ADVANIS for Alberta Culture and Tourism

2018 Survey of Albertans

Final Report

March 2018

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, recreation, sport, tourism, and cultural industries. 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 behaviour related to culture and tourism such as:
   - ✓ Visitation to historical resources;
   - ✓ Participation in farm to fork tourism;
   - ✓ Importance of heritage, recreation, and cultural industries;
   - ✓ Perception of Government support;
   - ✓ Participation in arts activities;
   - ✓ Attendance at arts activities;
   - ✓ Volunteerism; and
   - ✓ Perceptions and participation in organized sport.

Methodology

Data Collection

- 1,000 random telephone interviews were conducted with Albertans between the dates of January 22 and February 27, 2018.
  - 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 **20.8%*** was achieved.
- In 2018, 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

86.3%
VOLUNTEER (TOTAL)
(STABLE)

Individuals most likely to HAVE volunteered (total) within the past 12 months are:
- ✓ *Married/common-law*
- ✓ *Those with household income $80,000 or more*
- ✓ *Those with children in the household*
- ✓ *Those with University/college education*

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 2017" or "decrease from 2017" will be shown (regardless of the size of the change).

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

E.g., 86.3% of Albertans did volunteer work in the past 12 months. This result is not statistically higher or lower than the result observed in 2017.
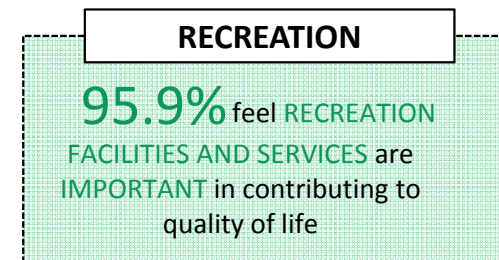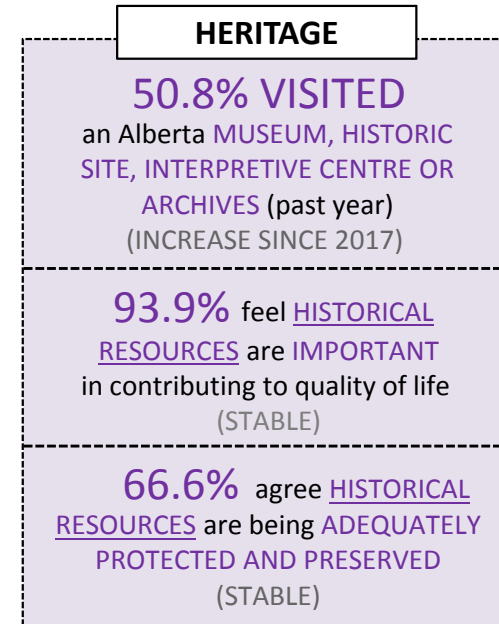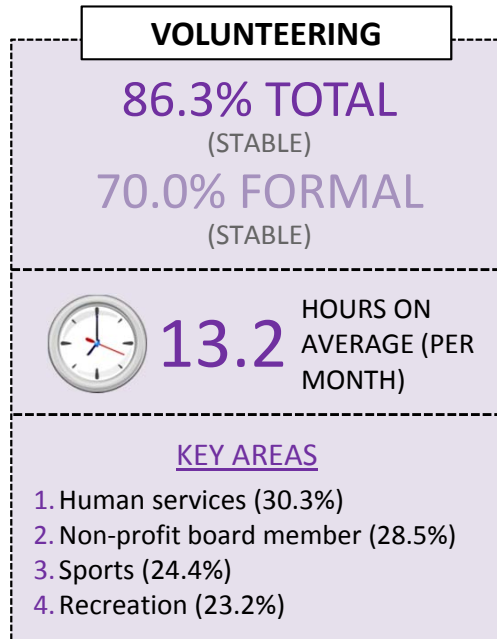
Call out boxes like the one shown above highlight scores for those groups which are statistically (at 95% confidence level) more likely to give an answer than those who are not included in the group.

E.g., Those with children in their household are statistically more likely to have volunteered in the past 12 months than those without children in their household.

