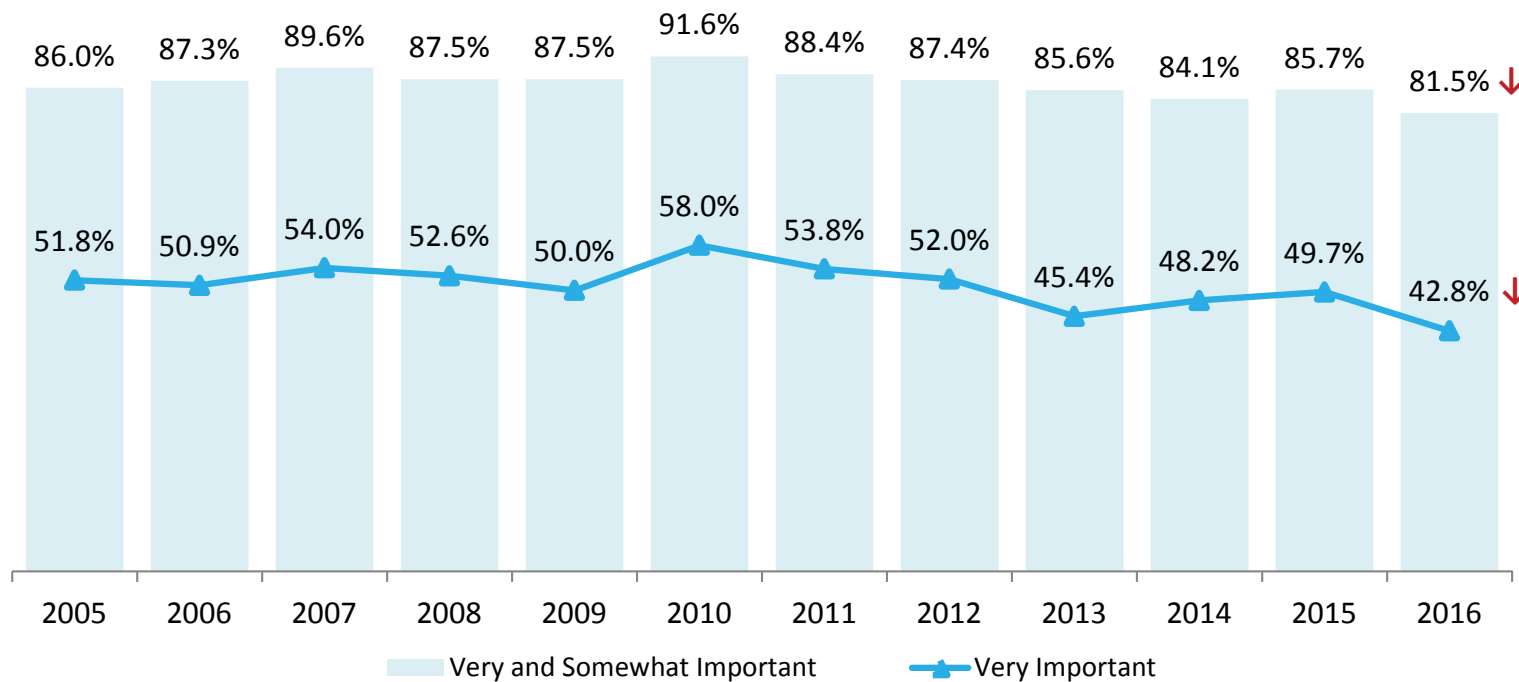
↑↓ Indicate statistically significant differences between survey years  
 A3 -- How important do you feel arts activities are in contributing to the overall quality of life in your community? Would you say they are ... (n=1,000)

# Importance of Funding and Supporting the Arts

The majority of Albertans continue to feel that it is important for the Government of Alberta to continue funding and supporting the arts. However, ratings of importance have decreased in 2016, indicating an overall downward trend since 2010.

Most likely to feel that it is **IMPORTANT** that the Government of Alberta continue to fund and support the arts:

- ✓ 18 to 34 years old
- ✓ Females
- ✓ Students
- ✓ Not born in Canada
- ✓ Not born in Alberta, but lived here fewer than 10 years
- ✓ University graduate



↑↓ Indicate statistically significant differences between survey years

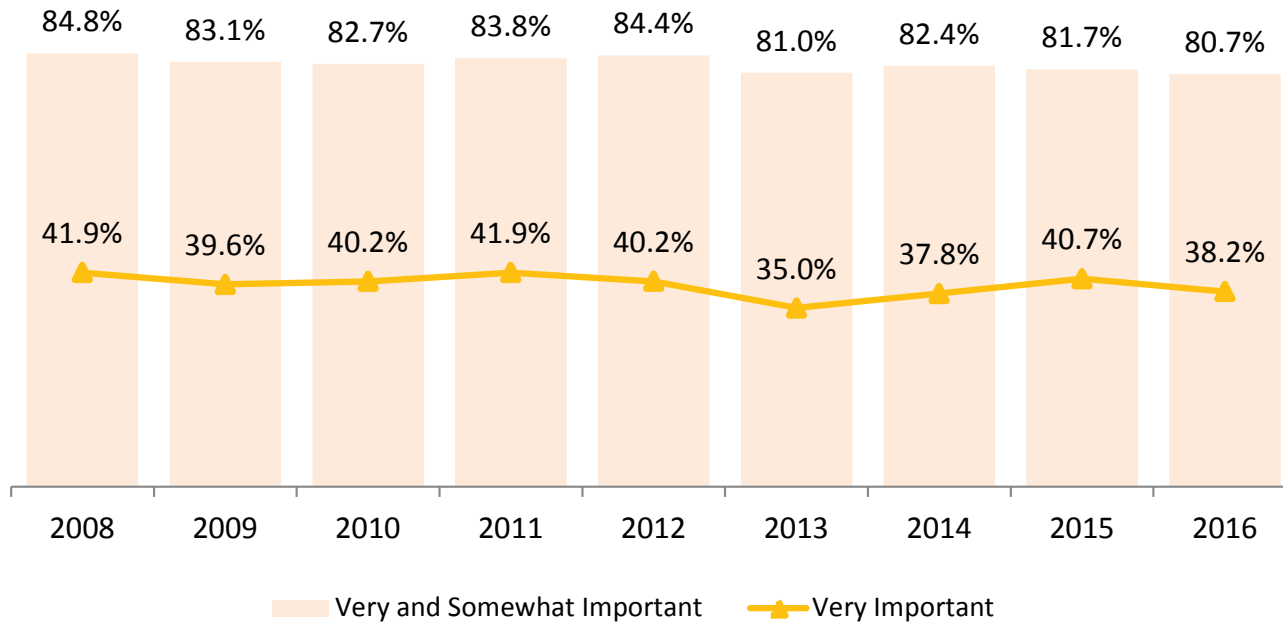
A4 -- Currently, the Government of Alberta provides funds and support for the arts. How important is it to you that the Government of Alberta continues to fund and support the arts? Would you say it is ... (n=1,000)



## DETAILED FINDINGS: Cultural Industries



# Importance of Supporting the Film Industry



Most likely to rate **VERY IMPORTANT**:

- ✓ 55 years old or older
- ✓ No children in household
- ✓ Not born in Alberta
- ✓ Retired
- ✓ (Some) university or high school (or less) education

Four-in-five Albertans feel it is important for the Government of Alberta to support Alberta's film and TV industry. Support has remained stable since 2015.

↑↓ Indicate statistically significant differences between survey years

C2 -- Currently, the Government of Alberta supports Alberta's film and TV industry. How important is it to you that the Government of Alberta continues to support this industry? Would you say it is ... (n=1,000)

# Potential Benefits of Producing Films in Alberta

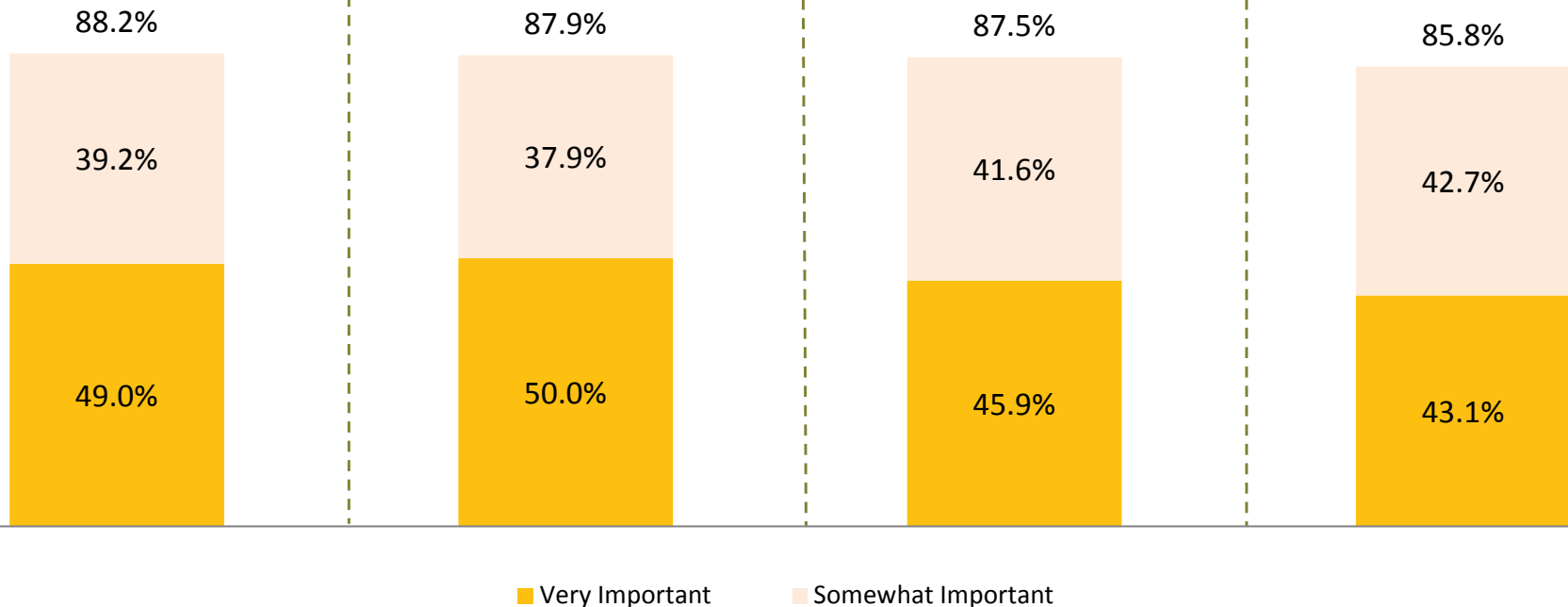
2016

*The money this industry spends in Alberta*

*Increasing Alberta's image on the world stage*

*Telling Alberta stories*

*Adding to the culture and quality of life of Albertans*

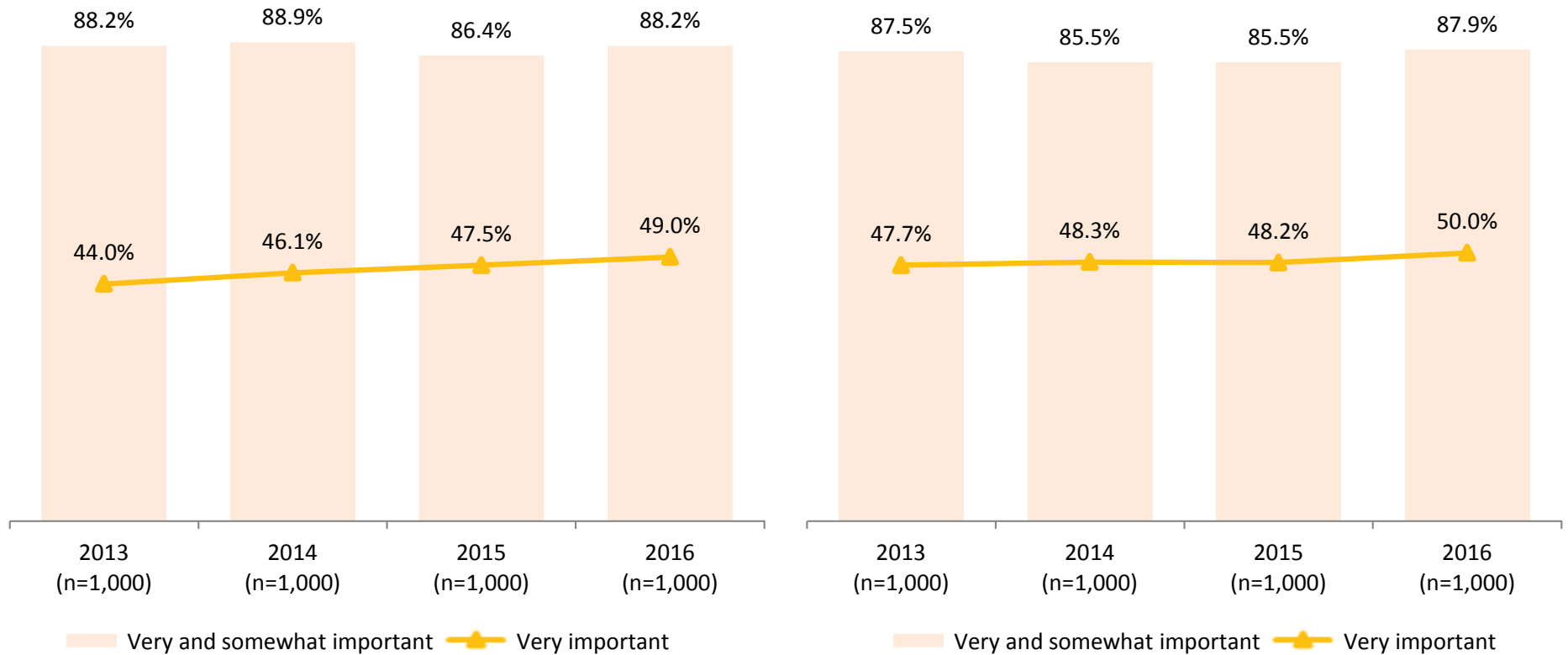


Almost half of Albertans feel that each of the above potential benefits of producing films and TV shows in Alberta are *very important*.

