

Alberta 

Culture, Multiculturalism and Status of Women **2021 Survey of Albertans**

Conducted by:



March 2021

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Context and objectives

Context

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

Objectives

The objectives of the 2021 survey are to provide input to the Ministry's performance measures through an understanding of Albertans' perceptions and behavior related to culture multiculturalism and gender-based violence such as:

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

- Arts and culture events and activities
- Historical resources
- Organized sport
- Recreation
- Volunteering

Awareness and perceptions of:

- Multiculturalism and inclusion
- Gender based violence supports and events

Methodology

Target respondents

Albertans, 18 years or older.

Data collection and sampling

- 800 random telephone interviews were conducted between February 18th and March 5th, 2021.
- 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. 25% interviews were conducted with landline users and 75% with cell phone users.
- The response rate was 18%.

Statistical reliability

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

Survey instrument

A questionnaire similar to previous waves of the survey was used.

Analysis

Weighting factors (range of 0.68 to 1.91) were applied to the data to adjust any imbalances from soft quota targets for age, gender, and region.

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

Due to public health measures, closures, and restrictions, access to heritage facilities, performance venues, and organized sport facilities was limited or prevented over the last 12 months. This resulted in significant decreases from last year's results.

	2020-21 Performance (2021 Survey)	2020-21 Business Targets	Variance from Target	Changes from 2019-2020 (past year)
Visitation to heritage facilities Percentage of adult Albertans who visited a heritage facility in Alberta	24.0%	57.0%	-33.0%	-36.3% ▼
Attending the arts Percentage of adult Albertans who attended arts activities or events	31.2%	78.0%	-46.8%	-46.2% ▼
Participation in organized sport (adults) Percentage of Albertans who participate in organized sport (adults)	14.0%	26.0%	-12.0%	-15.8% ▼
Participation in organized sport (children) Percentage of Albertans who participate in organized sport (children)	37.0%	64.0%	-27.0%	-26.3% ▼

Performance Indicators	2020-21 Performance (2021 Survey)	Changes from 2019-2020 (past year)
Formal volunteerism Percentage of adult Albertans who volunteered with organizations in their community	51.9%	-22.0% 
Importance of historical resources in contributing to quality of life 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%	-0.2%
Importance of recreation facilities and services in contributing to quality of life Percentage of adult Albertans who feel recreation facilities and services are important in contributing to quality of life	94.6%	+0.0%
Importance of participation in organized sport activities in communities to quality of life Percentage of adult Albertans who feel organized sport activities in their community are important in contributing to quality of life	87.8%	-0.4%
Importance of seeing Alberta produced movies and television shows, music, books and magazines	79.2%	-2.9%

Key highlights:

51.9%

Volunteer Formally
(Decrease of 22% from last year)

59.9%

Any type of volunteering
(Decrease of 25% from last year)

12.6

Hours on average per month
(Decrease of 7)

Top 3 Areas

40.7% Informal Volunteering

22.8% Fundraising

21.6% Human Services

First Time Volunteering

6.9% Volunteered for the first time
Of that, 15.2% was in response to COVID-19

COVID-19

22.8% of volunteer work was related to COVID-19

Key highlights:

31.2%

Attended

(Decrease of 46.2% from last year)

Top 3 Areas of Attendance

15.3% Visual arts events and exhibitions

14.0% Performing Arts Events

10.3% Community arts festivals, fairs or cultural performances and events

54.5%

Participated

(Consistent with last year)

Top 3 Areas of Participation

40.2% Made or created any types of visual art

22.6% Been involved in playing an instrument, singing, dancing, acting or performing

15.2% Written any literary art

Key highlights:

24.0%

Visited an Alberta historical resource
(Decrease of 36.3% from last year)

93.8%

Feel these resources are important to overall quality of life
(0.2% less than last year but consistent overall)

Key highlights:

14.0%

Adults participated in organized sport
(Decrease of 15.8% from last year)

37.0%

Children participated in organized sport
(Decrease of 26.3% from last year)

Most common sports

21.9% Hockey

12.8% Soccer

12.5% Golf

Most common sports

23.7% Soccer

20.7% Hockey

16.6% Dance

Key highlights:

76.3%

Adults participated in recreation
(New question)

34.0%

Children participated in recreation
(New question)

Most common activities

40.0% Walking

18.7% Hiking

16.7% Biking

Most common activities

24.5% Swimming

18.8% Skating

18.0% Hiking

Key highlights:

Contributing to quality of life

94.6%

Recreation facilities and services such as drop-in classes, day camps, recreation centres, playgrounds, trails, park

79.2%

Seeing Alberta produced movies and television shows, music, books and magazines available to Albertans and to people around the world

Making the community a better place to live

87.8%

Participating in or attending organized sport activities or events in your community

87.8%

Arts and culture activities in your community

Key highlights:

21.1%

Participated in events that celebrated cultures other than their own

88.6%

Believe they are able to participate and contribute to life in Alberta, free of discrimination

72.1%

Believe people across Alberta are able to participate and contribute to life in Alberta, free of discrimination

19.3%

Experienced discrimination

65.1%

Think Albertans in general experienced discrimination

Key highlights:

Most common awareness of supports for gender based violence

78.8% Shelters

78.4% Counseling

76.8% Crisis supports/phone lines

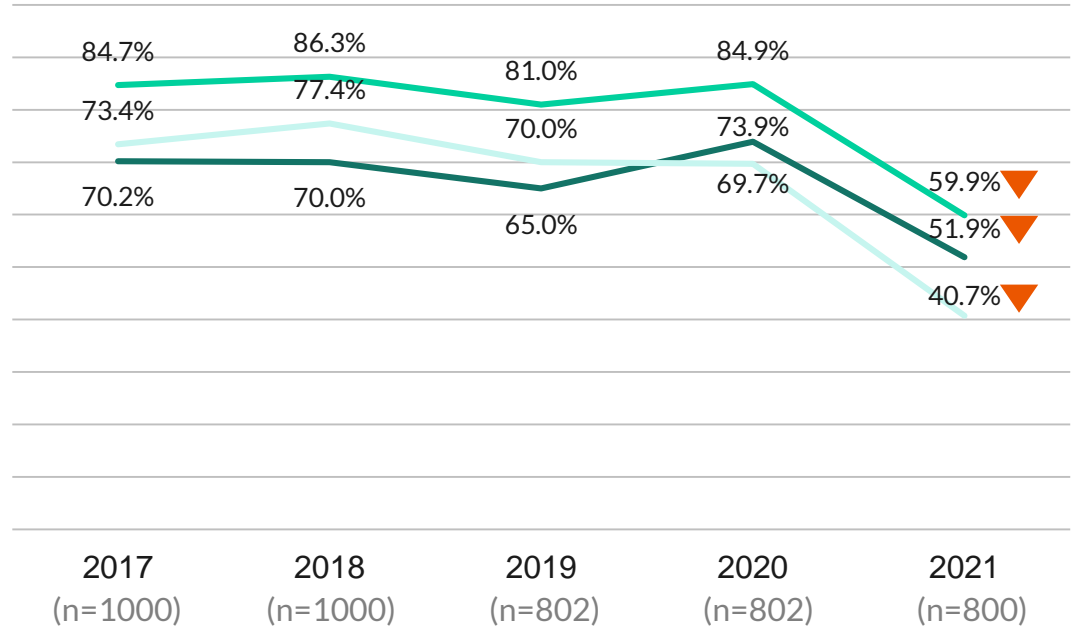
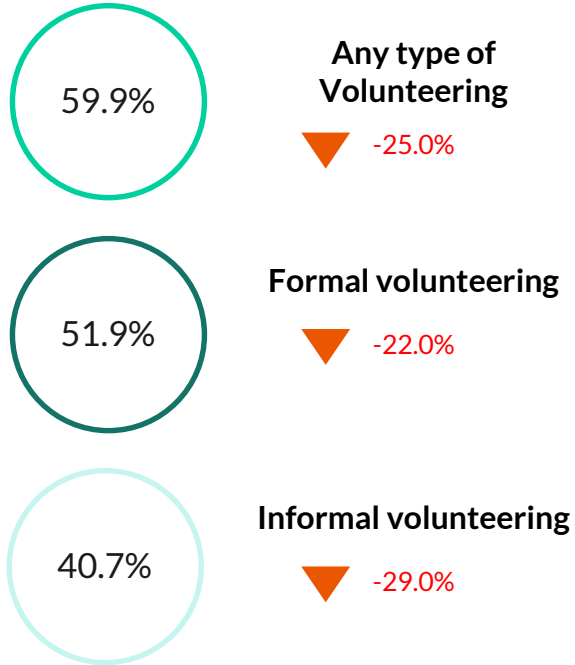
13.6%

Aware of supports to prevent gender based violence

Detailed results

Volunteering

Six-in-ten Albertans did some type of volunteering in 2020, with participation in both formal and informal volunteering decreasing significantly relative to previous years.



Base: Albertans (n=800)

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

Informal volunteering remains the most common type of volunteering among Albertans.

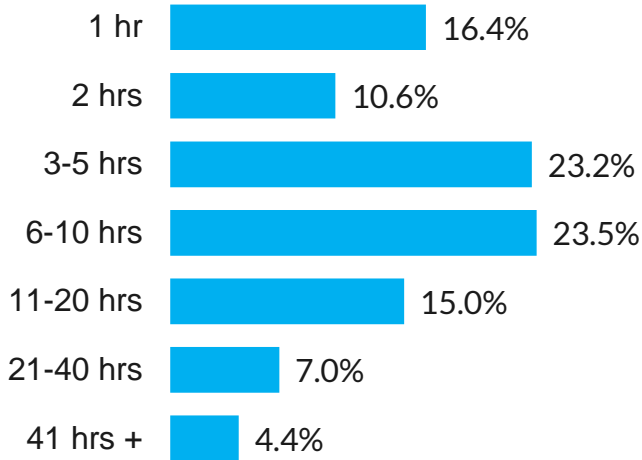
Volunteering Type	2017	2018	2019	2020	2021
Informal volunteering	73.4%	77.4%	70.0%	69.7%	40.7% ▼
Fundraising	*	*	*	40.9%	22.8% ▼
Human services	26.5%	30.3%	32.4%	25.0%	21.6%
Community development	*	*	*	20.7%	15.7% ▼
Education and Research	*	*	*	24.2%	15.2% ▼
Sports	29.0%	24.4%	25.4%	24.0%	13.1% ▼
Faith Groups	*	*	*	20.1%	12.9% ▼
Recreation	26.6%	23.2%	24.6%	24.8%	12.0% ▼
Youth development	25.2%	23.0%	24.8%	24.2%	12.0% ▼
Environment	14.4%	16.9%	21.0%	16.7%	11.2% ▼
Hospitals or in health	*	*	*	13.8%	8.1% ▼
Arts and culture	14.0%	16.5%	15.6%	15.5%	7.6% ▼
Law, advocacy and politics	9.2%	9.7%	11.1%	9.8%	6.6% ▼
Unions and professional associations	*	*	*	13.0%	6.5% ▼
Any other type of volunteering	22.1%	23.7%	25.7%	11.3%	7.3% ▼

Base: Albertans (n=800) / * Not asked previously.

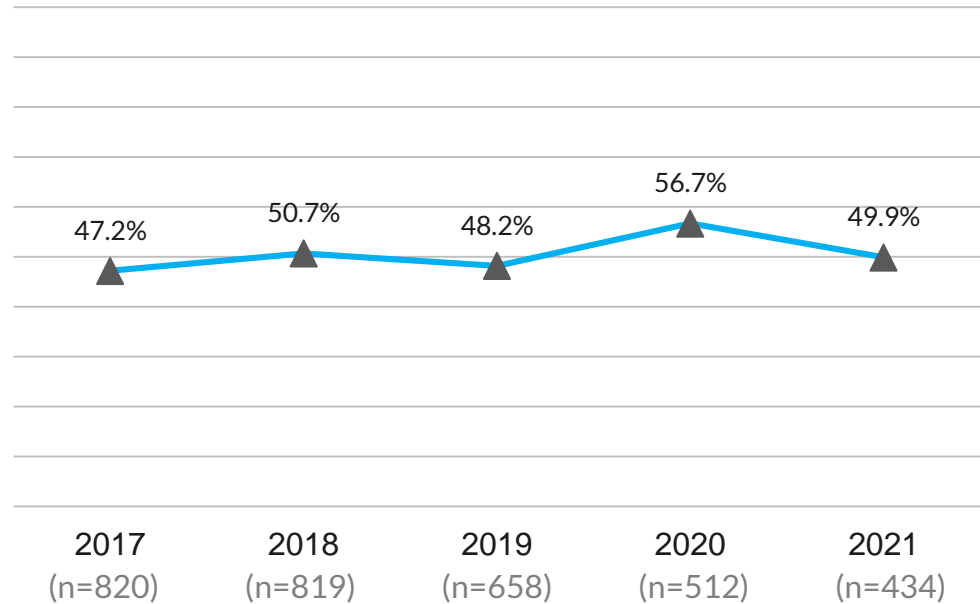
V1: Volunteering is an unpaid contribution of time, energy, or talents to charitable or non-profit organizations, causes, community development activities, or help through personal initiative to individuals. I'm going to read a list of different types of volunteer work and for each I would like you to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

Among those who volunteer, half spent 6 or more hours volunteering per month.