KEY INSIGHTS

Key Highlights [1/2]

VOLUNTEERING

86.3% TOTAL
(STABLE)
70.0% FORMAL
(STABLE)

13.2 HOURS ON AVERAGE (PER MONTH)

KEY AREAS
1. Human services (30.3%)
2. Non-profit board member (28.5%)
3. Sports (24.4%)
4. Recreation (23.2%)

ARTS & CULTURE

76.3% ATTENDED
(STABLE)
57.2% PARTICIPATED
(STABLE)

84.5% feel ARTS AND CULTURAL ACTIVITIES are IMPORTANT in contributing to quality of life (INCREASE FROM 2017)

87.3% agree ARTS AND CULTURE ACTIVITIES makes their community a BETTER PLACE TO LIVE

80.9% feel SEEING ALBERTA PRODUCED MOVIES, TV SHOWS, BOOKS & MAGAZINES is IMPORTANT in contributing to quality of life (STABLE)

WATCHED FILM (past year)

IN THEATRE	AT HOME	WITH CHILD
66.4%	90.8%	39.1%

HERITAGE

50.8% VISITED
an Alberta MUSEUM, HISTORIC SITE, INTERPRETIVE CENTRE OR ARCHIVES (past year)
(INCREASE SINCE 2017)

93.9% feel HISTORICAL RESOURCES are IMPORTANT in contributing to quality of life
(STABLE)

66.6% agree HISTORICAL RESOURCES are being ADEQUATELY PROTECTED AND PRESERVED
(STABLE)

RECREATION

95.9% feel RECREATION FACILITIES AND SERVICES are IMPORTANT in contributing to quality of life

Key Highlights [2/2]

TOURISM

87.1%

PARTICIPATED in FARM TO FORK TOURISM in the past 12 months (STABLE)

TOP ACTIVITIES

1. Dine at restaurant serving AB ingredients (71.3%)
2. Farmers market (56.4%)
3. Farm retail purchasing (39.5%)

TOP CONSIDERATIONS FOR OVER-NIGHT, WINTER TRIPS §

1. Spending time with family/friends (53.6%)
2. Specific activities (23.9%)
3. Specific destination (16.7%)

TOP CONSIDERATIONS FOR OVER-NIGHT, SUMMER TRIPS ‡

1. Spending time with family/friends (48.4%)
2. Specific destination (25.6%)
3. Specific activities (21.4%)

§Among Albertans who have taken overnight, 40km, one-way trip in past year during winter
‡ Among Albertans who have taken overnight, 40km, one-way trip in past year during summer

SPORT

24.2% of ADULTS PARTICIPATED in ORGANIZED SPORTS in the past 12 months (STABLE)

TOP ORGANIZED SPORTS§

1. Hockey (21.5%)
2. Soccer (21.5%)
3. Curling (14.9%)

59.1% have CHILDREN who HAVE PARTICIPATED in ORGANIZED SPORT in the past 12 months* (STABLE)

TOP ORGANIZED SPORTS‡

1. Soccer (39.7%)
2. Swimming (22.5%)
3. Hockey (21.1%)

82.2% feel PARTICIPATING OR ATTENDING ORGANIZED SPORTS ACTIVITIES is IMPORTANT in contributing to quality of life (STABLE)

86.1% agree PARTICIPATING OR ATTENDING ORGANIZED SPORT ACTIVITIES/EVENTS makes their community a BETTER PLACE TO LIVE (STABLE)

*Among Albertans with children in their household
§Among Albertans who have participated in organized sports in the past year
‡ Among Albertans with children who have participated in organized sports in the past year

AGREEMENT WITH GOV'T SUPPORT

55.6% are AWARE that GOVERNMENT OF ALBERTA SUPPORTS THE ARTS through Alberta Foundation of Arts