# Potential Benefits of Producing Films in Alberta [1/2]

*The money this industry spends in Alberta*

*Increasing Alberta's image on the world stage*



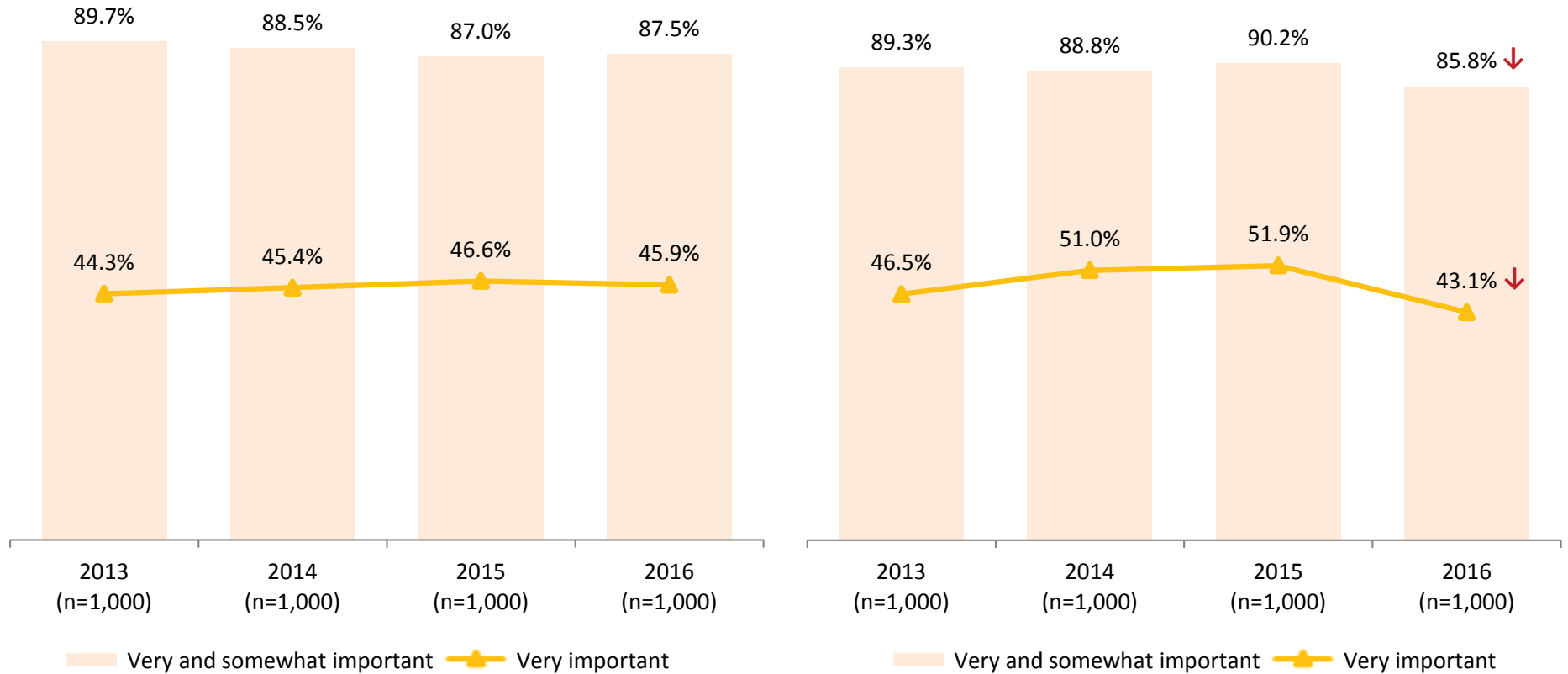
Agreement with the importance of money this industry spends in Alberta and increasing Alberta's image on the world stage have remained stable, year over year.

↑↓ Indicate statistically significant differences between survey years  
 C1 -- I am now going to read a list of the potential benefits of producing films and TV shows in Alberta. Would you say that the following benefits are very important, somewhat important, not very important or not at all important to you? (n=1,000)

# Potential Benefits of Producing Films in Alberta [2/2]

*Telling Alberta stories*

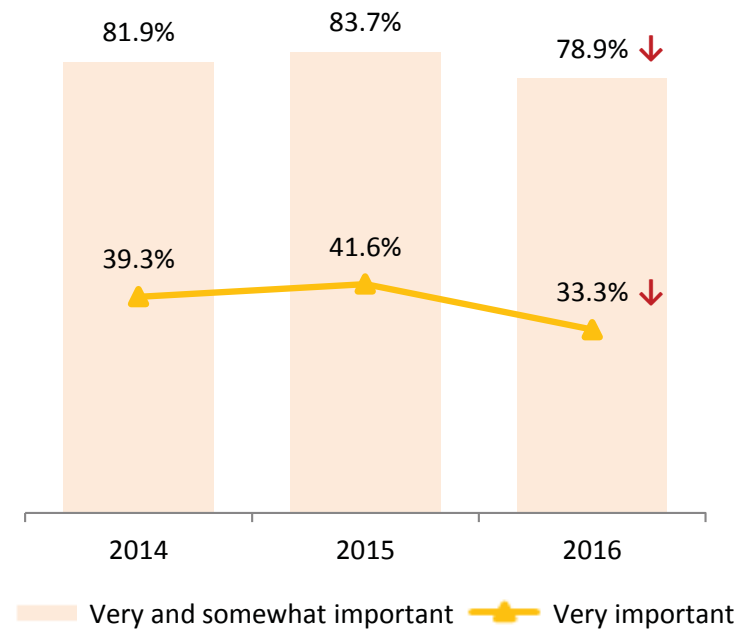
*Adding to the culture and quality of life of Albertans*



In 2016, fewer Albertans feel that the production of films and TV shows in Alberta added to the culture and quality of life. Agreement with the importance of telling Alberta stories has remained stable.

↑↓ Indicate statistically significant differences between survey years  
 C1 -- I am now going to read a list of the potential benefits of producing films and TV shows in Alberta. Would you say that the following benefits are very important, somewhat important, not very important or not at all important to you? (n=1,000)

# Importance of Supporting Alberta's Books, Magazines, Sound Recordings



In 2016, fewer Albertans feel that the production of books, magazines and sound recordings in Alberta added to the culture and quality of life. Agreement with the importance of the money this industry spends in Alberta has remained stable; although, fewer Albertans feel it is very important.

↑↓ Indicate statistically significant differences between survey years

C4 -- Currently, the Government of Alberta supports Alberta's book and magazine publishing and sound recording. How important is it to you that the Government of Alberta continues to support these industries? Would you say it is ... (n=1,000)

# Benefits of Producing Books, Magazines, Recordings

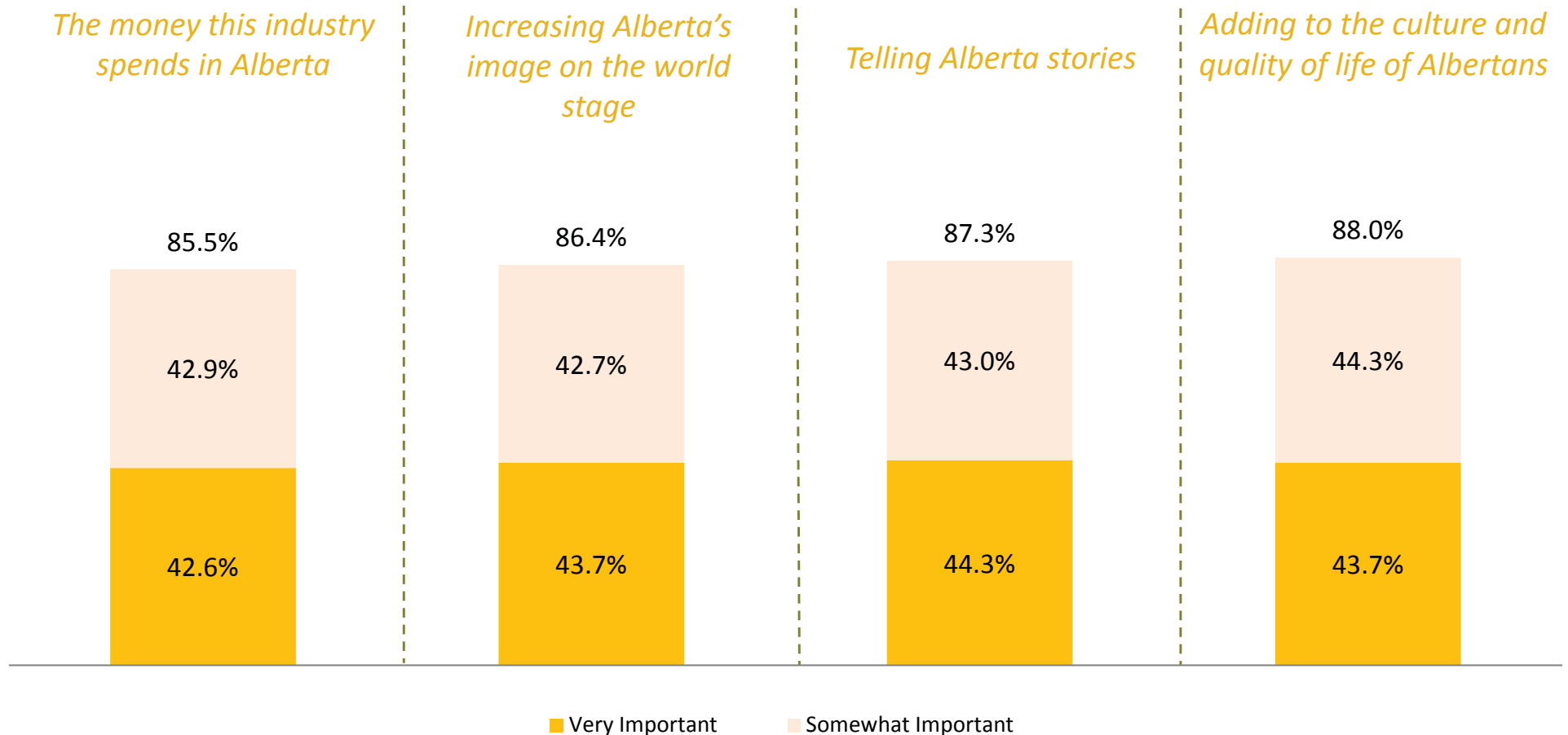
2016

*The money this industry spends in Alberta*

*Increasing Alberta's image on the world stage*

*Telling Alberta stories*

*Adding to the culture and quality of life of Albertans*



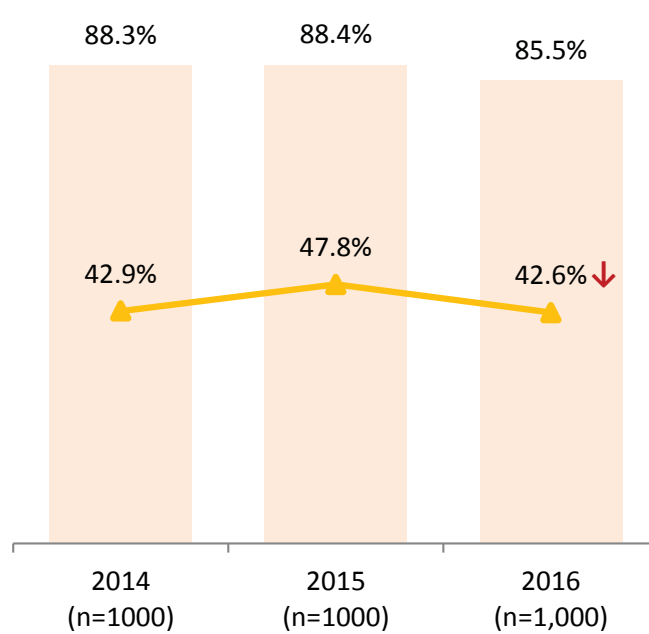
Over two-in-five Albertans feel that each of the above potential benefits of producing books, magazines, and sound recordings in Alberta are *very important*.



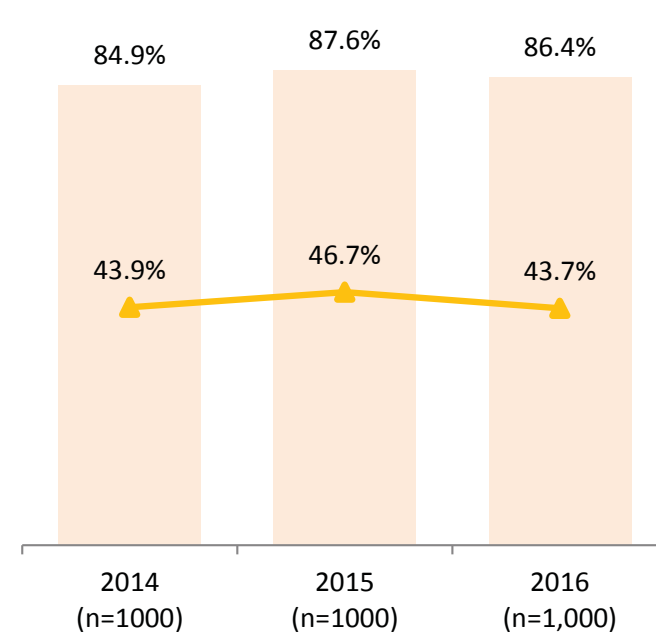
# Benefits of Producing Books, Magazines, Recordings

[1/2]

*The money this industry spends in Alberta*



*Increasing Alberta's image on the world stage*



Very and somewhat important    Very important

Agreement with the importance of the money this industry spends in Alberta has remained stable; however, fewer Albertans feel it is *very important*. Agreement with the importance Alberta's image on the world stage has also remained stable, year over year.

**Note: New question in 2014**

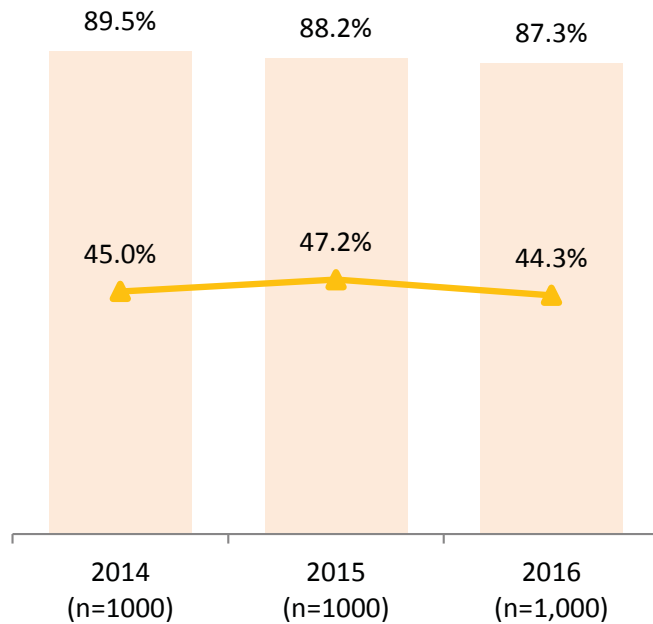
↑↓ Indicate statistically significant differences between survey years

C3 -- I am now going to read a list of the potential benefits of producing books, magazines, and sound recordings in Alberta. Would you say that the following benefits are very important, somewhat important, not very important or not at all important to you? (n=1,000)

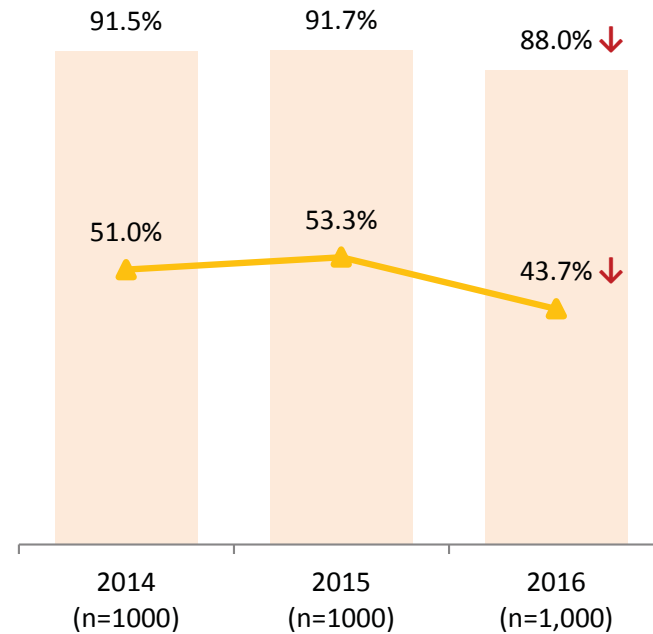
# Benefits of Producing Books, Magazines, Recordings

[2/2]

*Telling Alberta stories*



*Adding to the culture and quality of life of Albertans*



Very and somewhat important    Very important

Agreement with the importance of telling Alberta stories has remained stable, year over year. However, fewer Albertans feel that adding to the culture and quality of life is a potential benefit of importance (with respect to producing books, magazines, and sound recordings in Alberta) in 2016.

