



# Survey of Albertans

Final Report

March 2015

# Context and Objectives

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## Context

- Alberta Culture and Tourism (ACT) (formerly ATPR and Alberta Culture) conducts annual surveys to understand Albertans' perceptions on various topics related to culture, tourism and recreation. The surveys provide insight into emerging trends, help monitor the effectiveness of programs and services and inform decisions by enhancing the department's understanding of the needs of Albertans.

## Objectives

- The objectives of the survey are to provide inputs to the Ministry's performance measures through understanding the following:
  - Albertans' perceptions and behavior related to culture and tourism such as...
    - Importance of historical resources;
    - Importance of arts activities;
    - Volunteerism;
    - Participation in arts activities;
    - Attendance at arts activities
  - Albertans' perceptions and behavior related to recreation and provincial parks visitation such as..
    - Participation in recreation activities and sport;
    - Provincial parks visitation

# Methodology

# Methodology

## Data Collection

- 1,000 random telephone interviews were conducted with Albertans between the dates of January 22<sup>nd</sup> and February 28<sup>th</sup>, 2015.
- In 2015, to ensure that the demographic quotas were met, cell-phone sample was included (especially among the younger urban population, who tend to be hard to reach).

## Target Respondents

- A random sample of Albertans, 18 years or older (Statistics Canada 2013 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 18-34 years of age, 35 to 54 years of age, and 55 years of age and older.

## Statistical Reliability

- Based on the 1,000 sample size, the margin of error is  $\pm 3.1$  percentage points, 19 times out of 20.

## Questionnaire Design

- Based on the needs of ACT, the two surveys previously conducted for ATPR and Alberta Culture were combined.

# Key Insights

# Performance Measures vs. Business Targets

Performance Measures	2014-15 Performance (from the survey conducted in 2015)	2014-15 Business Targets	Variance from Target	Change from 2013-14 (past year)
<b>Attending the arts:</b> Percentage of adult Albertans who attended arts activities or events	80.8%	85.0%	-4.2%	-4.4%*
<b>Formal volunteerism:</b> Percentage of adult Albertans who volunteered with organizations in their community (excluding informal volunteering)	60.9%	71.0%	-10.1%	-7.5%*
<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	93.8%	94.0%	-0.2%	-0.4%
<b>Visitation to heritage facilities:</b> Percentage of adult Albertans who visited a heritage facility in Alberta	55.8%	62.0%	-6.2%	-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	88.7%	91.0%	-2.3%	+1.1%
<b>Provincial park visitation:</b> Percentage of adult Albertans who visited a provincial park or recreation area in the past 12 months	28.4%	33.0%	-4.6%	-5.3%*
<b>Participation in Recreation:</b> Percentage of adult Albertans who participated in recreation activities	80.8%	85.0%	-4.2%	-4.7%*

# Performance Indicators

Performance Indicators	2014-15 Performance (from the survey conducted in 2015)	Change from 2013-14 (past year)
<b>Informal volunteerism:</b> Percentage of adult Albertans who volunteered informally in their community	57.5%	-13.7%*
<b>Participation in the arts:</b> Percentage of adult Albertans who participated in arts activities or events	53.6%	-4.8%*
<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	68.4%	-



# Key Highlights

## PARKS

**52.8%** claim to have visited a provincial park\*  
(DECREASE SINCE 2014)

**28.4%** actually visited a provincial park\*  
(DECREASE SINCE 2014)

**88.8%**

of Albertans who have ONLY visited provincial parks are **SATISFIED** with the quality of services and facilities  
(TRENDING UPWARD SINCE 2013)

**71.6%** are **LIKELY TO VISIT** a provincial park in the next year

**OVER 3/5** (62.2%-82.6%) hold **positive opinions** of each aspect of Alberta's provincial parks  
(INCREASE IN AGREEMENT THAT PARKS ARE **NOT CROWDED** SINCE 2014)

## VOLUNTEERING

**72.2% TOTAL**  
(DECREASE FROM 2014  
DOWNWARD TREND SINCE 2013)

**60.9% FORMAL**  
(DECREASE FROM 2014  
DOWNWARD TREND SINCE 2013)



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

### KEY AREAS

1. Human services
2. Recreation
3. Youth development
4. Sports

### BARRIERS



1. Time
2. Health/disability

## ARTS

**80.8% ATTENDED**  
(DECREASE FROM 2014)

Most likely to attend...  
a live performance

**53.6% PARTICIPATED**  
(DECREASE FROM 2014  
DOWNWARD TREND SINCE 2013)

Most likely to participate in...  
a home-based arts activity

**88.7%** feel **ARTS** activities are **IMPORTANT**  
(UPWARD TREND IN 'VERY IMPORTANT' MENTIONS SINCE 2013)

**GOVERNMENT SUPPORT is IMPORTANT (85.7%)**  
(UPWARD TREND IN 'VERY IMPORTANT' MENTIONS SINCE 2013)

## CULTURAL INDUSTRIES

**HIGH AGREEMENT**  
(85.5%-90.2%)

with the importance of each benefit of producing **films** in Alberta  
(UPWARD TREND IN 'VERY IMPORTANT' FOR MOST PARAMETERS SINCE 2013)

**81.7%** feel **GOVERNMENT SUPPORT** of the **FILM INDUSTRY** is **IMPORTANT**

**HIGH AGREEMENT**  
(87.6%-91.7%)

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

**83.7%** feel **GOVERNMENT SUPPORT** of the **BOOK/MAGAZINE PUBLISHING AND SOUND RECORDING INDUSTRIES** is **IMPORTANT**

\*Within the past 12 months

# Key Highlights

## HERITAGE

**93.8%** feel **HISTORICAL RESOURCES** are **IMPORTANT** in contributing to quality of life  
(UPWARD TREND IN 'VERY IMPORTANT' MENTIONS SINCE 2013)

**55.8% VISITED** an Alberta **MUSEUM, HISTORIC SITE, INTERPRETIVE CENTRE OR ARCHIVES** (past 12 months)  
(DOWNWARD TREND SINCE 2013)



**INTERNET = TOP SOURCE TO FIND INFORMATION\***  
(INCREASE FROM 2014)

### TOP REASONS FOR VISITATION\*

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

**68.4%** agree **HISTORICAL RESOURCES** are being **ADEQUATELY PROTECTED AND PRESERVED**  
(UPWARD TREND IN STRONG AGREEMENT SINCE 2013)

**HIGH AGREEMENT** (92.9%-97.8%)  
with the importance of each benefit of historical resources

## RECREATION

**80.8%** **HAVE PARTICIPATED** in a **RECREATIONAL ACTIVITY** in the past 12 months  
(DECREASE SINCE 2014)

The majority of Albertans participate in physical activity...

**4+ TIMES/WEEK**  
FOR...  
**30+ MINUTES** EACH TIME

**61.6%** would like to **INCREASE** **THEIR LEVEL OF PHYSICAL ACTIVITY** over the next 12 months  
(UPWARD TREND SINCE 2013)

**BIGGEST MOTIVATOR TO INCREASE PHYSICAL ACTIVITY? MORE TIME**



**88.7%** **SUPPORT** the development of **MULTI-USE RECREATION TRAILS** in Alberta  
(INCREASE SINCE 2014)

## COMMUNITY



**COMMUNITY**  
=  
**MY TOWN/CITY**  
(42.8%)

**4-in-5** Albertans have a **STRONG SENSE OF BELONGING** to their local community  
(79.4%)

(INCREASE IN 'VERY STRONG' SENSE OF BELONGING SINCE 2014)

\*among Albertans who have visited an Alberta museum, historic site, interpretive centre or archives

# Detailed Results

**Parks**

# Visitation of Alberta's Provincial Parks

Claimed Visits

Actual Park Visits

Which Alberta Provincial Parks did you visit in the past 12 months?

52.8%



Claimed Park Visits

Non-Provincial  
Parks Visits

19.2%

Provincial Parks  
Visits

28.4%

Actual Park Visits

Albertans	n=1,000
<b>Non-Provincial Parks*</b>	<b>19.2%</b>
Banff National Park	11.6%
Jasper National Park	6.6%
Elk Island National Park	2.6%
Waterton National Park	1.9%
Wood Buffalo National Park	0.3%
<b>Provincial Parks</b>	<b>28.4%</b>
Kananaskis Country*	5.1%
Fish Creek	3.9%
Peter Lougheed	3.2%
Other**	25.1%
Other	6.8%
Don't know / Refuse	6.3%

\*Kananaskis Country is accepted as a valid Provincial Park based on verbatim responses

\*\*Any mentions less than 2%

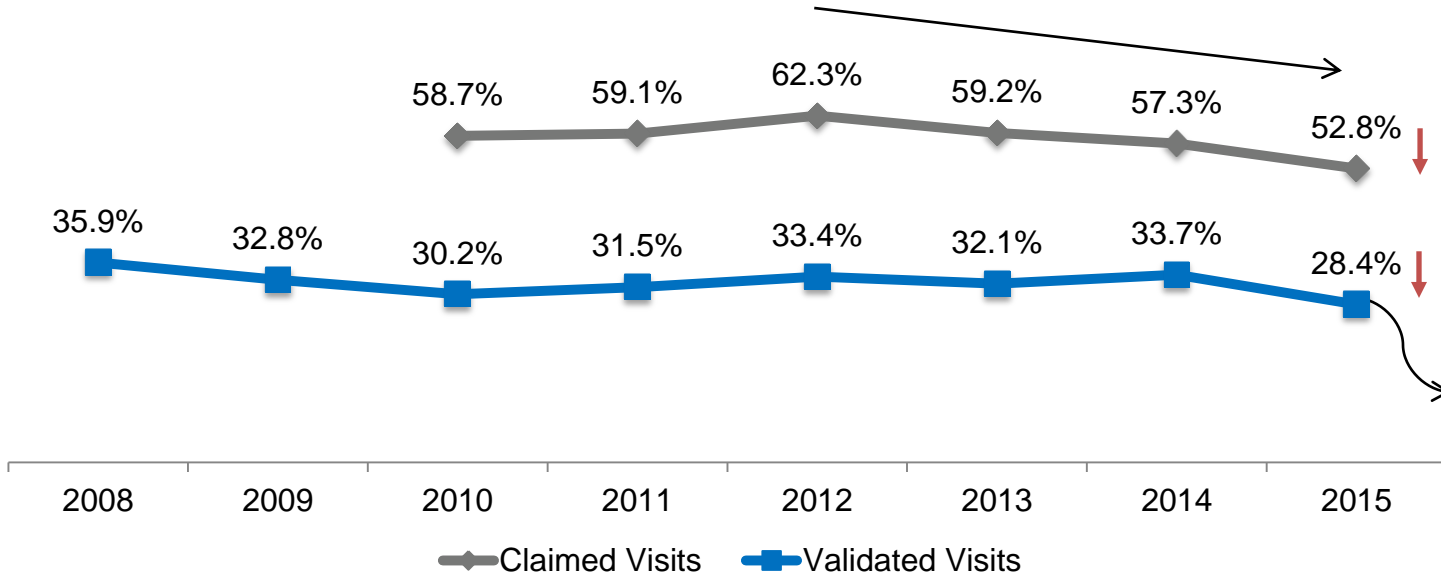
Base: Albertans (n=1,000)

Over half (52.8%) of Albertans claim to have visited a Provincial Park in the past year. Over one-quarter (28.4%) of all Albertans actually visited a Provincial Park.

Note: Actual Provincial Park visitors and non-Provincial Park visitors are based on verbatim mentions of the parks that Albertans have visited.

# Park Visits Over Time

2014-15 Business  
Target:: 33.0%



The following Albertans are less likely to have visited a provincial park in the past 12 months:

- Aged 18-24
- Living in Edmonton
- Not born in Canada
- Not born in Alberta
- Single
- No children in household
- Household income of <\$40,000/year
- With high school (or less) or college education
- Unemployed or a student

Over one-quarter (28.4%) of Albertans have visited an Alberta Provincial Park in the past 12 months, representing a drop since 2014. Claimed visitation has also dipped in 2015.

Base: Albertans (n=1,000)

Note: Tracking data for claimed visits only available from 2010-2015



Significantly lower than past year



Significantly higher than past year

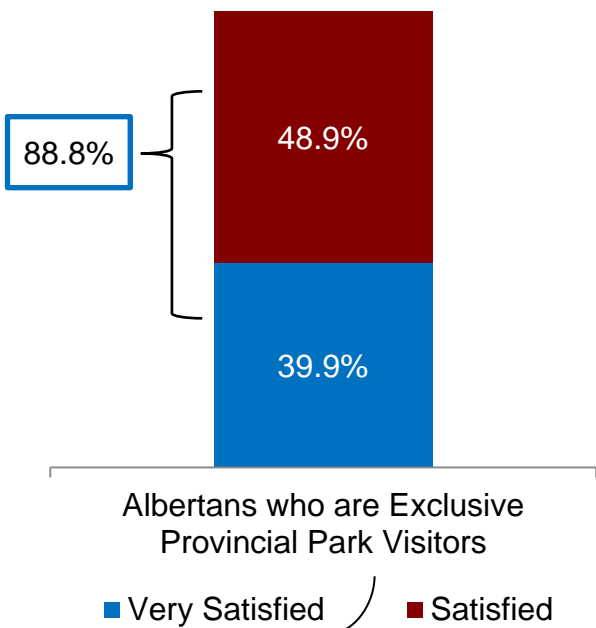


THE RESEARCH INTELLIGENCE GROUP

P1. Have you visited an Alberta Provincial Park in the past 12 months, not including any visits to neighborhood, city, regional or national parks? /P2: Which Alberta Provincial Parks did you visit in the past 12 months?

# Satisfaction with Provincial Parks

2015



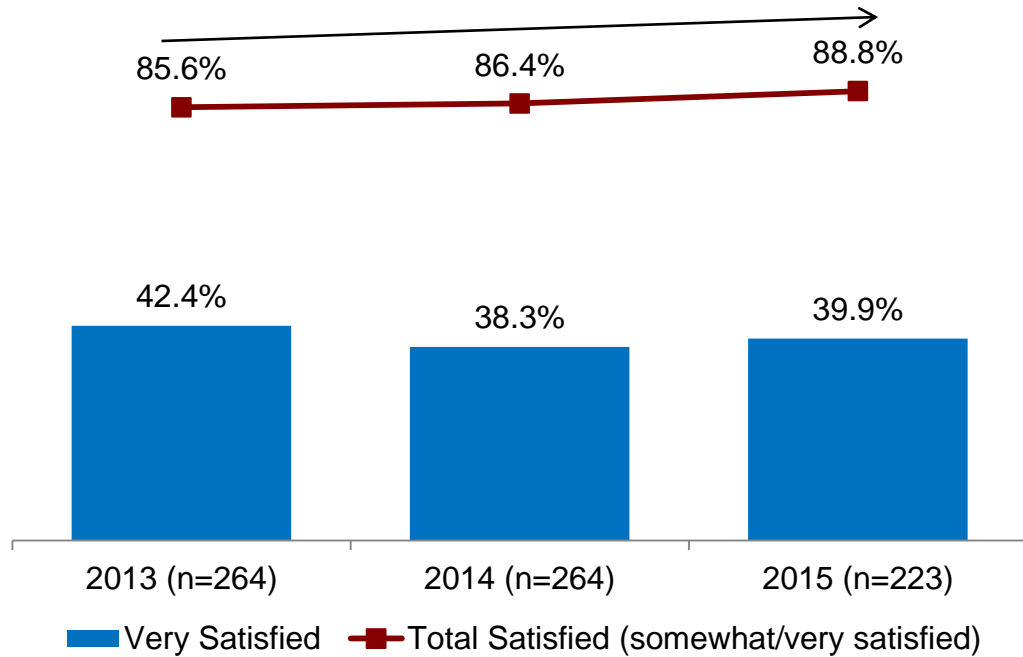
Albertans who are Exclusive Provincial Park Visitors

■ Very Satisfied ■ Satisfied

Albertans who have visited only provincial parks in the past 12 months and are more likely to be satisfied include those aged 65+, those not born in Canada, and those with college/ university education.

Base: Albertans who have visited only provincial parks in the past 12 months (n=223)

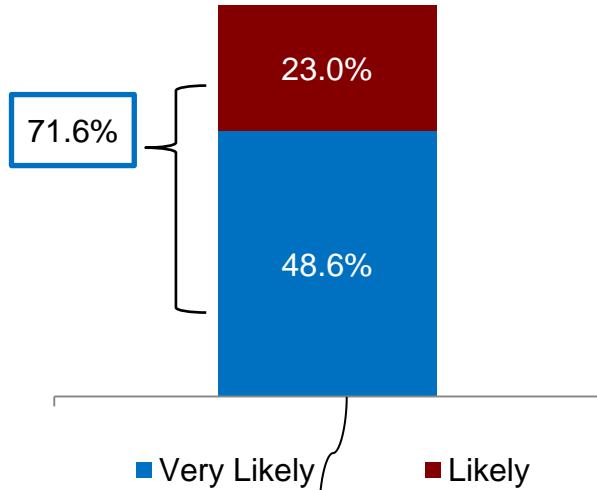
Trend Over Time



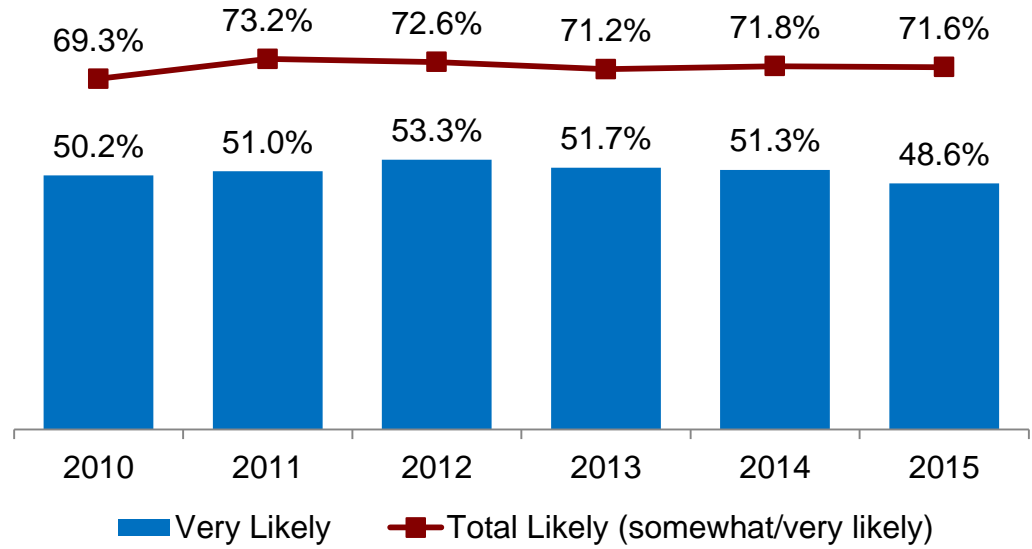
Consistent with last year, the majority of Albertans (88.8%) who have visited only Provincial Parks in the past 12 months are satisfied overall with the quality of services and facilities in the Provincial Parks they visited. Overall satisfaction has been gradually trending upward since 2013.

