Survey of Albertans

ADVANIS for *Alberta* Culture and Tourism

March 2017

Accredited Gold Seal Corporate Member

CONTEXT, OBJECTIVES & METHODOLOGY

Context & Objectives

Context

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

Objectives

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

1. Albertans' perceptions and behavior related to culture and tourism such as:
    - ✓ Visitation to historical resources;
    - ✓ Participation in farm to fork tourism;
    - ✓ Importance of cultural heritage and industries;
    - ✓ Perception of Government support;
    - ✓ Participation in arts activities;
    - ✓ Attendance at arts activities; and
    - ✓ Volunteerism.
2. Albertans' perceptions and behavior related to organized sport and recreation.

Methodology

Data Collection

- 1,000 random telephone interviews were conducted with Albertans between the dates of January 26 and February 23, 2017.
  - Based on a sample size of 1,000, the margin of error is equal to **±3.1** percentage points, 19 times out of 20.
  - A response rate of **20.1%*** was achieved.
- In 2017, to ensure that cell-phone only households were included in the sampling frame, cell-phone sample was included.

  See the appendix for full details

Target Respondents

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

Questionnaire Design

- A questionnaire consistent with past surveys was used to ensure comparability of performance measure results. However, some questions were added or altered and some questions were removed. The questionnaire asked a combination of open and closed ended questions.

Slide Interpretation

84.7%
VOLUNTEER (TOTAL)
(STABLE)

Text as shown above indicates the aggregate Albertan score for the metric in question.

If the score is statistically (at 95% confidence level) higher or lower than last year, "increase from 2016" or "decrease from 2016" will be shown (regardless of the size of the change).

The term "stable" is used to denote no statistical difference.

E.g., 84.7% of Albertans did volunteer work in the past 12 months. This result is not statistically higher or lower than the result observed in 2016.

Individuals most likely to HAVE volunteered (total) within the past 12 months are:
- ✓ *Females*
- ✓ *Married/common-law*
- ✓ *Not employed*
- ✓ *Students*

And those with:
- ✓ *Household income $80,000 or more*
- ✓ *Children in the household*
- ✓ *University/college education*

Call out boxes like those shown above highlight scores for those groups which are statistically (at 95% confidence level) more likely to give an answer than those who are not included in the group.

E.g., Females are statistically more likely to have volunteered in the past 12 months than males.

KEY INSIGHTS

Key Highlights [1/2]

VOLUNTEERING

84.7% TOTAL
(STABLE)

70.2% FORMAL
(STABLE)

12.4 HOURS ON AVERAGE (PER MONTH)

KEY AREAS
1. Sports (29.0%)
2. Non-profit board member (28.3%) ↑
3. Recreation (26.6%) ↑
4. Human services (26.5%) ↓

BARRIERS
1. Time (54.2%)
2. Health/disability (13.1%)
3. Lack of interest (11.8%) ↑

TOURISM

87.6%
PARTICIPATED in FARM TO FORK TOURISM in the past 12 months

TOP ACTIVITIES*
1. Dine at restaurant serving AB ingredients (74.6%)
2. Farmers market (57.2%)
3. Farm retail purchasing (41.5%)

*Among Albertans participating in Farm to Fork Tourism in past 12 months

ARTS AND CULTURE

75.9% ATTENDED
(STABLE)

61.5% PARTICIPATED
(STABLE)

WATCHED FILM (past 6 months)

68.5% *personally* **29.1%** *with child*
(IN THEATRE)

89.5% *personally* **47.1%** *with child*
(ELSEWHERE)

30.4% are AWARE ALBERTA ASSIGNS FILM RATINGS

80.5% feel ARTS ACTIVITIES are IMPORTANT in contributing to quality of life

81.3% feel SEEING ALBERTA PRODUCED MOVIES, TV SHOWS, BOOKS & MAGAZINES is IMPORTANT in contributing to quality of life

85.8% agree ARTS AND CULTURE makes their community a BETTER PLACE TO LIVE

HERITAGE

45.0% VISITED
an Alberta MUSEUM, HISTORIC SITE, INTERPRETIVE CENTRE OR ARCHIVES (past 12 months)
(DECREASE SINCE 2016)

TOP REASONS FOR VISITATION[†]
1. Out of curiosity/for pleasure/ general interest (45.8%)
2. For education/knowledge/ research (28.9%)

INTERNET (62.4%) TOP SOURCE OF INFORMATION[†] (INCREASE FROM 2016)

93.2% feel HISTORICAL RESOURCES are IMPORTANT in contributing to quality of life

64.7% agree HISTORICAL RESOURCES are being ADEQUATELY PROTECTED AND PRESERVED
(STABLE)

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

RECREATION

94.8% feel RECREATION FACILITIES AND SERVICES are IMPORTANT in contributing to quality of life

SPORT

24.7% of ADULTS PARTICIPATED in ORGANIZED SPORTS in the past 12 months
(STABLE)

TOP ORGANIZED SPORTS[§]
1. Hockey (23.9%)
2. Softball (13.0%)
3. Golf (10.1%)

63.8% have CHILDREN who HAVE PARTICIPATED in ORGANIZED SPORT in the past 12 months*
(STABLE)

TOP ORGANIZED SPORTS[‡]
1. Soccer (38.3%)
2. Hockey (25.8%)
3. Swim (23.4%)

81.5% feel PARTICIPATING OR ATTENDING ORGANIZED SPORTS ACTIVITIES is IMPORTANT in contributing to quality of life

*Among Albertans with children in their household
[§]Among Albertans who have participated in organized sports in the past 12 months
[‡] Among Albertans with children who have participated in organized sports in the past 12 months

Key Highlights [2/2]
Importance of Benefits and Government Support

HERITAGE

96.6% (STABLE)
OPPORTUNITY FOR EDUCATION & LIFELONG LEARNING

96.5% (INCREASE FROM 2016)
OPPORTUNITY FOR RECREATION

96.2% (STABLE)
PRESERVATION OF ALBERTA HISTORY

92.4% (STABLE)
VISITOR SPENDING IN COMMUNITY

RECREATION

99.0% (STABLE)
PARKS, OPEN SPACES, & TRAILS PROVIDING OPPORTUNITIES TO ENJOY NATURE

98.5% (STABLE)
CREATING OPPORTUNITIES FOR FAMILIES TO SPEND TIME TOGETHER

98.0% (STABLE)
ENCOURAGING CHILDREN TO BE ACTIVE

97.8% (STABLE)
CONTRIBUTES TO PHYSICAL HEALTH

97.6% (STABLE)
CONTRIBUTES TO MENTAL WELL-BEING

92.4% (STABLE)
CONNECTS WITH FRIENDS

88.9% (STABLE)
CONTRIBUTES TO COMMUNITY'S ECONOMY

PRODUCING FILM IN AB

89.8% (STABLE)
TELLING ALBERTA STORIES

85.2% (DECREASE FROM 2016)
MONEY INDUSTRY SPENDS IN ALBERTA

83.9% (DECREASE FROM 2016)
INCREASING ALBERTA'S IMAGE ON WORLD STAGE

GOV'T SUPPORT

87.9% (INCREASE FROM 2016)
Support for ARTS IN ALBERTA

80.0% (STABLE)
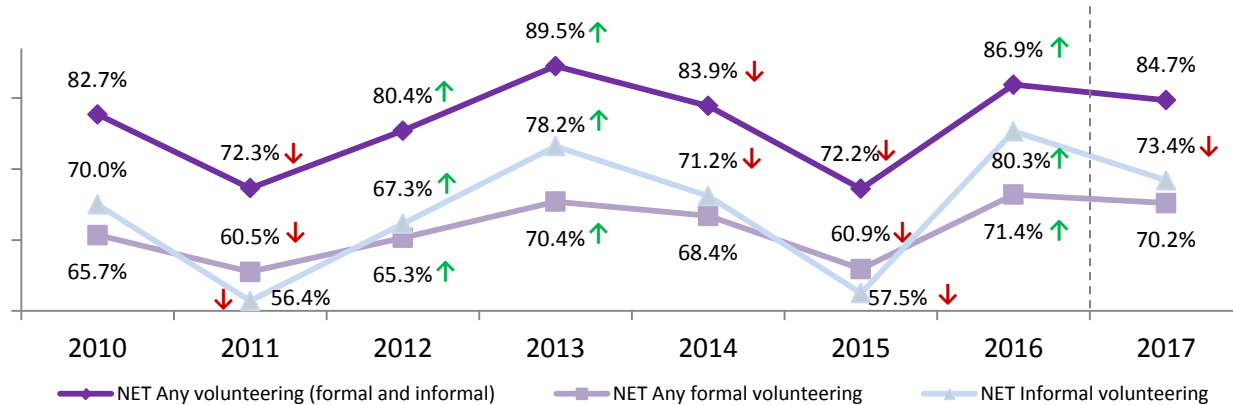Support for ALBERTA'S FILM AND TV INDUSTRY

79.0% (STABLE)
Support for ALBERTA'S BOOK AND MAGAZINE PUBLISHING AND SOUND RECORDING INDUSTRIES

DETAILED FINDINGS: Visitation, participation, and attendance

ADVANIS

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VOLUNTEERING: Incidence

Chart: NET Any volunteering (formal and informal), NET Any formal volunteering, NET Informal volunteering, 2010–2017

- NET Any volunteering (formal and informal): 2010: 82.7%, 2011: 72.3%↓, 2012: 80.4%↑, 2013: 89.5%↑, 2014: 83.9%↓, 2015: 72.2%↓, 2016: 86.9%↑, 2017: 84.7%
- NET Informal volunteering: 2010: 70.0%, 2011: 56.4%↓, 2012: 67.3%↑, 2013: 78.2%↑, 2014: 71.2%↓, 2015: 57.5%↓, 2016: 80.3%↑, 2017: 73.4%↓
- NET Any formal volunteering: 2010: 65.7%, 2011: 60.5%↓, 2012: 65.3%↑, 2013: 70.4%↑, 2014: 68.4%, 2015: 60.9%↓, 2016: 71.4%↑, 2017: 70.2%

84.7%
VOLUNTEER (TOTAL)
(STABLE)

70.2%
VOLUNTEER FORMALLY
(STABLE)

Types of formal volunteer work	2009	2010	2011	2012	2013	2014	2015	2016	2017
In sports	27.1%	25.7%	23.1%	19.9%	24.9%↑	23.6%	21.1%	25.8%↑	29.0%
As Board Member of non-profit*	-	-	-	-	-	-	-	18.1%	28.3%↑
In recreation	23.4%	20.7%	21.4%	20.6%	22.9%	25.4%	22.8%	22.2%	26.6%↑
In human services	28.9%	30.1%	27.9%	30.3%	30.1%	32.1%	28.8%	32.9%↑	26.5%↓
In youth development	16.8%	16.5%	19.4%	14.9%↓	17.3%	16.4%	22.0%↑	21.1%	25.2%↑
In regards to the environment*	-	-	-	-	-	-	-	20.0%	14.4%↓
In the arts or cultural area	19.8%	22.0%	17.6%↓	19.5%	19.9%	18.5%	16.9%	18.1%	14.0%↓
In law, advocacy, or politics*	-	-	-	-	-	-	-	9.2%	9.2%
For libraries	6.0%	5.2%	5.3%	5.8%	5.0%	5.1%	5.3%	5.3%	3.9%
Any other type of volunteer work	24.3%	26.0%	22.2%↓	30.1%↑	31.7%	32.2%	25.3%↓	23.7%	22.1%

Individuals most likely to HAVE volunteered (total) within the past 12 months are:
- ✓ *Females*
- ✓ *Married/common-law*
- ✓ *Not employed*
- ✓ *Students*

And those with:
- ✓ *Household income $80,000 or more*
- ✓ *Children in the household*
- ✓ *University/college education*

After a significant increase from 2015 to 2016, volunteering rates have dropped slightly over the past year. While the rate of informal volunteering has decreased almost 7% since 2016, several types of formal volunteering, including as board member of nonprofit, in recreation, and in youth development, have seen an increase.
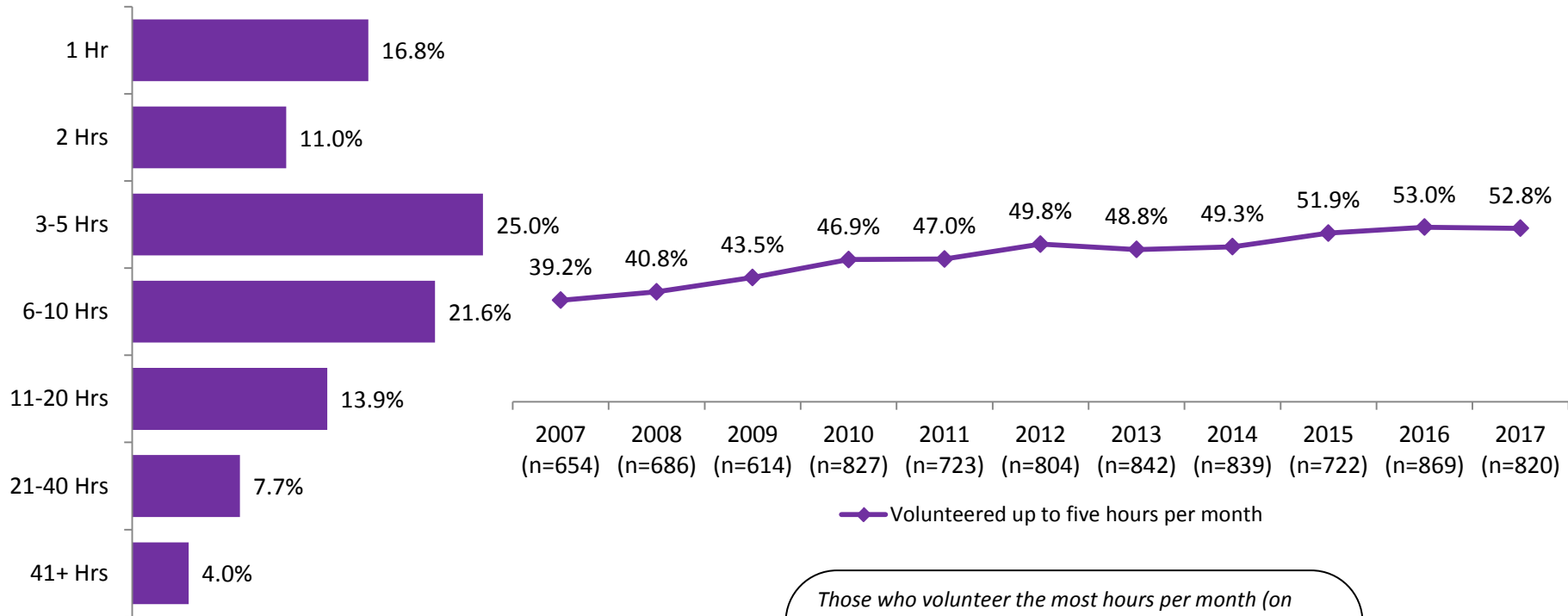
*New items added to 2016 survey. These items were previously included in "Any other type of volunteer work".
↑↓ *Indicate statistically significant differences between survey years*
V1 -- Volunteering is an unpaid contribution of time, energy, or talents to charitable or non-profit organizations, causes, 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 ... (n=1,000)