91.7% (INCREASE FROM 2017) Support for THE ARTS IN ALBERTA

84.4% (INCREASE FROM 2017) Support for ALBERTA'S FILM AND TV INDUSTRY

82.1% (STABLE) Support for ALBERTA'S BOOK AND MAGAZINE PUBLISHING, SOUND RECORDING INDUSTRIES
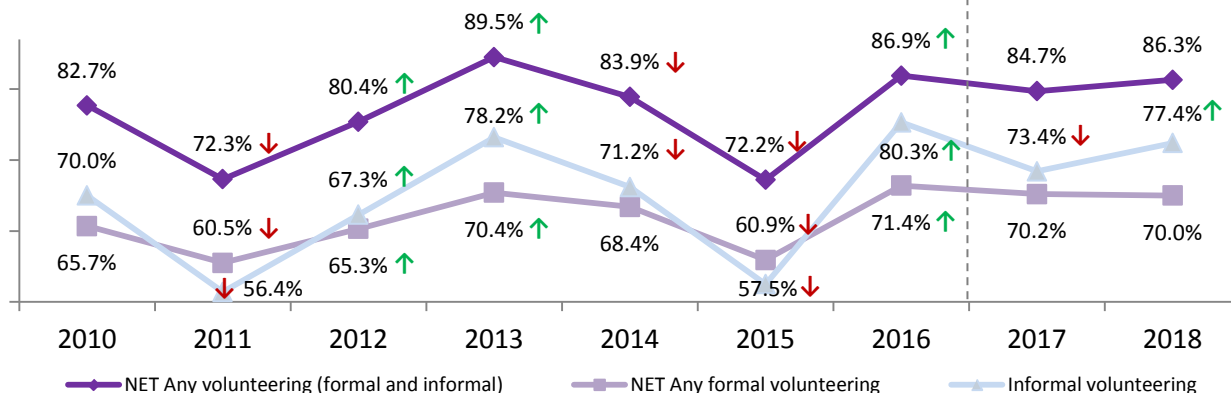
74.0% (NEW QUESTION) Support for ALBERTA'S INTERACTIVE DIGITAL MEDIA INDUSTRY

DETAILED FINDINGS: Volunteering

VOLUNTEERING: Incidence

86.3%
VOLUNTEER (TOTAL) (STABLE)

70.0%
VOLUNTEER FORMALLY (STABLE)

Types of formal volunteer work	2010	2011	2012	2013	2014	2015	2016	2017	2018
In human services	30.1%	27.9%	30.3%	30.1%	32.1%	28.8%	32.9%↑	26.5%↓	30.3%
As Board Member of non-profit*	-	-	-	-	-	-	18.1%	28.3%↑	28.5%
In sports	25.7%	23.1%	19.9%	24.9%↑	23.6%	21.1%	25.8%↑	29.0%	24.4%↓
In recreation	20.7%	21.4%	20.6%	22.9%	25.4%	22.8%	22.2%	26.6%↑	23.2%
In youth development	16.5%	19.4%	14.9%↓	17.3%	16.4%	22.0%↑	21.1%	25.2%↑	23.0%
In regards to the environment*	-	-	-	-	-	-	20.0%	14.4%↓	16.9%
In arts and culture	22.0%	17.6%↓	19.5%	19.9%	18.5%	16.9%	18.1%	14.0%↓	16.5%
In law, advocacy, or politics*	-	-	-	-	-	-	9.2%	9.2%	9.7%
For libraries	5.2%	5.3%	5.8%	5.0%	5.1%	5.3%	5.3%	3.9%	4.1%
Any other type of volunteer work	26.0%	22.2%↓	30.1%↑	31.7%	32.2%	25.3%↓	23.7%	22.1%	23.7%

Individuals most likely to HAVE volunteered (total) within the past 12 months are:
- ✓ *Married/common-law*
- ✓ *Those with household income $80,000 or more*
- ✓ *Those with children in the household*
- ✓ *Those with University/college education*