**Note: New question in 2014**

↑↓ Indicate statistically significant differences between survey years

C3 -- I am now going to read a list of the potential benefits of producing books, magazines, and sound recordings in Alberta. Would you say that the following benefits are very important, somewhat important, not very important or not at all important to you? (n=1,000)



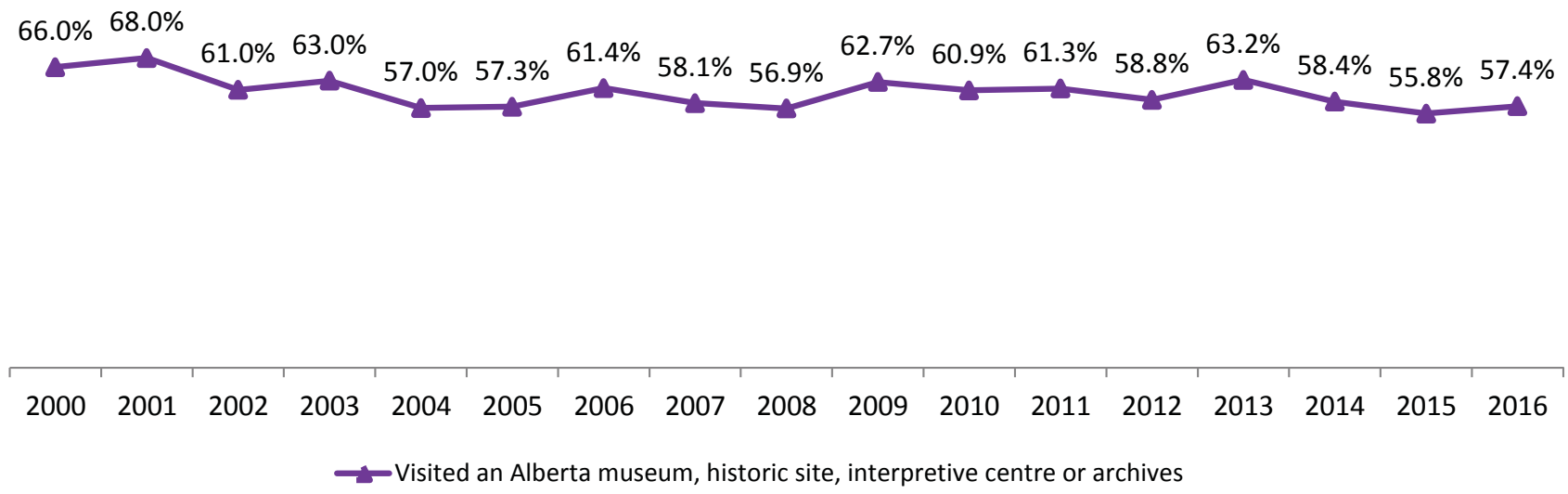
# DETAILED FINDINGS: Heritage

# Visitation of Historical Sites

# 57.4%

have **VISITED** an Alberta  
museum, historic site, interpretive  
centre or archives in the past 12  
months

- Most likely to have VISITED include:*
- ✓ 35 to 54 years old
  - ✓ Household income over \$100,000
  - ✓ Children in household
  - ✓ Married/common-law
  - ✓ University or college education



↑↓ Indicate statistically significant differences between survey years  
M2 -- Have you visited an Alberta museum, historic site, interpretive centre or archives in the past 12 months? (n=1,000)

# Importance of Historical Resources

# 93.9%

feel that HISTORICAL  
RESOURCES are  
IMPORTANT

Most likely to rate VERY IMPORTANT ...

- ✓ 55 years old or older
- ✓ (Some) university education



↑↓ Indicate statistically significant differences between survey years

M1 -- When thinking about historical resources in Alberta communities, for example, museums, archives, historic sites and interpretive centres, how important do you feel these historical resources are in contributing to the overall quality of life in Alberta? Would you say they are ... (n=1,000)



# Key Sources of Information About Historical Sites

Albertans who have visited a historical site in the past 12 months

Source(s) of Information about historical sites	2015 (n=558)	2016 (n=574)
Internet website	47.3%	56.1%↑
Word of mouth/friends/family	17.7%	19.0%
Personal knowledge/experience	13.6%	12.6%
Alberta Tourism Information/Travel Alberta/Tourism centres/guidebooks/pamphlets	5.6%	7.7%
Newspaper/magazines	5.9%	5.9%
Radio/TV/billboards/advertisements	6.6%	3.5%↓
Road signage/maps/AMA	3.0%	2.3%
School trip/work event/special event	1.4%	1.4%
Information from the kids' school	1.6%	1.0%
The history of the place	1.3%	0.2%↓
Other	7.9%	6.3%
Don't Know/Refused	4.1%	5.2%

Over half (56.1%) of Albertans who visited an Alberta museum, historic site, interpretive centre or archives in the past 12 months used the Internet as their main source of information when deciding to visit.

- ✓ Word of mouth/friends/family (19.0%) and personal knowledge/experience (12.6%) were the next most common main sources.
- ✓ Reliance on radio/TV/billboards/advertisements has significantly decreased since 2015.



# Main Reason for Visitation (Historical Sites)

Albertans who have visited a historical site in the past 12 months

Reason(s) for visiting historical sites	2015 (n=558)	2016 (n=574)
Out of curiosity/for pleasure/general interest	42.3%	40.4%
For education/knowledge/research	34.8%	27.2%↓
Good family activity/wanted to show children	23.1%	24.1%
Special interest in history	20.6%	23.6%
School trip/special event/free admission	4.7%	9.8%↑
To show out-of-town guests/friends/visitors	3.6%	6.1%↑
Visiting the area/tourist	3.8%	3.8%
Special interest in arts/culture	4.8%	3.7%
There was a specific exhibit of interest	4.1%	2.8%
Other	2.3%	4.5%↑
Don't Know/Refused	2.9%	0.2%↓

Albertans who visited an Alberta museum, historic site, interpretive centre or archives in the past 12 months tended to visit out of curiosity/for pleasure/general interest (40.4%) or for education/knowledge/research (27.2%).

- ✓ This year, Albertans are less likely to visit historical sites for education/knowledge/research, but more likely to visit for a school trip/special event/free admission, and to show out-of-town guests/friends/visitors.

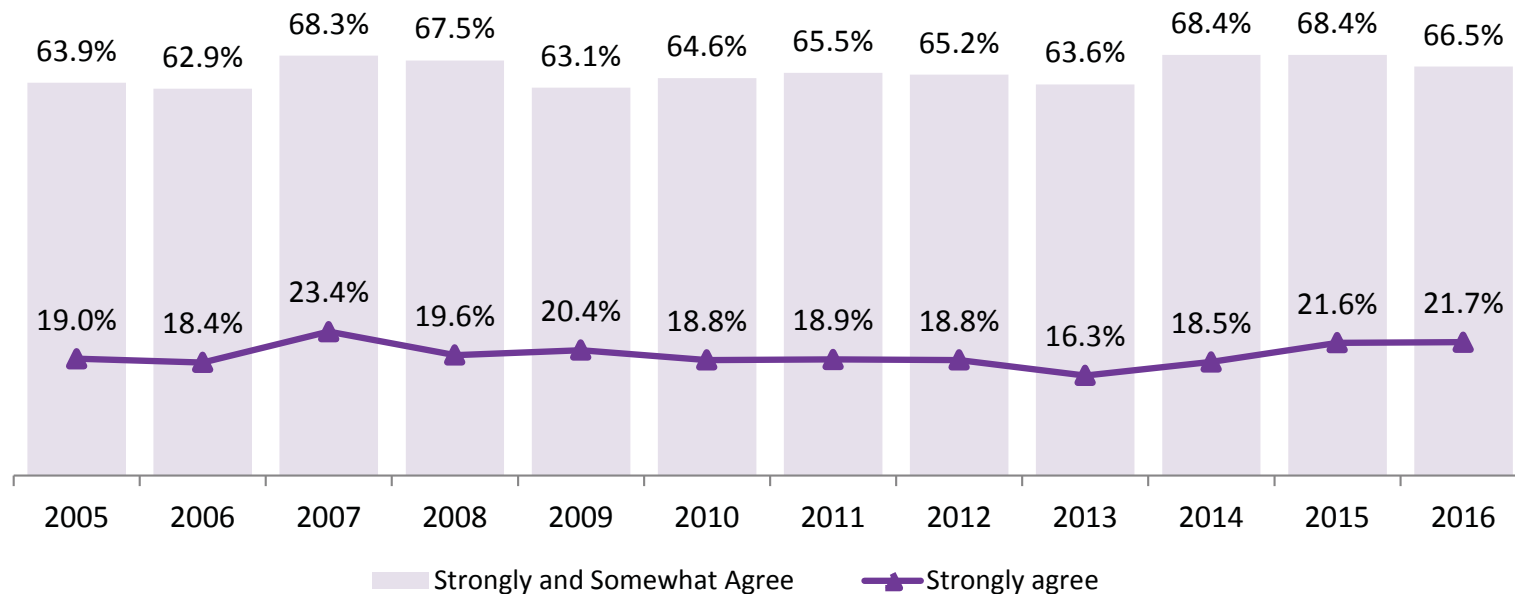
# Protection of Historical Resources

# 66.5%

AGREE that HISTORICAL RESOURCES are being adequately PROTECTED and PRESERVED

Most likely to STRONGLY AGREE ...

- ✓ 18 to 44 years old
- ✓ Household income less than \$40,000
- ✓ Not born in Canada
- ✓ Students
- ✓ Lived in Canada for fewer than 10 years
- ✓ Lived in Alberta for fewer than 10 years



↑↓ Indicate statistically significant differences between survey years

M5 -- When thinking about the Alberta Government's role as the steward and custodian of historical resources in the province, particularly with respect to historical buildings and archaeological and fossil resources, how would you respond to this statement: Overall, historical resources are being adequately protected and preserved in Alberta communities. (n=1,000)

# Benefits of Historical Resources

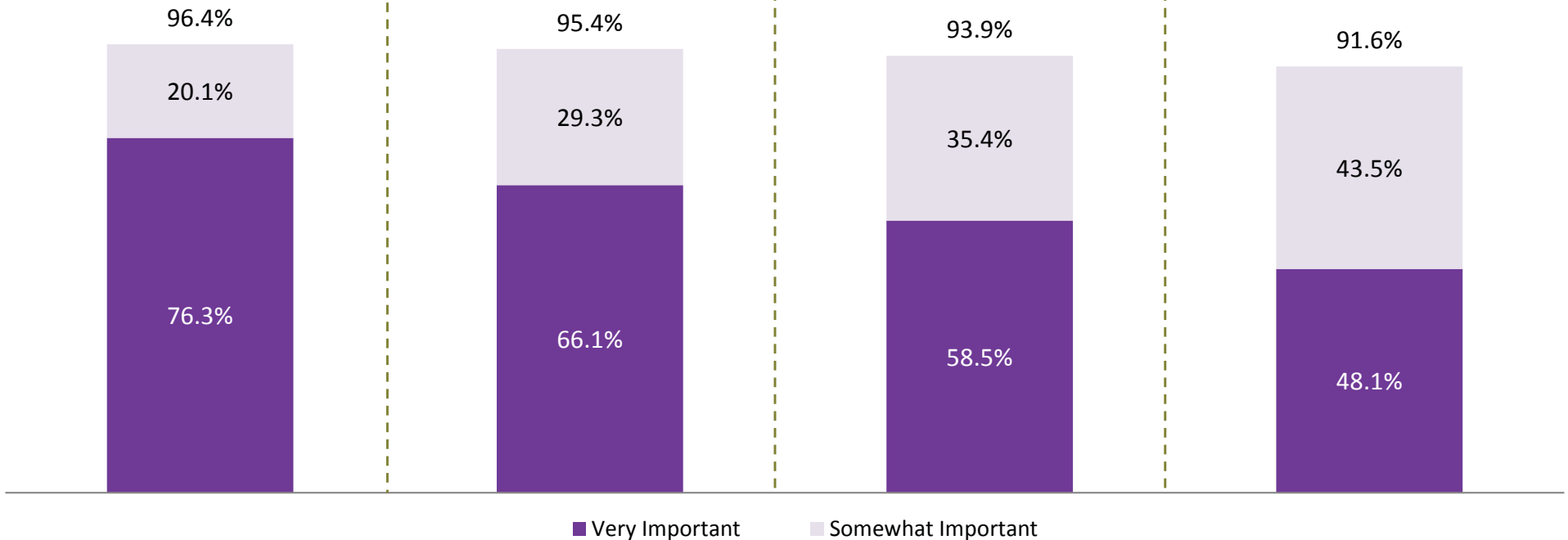
2016

*Opportunity for education and lifelong learning*

*The preservation of historical resources*

*The opportunity for recreation*

*Visitor spending in local communities*



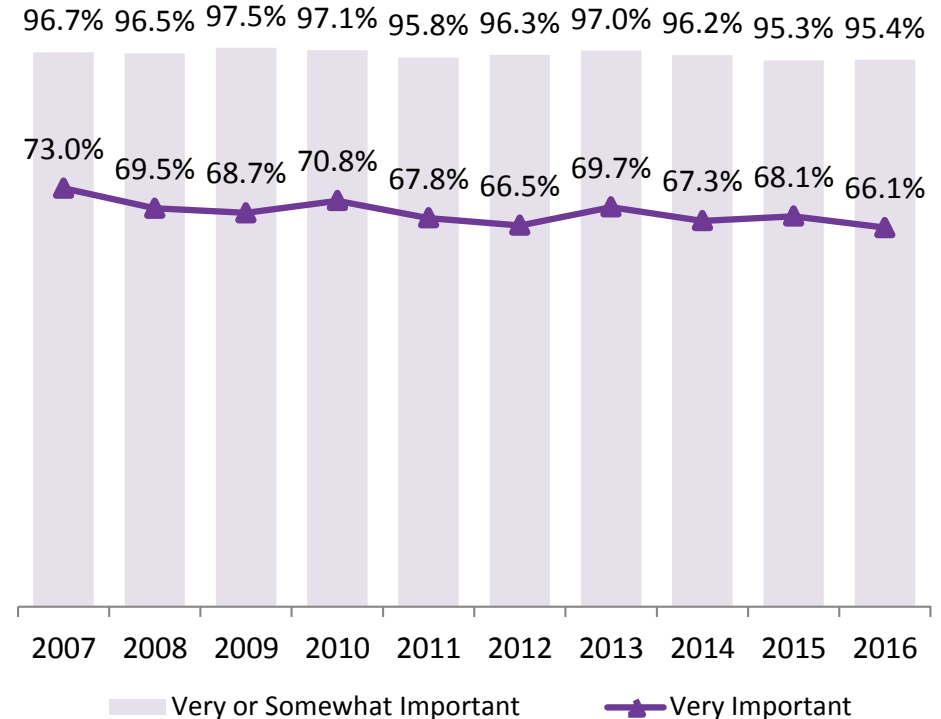
Albertans feel that the opportunity for education and lifelong learning is the most important potential benefit of historical resources and heritage facilities, with over three-in-four rating it as *very important*. The preservation of historical resources is rated as the second most important potential benefit.