# Likelihood to Visit Provincial Parks

2015



Trend Over Time



The following Albertans are more likely to visit provincial parks in the next 12 months:

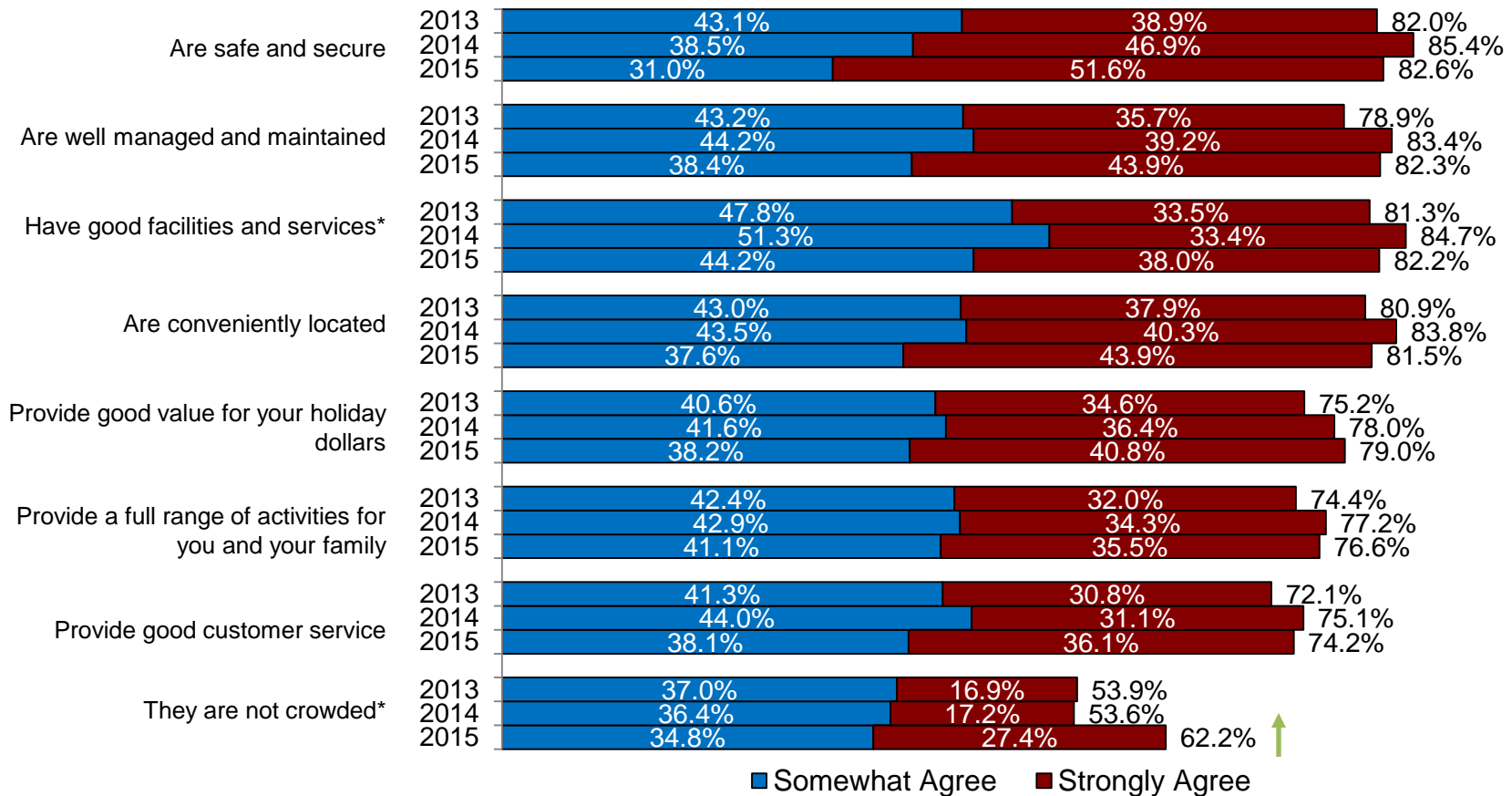
- Aged 25-44
- Calgarians, and those residing in Small Cities (North and South)
- Married/common law
- Have children (especially between 7-12 years)
- Household income of \$40,000+/year
- With college or university education
- Working full or part time, students, and homemakers

About seven-in-ten (71.6%) Albertans indicate they are likely to visit any Alberta Provincial Park in the next 12 months, consistent with 2014.

Base: Albertans (n=1,000)



# Opinion About Alberta's Provincial Parks



The majority of Albertans continue to agree that Alberta's Provincial Parks deliver on all aspects. Generally, the proportion of Albertans agreeing has dipped slightly since 2014, returning to 2013 levels, with the exception of providing good value for holiday dollars (trending upward since 2013) and not being crowded (increase since 2014). The increased proportion agreeing that the parks are not crowded may be a function of the decreased visitation observed in 2015.

Base: Albertans (n=1,000)

\*New question in 2013



Significantly lower than past year

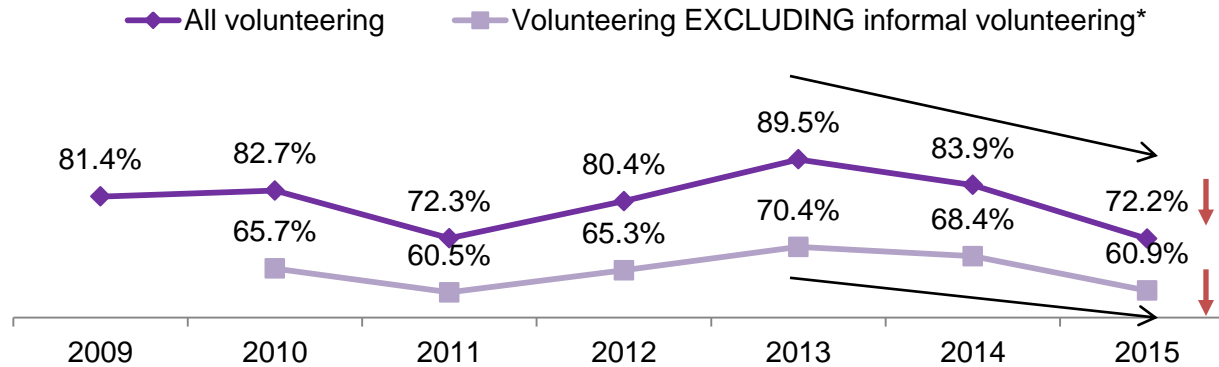


Significantly higher than past year

# **Volunteering**

# Incidence of Volunteering

2014-15 Business Target  
(excl. informal volunteering): 71.0%



**72.2%**  
VOLUNTEER (TOTAL)  
(DECREASE FROM 2014)

**60.9%**  
VOLUNTEER FORMALLY  
(DECREASE FROM 2014)

Types of volunteer work...	2009	2010	2011	2012	2013	2014	2015
As an informal volunteer	68.0%	70.0%	56.4%	67.3%	78.2%	71.2%	57.5% ↓
In human services	28.9%	30.1%	27.9%	30.3%	30.1%	32.1%	28.8%
In recreation	23.4%	20.7%	21.4%	20.6%	22.9%	25.4%	22.8%
In youth development	16.8%	16.5%	19.4%	14.9%	17.3%	16.4%	22.0% ↑
In sports	27.1%	25.7%	23.1%	19.9%	24.9%	23.6%	21.1%
In the arts or cultural area	19.8%	22.0%	17.6%	19.5%	19.9%	18.5%	16.9%
For libraries	6.0%	5.2%	5.3%	5.8%	5.0%	5.1%	5.3%
Any other type of volunteer work	24.3%	26.0%	22.2%	30.1%	31.7%	32.2%	25.3% ↓

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

- ✓ Born in Canada
- ✓ Born in Alberta
- ✓ Children in household
- ✓ Household income of \$120,000+/year
- ✓ With university education
- ✓ Student

Total volunteering activity has returned to 2011 levels, after reaching a high point in 2013. A similar pattern is observed with formal volunteering. Both total volunteering and formal volunteering have decreased in 2015 and have been trending downward since 2013.

Base: Albertans (n=1,000)

\*Tracking data for 2009 is not available

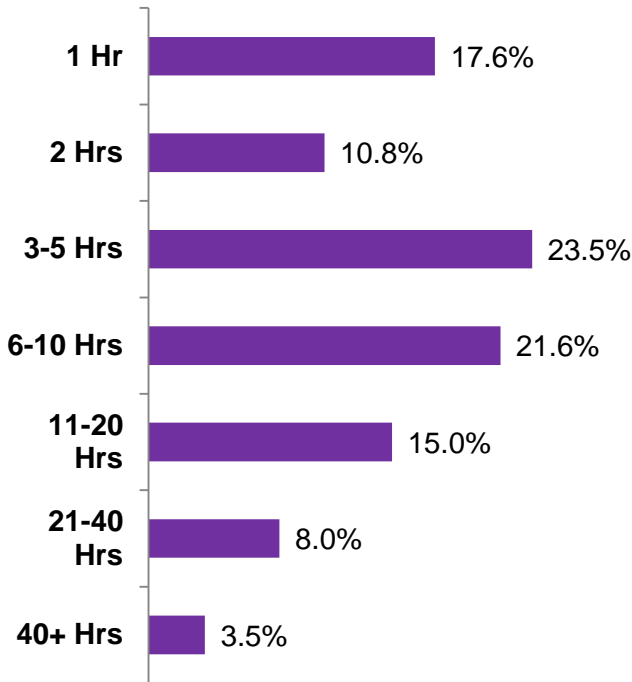
↓ Significantly lower than past year

↑ Significantly higher than past year

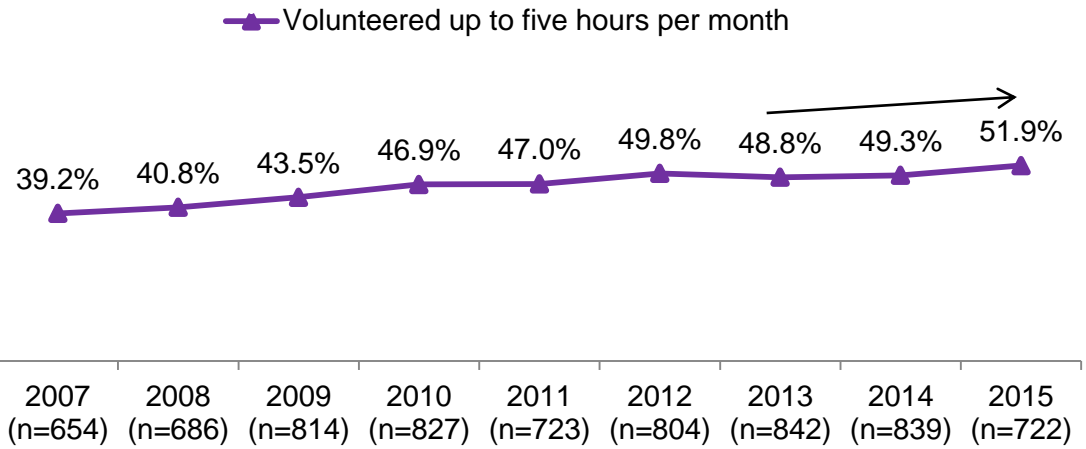
# Average Time (in hours) Spent Volunteering Per Month

## Albertans who have volunteered in the past 12 months

2015



Albertans  
volunteer an  
average (per : **11 hrs**  
month) of



### Volunteer the most hours per month (on AVERAGE):

- ✓ Females
- ✓ Aged 45+
- ✓ Calgarians
- ✓ Have children aged 7-17 years
- ✓ With university education
- ✓ Retired



Base: Albertans who volunteered in the past year (n=722)

# 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 slightly in 2015 and returned to 2012 levels following a downward trend from 2012-2014. Albertans who are not aware of opportunities to volunteer has been trending upward since 2013 and has returned to 2012 levels.

	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)
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%
Were unable to volunteer due to a disability or health problem	12.0%	18.5%	15.6%	13.4%	15.2%	20.4%	26.7%	18.6%	14.0%
Were unaware of opportunities to volunteer	3.2%	2.5%	4.3%	6.4%	5.4%	7.7%	1.0%	5.0%	7.9%
Had not been personally asked	4.1%	3.2%	3.2%	3.5%	2.5%	0.5%	3.8%	2.5%	4.3%
Unwilling to make a year round time commitment	1.8%	2.2%	3.8%	4.1%	5.1%	4.6%	1.0%	-	4.0%
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%
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%
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%
Don't Know/Not Stated	3.2%	2.9%	1.1%	0.6%	10.1%	1.0%	-	8.1%	1.8%

**Most likely to NOT have volunteered within the past 12 months include:**

- ✓ Not born in Canada
- ✓ Not born in Alberta
- ✓ No children in household
- ✓ Household income <\$80,000/year
- ✓ With high school (or less) or college education
- ✓ Unemployed or are staying at home for other reasons

Base: Albertans who have not volunteered in the past 12 months

\*New mention in 2015



Significantly lower than past year



Significantly higher than past year

# Arts

# Incidence of Attending or Participating in Arts

2014-15 Business Target  
(attending): 85.0%

Most likely to have PARTICIPATED  
in arts activities or events:

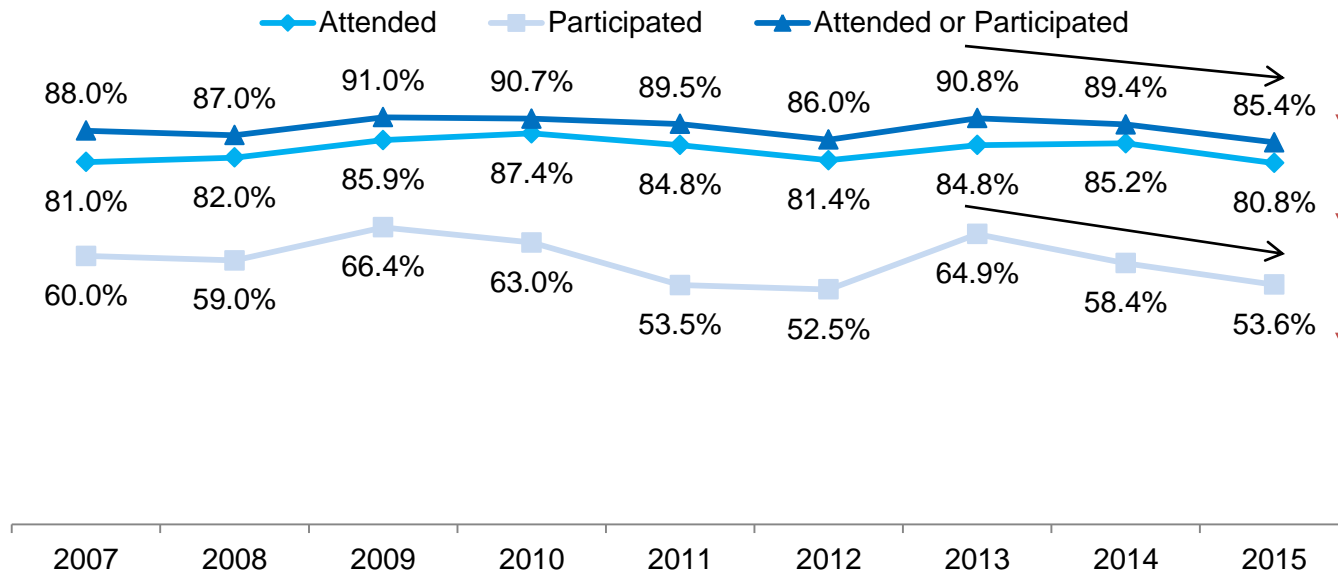
- ✓ Females
- ✓ Aged 18-44
- ✓ Children in household
- ✓ Household income of \$40,000-  
<\$80,000 or \$120,000+/year
- ✓ With university education
- ✓ Working part time, a student, or a  
homemaker

**80.8% ATTENDED**  
(DECREASE FROM 2014)

**53.6% PARTICIPATED**  
(DECREASE FROM 2014)

Most likely to have ATTENDED  
arts activities or events:

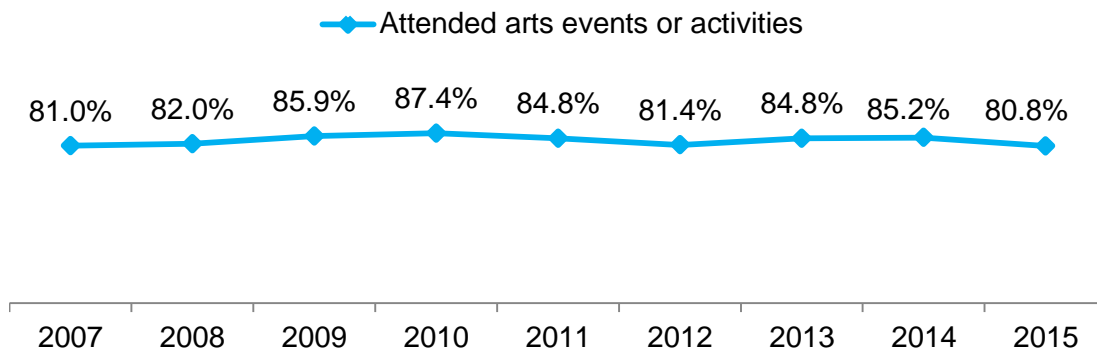
- ✓ Females
- ✓ Aged 18-44
- ✓ Household income of  
\$80,000+/year
- ✓ With college or university  
education
- ✓ Working full time, part time, or a  
student



Base: Albertans (n=1,000)

↓ Significantly lower than past year    ↑ Significantly higher than past year

# Incidence of Attending Arts Events or Activities



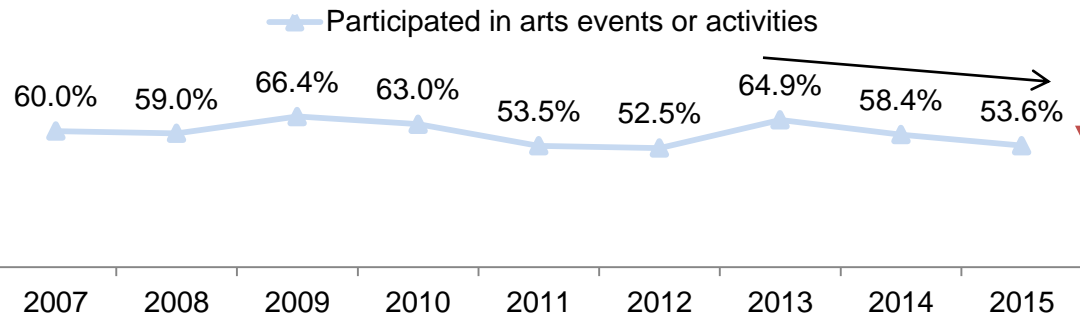
The incidence of attending arts events or activities has dropped in 2015, following an upward trend from 2012-2014. Albertans are most likely to have attended a live performance in the past 12 months.

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)
<b>Attend a live performance such as music, theatre or dance</b>	61.4%	60.5%	66.9%	68.5%	67.8%	62.5%	65.8%	66.2%	60.2% ↓
<b>Attend a festival</b>	43.7%	42.6%	47.6%	54.5%	49.9%	51.7%	47.1%	50.9%	51.2%
<b>Visit an arts exhibition or gallery</b>	37.1%	38.7%	40.3%	42.0%	40.6%	36.3%	38.0%	38.5%	38.6%
<b>Purchase an art product</b>	39.0%	36.3%	39.8%	32.8%	36.0%	30.9%	38.7%	40.4%	34.1% ↓
<b>Participate in a community or school-based arts program</b>	23.3%	20.4%	22.8%	23.8%	25.6%	22.7%	23.2%	26.8%	28.6%
<b>Attend any other arts programs or activities</b>	14.1%	16.1%	13.0%	15.4%	12.4%	14.1%	13.6%	14.2%	9.4% ↓

↓ Significantly lower than past year    ↑ Significantly higher than past year



# Incidence of Participating in Arts Events or Activities



Participation arts events or activities has decreased in 2015 and has been trending downward since 2013. Participation has returned to 2011-12 levels.

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)
Engage in a home-based arts activity such as music, dance, crafts, painting, ceramics or others	48.6%	46.9%	51.7%	51.0%	41.1%	41.3%	56.5%	46.3%	42.6%
Paint or draw a piece of art work	23.4%	22.3%	21.8%	24.8%	16.7%	16.2%	23.6%	22.0%	20.2%
Play a musical instrument	18.3%	15.5%	15.1%	15.8%	16.9%	16.6%	14.7%	18.4%	17.9%
Write or publish a literary work (poem, essay, book, etc.)	1.8%	1.4%	11.0%	9.9%	6.8%	7.0%	10.9%	7.9%	6.7%
Perform in a choir	7.0%	6.5%	5.9%	7.2%	6.4%	5.6%	6.3%	5.4%	7.5%
Perform in a theatrical production	3.9%	2.8%	4.1%	3.3%	4.1%	2.6%	3.3%	4.2%	2.8%
Perform in a public literary reading	3.2%	5.0%	4.5%	5.0%	3.8%	4.1%	3.6%	3.5%	4.2%
Perform or participate in any other arts programs	8.3%	8.9%	6.4%	8.7%	6.2%	8.2%	5.8%	5.6%	5.7%

↓ Significantly lower than past year    ↑ Significantly higher than past year

# Importance of Arts Activities

2014-15 Business  
Target: 91.0%



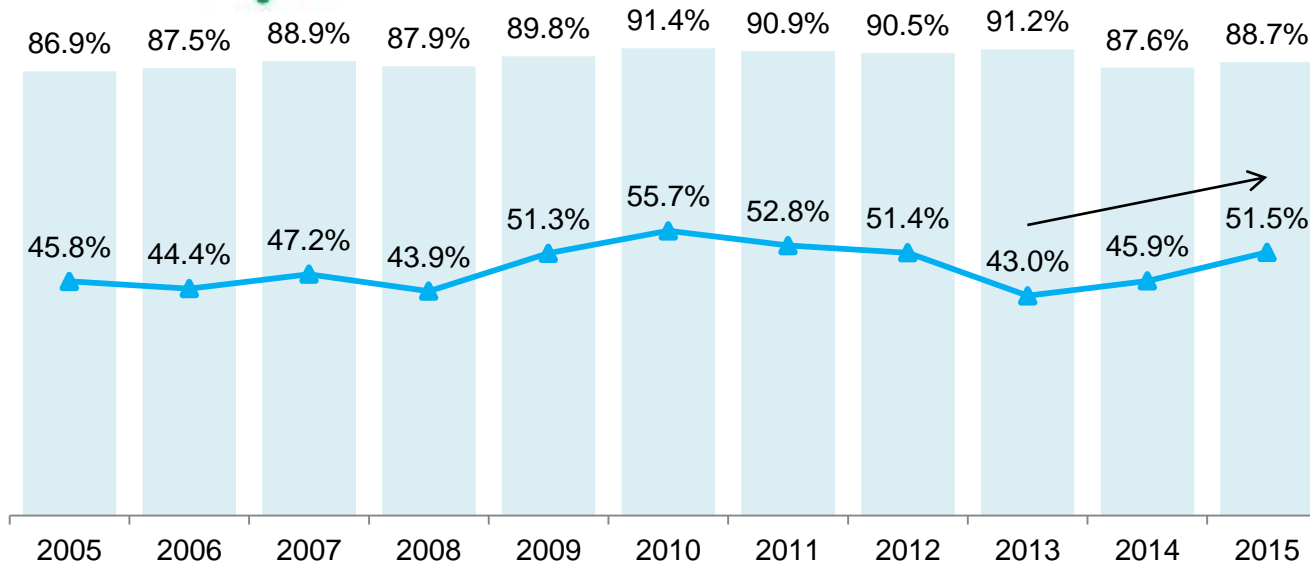
# 88.7%

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
- ✓ Residents of Edmonton or Northern small cities
- ✓ Not born in Alberta
- ✓ Separated/divorced/widowed
- ✓ With university education

Very and Somewhat Important    Very Important



The proportion of Albertans who feel arts activities are very important has increased in 2015 and has been trending upward since 2013.

Base: Albertans (n=1,000)

↓ Significantly lower than past year

↑ Significantly higher than past year

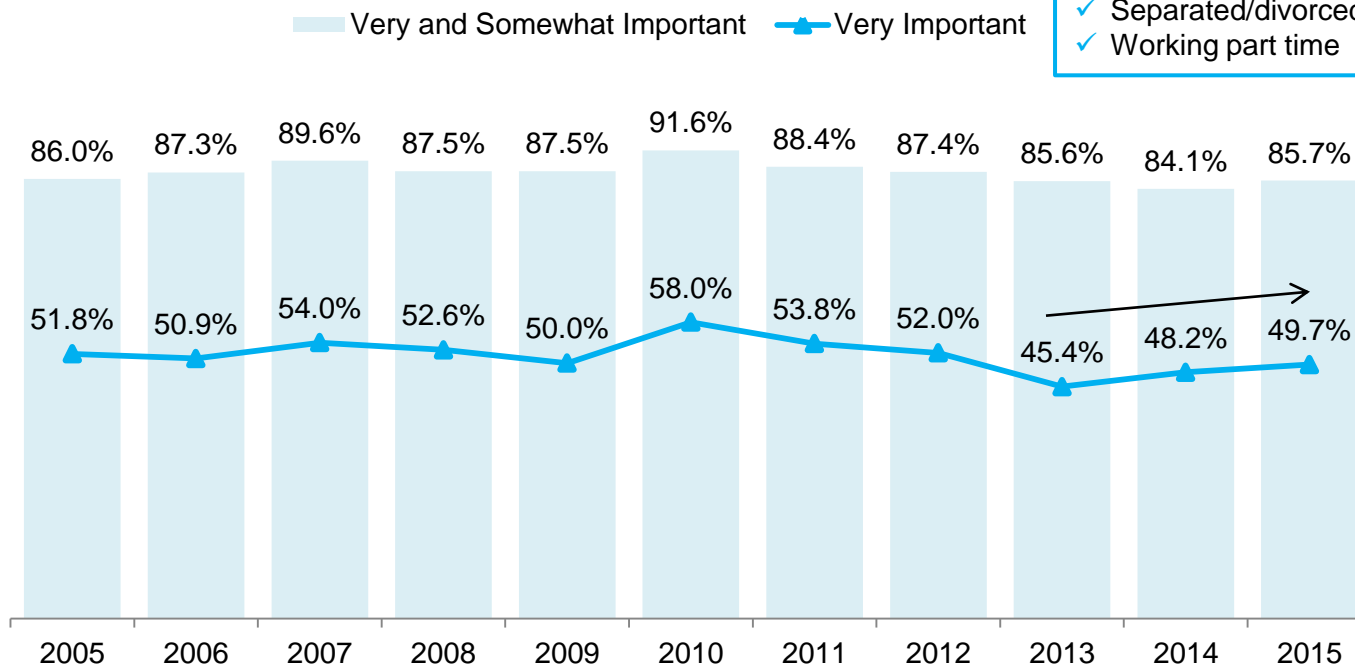
# Importance of Funding and Supporting the Arts

The majority of Albertans feel that it is important for the Government of Alberta to continue funding and supporting the arts, representing a slight increase in 2015 and a return to 2013 levels following a downward trend from 2010-2014.

The proportion of Albertans who feel it is very important for the Government of Alberta to continue funding and supporting the arts has been trending upward since 2013, following a downward trend from 2010-2013.

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

- ✓ Females
- ✓ Residents of Calgary, Edmonton, or small cities (North and South)
- ✓ Not born in Canada
- ✓ Not born in Alberta
- ✓ Separated/divorced/widowed
- ✓ Working part time

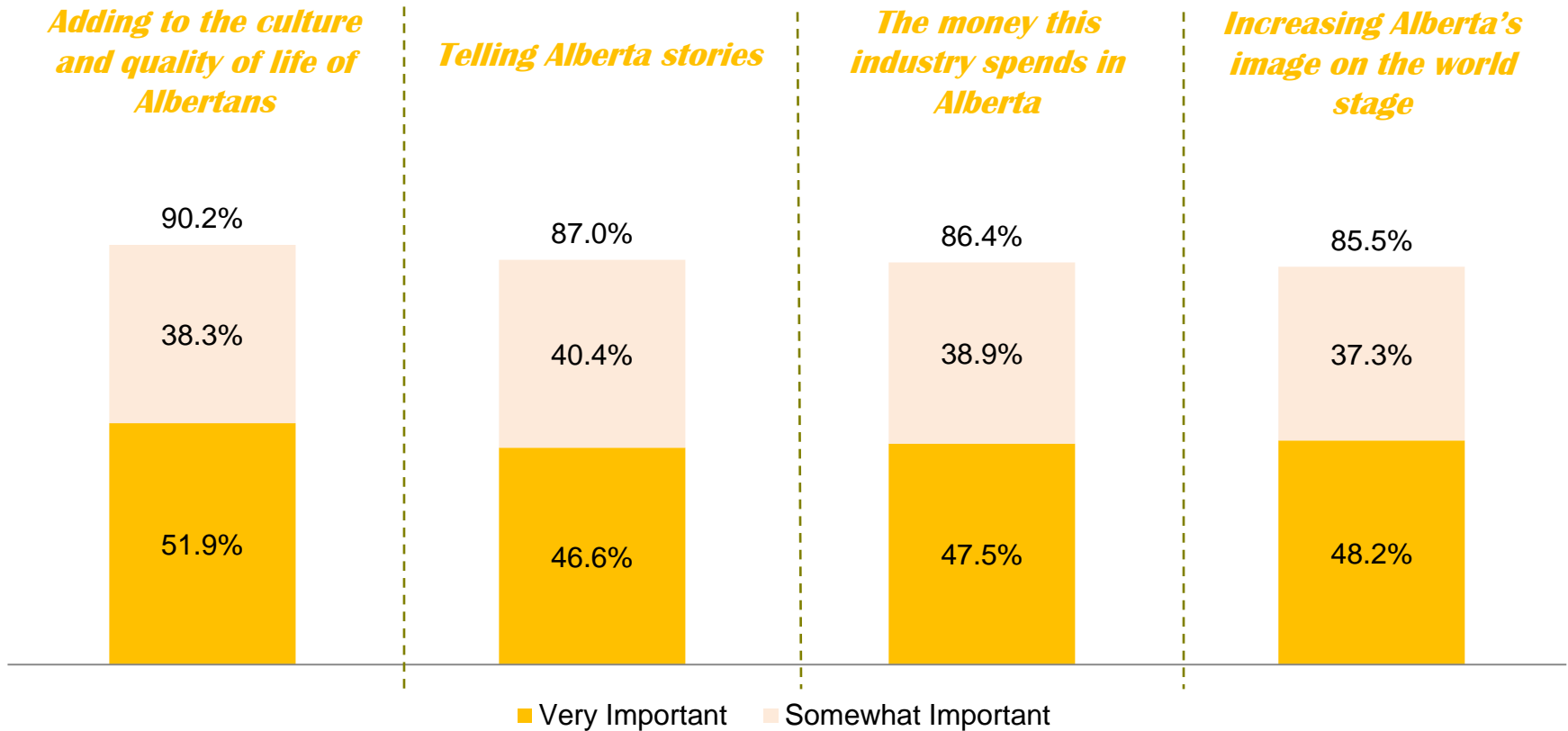


Base: Albertans (n=1,000)

# Cultural Industries

# Potential Benefits of Producing Films in Alberta

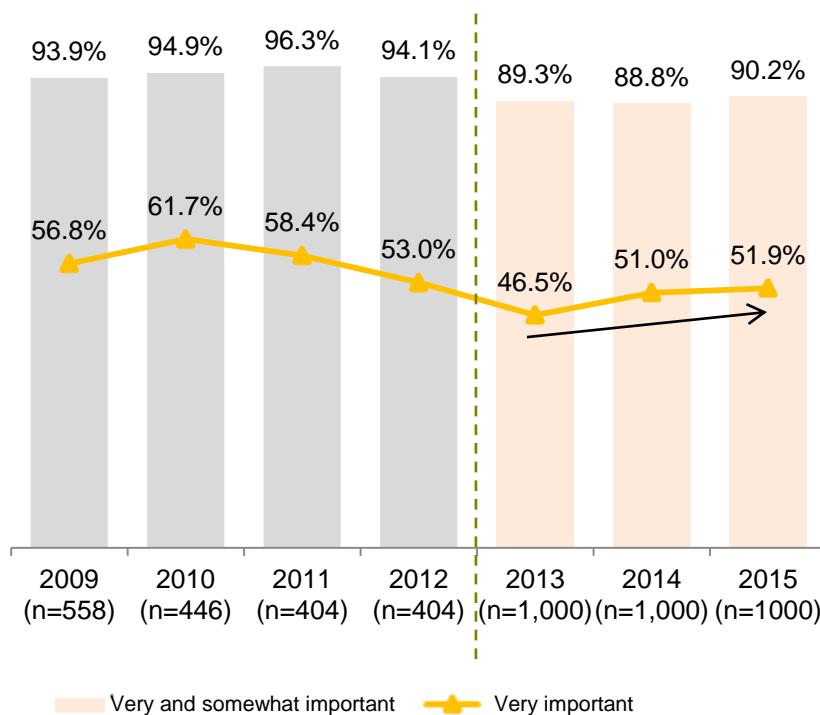
2015



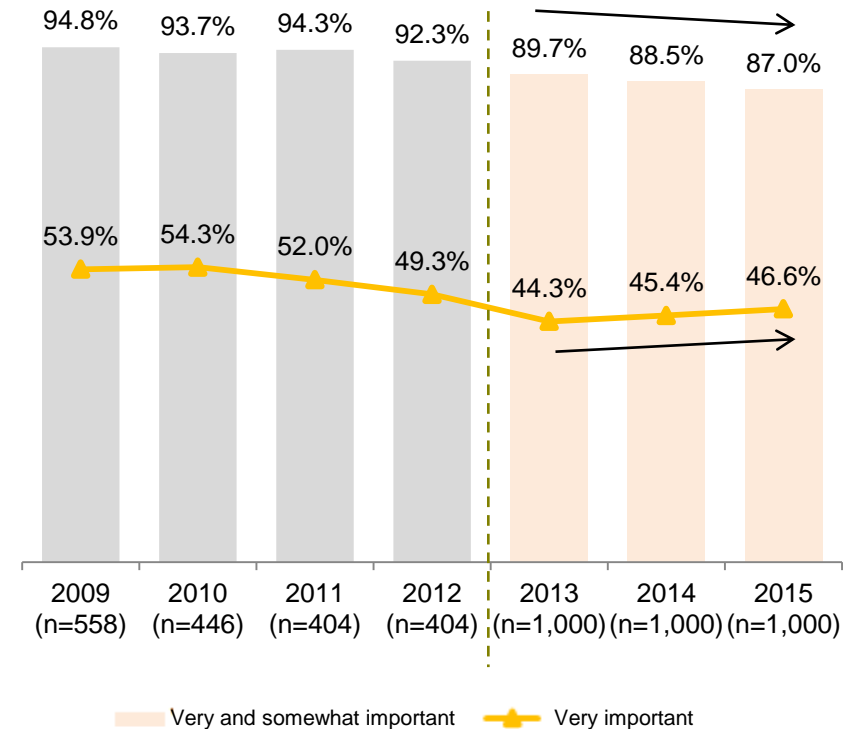
Base: Albertans (n=1,000)