After significant fluctuations between 2010 and 2017, volunteering rates have stabilized. While the rate of informal volunteering has increased by 4%pt since 2017, volunteering in sports has seen a slight decrease.
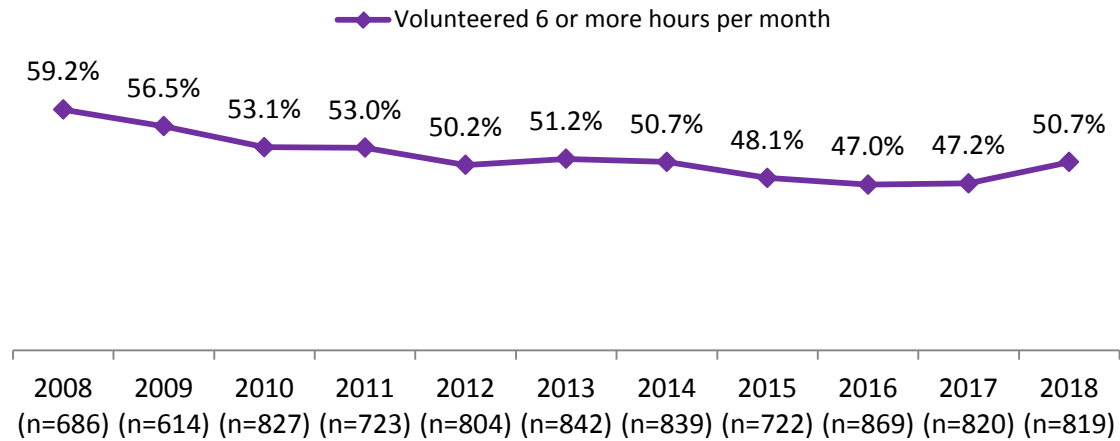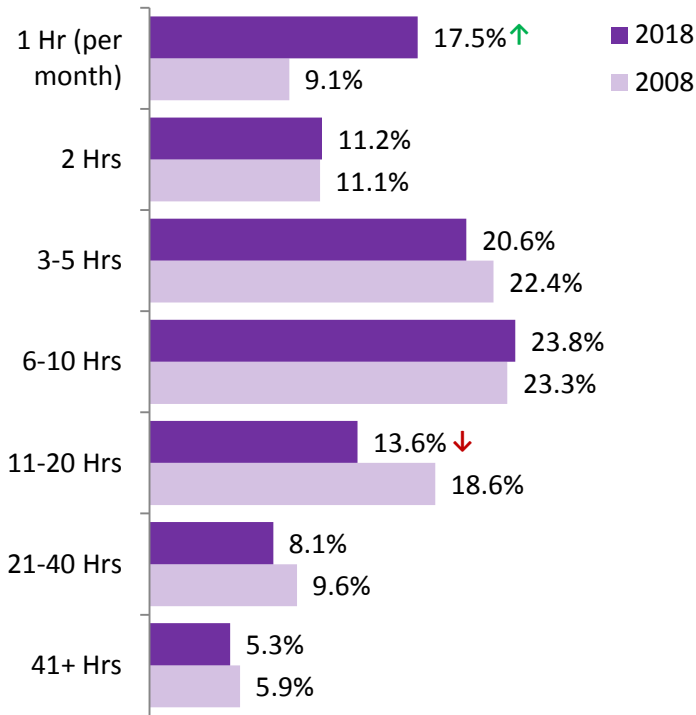
*New items added to 2016 survey. These items were previously included in "Any other type of volunteer work".
↑↓ *Indicate statistically significant differences between survey years*
V1 -- Volunteering is an unpaid contribution of time, energy, or talents to charitable or non-profit organizations, causes, 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: Time Spent

Albertans who have volunteered in the past 12 months

Chart (left, horizontal bars — 2018 dark purple, 2008 light purple):

- **1 Hr (per month)**: 17.5% ↑ (2018), 9.1% (2008)
- **2 Hrs**: 11.2% (2018), 11.1% (2008)
- **3-5 Hrs**: 20.6% (2018), 22.4% (2008)
- **6-10 Hrs**: 23.8% (2018), 23.3% (2008)
- **11-20 Hrs**: 13.6% ↓ (2018), 18.6% (2008)
- **21-40 Hrs**: 8.1% (2018), 9.6% (2008)
- **41+ Hrs**: 5.3% (2018), 5.9% (2008)