VOLUNTEERING: Average Time Spent

Albertans who have volunteered in the past 12 months

Hours	Percentage
1 Hr	16.8%
2 Hrs	11.0%
3-5 Hrs	25.0%
6-10 Hrs	21.6%
11-20 Hrs	13.9%
21-40 Hrs	7.7%
41+ Hrs	4.0%

Volunteered up to five hours per month

Year	Percentage
2007 (n=654)	39.2%
2008 (n=686)	40.8%
2009 (n=614)	43.5%
2010 (n=827)	46.9%
2011 (n=723)	47.0%
2012 (n=804)	49.8%
2013 (n=842)	48.8%
2014 (n=839)	49.3%
2015 (n=722)	51.9%
2016 (n=869)	53.0%
2017 (n=820)	52.8%

Albertans volunteer an average of **12.4 hrs/month**

Those who volunteer the most hours per month (on AVERAGE) over the past 12 months are:
- ✓ Female
- ✓ Not married /not common-law
- ✓ Not working
- ✓ Born outside of and living in Alberta for less than 10 or 30 or more years

And those with:
- ✓ Household income less than $40,000

↑↓ *Indicate statistically significant differences between survey years*
V2 -- In the past year, on average, about how many hours per month did you spend doing any kind of volunteer work? (n=820)

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VOLUNTEERING: Reasons for Not Volunteering

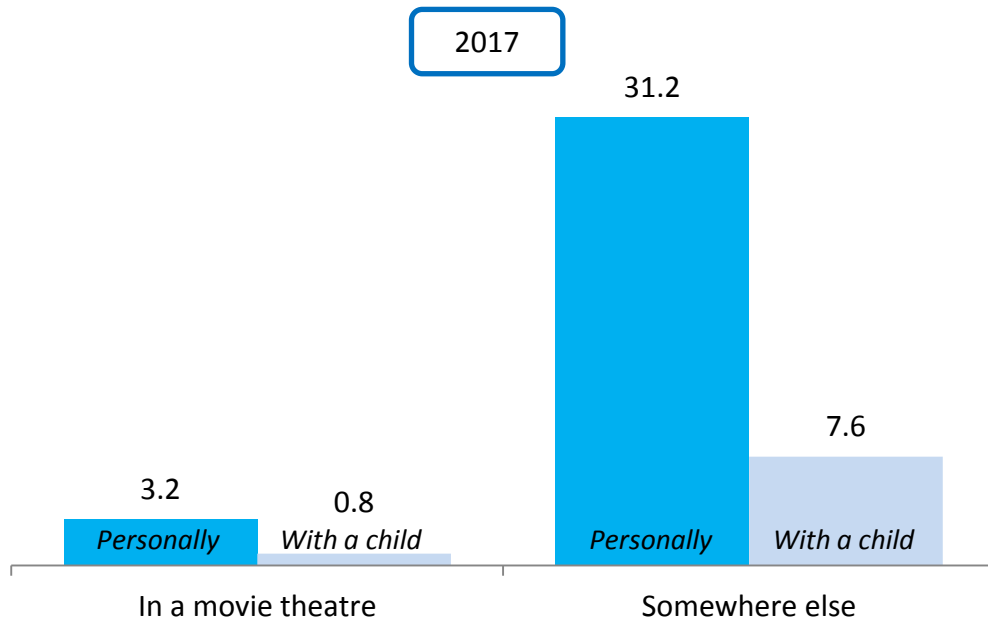**Albertans who have not volunteered in the past 12 months**

> While the biggest barrier to volunteering continues to be lack of time, approximately 1 in 8 cite not being interested in volunteering. This is the highest rate since tracking began in 2007.

Albertans who have not volunteered in the past 12 months	2007 (n=346)	2008 (n=314)	2009 (n=186)	2010 (n=172)	2011 (n=277)	2012 (n=196)	2013 (n=105)	2014 (n=161)	2015 (n=278)	2016 (n=131)	2017 (n=153)
Did not have enough time or were too busy	57.8%	54.6%	51.6%	58.7%	48.0%↓	53.6%	49.5%	47.8%	55.4%	63.4%	54.2%
Were unable to volunteer due to a disability or health problem (including age)	12.0%	18.5%↑	15.6%	13.4%	15.2%	20.4%	26.7%	18.6%	14.0%	15.3%	13.1%
Were not interested in volunteering	5.3%	3.5%	5.9%	8.7%	8.3%	7.7%	5.7%	8.1%	3.6%	4.6%	11.8%↑
Were unaware of opportunities to volunteer	3.2%	2.5%	4.3%	6.4%	5.4%	7.7%	1.0%↓	5.0%↑	7.9%	1.5%↓	3.3%
Would rather have given money instead of time	1.8%	3.5%	4.8%	2.9%	2.9%	3.1%	1.0%	3.1%	3.6%	1.5%	2.6%
Had not been personally asked	4.1%	3.2%	3.2%	3.5%	2.5%	0.5%	3.8%	2.5%	4.3%	0.8%↓	2.0%
Were unwilling to make a long-term commitment	1.8%	2.2%	3.8%	4.1%	5.1%	4.6%	1.0%↓	0.0%	4.0%↑	0.8%↓	0.0%
Other	11.1%	8.6%	9.7%	1.7%↓	2.5%	1.5%	11.4%↑	6.8%	4.0%	7.6%	11.1%
Don't Know/Refused	3.2%	2.9%	1.1%	0.6%	10.1%↑	1.0%↓	0.0%	8.1%	1.8%↓	4.6%	2.0%

↑↓ *Indicate statistically significant differences between survey years*

V3 -- To gain a better sense as to why Albertans have not volunteered, we would appreciate if you could explain the **main** reason why you have not volunteered in the past 12 months. (n=153)
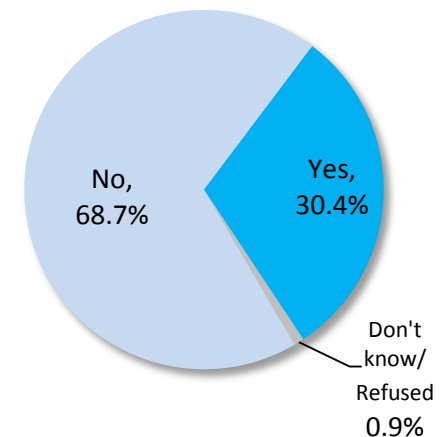
ARTS AND CULTURE: Average Number of Films Watched in the Past 6 Months

2017

31.2

7.6

3.2

0.8

Personally *With a child*

In a movie theatre

Personally *With a child*

Somewhere else

Aware that Alberta assigns film ratings

No, 68.7%

Yes, 30.4%

Don't know/ Refused 0.9%

The average Albertan watched about **34** movies in the past 6 months with just under 10% of those being watched in a movie theatre.

In 2017, **68.5%** of adult Albertans had seen a movie in a theatre in the past six months and 29.1% had seen a movie in a theatre with a child under fourteen years of age; **89.5%** of adult Albertans had seen a movie somewhere other than a movie theatre in the past six months and 47.1% had seen a movie somewhere other than theatre with a child under fourteen years of age.

Albertans _more likely_ to be aware that Alberta has its own system to assign age ratings to films shown in theatres are:
✓ *65 or older*
✓ *Born in Alberta*
✓ *Retired*

And those with:
✓ *No children in household*

†A5 -- How many films have you seen in the past six months? (n=1,000)
†A6 -- How many films have you seen with someone less than fourteen years of age in the past six months? (n=1,000)
†A7 -- Are you aware that Alberta has its own system to assign age ratings to films shown in theatres? (n=1,000)

ADVANIS 13

ARTS AND CULTURE: Incidence of Attending or Participating in Events/Activities

Most likely to have PARTICIPATED in arts activities or events in the past 12 months are:
- ✓ *18 to 34 years old*
- ✓ *Female*
- ✓ *Single*
- ✓ *Unemployed or looking for a job*
- ✓ *Student*
- ✓ *Born in Canada*

And those with:
- ✓ *Household income under $150,000*

75.9%
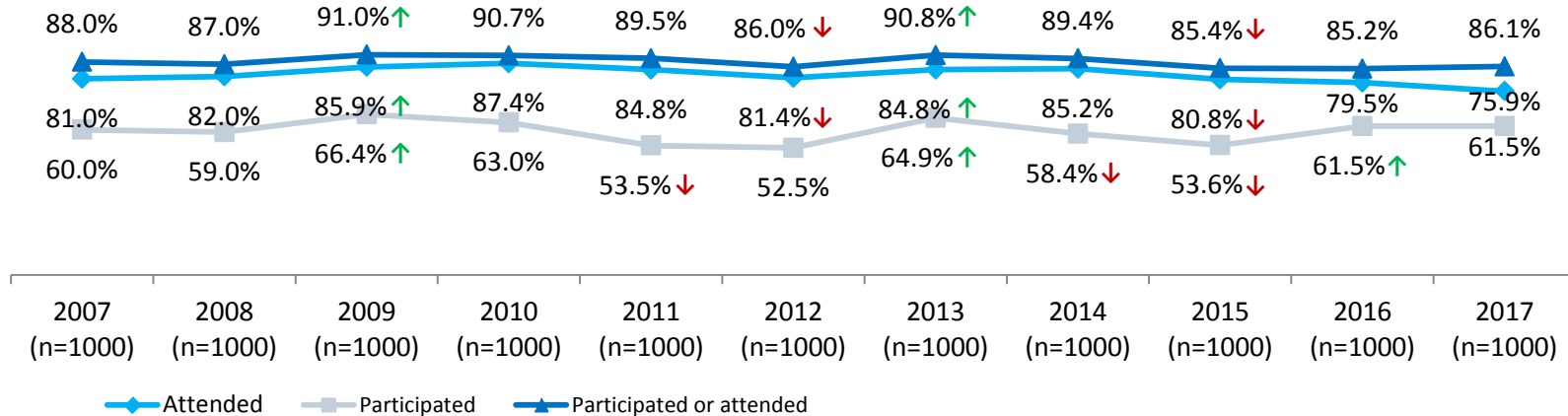**ATTENDED**
(STABLE)

61.5%
PARTICIPATED
(STABLE)

Most likely to have ATTENDED arts activities or events in the past 12 months are:
- ✓ *Females*

And those with:
- ✓ *Household income $80,000 or more*
- ✓ *Children in household*
- ✓ *University/college education*

	2007 (n=1000)	2008 (n=1000)	2009 (n=1000)	2010 (n=1000)	2011 (n=1000)	2012 (n=1000)	2013 (n=1000)	2014 (n=1000)	2015 (n=1000)	2016 (n=1000)	2017 (n=1000)
Participated or attended	88.0%	87.0%	91.0%↑	90.7%	89.5%	86.0%↓	90.8%↑	89.4%	85.4%↓	85.2%	86.1%
Attended	81.0%	82.0%	85.9%↑	87.4%	84.8%	81.4%↓	84.8%↑	85.2%	80.8%↓	79.5%	75.9%
Participated	60.0%	59.0%	66.4%↑	63.0%	53.5%↓	52.5%	64.9%↑	58.4%↓	53.6%↓	61.5%↑	61.5%

— Attended — Participated — Participated or attended

↑↓ Indicate statistically significant differences between survey years
A8 -- In the past twelve months, have you attended any... (n=1,000)
A2 -- In the past 12 months, have you ... (n=1,000)

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ARTS AND CULTURE:
Incidence of Attending Events/Activities

81.0% 82.0% 85.9%↑ 87.4% 84.8% 81.4%↓ 84.8%↑ 85.2% 80.8%↓ 79.5% 75.9%

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017*
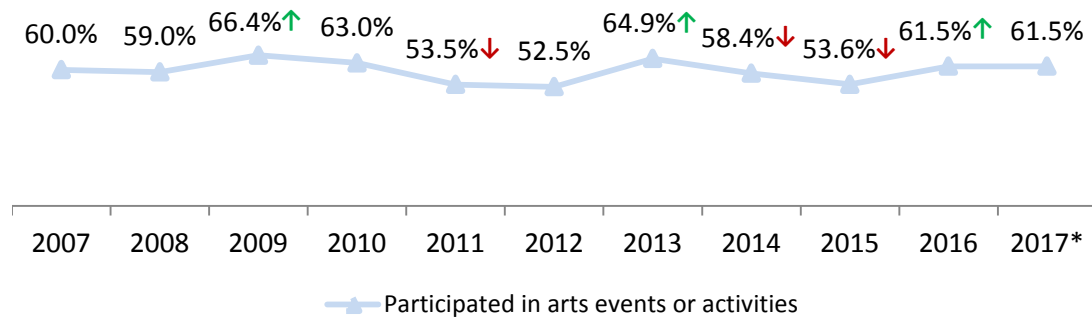
◆— Attended arts events or activities
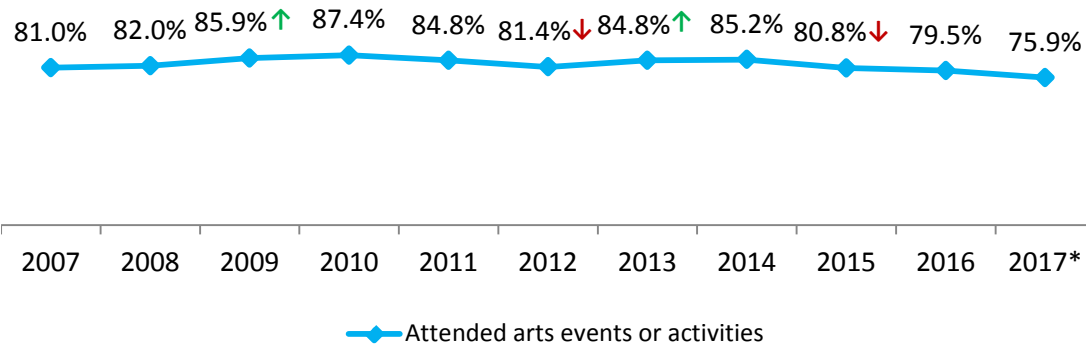
Although overall incidence of attending arts events or activities is statistically on par with 2016, the downward trend beginning in 2015 continues. Albertans are most likely to have attended a performing arts event (62.1%) in the past 12 months, followed by community arts performances/events (45.7%) and visual arts events (35.4%).