# Benefits of Historical Resources [1/2]

*Opportunity for education and lifelong learning*



*The preservation of historical resources*

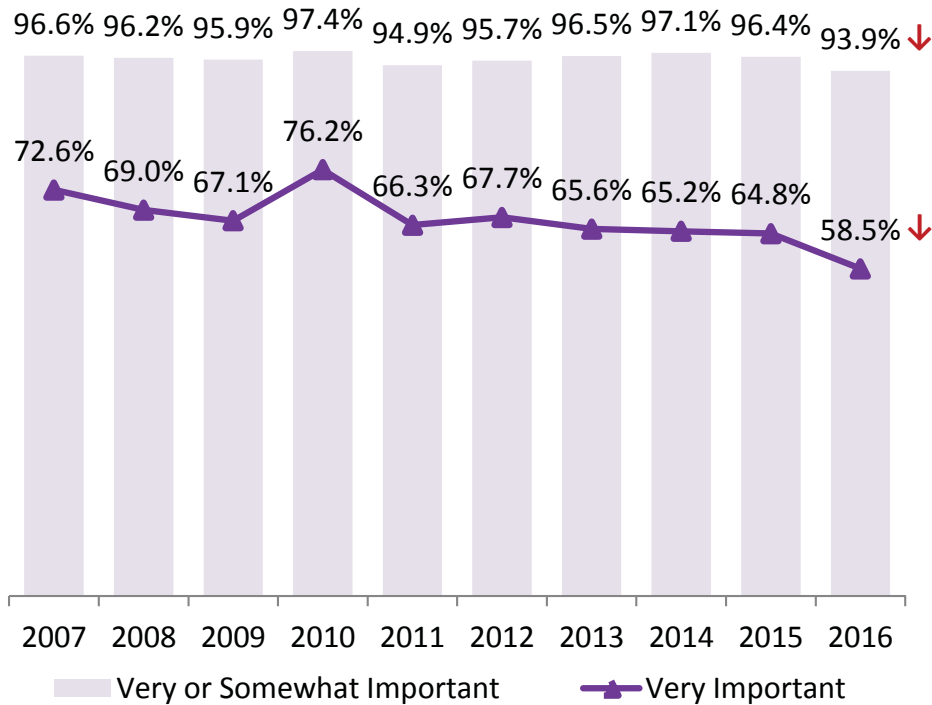


Both agreement with the importance of the preservation of historical resources and agreement with the importance of opportunity for education and lifelong learning has remained stable year-over-year.

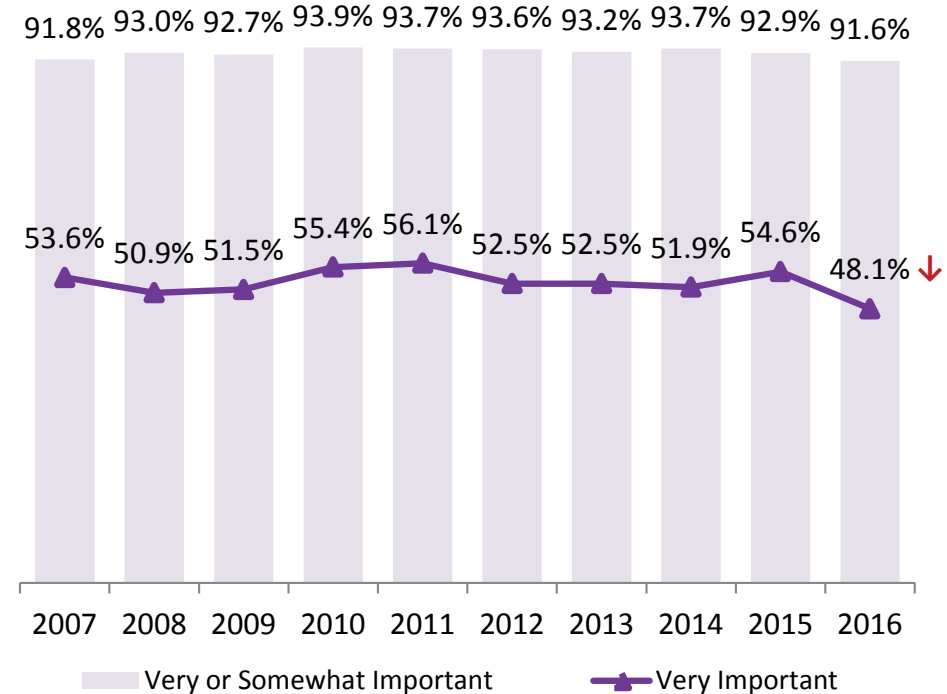
↑↓ Indicate statistically significant differences between survey years  
M6 -- I am now going to read a list of the potential benefits of Alberta's historical resources and heritage facilities. Would you say that the following benefits are very important, somewhat important, not very important, or not at all important to you? (n=1,000)

# Benefits of Historical Resources [1/2]

*The opportunity for recreation*

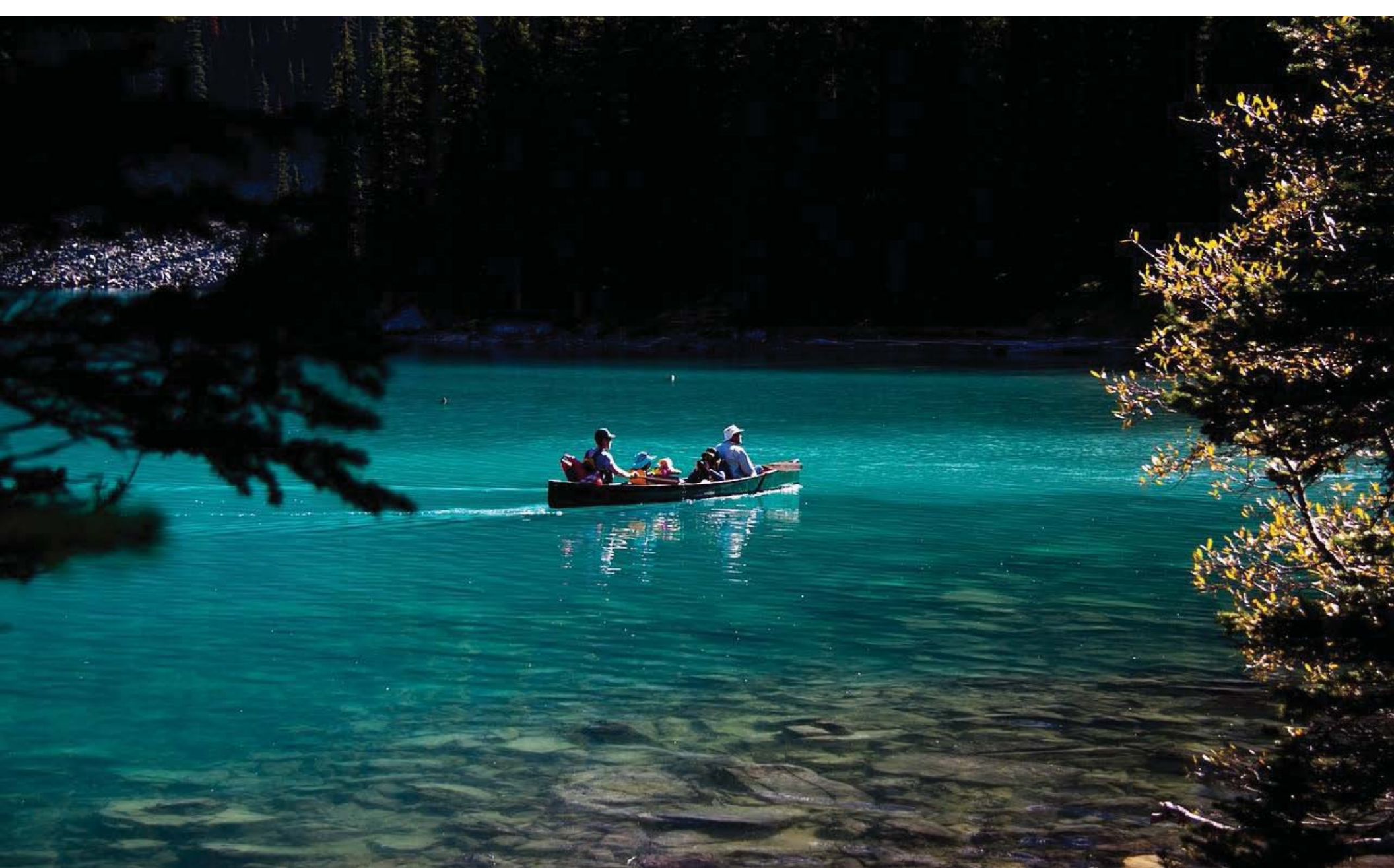


*Visitor spending in local communities*



In 2016, fewer Albertans feel that the opportunity for recreation is a potential benefit of importance (with respect to historical resources and heritage facilities). Ratings of the importance of visitor spending in local communities has remained stable; however, the proportion of very important ratings has significantly decreased since 2015.

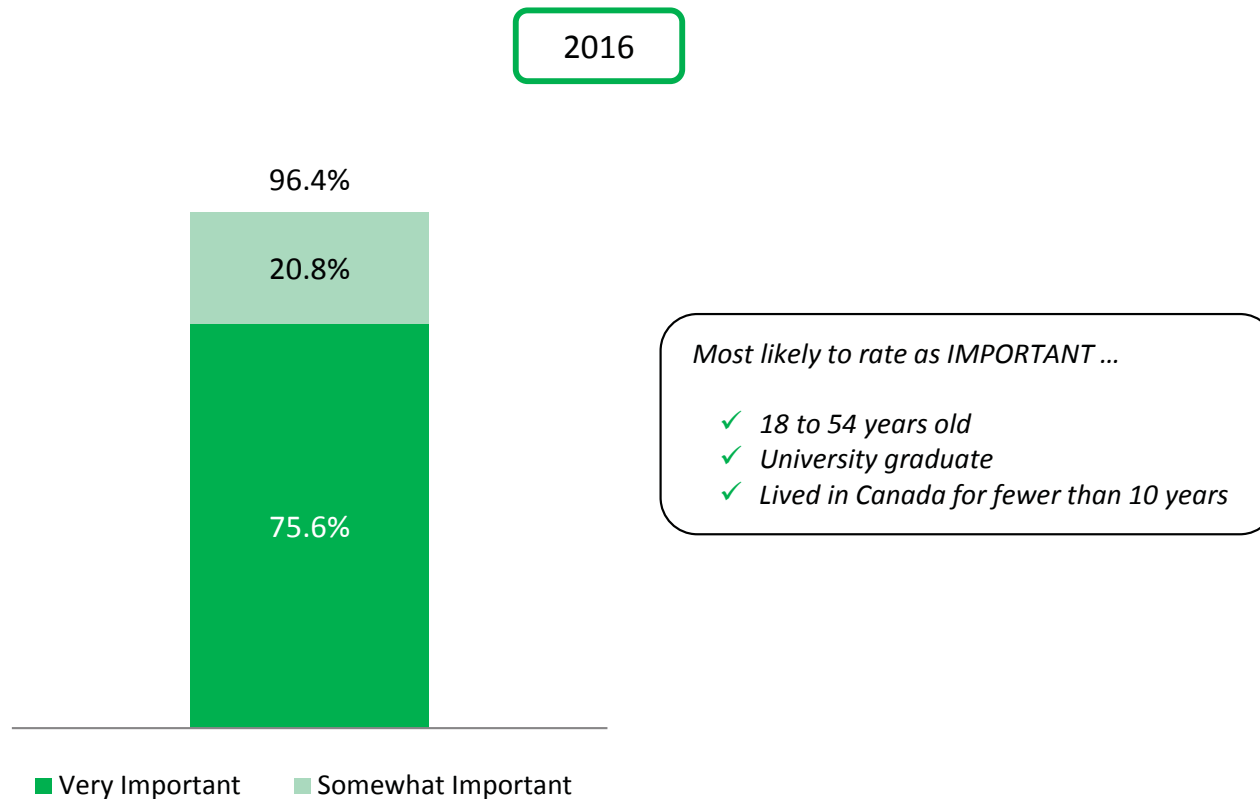
↑↓ Indicate statistically significant differences between survey years  
M6 -- I am now going to read a list of the potential benefits of Alberta's historical resources and heritage facilities. Would you say that the following benefits are very important, somewhat important, not very important, or not at all important to you? (n=1,000)



## DETAILED FINDINGS: Recreation



# Importance of Recreation to Overall Quality of Life



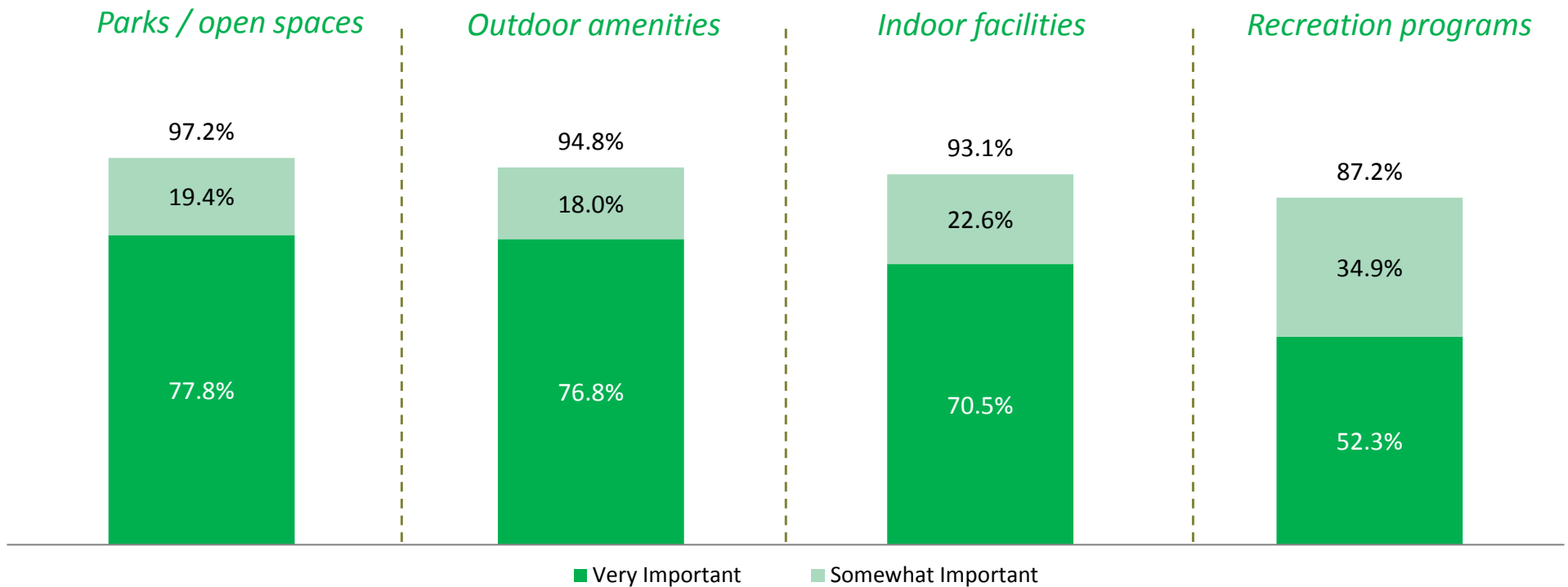
Nearly all Albertans (96.4%) feel that recreation is an important factor contributing to overall quality of life in Alberta. In fact, three-quarters feel that it is *very important*.