Legend: ■ 2018 ■ 2008

Line chart — **Volunteered 6 or more hours per month**:

2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
59.2%	56.5%	53.1%	53.0%	50.2%	51.2%	50.7%	48.1%	47.0%	47.2%	50.7%
(n=686)	(n=614)	(n=827)	(n=723)	(n=804)	(n=842)	(n=839)	(n=722)	(n=869)	(n=820)	(n=819)

Albertans volunteer an average of **13.2 hrs/month**

Those most likely to volunteer 6 or more hours per month, over the past 12 months are:
- ✓ *65 or older*
- ✓ *Those in households with income less than $160,000*

↑↓ *Indicate statistically significant differences between 2008 and 2018*
V2 -- In the past year, on average, about how many hours per month did you spend doing any kind of volunteer work? (n=819)

VOLUNTEERING: Time Spent by Segment

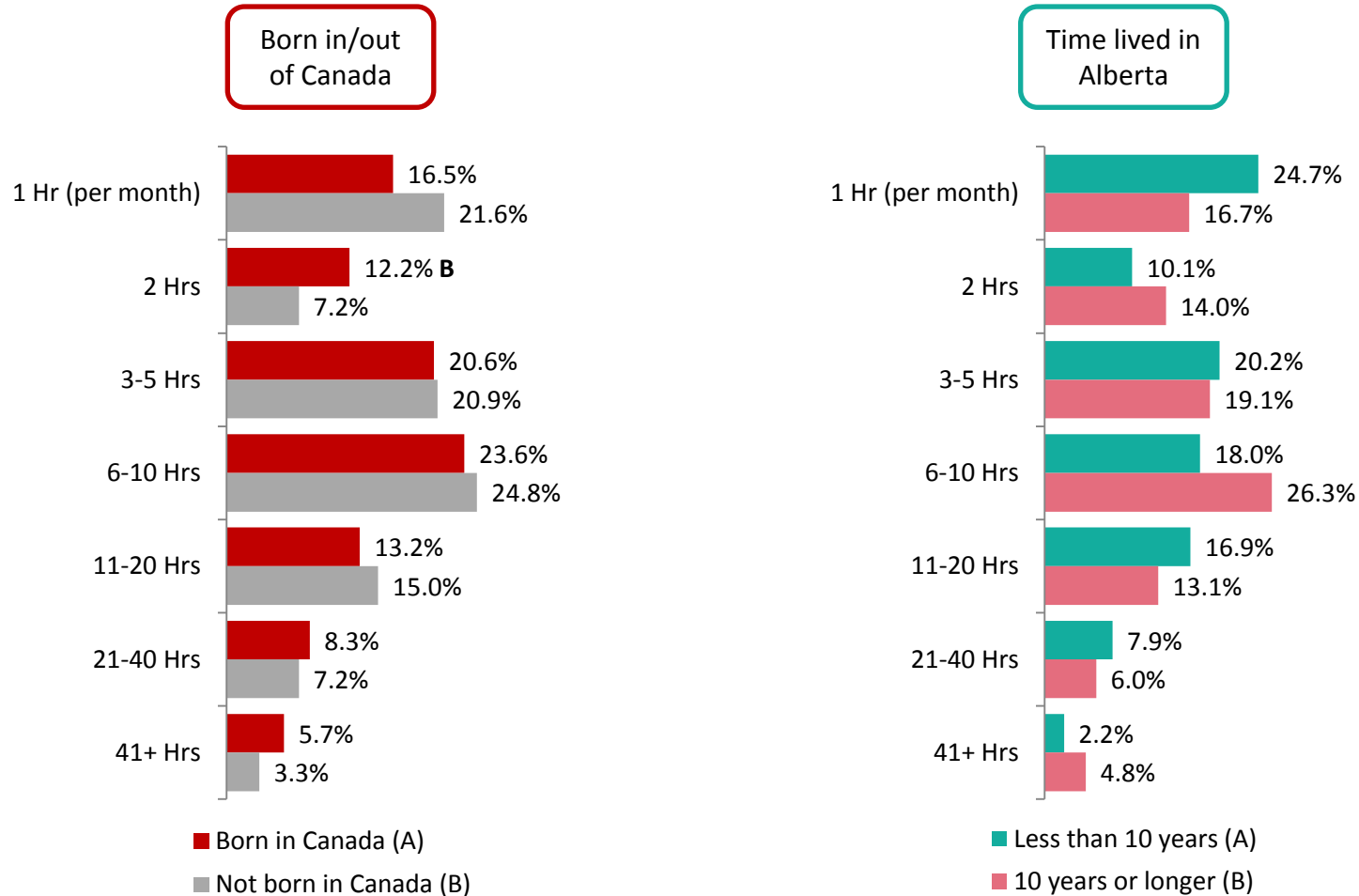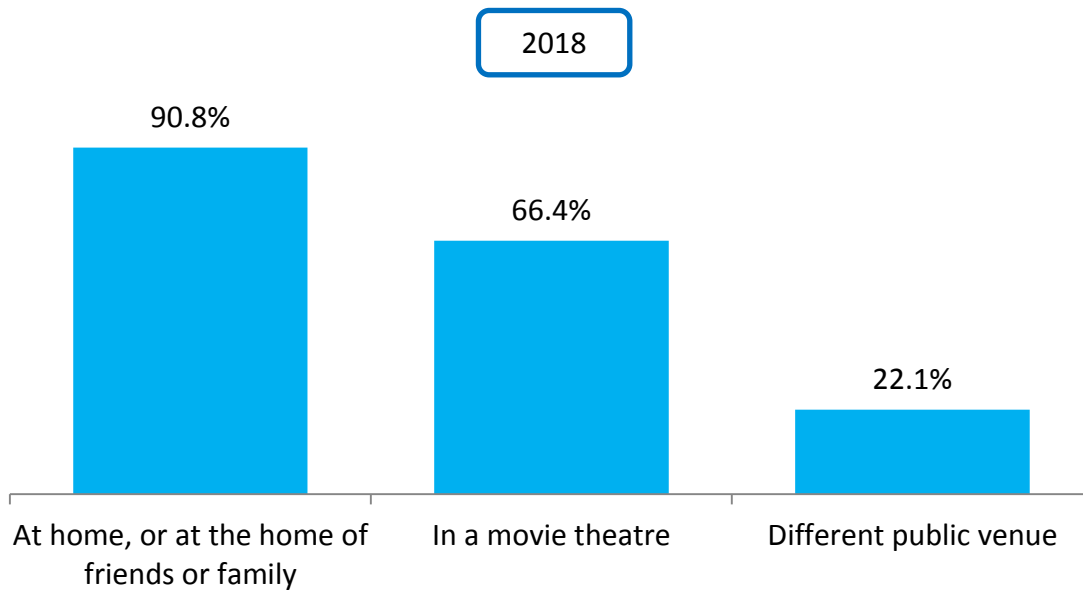**Albertans who have volunteered in the past 12 months**