Hours spent volunteering



Volunteered 6 or more hours per month



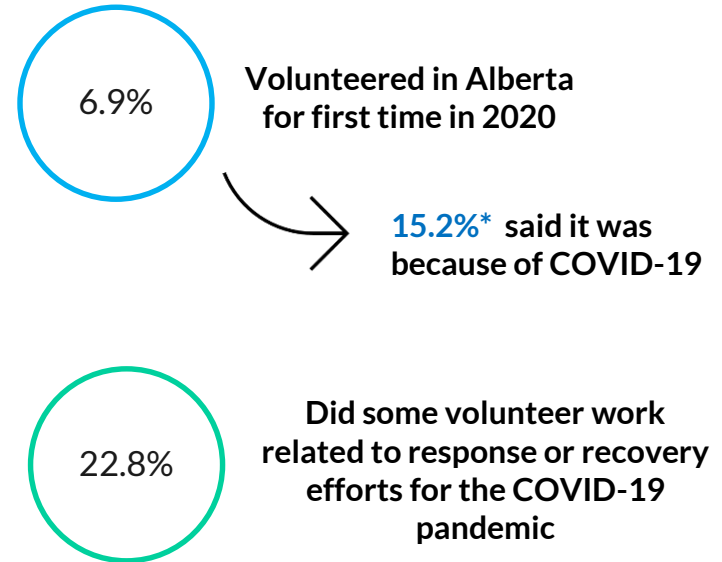
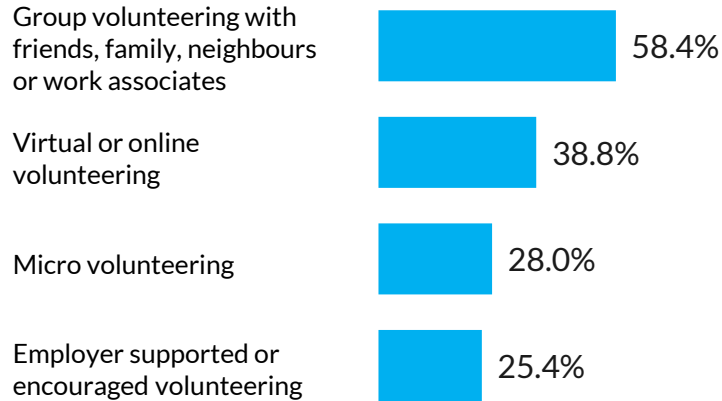
Average	12.6 hours per month
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Base: Albertans who volunteered in the past year, excluding those spending less than 1 hour and those who prefer not to say (n=464)

Q2: In the past year, on average, about how many hours per month did you spend doing any kind of volunteer work?

Group volunteering was reported the most, and nearly a quarter of Albertans who volunteered said some work was related to COVID-19 response efforts.

Types of volunteering



Base: Albertans who volunteered in the past year (n=479)

V4: Based on the volunteer work you did in the past year, did any of your formal or informal volunteer efforts include...

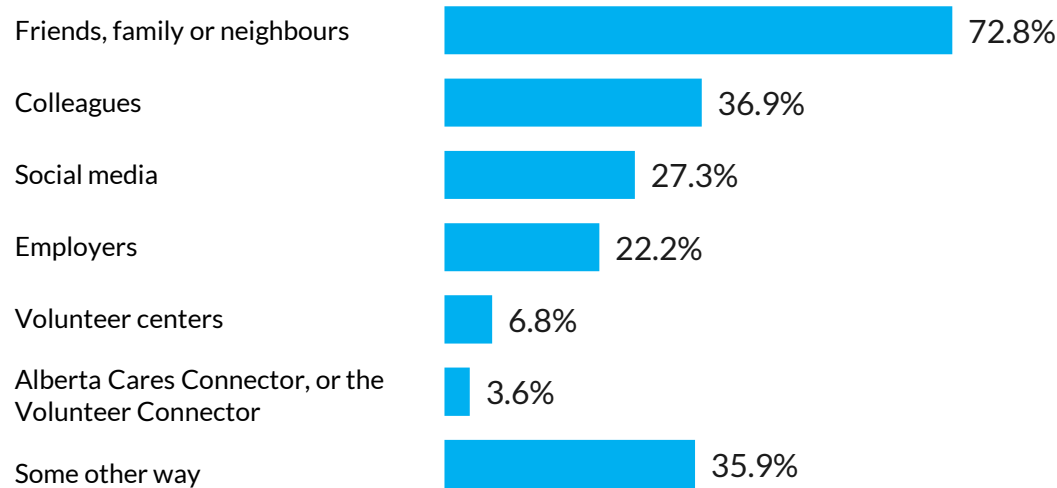
V5: Was this your first time volunteering in Alberta?

V5b: Did any of your volunteer work over the past year relate to response or recovery efforts for the COVID-19 pandemic?

Base: Albertans who volunteered in the past year (n=31) * CAUTION: Small base size

Close to three-quarters of Albertans find out about volunteering opportunities from friends, family members, or neighbours.

How did you find out about volunteering opportunities?



Other ways to find out about volunteering opportunities:

Church	20.7%
From my community (word of mouth)	18.0%
School	13.7%
Social/Recreation Club/Program	9.7%
Volunteering I've done in the past	9.4%
Online	7.3%
Radio/newspapers	6.8%
My own research	5.5%
Pamphlets, flyers, bulletin board, etc.	4.4%
By e-mail/ mailing lists	3.6%
Membership in professional organization	1.5%
Other	10.3%

Base: Albertans who volunteered in the past year (n=479)

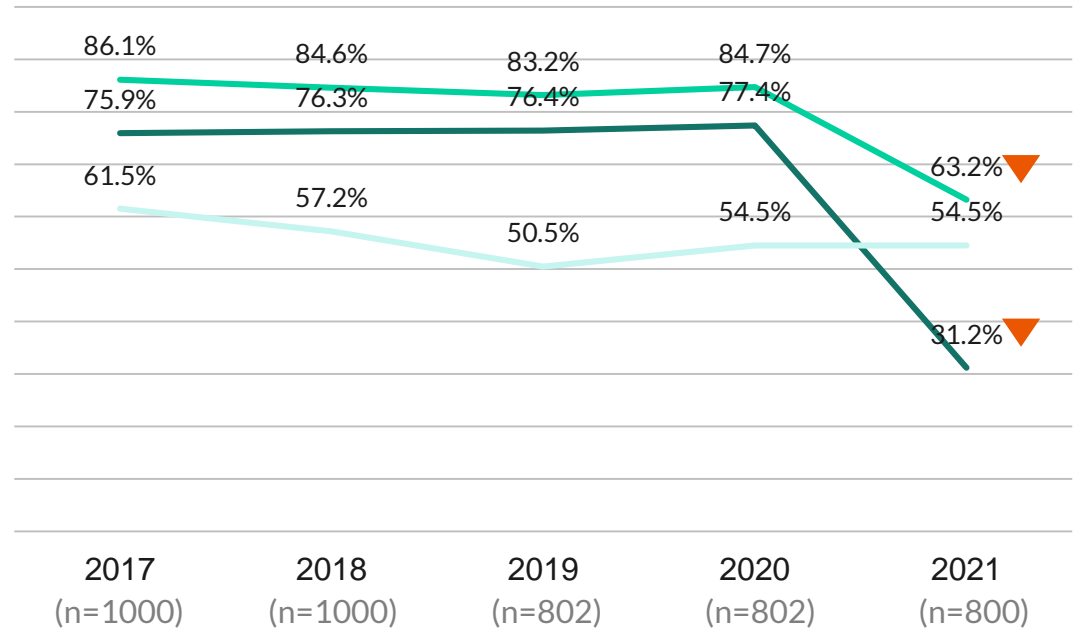
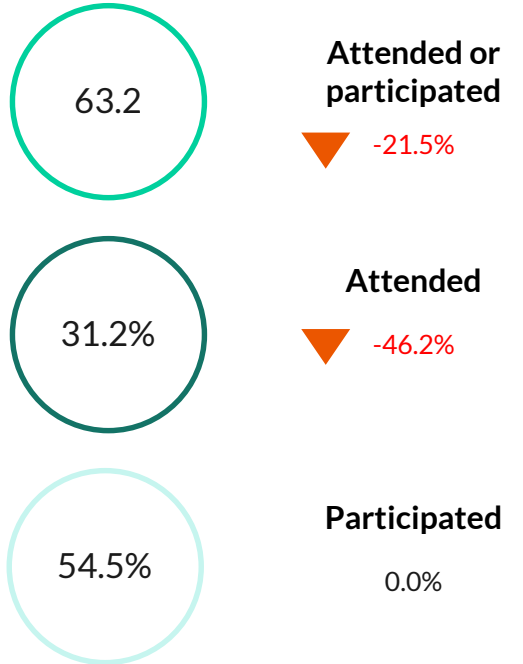
V6: How did you find out about the volunteer opportunities you participated in this past year? Was it through ...

Base: Albertans who volunteered in the past year and found out about the volunteer opportunities they participated in through some other way (n=166)

V6a: What other ways did you find out about the volunteer opportunities you participated in this past year?

Arts & Culture

More than half of Albertans *participated* in Arts and Culture activities in 2020, which is on par with 2019, but *attendance* dropped significantly compared to previous years.



Base: Albertans (n=800)

A1: In the past twelve months, have you attended any...

A2: In the past 12 months, have you...

Classification: Public

In every type of arts-related activity, attendance has decreased significantly over the past year.

Types of events or activities attended	2017	2018	2019	2020	2021
	(n=1,000)	(n=1,000)	(n=802)	(n=802)	(n=800)
Visual arts events and exhibitions	35.4%	37.8%	40.5%	41.3%	15.3% ▼
Performing arts events	62.1%	62.9%	62.0%	65.8%	14.0% ▼
Community arts festivals, fairs or cultural performances and events	45.7%	45.0%	47.9%	50.5%	10.3% ▼
Artist talks or lectures about their work	11.5%	11.1%	15.4%	12.2%	9.1% ▼
Literary events	10.4%	11.5%	12.3%	11.4%	7.2% ▼
Any other arts or culture events	14.2%	15.6%	18.1%	16.0%	6.8% ▼

Base: Albertans (n=800)

A1: In the past twelve months, have you attended any...

Visual art remain the most common type of artistic activity, created by two-in-five Albertans.

Types of events or activities participated in	2017	2018	2019	2020	2021
	(n=1,000)	(n=1,000)	(n=802)	(n=802)	(n=800)
Made or created any types of visual art	44.0%	40.9%	37.1%	38.2%	40.2%
Been involved in playing an instrument, singing, dancing, acting or performing	28.0%	27.1%	19.9%	21.6%	22.6%
Written any literary art	15.1%	15.0%	12.8%	11.4%	15.2% ▲
Taken part in an arts related class, workshop or training program	16.0%	18.9%	16.7%	17.5%	12.0% ▼
Participated in any other artistic activities	11.8%	12.0%	11.0%	10.6%	8.7%

Other artistic activities	2021
	(n=68)
Tactile arts (e.g., pottery, ceramics, metal, wood, glass, fabric)	33.5%
Sewing/knitting/quilting/crocheting/weaving	14.9%
Craft/arts/art class (unspecified)	13.7%
Participated in an art exhibition/festival/art gallery	9.2%
Produced/acted in film/video/wrote TV shows	9.0%
Dance/cultural dance/dancing lessons/figure skating/dance competition	4.1%
Painting	3.9%
Photography	3.5%
Song writing/singing	2.6%
Cultural/religious events/activities	1.5%
Music concert/live music	1.2%
Baking/cooking	3.7%
Other	26.2%
Prefer not to say	6.8%

Base: Albertans (n=800)

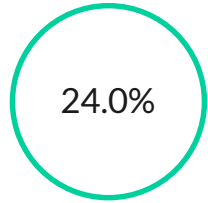
A2: In the past 12 months, have you...

