

Report

Alberta Culture and Status of Women

2021-22 Culture & Status of Women Telephone
Survey of Albertans Report



DATE April 2022

Leger

We know Canadians

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CONTEXT AND OBJECTIVES

CONTEXT AND OBJECTIVES

CONTEXT

Alberta Culture and Status of Women conducts annual surveys to understand Albertans' perceptions on various topics related to arts and culture, tourism, sport and heritage. 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 2022 survey are to provide input to the Ministry's performance measures through an understanding of Albertans' perceptions and behavior related to culture and tourism such as...

- Visitation, attendance, and participation in:
 - Arts and culture events and activities
 - Organized sport
 - Museums and Heritage

METHDOLOGY

METHODOLOGY

TARGET RESPONDENTS

Albertans, 18 years or older

DATA COLLECTION AND SAMPLING

- 800 random telephone interviews were conducted between the dates of March 16th and March 24th, 2022.
- Statistics Canada estimates were used to generate a demographically representative sample. Soft quotas for age, gender and region were used.
- A mix of landline and cell-phone listings were used to ensure Albertans who primarily use a cell-phone are included in the sample. 18% interviews were conducted with landline users and 82% with cell-phone users.

STATISTICAL RELIABILITY

The margin of error for a sample of n=800 is ± 3.5 percentage points, 19 times out of 20.

SURVEY INSTRUMENT

The survey instrument contained a small selection of survey metrics similar to previous waves of the survey.

ANALYSIS

Weighting factors (range of 0.95 to 1.51) were applied to the data to rectify any imbalances from soft quota targets for age, gender and region.

METHODOLOGY

REPORTING

- The results have been compared with previous years, where applicable.
- Any statistical differences compared to the previous year's results (at 95% confidence interval) have been highlighted throughout the report using the following arrows:
 - ↑ indicate significant increase since the previous year
 - ↓ indicate significant decrease since the previous year

KEY INSIGHTS

PERFORMANCE MEASURES VS. BUSINESS TARGETS

Performance Measures	2021-22 Performance (from the survey conducted in 2022)	2021-22 Business Targets	Variance from Target	Changes from 2020-2021 (past year)
Visitation to heritage facilities: Percentage of adult Albertans who visited a heritage facility in Alberta	25.6%	42.0%	-16.4%	1.6%
Attending the arts: Percentage of adult Albertans who attended arts activities or events	44.8%	50.0%	-5.2%	13.6%
Participation in organized sport (adults): Percentage of Albertans who participate in organized sport (adults)	19.2%	10.0%	9.2%	5.2%
Participation in organized sport (children): Percentage of Albertans who participate in organized sport (children)	44.2%	30.0%	14.2%	7.2%

KEY HIGHLIGHTS: ARTS AND CULTURE

44.8%
ATTENDED
(INCREASE FROM 2021)

KEY HIGHLIGHTS: MUSEUMS AND HERITAGE

25.6%

VISITED AN ALBERTA HERITAGE FACILITY
(CONSISTENT WITH 2021)

KEY HIGHLIGHTS: SPORTS

19.2%

ADULTS PARTICIPATED IN AN ORGANIZED SPORT
(INCREASE FROM 2021)

44.2%

CHILDREN PARTICIPATED IN AN ORGANIZED SPORT
(INCREASES FROM 2021)