Age

Hours	18 to 24 (A)	25 to 44 (B)	45 to 64 (C)	65 or older (D)
1 Hr (per month)	11.9%	20.9% AD	19.3% D	9.7%
2 Hrs	9.2%	10.8%	13.6%	8.9%
3-5 Hrs	22.9%	23.9% C	16.4%	20.2%
6-10 Hrs	21.1%	22.2%	22.5%	33.1% ABC
11-20 Hrs	16.5%	12.4%	11.4%	18.5%
21-40 Hrs	13.8% B	5.9%	8.6%	7.3%
41+ Hrs	4.6%	3.9%	8.2% BD	2.4%

■ 18 to 24 (A)
■ 25 to 44 (B)
■ 45 to 64 (C)
■ 65 or older (D)

Gender

Hours	Male (M)	Female (F)
1 Hr (per month)	19.9%	14.8%
2 Hrs	11.0%	11.5%
3-5 Hrs	19.9%	21.5%
6-10 Hrs	24.8%	22.8%
11-20 Hrs	13.1%	14.1%
21-40 Hrs	7.0%	9.2%
41+ Hrs	4.4%	6.1%

■ Male (M)
■ Female (F)
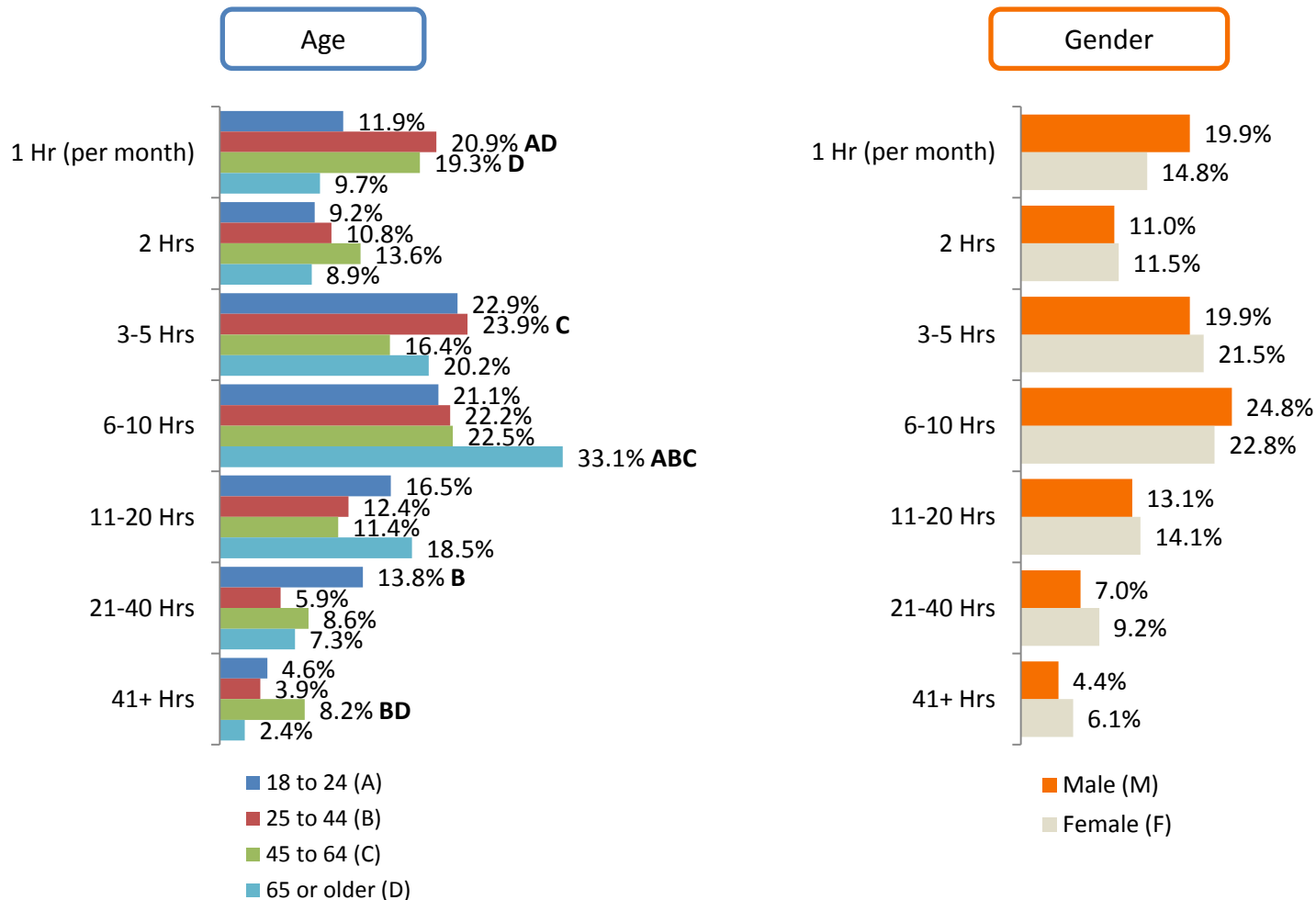
A/B/C/D/M/F indicate statistically significant differences between segments. For example, a statistical difference has been identified for those 45 to 64 in volunteering 41+ hours, compared to those 25 to 44 and 65 or older.