† New question added in 2016

R1 -- The next few questions are about recreation. Recreation involves those activities that a person or group chooses to do in their leisure time. Specifically for these questions, recreation includes amenities such as trails, parks, natural spaces and community recreation facilities and encompasses a broad range of leisure time pursuits including physical activity, community sport and those other active pursuits. How important do you feel recreation is in contributing to your overall quality of life in Alberta? (n=1,000)

# Importance of Various Recreation Opportunities to Overall Quality of Life

2016



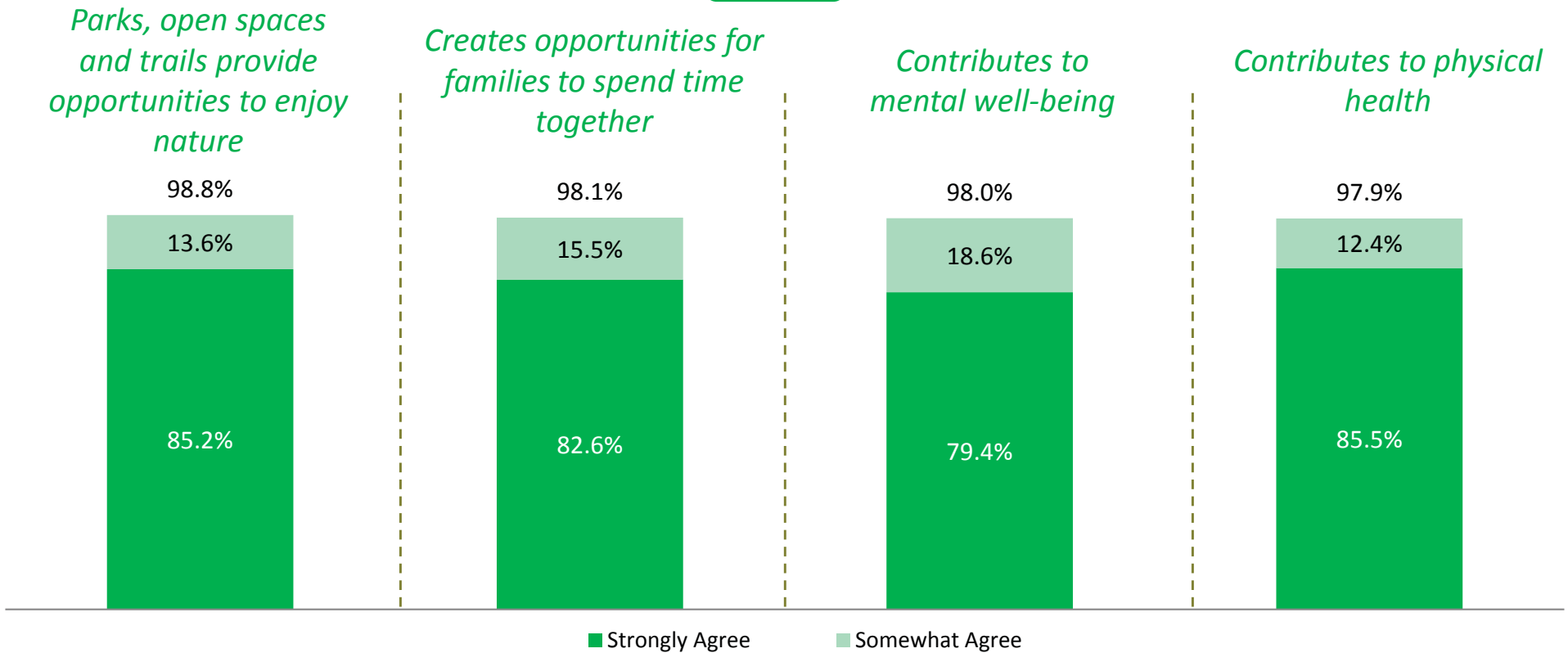
Nearly all Albertans feel that parks / open spaces (97.2%), outdoor amenities (94.8%) and indoor facilities (93.1%) are important factors contributing to overall quality of life in Alberta.

† New question added in 2016

R2 -- When thinking about recreation, how important do you feel the following are in contributing to the overall quality of life in Alberta? Would you say that the following are very important, somewhat important, not very important, or not at all important to you? (n=1,000)

# Potential Benefits of Recreation [1/2]

2016

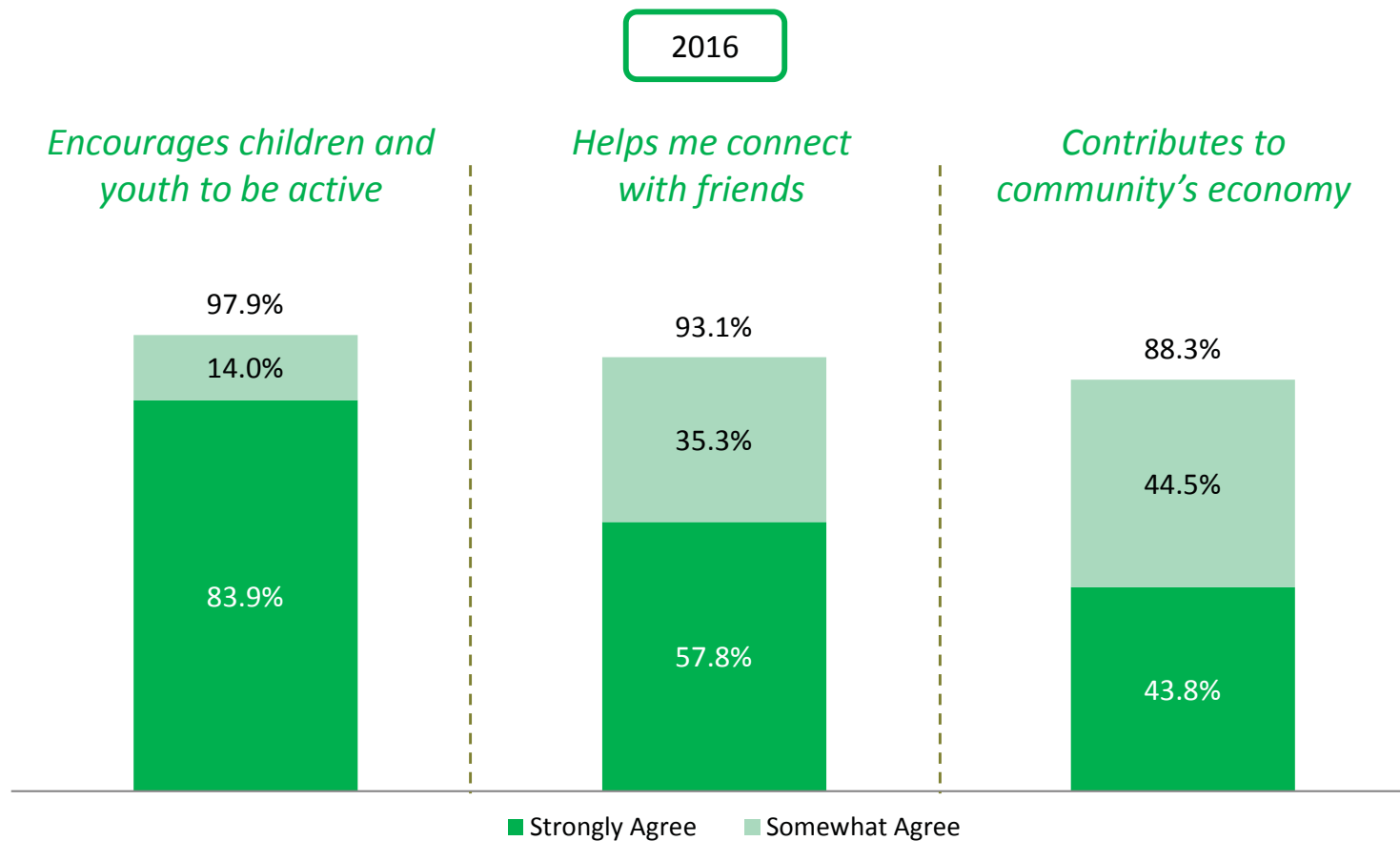


A large majority of Albertans (between 79.4% and 85.5%) *strongly agree* that recreation provides positive personal benefits.

† New question added in 2016

R3 -- I am now going to read a list of the potential benefits of recreation. For each statement, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that... (n=1,000)

# Potential Benefits of Recreation [2/2]



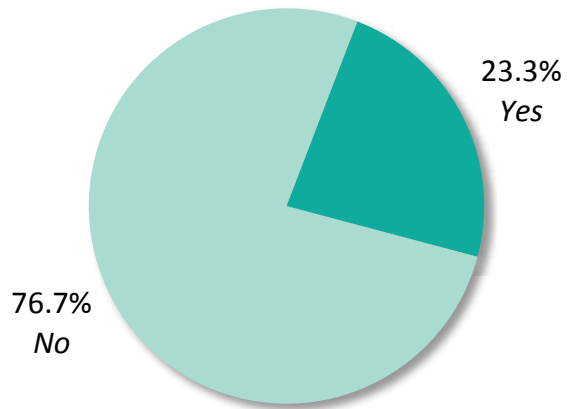
While the vast majority of Albertans (83.9%) strongly agree that recreation encourages children and youth to be active, there is significantly less agreement with helping people connect with friends and contribution to community's economy (57.8% and 43.8% strongly agree, respectively).



## DETAILED FINDINGS: Sport

# Personal Participation in Sport

2016



Albertans more likely to have participated in organized sport in the past 12 months:

- 18 to 44 years old
- Males
- Household income over \$100,000
- Children in household
- New to Alberta and lived here for fewer than 30 years
- University or college education

Nearly one-in-four Albertans (23.3%) have participated in an organized sport in the past year. Hockey (24.9%), soccer (21.5%) and volleyball (13.3%) are the most common organized sports in which adult Albertans participate.

Organized Sport Participated In	2016 (n=233)
Hockey	24.9%
Soccer	21.5%
Volleyball	13.3%
Baseball	12.4%
Golf	12.0%
Curling	11.2%
Softball	9.9%
Basketball	3.9%
Badminton	3.0%
Other (includes all responses with <3%)	13.3%

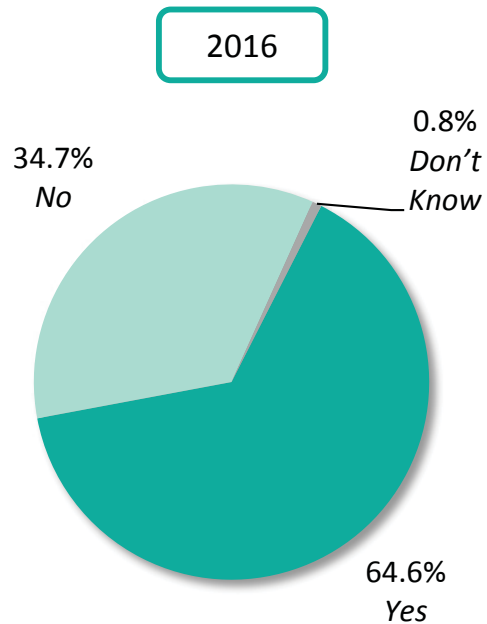
† New questions added in 2016

S1a -- Thinking about organized sports, that is, a physical activity governed by a set of rules and undertaken competitively as part of a league, club or organization, have you participated in any organized sports in the past year? (n=1,000)

S1 -- Which organized sports have you participated in during the past year? (n=233)



# Child Participation in Sport



Albertans *more likely* to have children who participated in organized sport in the past 12 months:

- 35 to 54 years old
- Household income over \$100,000
- Born in Canada
- Not born in Alberta but lived here for longer than 10 years
- Married/common-law/separated/divorced
- University or college education

Among Albertans with children, nearly two-in-three (64.6%) have children who have participated in an organized sport in the past year. The most commonly participated organized sports are soccer (38.8%), hockey (25.9%), swimming (23.9%), basketball (16.1%) and gymnastics (12.5%).

Organized Sport Child Participated In	2016 (n=255)
Soccer	38.8%
Hockey	25.9%
Swimming	23.9%
Basketball	16.1%
Gymnastics	12.5%
Volleyball	8.6%
Baseball	7.5%
Figure Skating	5.5%
Football	5.5%
Lacrosse	4.7%
Badminton	3.9%
Golf	3.5%
Other (includes all responses with <3%)	6.8%

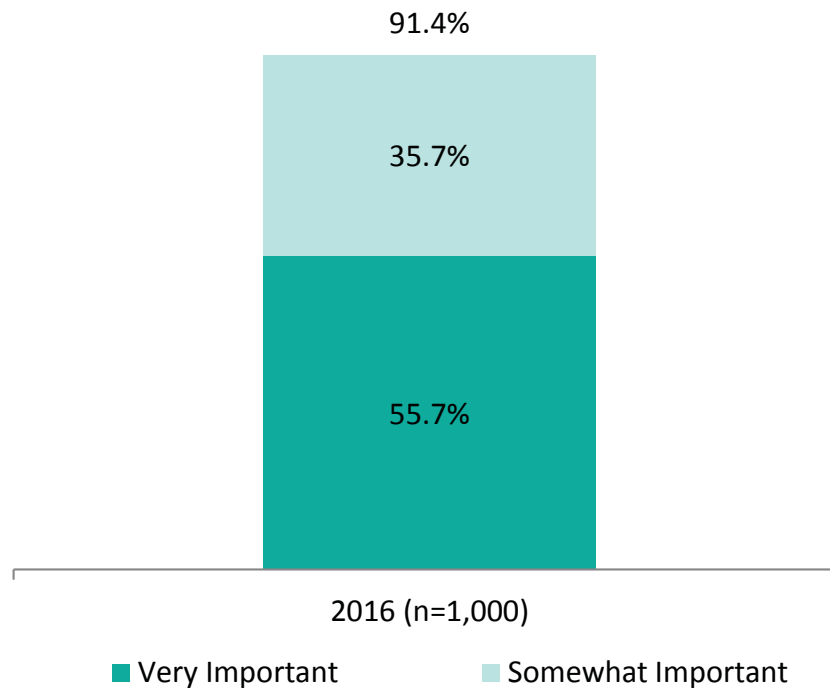
† New questions added in 2016

S2a -- Has your child/children participated in an organized sport activity in the past year? (n=395)

S2 -- Which organized sport activity has your child/children participated in during the past year? (n=255)

# Sport and Quality of Life

*Importance of organized sport activities to the overall quality of life in your community*