DETAILED RESULTS

DETAILED RESULTS

Arts and Culture

ATTENDED AN ARTS AND CULTURE EVENT/ACTIVITY

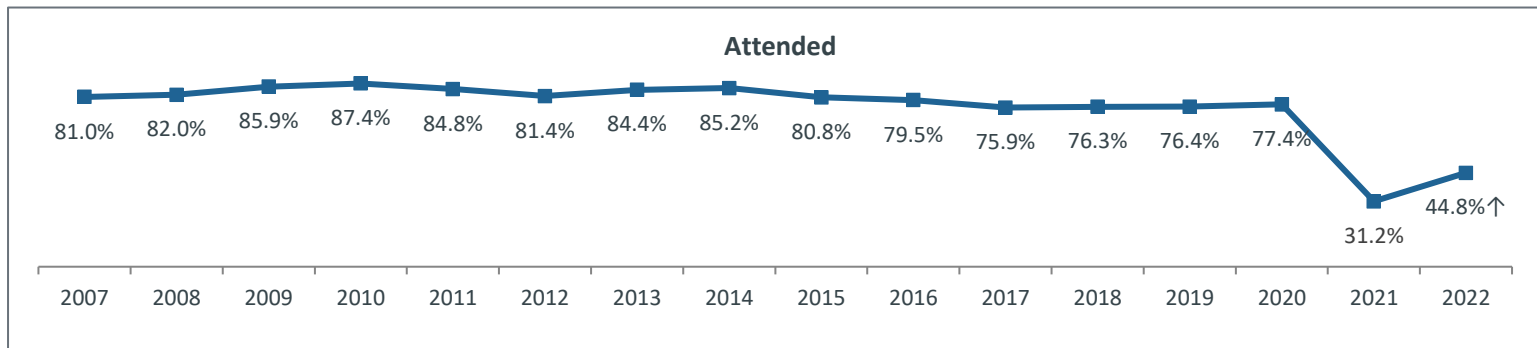
Attendance of Arts and Culture events and activities has increased since 2020-21. The level of attendance is low compared to prior to 2020-21.

44.8%

ATTENDED
(INCREASE FROM 2021)

Higher among Albertans ages 18 to 34.

TRENDS OVER TIME



TYPES OF ARTS AND CULTURE EVENTS OR ACTIVITIES ATTENDED

Attendance of performing arts events, visual arts events and exhibitions and community art festivals have increased since 2021.

Past 12 months	2017	2018	2019	2020	2021	2022
	(n=1,000)	(n=1,000)	(n=802)	(n=802)	(n=800)	(n=800)
Performing arts events	62.1%	62.9%	62.0%	65.8%	14.0%	28.6%↑
Visual arts events and exhibitions	35.4%	37.8%	40.5%	41.3%	15.3%	22.4%↑
Community arts festivals, fairs or cultural performances and events	45.7%	45.0%	47.9%	50.5%	10.3%	20.7%↑
Artist talks or lectures about their work	11.5%	11.1%	15.4%	12.2%	9.1%	8.9%
Literary events	10.4%	11.5%	12.3%	11.4%	7.2%	7.4%
Attended any other arts and culture events	14.2%	15.6%	18.1%	16.0%	6.8%	8.9%

Other Arts Programs or Activities Attended*	2022
	(n=70)
Art exhibit/display	16%
Ethnic dancing/cultural events/multicultural festivals	12%
Festival/exhibition/pageant	8%
Museums (unspecified)	8%
Attended/took part in school plays/concerts/art fairs	8%
Local fair/church/community event	8%
Film festival / movies	7%
Ballet/dance/skating/ball	7%
Other	13%
Don't know / Not applicable	8%

Base: Albertans (n=800) / ↑ indicate significant difference since 2021

*Base: Albertans who attended any other arts and culture events (n=70)

A1. In the past twelve months, have you attended any of the following? A1b: Which other arts programs or activities did you attend?