Types of arts events or activities attended*	2017* (n=1,000)
Performing arts events	62.1%
Community arts festivals, fairs or cultural performances and events	45.7%
Visual arts events at galleries and studios or art exhibitions of things	35.4%
Artist talks or lectures about their work	11.5%
Literary events	10.4%
Attended any other arts and culture events	14.2%

Question wording and items changed in 2017.
↑↓ Indicate statistically significant differences between survey years
A8 -- In the past twelve months, have you attended any... (n=1,000)

ARTS AND CULTURE:
Incidence of Participating in Events/Activities

Participated in arts events or activities

60.0% 59.0% 66.4%↑ 63.0% 53.5%↓ 52.5% 64.9%↑ 58.4%↓ 53.6%↓ 61.5%↑ 61.5%

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017*

Participation arts events or activities has stabilized in 2017, after increasing in 2016. Albertans are most likely to engage in making any type of visual art (44.0%), followed by being involved in playing an instrument, singing, dancing, acting, or performing (28.0%) and painting/drawing a piece of art work (23.8%).

Types of arts events or activities participated or performed	2017* (n=1,000)
Made or created any types of visual art*	44.0%
Been involved in playing an instrument, singing, dancing, acting or performing*	28.0%
Taken part in an arts related class, workshop or training program*	16.0%
Written any literary art*	15.1%
Participated in any other artistic activities*	11.8%

*Question wording and items changed in 2017, so trending has been removed
↑↓ Indicate statistically significant differences between survey years
A2 -- In the past 12 months, have you... (n=1,000)

ADVANIS 16

HERITAGE: Visitation of Historical Sites

45.0%

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

Most likely to have VISITED in the past 12 months include those who are:
- ✓ *35 to 54 years old*
- ✓ *Married/common-law*
- ✓ *Working part-time*
- ✓ *Born outside of and living in Alberta for 10+ years*

And those with:
- ✓ *University/college education*
- ✓ *Household income $80,000 or more*
- ✓ *Children in household*

Chart — Visited an Alberta museum, historic site, interpretive centre or archives:

Year	Value
2000	66.0%
2001	68.0%
2002	61.0% ↓
2003	63.0%
2004	57.0% ↓
2005	57.3%
2006	61.4%
2007	58.1%
2008	56.9%
2009	62.7% ↑
2010	60.9%
2011	61.3%
2012	58.8%
2013	63.2% ↑
2014	58.4% ↓
2015	55.8%
2016	57.4%
2017	45.0%* ↓
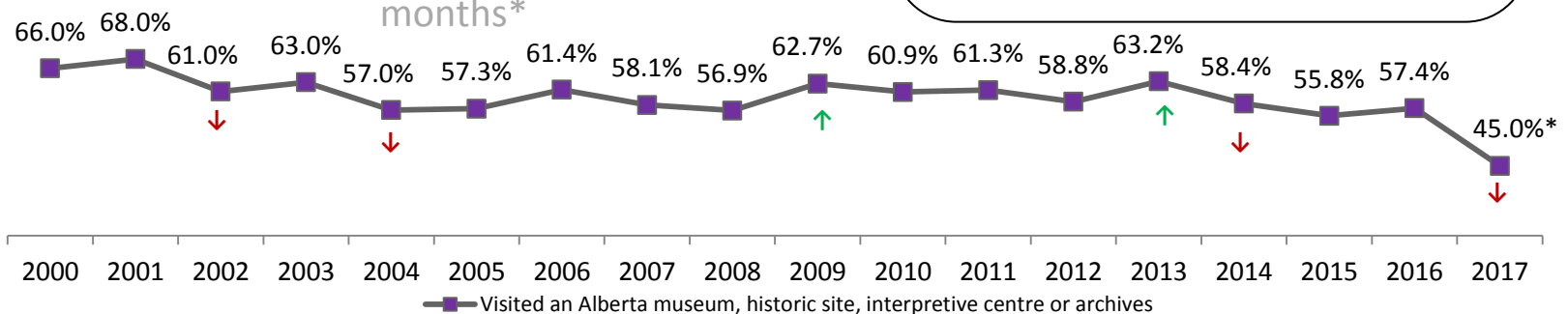
Fewer Albertans indicated that they visited a historical resource in the past year compared to previous years. This question used to follow a question about the importance of historical resources in Alberta communities and their contribution to the overall quality of life in Alberta. The re-ordering of the questionnaire may have been impacted respondents recall about visitation and impacted the result. The closure of the Royal Alberta Museum during 2016-17 also potentially contributed to the lower result, as the museum accounts for a significant number of visitors from the Edmonton region (and from other parts of the province). Visitation at the Oil Sands Discovery Center was also significantly impacted between May and September 2016, as a result of the Fort McMurray wild fire. Economic conditions in Alberta could have also contributed to lower visitation rates.

Question wording and survey order changed in 2017 that impacted results.
↑↓ *Indicate statistically significant differences between survey years*
M2 -- The next question is about historical resources in Alberta communities, for example museums, historic sites, interpretive centres and archives. Have you visited an Alberta historical resource in the past 12 months? (n=1,000)
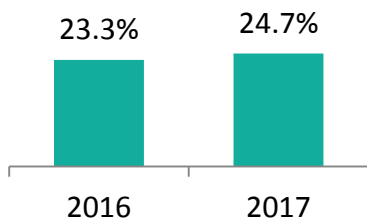
ADVANIS 17

HERITAGE: Main Reason for Visitation

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

Reason(s) for visiting historical sites	2015 (n=558)	2016 (n=574)	2017 (n=450)
Out of curiosity/for pleasure/general interest	42.3%	40.4%	45.8%
For education/knowledge/research	34.8%	27.2%↓	28.9%
Good family activity/wanted to show children	23.1%	24.1%	21.1%
Special interest in history	20.6%	23.6%	16.2%↓
School trip/special event/free admission	4.7%	9.8%↑	8.4%
To show out-of-town guests/friends/visitors	3.6%	6.1%↑	5.3%
Visiting the area/tourist	3.8%	3.8%	5.1%
There was a specific exhibit of interest	4.1%	2.8%	3.8%
Special interest in arts/culture	4.8%	3.7%	3.6%
Other	2.3%	4.5%↑	7.1%
Don't Know/Refused	2.9%	0.2%↓	0.7%

Albertans who visited an Alberta museum, historic site, interpretive centre or archives in the past 12 months continued to primarily visit out of curiosity/for pleasure/general interest (45.8%) or for education/knowledge/research (28.9%). This year, fewer Albertans cited a special interest in history as their reason for visiting.

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 reasons why you visited a historical facility or facilities in the past 12 months? (n=450)

ADVANIS 18

HERITAGE:
Key Sources of Information About Historical Sites

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

Source(s) of Information about historical sites	2015 (n=558)	2016 (n=574)	2017 (n=450)
Internet website	47.3%	56.1%↑	62.4%↑
Word of mouth/friends/family	17.7%	19.0%	16.2%
Personal knowledge/experience	13.6%	12.6%	7.1%↓
Alberta Tourism Information/Travel Alberta/Tourism centres/guidebooks/pamphlets	5.6%	7.7%	5.8%
Road signage/maps/AMA	3.0%	2.3%	3.3%
Newspaper/magazines	5.9%	5.9%	2.7%↓
Radio/TV/billboards/advertisements	6.6%	3.5%↓	2.2%
School trip/work event/special event	1.4%	1.4%	1.3%
The history of the place	1.3%	0.2%↓	1.3%
Information from the kids' school	1.6%	1.0%	0.7%
Other	7.9%	6.3%	8.9%
Don't Know/Refused	4.1%	5.2%	2.9%

Increasing further in 2017, nearly two-thirds (62.4%) of Albertans who visited an Alberta museum, historic site, interpretive centre, or archives in the past 12 months used the Internet as their main source of information when deciding to visit. Word of mouth/friends/family (16.2%) and personal knowledge/experience (7.1%) were the next most common main sources. Personal knowledge and newspapers/magazines have significantly decreased since 2016.

M3 -- Prior to visiting, what was the **main source** of information you used when researching these places to visit? (n=450)

SPORTS: Personal Participation

Participation Rate
(adults)

23.3% 24.7%

2016 2017

Albertans *more likely* to have participated in organized sport in the past 12 months are:
- ✓ 18 to 34 years old
- ✓ Male
- ✓ Born in Canada
- ✓ Working full-time

And those with:
- ✓ University/college education
- ✓ Household income $80,000 or more

Similar to 2016, nearly a quarter of Albertans (24.7%) have participated in an organized sport in the past year with hockey (23.9%), softball (13.0%) and volleyball (10.1%) being the most common.

Organized Sport Participated In	2016 (n=233)	2017 (n=247)
Hockey	24.9%	23.9%
Softball	9.9%	13.0%
Golf	12.0%	10.1%
Volleyball	13.3%	9.7%
Baseball	12.4%	8.9%
Soccer	21.5%	8.5% ↓
Curling	11.2%	8.1%
Basketball	3.9%	7.7%
Football	2.1%	4.0%
Alpine Ski	0.4%	3.2% ↑
Badminton	3.0%	3.2%
Bowling	1.7%	3.2%
Swimming	2.6%	3.2%
Other (includes all responses with <3% in 2017)	7.3%	8.9%

S1a -- Thinking about organized sports, that is, a physical activity governed by a set of rules and undertaken competitively as part of a league, club or organization, have you participated in any organized sports in the past year? (n=1,000)
S1 -- Which organized sports have you participated in during the past year? (n=247)

ADVANIS 20

SPORTS: Child Participation

Participation Rate
(children)

64.6% 63.8%

2016 2017
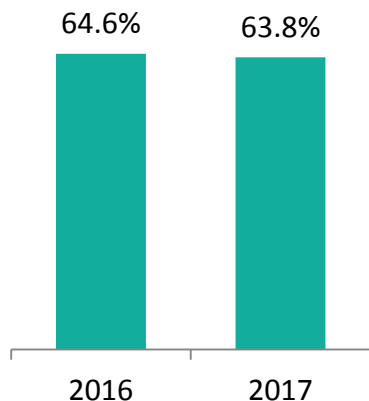
Albertans *more likely* to have children who participated in organized sport in the past 12 months are:
- ✓ 35 to 54 years old
- ✓ Born in Canada
- ✓ Married/common-law
- ✓ Working part-time
- ✓ Born outside of and living in Alberta for 30+ years

And those with:
- ✓ Household income $150,000 or more

Among Albertans with children, nearly two-thirds (63.8%) have children who have participated in an organized sport in the past year. The most commonly participated organized sports are soccer (38.3%), hockey (25.8%), swimming (23.4%), and basketball (22.7%).

Organized Sport Child Participated In	2016 (n=255)	2017 (n=256)
Soccer	38.8%	38.3%
Hockey	25.9%	25.8%
Swimming	23.9%	23.4%
Basketball	16.1%	22.7%
Volleyball	8.6%	14.8%↑
Baseball	7.5%	14.8%↑
Gymnastics	12.5%	14.1%
Badminton	3.9%	7.0%
Football	5.5%	6.6%
Alpine Ski	1.6%	4.3%
Curling	2.4%	3.1%
Figure Skating	5.5%	2.7%
Karate	2.4%	2.7%
Lacrosse	4.7%	2.7%
Rugby	1.6%	2.3%
Other (includes all responses with <3% in 2017)	3.8%	4.3%

S2a -- Has your child/children participated in an organized sport activity in the past year? (n=401)
S2 -- Which organized sport activity has your child/children participated in during the past year? (n=256)

ADVANIS 21

TOURISM: Farm to Fork Tourism

2017

87.6%

Participated in Farm to Fork tourism
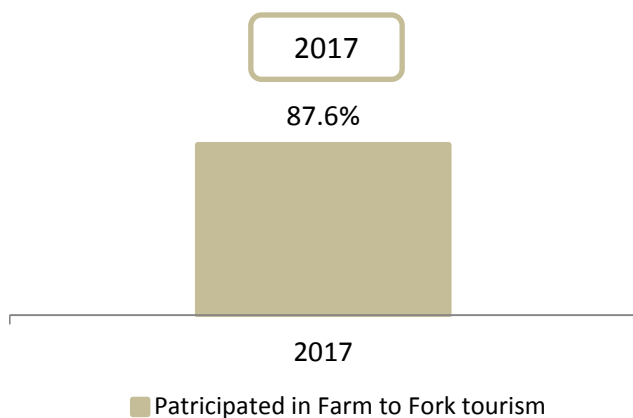
The vast majority of Albertans (87.6%) have participated in some form of Farm to Fork tourism over the past 12 months. The most commonly attended activities are dining at a restaurant serving Alberta ingredients (74.6%), attending a farmer's market (57.2%), and farm retail purchasing (41.5%).