Base: Albertans participating in other artistic activities (n=70)

A2b: Which other arts activities did you participate in?

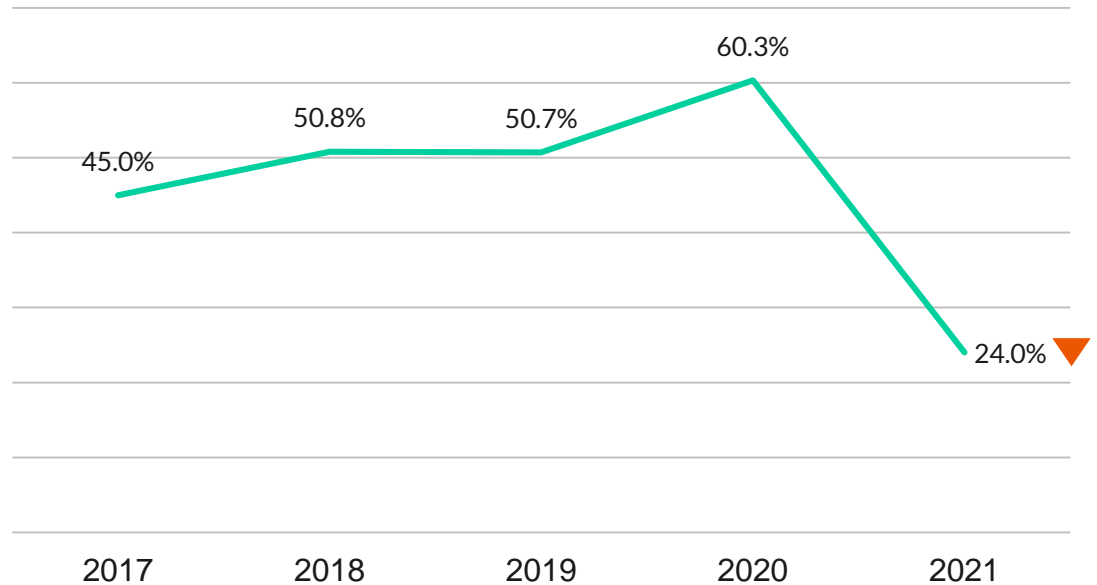
Museums & Heritage

Heritage visitation dropped significantly in 2020, with less than one-in-four Albertans having visited an Albertan historical resource over the past year.



**Visited Alberta
historical resource**

▼ -36.3%



Base: Albertans (n=800)

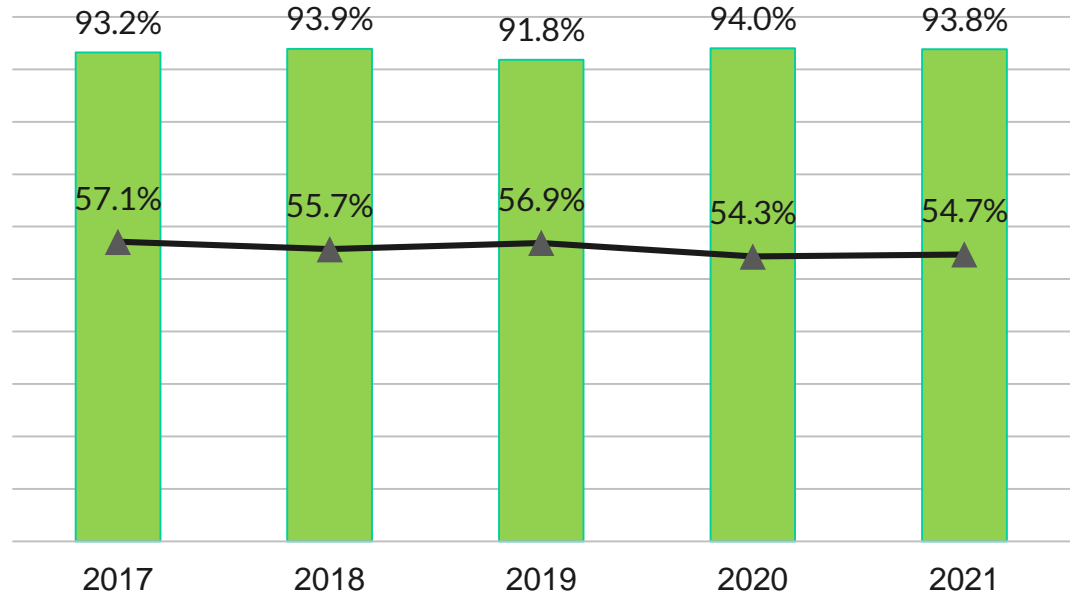
M2: Have you visited an Alberta historical resource in the past 12 months?

Consistent with prior years, most Albertans place a high value on the importance of heritage sites. More than nine-in-ten feel these historical resources are important for contributing to overall quality of life in Alberta.

93.8%

Very and somewhat important

-0.2%



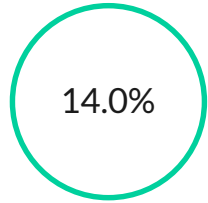
Base: Albertans (n=800)

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...

Classification: Public

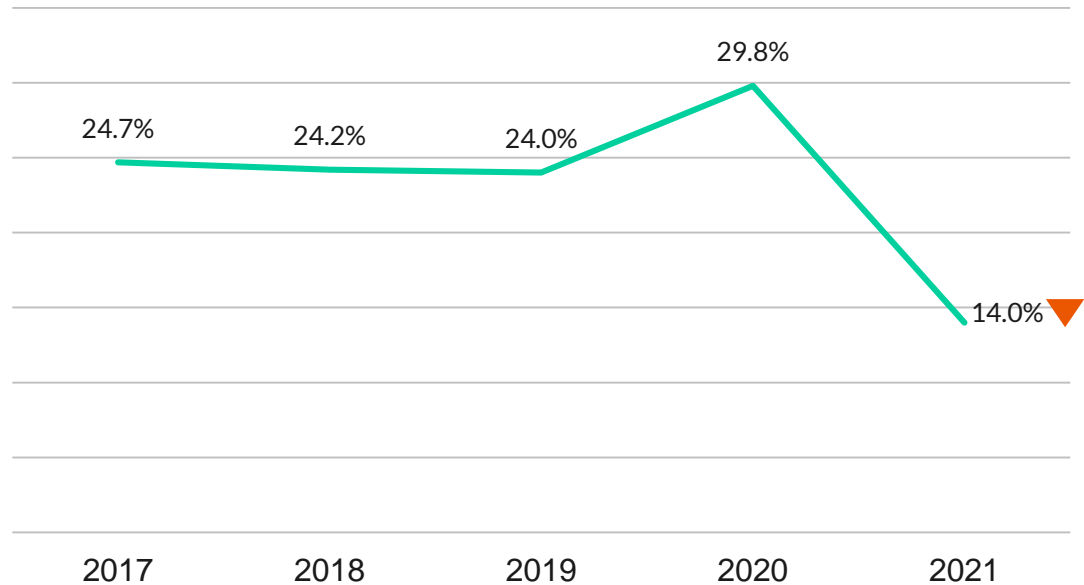
Organized sport

Only one-in-seven Albertans participated in organized sport in the past year.



Participated in organized sport

▼ -15.8%



Base: Albertans (n=800)

S1: Have you participated in any organized sport activities in the past year?

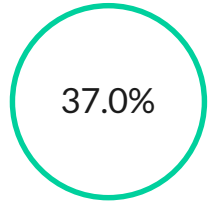
Similar to previous years, hockey is the most common organized sport among Albertans.

Among those who participated (Top 10)	2017	2018	2019	2020	2021
	(n=247)	(n=242)	(n=185)	(n=232)	(n=240)
Hockey	23.9%	21.5%	22.7%	26.0%	21.9%
Soccer	8.5%	21.5%	16.3%	13.5%	12.8%
Golf	10.1%	11.2%	11.5%	7.9%	12.5%
Curling	8.1%	14.9%	10.2%	6.5%	9.7%
Volleyball	*	*	*	6.5%	8.4%
Baseball	8.9%	6.2%	6.7%	14.7%	4.0% ▼
Gym/Gymnastics	*	*	4.9%	5.9%	3.8%
Pickleball	*	*	*	4.1%	3.6%
Skiing	*	*	*	1.9%	3.2%
Boxing	*	*	*	0.6%	2.7%

Base: Participated in organized sport (n=240) / * Tracking not available.

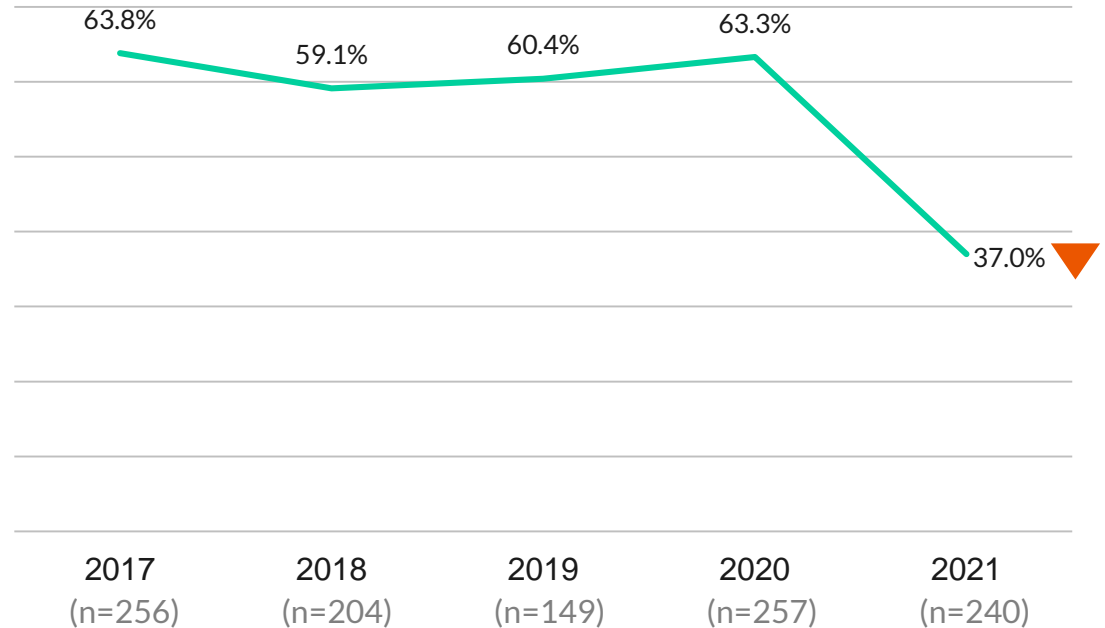
Classification: Public
 2. Which organized sport activities have you participated in during the past year?

Less than two-in-five children participated in organized sport in 2020.



**Children
participated in
organized sport**

▼ -26.3%



Base: Albertans with children under 18 (n=240)

S3: Has your child or children participated in an organized sport activity in the past year?

Classification: Public

While overall children’s sports participation fell, some organized sport activities like martial arts and skating saw a significant increase in participation over the past year.