DETAILED RESULTS

Museums and Heritage

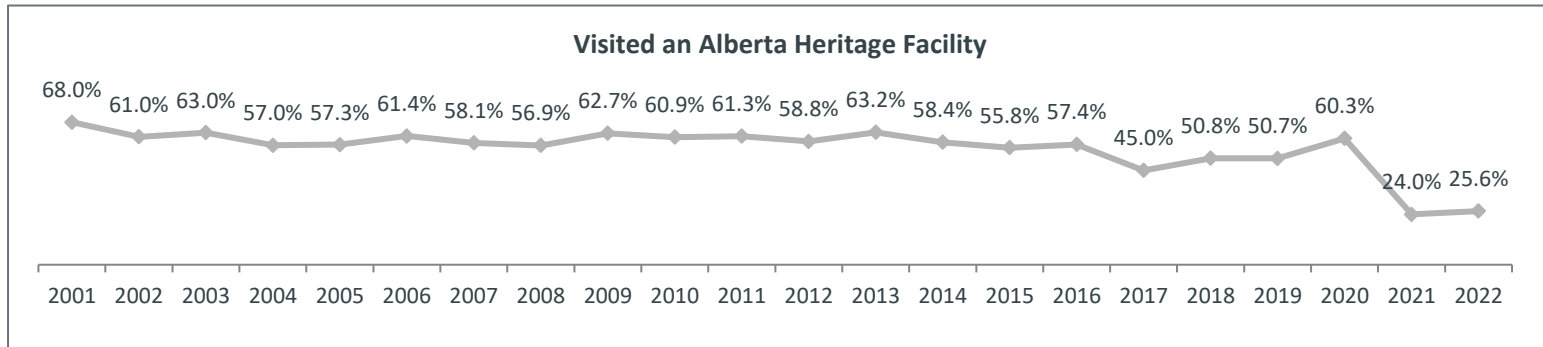
VISITED AN ALBERTA HERITAGE FACILITY IN PAST 12 MONTHS

25.6%

VISITED AN ALBERTA HERITAGE FACILITY
(CONSISTENT WITH 2021)

Visitation is higher among those under 54 years of age and/or who reside in Calgary.

TRENDS OVER TIME



DETAILED RESULTS

Sport

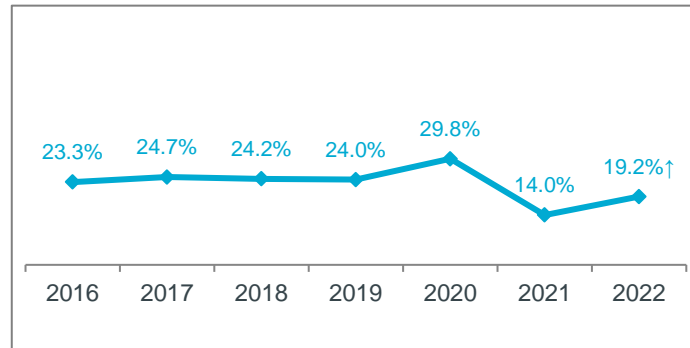
PARTICIPATION IN ORGANIZED SPORT IN THE PAST 12 MONTHS

(ADULT) Participation in organized sport has increased from 2021.

19.2%

PARTICIPATED IN AN ORGANIZED SPORT
(INCREASE FROM 2021)

Participation is higher among under the age of 34 and/or males.



TOP 10 SPORT PARTICIPATION IN THE PAST 12 MONTHS (ADULT)

Participation in football and swimming has increased since 2021.

AMONG THOSE WHO PARTICIPATED	2016	2017	2018	2019	2020	2021	2022
	(n=233)	(n=247)	(n=242)	(n=185)	(n=232)	(n=107)	(n=154)
Hockey	24.9%	23.9%	21.5%	22.7%	26.0%	21.9%	23.3%
Soccer	21.5%	8.5%	21.5%	16.3%	13.5%	12.8%	16.2%
Volleyball	*	*	*	*	6.5%	8.4%	12.0%
Golf	12.0%	10.1%	11.2%	11.5%	7.9%	12.5%	6.1%
Softball/ Slow pitch	*	*	*	*	*	4.3%	6.0%
Basketball	3.9%	7.7%	5.8%	10.7%	12.6%	1.8%	5.5%↑
Football	*	*	*	*	*	0.8%	5.3%↑
Swimming	*	*	*	*	*	-	3.8%↑
Bicycling	*	*	*	*	*	1.5%	3.6%
Baseball	12.4%	8.9%	6.2%	6.7%	14.7%	4.0%	3.0%

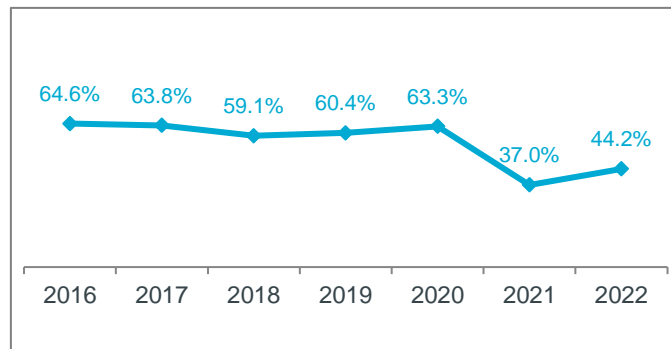
PARTICIPATION IN ORGANIZED SPORT IN THE PAST 12 MONTHS (CHILD)

Child participation in organized sport is consistent with 2021.

