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 department’s 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 $\pm 3.1$ 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)**

#### ARTS AND CULTURE
- **75.9% ATTENDED** (STABLE)
- **61.5% PARTICIPATED** (STABLE)
- **WATCHED FILM** (past 6 months)
  - **68.5% 29.1%** personally with child
  - **89.5% 47.1%** personally with child
- **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†**
  - **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)**
- **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. Soccer (38.3%)
  2. Hockey (25.8%)
  3. Swim (23.4%)
- **63.8% have CHILDREN who HAVE PARTICIPATED in ORGANIZED SPORT in the past 12 months**
- **TOP ORGANIZED SPORTS‡**
  1. Hockey (23.9%)
  2. Softball (13.0%)
  3. Golf (10.1%)
- **81.5% feel PARTICIPATING OR ATTENDING ORGANIZED SPORTS ACTIVITIES is IMPORTANT in contributing to quality of life**

#### 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%)

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

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

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

§ 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

*Among Albertans with children in their household

†‡ Among Albertans with children in their household
## Key Highlights [2/2]

### Importance of Benefits and Government Support

<table>
<thead>
<tr>
<th><strong>HERITAGE</strong></th>
<th><strong>RECREATION</strong></th>
<th><strong>PRODUCING FILM IN AB</strong></th>
<th><strong>GOV’T SUPPORT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>96.6% (STABLE) OPPORTUNITY FOR EDUCATION &amp; LIFELONG LEARNING</td>
<td>99.0% (STABLE) PARKS, OPEN SPACES, &amp; TRAILS PROVIDING OPPORTUNITIES TO ENJOY NATURE</td>
<td>89.8% (STABLE) TELLING ALBERTA STORIES</td>
<td>87.9% (INCREASE FROM 2016) Support for ARTS IN ALBERTA</td>
</tr>
<tr>
<td>96.5% (INCREASE FROM 2016) OPPORTUNITY FOR RECREATION</td>
<td>98.5% (STABLE) CREATING OPPORTUNITIES FOR FAMILIES TO SPEND TIME TOGETHER</td>
<td>85.2% (DECREASE FROM 2016) MONEY INDUSTRY SPENDS IN ALBERTA</td>
<td>80.0% (STABLE) Support for ALBERTA’S FILM AND TV INDUSTRY</td>
</tr>
<tr>
<td>96.2% (STABLE) PRESERVATION OF ALBERTA HISTORY</td>
<td>98.0% (STABLE) ENCOURAGING CHILDREN TO BE ACTIVE</td>
<td>83.9% (DECREASE FROM 2016) INCREASING ALBERTA’S IMAGE ON WORLD STAGE</td>
<td>79.0% (STABLE) Support for ALBERTA’S BOOK AND MAGAZINE PUBLISHING AND SOUND RECORDING INDUSTRIES</td>
</tr>
<tr>
<td>92.4% (STABLE) VISITOR SPENDING IN COMMUNITY</td>
<td>97.8% (STABLE) CONTRIBUTES TO PHYSICAL HEALTH</td>
<td>87.9% (INCREASE FROM 2016) Support for ARTS IN ALBERTA</td>
<td></td>
</tr>
</tbody>
</table>
DETAILED FINDINGS: Visitation, participation, and attendance
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”.

\(\uparrow\downarrow\) 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

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)
**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.

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

↑↓ *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

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.

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**Aware that Alberta assigns film ratings**

- **Yes,** 30.4%
- **No,** 68.7%
- **Don't know/Refused,** 0.9%

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)
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

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

↑↓ 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)
ARTS AND CULTURE: Incidence of Attending Events/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%).

*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

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%).

<table>
<thead>
<tr>
<th>Types of arts events or activities participated or performed</th>
<th>2017*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made or created any types of visual art*</td>
<td>44.0%</td>
</tr>
<tr>
<td>Been involved in playing an instrument, singing, dancing, acting or performing*</td>
<td>28.0%</td>
</tr>
<tr>
<td>Taken part in an arts related class, workshop or training program*</td>
<td>16.0%</td>
</tr>
<tr>
<td>Written any literary art*</td>
<td>15.1%</td>
</tr>
<tr>
<td>Participated in any other artistic activities*</td>
<td>11.8%</td>
</tr>
</tbody>
</table>

*A - 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)
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

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)
**HERITAGE: Main Reason for Visitation**

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

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

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.
**HERITAGE:**

**Key Sources of Information About Historical Sites**

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

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

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

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.