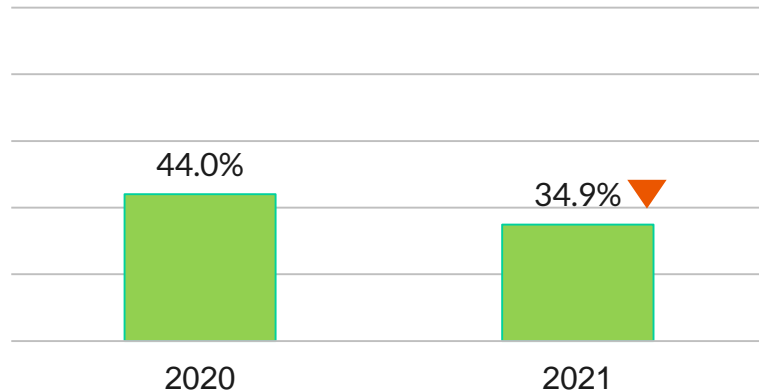
Among those whose children participated (Top 10)	2017	2018	2019	2020	2021
	(n=256)	(n=204)	(n=149)	(n=181)	(n=91)
Soccer	38.3%	39.7%	33.3%	32.7%	23.7%
Hockey	25.8%	21.1%	25.4%	21.0%	20.7%
Dance	*	*	12.2%	8.9%	16.6%
Martial arts	*	*	8.4%	6.0%	16.2% ▲
Swimming	23.4%	22.5%	19.9%	27.2%	14.4% ▼
Basketball	22.7%	15.2%	19.2%	21.9%	10.6% ▼
Gym/Gymnastics	14.1%	11.3%	8.3%	14.4%	8.3%
Skating	*	*	6.5%	0.6%	7.9% ▲
Volleyball	14.8%	10.8%	13.8%	8.0%	6.0%
Football	6.6%	3.4%	9.6%	8.5%	5.5%

Base: Child or children participated in organized sport (n=91) / * Tracking unavailable.

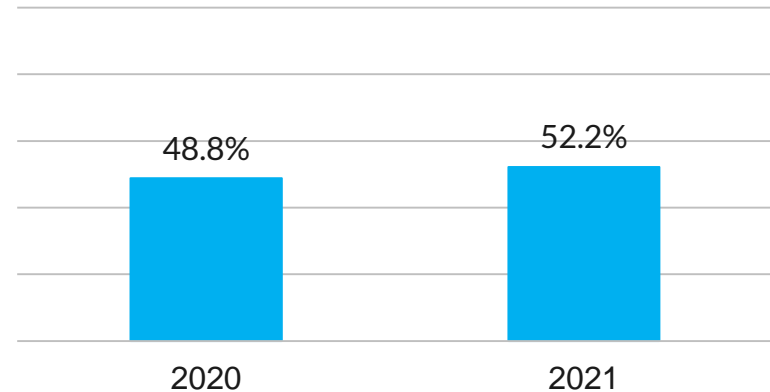
Classification: Public
 Question: Which organized sport activity has your child or children participated in during the past year?

Just over half of Albertans are aware of the Canadian Guidelines on Concussion in Sport, but only one-in-three are aware of the resources available for victims or witnesses of abuse, bullying, harassment, or discrimination.

Aware of the resources available for victims or witnesses of abuse, bullying, harassment, or discrimination for those that participate in any sport or physical or recreational activity



Aware of the Canadian Guidelines on Concussion in Sport to recognize, care for and manage concussion in athletes

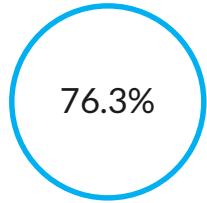


Base: Albertans (n=800)

S5: Are you aware of the resources available for victims or witnesses of abuse, bullying, harassment, or discrimination for those that participate in any sport or physical or recreational activity?; S6: Are you aware of the Canadian Guidelines on Concussion in Sport to recognize, care for and manage concussion in athletes?

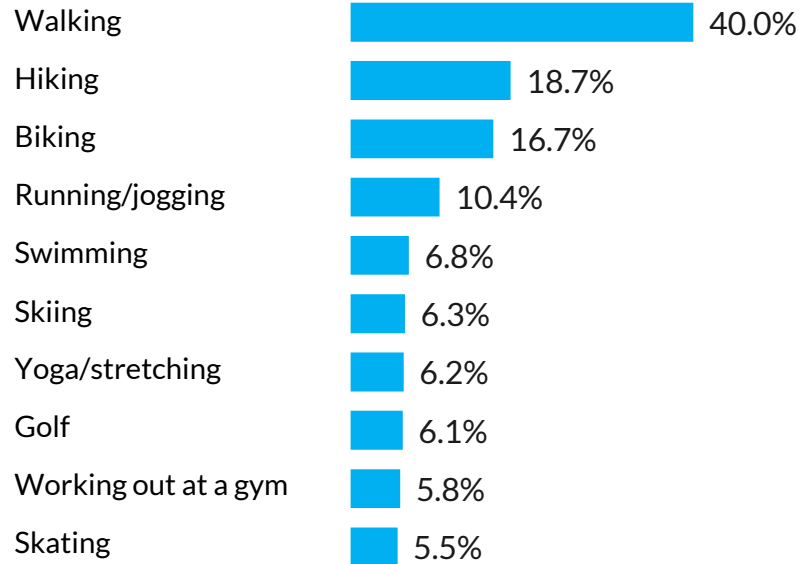
Recreation

More than three-quarters of Albertans participated in some form of active recreation in 2020. Walking, hiking, and biking were the most common activities.



Participated in at least one active recreation activity

Top 10 mentions

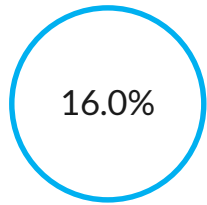


Base: Albertans (n=800)

R1: In the last 12 months, what active recreation activities outside of organized, competitive sports have you participated in? Please start with the ones you have spent most time doing.

Classification: Public

About one-in-six active recreation activities were done as organized activities.



Took part in organized recreation activities

Recreation club or association

Gym/fitness club

Outdoor facilities

Private studio/gym

Public spaces

Municipal/community facilities

At home/in neighbourhood/community

Online

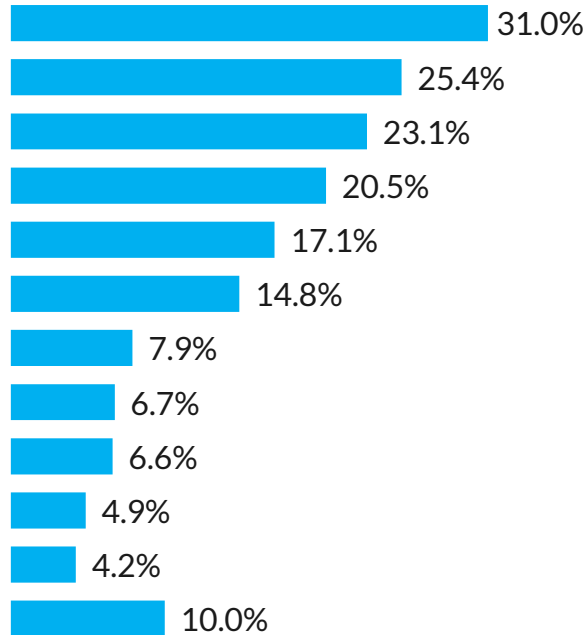
Work

Events

Educational institution

Other

Organizations and venues



Base: Albertans who participated in recreation activities in 2020 (n=629)

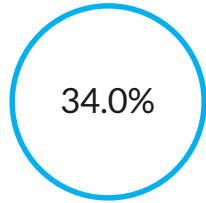
R2: Were any of these done as organized activities?

Base: Albertans who took part in organized recreation activities in 2020 (n=102)

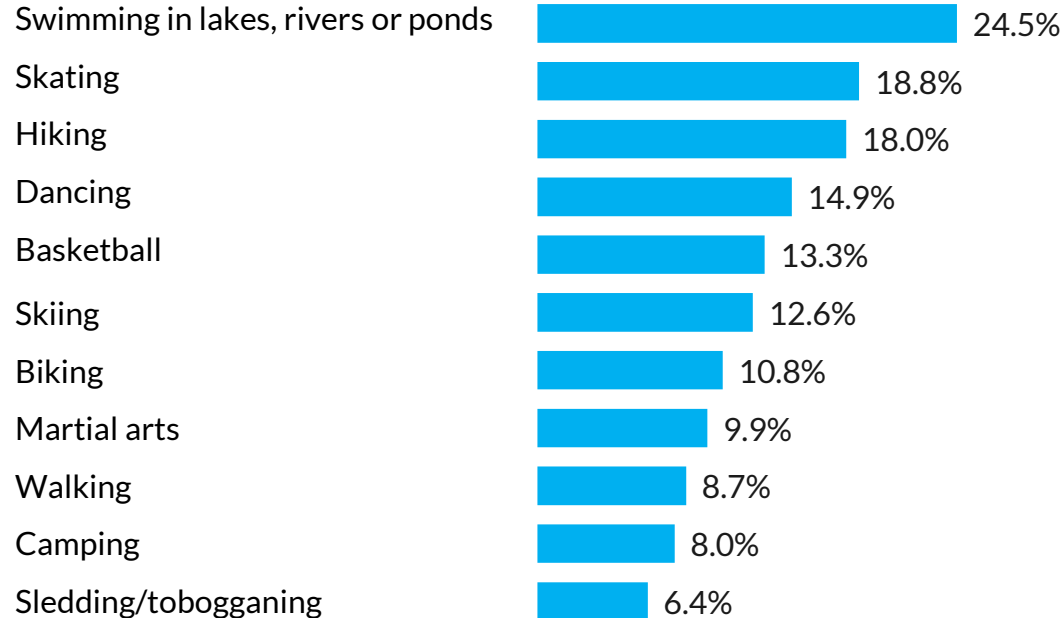
Classification: Public
 Q2a: Through what type of organizations, or at what type of venues, did you do these activities?

About one-third of children under the age of 18 participated in active recreation activities in the past year.

Top 10 mentions



**Children
participated in
active recreation
activities**



Base: Albertans with children aged 0-17 (n=240)

R3: In the last 12 months, did your child or children participate outside of school hours in any organized active recreation activities outside of organized, competitive sports?

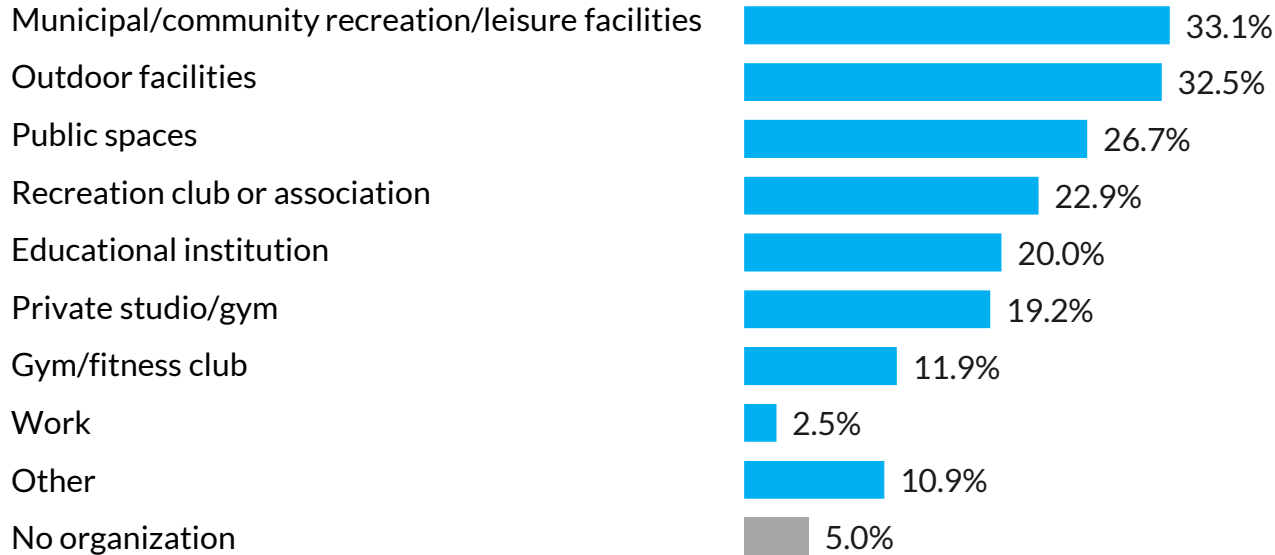
Base: Albertans with children aged 0-17 participating in organized active recreation activities outside of organized, competitive sports in the last 12 months (n=87)

Classification: Public

Q1: What organized active recreation activities did your child or children/youth participate in? Start with the one child that has spent most time doing. You can list up to 10 activities.

One-third of children's active recreation activities took place in municipal or community recreation facilities and another one-third took place in outdoor facilities.