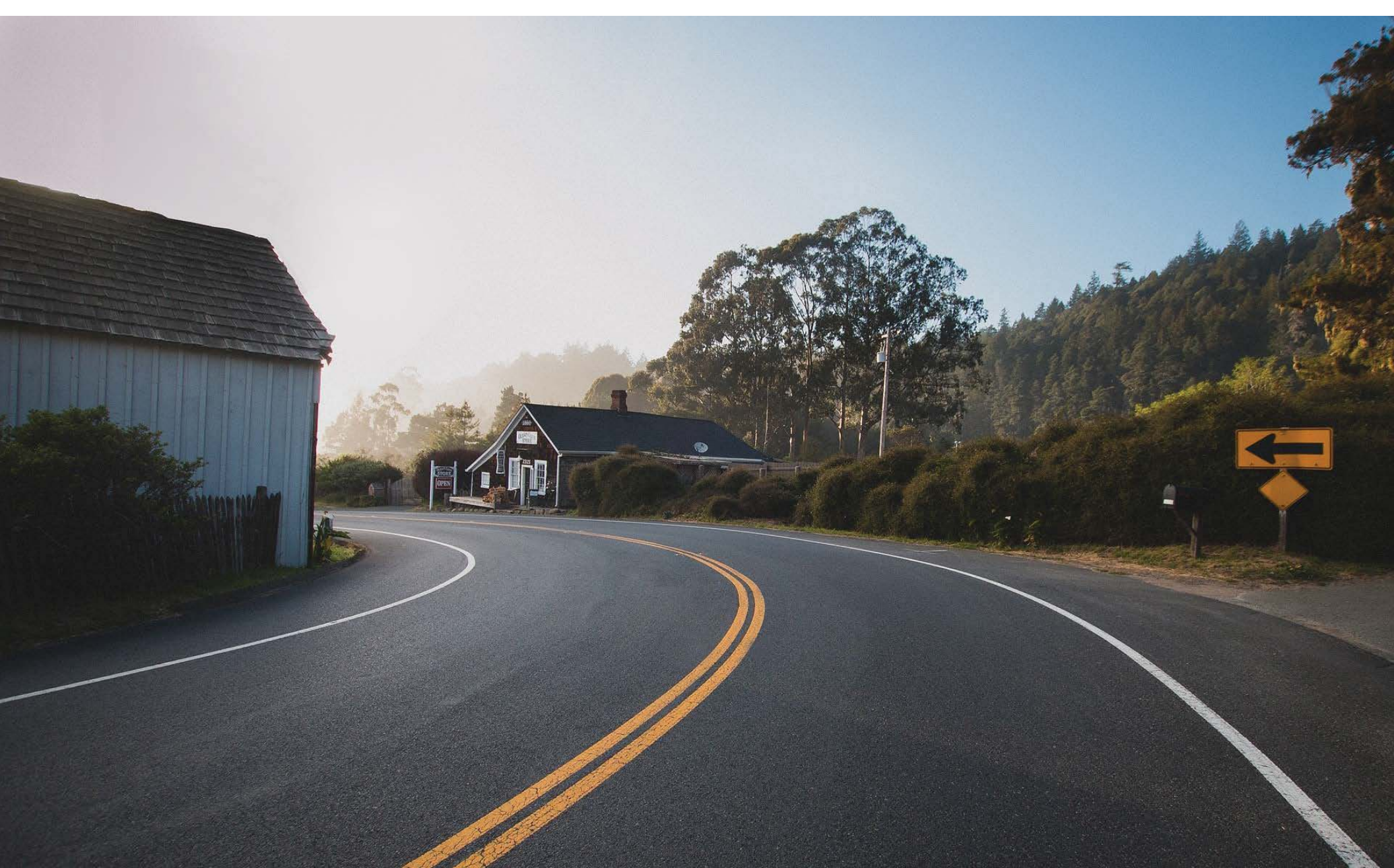


A large majority of Albertans (91.4%) feel that organized sport activities make an important contribution to overall quality of life in their community.

† New question added in 2016

↑↓ Indicate statistically significant differences between survey years

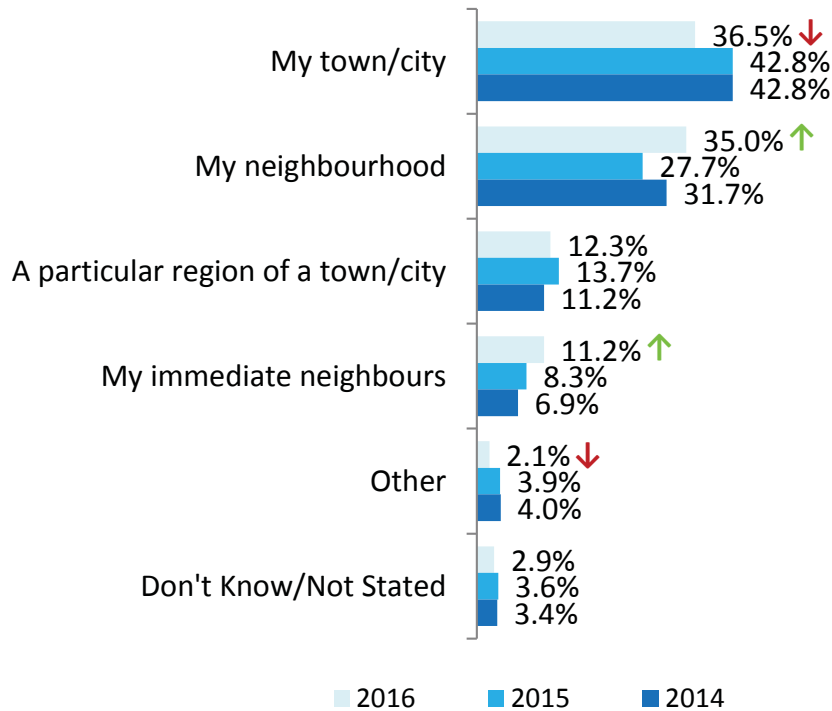
S3 -- How important do you feel participating in or attending organized sport activities are to the overall quality of life in your community? Would you say they are... (n=1,000)



# DETAILED FINDINGS: Community

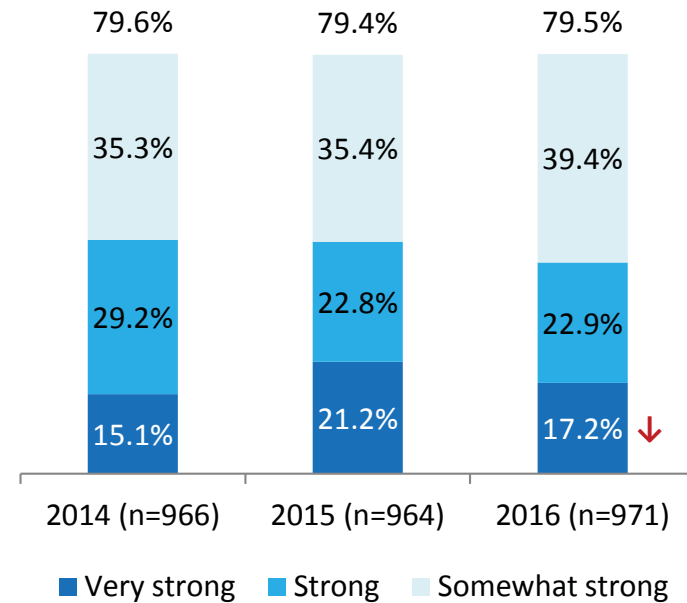
# Community

Definition of Local Community



Albertans most commonly define their community as either their town/city (36.5%) or their neighborhood (35%). Albertans were significantly more likely to define their community as their neighborhood in 2016.

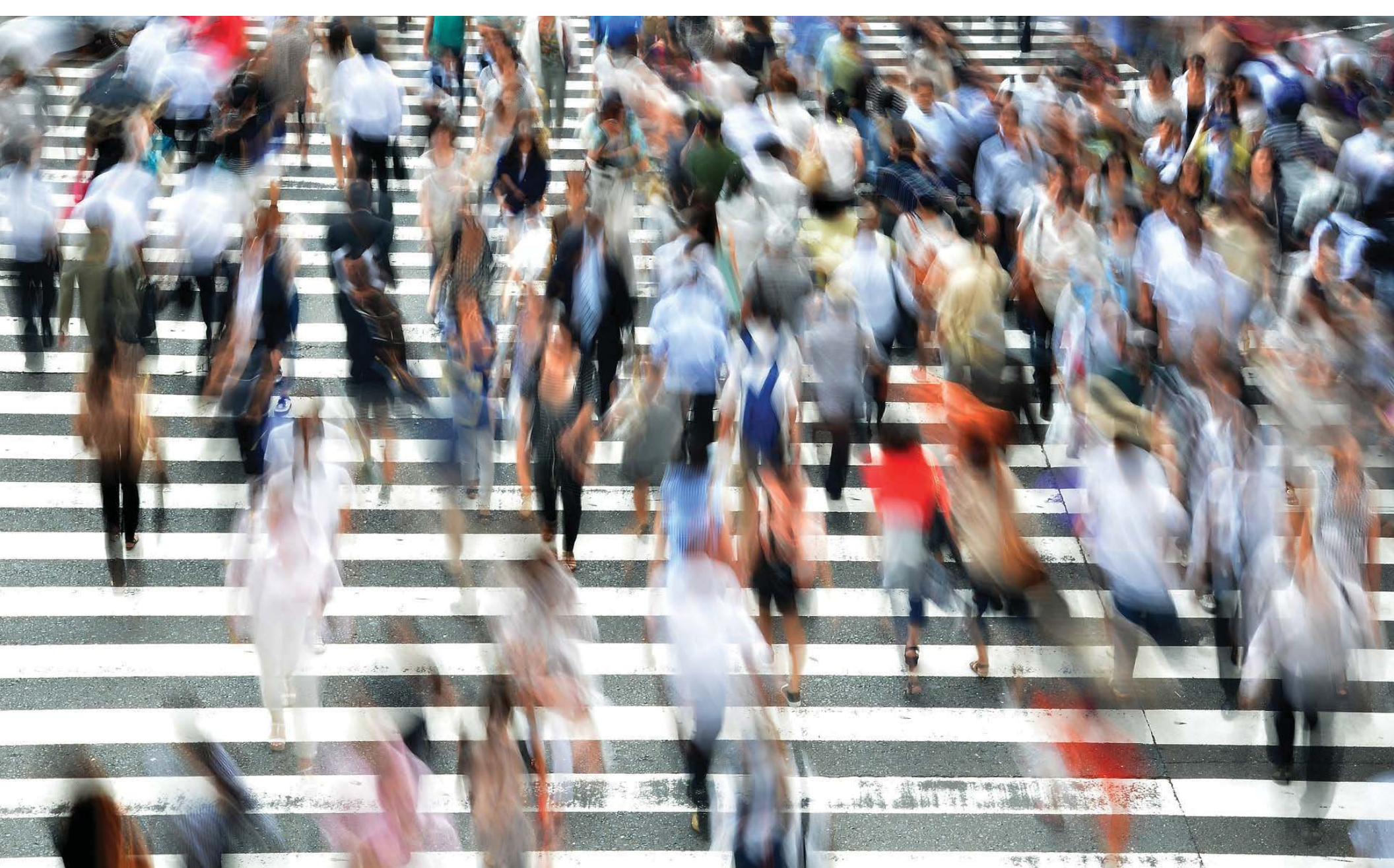
Sense of Belonging to Local Community



Most likely to have a VERY STRONG sense of belonging:

- ✓ 55 years old or older
- ✓ Born in Canada
- ✓ Lived in Alberta 30+ years
- ✓ Retired





# PROFILE OF RESPONDENTS

# Profile of Respondents [1/3]

	Albertans
n=	1,000
<b>Gender</b>	
Male	50.8%
Female	49.2%
<b>Age</b>	
18 to 24	10.3%
25 to 34	24.2%
35 to 44	15.3%
45 to 54	22.0%
55 to 64	12.2%
65+	16.0%
<b>Region</b>	
Calgary	31.9%
Edmonton	23.3%
Small Cities - North	11.3%
Small Cities - South	7.3%
Rural - North	13.5%
Rural - South	12.7%
<b>Marital Status</b>	
Single	23.4%
Married/Common-law	64.7%
Separated	2.0%
Divorced	4.2%
Widowed	4.8%
Refused	0.9%

	Albertans
n=	1,000
<b>Children in Household</b>	
<i>NO CHILDREN</i>	60.3%
One adult household with no children under 18	12.2%
Two adult household with no children under 18	35.0%
Three or more adult household with no children under 18	13.1%
<i>CHILDREN</i>	39.5%
One adult household with children under 18	3.3%
Two adult household with children under 18	28.2%
Three or more adult household with children under 18	8.0%
<i>NOT STATED</i>	0.2%



# Profile of Respondents [2/3]

	Albertans who have children in their household
	n= 395
<b>Age of Children in Household</b>	
<i>Under 7 years of age</i>	
0	48.4%
1	28.4%
2	19.0%
3+	4.3%
Refused	0.0%
<i>7-12 years of age</i>	
0	60.8
1	25.3%
2	10.9%
3+	3.0%
Refused	0.0%
<i>13-17 years of age</i>	
0	61.0%
1	28.6%
2	9.4%
3+	1.0%
Refused	0.0%

	Albertans
	n= 1,000
<b>Born in Canada</b>	
Yes	82.9%
No	17.1%
Refused	0.0%
<b>Tenure in Canada (n=171)</b>	
Less than 3 years	10.5%
3 to 10 years	21.6%
More than 10 years	67.8%
Refused	0.0%
<b>Born in Alberta (n=1,000)</b>	
Yes	53.2%
No	46.7%
Refused	0.1%
<b>Tenure in Alberta (n=468)</b>	
Fewer than 5	10.7%
5 to 9 years	15.6%
10 to 19 years	22.9%
20 to 29 years	15.4%
30 to 39 years	14.3%
40 to 49 years	12.2%
50 or more years	8.5%
Refused	0.4%

# Profile of Respondents [3/3]

	Albertans
n=	1,000
<b>Education</b>	
Not graduated from high school	5.9%
Graduated high school	22.0%
Some technical or vocational college	6.6%
Graduated technical or vocational college	27.8%
Some university	7.3%
Graduated from university	30.0%
Refused	0.4%

	Albertans
n=	1,000
<b>Household Income</b>	
Less than \$40,000	14.6%
\$40,000 to less than \$60,000	13.8%
\$60,000 to less than \$80,000	13.2%
\$80,000 to less than \$100,000	12.4%
\$100,000 to less than \$120,000	12.2%
\$120,000 to less than \$150,000	9.1%
\$150,000 to less than \$180,000	4.6%
\$180,000 or more	9.2%
Refused	10.9%
<b>Employment Status</b>	
Working full-time	49.5%
Working part-time	13.3%
Unemployed or looking for a job	7.3%
A student	5.2%
Retired	15.9%
A homemaker	6.0%
Staying at home for other reasons	2.5%
Refused	0.3%

# APPENDIX

# Detailed Methodology

# Detailed Methodology [1/4]

## Data Collection

- A total of 1,000 telephone interviews were conducted with Alberta residents. Specifically, 319 from Calgary, 233 from Edmonton, 113 from small cities North, 73 from small cities South, 135 from rural North, and 127 from rural South.
- Data was collected between January 25<sup>nd</sup> and February 29<sup>th</sup>, 2016.

## Target Respondents

- The respondents to the survey were Albertans 18 years of age and older.
- Statistics Canada official population estimates were used to generate a demographically representative sample.
- The sample was distributed by region, gender, and age groups.
- The sample design was consistent with past surveys to ensure comparability of the results.

## Statistical Reliability

- The margin of error associated with a sample size of 1,000 is  $\pm 3.1$  percentage points, 19 times out of 20.
- Differences in responses between subsets are identified using independent z-testing at a 95% confidence level, 19 times out of 20.

# Detailed Methodology [2/4]

## Questionnaire Design

- The survey instrument was a combination of open and close ended questions.
- Based on the needs of Alberta Culture and Tourism, the survey previously conducted was revised.
- Questions that were added in 2016 are highlighted throughout the report with the † symbol.
- All sections were asked in a random order with the exception of the Community section that was asked last.