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

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

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)
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

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

**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
TOURISM: 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 more likely 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

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

↑↓ 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)
DETAILED FINDINGS: Benefits of Culture and Leisure Activities
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)

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
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)
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.
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.
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)

Strong agreement that parks, open spaces and trails provide opportunities to enjoy nature has increased since 2016.
Encourages children and youth to be active

- 2016: 97.9%
- 2017: 98.0%
- 2016: 83.9%
- 2017: 85.9%

Contributes to physical health

- 2016: 97.9%
- 2017: 97.8%
- 2016: 85.5%
- 2017: 87.0%

Agreement that recreation contributes to physical health and encourages children and youth to be active has remained stable since 2016.
Strong agreement that recreation contributes to mental well-being has increased since 2016.
Benefits of Recreation [4/4]

Contributes to community’s economy

- Strongly or Somewhat Agree
  - 2016: 88.3%
  - 2017: 88.9%
  - 2016: 43.8%
  - 2017: 51.7%

Significantly more Albertans strongly agree that recreation contributes to their community’s economy in 2017.
Benefits of Producing Films in Alberta

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.
Benefits of Producing Films in Alberta [1/2]

**Telling Alberta stories**

- **2013 (n=1,000):** 89.7% Very and somewhat important, 44.3% Very important
- **2014 (n=1,000):** 88.5% Very and somewhat important, 45.4% Very important
- **2015 (n=1,000):** 87.0% Very and somewhat important, 46.6% Very important
- **2016 (n=1,000):** 87.5% Very and somewhat important, 45.9% Very important
- **2017 (n=1,000):** 89.8% Very and somewhat important, 44.0% Very important

**The money this industry spends in Alberta**

- **2013 (n=1,000):** 88.2% Very and somewhat important, 44.0% Very important
- **2014 (n=1,000):** 88.9% Very and somewhat important, 46.1% Very important
- **2015 (n=1,000):** 86.4% Very and somewhat important, 47.5% Very important
- **2016 (n=1,000):** 88.2% Very and somewhat important, 49.0% Very important
- **2017 (n=1,000):** 85.2% Very and somewhat important, 42.7% 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)
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)

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.
DETAILED FINDINGS: Contribution to Quality of Life
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.
The vast majority of Albertans agree (with nearly half strongly agreeing) that arts and culture makes their community a better place to live.
DETAILED FINDINGS: Perception of Government Support
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.
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.
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.
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

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

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.

↑↓ Indicate statistically significant differences between survey years
PROFILE OF RESPONDENTS
# Profile of Respondents [1/3]

## Albertans (n=1,000)

<table>
<thead>
<tr>
<th>Gender</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>50.8%</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>49.2%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>11.6%</td>
<td></td>
</tr>
<tr>
<td>25 to 34</td>
<td>22.1%</td>
<td></td>
</tr>
<tr>
<td>35 to 44</td>
<td>15.9%</td>
<td></td>
</tr>
<tr>
<td>45 to 54</td>
<td>21.9%</td>
<td></td>
</tr>
<tr>
<td>55 to 64</td>
<td>13.7%</td>
<td></td>
</tr>
<tr>
<td>65 or older</td>
<td>14.8%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Calgary</td>
<td>32.0%</td>
<td></td>
</tr>
<tr>
<td>Edmonton</td>
<td>23.5%</td>
<td></td>
</tr>
<tr>
<td>Small Cities North</td>
<td>11.2%</td>
<td></td>
</tr>
<tr>
<td>Small Cities South</td>
<td>7.3%</td>
<td></td>
</tr>
<tr>
<td>Rural North</td>
<td>13.2%</td>
<td></td>
</tr>
<tr>
<td>Rural South</td>
<td>12.8%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>22.2%</td>
<td></td>
</tr>
<tr>
<td>Married/Common-law</td>
<td>68.4%</td>
<td></td>
</tr>
<tr>
<td>Separated</td>
<td>1.4%</td>
<td></td>
</tr>
<tr>
<td>Divorced</td>
<td>4.6%</td>
<td></td>
</tr>
<tr>
<td>Widowed</td>
<td>3.2%</td>
<td></td>
</tr>
<tr>
<td>Refused</td>
<td>0.2%</td>
<td></td>
</tr>
</tbody>
</table>