Albertans <u>more likely</u> to have participated in Farm to Fork tourism in the past 12 months are:
- ✓ *Female*
- ✓ *Born in Canada*
- ✓ *Married/common-law*

And those with:
- ✓ *Household income $80,000 or more*

Types of Farm to Fork activities attended	2017 (n=1,000)
Dine at a restaurant serving Alberta ingredients	74.6%
Attend a farmers' market	57.2%
Purchase products or goods directly from a farm (farm retail purchasing)	41.5%
Attend a rodeo	29.1%
Attend an agricultural fair or event	25.3%
Attend a food festival	20.9%
Visit a petting zoo	19.9%
Visit a corn maze	17.7%
Dine at a farm dinner	15.7%
Stay overnight at a farm or ranch	15.2%
Visit an agricultural museum	14.5%
Take a food or drink tour (guided or non-guided)	8.5%
Attend a cooking show or demonstration	5.0%

↑↓ *Indicate statistically significant differences between survey years*
†T1 -- Which Farm to Fork tourism activities did you directly participate in during a trip within Alberta in the past 12 months? (n=1,000)

ADVANIS 22

DETAILED FINDINGS: Benefits of Culture and Leisure Activities

Benefits of Historical Resources

2017

| Opportunity for education and lifelong learning | The opportunity for recreation | The preservation of Alberta's history | Visitor spending in local communities |

96.6%
16.5%
80.1%

96.5%
23.0%
73.5%

96.2%
24.2%
72.0%

92.4%
38.3%
54.1%

■ Very Important   ■ Somewhat Important
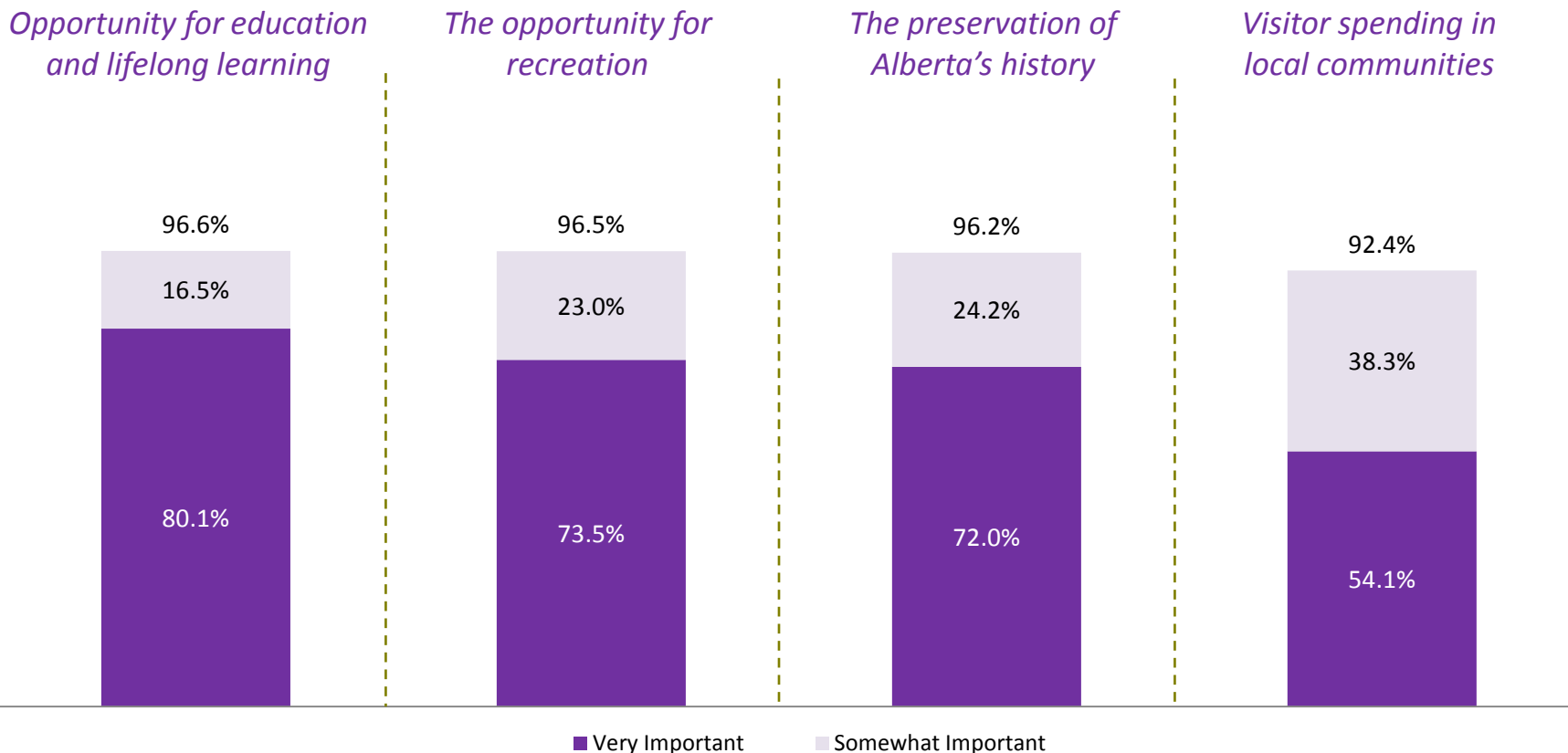
Albertans feel that the opportunity for education and lifelong learning is the most important potential benefit of historical resources and heritage faculties, with four-in-five rating it as *very important*. The opportunity for recreation is rated as the second most important potential benefit.

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

Benefits of Historical Resources [1/2]

Opportunity for education and lifelong learning

Very or Somewhat Important (bars):
- 2008: 98.1%
- 2009: 97.1%
- 2010: 98.7% ↑
- 2011: 97.5% ↓
- 2012: 97.7%
- 2013: 97.9%
- 2014: 97.0%
- 2015: 97.8%
- 2016: 96.4%
- 2017: 96.6%

Very Important (line):
- 2008: 80.3%
- 2009: 81.7%
- 2010: 86.4% ↑
- 2011: 79.3% ↓
- 2012: 82.2%
- 2013: 80.4%
- 2014: 78.4%
- 2015: 79.7%
- 2016: 76.3%
- 2017: 80.1% ↑

Legend: Very or Somewhat Important, Very Important

The opportunity for recreation

Very or Somewhat Important (bars):
- 2007: 96.6%
- 2008: 96.2%
- 2009: 95.9%
- 2010: 97.4%
- 2011: 94.9% ↓
- 2012: 95.7%
- 2013: 96.5%
- 2014: 97.1%
- 2015: 96.4%
- 2016: 93.9% ↓
- 2017: 96.5% ↑

Very Important (line):
- 2007: 72.6%
- 2008: 69.0%
- 2009: 67.1%
- 2010: 76.2% ↑
- 2011: 66.3% ↓
- 2012: 67.7%
- 2013: 65.6%
- 2014: 65.2%
- 2015: 64.8%
- 2016: 58.5% ↓
- 2017: 73.5% ↑

Legend: Very or Somewhat Important, Very Important

Albertans' perceived importance of opportunity for education and lifelong learning, and the proportion of Albertans feeling that the opportunity for recreation is important has increased substantially, with nearly three-quarters feeling that it is very important.

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

ADVANIS 25

Benefits of Historical Resources [2/2]

The preservation of Alberta's history

96.7% 96.5% 97.5% 97.1% 95.8% 96.3% 97.0% 96.2% 95.3% 95.4% 96.2%

73.0% 69.5% 68.7% 70.8% 67.8% 66.5% 69.7% 67.3% 68.1% 66.1% ↑ 72.0%

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017

Very or Somewhat Important ▲ Very Important

Visitor spending in local communities

91.8% 93.0% 92.7% 93.9% 93.7% 93.6% 93.2% 93.7% 92.9% 91.6% 92.4%

53.6% 50.9% 51.5% 55.4% 56.1% 52.5% 52.5% 51.9% 54.6% ↓ 48.1% ↑ 54.1%

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017

Very or Somewhat Important ▲ Very Important
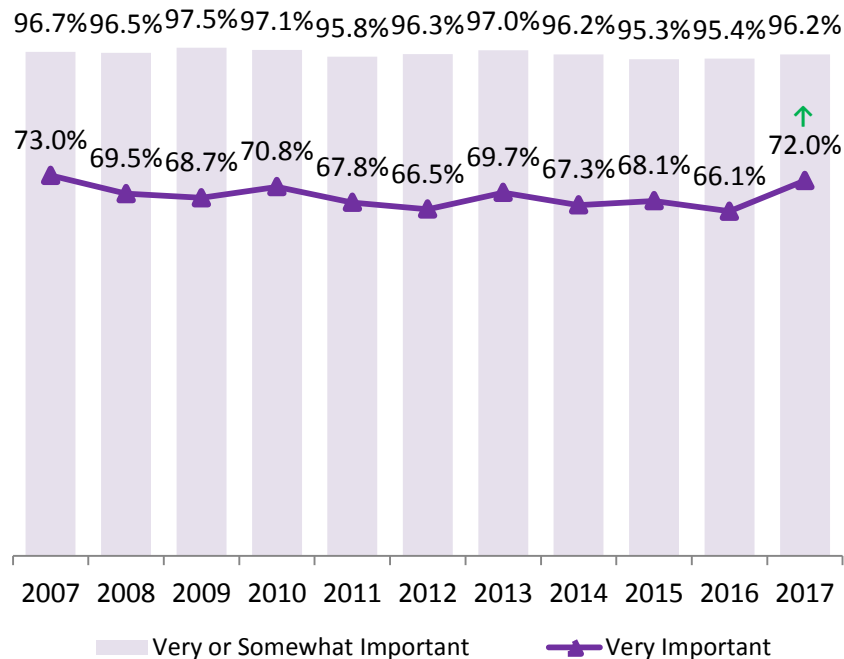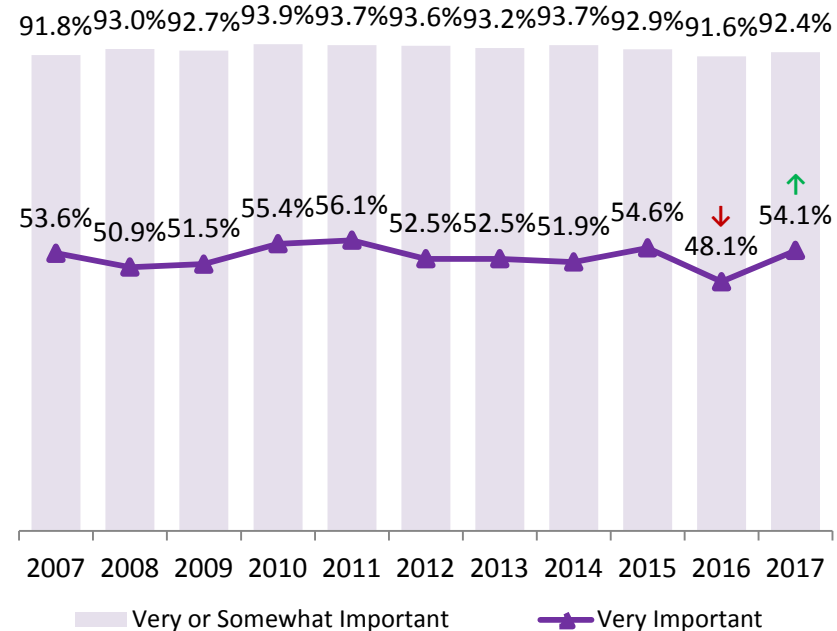
The proportion of Albertans who feel the preservation of Alberta's history is very important has increased in 2017. Additionally, the proportion who feel that visitor spending in local communities is very important has rebounded from the 2016 historical low.

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

ADVANIS 26

Benefits of Recreation [1/2]

2017
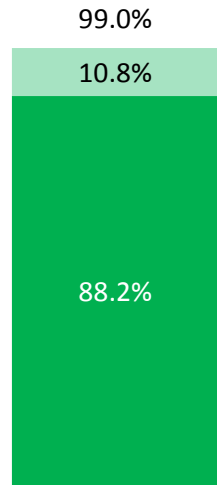
| Parks, open spaces and trails provide opportunities to enjoy nature	Creates opportunities for families to spend time together	Encourages children and youth to be active	Contributes to physical health
99.0%	98.5%	98.0%	97.8%
10.8%	13.1%	12.1%	10.8%
88.2%	85.4%	85.9%	87.0%
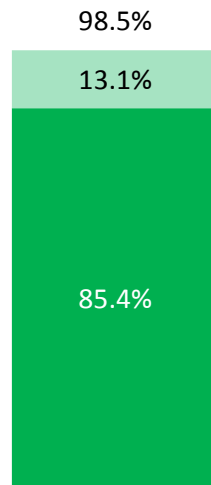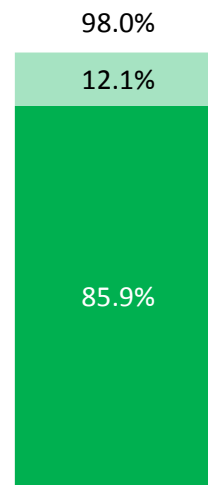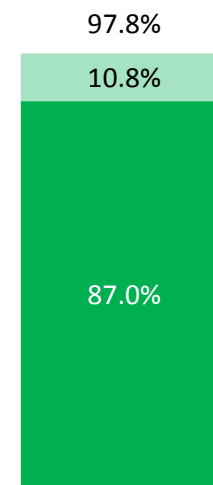
■ Strongly Agree ■ Somewhat Agree

Among Albertans, there is near consensus that parks, open spaces and trails provide opportunities to enjoy nature, that recreation creates opportunities for families to spend time together, encourages children and youth to be active, and contributes to physical health.

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

ADVANIS 27

Benefits of Recreation [2/2]

2017

Contributes to mental well-being

Helps me connect with friends

Contributes to community's economy

97.6%
13.4%
84.2%

92.4%
32.5%
59.9%

88.9%
37.2%
51.7%

■ Strongly Agree   ■ Somewhat Agree
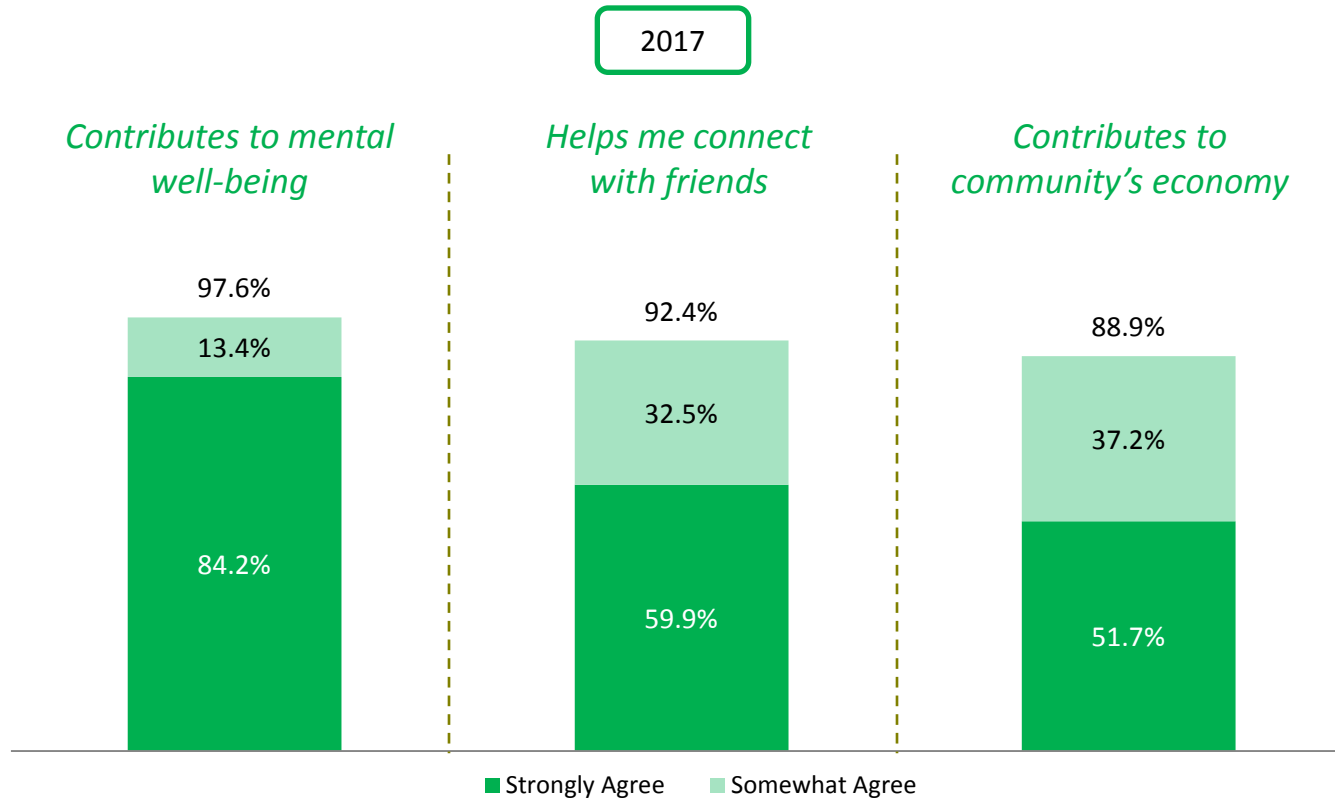
There is also near consensus that recreation contributes to mental well-being. Agreement that recreation helps Albertans connect with friends and contributes to their community's economy is strong, but not as pronounced.