## Quality Control

- Advanis trained the interviewers to understand the study's objectives and to ensure that they are able to pronounce and understand the survey wording;
- Detailed call records are kept by the automated CATI system, and are supplemented by output files to SPSS for productivity analysis (i.e., not subject to human error);
- Screening scripts contain a description of the importance of the research and the importance of respondent participation, serving as a motivator for respondents;
- The survey was pre-tested;
- Briefing was done on an ongoing basis to ensure that all interviewers were up to date on current information regarding the project;
- 100% of all surveys are digitally recorded for potential review (see next bullet);
- Advanis' Quality Assurance team listened to the actual recordings of five percent of completed surveys and compared the responses to those entered by the interviewer to ensure that responses from respondents are properly recorded;
- Team Supervisors conduct regular more formal evaluations with each interviewer, in addition to nightly monitoring of each interviewer on their team;
- Project Managers closely monitored the progress of data collection, including call record dispositions;
- 10% of all verbatim coding was independently reviewed for quality assurance;
- All SPSS code is reviewed by a more senior researcher;
- All Report Builder output is reviewed by a more senior researcher; and
- All values in the report are reviewed by another team member to ensure accuracy.



# Detailed Methodology [3/4]

## Survey Pre-tests

- 59 interviews were pretested before the survey was fully launched.
- The pre-tests were conducted to ensure:
  - The suitability of the introduction;
  - The length of the interview;
  - Whether questions are meaningful to respondents; and
  - The flow of questioning to yield best results.
- Based on the pretest, the following changes were made:
  - The language was softened on the birth year question. If the year was refused the interviewer would ask for an age range.
  - The language on the postal code question was softened to inform the respondent that the information was confidential; and
  - Extra instructions for P1/P2 were added to ensure the most accurate information was collected.

## Sampling Methodology

- The sample was drawn randomly from the most recent residential phone listings of Alberta and included cell phone sample (especially among the younger urban population, who tend to be hard to reach).
- The landline sample was drawn randomly from the most recent residential phone listings of Alberta while the wireless sample was drawn randomly from the most recent working cell phone lists provided by ASDE Survey sampler Inc.
- Sample management was done using Advanis' proprietary Sample Server.
- The 'Next Birthday' rule was followed for landline sample to ensure randomization within the household.
- To minimize low response:
  - Sample was loaded in batches to ensure the sample was fully utilized before moving onto fresh sample records;
  - Calls made during different parts of the day; and
  - Call backs were scheduled and honoured.

# Detailed Methodology [4/4]

## Coding

- A team of coders were assigned to edit, clean and assign codes for the answers to open-ended questions.
- Code books from past surveys were used to ensure consistency.
- New codes were created when a specific answer became more prominent.

## Analysis of Findings

- The variances between results and targets identified in the 2015-18 Culture and Tourism Business Plans have been highlighted.
- Data analysis and cross-tabulation have been conducted using SPSS and Report Builder software.

# Sample Distribution

# Sample Distribution

REGION	GENDER	AGE	POPULATION	QUOTAS	REGIONAL QUOTA
Calgary	Male	18-34	175,095	56	319
	Female	18-34	168,124	54	
	Male	35-54	198,075	64	
	Female	35-54	185,878	59	
	Male	55+	129,955	41	
	Female	55+	142,265	45	
Edmonton	Male	18-34	141,278	45	233
	Female	18-34	131,874	42	
	Male	35-54	129,837	42	
	Female	35-54	118,283	38	
	Male	55+	98,012	31	
	Female	55+	110,973	35	
Small Cities – North (includes Camrose, Spruce Grove, Sherwood Park, Fort Saskatchewan, St. Albert, Grande Prairie, Wetaskiwin, Leduc, Fort McMurray, Lloydminster, and Cold Lake)	Male	18-34	65,366	21	113
	Female	18-34	61,970	20	
	Male	35-54	69,025	22	
	Female	35-54	65,917	21	
	Male	55+	45,158	14	
	Female	55+	48,197	15	
Small Cities – South (includes Medicine Hat, Lethbridge, Airdrie, and Red Deer)	Male	18-34	43,488	14	73
	Female	18-34	43,317	14	
	Male	35-54	40,209	13	
	Female	35-54	40,438	13	
	Male	55+	35,290	11	
	Female	55+	25,506	8	
Rural – North (includes all villages, towns, hamlets and rural areas within the geographic area defined by the following postal forwarding sortation areas: TOA, TOB, TOC, TOE, TOG, TOH, TOP, TOV, T8T).	Male	18-34	67,917	22	135
	Female	18-34	64,541	21	
	Male	35-54	87,033	28	
	Female	35-54	80,811	26	
	Male	55+	61,920	20	
	Female	55+	55,374	18	
Rural – South (includes all villages, towns, hamlets and rural areas within the geographic area defined by the following postal forward sortation areas: TOJ, TOK, TOL, TOM, T1Z).	Male	18-34	57,827	18	127
	Female	18-34	54,841	18	
	Male	35-54	76,280	24	
	Female	35-54	73,278	23	
	Male	55+	70,010	22	
	Female	55+	69,619	22	
<b>TOTAL</b>			<b>3,132,981</b>	<b>1,000</b>	<b>1,000</b>

# Performance Measures

# Performance Measures for the Ministry of Culture and Tourism - Definition

Measure	Question
<p><b>Attending the arts:</b>  <i>Percentage of adult Albertans who attended arts activities or events</i></p>	<p><i>Positive response in A1</i></p>
<p><b>Formal volunteerism:</b>  <i>Percentage of adult Albertans who volunteered in their community</i></p>	<p><i>Positive response in V1, excluding informal volunteering</i></p>
<p><b>Importance of historical resources to quality of life:</b>  <i>Percentage of adult Albertans who feel that historical resources in Alberta communities are important in contributing to the overall quality of life in Alberta</i></p>	<p><i>Positive response in M1</i></p>
<p><b>Visitation to heritage facilities:</b>  <i>Percentage of adult Albertans who visited a heritage facility in Alberta</i></p>	<p><i>Positive response in M2</i></p>
<p><b>Arts activities contribute to quality of life:</b>  <i>Percentage of adult Albertans who feel arts activities are important in contributing to the overall quality of life in their community</i></p>	<p><i>Positive response in A3</i></p>



# Performance Indicators for the Ministry of Culture and Tourism - Definition

Indicators	Question
<p><b>Protection and preservation of historical resources:</b>                      Percentage of adult Albertans who agree that overall historic resources are being adequately protected and preserved in Alberta communities</p>	<p><i>Positive response in M5</i></p>

# Alberta Sport Connection Performance Indicators - Definition

Indicators	Question
<p><b>Participation in sport:</b>                      Percentage of adult Albertans participating in organized sport</p>	<p><i>Positive response in S1a</i></p>
<p><b>Participation in sport:</b>                      Child participation in organized sport</p>	<p><i>Positive response in S2a</i></p>

# Call Statistics

# Call Statistics

<b>Completed</b>	<b>Complete</b>	<b>1,000</b>
<b>Busy</b>	Line busy	<b>271</b>
<b>No Answer / Answering machine</b>	Answering machine	<b>12,650</b>
	No answer	<b>5,288</b>
<b>Respondents unavailable</b>	Contact person is unavailable for duration of project	<b>68</b>
	Wrong contact (person we want to speak with can't be reached at this number)	<b>12</b>
<b>Call backs</b>	Appointment (Date and time specified)	<b>310</b>
	To call back (Date and time unspecified)	<b>738</b>
<b>Refusals</b>	Refusal	<b>8,336</b>
	Definite refusal	<b>193</b>
	Refused to answer age	<b>8</b>
	Refused to answer postal code	<b>681</b>
<b>Incomplete</b>	Respondent not capable of completing survey (hard of hearing, speech problem, etc.)	<b>90</b>
	Incomplete with scheduled appointment	<b>0</b>
	Incomplete with no possibility to call back	<b>3</b>
<b>Fax/Modem/Business</b>	Fax/modem	<b>413</b>
<b>No Service / Wrong Number</b>	Non-residential	<b>145</b>
	No service	<b>3,678</b>
	Cellular phone / Pager	<b>0</b>
	Duplicate number	<b>10</b>
<b>Language Barrier</b>	Language Barrier	<b>299</b>
<b>Quota full</b>	Quota attained	<b>2,693</b>
<b>Disqualified</b>	Not eligible	<b>365</b>
<b>Total</b>		<b>37,251</b>
<b>Response rate**</b>		<b>28.4%</b>

\*\*Response rate = (Completed + Quota Full) / (Completed + Quota full + Refused + Incomplete (Terminate))

# Survey Instrument

# Survey Instrument [1/8]

## INTRODUCTION

### **Int1**

Hello, this is \_\_\_\_\_ from Advanis calling on behalf of the Government of Alberta. We are surveying Albertans to gather information that will help in the development of community services. This is not a sales call, and all results will be kept completely confidential.

*IF WIRELESS:* Before we begin, are you over 18?

*CLIENT CONTACT: If the respondent would like further details they are invited to contact Richard Williams, Manager, Environmental Scanning and Performance Measurement, Alberta Culture and Tourism at 780-643-1978 or at richard.williams@gov.ab.ca. If they would prefer a toll-free number, you can have them contact 310-0000 and ask the operator to direct them to Mr. Williams at Alberta Culture and Tourism.*

*Approximately 20-24 minutes of your time will be needed today.)*

- 1 Continue/Yes
- 2 No, under 18 *[Show If Wireless]*
- 3 Refusal
- 4 Call back later

### **Int2**

(Before we begin), I first have a few questions to see if we need to speak to more people like you. Note that this call may be recorded for training and improvement purposes.

What are the first three characters of your postal code?

*(Enter the first 3 characters of the postal code in UPPERCASE (eg: T1A))*

\_\_\_\_\_  
 5 Refused

*Show If Landline*

### **Int3a** *Show If All\_Quotas\_Open\_In\_Region*

For the purposes of this survey, could I please speak to the person in your household who is 18 years of age or older and who is having the next birthday?

[IF THEY GET SOMEONE ELSE, SAY] Hello, my name is \_\_\_\_\_ from Advanis calling on behalf of the Government of Alberta. We are surveying Albertans to gather information that will help in the development of community services. This is not a sales call, and all results will be kept completely confidential. Note that this call may be recorded for training and improvement purposes.

*(If the person with the next birthday is not home arrange a call back for this person.)*

- 1 Yes, speaking
- 2 Refused
- 3 Not available; call back later

### **Int5**

In what year were you born?

[IF RESPONDENT ASKS WHY, SAY] We understand that this is personal information, this is used merely to determine what age category you will fall into. Your answers will be held confidential. Your feedback will be combined with the responses of hundreds of respondents. All analysis will be done on the aggregate data and no comments or feedback will be attributed back to individual respondents.

\_\_\_\_\_  
 6 Refused

### **Int5b** *Show If Int5\_Refused*

We understand that this is personal information. Rather than proving the year you were born, can you please tell me which of the following age categories you fall into?

[IF RESPONDENT ASKS WHY, SAY] Your answers will be held confidential. Your feedback will be combined with the responses of hundreds of respondents. All analysis will be done on the aggregate data and no comments or feedback will be attributed back to individual respondents.

*(READ LIST)*

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 or older
- 7 Refused (Terminates)

### **Int6**

[Record gender]

- 1 Male
- 2 Female

### **Int7a**

Were you born in Canada?

- 1 Yes
- 2 No
- 3 Refused

### **Int7b** *Show If Int7a\_Born\_in\_Canada*

Were you born in Alberta?

- 1 Yes
- 2 No
- 3 Refused

# Survey Instrument [2/8]

**Int7c** *Show If Int7b\_NOT\_Born\_In\_Alberta*

How many years have you lived in Alberta?

999 Refused

**Int10**

Which of the following best describes your household composition? Is it...

(READ LIST)

- 1 Two adult household with no children under 18
- 2 Two adult household with children under 18
- 3 One adult household with no children under 18
- 4 One adult household with children under 18
- 5 Three or more adult household with no children under 18
- 6 Three or more adult household with children under 18
- 9 (DO NOT READ) Refused

**SECTION: VOLUNTEERING** [RANDOMIZE]

**V1**

The next few questions are about volunteering.

As you may know, volunteering is an unpaid contribution of time, energy and/or talents to charitable or non-profit organizations, causes, community development activities, or help through personal initiative to individuals. I'm now going to read a list of different types of volunteer work and for each I would like you to indicate whether or not you did that type of volunteer work. If you are unsure, I can provide examples. In the **past 12 months**, did you do any volunteer work ...

(READ LIST.)

	Yes	No	Don't know / Refused
a. In the arts or cultural area, for example, for an arts or cultural organization; a music, dance, theatre or multi-cultural event; an arts festival, conference or workshop; an art exhibition.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 9
b. In sports, IF NEEDED: for example, coaching a team, officiating, or organizing an event such as local athletic games	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 9
c. In recreation, for example, volunteering as a coordinator, supervisor or manager of a recreational event or activity, or as a session instructor, councillor, guide, or official.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 9
d. For libraries, IF NEEDED: for example, volunteering as a part-time library assistant, assisting a local library in organizing special activities for Library Week, reading to children during storytime.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 9
e. In human services, for example, volunteering for a food bank, seniors' centre, persons with disabilities support services groups, or an international aid organization	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 9
f. In youth development, for example, volunteering for a boys and girls club, or youth centre	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 9
g. In regards to the environment, IF NEEDED: for example, supporting wildlife education and preservation, assisting in highway clean-up programs, organizing recycling efforts, or volunteering at a local animal shelter.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 9
h. In law, advocacy and politics, IF NEEDED: for example, volunteering with a local Victim Services unit, fundraising for political parties or canvassing in neighborhoods.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 9
i. As a Board Member of a nonprofit organization.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 9
j. In formal volunteering, for example, volunteering you did on your own such as helping a neighbour in need.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 9
k. Did you do any other type of volunteer work?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 9

**V1\_Other** *Show If V1\_11\_Other\_Volunteering*

Which other type of volunteer work did you do?

9 Don't know / Refused

**V2** *Show If V1\_Any\_Volunteering*

In the past year, on average, about how many hours per month did you spend doing any kind of volunteer work?

(ACCEPTABLE RANGE = 0 to 360 hours)

\_\_\_\_\_ hours per month

9 Don't know



# Survey Instrument [3/8]

## V3 *Show If V1\_Not\_Any\_Volunteering*

To gain a better sense as to why Albertans have not volunteered, we would appreciate if you could explain the **main** reason why you have not volunteered in the past 12 months.

(DO NOT READ LIST)

- <sub>1</sub> Would rather have given money instead of time
- <sub>2</sub> Had not been personally asked
- <sub>3</sub> Were unaware of opportunities to volunteer
- <sub>4</sub> Were unable to volunteer due to a disability or health problem
- <sub>5</sub> Did not have enough time or were too busy
- <sub>6</sub> Were unwilling to make a long term commitment
- <sub>7</sub> Were not interested in volunteering
- <sub>8</sub> Or some other reason (SPECIFY):
- <sub>9</sub> (DO NOT READ) Don't know / Refused

## SECTION: ARTS [RANDOMIZE]

### A1

The next few questions are about the arts.

Thinking about the arts, which of the following activities or events did you personally attend as an **audience member or consumer**? In the past year, did you...

(READ LIST)

	Yes	No	Don't know / Refused
a. Attend a live performance such as music, theatre or dance	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
b. Attend a festival	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
c. Visit an arts exhibition or gallery	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
d. Purchase an art product	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
e. Participate in a community or school-based arts program	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
f. Attend any other arts programs or activities	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>

### A1\_Other *Show If A1\_Other\_Activity*

Which other arts programs or activities did you attend?

<sub>9</sub> Don't know / Refused

### A2

Still thinking about the arts, which activities or events did you personally **perform or participate in**? In the past year, did you...