Organizations and venues



Base: Albertans with children who took part in recreation (n=87)

R5: What types of organizations, or at what type of venues, were these recreation activities through?

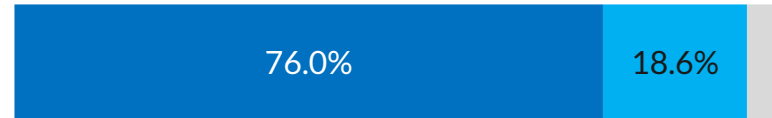
Contribution to quality of life

Most Albertans feel that recreation facilities and services are very important to their quality of life. Seeing Alberta produced movies and television shows, music, books and magazines is perceived as being at least somewhat important by most.

Importance of programs and services in contributing to Albertans' quality of life

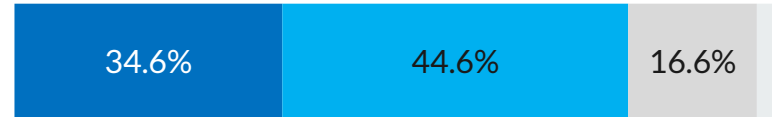
Total Important
(Somewhat, Very)

Recreation facilities and services such as drop-in classes, day camps, recreation centres, playgrounds, trails, park



94.6%

Seeing Alberta produced movies and television shows, music, books and magazines available to Albertans and to people around the world



79.2%

■ Very important ■ Somewhat important ■ Not very important ■ Not at all important

Base: Albertans (n=800)

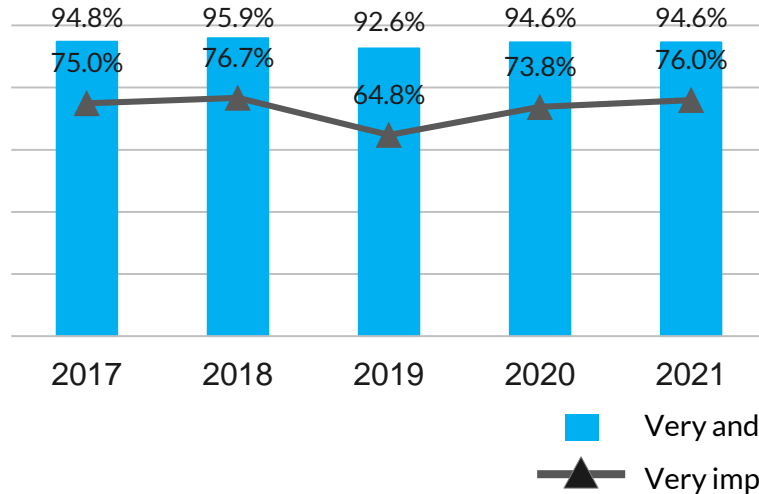
QL1: I am going to list some programs and services. For each, please tell me how important you feel it is in contributing to your quality of life.

Classification: Public
Chart labels: 5% not shown

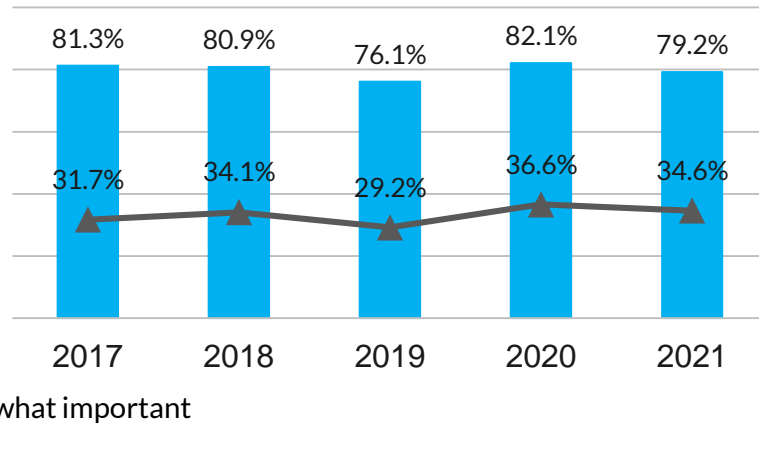
Perception of the importance of recreation facilities and Alberta produced media has not significantly changed over the past year.

Importance of programs and services in contributing to Albertans' quality of life

Recreation facilities and services such as drop-in classes, day camps, recreation centres, playgrounds, trails, park



Seeing Alberta produced movies and television shows, music, books and magazines available to Albertans and to people around the world



Base: Albertans (n=800)

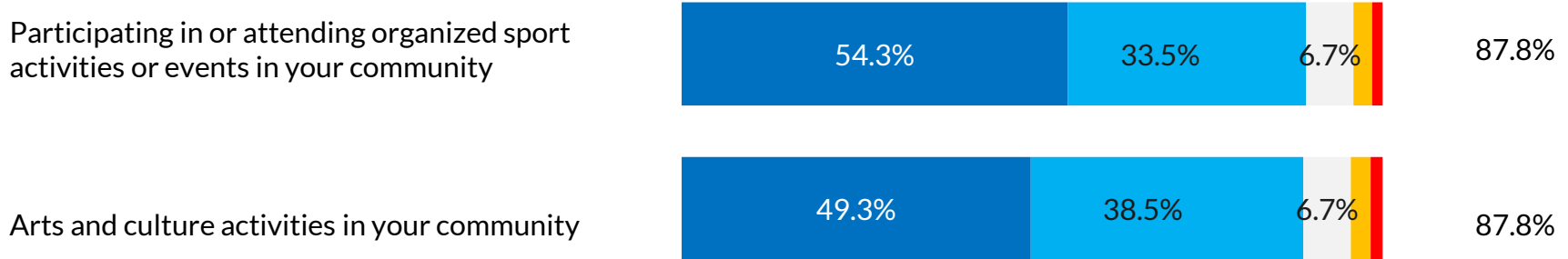
QL1: I am going to list some programs and services. For each, please tell me how important you feel it is in contributing to your quality of life.

Classification: Public

Most Albertans agree that organized sport and arts and culture activities make their communities a better place to live.

Cultural and leisure activities that make communities a better place to live

Total Agree
(Somewhat, Very)



■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree

Base: Albertans (n=800)

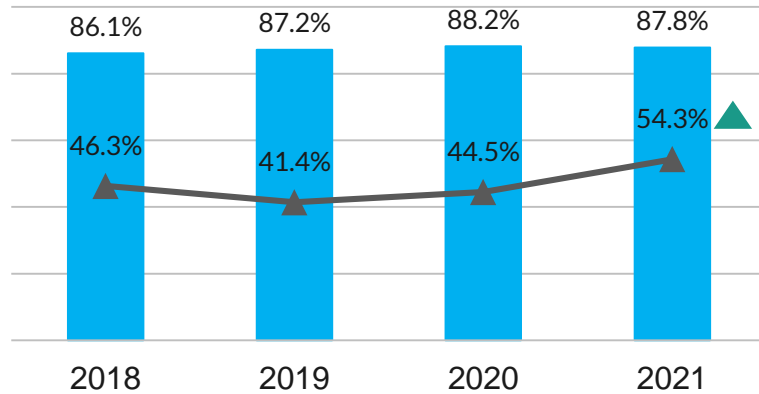
QL2: For each activity, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that it makes your community a better place to live.

Classification: Public
Other labels: less than 5% not shown

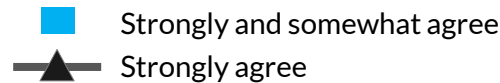
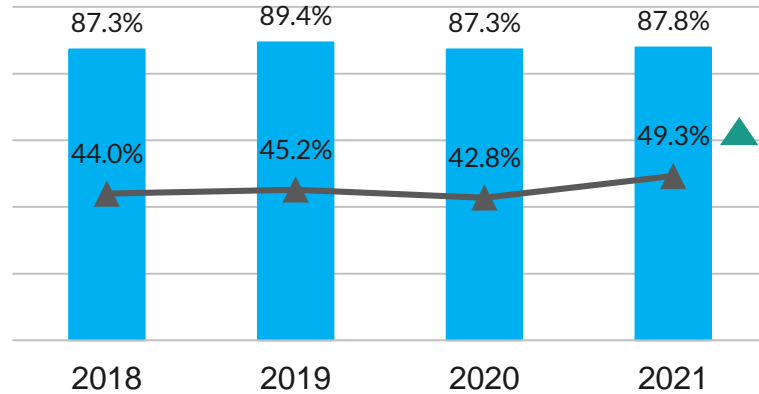
A higher proportion of Albertans strongly agree that both organized sport activities and arts and culture activities in the community make communities a better place to live compared to 2020.

Cultural and leisure activities that make communities a better place to live

Participating in or attending organized sport activities or events in your community



Arts and culture activities in your community



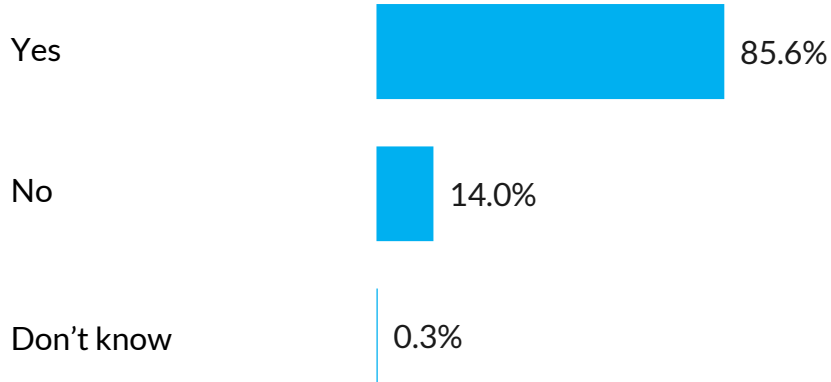
Base: Albertans (n=800)

QL2: For each activity, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that it makes your community a better place to live.

Classification: Public

Most Albertans feel that the decrease in their ability to participate in culture and leisure activities due to COVID-19 has affected their quality of life.

Decrease in ability to participate in culture and leisure activities due to COVID-19 affected quality of life



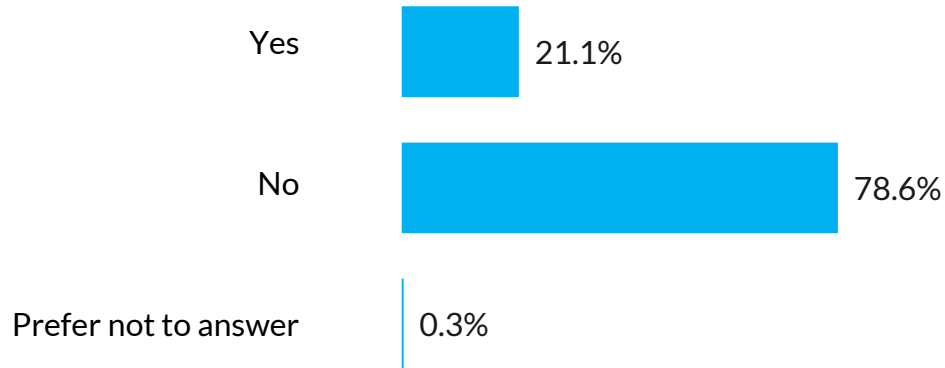
Base: Albertans (n=800)

QL3: Has the decrease in your ability to participate in culture and leisure activities due to COVID-19 affected your quality of life? New question for 2020/21 survey.

Multiculturalism and Inclusion

In 2020, just over one-in-five Albertans participated in celebrations of cultures other than their own.