44.2%

PARTICIPATED IN AN ORGANIZED SPORT
(INCREASE FROM 2021)

Participation is higher among children whose parents were 35 to 54 years of age.



TOP 10 SPORT PARTICIPATION IN THE PAST 12 MONTHS (CHILD)

Child participation in dance has decreased in 2022.

AMONG THOSE WHO PARTICIPATED	2016	2017	2018	2019	2020	2021	2022
	(n=255)	(n=256)	(n=204)	(n=149)	(n=181)	(n=91)	(n=123)
Hockey	25.9%	25.8%	21.1%	25.4%	21.0%	20.7%	25.2%
Soccer	38.8%	38.3%	39.7%	33.3%	32.7%	23.7%	23.0%
Basketball	16.1%	22.7%	15.2%	19.2%	21.9%	10.6%	17.8%
Swimming	23.9%	23.4%	22.5%	19.9%	27.2%	14.4%	16.8%
Martial Arts	*	*	*	8.4%	6.0%	16.2%	9.9%
Gym/ Gymnastics	12.5%	14.1%	11.3%	8.3%	14.4%	8.3%	9.6%
Skating	*	*	*	*	*	7.9%	7.6%
Dance	*	*	*	12.2%	8.9%	16.6%	6.7%↓
Skiing	*	*	*	*	*	4.7%	5.6%
Baseball	7.5%	14.8%	10.3%	17.5%	11.4%	1.1%	5.6%

RESPONDENT PROFILE

RESPONDENT PROFILE

	Albertans
	n=800
Gender	
Male	48.4%
Female	50.2%
Other	0.6%
Prefer not to answer	0.7%
Age	
18-24	9.6%
25-34	22.2%
35-44	18.5%
45-54	17.8%
55-64	13.9%
65 or older	18.0%
Region	
Calgary	31.1%
Edmonton	23.4%
Small Cities - North	11.9%
Small Cities - South	8.2%
Rural – North	13.3%
Rural - South	12.1%

	Albertans
	n=800
Children in Household 0 to 17 years	
Yes	33.2%
No	66.4%
Prefer not to answer	0.3%

APPENDIX

APPENDIX A

DETAILED METHODOLOGY

DETAILED METHODOLOGY

TARGET RESPONDENTS

Albertans, 18 years or older

DATA COLLECTION

- 800 random telephone interviews were conducted with Albertans, specifically 263 from Calgary, 186 from Edmonton, 81 from small cities North, 62 from small cities South, 102 from rural North, and 106 from rural South
- Data were collected between March 16th and March 24th, 2020.

STATISTICAL RELIABILITY

- The margin of error for a sample of n=800 is ± 3.5 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.

SURVEY INSTRUMENT

- The survey instrument contained a small selection of survey metrics similar to previous waves of the survey.
- The survey comprised both closed and open-ended questions.

DETAILED METHODOLOGY

SAMPLING

- Statistics Canada estimates were used to generate a demographically representative sample. Soft quotas for age, gender and region were used.
- The sample was drawn randomly from the most recent residential phone listings of Alberta. A mix of landline and cell-phone listings were used to ensure Albertans who primarily use a cell-phone are included in the sample. 18% interviews were conducted with landline users and 82% with cell-phone users.
- Sample generation, random dialing and call administration were automated using ASDE and VOXCO softwares.
- The 'Next Birthday' rule was followed to ensure randomization within the household.
- To minimize low response:
 - At least six call attempts to each number;
 - Calls made during different parts of the day; and
 - Call backs were scheduled and honoured

SURVEY PRE-TEST

- A pre-test was conducted with 15 interviews before the survey was fully launched. These interviews were recorded (after disclosure to the respondents) to ensure:
 - The suitability of the introduction
 - The length of the interview
 - Whether questions are meaningful to respondents
 - The flow of questioning to yield best results
- No changes were made in the questionnaire after the pre-tests.

DETAILED METHODOLOGY

CODING

- A team of coders were assigned to edit, clean and develop meaningful themes/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

- Coded data were analyzed and cross-tabulated using SPSS and Q software.
- A weighting factor (range of 0.95 to 1.51) was applied to the data to rectify any imbalances from soft quota targets for age, gender and region.
- The results were compared to previous waves of research, wherever applicable.