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

ADVANIS

Benefits of Recreation [1/4]

Parks, open spaces and trails provide opportunities to enjoy nature

98.8%　　　　　99.0%

85.2%　　　　88.2%↑

2016　　　　　2017

Strongly or Somewhat Agree　▲ Strongly Agree

Creates opportunities for families to spend time together

98.1%　　　　　98.5%

82.6%　　　　85.4%

2016　　　　　2017

Strongly or Somewhat Agree　▲ Strongly Agree
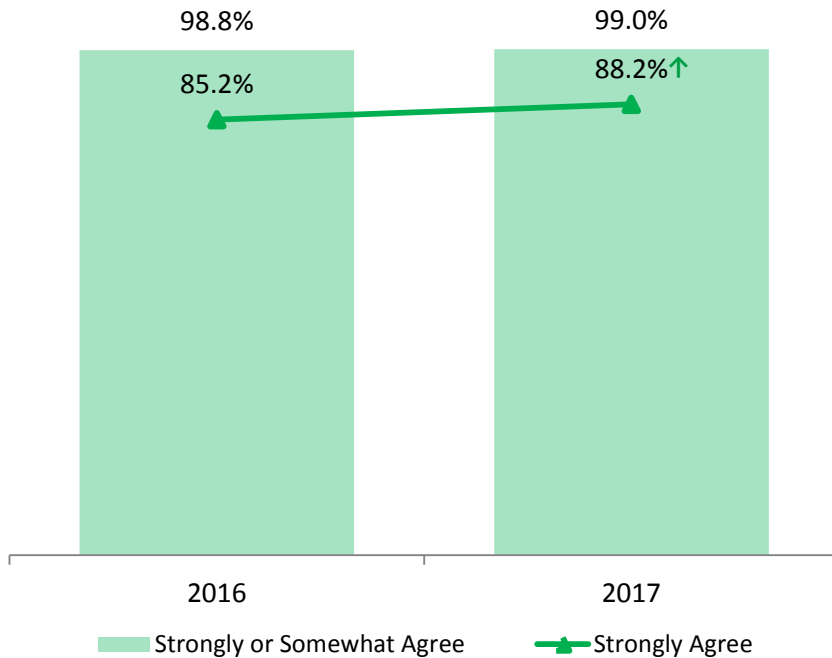
Strong agreement that parks, open spaces and trails provide opportunities to enjoy nature has increased since 2016.

↑↓ *Indicate statistically significant differences between survey years*
R3 -- I am now going to read a list of the potential benefits of recreation. For each statement, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that… (n=1,000)

ADVANIS　29

Benefits of Recreation [2/4]

Encourages children and youth to be active

97.9%   98.0%

83.9%   85.9%

2016   2017

■ Strongly or Somewhat Agree   ▲ Strongly Agree

Contributes to physical health

97.9%   97.8%

85.5%   87.0%

2016   2017

■ Strongly or Somewhat Agree   ▲ Strongly Agree
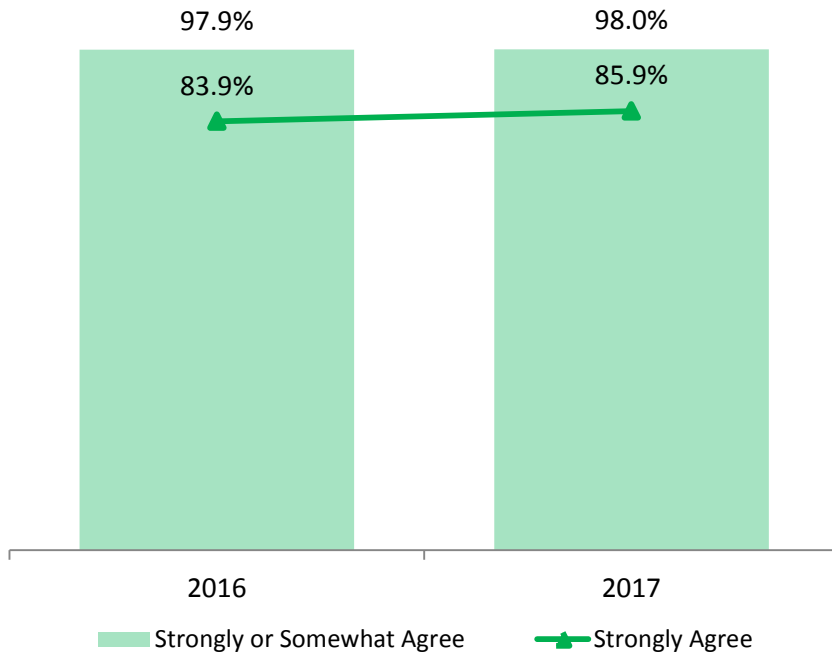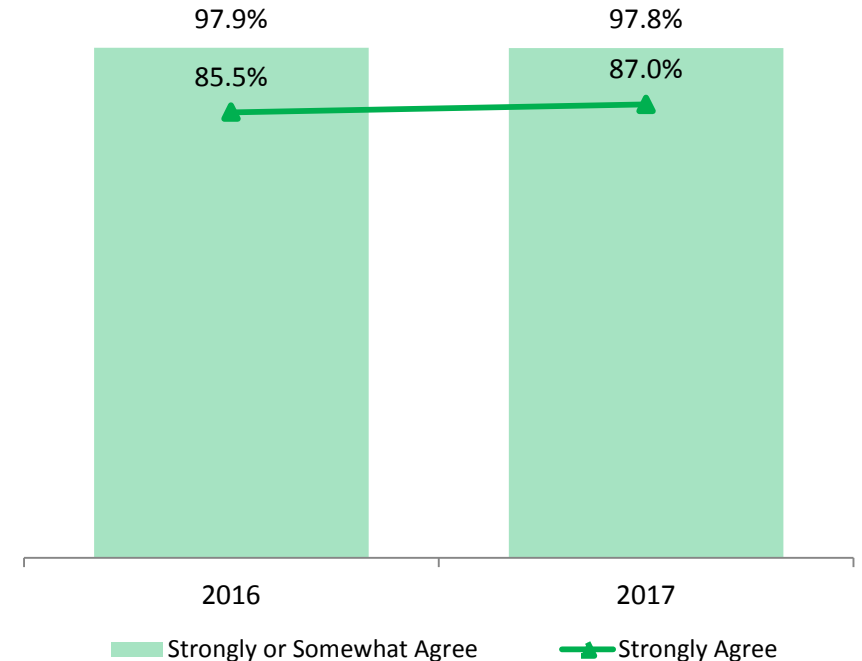
Agreement that recreation contributes to physical health and encourages children and youth to be active has remained stable since 2016.

↑↓ *Indicate statistically significant differences between survey years*
R3 -- I am now going to read a list of the potential benefits of recreation. For each statement, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that… (n=1,000)

ADVANIS 30

Benefits of Recreation [3/4]

Contributes to mental well-being
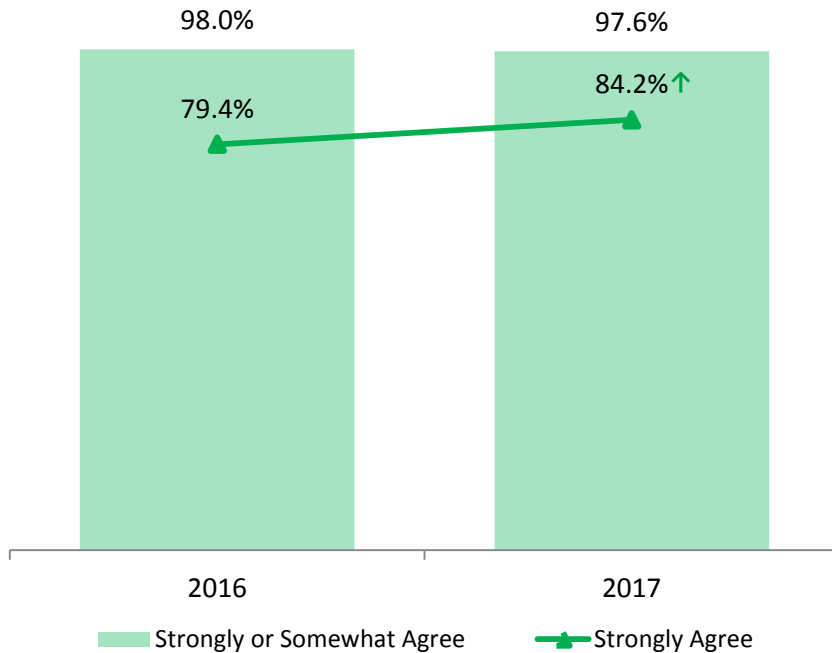
98.0%   97.6%

79.4%   84.2% ↑

2016   2017

■ Strongly or Somewhat Agree   —▲— Strongly Agree

Helps me connect with friends

93.1%   92.4%

57.8%   59.9%

2016   2017

■ Strongly or Somewhat Agree   —▲— Strongly Agree
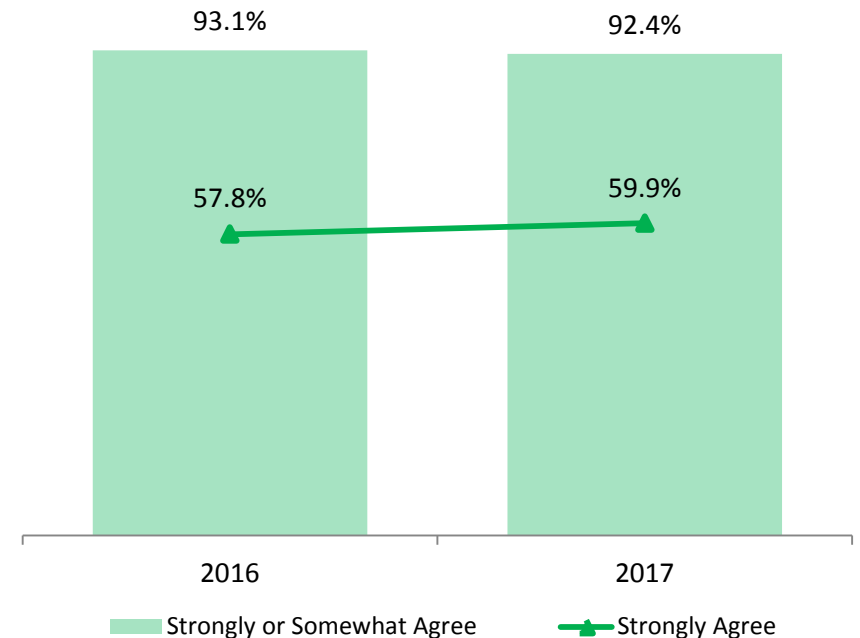
Strong agreement that recreation contributes to mental well-being has increased since 2016.

↑↓ *Indicate statistically significant differences between survey years*
R3 -- I am now going to read a list of the potential benefits of recreation. For each statement, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that… (n=1,000)

ADVANIS   31

Benefits of Recreation [4/4]

Contributes to community's economy

88.3%   88.9%

51.7%↑

43.8%

2016   2017

Strongly or Somewhat Agree   Strongly Agree
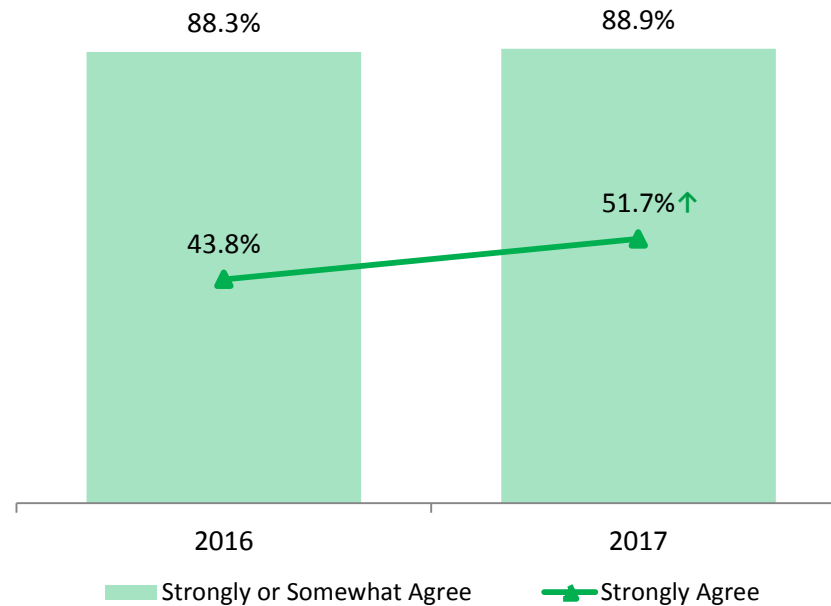
Significantly more Albertans strongly agree that recreation contributes to their community's economy in 2017.

Benefits of Producing Films in Alberta

2017

Telling Alberta stories
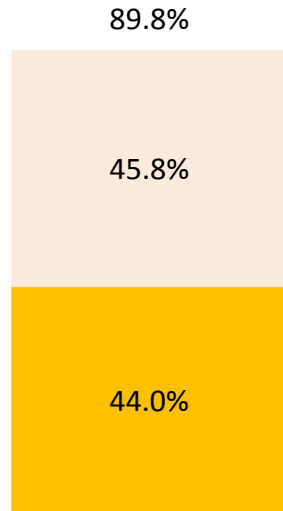
The money this industry spends in Alberta

Increasing Alberta's image on the world stage

89.8%

45.8%

44.0%

85.2%

42.5%

42.7%

83.9%

36.6%

47.3%
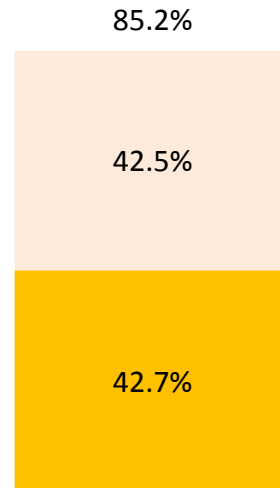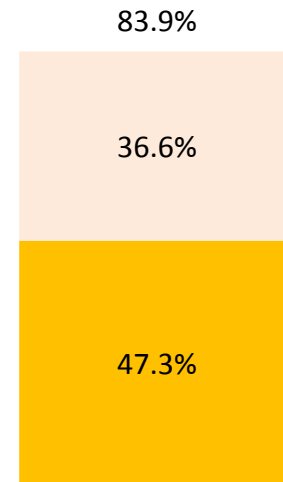
■ Very Important   ■ Somewhat Important

Although all benefits are rated highly, telling Alberta stories is perceived to be a more important benefit of producing films and TV shows in Alberta, followed by the money spent in Alberta and increasing Alberta's image on the world stage.