Participated in any events that celebrate cultures other than your own



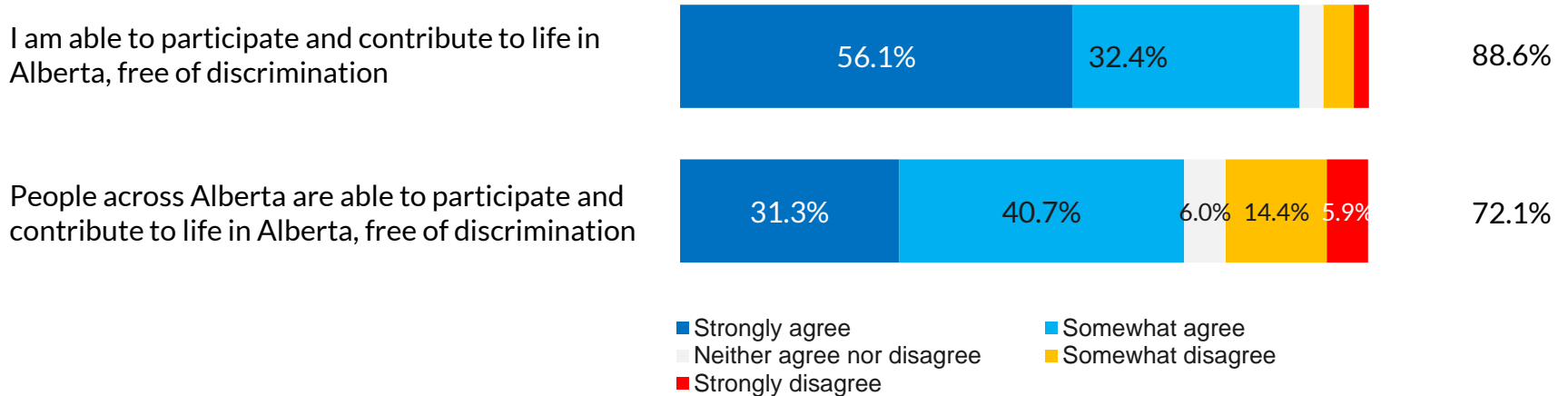
Base: Albertans (n=800)

MI2: In the past year, have you personally participated in any events that celebrate cultures other than your own? New question for 2020/21 survey.

Most Albertans strongly believe that they can live and contribute to life in Alberta free from discrimination, but fewer believe that this is the case for Albertans in general.

To what extent do you agree or disagree with the following statements:

Total Agree
(Strongly, Somewhat)



Base: Albertans (n=800)

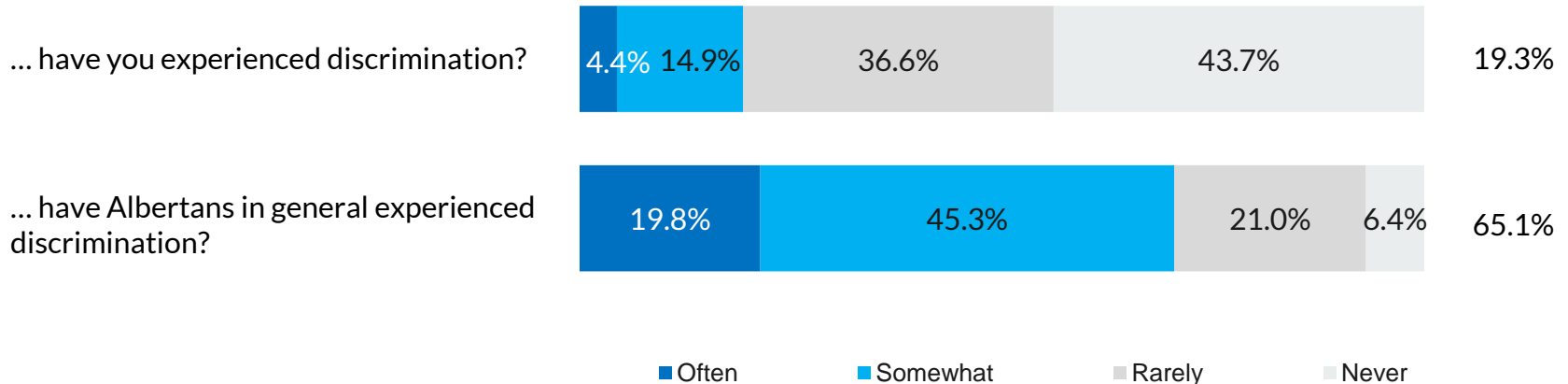
MI3: Please tell me to what extent you agree or disagree with the following statements. New question for 2020/21 survey.

"Prefer not to say" responses not shown. Chart labels less than 5% not shown.

One-in-five Albertans say they have experienced discrimination over the past year. Almost two-in-three think Albertans in general experience discrimination.

When thinking about discrimination, for example, harassment in public spaces, being refused services, or being treated differently in public spaces, to what extent...

Total
(Often, Somewhat)



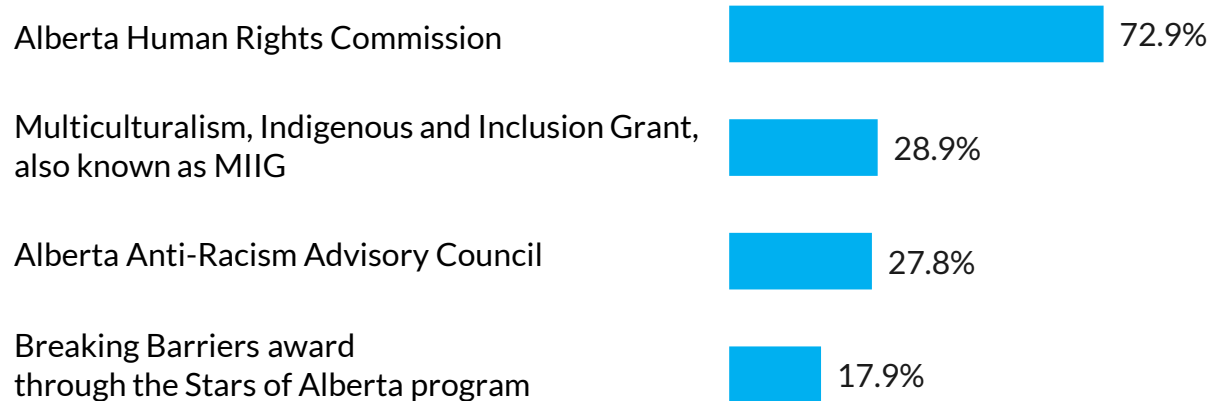
Base: Albertans (n=800)

MI4: When thinking about discrimination, for example, harassment in public spaces, being refused services, or being treated differently in public spaces, to what extent...

New question for 2020/21 survey. "Prefer not to say" responses not shown

The majority of Albertans are aware of the Alberta Human Rights Commission as a resource for addressing discrimination, but fewer than three-in-ten are aware of other programs.

Awareness of resources or programs available for people who are seeking to address discrimination



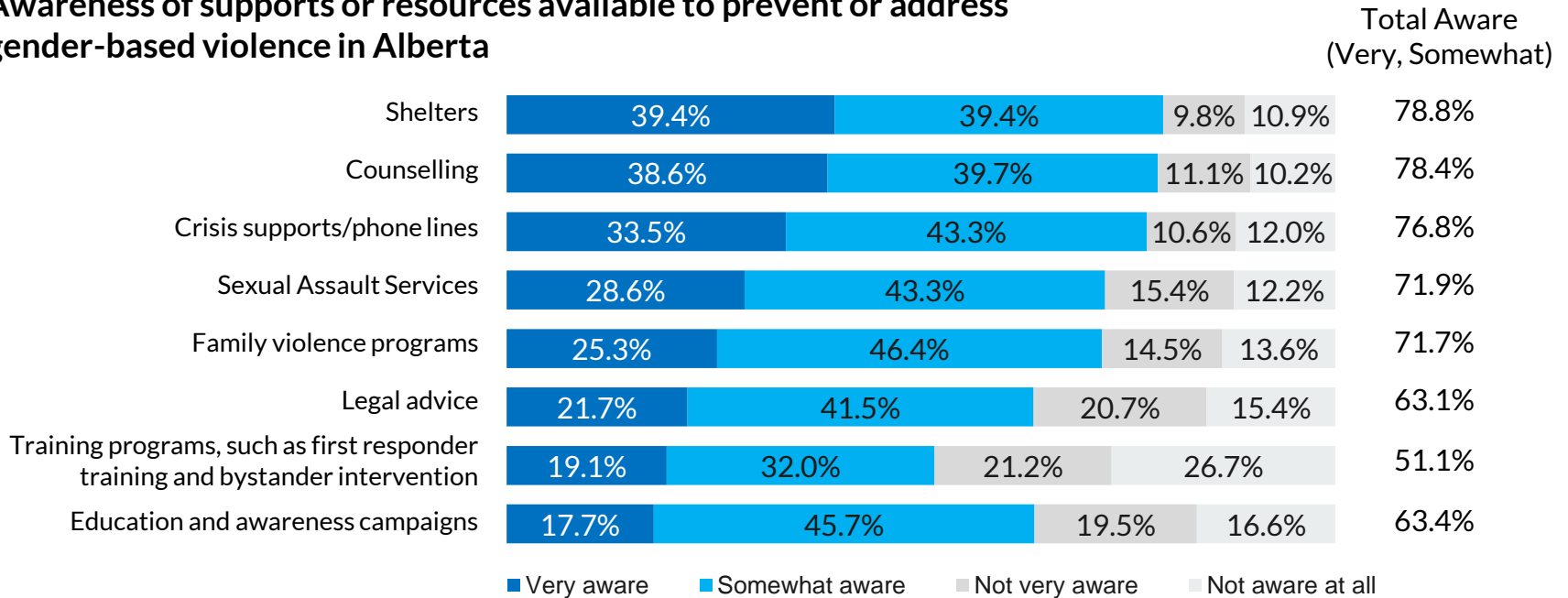
Base: Albertans (n=800)

MI5: Are you aware of the following resources or programs available for people who are seeking to address discrimination? New question for 2020/21 survey.

Gender Based Violence

The majority of Albertans are at least somewhat aware of the supports and resources for gender-based violence.

Awareness of supports or resources available to prevent or address gender-based violence in Alberta



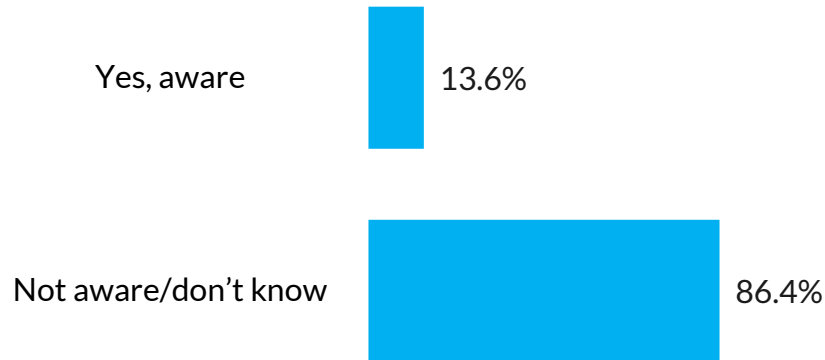
Base: Albertans (n=800)

GBV1: To what extent are you aware of the following supports or resources available to prevent or address gender-based violence in Alberta? New question for 2020/21 survey.

Classification: Public
Never not to say responses not shown

Less than one-in-seven Albertans are aware of additional supports or resources available to prevent or address gender-based violence in Alberta.

Aware of other supports or resources available to prevent or address gender-based violence in Alberta (coded from verbatim responses)



Base: Albertans (n=800)

GBV1a: Are you aware of any other supports or resources available to prevent or address gender-based violence in Alberta? New question for 2020/21 survey.

*Some examples of charitable organizations/non-profits mentioned: YWCA, Price Centre of Edmonton, Newcomer Association of Alberta, Women in Need Society.