QUALITY CONTROL

- All interviewers hired by Leger receive customized training with respect to interview techniques, and in-depth training on our call centre CATI software. Our interviewers also received additional training with respect to this particular survey before proceeding to field.
- Interviewers always work under direct supervision at Leger's facilities.
- Senior project managers monitored interviews throughout the first two days of field to ensure flow, clarity, consistency and comprehension of the survey.
- Phone interviews were monitored throughout the data collection period, with a minimum of 10% of each interviewer's interviews being monitored.
- Project managers monitored the progress of data collection, including call record dispositions such as completed interviews, response rates and refusal rates, as well as metrics such as average questionnaire length.
- All data from open-ended questions were checked by different coders to ensure data were accurate and correctly coded.

APPENDIX B

SAMPLE DISTRIBUTION

SAMPLE DISTRIBUTION

	POPULATION DATA (WEIGHTED %)	COMPLETED INTERVIEWS	AVERAGE WEIGHTING FACTOR
REGION			
Calgary	31.1%	263	0.95
Edmonton	23.4%	186	1.01
Small Cities - North	11.9%	81	1.18
Small Cities - South	8.2%	62	1.06
Rural - North	13.3%	102	1.04
Rural - South	12.1%	106	0.91
GENDER			
Woman	50.2%	389	1.03
Man	48.4%	401	0.97
Non-binary	0.4%	2	1.51
Prefer to self-describe:	0.3%	2	1.30
Prefer not to answer	0.7%	6	0.95
AGE			
18-34	31.8%	202	1.26
35-54	36.3%	318	0.91
55+	31.9%	280	0.91

The geographic regions outside Calgary and Edmonton are defined as:

- / Small Cities North (Camrose, Spruce Grove, Sherwood Park, Fort Saskatchewan, St. Albert, Grande Prairie, Wetaskiwin, Leduc, Fort McMurray, Lloydminster, and Cold Lake)
- / Small Cities South (Medicine Hat, Lethbridge, Airdrie, and Red Deer)
- / Rural North (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, and TOP)
- / Rural South (all villages, towns, hamlets and rural areas within the geographic area defined by the following postal forward sortation areas: TOJ, TOK, TOL, and TOM)

APPENDIX C

CALL STATISTICS

CALL STATISTICS

Completed	Complete	800
Busy	Line busy	8
No answer	No answer	709
Answering Machine	Answering Machine	13701
Respondents Unavailable	Contact person is unavailable for duration of project	21
	Wrong contact (person we want to speak with can't be reached at this number)	37
	Call back with appointment	3
Call back	Call back without appointment	10
	Refusal	4587
Refusals	Definite refusal	1323
	Black list	37
	Respondent not capable of completing survey (hard of hearing, speech problem, etc.)	46
Incompletes	Incomplete with scheduled appointment	1
	Incomplete with no possibility to call back	130

Fax/Modem/Business	Fax/modem	41
	Non-residential	167
	Cellular phone / Pager	8
No service/Wrong Number	No service	35
	Wrong Number	0
	Duplicate Number	3
Language Barrier	No signal (line error)	113
	Language Barrier	113
Quota full	Quota attained	0
	Not eligible	0
Disqualified	Refused age	0
	Refused gender	68
	Not eligible - under 18	47
	Not eligible - region	17
TOTAL		22,025
Response Rate		4.5%

APPENDIX D

SURVEY INSTRUMENT

SURVEY INSTRUMENT

2021-22 Telephone Survey Questionnaire for the Culture & Status of Women Survey of Albertans

Performance metrics questions (based on 2021-24 Business Plan)
Sponsored by: Alberta Culture and Status of Women

Introduction

Hello, this is _____ from ... calling on behalf of the Government of Alberta. We are surveying Albertans to gather information that will help in the monitoring and development of programs and services relating to Alberta's culture and community services. This is not a sales call, and the information collected is protected and only published as anonymized data.

If wireless, show: Before we begin, are you over 18?

IF ASKED: 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 anonymous.

CLIENT CONTACT: 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 Acting Manager, Environmental Scanning and Performance Measurement, Alberta Culture and Status of Women, gery.pratt@gov.ab.ca or at (780) 288-8961 (Dial 310-0000 to be connected toll-free from outside the Edmonton area).