# Potential Benefits of Producing Films in Alberta

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



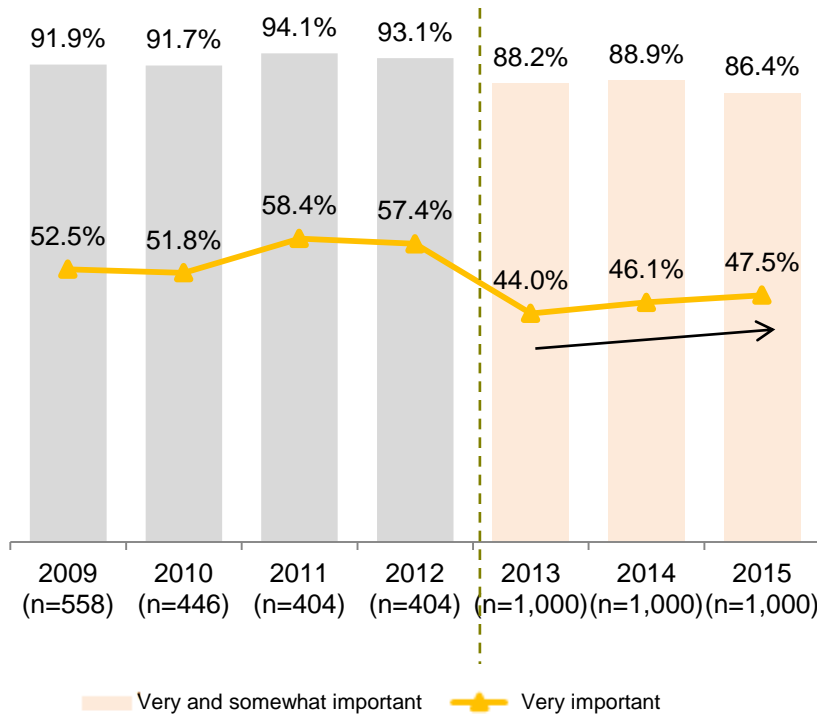
## Telling Alberta stories



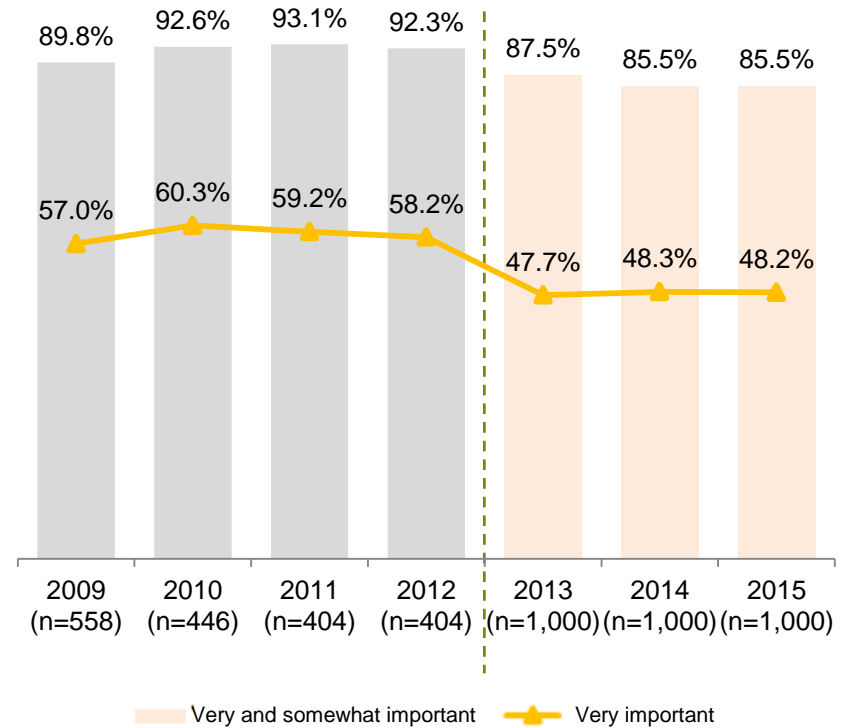
Note: Questionnaire change in 2013 – This question was previously asked to only those respondents who were aware of Alberta produced films prior to 2013. Now asked to all respondents.

# Potential Benefits of Producing Films in Alberta

*The money this industry spends in Alberta*

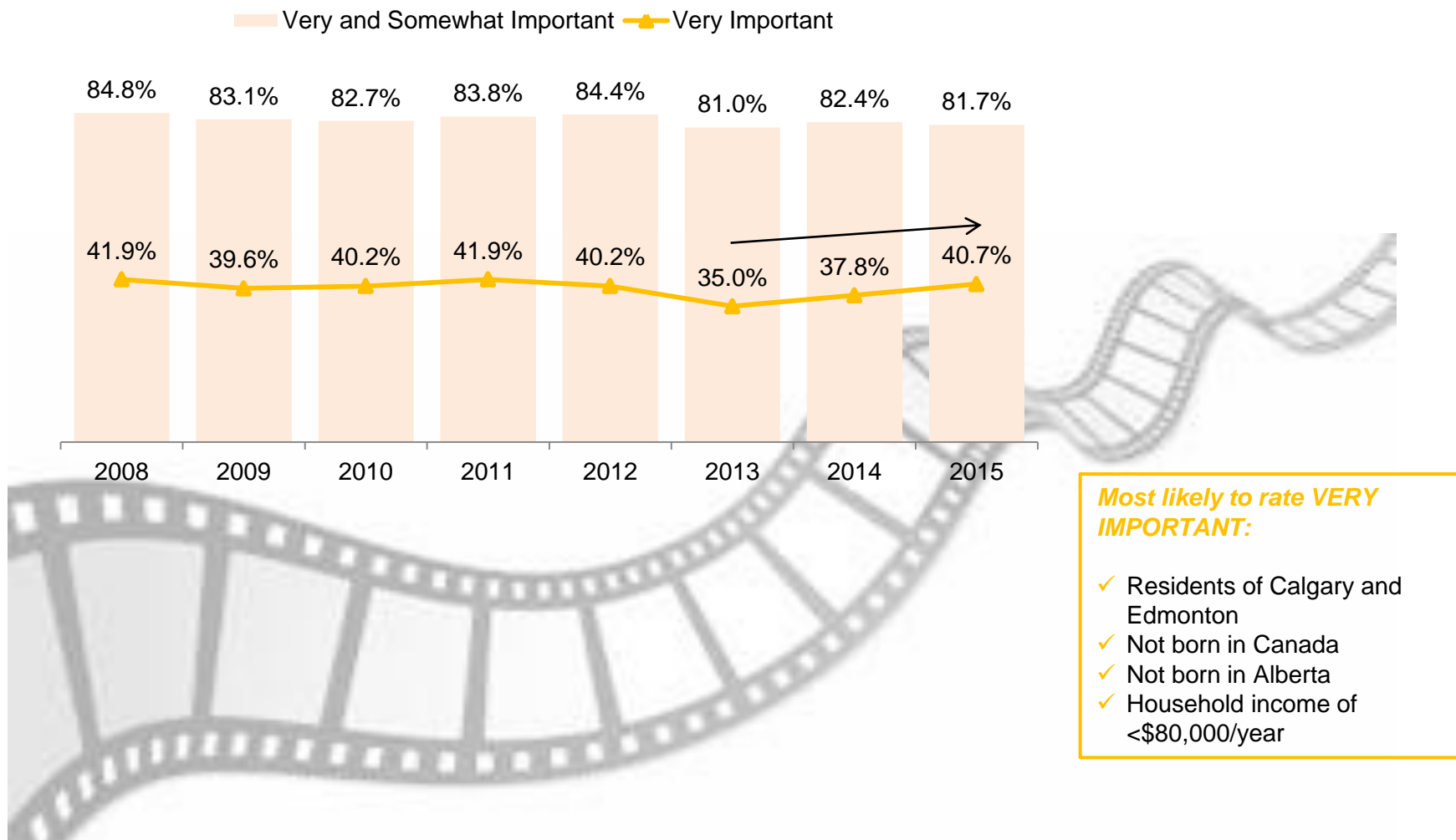


*Increasing Alberta's image on the world stage*



Note: Questionnaire change in 2013 – This question was previously asked to only those respondents who were aware of Alberta produced films prior to 2013. Now asked to all respondents.

# Importance of Supporting the Film Industry



Base: Albertans (n=1,000)



# Benefits of Producing Books, Magazines, Recordings

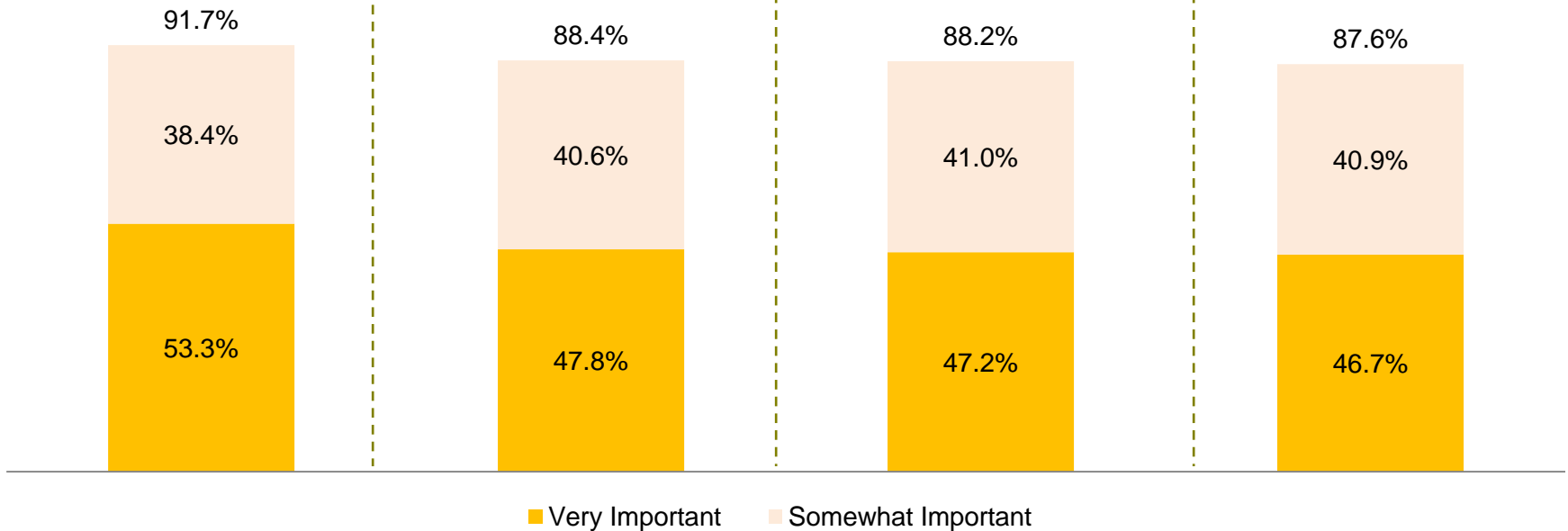
2015

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

*The money this industry spends in Alberta*

*Telling Alberta stories*

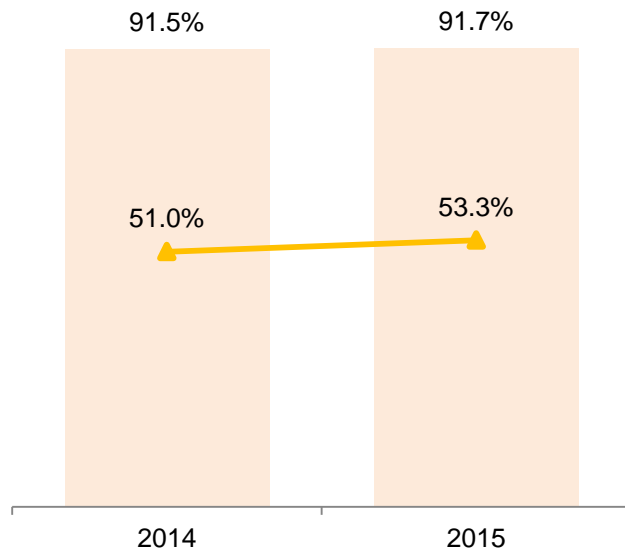
*Increasing Alberta's image on the world stage*



Base: Albertans (n=1,000)

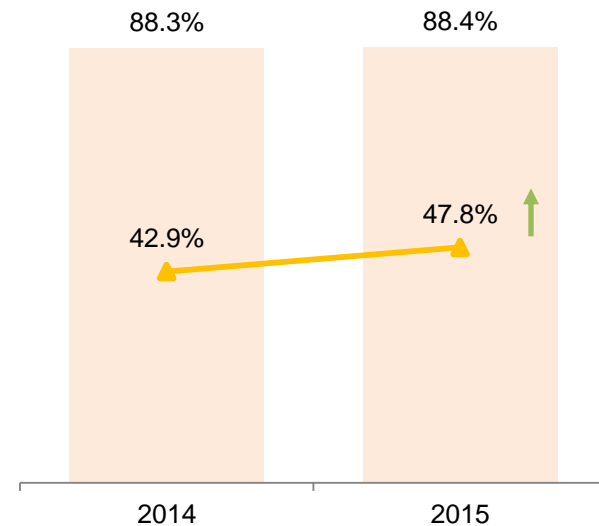
# Benefits of Producing Books, Magazines, Recordings

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



Very and somewhat important    Very important

## The money this industry spends in Alberta



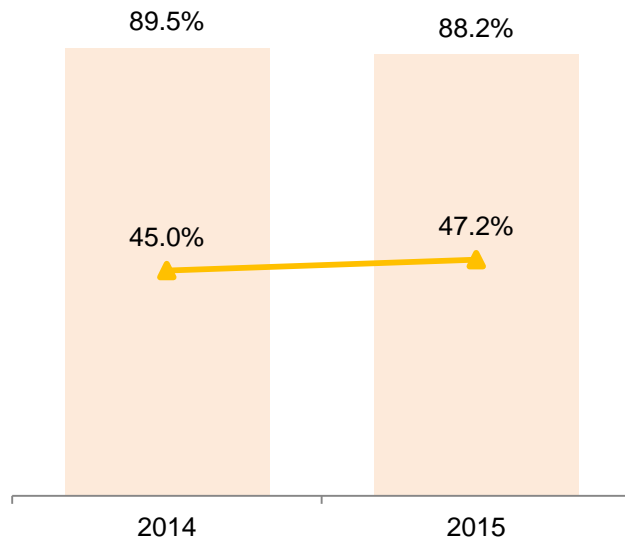
Very and somewhat important    Very important

Base: Albertans (n=1,000)  
Note: New question in 2014

↓ Significantly lower than past year    ↑ Significantly higher than past year

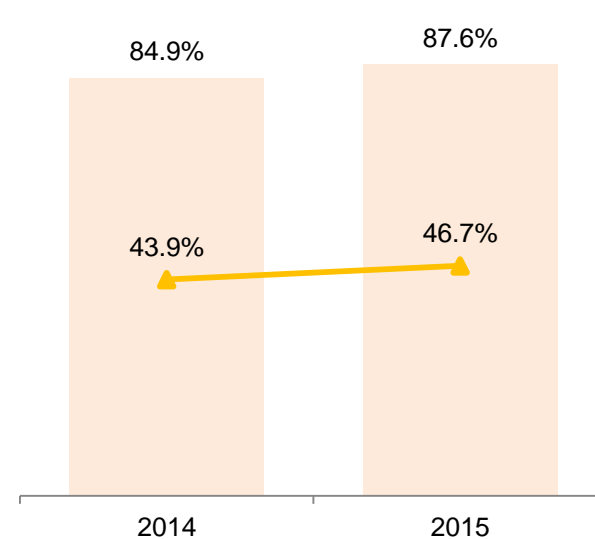
# Benefits of Producing Books, Magazines, Recordings