## Children in Household (n=1,000)

<table>
<thead>
<tr>
<th>NO CHILDREN</th>
<th>59.6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two adult household with no children under 18</td>
<td>33.7%</td>
</tr>
<tr>
<td>One adult household with no children under 18</td>
<td>11.9%</td>
</tr>
<tr>
<td>Three or more adult household with no children under 18</td>
<td>14.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHILDREN</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Two adult household with children under 18</td>
<td>40.1%</td>
</tr>
<tr>
<td>One adult household with children under 18</td>
<td>1.9%</td>
</tr>
<tr>
<td>Three or more adult household with children under 18</td>
<td>7.6%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>0.3%</td>
</tr>
</tbody>
</table>
# Profile of Respondents [2/3]

## Albertans (n=1,000)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Born in Canada</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>82.2%</td>
</tr>
<tr>
<td>No</td>
<td>17.8%</td>
</tr>
<tr>
<td>Refused</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Born in Alberta</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>51.5%</td>
</tr>
<tr>
<td>No</td>
<td>48.5%</td>
</tr>
<tr>
<td>Refused</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

## Born outside Alberta (n=485)

<table>
<thead>
<tr>
<th>Tenure in Alberta</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 5 years</td>
<td>8.7%</td>
</tr>
<tr>
<td>5 to 9 years</td>
<td>12.8%</td>
</tr>
<tr>
<td>10 to 19 years</td>
<td>24.5%</td>
</tr>
<tr>
<td>20 to 29 years</td>
<td>17.9%</td>
</tr>
<tr>
<td>30 to 39 years</td>
<td>13.4%</td>
</tr>
<tr>
<td>40 to 49 years</td>
<td>12.2%</td>
</tr>
<tr>
<td>50 or more years</td>
<td>10.1%</td>
</tr>
</tbody>
</table>
# Profile of Respondents [3/3]

## Albertans (n=1,000)

<table>
<thead>
<tr>
<th>Education</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Not graduated from high school</td>
<td>5.4%</td>
</tr>
<tr>
<td>Graduated high school</td>
<td>20.7%</td>
</tr>
<tr>
<td>Some technical or vocational college</td>
<td>9.2%</td>
</tr>
<tr>
<td>Graduated technical or vocational college</td>
<td>24.9%</td>
</tr>
<tr>
<td>Some university</td>
<td>5.7%</td>
</tr>
<tr>
<td>Graduated from university</td>
<td>33.9%</td>
</tr>
<tr>
<td>Refused</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

## Household Income (n=1,000)

<table>
<thead>
<tr>
<th>Income Level</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $40,000</td>
<td>14.8%</td>
</tr>
<tr>
<td>$40,000 to less than $60,000</td>
<td>12.7%</td>
</tr>
<tr>
<td>$60,000 to less than $80,000</td>
<td>13.1%</td>
</tr>
<tr>
<td>$80,000 to less than $100,000</td>
<td>14.3%</td>
</tr>
<tr>
<td>$100,000 to less than $120,000</td>
<td>10.8%</td>
</tr>
<tr>
<td>$120,000 to less than $150,000</td>
<td>7.4%</td>
</tr>
<tr>
<td>$150,000 to less than $180,000</td>
<td>5.5%</td>
</tr>
<tr>
<td>$180,000 or more</td>
<td>9.9%</td>
</tr>
</tbody>
</table>