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

ADVANIS 33

Benefits of Producing Films in Alberta [1/2]

Telling Alberta stories

89.7% 88.5% 87.0% 87.5% 89.8%

44.3% 45.4% 46.6% 45.9% 44.0%

| 2013 (n=1,000) | 2014 (n=1,000) | 2015 (n=1,000) | 2016 (n=1,000) | 2017 (n=1,000) |

Very and somewhat important · Very important

The money this industry spends in Alberta

88.2%↓ 88.9% 86.4% 88.2% 85.2%↓

44.0%↓ 46.1% 47.5% 49.0% 42.7%↓

| 2013 (n=1,000) | 2014 (n=1,000) | 2015 (n=1,000) | 2016 (n=1,000) | 2017 (n=1,000) |

Very and somewhat important · Very important
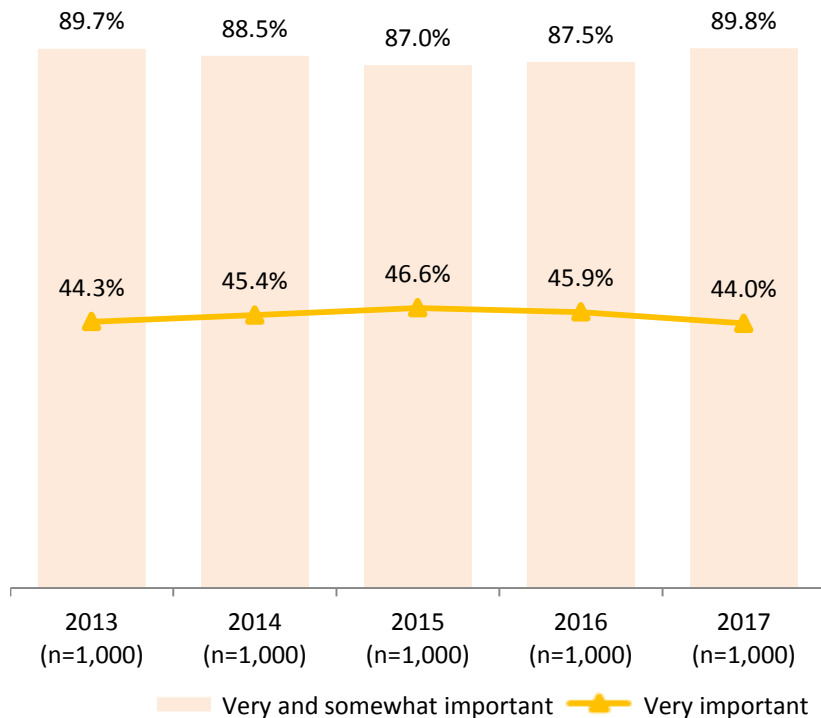
> The importance of the money the film industry spends in Alberta has decreased, with fewer Albertans feeling that this is very important in 2017.

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

ADVANIS 34

Benefits of Producing Films in Alberta [2/2]

**Increasing Alberta's image
on the world stage**

87.5%↓   85.5%   85.5%   87.9%   83.9%↓

47.7%↓   48.3%   48.2%   50.0%   47.3%

2013
(n=1,000)
2014
(n=1,000)
2015
(n=1,000)
2016
(n=1,000)
2017
(n=1,000)

Very and somewhat important   Very important
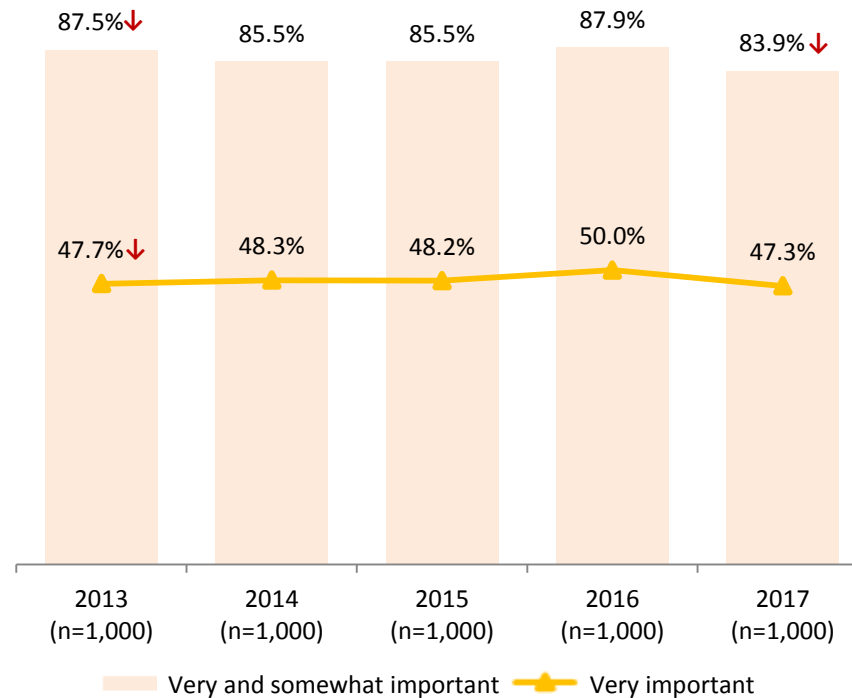
In 2017, fewer Albertans feel that the production of films and TV shows in Alberta is important with regard to increasing Alberta's image on the world stage.

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

ADVANIS   35

DETAILED FINDINGS: Contribution to Quality of Life

Importance to Quality of Life

2017

Recreation facilities and services

Historical resources

Participating in or attending organized sport activities or events

Seeing Alberta produced movies, TV shows, music, books, and magazines

Arts activities

	Recreation facilities and services	Historical resources	Participating in or attending organized sport activities or events	Seeing Alberta produced movies, TV shows, music, books, and magazines	Arts activities
Total	94.8%	93.2%	81.5%	81.3%	80.5%
Somewhat important	19.8%	36.1%	39.5%	49.6%	47.5%
Very important	75.0%	57.1%	42.0%	31.7%	33.0%

■ Very important   ■ Somewhat important

There is strong agreement from Albertans that recreation facilities and services, historical resources, organized sport activities or events, Alberta produced movies, TV shows, music, books and magazines, and art activities contribute to the quality of life in Alberta.

X1 -- 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. (n=1,000)

Arts and Culture Improving Community

85.8%

AGREE that ARTS and CULTURE makes my COMMUNITY a BETTER PLACE TO LIVE

2017

Arts and culture makes my community a better place to live

Most likely to have AGREE are:
- ✓ *Females*
- ✓ *Not born in Canada*
- ✓ *Born outside of and living in Alberta for less than 10 years*

And those with:
- ✓ *University/college education*

85.8%

37.8%

48.0%

■ Strongly agree ■ Somewhat agree
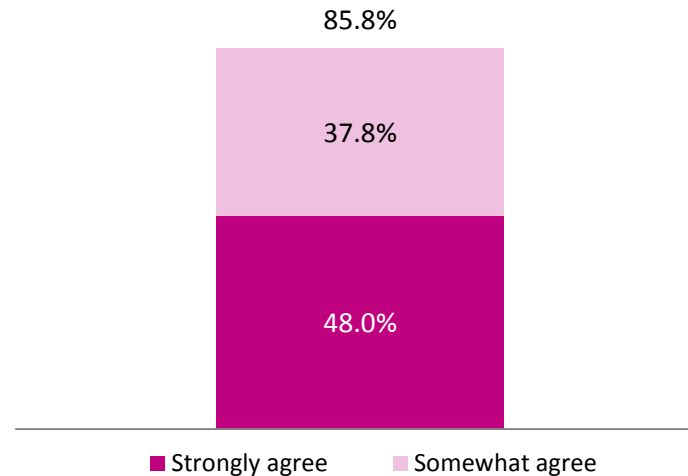
The vast majority of Albertans agree (with nearly half strongly agreeing) that arts and culture makes their community a better place to live.

†A9 -- Please rate your agreement with the following statement: arts and culture makes my community a better place to live. (n=1,000)

DETAILED FINDINGS: Perception of Government Support

Importance of Government Funding and Support

2017

Arts in Alberta
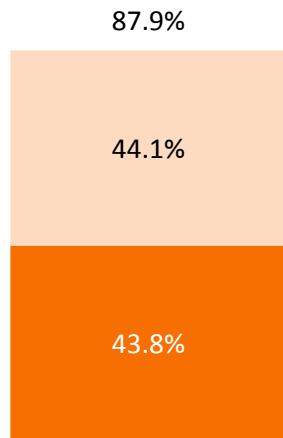
Alberta's film and TV industry
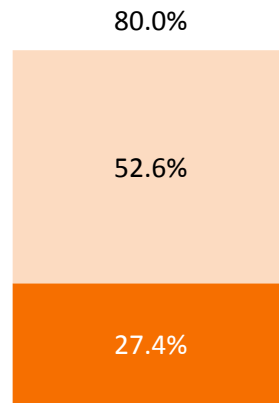
Alberta's book and magazine publishing and sound recording industries

87.9%

44.1%

43.8%

80.0%

52.6%

27.4%

79.0%

53.4%

25.6%
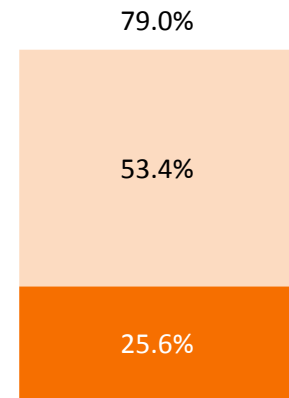
■ Very important   ■ Somewhat important

Nearly nine-in-ten Albertans feel that it is important that government fund and support arts in Alberta. Eight-in-ten Albertans feel it is important that government fund and support the film, TV, book, magazine, and sound recording industries.

X2 -- I am going to list some areas supported by the Government of Alberta. For each, please tell me how important it is to you that the Government of Alberta continues to fund and support. (n=1,000)

ADVANIS   40

Importance of Government Funding and Support [1/2]

Arts in Alberta

Year	Very and Somewhat Important	Very Important
2005	86.0%	51.8%
2006	87.3%	50.9%
2007	89.6%	54.0%
2008	87.5%	52.6%
2009	87.5%	50.0%
2010	91.6% ↑	58.0% ↑
2011	88.4% ↓	53.8%
2012	87.4%	52.0%
2013	85.6%	45.4% ↓
2014	84.1%	48.2%
2015	85.7%	49.7%
2016	81.5% ↓	42.8% ↓
2017	87.9% ↑	43.8%

Legend: Very and Somewhat Important — Very Important
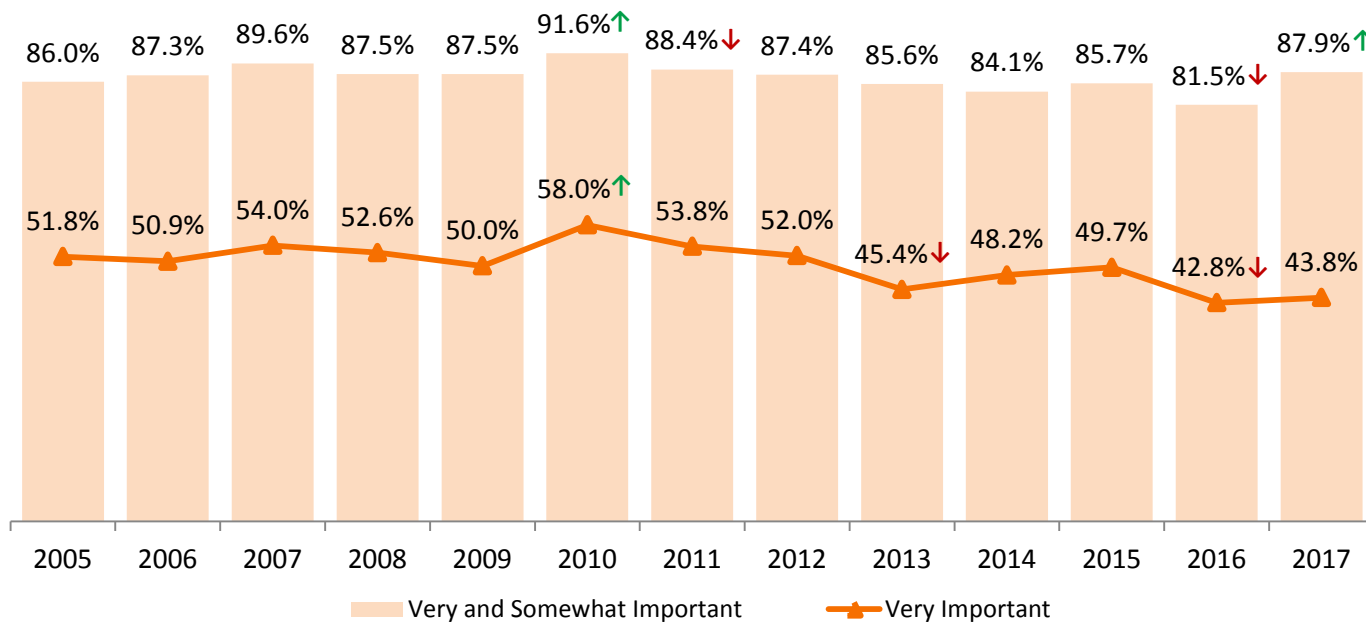
The proportion of Albertans who say it is very or somewhat important for the Government of Alberta to continue funding and supporting Arts in Alberta has increased since 2016.