## Telling Alberta stories



Very and somewhat important    Very important

## Increasing Alberta's image on the world stage



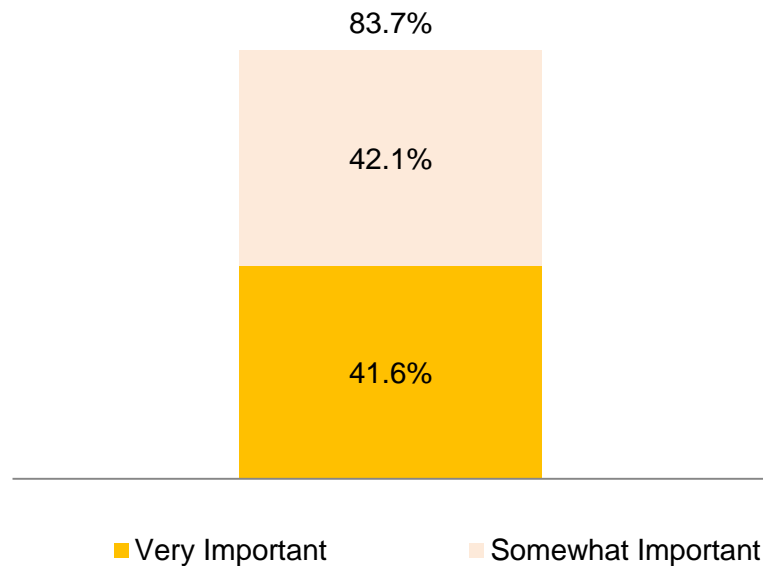
Very and somewhat important    Very important

Base: Albertans (n=1,000)  
Note: New question in 2014

# Importance of Supporting Albertan Books, Magazines, Sound Recordings

2015

## Importance of Government support of Alberta's book and magazine publishing and sound recording

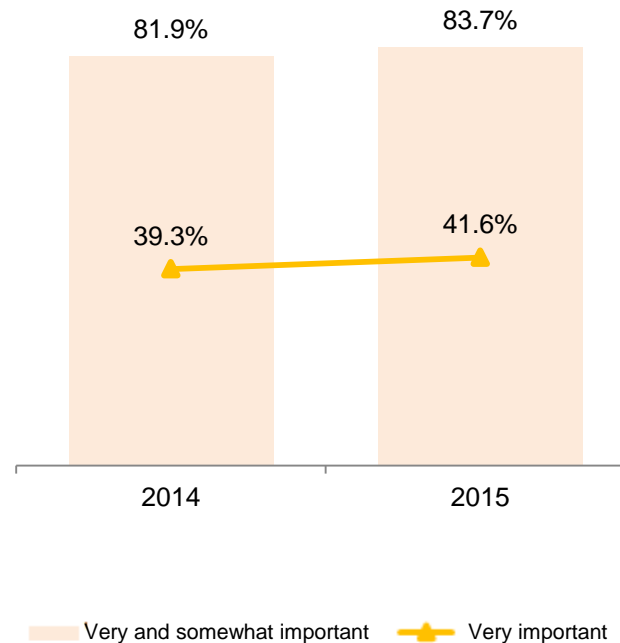


### Most likely to rate VERY IMPORTANT ...

- ✓ Females
- ✓ Residents of Calgary and Edmonton
- ✓ Not born in Canada
- ✓ Not born in Alberta
- ✓ Household income of <\$80,000/year

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

The majority of Albertans indicate that it is important for the Government of Alberta to continue supporting Alberta's book and magazine publishing and sound recording industries, consistent with 2014.



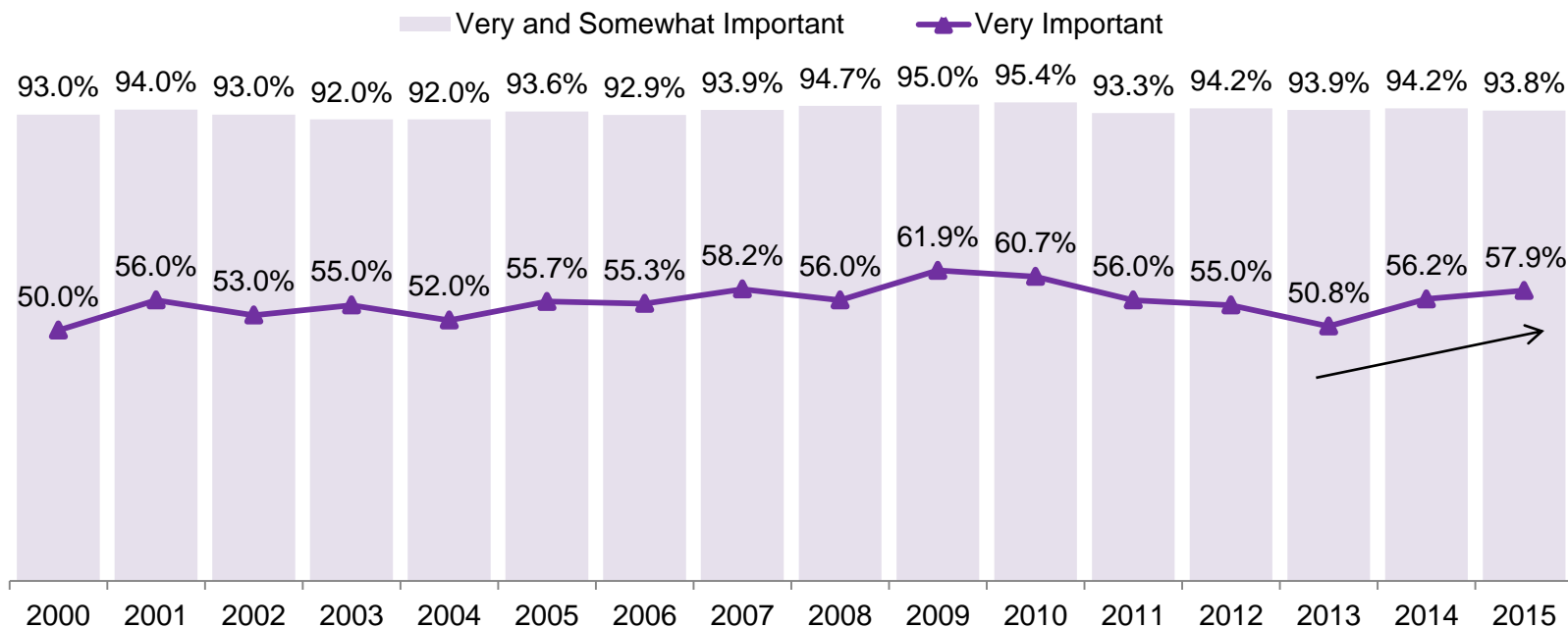
**Base: Albertans (n=1,000)**  
Note: New question in 2014

# Heritage

# 93.8%

feel that **HISTORICAL RESOURCES** are **IMPORTANT**

- Most likely to rate VERY IMPORTANT ...*
- ✓ Females
  - ✓ Residents of Southern small cities
  - ✓ Not born in Canada
  - ✓ Separated/divorced/widowed
  - ✓ Household income of <\$80,000/year



Base: Albertans (n=1,000)

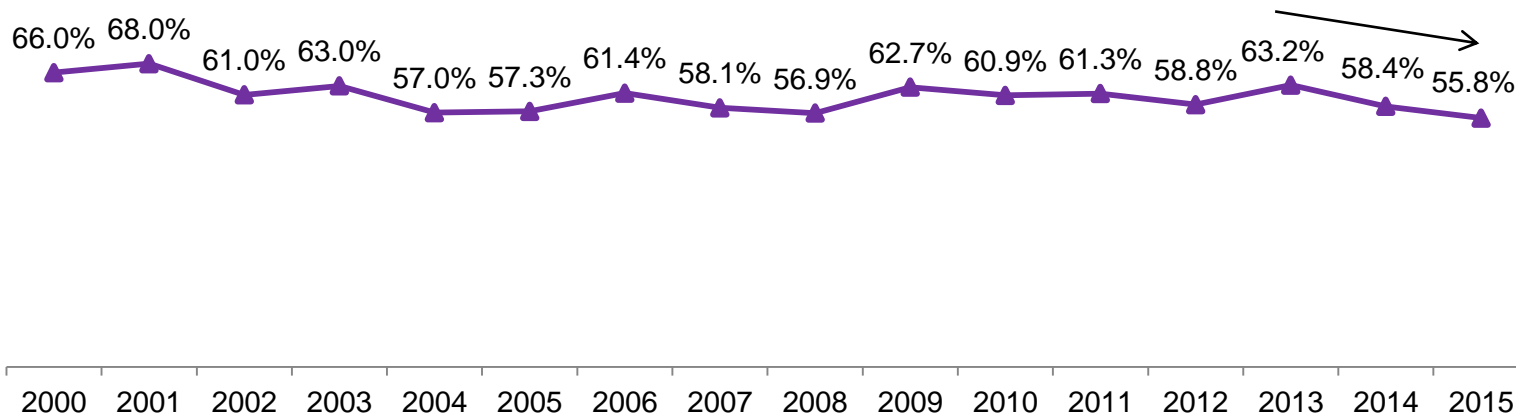
# 55.8%

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

*Most likely to have VISITED include:*

- ✓ Females
- ✓ Aged 25-64
- ✓ Residents of Southern small cities or the rural South
- ✓ Born in Canada
- ✓ Married/common law
- ✓ Children in household
- ✓ Household income of \$80,000+/year
- ✓ With college or university education
- ✓ Working full time, part time, students or homemakers

▲ Visited an Alberta museum, historic site, interpretive centre or archives



Base: Albertans (n=1,000)



# Key Sources of Information (Historical Sites)

*Albertans who have visited in the past 12 months*

Nearly half (47.3%) 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.

Albertans who have visited in the past 12 months	2015 (n=558)
Internet website	47.3%
Word of mouth/friends/family	17.7%
Personal knowledge/experience	13.6%
Radio/TV/billboards/advertisements	6.6%
Newspaper/magazines	5.9%
Alberta Tourism Information/Travel Alberta/Tourism centres/guidebooks/pamphlets	5.6%
Road signage/maps/AMA	3.0%
Information from the kids' school	1.6%
School trip/work event/special event	1.4%
The history of the place	1.3%
To show the kids what it is	-
Other	7.9%
Don't know / Not stated	4.1%

# Main Reason for Visitation (Historical Sites)

*Albertans who have visited in the past 12 months*

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 (42.3%) or for education/knowledge/research (34.8%).

Albertans who have visited in the past 12 months	2015 (n=558)
Out of curiosity/for pleasure/general interest	42.3%
For education/knowledge/research	34.8%
Good family activity/wanted to show children	23.1%
Special interest in history	20.6%
Special interest in arts/culture	4.8%
School trip/special event/free admission	4.7%
There was a specific exhibit of interest	4.1%
Visiting the area/tourist	3.8%
To show out-of-town guests/friends/visitors	3.6%
Other	2.3%
Don't know / Not stated	2.9%

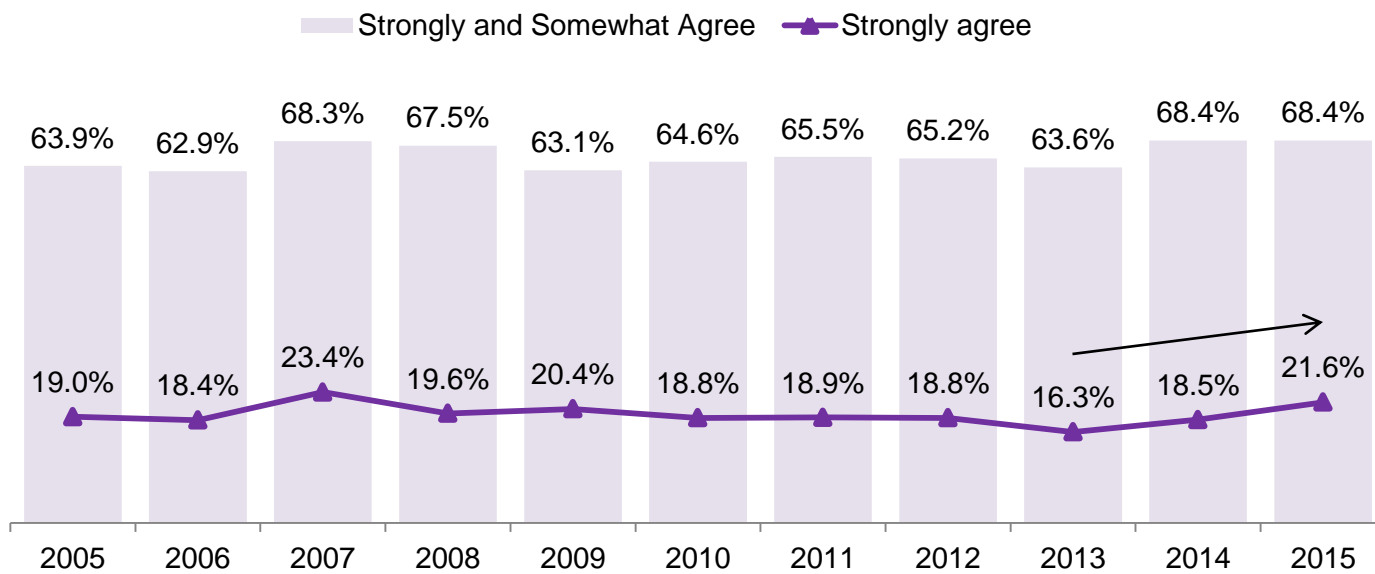
# Protection of Historical Resources

# 68.4%

**AGREE** that **HISTORICAL RESOURCES** are being adequately **PROTECTED** and **PRESERVED**

### Most likely to AGREE ...

- ✓ Household income of <\$40,000/year
- ✓ Not born in Alberta
- ✓ With high school (or less) or college education



Base: Albertans (n=1,000)

# Benefits of Historical Resources

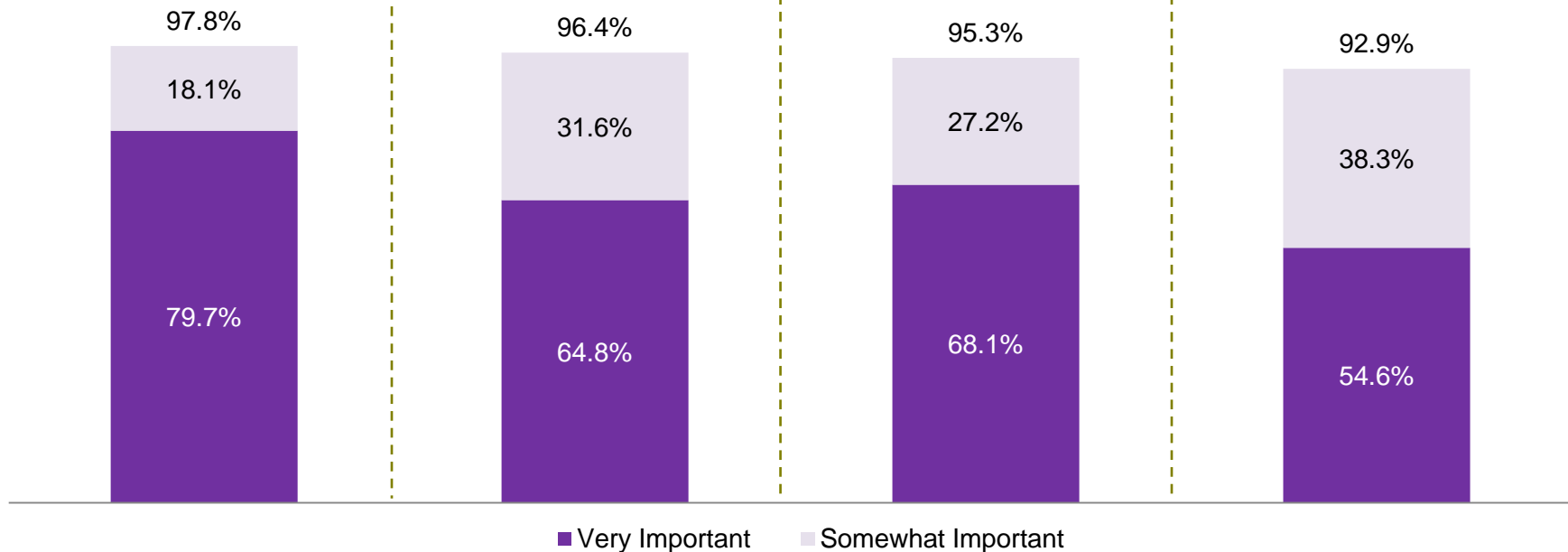
2015

*Opportunity for education and lifelong learning*

*The opportunity for recreation*

*The preservation of historical resources*

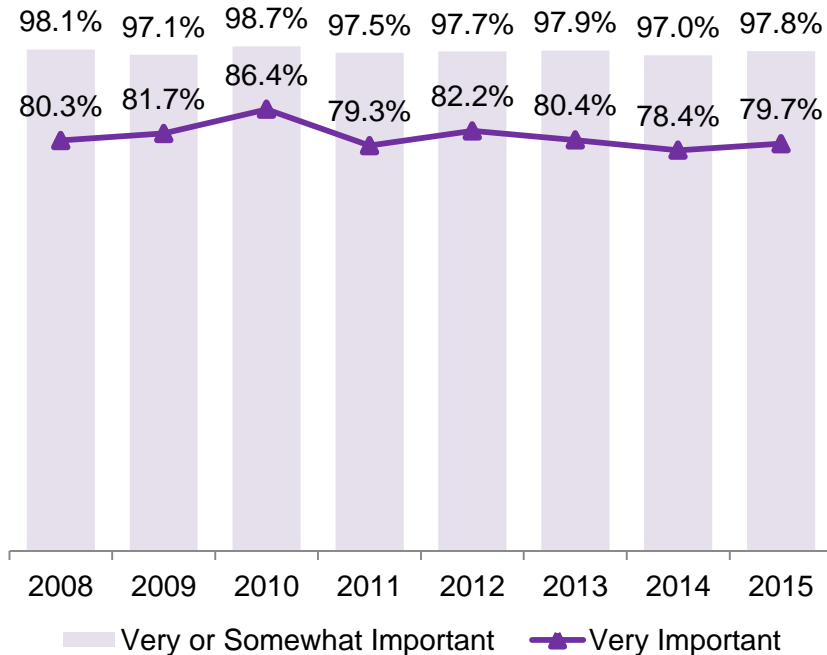
*Visitor spending in local communities*



Base: Albertans (n=1,000)