Other supports and resources	2021
	(n=111)
Community support groups/events/campaigns/camps	16.3%
Charitable organizations/non-profits (YWCA, Price Centre of Edmonton, Newcomer Association of Alberta, Women in Need Society, etc.)	14.1%
Support groups at university/school/training courses	12.7%
Through church/faith-based resources	11.5%
Yes/I'm aware (not specific)	9.8%
At the hospital/through family doctor	8.3%
Through law enforcement agencies (police/military programs, etc.)	7.0%
Through work/employer	6.0%
Mental health resources/counselling	5.8%
Websites/online resources/social media	5.5%
Alberta government/provincial agencies	5.1%
Through flyers/booklets/newsletters/news articles	3.4%
Helpline	2.3%
Through parents	1.2%
City of Calgary	1.0%
Other	11.9%

Respondent profile

	Albertans n=800
Gender	
Male	48.9%
Female	49.5%
Another	0.2%
Prefer not to answer	1.4%
Age	
18-34	29.7%
35-54	35.8%
55+	34.5%
Region	
Calgary	31.9%
Edmonton	24.1%
Small Cities - North	11.4%
Small Cities - South	8.8%
Rural - North	12.8%
Rural - South	11.0%

	Albertans n=800
Gender Identity	
Woman	49.5%
Man	48.9%
Non-binary	0.0%
Trans/woman	0.0%
Trans/man	0.0%
Two-Spirit	0.0%
Prefer to self describe	0.2%
Prefer not to answer	1.4%
Household income	
Less than \$40,000	18.1%
\$40,000 to less than \$80,000	25.5%
\$80,000 to less than \$120,000	20.0%
\$120,000 to less than \$160,000	9.9%
\$160,000 or more	11.9%
Prefer not to answer	14.7%

	Albertans n=800
Children aged 0-17 at home	
Has, or is legal guardian for, children	31.3%
No children	68.3%
Not stated	0.4%
Household composition	
NO CHILDREN	
Two adult household with no children under 18	32.6%
One adult household with no children under 18	17.5%
Three or more adult household with no children under 18	11.5%
CHILDREN	
Two adult household with children under 18	23.5%
Three or more adult household with children under 18	7.5%
One adult household with children under 18	2.9%
Other	2.7%
Prefer not to say	1.8%

	Albertans
Born in Alberta	n=800
Yes	48.9%
No	50.8%
Not stated	0.3%
Born in Canada (Not born in Alberta)	n=417
Yes	52.9%
No	46.8%
Not stated	0.4%
Years lived in Alberta	n=417
0 to 5	9.0%
6 to 10	19.8%
11 to 20	22.3%
21 to 30	16.1%
More than 30	32.0%
Prefer not to say	0.7%

	Albertans n=800
Identify as an Indigenous Person	
Yes	5.4%
No	94.4%
Not stated	0.2%
Racial identity (Do not identify as Indigenous person)	n=758
White	70.0%
South Asian	2.5%
Chinese	2.7%
Black	3.2%
Filipino	2.9%
Latin American	2.2%
Arab	0.1%
Southeast Asian	1.6%
West Asian	0.5%
Korean	1.0%
Japanese	0.0%
Multiple racial identities	0.4%
Prefer to self-describe	10.8%
Prefer not to say	3.8%

Family origins (Do not identify as Indigenous person)	n=758
North American Aboriginal Origins	3.7%
Other North American Origins	12.5%
European Origins	50.4%
Caribbean Origins	1.3%
Latin, Central & South American Origins	3.0%
African Origins	3.5%
Asian Origins	11.8%
Oceania Origins	0.2%
Other	19.4%
Prefer not to say	3.1%

	Albertans n=800
Employment status	
Working Full-Time	44.0%
Working Part-Time	9.2%
Self-Employed	9.8%
Unemployed	9.2%
Student	4.3%
Retired	18.9%
Other	4.3%
Prefer not to say	0.4%
Education	n=800
Not graduated from high school	4.9%
Graduated high school	18.7%
Some technical or vocational college	6.2%
Graduated technical or vocational college	27.2%
Some university	6.5%
Graduated from university	35.4%
Prefer not to say	1.1%

	Albertans n=800
Sexual orientation	
Straight/heterosexual	80.3%
Gay	0.7%
Lesbian	0.1%
Bisexual	2.3%
Asexual	0.2%
Pansexual	0.2%
Two-Spirit	0.0%
Prefer to self-describe	5.8%
Prefer not to say	10.4%

Appendix

Detailed methodology

TARGET RESPONDENTS

Albertans, 18 years or older.

DATA COLLECTION

- 800 random telephone interviews were conducted with Albertans, specifically 239 from Calgary, 199 from Edmonton, 92 from small cities North, 70 from small cities South, 107 from rural North, and 93 from rural South.
- Data were collected between February 18th and March 5th, 2021.

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

- A questionnaire similar to previous waves of the survey was used.
- Given the special circumstances surrounding the COVID-19 pandemic in 2020-2021, Alberta Culture, Multiculturalism and Status of Women made a few changes to the survey, including the removal and addition of questions about participation in volunteering, arts, sports, and recreation activities; addition of questions related to the impact of COVID-19 on quality of life; multiculturalism and gender-based violence.

SURVEY INSTRUMENT (cont.)

- Footnotes are added throughout the report to highlight new questions added in 2021.
- The survey was comprised of both closed and open-ended questions.
- Sections and sub sections in the questionnaire were randomized between respondents while interviewing.

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. 25% interviews were conducted with landline users and 75% with cell phone users.
- Sample generation, random dialing and call administration were automated using ASDE- as well as Advanis RDD-generated wireless sample.
- The “Next Birthday” rule was followed to ensure randomization within the household.
- To minimize low response:
 - At least six call attempts to each number (10 if they made a call back appointment with us);
 - Calls made during different parts of the day; and
 - Call backs were scheduled and honoured, except for those who requested callbacks outside of the field dates.

SURVEY PRETEST

- A pretest 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

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 where possible.
- New codes were created when a specific answer became more prominent.

ANALYSIS

- Coded data were analyzed and cross tabulated using SPSS and Advanis' proprietary Online Reporting Environment software.
- A weighting factor (range of 0.68 to 1.91) was applied to the data to rectify any imbalances from soft quota targets for age, gender and region.
- The results were compared to up to five previous waves of research, wherever applicable.

QUALITY CONTROLS

- All interviewers hired by Advanis receive customized training with respect to interview techniques, and in-depth training on our call center CATI software. Our interviewers also received additional training with respect to this particular survey before proceeding to field.
- A senior project manager monitored interviews throughout the first three 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.

Sample distribution

	Population	Completed interviews	Average Weighting factor
Gender			
Male	49.6%	394	1.00
Female	50.4%	393	1.00
Another		1	
Age			
18-34	29.7%	151	1.57
35-54	35.8%	290	0.99
55 or older	34.5%	359	0.77
Region			
Calgary	31.9%	239	1.07
Edmonton	24.1%	199	0.97
Small Cities - North	11.4%	92	0.99
Small Cities - South	8.8%	70	1.01
Rural - North	12.8%	107	0.95
Rural - South	11.0%	93	0.95

Call statistics

Completed	Complete	800
Busy	Line busy	94
No Answer	No answer	1175
Answering machine	Answering machine	
Respondents unavailable	Contact person is unavailable for duration of project	25
	Wrong contact (person we want to speak with cannot be reached at this number)	0
Call backs	Appointment (date and time specified)	252
	To call back (date and time unspecified)	323
Refusals	Refusal	4539
	Definite refusal	83
	Blacklist	0
Incomplete	Respondent not capable of completing survey (hard of hearing speech problem, etc.)	43

Incomplete	Incomplete with scheduled appointment	9
	Incomplete with no possibility to call back	18
Fax/Modem/Business	Fax/modem	123
	Non-residential	209
No service/Wrong number	No service	1576
	Wrong number	7
	Duplicate number	2
	Circuits busy/problem with phone line	41
Language barrier	Language barrier	136
Quota full	Quota attained	320
Disqualified	Not eligible	134
	Refused age question	7
	Refused gender question	0
	Postal code not in region	113
	Not eligible - under 18	320
Total		19,935
Response rate		17.66%

Survey instrument

QUESTIONNAIRE FOR 2020-2021 SURVEY OF ALBERTANS ON CULTURE and MULTICULTURALISM

Sponsored by: Alberta Culture, Multiculturalism and Status of Women

Introduction

Int1

Hello, this is _____ from Advanis calling on behalf of the Government of Alberta. We are surveying Albertans to gather information that will help in the monitoring and development of programs and services relating to Alberta's culture, multiculturalism 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 personal information collected in this survey is collected under section 33(c) of the Freedom of Information and Protection of Privacy Act. This information will be used for the purpose of gathering information that will help in the development of community services and will be recorded for quality control. Questions regarding the program and collection and use of information may be directed to the Manager, Environmental Scanning and Performance Measurement, Alberta Culture, Multiculturalism and Status of Women at gerry.pratt@gov.ab.ca or telephone at 780-643-1978 (Dial 310-0000 to be connected toll-free from outside the Edmonton area).

Approximately 15-20 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 Advanis, 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, multiculturalism and community services. This is not a sales call, and the information collected is protected and only published as anonymized data.

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

Term3b Show If Int3_Refusal
Refusal

CB2 Show If Int1_Callback
Call back

Int3

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.

What are the first three characters of your postal code?

(Enter the first 3 characters of the postal code in UPPERCASE (e.g., T1A)

-8 Refused

Term1a Show If Int2_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

Term1 Show If Postal_Code_Other

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

Term2 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.

-8 Refused

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.

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

-8 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

- 1 Woman
- 2 Man
- 3 Non-Binary
- 4 Trans/woman
- 5 Trans/man
- 6 Two-Spirit
- 6 Prefer to self-describe: _____
- 7 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?

- 1 Yes
- 2 No
- 3 Prefer not to answer

Section: Visitation, Participation, and Attendance

For the following questions, please consider your personal participation in culture and leisure activities.

Subsection: Volunteering

The next few questions are about volunteering.

V1 [CMSW Metric 10]

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

	Yes	No	Don't know / Refused
a. In arts and culture, IF NEEDED: for example, for an arts or cultural organization; a music, dance, theatre or cultural event; an arts festival, conference or workshop; an art exhibition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. In sports, IF NEEDED: for example, coaching a team, officiating, or organizing an event such as local athletic games.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. In recreation, IF NEEDED: for example, volunteering as a coordinator, supervisor or manager of a recreational event or activity; or as a session instructor, councillor, guide, or official.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. In human services, IF NEEDED: for example, volunteering for a food bank, seniors' centre, persons with disabilities support services groups, an international aid organization, seniors housing, or newcomer settlement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. In youth development, IF NEEDED: for example, volunteering for a boys and girls club, or youth centre.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. In regards to the environment, IF NEEDED: for example, supporting wildlife education and preservation, assisting in highway clean-up programs, organizing recycling efforts, or volunteering at a local animal shelter.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. In law, advocacy and politics, IF NEEDED: for example, volunteering with a local Victim Services unit, fundraising for political parties or canvassing in neighborhoods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. In Community Development, IF NEEDED: for example, participating in local building project, such as a playground, or participation in international development project.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. In Education and Research, IF NEEDED: for example, classroom support, field trip/activities supervision, tutoring, participation in focus groups/surveys.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. In Fundraising, IF NEEDED: participating in fundraising event, creating an online fundraising campaign, support for volunteer recruitment campaign.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. For Faith Groups, IF NEEDED: for example, supporting community activities as part of a church, synagogue, mosque, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. For Unions and professional associations, IF NEEDED: unions and professional associations (advocating on behalf of a union).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. For Hospitals or in health, IF NEEDED: for example, patient support; facilities support.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Informal volunteering, for example, volunteering you did on your own such as helping a neighbour in need.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Did you do any other type of volunteer work?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

V1b Show if V1a_Other_type_of_volunteering
Which other type of volunteer work did you do?

Don't know/Refused

V2 Show if V1a_V1b_Any_Volunteering_in_past_12_months

In the past year, on average, about how many hours per month did you spend doing any kind of volunteer work? (ACCEPTABLE RANGE = 0 to 360 hours)
_____ hours per month

Don't know/Refused

V4 Show if V1a_V1b_Any_Volunteering_in_past_12_months

Was any of the volunteer work you did in the past year...

	Yes	No	Don't know / Refused
a. Micro volunteering. That is, volunteering for tasks with a short time commitment, so larger projects can be completed quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Virtual or online volunteering. (IF NEEDED: That is, volunteering online, by email or through social media at times best suited for you)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Group volunteering with friends, family, neighbors or work associates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Employer supported or encouraged volunteering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

V5 Show if V1a_V1b_Any_Volunteering_in_past_12_months

Was this your first time volunteering in Alberta?

Yes No Don't Know/Refused

V5a Show if V5=Yes

Was it because of COVID-19?

Yes No Don't Know/Refused

V5b Show if V1a_V1b_Any_Volunteering_in_past_12_months

Did any of your volunteer work over the past year relate to response or recovery efforts for the COVID-19 pandemic?

Yes No Don't Know/Refused

V6 *Show if V1a_V1b_Any_Volunteering_in_past_12_months*

How did you find out about the volunteer opportunities you participated in this past year?

Was it through

(READ LIST)

	Yes	No	Don't know / Refused
a. Friends, family members, or neighbours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Employers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Volunteer Centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Alberta Cares Connector, or the Volunteer Connector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Social Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Or some other way?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

V3b *Show if V6_Other_ways_of_learning_about_volunteering*

What other ways did you find out about the volunteer opportunities you participated in this past year?