## Employment Status (n=1,000)

<table>
<thead>
<tr>
<th>Status</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Working full-time</td>
<td>52.3%</td>
</tr>
<tr>
<td>Working part-time</td>
<td>12.2%</td>
</tr>
<tr>
<td>Unemployed or looking for a job</td>
<td>7.1%</td>
</tr>
<tr>
<td>A student</td>
<td>4.2%</td>
</tr>
<tr>
<td>Retired</td>
<td>15.8%</td>
</tr>
<tr>
<td>Staying at home for other reasons</td>
<td>3.0%</td>
</tr>
<tr>
<td>Stay at home parent</td>
<td>4.7%</td>
</tr>
<tr>
<td>Caregiver</td>
<td>0.2%</td>
</tr>
<tr>
<td>Refused</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>REGION</th>
<th>GENDER</th>
<th>AGE</th>
<th>POPULATION</th>
<th>QUOTAS</th>
<th>REGIONAL QUOTA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Calgary</strong></td>
<td>Male</td>
<td>18-34</td>
<td>172,156</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>18-34</td>
<td>166,299</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>35-54</td>
<td>201,318</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>35-54</td>
<td>187,188</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>55+</td>
<td>137,256</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>55+</td>
<td>147,415</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td><strong>Edmonton</strong></td>
<td>Male</td>
<td>18-34</td>
<td>141,208</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>18-34</td>
<td>131,944</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>35-54</td>
<td>130,297</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>35-54</td>
<td>120,678</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>55+</td>
<td>102,315</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>55+</td>
<td>115,505</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td><strong>Small Cities – North</strong></td>
<td>Male</td>
<td>18-34</td>
<td>65,443</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>(includes Camrose, Spruce Grove, Sherwood Park, Fort Saskatchewan, St. Albert, Grande Prairie, Wetaskiwin, Leduc, Fort McMurray, Lloydminster, and Cold Lake)</td>
<td>Female</td>
<td>18-34</td>
<td>59,107</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>35-54</td>
<td>68,886</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>35-54</td>
<td>63,047</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>55+</td>
<td>47,497</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>55+</td>
<td>50,465</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td><strong>Small Cities – South</strong></td>
<td>Male</td>
<td>18-34</td>
<td>42,577</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>(includes Medicine Hat, Lethbridge, Airdrie, and Red Deer)</td>
<td>Female</td>
<td>18-34</td>
<td>41,795</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>35-54</td>
<td>40,998</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>35-54</td>
<td>39,936</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>55+</td>
<td>35,255</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>55+</td>
<td>27,685</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td><strong>Rural – North</strong></td>
<td>Male</td>
<td>18-34</td>
<td>66,226</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>(includes all villages, towns, hamlets and rural areas within the geographic area defined by the following postal forwarding sortation areas: TOA, TOB, TOC, TOE, TOG, TOH, TOP, TOV, T8T)</td>
<td>Female</td>
<td>18-34</td>
<td>62,302</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>35-54</td>
<td>86,101</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>35-54</td>
<td>80,217</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>55+</td>
<td>63,710</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>55+</td>
<td>58,686</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td><strong>Rural – South</strong></td>
<td>Male</td>
<td>18-34</td>
<td>57,220</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>(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)</td>
<td>Female</td>
<td>18-34</td>
<td>54,288</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>35-54</td>
<td>75,258</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>35-54</td>
<td>71,350</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>55+</td>
<td>71,376</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>55+</td>
<td>70,550</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>Male</td>
<td></td>
<td>3,091,598</td>
<td></td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td></td>
<td></td>
<td></td>
<td>1,000</td>
</tr>
</tbody>
</table>
Call Statistics
# Call Statistics

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

**Response rate** = (Completed + Quota Full) / (Completed + Quota full + Refused + Incomplete (Terminate))
Survey Instrument
Survey Instrument [1/10]

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.)

☐  <<continue_or_yes>>
☐, No, under 18  [Show If Wireless]
☐, Refusal
☐, Call back later

Ref1 Show If Int1_Refusal

Refusal
Status Code: 1000

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))

☐ ☐ ☐ 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.

☐, Yes, speaking
☐, Yes, getting person
☐, Refusal
☐, Not available; call back later
**Survey Instrument [2/10]**

**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.

☐ 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.

☐ 18 to 24
☐ 25 to 34
☐ 35 to 44
☐ 45 to 54
☐ 55 to 64
☐ 65 or older
☐ 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

☐ Male
☐ Female

**Term6b 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?

☐ Yes
☐ No
☐ Refused

**Int7c Show If Int7b_NOT_Born_In_Alberta**

How many years have you lived in Alberta?

☐ Refused

**Int7a Show If Int7b_NOT_Born_In_Alberta**

Were you born in Canada?

☐ Yes
☐ No
☐ 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)*

☐ Two adult household with no children under 18
☐ Two adult household with children under 18
☐ One adult household with no children under 18
☐ One adult household with children under 18
☐ Three or more adult household with no children under 18
☐ Three or more adult household with children under 18
☐ Other (specify):
☐ (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.)

Q1 Yes
Q2 No
Q9 (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.