# Benefits of Historical Resources

## Opportunity for education and lifelong learning

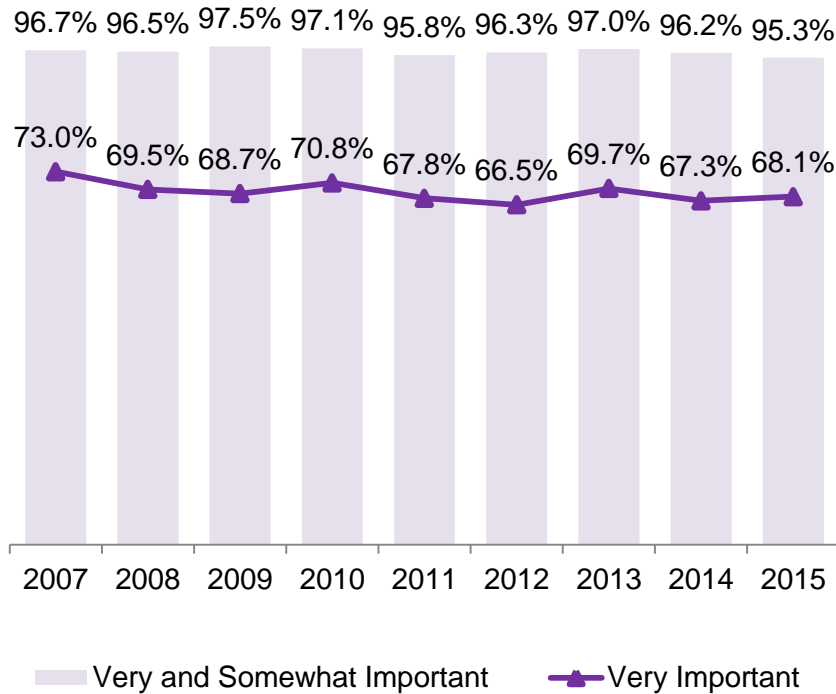


## The opportunity for recreation

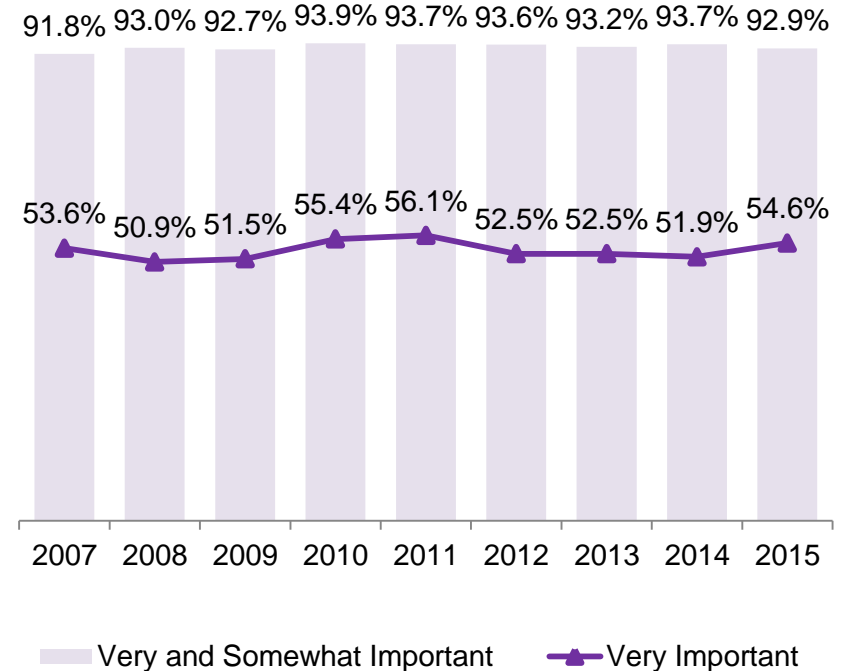


# Benefits of Historical Resources

## The preservation of historical resources



## Visitor spending in local communities

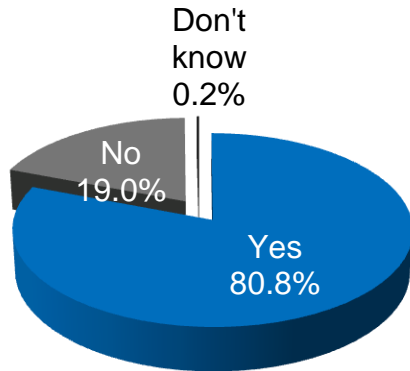


# Recreation and Physical Activity

# Participation in Recreational Activities

2014-15 Business  
Target: 85.0%

2015

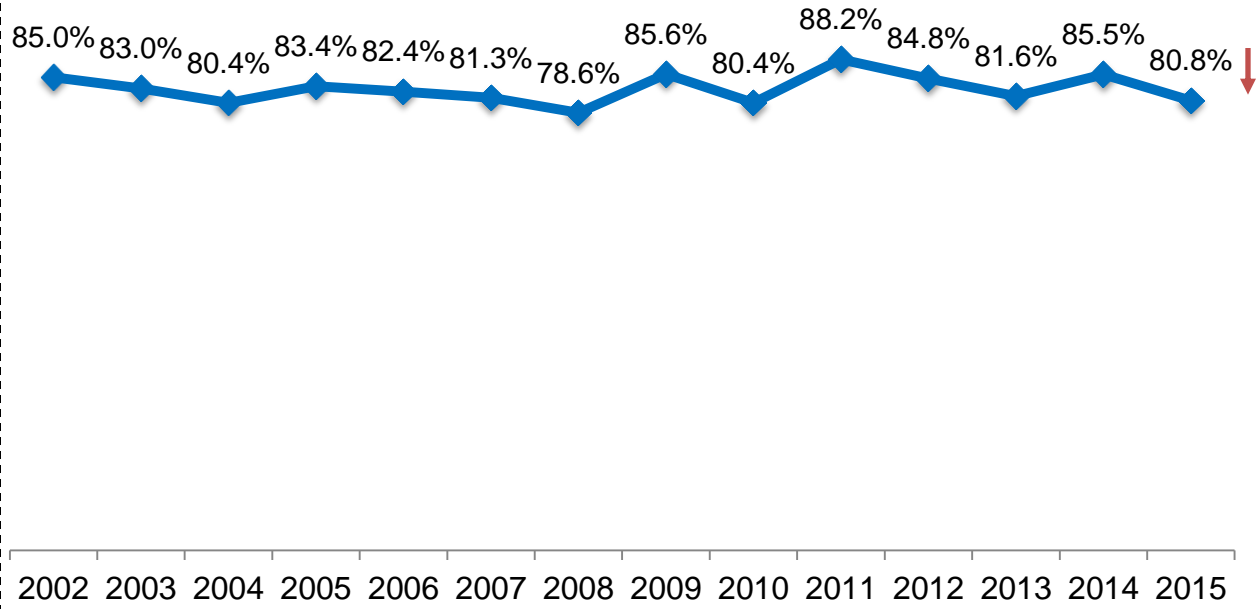


Albertans more likely to have participated in recreational activities in the past 12 months:

- Aged 18-64
- Residents of Northern small cities
- Born in Canada
- Born in Alberta
- Single or married/common law
- Children in household
- Household income of \$40,000+/year
- With college or university education
- Working full time, part time, students or homemakers

Base: Albertans (n=1,000)

Trend Over Time



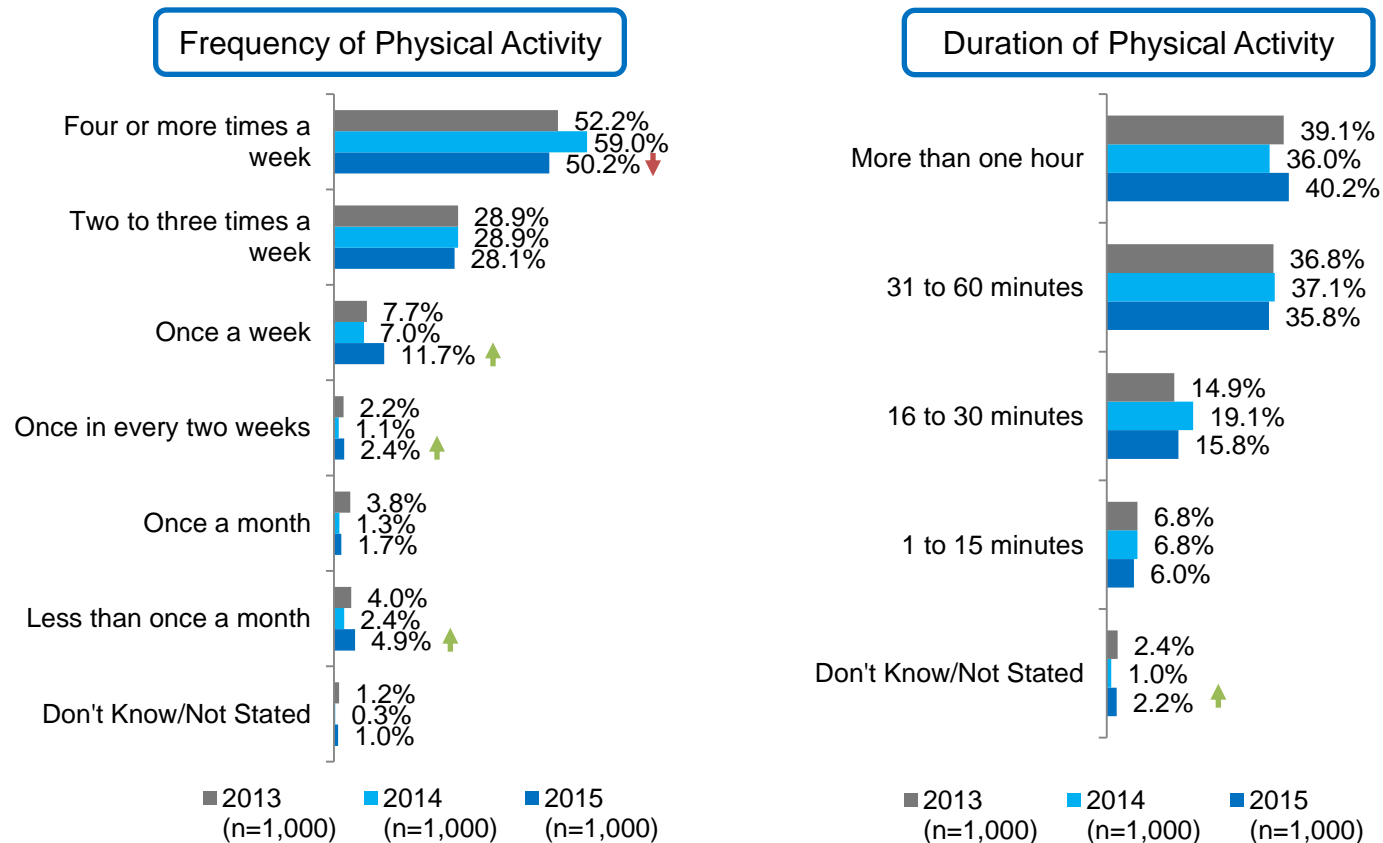
◆ % saying yes

↓ Significantly lower than past year    ↑ Significantly higher than past year

The proportion of Albertans who have participated in a recreational activity in the past year (80.8%) has decreased since 2014 (85.5%) and returned to 2013 levels (81.6%).



# Levels of Physical Activity



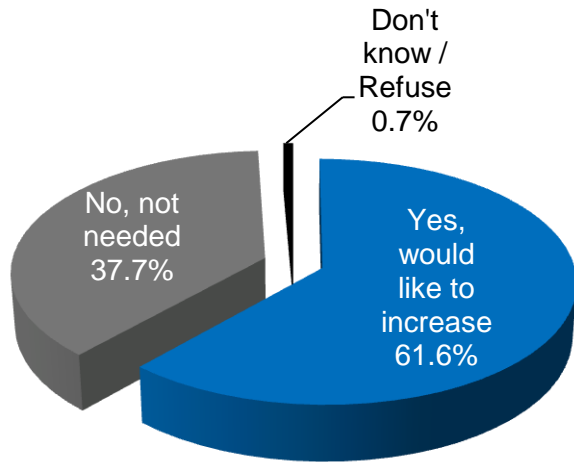
Half an hour or more of physical activity four or more times a week continues to be the most common form of physical activity.

**Physical activity definition as provided by the survey:** Physical activity includes activities that are part of your daily life that involve the use of large body muscles. Physical activity includes different types of activities such as walking or wheeling, gardening, shoveling snow, playing sports, swimming or aquacize, hiking, cycling, snowboarding, walking your dog, etc.

↓ Significantly lower than past year    ↑ Significantly higher than past year

# Likelihood of Increased Physical Activity

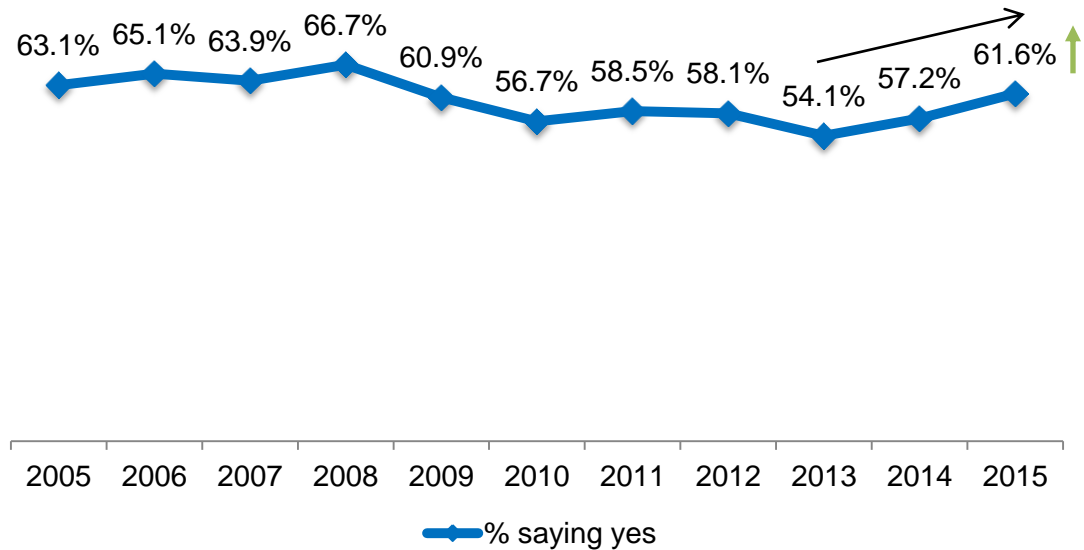
2015



Albertans more likely to want to increase their level of physical activity in the next 12 months:

- Aged 18-64
- With university education
- Working full time, part time, students or homemakers

Trend Over Time

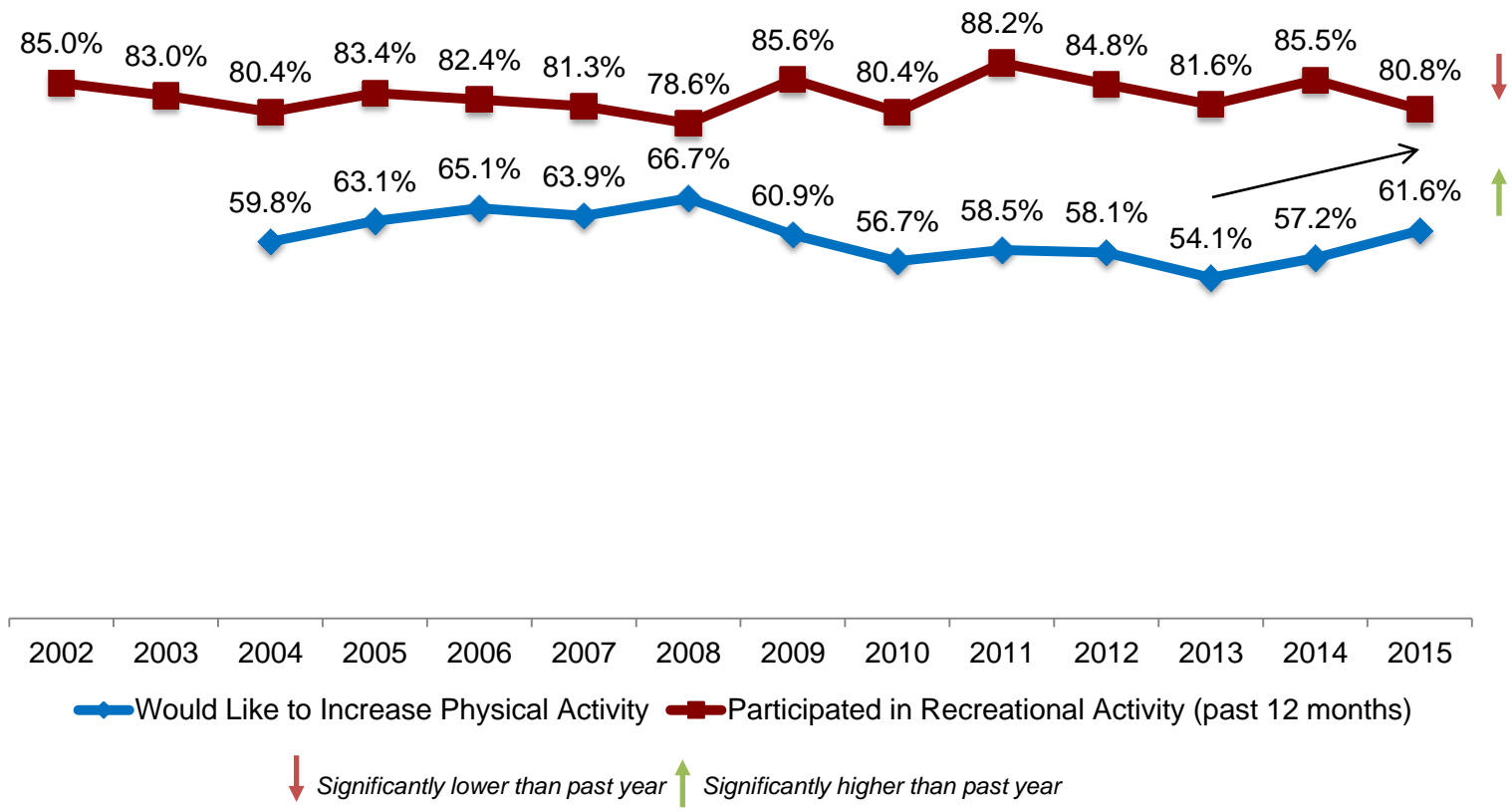


↓ Significantly lower than past year    ↑ Significantly higher than past year

Three-in-five (61.6%) Albertans would like to increase their level of physical activity over the next 12 months, representing an increase in 2015, and an upward trend since 2013.