X2_a -- Arts in Alberta: I am going to list some areas supported by the Government of Alberta. For each, please tell me how important it is to you that the Government of Alberta continues to fund and support. (n=1,000)

ADVANIS 41

Importance of Government Funding and Support [2/2]

Alberta's film and TV industry

Very and Somewhat Important bars:
- 2008: 84.8%
- 2009: 83.1%
- 2010: 82.7%
- 2011: 83.8%
- 2012: 84.4%
- 2013: 81.0% ↓
- 2014: 82.4%
- 2015: 81.7%
- 2016: 80.7%
- 2017: 80.0%

Very Important line:
- 2008: 41.9%
- 2009: 39.6%
- 2010: 40.2%
- 2011: 41.9%
- 2012: 40.2%
- 2013: 35.0% ↓
- 2014: 37.8%
- 2015: 40.7%
- 2016: 38.2%
- 2017: 27.4% ↓

Legend: Very and Somewhat Important — Very Important

Alberta's book and magazine publishing and sound recording industries

Very and Somewhat Important bars:
- 2014: 81.9%
- 2015: 83.7%
- 2016: 78.9% ↓
- 2017: 79.0%

Very Important line:
- 2014: 39.3%
- 2015: 41.6%
- 2016: 33.3% ↓
- 2017: 25.6% ↓

Legend: Very and Somewhat Important — Very Important

While the perceived importance for continued government funding and support of Alberta's film and TV industry, and Alberta's book and magazine publishing and sound recording industries has remained consistent with 2016, fewer Albertans feel these are very important.

X2_b/c --Alberta's film and TV industry/Alberta's book and magazine publishing and sound recording industries: I am going to list some areas supported by the Government of Alberta. For each, please tell me how important it is to you that the Government of Alberta continues to fund and support. (n=1,000)

Protection of Historical Resources

64.7%

AGREE that HISTORICAL RESOURCES are being adequately PROTECTED and PRESERVED

Those most likely to STRONGLY AGREE are:
- ✓ *Not born in Canada*
- ✓ *Born outside of and living in Canada for <30 years*
- ✓ *Married/common-law*
- ✓ *Working full-time*

And those with:
- ✓ *Children in household*
- ✓ *High school education*

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Strongly and Somewhat Agree	63.9%	62.9%	68.3% ↑	67.5%	63.1% ↓	64.6%	65.5%	65.2%	63.6%	68.4% ↑	68.4%	66.5%	64.7%
Strongly agree	19.0%	18.4%	23.4% ↑	19.6% ↓	20.4%	18.8%	18.9%	18.8%	16.3%	18.5%	21.6%	21.7%	16.7% ↓

Although overall agreement that historical resources are being adequately protected and preserved has remained stable since 2016, significantly fewer Albertans strongly agree with this statement.

PROFILE OF RESPONDENTS

Profile of Respondents [1/3]

Albertans
(n=1,000)

Gender	
Male	50.8%
Female	49.2%
Age	
18 to 24	11.6%
25 to 34	22.1%
35 to 44	15.9%
45 to 54	21.9%
55 to 64	13.7%
65 or older	14.8%
Region	
Calgary	32.0%
Edmonton	23.5%
Small Cities North	11.2%
Small Cities South	7.3%
Rural North	13.2%
Rural South	12.8%
Marital Status	
Single	22.2%
Married/Common-law	68.4%
Separated	1.4%
Divorced	4.6%
Widowed	3.2%
Refused	0.2%

Albertans
(n=1,000)

Children in Household	
NO CHILDREN	59.6%
Two adult household with no children under 18	33.7%
One adult household with no children under 18	11.9%
Three or more adult household with no children under 18	14.0%
CHILDREN	40.1%
Two adult household with children under 18	30.6%
One adult household with children under 18	1.9%
Three or more adult household with children under 18	7.6%
REFUSED	0.3%

Profile of Respondents [2/3]

Albertans
(n=1,000)

Born in Canada	
Yes	82.2%
No	17.8%
Refused	0.0%
Born in Alberta	
Yes	51.5%
No	48.5%
Refused	0.0%

Born outside Alberta
(n=485)

Tenure in Alberta	
Fewer than 5 years	8.7%
5 to 9 years	12.8%
10 to 19 years	24.5%
20 to 29 years	17.9%
30 to 39 years	13.4%
40 to 49 years	12.2%
50 or more years	10.1%

Profile of Respondents [3/3]

Education	
Not graduated from high school	5.4%
Graduated high school	20.7%
Some technical or vocational college	9.2%
Graduated technical or vocational college	24.9%
Some university	5.7%
Graduated from university	33.9%
Refused	0.2%

Household Income	
Less than $40,000	14.8%
$40,000 to less than $60,000	12.7%
$60,000 to less than $80,000	13.1%
$80,000 to less than $100,000	14.3%
$100,000 to less than $120,000	10.8%
$120,000 to less than $150,000	7.4%
$150,000 to less than $180,000	5.5%
$180,000 or more	9.9%
Employment Status	
Working full-time	52.3%
Working part-time	12.2%
Unemployed or looking for a job	7.1%
A student	4.2%
Retired	15.8%
Staying at home for other reasons	3.0%
Stay at home parent	4.7%
Caregiver	0.2%
Refused	0.5%

APPENDIX

Detailed Methodology

Detailed Methodology [1/4]

Data Collection

- A total of 1,000 telephone interviews were conducted with Alberta residents. Specifically, 320 from Calgary, 235 from Edmonton, 112 from small cities North, 73 from small cities South, 132 from rural North, and 128 from rural South.
- Data was collected between January 26th and February 23rd, 2017.

Target Respondents

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

Statistical Reliability

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

Detailed Methodology [2/4]

Questionnaire Design

- The survey instrument was a combination of open and close ended questions.
- Based on the needs of Alberta Culture and Tourism and Alberta Environment and Parks, the surveys previously conducted were revised. Results for Alberta Environment and Parks are not included as part of this report.
- Questions that were added in 2017 are highlighted throughout the report with the † symbol. Levels that were added to existing questions in 2017 are highlighted with a *.
- The major sections of the survey were asked in a specific order, although their sub-sections were asked in a random order.

Quality Control

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

Detailed Methodology [3/4]

Survey Pre-tests

- 37 interviews were pretested before the survey was fully launched.
- The pre-tests were conducted to ensure:
  - The suitability of the introduction;
  - The length of the interview;
  - Whether questions are meaningful to respondents; and
  - The flow of questioning to yield best results.
- Based on the pretest, the following changes were made:
  - The introduction was modified to better explain the nature of the survey and emphasize the topics of interest that are covered.
  - Extra instructions for P1/P2 were added to ensure that the most accurate information was collected.

Sampling Methodology

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

Detailed Methodology [4/4]

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

Analysis of Findings
- Data analysis and cross-tabulation have been conducted using SPSS and Report Builder software.

Sample Distribution

Sample Distribution

REGION	GENDER	AGE	POPULATION	QUOTAS	REGIONAL QUOTA
Calgary	Male	18-34	172,156	55	
	Female	18-34	166,299	53	
	Male	35-54	201,318	64	320
	Female	35-54	187,188	60	
	Male	55+	137,256	42	
	Female	55+	147,415	46	
Edmonton	Male	18-34	141,208	44	
	Female	18-34	131,944	41	
	Male	35-54	130,297	43	235
	Female	35-54	120,678	39	
	Male	55+	102,315	32	
	Female	55+	115,505	36	
Small Cities – North (includes Camrose, Spruce Grove, Sherwood Park, Fort Saskatchewan, St. Albert, Grande Prairie, Wetaskiwin, Leduc, Fort McMurray, Lloydminster, and Cold Lake)	Male	18-34	65,443	21	
	Female	18-34	59,107	19	
	Male	35-54	68,886	22	112
	Female	35-54	63,047	21	
	Male	55+	47,497	14	
	Female	55+	50,465	15	
Small Cities – South (includes Medicine Hat, Lethbridge, Airdrie, and Red Deer)	Male	18-34	42,577	14	
	Female	18-34	41,795	14	
	Male	35-54	40,998	13	73
	Female	35-54	39,936	13	
	Male	55+	35,255	11	
	Female	55+	27,685	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	66,226	21	
	Female	18-34	62,302	20	
	Male	35-54	86,101	28	132
	Female	35-54	80,217	26	
	Male	55+	63,710	19	
	Female	55+	58,686	18	
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	57,220	18	
	Female	18-34	54,288	17	
	Male	35-54	75,258	25	128
	Female	35-54	71,350	24	
	Male	55+	71,376	22	
	Female	55+	70,550	22	
TOTAL			3,091,598	1,000	**1,000**

Call Statistics

Call Statistics

Completed	**Complete**	**1,000**
Busy	Line busy	**332**
No Answer / Answering machine	Answering machine	**16,556**
	No answer	**4,634**
Respondents unavailable	Contact person is unavailable for duration of project	**30**
	Wrong contact (person we want to speak with can't be reached at this number)	**27**
Call backs	Appointment (Date and time specified)	**157**
	To call back (Date and time unspecified)	**548**
Refusals	Refusal	**10,070**
	Definite refusal	**290**
	Refused to answer age	**4**
	Refused to answer postal code	**193**
Incomplete	Incomplete with scheduled appointment	**0**
	Incomplete with no possibility to call back	**0**
Fax/Modem/Business	Fax/modem /pager	**451**
No Service / Wrong Number	Non-residential	**278**
	No service	**4510**
	Illness, Deceased	**75**
	Duplicate listing	**16**
Language Barrier	Language Barrier	**143**
Quota full	Quota attained	**1655**
Disqualified	Not eligible	**119**
	Wireless – under 18 years old	**213**
Total		**41,301**
Response rate**		**20.1%**

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

Survey Instrument

Introduction

Int1

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

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

Phone Type: <<sample.phone_type.text>>

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 completely confidential.

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

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

- $\bigcirc_1$ <<continue_or_yes>>
- $\bigcirc_4$ No, under 18   *[Show If Wireless]*
- $\bigcirc_2$ Refusal
- $\bigcirc_3$ Call back later

Ref1   *Show If Int1_Refusal*

Refusal

Status Code: 1000

CB1   *Show If Int1_Callback*

Call back

Status Code: 1001

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.

Status Code: 504

Int2

[If wireless, show "Thank you"/ If landline, show "Before we begin"], I first have a few questions to see if we need to speak to more people like you. Note that this call may be recorded for training and improvement purposes.

What are the first three characters of your postal code?

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

_____

- $\square_8$ 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.

Status Code: 502

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.

Status Code: 501

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.

Status Code: 600

Int3

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

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

- $\bigcirc_1$ Yes, speaking
- $\bigcirc_2$ Yes, getting person
- $\bigcirc_3$ Refusal
- $\bigcirc_4$ Not available; call back later

Int5

In what year were you born?

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

_____

☐₉ Refused

Int5b *Show If Int5_Refused*

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

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

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

☐₉ Refused (Terminates)

Term5b   *Show If Int5b_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 interest.

Status Code: 503

Int6

Record gender

○₁ Male
○₂ Female

Term4b   *Show If Quota_Full_for_Respondent*

I'm so sorry. We've actually already spoken with enough people that match your profile.

Status Code: 600

Int7b

Were you born in Alberta?

○₁ Yes
○₂ No
○₉ Refused

Int7c *Show If Int7b_NOT_Born_In_Alberta*

How many years have you lived in Alberta?

_____

☐₉₉₉ Refused

Int7a *Show If Int7b_NOT_Born_In_Alberta*

Were you born in Canada?

○₁ Yes
○₂ No
○₉ Refused

Int10

How would you best describe your household composition? By composition we mean number of adults and children living in the home.

(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

Section 1: Visitation, Participation, and Attendance

S1Intro

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

1.1 Parks: P1 – P9
   Randomized within section 1

P1

This question is about Alberta's Provincial Parks. By Provincial Parks we mean those parks managed by the provincial government known as "Alberta Parks" and not neighborhood, city, regional or national parks.

Have you visited an Alberta Provincial Park in the past 12 months?

(If the respondent is unsure if the park is provincial or not select yes and continue.)

○₁ Yes
○₂ No
○₉ (DO NOT READ) Don't know/Refused

P2   *Show If P1_visited*

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

IF THEY SAY A NATIONAL PARK OR ARE UNSURE, THAT IS OK, RECORD THE PARK AND PROBE FOR MORE.

You can probe with: Do you remember the particular name of the park? Please let me know to the best of your recollection." and then "And any other parks?"

IF THE RESPONDENT DOESN'T KNOW OR REFUSES, LEAVE THE LEVELS BLANK AND CLICK NEXT.

DO NOT NEED TO INCLUDE "PROVINCIAL PARK" IN THE ANSWER. IE: "DINOSAUR" IS GOOD ENOUGH, DON'T ENTER "DINOSAUR PROVINCIAL PARK". RECORD UP TO SIX DIFFERENT PARKS.

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

P2b   *Show_if_P2_Mentioned_Provincial_Park*

If mentioned a National Park, say:
In the previous question, you mentioned [Jasper, Banff, Waterton, Elk Island] among the provincial parks you have visited. Please note that these are National Parks, operated by Parks Canada. For the remaining questions, please only consider the following Alberta Provincial Parks you have visited in the past twelve months [LIST PROVINCIAL PARKS MENTIONED IN P2].

Approximately how many times in the last twelve months have you visited an Alberta Provincial Park for:

A day visit	_____
Overnight camping	_____

P3   *Show If P2_Mentioned_Provincial_Park*

What types of activities did you participate in?

((Select all that apply.)
DO NOT READ)

☐₃ Biking
☐₁ Camping
☐₁₃ Canoeing/kayaking
☐₁₀ Climbing
☐₉ Equestrian Use
☐₆ Fishing
☐₂ Hiking/Walking
☐₇ Hunting
☐₁₈ Ice fishing
☐₁₅ Ice skating outdoors
☐₁₉ Jogging/Running outdoors
☐₈ Off-Highway Vehicles
☐₄ Paddling
☐₅ Power Boating
☐₁₂ Skiing (cross country)
☐₁₁ Skiing (downhill)
☐₁₆ Sledding/tubing
☐₁₇ Snowmobiling
☐₁₄ Snowshoeing
☐₂₀ Outdoor team sports (specify):
☐₂₁ Other (specify):
☐₉₉₉ Refused

P4b   *Show If P2_Mentioned_Provincial_Park*

Are there any outdoor recreational activities that you were not able to participate in at Alberta Parks due to lack of facilities or services?

If "Yes" say: What outdoor recreational activities would you like to be able to do in Alberta Parks?

(IF THE RESPONDENT SAYS NO, DOESN'T KNOW, OR REFUSES, LEAVE THE LEVELS BLANK AND CLICK NEXT.

RECORD UP TO SIX DIFFERENT ACTIVITIES.)

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

Survey Instrument [4/10]

P4   *Show If P2_Mentioned_Provincial_Park*

Overall, how satisfied were you with the quality of services and facilities in the provincial parks you visited? Would you say you were…?