<table>
<thead>
<tr>
<th>Park #1:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Park #2:</td>
<td></td>
</tr>
<tr>
<td>Park #3:</td>
<td></td>
</tr>
<tr>
<td>Park #4:</td>
<td></td>
</tr>
<tr>
<td>Park #5:</td>
<td></td>
</tr>
<tr>
<td>Park #6:</td>
<td></td>
</tr>
</tbody>
</table>

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

☐ Biking
☐ Camping
☐ Canoeing/kayaking
☐ Climbing
☐ Equestrian Use
☐ Fishing
☐ Hiking/Walking
☐ Hunting
☐ Ice fishing
☐ Ice skating outdoors
☐ Jogging/Running outdoors
☐ Off-Highway Vehicles
☐ Paddling
☐ Power Boating
☐ Skiing (cross country)
☐ Skiing (downhill)
☐ Sledding/tubing
☐ Snowmobiling
☐ Snowshoeing
☐ Outdoor team sports (specify):
☐ Other (specify):
☐ 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)*

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- *(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?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- *(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?

- Yes
- No
- *(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)*

<table>
<thead>
<tr>
<th>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.</th>
<th>Yes</th>
<th>No</th>
<th><em>(DO NOT READ) Don't know/Refused</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>b. In sports, IF NEEDED: for example, coaching a team, officiating, or organizing an event such as local athletic games</td>
<td>Yes</td>
<td>No</td>
<td><em>(DO NOT READ) Don't know/Refused</em></td>
</tr>
<tr>
<td>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.</td>
<td>Yes</td>
<td>No</td>
<td><em>(DO NOT READ) Don't know/Refused</em></td>
</tr>
<tr>
<td>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.</td>
<td>Yes</td>
<td>No</td>
<td><em>(DO NOT READ) Don't know/Refused</em></td>
</tr>
<tr>
<td>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</td>
<td>Yes</td>
<td>No</td>
<td><em>(DO NOT READ) Don't know/Refused</em></td>
</tr>
<tr>
<td>f. In youth development, IF NEEDED: for example, volunteering for a boys and girls club, or youth centre</td>
<td>Yes</td>
<td>No</td>
<td><em>(DO NOT READ) Don't know/Refused</em></td>
</tr>
<tr>
<td>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.</td>
<td>Yes</td>
<td>No</td>
<td><em>(DO NOT READ) Don't know/Refused</em></td>
</tr>
<tr>
<td>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.</td>
<td>Yes</td>
<td>No</td>
<td><em>(DO NOT READ) Don't know/Refused</em></td>
</tr>
<tr>
<td>i. As a Board Member or member of a nonprofit organization.</td>
<td>Yes</td>
<td>No</td>
<td><em>(DO NOT READ) Don't know/Refused</em></td>
</tr>
<tr>
<td>j. Informal volunteering, for example, volunteering you did on your own such as helping a neighbour in need.</td>
<td>Yes</td>
<td>No</td>
<td><em>(DO NOT READ) Don't know/Refused</em></td>
</tr>
<tr>
<td>k. Did you do any other type of volunteer work?</td>
<td>Yes</td>
<td>No</td>
<td><em>(DO NOT READ) Don't know/Refused</em></td>
</tr>
</tbody>
</table>

**V1_Other**  
*Show If V1_11_Other_Volunteering*

Which other type of volunteer work did you do?

---

□. Don't know/Refused
**Survey Instrument [5/10]**

**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  
☐ 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)*

- ☐ Would rather have given money instead of time  
- ☐ Had not been personally asked  
- ☐ Were unaware of opportunities to volunteer  
- ☐ Were unable to volunteer due to a disability or health problem  
- ☐ Did not have enough time or were too busy  
- ☐ Were unwilling to make a long term commitment  
- ☐ Were not interested in volunteering  
- ☐ Or some other reason (SPECIFY): ☐ ☐ Don’t Know/Refused

**1.8 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* 
☐ 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>>  
*Somewhere other than a movie theatre* MUST BE NO MORE THAN <<A5_b.value>>  
☐ Don’t know/Refused

**A7**
Are you aware that Alberta has its own system to assign age ratings to films shown in theatres?

☐ Yes  
☐ No  
☐ (DO NOT READ) Don’t know/Refused

**A8**
In the past twelve months, have you attended any...
*(READ LIST)*

- Performing arts events like plays or theatre events, dance performances, music recitals, live performances and concerts  
- Visual arts events at galleries and studios or art exhibitions of things like paintings, sculptures, craft, photography, jewellery, ceramics or textiles  
- Literary events such as book launches, author talks and book readings  
- Community arts festivals, fairs or cultural performances and events  
- Artist talks or lectures about their work  
- Attended any other arts and culture events