# Participation in Recreational Activities and Likelihood of Increased Physical Activity

Trend Over Time



Current participation has decreased in 2015, while intended participation has increased.

Base: Albertans (n=1,000)



THE RESEARCH INTELLIGENCE GROUP

R1. Thinking about recreation and sports, have you participated in a recreational activity in the past year? Examples of recreational activities are walking, bicycling, skiing, golfing, skating, swimming, and amateur sports. R3. Over the next 12 months, would you like to increase your level of physical activity, or is no increase needed?

# Motivators to Increase Physical Activity

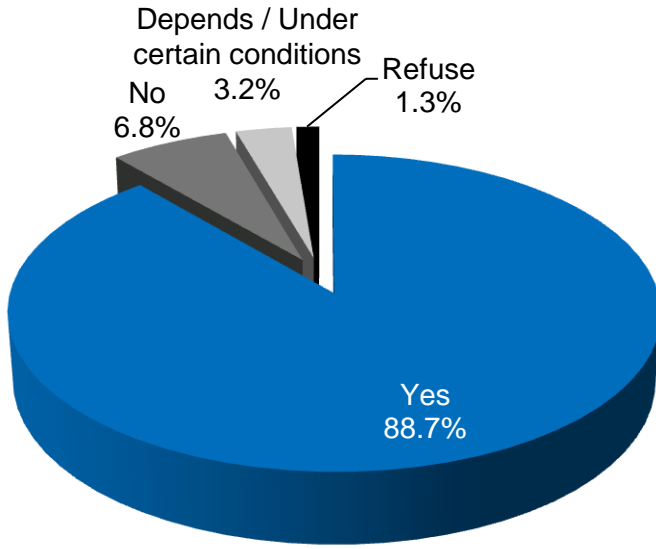
Albertans who want to increase their physical activity	n=616
More free time/ time restraint; not enough time with family/more leisure time/finding time/less work/less responsibility/less school work	29.7%
Get motivated/push yourself/self-motivation/self-incentive/enthusiasm/your own support/get more people motivated/determination/mind-set/self-commitment/initiative/self-help/willpower/more energy	18.3%
Warm weather/weather/no snow or ice on sidewalks/clearer sidewalks	11.9%
Financial support for gym/funding for public gyms/free programs/gyms too expensive/reasonably priced facilities/low cost or no cost facilities/government funding/lower cost gym membership/lower fees/price/free or subsidized membership	5.0%
Be in better health myself/depends on health/heal body	5.0%
Have a place to do it/new facilities/more available facilities/more places to participate/access to gym/ more community facilities/more drop in centers like using schools after hours	3.1%
Closer facilities/facility closer to work/better hours/gym close by/gym in my town/gym in my building/ good gym in area	2.6%
More hiking trails/safe bike paths/more extensive bike, walking trails built/better access to trails/better care of trails/groom ski trails	2.4%
Apply for gym membership/join a gym/join exercise group	2.3%
Increase physical well being/more physical activity	2.1%
Other	2.3%
Don't Know/Not Stated	8.0%

Consistent with previous years, the top motivations for increasing physical activity over the next year are more free time, more motivation, and better weather/outside conditions.

Mentions <2.0% not shown

# Support for Development of Multi-Use Recreational Trails

2015

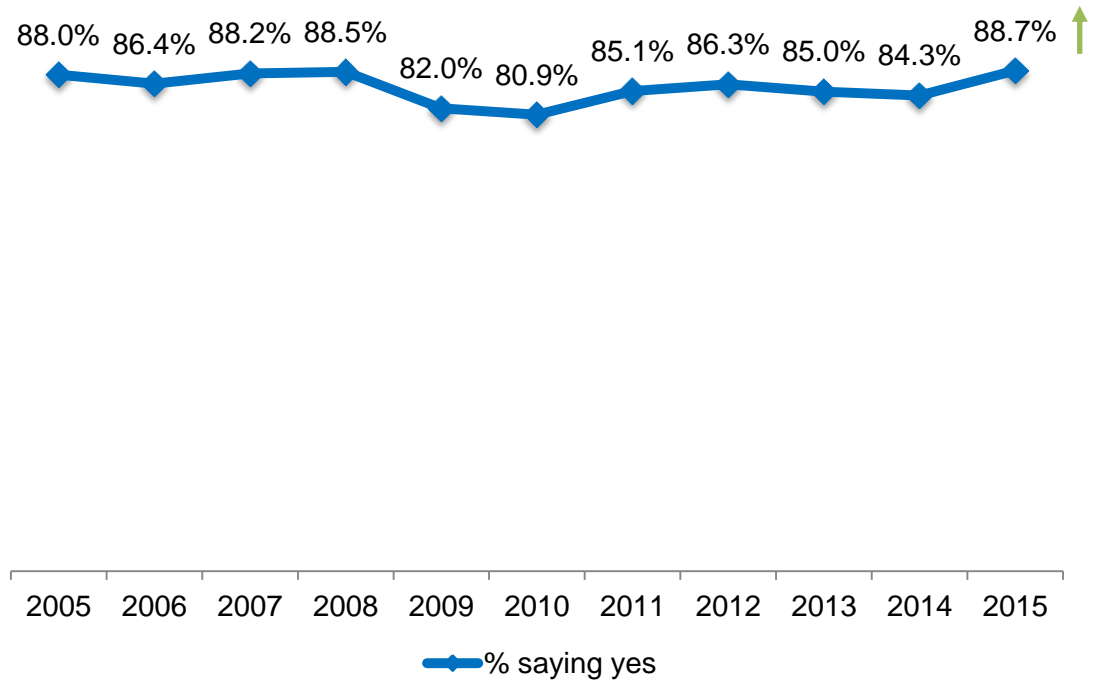


Albertans more likely to support the development of multi-use recreation trails in Alberta:

- Aged 18-44
- Residents of Northern small cities
- Children in household
- With college or university education
- Working full time, part time, students or homemakers

Base: Albertans (n=1,000)

Trend Over Time



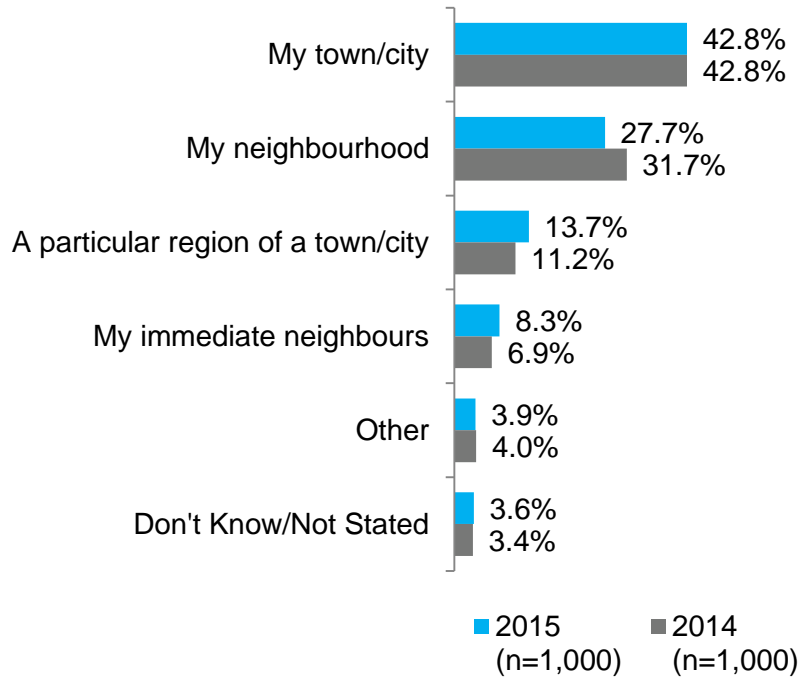
↓ Significantly lower than past year    ↑ Significantly higher than past year

Nearly nine-in-ten (88.7%) Albertans support the development of multi-use recreation trails in Alberta, an increase from 2014 (84.3%).

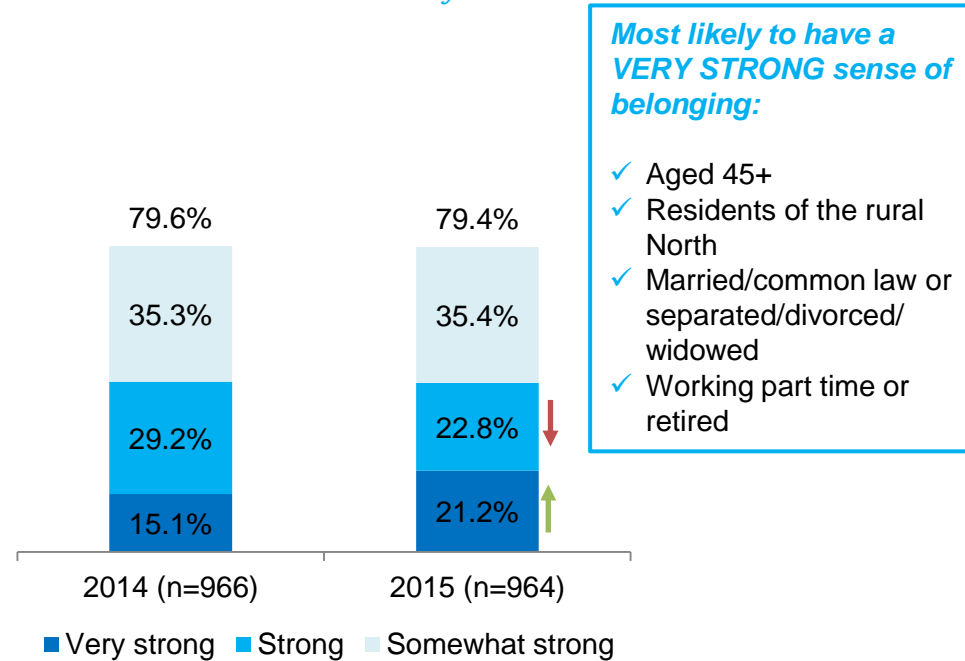
# Community

# Community

## Definition of Local Community



## Sense of Belonging to Local Community\*



**Most likely to have a VERY STRONG sense of belonging:**

- ✓ Aged 45+
- ✓ Residents of the rural North
- ✓ Married/common law or separated/divorced/widowed
- ✓ Working part time or retired

Albertans most commonly define their community as their town/city (42.8%)

Base: Albertans  
 \* Base: Albertans who defined their local community in B1

↓ Significantly lower than past year   
 ↑ Significantly higher than past year

# Profile of Respondents



# Profile of Respondents

	Albertans
n=	1,000
<b>Gender</b>	
Male	50.8%
Female	49.2%
<b>Age</b>	
18-24	8.8%
25-44	45.2%
45-64	31.4%
65+	14.6%
<b>Region</b>	
Calgary	31.6%
Edmonton	23.5%
Small Cities - North	11.3%
Small Cities - South	7.3%
Rural - North	13.3%
Rural - South	13.0%
<b>Marital Status</b>	
Single	24.4%
Married/Common-law	63.1%
Separated	1.5%
Divorced	4.8%
Widowed	5.0%
Not stated	1.2%

	Albertans
n=	1,000
<b>Children in Household</b>	
<i>NO CHILDREN</i>	58.7%
One adult household with no children under 18	16.0%
Two adult household with no children under 18	33.0%
Three or more adult household with no children under 18	9.7%
<i>CHILDREN</i>	39.8%
One adult household with children under 18	3.5%
Two adult household with children under 18	30.9%
Three or more adult household with children under 18	5.4%
Not Stated	1.5%

# Profile of Respondents (continued)

	Albertans who have children in their household
	n= 398
<b>Age of Children in Household</b>	
<i>Under 7 years of age</i>	
0	43.5%
1	33.4%
2	16.3%
3	5.3%
>3	1.5%
<i>7-12 years of age</i>	
0	61.3%
1	26.9%
2	9.0%
3	2.0%
>3	0.8%
<i>13-17 years of age</i>	
0	64.8%
1	26.6%
2	7.0%
3	1.5%

	Albertans
	n= 1,000
<b>Born in Canada</b>	
Yes	78.7%
No	21.3%
<b>Tenure in Canada</b>	<b>(n=213)</b>
Less than 3 years	13.1%
3 to 10 years	27.2%
More than 10 years	58.7%
Not stated	0.9%
<b>Born in Alberta</b>	<b>(n=1,000)</b>
Yes	48.5%
No	51.5%
<b>Tenure in Alberta</b>	<b>(n=515)</b>
Less than 1 year	2.7%
1 to 5 years	20.6%
6 to 10 years	20.0%
11 to 20 years	22.1%
21 to 30 years	13.4%
More than 30 years	21.2%

# Profile of Respondents (continued)

	Albertans
n=	1,000
<b>Education</b>	
Not graduated from high school	4.9%
Graduated high school	20.7%
Some technical or vocational college	9.9%
Graduated technical or vocational college	21.9%
Some university	8.6%
Graduated from university	33.0%
Not stated	1.0%

	Albertans
n=	1,000
<b>Household Income</b>	
Less than \$40,000	12.6%
\$40,000 to less than \$60,000	11.7%
\$60,000 to less than \$80,000	14.1%
\$80,000 to less than \$100,000	9.8%
\$100,000 to less than \$120,000	9.5%
\$120,000 to less than \$150,000	8.3%
\$150,000 to less than \$180,000	6.1%
\$180,000 or more	11.7%
Not stated	16.2%
<b>Employment Status</b>	
Working full-time	55.6%
Working part-time	9.6%
Unemployed or looking for a job	3.7%
A student	5.8%
Retired	14.9%
A homemaker	5.6%
Staying at home for other reasons	4.3%
Not stated	0.5%

# Appendix

# **Detailed Methodology**

# Detailed Methodology

## Data Collection

- A total of 1,000 interviews were conducted with Alberta residents. Specifically, 316 from Calgary, 235 from Edmonton, 113 from small cities North, 73 from small cities South, 133 from rural North, and 130 from rural South.
- Data were collected between January 22<sup>nd</sup> and February 28<sup>th</sup>, 2015.

## Target Respondents

- The respondents to the survey were Albertans 18 years of age and older.
- The latest Statistics Canada 2013 estimates were used to produce a sample that was representative of Alberta's population.
- 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

## Questionnaire Design

- Based on the needs of ACT, the two surveys previously conducted for ATPR and Alberta Culture were combined.
- The survey instrument was a combination of open and close ended questions.

## Survey Pre-tests

- 20 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.
- No modifications were required in the questionnaire after the pre-tests.

## 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)
- 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

# Detailed Methodology

## Coding

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

## 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.

## Analysis of Findings

- The variances between results and targets identified in the 2014-17 Alberta Culture and 2014-17 Tourism, Parks and Recreation Business Plans have been highlighted.
- Data analysis and cross-tabulation have been conducted using SPSS and Wincross softwares.