Don't know/Refused

Subsection: Arts and Culture

The next few questions are about arts and culture.

A1 [CMSW Metric 2D] [AFA Metric]

In the past twelve months, have you attended any... (READ LIST)

	Yes	No	Don't know / Refused
a. 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"/>
b. 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"/>
c. Literary events such as book launches, author talks and book readings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Community arts festivals fairs or cultural performances and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Artist talks or lectures about their work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Attended any other arts and culture events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A1b

Which other arts programs or activities did you attend?

Don't know/Refused

A2 [CMSW Metric 2D]

In the past 12 months, have you... (READ LIST)

	Yes	No	Don't know / Refused
a. Made or created any types of visual art such as paintings, drawing, craft, sculpture, photography, jewellery, ceramics or textiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Written any literary art such as short stories, poetry, a novel or script	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Been involved in playing an instrument, singing, dancing, acting or performing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Taken part in an arts related class, workshop or training program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Participated in any other artistic activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A2b *Show if Participated in Other artistic activities*

Which other arts activities did you participate in?

Don't know/Refused

Subsection: Museums and Heritage

The next few questions are about historical resources and facilities.

M1 [CMSW Metric 2E]

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/Refused

M2 [CMSW Metric 2B]

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

Have you visited an Alberta historical resource in the past 12 months?

- 1 Yes
- 2 No
- 9 Don't know/Refused

Subsection: Sports

S1 [CMSW Metric 2C] [ASC Metric]

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. Have you participated in any organized sport activities in the past year?

- ₁ Yes
- ₂ No
- ₉ Don't know/Refused

S2

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

Sport #1:	_____
Sport #2:	_____
Sport #3:	_____
Sport #4:	_____
Sport #5:	_____
Sport #6:	_____

S3 [CMSW Metric 2C] [ASC Metric] *Show if Int6_Any children*

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

- ₁ Yes
- ₂ No
- ₃ No Children (SKIP S4)
- ₉ Don't know/Refused

S4 *Show if S3_Children participating in organized sport*

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

Sport #1:	_____
Sport #2:	_____
Sport #3:	_____
Sport #4:	_____
Sport #5:	_____
Sport #6:	_____

Section: Harassment and Abuse in Sport and Recreation

S5

Sport, physical activity and recreation is known for its ability to create unity amongst people, however sport, physical activity, or recreation are not immune to abuse, bullying, harassment, or discrimination. Are you aware of the resources available for victims or witnesses of abuse, bullying, harassment, or discrimination for those that participate in any sport or physical or recreational activity?

- ₁ Yes
- ₂ No
- ₉ Don't Know/Refused

Safety in sport, physical activity and recreation can also refer to physical injury. An example of a well known sports-injury is concussion, a recognized public health problem because of their frequency of occurrence and their potential short- and long-term consequences. *(IF NEEDED: Concussions, specifically, are a form of traumatic brain injury induced by biomechanical forces that result in signs and symptoms that typically resolve spontaneously within 1-4 weeks of injury.)*

S6

Are you aware of the Canadian Guidelines on Concussion in Sport to recognize, care for and manage concussion in athletes?

- ₁ Yes
- ₂ No
- ₉ Don't Know/Refused

Section: Recreation

These next questions are about **active recreation**, which refers to activities people do in their leisure time outside of organized, competitive sports, for the purpose of relaxation, health, and wellbeing or enjoyment that require movement and physical exertion.

Adult Participation

R1 In the last 12 months, what **active recreation activities outside of organized, competitive sport** have you participated in? Please start with the ones you have spent most time doing.

Activity #1: _____
Activity #2: _____
Activity #3: _____
Activity #4: _____
Activity #5: _____
Activity #6: _____

R2 *Show if any activity mention in R1*
Were any of these done as organized activities?

- ₁ Yes
 ₂ No
 ₉ Don't Know/Refused

R2a *Show if R2=Yes*
Through what type of organizations, or at what type of venues, did you do these activities?

(INTERVIEWER: Clarify specific mentions, if needed, using listed categories: 'What type of organization/venue would that be?')

- ₁ Recreation club or association (e.g., social club, senior citizens' club)
 ₂ Gym/fitness club
 ₃ Municipal/community recreation/leisure facilities
 ₄ Private studio/gym (e.g., martial arts, yoga, Pilates)
 ₅ Public spaces (e.g., parks, open spaces, trails)
 ₆ Outdoor facilities (community rinks, ski hills)
 ₆ Events (e.g., fun run or parkrun)
 ₇ Work
 ₈ Educational institution (e.g., school or university)
 ₉ Other _____
 ₁₀ Don't Know/Refused

Child/Youth participation *Show if S2a_Any children*

The next few questions are about children and the types of **active recreation activities** that they have done in the last 12 months, **outside of organized, competitive sports**.

R3 *Show if Int6_Any children*

In the last 12 months, did your child or children participate outside of school hours in any organized active recreation activities **outside of organized, competitive sports**? By organized active recreation activities, we mean activities that were arranged by a club, association, school or other type of organization .

- ₁ Yes
 ₂ No
 ₉ Don't Know/Refused

R4 *Show if R3_Yes*

What organized active recreation activities did your child or children/youth participate in? Start with the one child that has spent most time doing. You can list up to 10 activities.

Activity #1: _____
Activity #2: _____
Activity #3: _____
Activity #4: _____
Activity #5: _____
Activity #6: _____
Activity #7: _____
Activity #8: _____
Activity #9: _____
Activity #10: _____

R5 *Show if R4_Any_Activity*

What types of organizations, or at what type of venues, were these recreation activities through?

(INTERVIEWER: Clarify specific mentions, if needed, using listed categories: 'What type of organization/venue would that be?')

- ₁ No organization
 ₂ Recreation club or association (e.g., social club, senior citizens' club)
 ₃ Gym/fitness club
 ₄ Municipal/community recreation/leisure facilities
 ₅ Private studio/gym (e.g., martial arts, yoga, Pilates)
 ₆ Public spaces (including parks, open spaces, trails)
 ₇ Outdoor facilities (community rinks, ski hills)
 ₈ Events (e.g., fun run or parkrun)
 ₉ Work
 ₁₀ Educational institution (e.g., school or university)
 ₁₁ Other _____
 ₁₂ Don't Know/Refused

Section: Contribution to Quality of Life

The following questions are about the importance of culture and leisure activities in contributing to your quality of life.

QL1 (CMSW Metric 2E (a and b))

I am going to list some programs and services. For each, please tell me how important you feel it is in contributing to your quality of life. Is it very important, somewhat important, not very important, not at all important, or not at all important.

	Very important	Somewhat important	Not very important	Not at all important	Don't know/ Refused
a. Recreation facilities and services such as drop-in classes, day camps, recreation centres, playgrounds, trails, parks	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. Seeing Alberta produced movies and television shows, music, books and magazines available to Albertans and to people around the world	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

QL2 (CMSW Metric 2E (a and b), AFA Metric (a))

The following questions are about the contribution of culture and leisure activities to your community. For each activity, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that it makes your community a better place to live:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know/ Refused
a. Participating in or attending organized sport activities or events in your community	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
b. Arts and culture activities in your community	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆

QL3

Has the decrease in your ability to participate in culture and leisure activities due to COVID-19 affected your quality of life?

- ₁ Yes
₂ No
₃ Don't Know/Refused

Section: Multiculturalism & Inclusion

The following questions are about multiculturalism and inclusion.

MI2 (CMSW Metric in development – a or b)

In the past year, have you...

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know/ Refused
b. Personally participated in any events that celebrate cultures other than your own	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆

MI3 (CMSW Metric in development)

Please tell me to what extent you agree or disagree with the following statements...

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know/ Refused
a. I am able to participate and contribute to life in Alberta, free of discrimination	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
b. People across Alberta are to participate and contribute to life in Alberta, free of discrimination	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆

MI4 When thinking about discrimination, for example, harassment in public spaces, being refused services, or being treated differently in public spaces, to what extent...

	Often	Somewhat	Rarely	Never	Don't know/ Refused
a. have you experienced discrimination?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. have Albertans in general experienced discrimination?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

M15 Are you aware of the following resources or programs available for people who are seeking to address discrimination?

	Yes	No	Don't Know/Refused
a. Alberta Anti-Racism Advisory Council	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
b. Alberta Human Rights Commission	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
c. Multiculturalism, Indigenous and Inclusion Grant, also known as MIIG	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
d. Breaking Barriers award through the Stars of Alberta program	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃

Section: Gender-Based Violence

The following questions ask about awareness of gender-based violence resources, supports and programs. Gender-based violence is violence that is committed against someone based on their gender identity, gender expression or perceived gender. It is not limited to physical abuse and can include words, actions, threats, and the abuse of power and control over another person because of their gender. Gender-based violence may include physical abuse, emotional abuse, financial abuse, sexual violence or harassment, sexual exploitation, family violence, etc.

GBV1(CMSW Metric in development)

To what extent are you aware of the following supports or resources available to prevent or address gender-based violence in Alberta? Would you say you are.. [READ SCALE]

	Very aware	Somewhat aware	Not very aware	Not aware at all	Don't know/Refused
a. Crisis supports and phone lines	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. Sexual Assault Services	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
c. Family violence programs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
d. Shelters	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
e. Education and awareness campaigns	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
f. Training programs, such as first responder training and bystander intervention training	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
g. Counselling	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
h. Legal advice	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

GBV1a

Are you aware of any other supports or resources available to prevent or address gender-based violence in Alberta?

Section: Respondent Characteristics (Demographics)

Our final few questions will be used to categorize responses and help us to better analyze the data. If you are not comfortable responding to these questions please let us know and we will record your response as "prefer not to say". As with all other questions in this survey, your responses are anonymous and you cannot be identified by the results.

D1

What is the highest level of education you have completed?

- 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 Refused

D2

How would you characterize your employment status:

- ₁ Working Full-Time
- ₂ Working Part-Time
- ₃ Self-Employed
- ₄ Unemployed
- ₅ Student
- ₆ Retired
- ₇ Other _____
- ₉ Prefer not to say

D3

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

- ₁ Less than \$40,000
- ₂ \$40,000 to less than \$80,000
- ₃ \$80,000 to less than \$120,000
- ₄ \$120,000 to less than \$160,000
- ₅ \$160,000 or more
- ₉ Refused

D4

Were you born in Alberta?

- ₁ Yes
- ₂ No
- ₉ Refused

D5 *Show If D4_NOT_Born_In_Alberta*
How many years have you lived in Alberta? _____
 -8 Refused

D7 *Show If D4_NOT_Born_In_Alberta*
Were you born in Canada?

- 1 Yes
- 2 No
- 9 Refused

D8
Are you an Indigenous Person; that is First Nations, Inuit, Métis or another Indigenous group?

- 1 Yes
- 2 No
- 9 (DO NOT READ) Refused

D10 *Show if Not Self Identified Indigenous Person*
What regions or countries would you say best describes your or your family's origins? (select all that apply)? [DO NOT READ]

- 1 North American Aboriginal Origins
- 2 North American Origins
- 3 European Origins
- 4 Caribbean Origins
- 5 Latin, Central & South American Origins
- 6 African Origins
- 7 Asian Origins
- 8 Oceania Origins
- 9 Other (specify):
- 10 Don't Know/Refused

D11 *Show if not Self Identified Indigenous Person*
How would you describe your racial identity? (select all that apply)
[DO NOT READ]

- 1 White
- 2 South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- 3 Chinese
- 4 Black
- 5 Filipino
- 6 Latin American
- 7 Arab
- 8 Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)
- 9 West Asian (e.g., Iranian, Afghan, etc.)
- 10 Korean
- 11 Japanese
- 12 Indigenous/First Nation/Metis/Inuit
- 13 Multiple racial identities
- 14 Prefer not to say
- 15 Prefer to self-describe: _____

D12
How would you best describe your household composition? By composition we mean number of adults and children under 18 living in the home.
(DO NOT 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
- 7 Other (specify):
- 9 (DO NOT READ) Refused

D14

What is your sexual orientation? (do not read, but probe if needed)

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

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 really useful in developing better programs and services for Alberta Culture, Multiculturalism and Status of Women.]