**A8 Other Show If A8 Other Activity**
Which other arts programs or activities did you attend?

☐ Don’t know/Refused

**A2**
In the past 12 months, have you...
*(READ LIST)*

- Made or created any type of visual art such as paintings, drawing, craft, sculpture, photography, jewellery, ceramics or textiles  
- Written any literary art such as short stories, poetry, a novel or script  
- Been involved in playing an instrument, singing, dancing, acting or performing  
- Taken part in an arts related class, workshop or training program  
- Participated in any other artistic activities  
- Don’t know/Refused
**Survey Instrument [6/10]**

**A2_Other** Show If A2_Other_Activity
Which other arts activities did you participate in?

☐ 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?

☐ Yes
☐ No
☐ (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?

☐ 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.)

☐ 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?

☐ Yes
☐ No
☐ (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?

☐ Yes
☐ No
☐ (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 [7/10]

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)

a. Attend a cooking show or demonstration
b. Attend a farmers’ market
c. Attend a food festival
d. Attend a rodeo
e. Attend an agricultural fair or event
f. Dine at a farm dinner
g. Dine at a restaurant serving Alberta ingredients
h. Purchase products or goods directly from a farm (farm retail purchasing)
i. Stay overnight at a farm or ranch
j. Take a food or drink tour (guided or non-guided)
k. Visit a corn maze
l. Visit a petting zoo
m. Visit an agricultural museum

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)

a. The opportunity for recreation
b. The preservation of Alberta’s history
c. Visitor spending in local communities
d. Opportunity for education and lifelong learning

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)

a. Strongly agree
b. Somewhat agree
c. Neither agree nor disagree
d. Somewhat disagree
e. Strongly disagree
f. (DO NOT READ) Don’t know/Refused
Survey Instrument [8/10]

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:

<table>
<thead>
<tr>
<th>a. Recreation contributes to your physical health</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Recreation contributes to your mental well-being</td>
<td></td>
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<tr>
<td>c. Recreation opportunities help me connect with friends</td>
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<tr>
<td>d. Recreation opportunities encourage children and youth to be active</td>
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<tr>
<td>e. Recreation creates opportunities for families to spend time together</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>f. Recreation opportunities are available to all families and individuals</td>
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<tr>
<td>g. Parks, outdoor places and trails, provide opportunities to enjoy nature</td>
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<tr>
<td>h. Recreation contributes to your community’s economy</td>
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</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>a. The money this industry spends in Alberta</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Increasing Alberta’s image on the world stage</td>
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<tr>
<td>c. Telling Alberta stories</td>
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</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>a. Historical resources like museums and historic sites, archives, interpretive centres, and protected and preserved historic buildings in communities</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Not very important</th>
<th>Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Recreation facilities and services such as drop-in classes, day camps, recreation centres, playgrounds, trails, parks</td>
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<tr>
<td>c. Participating in or attending organized sport activities or events</td>
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<tr>
<td>d. Arts activities in your community</td>
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<tr>
<td>e. Seeing Alberta produced movies and television shows, music, books and magazines available to Albertans and to people around the world</td>
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</tbody>
</table>

A9
Please rate your agreement with the following statement: arts and culture makes my community a better place to live.

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Not very agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>(DO NOT READ)</td>
<td>Don't know/Refused</td>
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</tbody>
</table>
### 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.

<table>
<thead>
<tr>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>(DO NOT READ) Don't know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. The arts in Alberta</td>
<td></td>
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<tr>
<td>b. Alberta’s film and TV industry</td>
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<tr>
<td>c. Alberta’s book and magazine publishing and sound recording industries</td>
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</tbody>
</table>

### 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)

- Working full-time
- Working part-time
- Unemployed or looking for a job
- A student
- Retired
- Stay at home parent
- Caregiver
- Staying at home for other reasons
- (DO NOT READ) Refused

**D2**

What is the highest level of education you have completed?

(Read list if necessary)

- Not graduated from high school
- Graduated high school
- Some technical or vocational college
- Graduated technical or vocational college
- Some university
- Graduated from university
- (DO NOT READ) Refused

**D4**

And what is your marital status?

(Read list if necessary)

- Single
- Married/Common-law
- Separated
- Divorced
- Widowed
- (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