Int1 Approximately 5-10 minutes of your time will be needed today.

- 1 Yes/continue
- 2 No, under 18 [show if wireless]
- 3 Refusal
- 4 Call back later

Ref1 Show If Int1_Refusal
Refusal

CB1 Show If Int1_Callback
Call back

Term6 Show If Int1_wireless_under_18
I'm sorry. We are only looking to speak with those who are 18 or older. Sorry for bothering you.

Int2 Show If Landline
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 ..., calling on behalf of the Government of Alberta. We are surveying Albertans to gather information that will help in the monitoring and development of programs and services relating to Alberta's culture and community services. This is not a sales call, and the information collected is protected and only published as anonymized data.

- Yes, speaking
- Yes, getting person
- Refused
- Not available; call back later

Term2b Show If Int2_Refusal
 Refusal

CB2 Show If Int1_Callback
 Call back

Subsection: Demographic

Before we begin, I first have a few questions to make sure that our data is representative of all Albertans. Note that this call may be recorded for training and improvement purposes.

Int3 What are the first three characters of your postal code?
 FSA: ---
 8 Refused

Term3a Show If Int3_Refused_Postal_Code
Unfortunately, without knowing your postal code, we are unable to group your responses with others in your region. Thank you for your time. Goodbye.

Term3b Show If Postal_Code_Other
I'm sorry. We've already spoken to enough people in your region. Thank you for your time. Goodbye.

Term3c Show If All_Quotas_Closed_In_Region
I'm sorry. We've already spoken to enough people in your region. Thank you for your time. Goodbye.

Int4 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.

- Year: ____
- 8 Refused

SURVEY INSTRUMENT

Int4b *Show If Int4_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.

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older
- Refused (Terminates)

Term4b *Show If Int4b_Refusal*

Unfortunately, without knowing your age group, we are unable to group your answers with those of a similar age group. Thank you for your time.

Int5 How do you describe your gender identity or expression? DO NOT READ, BUT PROBE IF

- NEEDED
- Woman
 - Man
 - Prefer to self-describe: _____
 - Prefer not to answer

Int6 Do you have any children, living at home or that you are a legal guardian for, in the age range from 0 to 17 years old?

- Yes
- No
- Prefer not to answer

Subsection: Arts and Culture (7 question points)

The next few questions are about arts and culture.

A1 (6) (CSW Metric 1A) (AFA Metric)

In the past twelve months, have you attended any of the following? (READ LIST)

	Yes	No	Don't know / Refused
1. Performing arts events like plays or theatre events, dance performances, music recitals, live performances and concerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Visual arts events at galleries and studios or art exhibitions of things like paintings, sculptures, craft, photography, jewellery, ceramics or textiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Literary events such as book launches or magazine events, author talks or readings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Community arts festivals fairs or cultural performances and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Artist talks or lectures about their work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Attended any other arts and culture events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A1b (1) Which other arts programs or activities did you attend?

Don't know/Refused

SURVEY INSTRUMENT

Subsection: Sports (8 question points)

The next few questions are about organized sport, that is, a physical activity governed by a set of rules and undertaken competitively as part of a league, club or organization.

S1 (1) (CSW Metric 1A) Have you participated in any organized sport activities in the past year?

- Yes
- No
- Don't know/Refused

S1b (3) *Show if S1_Yes*

Which organized sport activities have you participated in during the past year?

Sport #1: _____

Sport #2: _____

Sport #3: _____

S2 (1) (CSW Metric 1A) *Show if Int6_Yes*

Has your child or children participated in an organized sport activity in the past year?

- Yes
- No
- No Children
- Don't know/Refused

S2b (3) *Show if S3_Yes*

Which organized sport activity has your child or children participated in during the past year?

Sport #1: _____

Sport #2: _____

Sport #3: _____

Subsection: Museums and Heritage (1 question point)

The next question is about heritage facilities in Alberta communities, for example museums, historic sites, interpretive centres and archives.

M2 (1) (CSW Metric 2A) Have you visited an Alberta historical resource in the past 12 months?

- Yes
- No
- Don't know/Refused

End

That's all the questions I have. Thank you very much for your participation in this survey. We really appreciate your contribution and time, and your answers will be useful in developing better programs and services for Alberta Culture and Status of Women.

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