(READ LIST)

	Yes	No	Don't know / Refused
a. Perform in a theatrical production	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
b. Perform in a choir	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
c. Play a musical instrument	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
d. Engage in a home-based arts activity such as music, dance, crafts, painting, ceramics, or others	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
e. Write or publish a literary work (poem, essay, book etc.)	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
f. Perform in a public literary reading	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
g. Paint or draw a piece of art work	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>
h. Perform or participate in any other arts programs or activities	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>9</sub>

### A2\_Other *Show If A2\_Other\_Activity*

Which other arts programs or activities did you perform or participate in?

<sub>9</sub> Don't know / Refused

### A3

How important do you feel arts activities are in contributing to the overall quality of life in your community? Would you say they are ...

(READ LIST)

- <sub>1</sub> Very important
- <sub>2</sub> Somewhat important
- <sub>3</sub> Not very important
- <sub>4</sub> Not at all important
- <sub>9</sub> (DO NOT READ) Don't know / Refused

### A4

Currently, the Government of Alberta provides funds and support for the arts. How important is it to you that the Government of Alberta continues to fund and support the arts? Would you say it is ...

(READ LIST)

- <sub>1</sub> Very important
- <sub>2</sub> Somewhat important
- <sub>3</sub> Not very important
- <sub>4</sub> Not at all important
- <sub>9</sub> (DO NOT READ) Don't know / Refused

# Survey Instrument [4/8]

## SECTION: CULTURAL INDUSTRIES [RANDOMIZE]

### C1

The next few questions are about the Cultural Industries.

I am now going to read a list of the potential **benefits** of producing **films and TV shows** in Alberta. Would you say that the following benefits are very important, somewhat important, not very important or not at all important to you?

	Very important	Somewhat important	Not very important	Not at all important	(DO NOT READ) Don't know / Refused
a. The money this industry spends in Alberta	<input type="radio"/> O <sub>1</sub>	<input type="radio"/> O <sub>2</sub>	<input type="radio"/> O <sub>3</sub>	<input type="radio"/> O <sub>4</sub>	<input type="radio"/> O <sub>9</sub>
b. Increasing Alberta's image on the world stage	<input type="radio"/> O <sub>1</sub>	<input type="radio"/> O <sub>2</sub>	<input type="radio"/> O <sub>3</sub>	<input type="radio"/> O <sub>4</sub>	<input type="radio"/> O <sub>9</sub>
c. Telling Alberta stories	<input type="radio"/> O <sub>1</sub>	<input type="radio"/> O <sub>2</sub>	<input type="radio"/> O <sub>3</sub>	<input type="radio"/> O <sub>4</sub>	<input type="radio"/> O <sub>9</sub>
d. Adding to the culture and quality of life of Albertans	<input type="radio"/> O <sub>1</sub>	<input type="radio"/> O <sub>2</sub>	<input type="radio"/> O <sub>3</sub>	<input type="radio"/> O <sub>4</sub>	<input type="radio"/> O <sub>9</sub>

### C2

Currently, the Government of Alberta supports Alberta's **film and TV industry**. How important is it to you that the Government of Alberta continues to support this industry? Would you say it is ...

(READ LIST)

- O<sub>1</sub> Very important
- O<sub>2</sub> Somewhat important
- O<sub>3</sub> Not very important
- O<sub>4</sub> Not at all important
- O<sub>9</sub> (DO NOT READ) Don't know / Refused

### C3

I am now going to read a list of the potential benefits of producing **books, magazines, and sound recordings** in Alberta. Would you say that the following benefits are very important, somewhat important, not very important or not at all important to you?

	Very important	Somewhat important	Not very important	Not at all important	(DO NOT READ) Don't know / Refused
a. The money these industries spend in Alberta	<input type="radio"/> O <sub>1</sub>	<input type="radio"/> O <sub>2</sub>	<input type="radio"/> O <sub>3</sub>	<input type="radio"/> O <sub>4</sub>	<input type="radio"/> O <sub>9</sub>
b. Increasing Alberta's image on the world stage	<input type="radio"/> O <sub>1</sub>	<input type="radio"/> O <sub>2</sub>	<input type="radio"/> O <sub>3</sub>	<input type="radio"/> O <sub>4</sub>	<input type="radio"/> O <sub>9</sub>
c. Telling Alberta stories	<input type="radio"/> O <sub>1</sub>	<input type="radio"/> O <sub>2</sub>	<input type="radio"/> O <sub>3</sub>	<input type="radio"/> O <sub>4</sub>	<input type="radio"/> O <sub>9</sub>
d. Adding to the culture and quality of life of Albertans	<input type="radio"/> O <sub>1</sub>	<input type="radio"/> O <sub>2</sub>	<input type="radio"/> O <sub>3</sub>	<input type="radio"/> O <sub>4</sub>	<input type="radio"/> O <sub>9</sub>

### C4

Currently, the Government of Alberta supports Alberta's **book and magazine publishing and sound recording**. How important is it to you that the Government of Alberta continues to support these industries? Would you say it is ...

(READ LIST)

- O<sub>1</sub> Very important
- O<sub>2</sub> Somewhat important
- O<sub>3</sub> Not very important
- O<sub>4</sub> Not at all important
- O<sub>9</sub> (DO NOT READ) Don't know / Refused

## SECTION: HERITAGE [RANDOMIZE]

### M1

The next few questions are about historical resources.

When thinking about historical resources in Alberta communities, for example, museums, archives, historic sites and interpretive centres, how important do you feel these historical resources are in contributing to the overall quality of life in Alberta? Would you say they are...

(READ LIST)

- O<sub>1</sub> Very important
- O<sub>2</sub> Somewhat important
- O<sub>3</sub> Not very important
- O<sub>4</sub> Not at all important
- O<sub>9</sub> (DO NOT READ) Don't know / Refused

### M2

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

- O<sub>1</sub> Yes
- O<sub>2</sub> No
- O<sub>9</sub> Don't know / Refused

### M3 *Show If M2\_Have\_visited\_museum\_etc*

Prior to visiting, what was the **main source** of information you used when researching these places to visit?

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- O<sub>9</sub> Don't know / Refused

# Survey Instrument [5/8]

## M4 Show If M2\_Have\_visited\_museum\_etc

To gain a better sense as to the purpose why some Albertans visited Alberta museums, archives, historic sites, or interpretive centres, we would appreciate if you could provide the reasons why you visited a historical facility or facilities in the past 12 months?

(Please probe for as many reasons as the respondent is able to come up with.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Don't know / Refused

## M5

When thinking about the Alberta Government's role as the steward and custodian of historical resources in the province, particularly with respect to historical buildings and archaeological and fossil resources, how would you respond to this statement:

"Overall, historical resources are being adequately protected and preserved in Alberta communities."

Do you ...

(READ LIST)

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- (DO NOT READ) Don't know / Refused

## M6

I am now going to read a list of the potential **benefits** of Alberta's historical resources and heritage facilities. Would you say that the following benefits are very important, somewhat important, not very important, or not at all important to you?

	Very important	Somewhat important	Not very important	Not at all important	(DO NOT READ) Don't know / Refused
a. The opportunity for recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. The preservation of historical resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Visitor spending in local communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Opportunity for education and lifelong learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## SECTION: RECREATION & PHYSICAL ACTIVITY [RANDOMIZE]

### R1

The next few questions are about recreation. Recreation involves those activities that a person or group chooses to do in their leisure time. Specifically for these questions, recreation includes amenities such as trails, parks, natural spaces and community recreation facilities and encompasses a broad range of leisure time pursuits including physical activity, community sport and those other active pursuits.

How important do you feel recreation is in contributing to your overall quality of life in Alberta?

Would you say it is:

(READ LIST)

- Very important
- Somewhat important
- Not very important
- Not at all important
- (DO NOT READ) Don't know / Refused

### R2

When thinking about recreation, how important do you feel the following are in contributing to the overall quality of life in Alberta? Would you say that the following are very important, somewhat important, not very important, or not at all important to you?

	Very important	Somewhat important	Not very important	Not at all important	(DO NOT READ) Don't know / Refused
a. Recreation programs, for example, drop-in classes, lessons, day camps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Indoor facilities, for example, recreation centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Outdoor amenities, for example, playgrounds, trails, skateparks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Parks or open spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Survey Instrument [6/8]

**R3**  
I am now going to read a list of the potential benefits of recreation. For each statement, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	(DO NOT READ) Don't know / Refused
a. Recreation contributes to your physical health	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>3</sub>	<input type="radio"/> <sub>4</sub>	<input type="radio"/> <sub>5</sub>	<input type="radio"/> <sub>9</sub>
b. Recreation contributes to your mental well-being	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>3</sub>	<input type="radio"/> <sub>4</sub>	<input type="radio"/> <sub>5</sub>	<input type="radio"/> <sub>9</sub>
c. Recreation opportunities help me connect with friends	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>3</sub>	<input type="radio"/> <sub>4</sub>	<input type="radio"/> <sub>5</sub>	<input type="radio"/> <sub>9</sub>
d. Recreation opportunities encourage children and youth to be active	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>3</sub>	<input type="radio"/> <sub>4</sub>	<input type="radio"/> <sub>5</sub>	<input type="radio"/> <sub>9</sub>
e. Recreation creates opportunities for families to spend time together	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>3</sub>	<input type="radio"/> <sub>4</sub>	<input type="radio"/> <sub>5</sub>	<input type="radio"/> <sub>9</sub>
f. Parks, opens spaces and trails, provide opportunities to enjoy nature	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>3</sub>	<input type="radio"/> <sub>4</sub>	<input type="radio"/> <sub>5</sub>	<input type="radio"/> <sub>9</sub>
g. Recreation contributes to your community's economy	<input type="radio"/> <sub>1</sub>	<input type="radio"/> <sub>2</sub>	<input type="radio"/> <sub>3</sub>	<input type="radio"/> <sub>4</sub>	<input type="radio"/> <sub>5</sub>	<input type="radio"/> <sub>9</sub>

**SECTION: SPORT** [RANDOMIZE]

**S1a**  
The next few questions are about organized sport. Thinking about organized sports, that is, a physical activity governed by a set of rules and undertaken competitively as part of a league, club or organization, have you participated in any organized sports in the past year?

<sub>1</sub> Yes  
 <sub>2</sub> No  
 <sub>9</sub> Don't know / Refused

**S1** *Show If S1a\_Yes*  
Which organized sports have you participated in during the past year?  
(RECORD UP TO SIX DIFFERENT SPORTS)

Sport #1: \_\_\_\_\_  
Sport #2: \_\_\_\_\_  
Sport #3: \_\_\_\_\_  
Sport #4: \_\_\_\_\_  
Sport #5: \_\_\_\_\_  
Sport #6: \_\_\_\_\_

**S2a** *Show If Int10\_Has\_Children*  
Has your child/children attended an organized sport activity in the past year?

<sub>1</sub> Yes  
 <sub>2</sub> No  
 <sub>9</sub> Don't know / Refused

**S2** *Show If S2a\_Yes*  
Which organized sport activity has your child/children attended in the past year?  
(RECORD UP TO SIX DIFFERENT SPORTS)

Sport #1: \_\_\_\_\_  
Sport #2: \_\_\_\_\_  
Sport #3: \_\_\_\_\_  
Sport #4: \_\_\_\_\_  
Sport #5: \_\_\_\_\_  
Sport #6: \_\_\_\_\_

**S3**  
How important do you feel participating in or attending organized sport activities are to the overall quality of life in your community? Would you say they are:  
(READ LIST)

<sub>1</sub> Very important  
 <sub>2</sub> Somewhat important  
 <sub>3</sub> Not very important  
 <sub>4</sub> Not at all important  
 <sub>9</sub> (DO NOT READ) Don't know / Refused

**SECTION: COMMUNITY** [ANCHOR LAST]

**B1**  
Now I would like to ask you about your community.

Which of the following would you say defines your **local** community?  
(READ LIST)

<sub>1</sub> Your immediate neighbours  
 <sub>2</sub> Your neighbourhood  
 <sub>3</sub> A particular region of your town/city  
 <sub>4</sub> Your town/city  
 <sub>5</sub> Or something else (specify):  
 <sub>9</sub> (DO NOT READ) Don't know / Refused

# Survey Instrument [7/8]

## B2 *Show If B1\_provided\_rating*

How would you describe your sense of belonging to your local community? Would you say it is...

(Select one.)

- <sub>1</sub> Very strong
- <sub>2</sub> Strong
- <sub>3</sub> Somewhat strong
- <sub>4</sub> Somewhat weak
- <sub>5</sub> Weak
- <sub>6</sub> Very weak
- <sub>9</sub> (DO NOT READ) Don't know / Refused

## **SECTION: RESPONDENT CHARACTERISTICS**

### D1

As different people may have different views and needs, the last few questions allow us to group and analyze the data to determine if there are statistical differences. Again, all the information you provide will be kept completely anonymous.

Which of the following best describes your present employment status? Are you ...

(READ LIST)

- <sub>1</sub> Working full-time
- <sub>2</sub> Working part-time
- <sub>3</sub> Unemployed or looking for a job
- <sub>4</sub> A student
- <sub>5</sub> Retired
- <sub>6</sub> Stay at home parent or caregiver
- <sub>7</sub> Staying at home for other reasons
- <sub>9</sub> (DO NOT READ) Refused

### D2

What is the highest level of education you have completed?

(READ LIST IF NECESSARY)

- <sub>1</sub> Not graduated from high school
- <sub>2</sub> Graduated high school
- <sub>3</sub> Some technical or vocational college
- <sub>4</sub> Graduated technical or vocational college
- <sub>5</sub> Some university
- <sub>6</sub> Graduated from university
- <sub>9</sub> (DO NOT READ) Refused

## D3 *Show If Int10\_Has\_Children*

How many children in your household are:

- Under 7 years of age \_\_\_\_\_
- 7 to 12 years of age \_\_\_\_\_
- 13 to 17 years of age \_\_\_\_\_

<sub>9</sub> Refused

### D4

And what is your marital status?

(READ LIST IF NECESSARY)

- <sub>1</sub> Single
- <sub>2</sub> Married/Common-law
- <sub>3</sub> Separated
- <sub>4</sub> Divorced
- <sub>5</sub> Widowed
- <sub>9</sub> (DO NOT READ) Refused

## D5 *Show If Int7a\_Not\_Born\_in\_Canada*

How long have you been in Canada? Is it:

(READ LIST)

- <sub>1</sub> Less than 3 years
- <sub>2</sub> 3 to 10 years
- <sub>3</sub> More than 10 years
- <sub>9</sub> (DO NOT READ) Refused

### D6

Into which of the following categories would you place your total household income before taxes for the last year?

(READ LIST)

- <sub>1</sub> Less than \$40,000
- <sub>2</sub> \$40,000 to less than \$60,000
- <sub>3</sub> \$60,000 to less than \$80,000
- <sub>4</sub> \$80,000 to less than \$100,000
- <sub>5</sub> \$100,000 to less than \$120,000
- <sub>6</sub> \$120,000 to less than \$150,000
- <sub>7</sub> \$150,000 to less than \$180,000
- <sub>8</sub> \$180,000 or more
- <sub>9</sub> (DO NOT READ) Refused

# Survey Instrument [8/8]

**PTa** *Show If Landline*

Do you personally have a mobile or cellular telephone? Note that this does not include cordless home landline phones, or numbers used solely for business purposes.

*(DO NOT READ)*

- Yes
- No

**PTb** *Show If Wireless*

Do you have a landline telephone number in your household? Note that this does not include cell phones, numbers that are only used by a computer or fax machine, or numbers used solely for business purposes.

*(DO NOT READ)*

- Yes
- No

**End**

That's all the questions I have. Thank you very much for your participation in this survey.

Status Code: -1