# Sample Distribution

# Sample Distribution

REGION	GENDER	AGE	POPULATION	Quotas	Regional quota
Calgary	Male	18-34	172853	56	316
	Female	18-34	167886	54	
	Male	35-54	194949	63	
	Female	35-54	180922	59	
	Male	55+	124613	40	
	Female	55+	135141	44	
Edmonton	Male	18-34	140015	45	235
	Female	18-34	131051	42	
	Male	35-54	131296	43	
	Female	35-54	121101	39	
	Male	55+	95981	31	
	Female	55+	108578	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	66021	21	113
	Female	18-34	60165	20	
	Male	35-54	68866	22	
	Female	35-54	62659	21	
	Male	55+	44107	14	
	Female	55+	46990	15	
Small Cities – South (includes Medicine Hat, Lethbridge, Airdrie, and Red Deer)	Male	18-34	42706	14	73
	Female	18-34	41719	14	
	Male	35-54	41274	13	
	Female	35-54	39646	13	
	Male	55+	32852	11	
	Female	55+	26086	8	
Rural – North (includes all villages, towns, hamlets and rural areas within the geographic area defined by the following postal forwarding sortation areas: T0A, T0B, T0C, T0E, T0G, T0H, T0P, T0V, T8T).	Male	18-34	68859	22	133
	Female	18-34	64470	21	
	Male	35-54	86595	28	
	Female	35-54	80260	26	
	Male	55+	58648	19	
	Female	55+	53774	17	
Rural - South (includes all villages, towns, hamlets and rural areas within the geographic area defined by the following postal forward sortation areas: T0J, T0k, T0L, T0M, T1Z).	Male	18-34	59463	19	130
	Female	18-34	56367	18	
	Male	35-54	77223	25	
	Female	35-54	73294	24	
	Male	55+	67584	22	
	Female	55+	67584	22	
<b>TOTAL</b>			<b>3091598</b>		<b>1,000</b>

# Performance Measures

# Performance Measures 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 (V1G)</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>
<p><b>Provincial park visitation:</b>  <i>Percentage of adult Albertans who visited a provincial park or recreation area in the past 12 months</i></p>	<p><i>Validated positive response in P2</i></p>
<p><b>Participation in Recreation:</b>  <i>Percentage of adult Albertans who participated in recreation activities</i></p>	<p><i>Positive response in R1</i></p>

# Performance Indicators Definition

Measure	Question
<b>Informal volunteerism:</b> Percentage of adult Albertans who volunteered informally in their community	<i>Positive response in V1G</i>
<b>Participation in the arts:</b> Percentage of adult Albertans who participated in arts activities or events	<i>Positive response in A2</i>
<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	<i>Positive response in M5</i>

# Call Statistics

# Call Statistics

Completed	Complete	1,000
<b>Busy</b>	Line busy	1,073
<b>No Answer / Answering machine</b>	Answering machine	6,659
	No answer	7,008
<b>Respondents unavailable</b>	Contact person is unavailable for duration of project	63
	Wrong contact (person we want to speak with can't be reached at this number)	40
	Contact person is deceased	1
<b>Call backs</b>	Appointment (Date and time specified)	259
	To call back (Date and time unspecified)	1,410
<b>Refusals</b>	Refusal	5,842
	Definite refusal	205
<b>Incomplete</b>	Respondent not capable of completing survey (hard of hearing, speech problem, etc.)	154
	Incomplete with scheduled appointment	49
	Incomplete with no possibility to call back	70
<b>Fax/Modem/Business</b>	Fax/modem	358
	Non-residential	196
<b>No Service / Wrong Number</b>	No service	216
	Cellular phone / Pager	172
	Duplicate number	18
	Operator	18,625
	Abandon	183
<b>Language Barrier</b>	Language Barrier	253
<b>Quota full</b>	Quota attained	827
<b>Disqualified</b>	Not eligible	35
	Refused age question	48
<b>Total</b>		<b>44,764</b>
<b>Response rate**</b>		<b>22.4%</b>

# Survey Instrument



# Survey Instrument

## QUESTIONNAIRE FOR 2014-15 SURVEY OF ALBERTANS

Sponsored by: Alberta Culture and Tourism in partnership with the Parks Division, Alberta Environment and Sustainable Resource Development

Hello, my name is \_\_\_\_\_ with \_\_\_\_\_, a professional research firm in \_\_\_\_\_. We are doing a survey of Albertans, on behalf of the government of Alberta to gather information that will help in the development of various community services. We are not selling or promoting anything and all results will be kept completely confidential.

**CLIENT CONTACT:** If the respondent would like further details they are invited to contact Gerry Pratt, Program Coordination, Creative and Community Development Division, Alberta Culture and Tourism at 780-415-0255 or at [gerry.pratt@gov.ab.ca](mailto:gerry.pratt@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. Pratt at Alberta Culture and Tourism.

### Introduction

Before we begin, I first have a few questions to see if we need to speak to more people like you.

1. What are the first three characters of your postal code? [RESPONSE REQUIRED]

\_\_\_\_ \_

**ASSIGN TO F.S.A. AND CHECK REMAINING AGE/GENDER QUOTAS FOR THAT F.S.A.**

2. 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? [WATCH QUOTAS]. **READ GENDER & AGE GROUP AS NECESSARY TO MEET QUOTAS**

- |  |                                  |
|--|----------------------------------|
| 1. Yes, speaking   | <b>CONTINUE</b>                  |
| 2. Yes, I'll get him/her                                   | <b>REPEAT INTRO AND CONTINUE</b> |
| 3. Not available   | <b>ARRANGE CALL BACK</b>         |
| 4. No individual in household in that gender and age group | <b>THANK AND END INTERVIEW</b>   |

**RECORD FIRST NAME OF ELIGIBLE RESPONDENT:** \_\_\_\_\_

3. In what year were you born? 19 \_\_\_\_ [RESPONSE REQUIRED]

4. **RECORD GENDER:**

- Male
- Female

5. Were you born in Canada?

- |               |                         |
|---------------|-------------------------|
| 1. Yes        | <b>GO TO QUESTION 6</b> |
| 2. No         | <b>GO TO QUESTION 7</b> |
| 9. Not Stated | <b>GO TO QUESTION 6</b> |

6. Were you born in Alberta?

- |               |                         |
|---------------|-------------------------|
| 1. Yes        | <b>GO TO QUESTION 8</b> |
| 2. No         |                         |
| 9. Not Stated |                         |

7. How many years have you lived in Alberta? \_\_\_\_ [RESPONSE REQUIRED]

8. This interview will take approximately 15-20 minutes. Is this a convenient time for you?

- Yes
- No

**IF NO, ARRANGE CALL BACK**

**RANDOMLY ROTATE ORDER OF SECTIONS II TO VI—PROGRAMMER NOTE: ANCHOR SECTION I - PARKS TO BEGINNING AND SECTION VII - COMMUNITY TO END, PRIOR TO DEMOGRAPHICS.**

### SECTION I: PARKS

P1. The next few questions are about Alberta's Provincial Parks. By Provincial Parks we mean those parks managed by the provincial government and **not** neighborhood, city, regional or national parks.

Have you visited an Alberta Provincial Park in the past 12 months, not including any visits to neighborhood, city, regional or national parks?

- |                            |                          |
|----------------------------|--------------------------|
| 1. Yes                     |                          |
| 2. No                      | <b>GO TO QUESTION P4</b> |
| 9. (Don't Know/Not Stated) | <b>GO TO QUESTION P4</b> |

P2. Which Alberta Provincial Parks did you visit in the past 12 months? **RECORD UP TO SIX DIFFERENT PARKS.**

001.RECORD VERBATIM  
999.(Don't Know/Not Stated)

P3. Overall, how satisfied were you with the quality of services and facilities in the provincial parks you visited? Would you say you were...? (**READ SCALE**)

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- (Don't know/Not Stated)

P4. How likely are you to visit any Alberta Provincial Park in the next 12 months? Please do not consider any planned visit to neighborhood, city, regional or national parks while responding. **READ OUT:**

- Very likely to visit
- Somewhat likely to visit
- May or may not visit
- Somewhat unlikely to visit
- Very unlikely to visit
- (Don't Know/Not Stated)

P5. I am now going to read out some statements describing Alberta's Provincial Parks. To what extent do you agree or disagree to each of them. For each statement, please tell me if you Strongly agree, Somewhat agree, Neither agree nor disagree, Somewhat disagree or Strongly disagree that Alberta's Provincial Parks...

**ROTATE STATEMENTS AND READ OUT. OBTAIN RATINGS FOR EACH STATEMENT.**

- Provide good value for your holiday dollars
- Are conveniently located
- Provide a full range of activities for you and your family
- Are well managed and well maintained
- Are safe and secure
- Provide good customer service

# Survey Instrument

- g) Have good facilities and services
- h) They are not crowded

## SECTION II: VOLUNTEER WORK

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? In the past 12 months, did you do any volunteer work (READ EACH ITEM)?

- 1. Yes
- 2. No
- 9. (Don't Know/Not Stated)

- a) In the arts or cultural area, for example, providing a service, with no fee or salary paid or expected to be paid to you, for an arts or cultural organization; a music, dance, theatre or multi-cultural event; an arts festival, conference or workshop; an art exhibition; a folk arts council; or a heritage society
- b) In sports, for example, coaching a team, officiating, or organizing an event such as local athletic games
- c) In recreation, for example, volunteering as a coordinator, supervisor or manager of a recreational event or activity; or as a session instructor, presenter, counselor, trainer, guide, leader, official, Board or executive member, or committee member or officer
- d) For libraries, for example, volunteering as a part-time library assistant, assisting a local library in organizing special activities for Library Week, reading to children during story time, fundraising for libraries, or serving on a local Library Board
- e) In human services, for example, volunteering for a food bank, seniors' centre, persons with disabilities support services groups, or an international aid organization
- f) In youth development, for example, volunteering for a boys and girls club, or youth centre
- g) Informal volunteering, for example, volunteering you did on your own initiative outside of an organization such as helping a neighbour in need
- h) Did you do any other type of volunteer work? (IF YES, SPECIFY)

V2. ASK QUESTION V2 IF YES TO ANY AT V1 In the past year, on average, about how many hours per month did you spend doing any kind of volunteer work?

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

V3. ASK QUESTION V3 IF NO TO ALL AT QUESTION V1. OTHERWISE GO TO NEXT SECTION. 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? Would you say it was because you (READ LIST): RECORD ONE RESPONSE ONLY

- 01. Would rather have given money instead of time
- 02. Had not been personally asked
- 03. Were unaware of opportunities to volunteer
- 04. Were unable to volunteer due to a disability or health problem
- 05. Did not have enough time or were too busy
- 06. Were unwilling to make a year round time commitment
- 07. Were not interested in doing volunteer work
- 08. Or some other reason (SPECIFY)
- 99. (Don't Know/Not Stated)

## SECTION III: ARTS

A1. Thinking about the arts, which one or ones have you personally attended, that is, art activities or events that you went to as an audience member or consumer? In the past year, did you (READ LIST):

- 1. Yes
- 2. No
- 9. (Don't Know/Not Stated)

- a) Attend a live performance such as music, theatre or dance
- b) Attend a festival
- c) Visit an arts exhibition or gallery
- d) Purchase an art product
- e) Participate in a community or school-based arts program
- f) Attend any other arts programs or activities (IF YES, SPECIFY)

A2. Still thinking about the arts, which one or ones have you personally performed or participated in, that is, art activities or events that you acted, sang, performed, created or were active in. In the past year, did you (READ LIST):

- 1. Yes
- 2. No
- 9. (Don't Know/Not Stated)

- a) Perform in a theatrical production
- b) Perform in a choir
- c) Play a musical instrument
- d) Engage in a home-based arts activity such as music, dance, crafts, painting, ceramics or others
- e) Write or publish a literary work (poem, essay, book etc.)
- f) Perform in a public literary reading
- g) Paint or draw a piece of art work
- h) Perform or participate in any other arts programs or activities (IF YES, SPECIFY)

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):

- 1. Very important
- 2. Somewhat important
- 3. Not very important
- 4. Not at all important
- 9. (Don't Know/Not Stated)

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):

- 1. Very important
- 2. Somewhat important
- 3. Not very important
- 4. Not at all important
- 9. (Don't Know/Not Stated)

## SECTION IV: CULTURAL INDUSTRIES

C1. I am now going to read a list of the potential benefits of producing films and TV shows in Alberta. For each, please rate how important that benefit is to you. Would you say that (READ ITEMS RANDOMLY) is very important, somewhat important, not very important or not at all important to you?

- 1. Very important
- 2. Somewhat important
- 3. Not very important
- 4. Not at all important
- 9. (Don't Know/Not Stated)

- a) The money this industry spends in Alberta
- b) Increasing Alberta's image on the world stage
- c) Telling Alberta stories
- d) Adding to the culture and quality of life of Albertans

# Survey Instrument

- 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**):
1. Very important
  2. Somewhat important
  3. Not very important
  4. Not at all important
  9. (Don't Know/Not Stated)

- C3. I am now going to read a list of the potential benefits of producing books, magazines, and sound recordings in Alberta. For each, please rate how important that benefit is to you. Would you say that (**READ ITEMS RANDOMLY**) is very important, somewhat important, not very important or not at all important to you?

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important
9. (Don't know/not stated)

- a) The money these industries spend in Alberta
- b) Increasing Alberta's image on the world stage
- c) Telling Alberta stories
- d) Adding to the culture and quality of life of Albertans

- 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**):

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important
9. (Don't Know/Not Stated)

## **SECTION V: HERITAGE**

- 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 (**READ LIST**):

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important
9. (Don't Know/Not Stated)

- M2. Have you visited an Alberta museum, historic site, interpretive centre or archives in the past 12 months?

1. Yes
2. No
9. (Don't Know/Not Stated)

**GO TO QUESTION M5**  
**GO TO QUESTION M5**

- M3. When making your decision to visit these places, what would you say was your main source of information?

001. **RECORD VERBATIM**  
999. (Don't know/not stated)

- M4. 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 many reasons why you visited a historical facility or facilities in the past 12 months?

001. **RECORD VERBATIM**  
999. (Don't know/not stated)

- 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**):

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
9. (Don't Know/Not Stated)

- M6. I am now going to read a list of the potential benefits of Alberta's historical resources and heritage facilities. For each, please rate how important that benefit is to you. Would you say that (**READ ITEMS RANDOMLY**) is very important, somewhat important, not very important, or not at all important to you?

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important
9. (Don't know/not stated)

- a) The opportunity for recreation
- b) The preservation of historical resources
- c) Visitor spending in local communities
- d) Opportunity for education and lifelong learning

## **SECTION VI: RECREATION AND PHYSICAL ACTIVITY**

- R1. Thinking about recreation and sports, have you participated in a recreational activity in the past year? Examples of recreational activities are walking, bicycling, skiing, golfing, skating, swimming, and amateur sports.

1. Yes
2. No
9. (Don't Know/Not Stated)

The next few questions are about physical activity. Physical activity includes activities that are part of your daily life that involve the use of large body muscles. Physical activity includes different types of activities such as walking or wheeling, gardening, shovelling snow, playing sports, swimming or aquacize, hiking, cycling, snowboarding, walking your dog etc.

- R2a. How often do you participate in physical activity (**READ LIST**): [SINGLE RESPONSE]

1. Four or more times a week
2. Two to three times a week
3. Once a week
4. Once in every two weeks
5. Once a month
6. Less than once a month
9. (Don't Know/Not Stated)

# Survey Instrument

R2b How much time do you spend participating in physical activity each time? (READ LIST): [SINGLE RESPONSE]

1. 1 to 15 minutes
2. 16 to 30 minutes
3. 31 to 60 minutes
4. More than one hour
9. (Don't Know/Not Stated)

R3. Over the next 12 months, would you like to increase your level of physical activity, or is no increase needed?

1. Yes, would like to increase level of physical activity
2. No, increase in physical activity not needed
9. (Don't Know/Not Stated)

**GO TO QUESTION R5**  
**GO TO QUESTION R5**

R4. What would help you to increase your level of physical activity over the year ahead?

001. RECORD VERBATIM
999. (Don't Know/Not Stated)

R5. Do you support the development of multi-use recreation trails in Alberta?

1. Yes
2. No
3. (Depends/under certain conditions)
9. (Don't Know/Not Stated)

## SECTION VII: COMMUNITY [PIN TO END PRIOR TO DEMOGRAPHICS]

B1. How would you define your local community?

1. My immediate neighbours
2. My neighbourhood
3. A particular region of a town/city
4. My town/city
5. Other (specify) ...
9. (Don't Know/Not Stated) SKIP B2

B2. How would you describe your sense of belonging to your local community? Would you say it is...

1. Very strong
2. Strong
3. Somewhat strong
4. Somewhat weak
5. Weak
6. Very weak
9. (Don't know/Not Stated)

## SECTION VIII: RESPONDENT CHARACTERISTICS

As different people may have different views and needs, the next 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.

D1. Which of the following best describes your present employment status? Are you (READ LIST):

1. Working full-time
2. Working part-time
3. Unemployed or looking for a job
4. A student

5. Retired
6. A homemaker
7. Staying at home for other reasons
9. (Not stated)

D2. What is the highest level of education you have completed? (READ LIST IF NECESSARY)

1. Not graduated from high school
2. Graduated high school
3. Some technical or vocational college
4. Graduated technical or vocational college
5. Some university
6. Graduated from university
9. (Not stated)

D3. Which of the following best describes your household composition? Is it a (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. (Not Stated)

D4. IF CHILDREN UNDER 18 IN QUESTION D3 (CODES 2, 4 OR 6), ASK: How many children in your household are:

- a) Under 7 years of age \_\_\_\_\_
- b) 7 to 12 years of age \_\_\_\_\_
- c) 13 to 17 years of age \_\_\_\_\_

D5. And what is your marital status? (READ LIST IF NECESSARY)

1. Single
2. Married/Common-law
3. Separated
4. Divorced
5. Widowed
9. (Not stated)

D6. IF NOT BORN IN CANADA IN QUESTION 5, ASK QUESTION D6. IF BORN IN CANADA, SKIP D6. GO TO QUESTION D7: How long have you been in Canada? Is it (READ LIST):

1. Less than 3 years
2. 3 to 10 years
3. More than 10 years
9. (Not Stated)

D7. Into which of the following categories would you place your total household income before taxes for the last year? READ LIST

1. Less than \$40,000
2. \$40,000 to less than \$60,000
3. \$60,000 to less than \$80,000
4. \$80,000 to less than \$100,000
5. \$100,000 to less than \$120,000
6. \$120,000 to less than \$150,000

# Survey Instrument

- 7. \$150,000 to less than \$180,000
- 8. \$180,000 or more
- 10. (Not stated)

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

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