(READ LIST)

- $\bigcirc_1$ Very Satisfied
- $\bigcirc_2$ Satisfied
- $\bigcirc_3$ Neutral
- $\bigcirc_4$ Dissatisfied
- $\bigcirc_5$ Very Dissatisfied
- $\bigcirc_9$ (DO NOT READ) Don't know/Refused

P8   *Show If P2_Mentioned_Provincial_Park*

On a scale from 0 to 10 where 0 is 'not at all likely' to recommend and 10 is 'extremely likely' to recommend, how likely are you to RECOMMEND visiting Alberta Parks to family, friends or a colleague?

- $\bigcirc_0$ 0
- $\bigcirc_1$ 1
- $\bigcirc_2$ 2
- $\bigcirc_3$ 3
- $\bigcirc_4$ 4
- $\bigcirc_5$ 5
- $\bigcirc_6$ 6
- $\bigcirc_7$ 7
- $\bigcirc_8$ 8
- $\bigcirc_9$ 9
- $\bigcirc_{10}$ 10
- $\bigcirc_{99}$ (DO NOT READ) Don't know/Refused

P9

Have you camped on public land, that is land that is not privately owned, but is not in a provincial or national park, in Alberta in the last twelve months?

- $\bigcirc_1$ Yes
- $\bigcirc_2$ No
- $\bigcirc_9$ (DO NOT READ) Don't know/Refused

1.2 Volunteering: V1 – V3
  Randomized within section 1

V1

The next few questions are about volunteering.

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	(DO NOT READ) Don't know /Refused
a.	In the arts or cultural area, for example, IF NEEDED: for an arts or cultural organization; a music, dance, theatre or multi-cultural event; an arts festival, conference or workshop; an art exhibition.	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
b.	In sports, IF NEEDED: for example, coaching a team, officiating, or organizing an event such as local athletic games	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
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.	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
d.	For libraries, IF NEEDED: for example, volunteering as a part-time library assistant, assisting a local library in organizing special activities for Library Week, reading to children during story time.	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
e.	In human services, IF NEEDED: for example, volunteering for a food bank, seniors' centre, persons with disabilities support services groups, or an international aid organization	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
f.	In youth development, IF NEEDED: for example, volunteering for a boys and girls club, or youth centre	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
g.	In regards to the environment, IF NEEDED: for example, supporting wildlife education and preservation, assisting in highway clean-up programs, organizing recycling efforts, or volunteering at a local animal shelter.	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
h.	In law, advocacy and politics, IF NEEDED: for example, volunteering with a local Victim Services unit, fundraising for political parties or canvassing in neighborhoods.	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
i.	As a Board Member or member of a nonprofit organization.	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
j.	Informal volunteering, for example, volunteering you did on your own such as helping a neighbour in need.	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
k.	Did you do any other type of volunteer work?	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$

V1_Other   *Show If V1_11_Other_Volunteering*

Which other type of volunteer work did you do?

_____

- $\square_9$ Don't know/Refused

V2 *Show If V1_Any_Volunteering*

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

(ACCEPTABLE RANGE = 0 to 360 hours)

_____hours per month

☐999 Don't know/Refused

V3 *Show If V1_Not_Any_Volunteering*

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

(DO NOT READ LIST)

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

1.3 Arts and Culture: A1 – A2_Other
   Randomized within section 1

A5

The next question is about arts and culture. How many films have you seen in the past six months...

In a movie theatre   _____
Somewhere other than a
movie theatre, for example,
at home, at friends or family, _____
or at a different public venue

☐99 Don't know/Refused

A6 *Show If A5_at_least_once*

How many films have you seen with someone less than fourteen years of age in the past six months...

In a movie theatre MUST BE NO MORE THAN <<A5_a.text>> *[If* _____
A5_a_Movie_theatre_greater_than_0]
Somewhere other than a movie theatre MUST BE NO MORE THAN
<<A5_b.value>> *[If A5_b_At_home_greater_than_0]* _____

☐99 Don't know/Refused

A7

Are you aware that Alberta has its own system to assign age ratings to films shown in theatres?

○1 Yes
○2 No
○9 (DO NOT READ) Don't know/Refused

A8

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

(READ LIST)

		Yes	No	(DO NOT READ) Don't know/ Refused
a.	Performing arts events like plays or theatre events, dance performances, music recitals, live performances and concerts	○1	○2	○9
b.	Visual arts events at galleries and studios or art exhibitions of things like paintings, sculptures, craft, photography, jewellery, ceramics or textiles	○1	○2	○9
c.	Literary events such as book launches, author talks and book readings	○1	○2	○9
d.	Community arts festivals, fairs or cultural performances and events	○1	○2	○9
e.	Artist talks or lectures about their work	○1	○2	○9
f.	Attended any other arts and culture events	○1	○2	○9

A8_Other *Show If A8_Other_Activity*

Which other arts programs or activities did you attend?

_____

☐9 Don't know/Refused

A2

In the past 12 months, have you...

(READ LIST)

		Yes	No	(DO NOT READ) Don't know /Refused
a.	Made or created any types of visual art such as paintings, drawing, craft, sculpture, photography, jewellery, ceramics or textiles	○1	○2	○9
b.	Written any literary art such as short stories, poetry, a novel or script	○1	○2	○9
c.	Been involved in playing an instrument, singing, dancing, acting or performing	○1	○2	○9
d.	Taken part in an arts related class, workshop or training program	○1	○2	○9
e.	Participated in any other artistic activities	○1	○2	○9

A2_Other   *Show If A2_Other_Activity*

Which other arts activities did you participate in?

_____

☐₉ Don't know/Refused

1.4 Heritage: M2 – M4
Randomized within section 1

M2

The next question is about historical resources 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 (DO NOT READ) Don't know/Refused

M3   *Show If M2_Have_visited_museum_etc*

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

_____
_____
_____

☐₉₉₉ Don't know/Refused

M4   *Show If M2_Have_visited_museum_etc*

To gain a better sense as to the purpose why Albertans visited a historical resource IF NEEDED: (for example, museums, archives, historic sites, or interpretive centres), we would appreciate if you could provide the reasons for visiting in the past 12 months?

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

_____
_____
_____

☐₉₉₉ Don't know/Refused

1.5 Sports: S1a – S2
Randomized within section 1

S1a

The next question is 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 sports in the past year?

○₁ Yes
○₂ No
○₉ (DO NOT READ) Don't know/Refused

S1   *Show If S1a_Yes*

Which organized sports have you participated in during the past year?

(RECORD UP TO SIX DIFFERENT SPORTS
IF REFUSED, DO NOT ENTER ANYTHING, JUST CLICK NEXT)

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

S2a   *Show If Int10_Has_Children*

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

○₁ Yes
○₂ No
○₉ (DO NOT READ) Don't know/Refused

S2   *Show If S2a_Yes*

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

(RECORD UP TO SIX DIFFERENT SPORTS
IF REFUSED, DO NOT ENTER ANYTHING, JUST CLICK NEXT)

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

Survey Instrument

1.6 Tourism: T1
   Randomized within section 1

T1

The next question is about Farm to Fork tourism in Alberta. Farm to Fork tourism occurs when visitors travel more than forty kilometres outside of their home community and engage in farm-related leisure activities or those that feature a unique, local culinary experience.

Which Farm to Fork tourism activities did you directly participate in during a trip within Alberta in the past 12 months?

(READ LIST)

		Yes	No	(DO NOT READ) Don't know/Refused
a.	Attend a cooking show or demonstration	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
b.	Attend a farmers' market	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
c.	Attend a food festival	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
d.	Attend a rodeo	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
e.	Attend an agricultural fair or event	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
f.	Dine at a farm dinner	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
g.	Dine at a restaurant serving Alberta ingredients	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
h.	Purchase products or goods directly from a farm (farm retail purchasing)	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
i.	Stay overnight at a farm or ranch	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
j.	Take a food or drink tour (guided or non-guided)	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
k.	Visit a corn maze	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
l.	Visit a petting zoo	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
m.	Visit an agricultural museum	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$

Section 2: Perceived Benefits of Culture and Leisure Activities

S2Intro

The following questions are about the potential benefits of culture and leisure activities and services.

2.1 Heritage: M6 – M5
   Randomized within section 2

M6

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

		Very important	Somewhat important	Not very important	Not at all important	(DO NOT READ) Don't know /Refused
a.	The opportunity for recreation	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_3$	$\bigcirc_4$	$\bigcirc_9$
b.	The preservation of Alberta's history	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_3$	$\bigcirc_4$	$\bigcirc_9$
c.	Visitor spending in local communities	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_3$	$\bigcirc_4$	$\bigcirc_9$
d.	Opportunity for education and lifelong learning	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_3$	$\bigcirc_4$	$\bigcirc_9$

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)

$\bigcirc_1$ Strongly agree
$\bigcirc_2$ Somewhat agree
$\bigcirc_3$ Neither agree nor disagree
$\bigcirc_4$ Somewhat disagree
$\bigcirc_5$ Strongly disagree
$\bigcirc_9$ (DO NOT READ) Don't know/Refused

2.2 Recreation: R3
   Randomized within section 2

R3

I will now read some statements describing recreation. Recreation involves those activities that a person or group chooses to do in their leisure time and includes activities at amenities such as trails, parks and community recreation facilities. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that:

		Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	(DO NOT READ) Don't know /Refused
a.	Recreation contributes to your physical health	O_1	O_2	O_3	O_4	O_5	O_9
b.	Recreation contributes to your mental well-being	O_1	O_2	O_3	O_4	O_5	O_9
c.	Recreation opportunities help me connect with friends	O_1	O_2	O_3	O_4	O_5	O_9
d.	Recreation opportunities encourage children and youth to be active	O_1	O_2	O_3	O_4	O_5	O_9
e.	Recreation creates opportunities for families to spend time together	O_1	O_2	O_3	O_4	O_5	O_9
f.	Recreation opportunities are available to all families and individuals	O_1	O_2	O_3	O_4	O_5	O_9
g.	Parks, outdoor places and trails, provide opportunities to enjoy nature	O_1	O_2	O_3	O_4	O_5	O_9
h.	Recreation contributes to your community's economy	O_1	O_2	O_3	O_4	O_5	O_9

2.3 Cultural Industries: C1
   Randomized within section 2

C1

Alberta's Cultural Industries include film and television production, book and magazine publishing, sound recording, and interactive digital media. Would you say that the following benefits are very important, somewhat important, not very important, or not at all important to you?

		Very important	Somewhat important	Not very important	Not at all important	(DO NOT READ) Don't know /Refused
a.	The money this industry spends in Alberta	O_1	O_2	O_3	O_4	O_9
b.	Increasing Alberta's image on the world stage	O_1	O_2	O_3	O_4	O_9
c.	Telling Alberta stories	O_1	O_2	O_3	O_4	O_9

Section 3: Contribution to Quality of Life

X1

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

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, or not at all important:

		Very important	Somewhat important	Not very important	Not at all important	(DO NOT READ) Don't know /Refused
a.	Historical resources like museums and historic sites, archives, interpretive centres, and protected and preserved historic buildings in communities	O_1	O_2	O_3	O_4	O_9
b.	Recreation facilities and services such as drop-in classes, day camps, recreation centres, playgrounds, trails, parks	O_1	O_2	O_3	O_4	O_9
c.	Participating in or attending organized sport activities or events	O_1	O_2	O_3	O_4	O_9
d.	Arts activities in your community	O_1	O_2	O_3	O_4	O_9
e.	Seeing Alberta produced movies and television shows, music, books and magazines available to Albertans and to people around the world.	O_1	O_2	O_3	O_4	O_9

A9

Please rate your agreement with the following statement: arts and culture makes my community a better place to live.

- O_1 Strongly agree
- O_2 Somewhat agree
- O_3 Neither agree nor disagree
- O_4 Somewhat disagree
- O_5 Strongly disagree
- O_9 (DO NOT READ) Don't know/Refused

Section 4: Perception of Government Support for Programs and Services

X2

The final questions are about the importance of government funding and support to culture and leisure related programs and services.

I am going to list some areas supported by the Government of Alberta. For each, please tell me how important it is to you that the Government of Alberta continues to fund and support. Is it very important, somewhat important, not very important, or not at all important.

	Very important	Somewhat important	Not very important	Not at all important	(DO NOT READ) Don't know /Refused
a. The arts in Alberta	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_3$	$\bigcirc_4$	$\bigcirc_9$
b. Alberta's film and TV industry	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_3$	$\bigcirc_4$	$\bigcirc_9$
c. Alberta's book and magazine publishing and sound recording industries	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_3$	$\bigcirc_4$	$\bigcirc_9$

P10

The next question is about the Government of Alberta's Plan for Parks, which is a 10-year blueprint for guiding management of Alberta's parks system.

I will list the plan's objectives. For each objective, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that Alberta's Provincial Parks are currently:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	(DO NOT READ) Don't know /Refused
a. Ensuring sustainability of our natural landscapes	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_3$	$\bigcirc_4$	$\bigcirc_5$	$\bigcirc_9$
b. Enhancing recreational opportunities	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_3$	$\bigcirc_4$	$\bigcirc_5$	$\bigcirc_9$
c. Improving quality of life for Albertans	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_3$	$\bigcirc_4$	$\bigcirc_5$	$\bigcirc_9$

Section 6: Respondent Characteristics

D1

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

How would you describe your present employment status?

(IF NEEDED READ LIST OR PART OF LIST)

- $\bigcirc_1$ Working full-time
- $\bigcirc_2$ Working part-time
- $\bigcirc_3$ Unemployed or looking for a job
- $\bigcirc_4$ A student
- $\bigcirc_5$ Retired
- $\bigcirc_6$ Stay at home parent
- $\bigcirc_7$ Caregiver
- $\bigcirc_8$ Staying at home for other reasons
- $\bigcirc_9$ (DO NOT READ) Refused

D2

What is the highest level of education you have completed?

(READ LIST IF NECESSARY)

- $\bigcirc_1$ Not graduated from high school
- $\bigcirc_2$ Graduated high school
- $\bigcirc_3$ Some technical or vocational college
- $\bigcirc_4$ Graduated technical or vocational college
- $\bigcirc_5$ Some university
- $\bigcirc_6$ Graduated from university
- $\bigcirc_9$ (DO NOT READ) Refused

D4

And what is your marital status?

(READ LIST IF NECESSARY)

- $\bigcirc_1$ Single
- $\bigcirc_2$ Married/Common-law
- $\bigcirc_3$ Separated
- $\bigcirc_4$ Divorced
- $\bigcirc_5$ Widowed
- $\bigcirc_9$ (DO NOT READ) Refused

D6

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

(READ LIST)

- ○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
- ○₇ $150,000 to less than $180,000
- ○₈ $180,000 or more
- ○₉ (DO NOT READ) Refused

PTa   *Show If Landline*

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

(DO NOT READ)

- ○₁ Yes
- ○₂ No

PTb   *Show If Wireless*

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

(DO NOT READ)

- ○₁ Yes
- ○₂ No

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.

Status Code: -1

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