V2 -- In the past year, on average, about how many hours per month did you spend doing any kind of volunteer work? (18 to 24 n=109; 25 to 44 n=306; 45 to 64 n=280; 65 or older n=124; Male n=428; Female n=391)

VOLUNTEERING: Time Spent by Segment

Albertans who have volunteered in the past 12 months

Born in/out of Canada

Hours	Born in Canada (A)	Not born in Canada (B)
1 Hr (per month)	16.5%	21.6%
2 Hrs	12.2% **B**	7.2%
3-5 Hrs	20.6%	20.9%
6-10 Hrs	23.6%	24.8%
11-20 Hrs	13.2%	15.0%
21-40 Hrs	8.3%	7.2%
41+ Hrs	5.7%	3.3%

■ Born in Canada (A)
■ Not born in Canada (B)

Time lived in Alberta

Hours	Less than 10 years (A)	10 years or longer (B)
1 Hr (per month)	24.7%	16.7%
2 Hrs	10.1%	14.0%
3-5 Hrs	20.2%	19.1%
6-10 Hrs	18.0%	26.3%
11-20 Hrs	16.9%	13.1%
21-40 Hrs	7.9%	6.0%
41+ Hrs	2.2%	4.8%

■ Less than 10 years (A)
■ 10 years or longer (B)

A/B indicate statistically significant differences between segments. For example, a statistical difference has been identified for those born in Canada in volunteering 2 hours, compared to those not born in Canada.

V2 -- In the past year, on average, about how many hours per month did you spend doing any kind of volunteer work? (Born in Canada n=666; NOT Born in Canada n=153; Lived in Alberta less than 10 years n=89; Lived in Alberta 10 years or longer n=335)

ADVANIS **13**

DETAILED FINDINGS: Arts & Culture

ARTS & CULTURE: Average Number of Films Watched in the Past 12 Months

2018

90.8%

66.4%

22.1%

At home, or at the home of friends or family

In a movie theatre

Different public venue

Albertans more likely to have seen a film in a movie theatre in the past 12 months are:
- ✓ *18 to 34 years of age*
- ✓ *Single*
- ✓ *Those with household income $80,000 or more*
- ✓ *Those with children in household*
- ✓ *Those with university/college education*

Nearly all (90.8%) Albertans have seen a film somewhere other than a movie theatre (such as at home, at the home of friends and family, etc.) in the past year while two-thirds (66.4%) have seen a film in a theatre.

†A5 -- In the past 12 months, have you seen a film… (n=1,000)

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

Most likely to have PARTICIPATED in arts activities or events in the past 12 month are:
- ✓ *18 to 34 years old*
- ✓ *Female*
- ✓ *Those with university/college education*

76.3% ATTENDED (STABLE)

57.2% PARTICIPATED (STABLE)

Most likely to have ATTENDED arts activities or events in the past 12 months are:
- ✓ *18 to 34*
- ✓ *Female*
- ✓ *Married/common-law*
- ✓ *Those with household income $80,000 or more*
- ✓ *Those with children in household*
- ✓ *Those with university/college education*

Year	Participated or attended	Attended	Participated
2007 (n=1000)	88.0%	81.0%	60.0%
2008 (n=1000)	87.0%	82.0%	59.0%
2009 (n=1000)	91.0% ↑	85.9% ↑	66.4% ↑
2010 (n=1000)	90.7%	87.4%	63.0%
2011 (n=1000)	89.5%	84.8%	53.5% ↓
2012 (n=1000)	86.0% ↓	81.4% ↓	52.5%
2013 (n=1000)	90.8% ↑	84.8% ↑	64.9% ↑
2014 (n=1000)	89.4%	85.2%	58.4% ↓
2015 (n=1000)	85.4% ↓	80.8% ↓	53.6% ↓
2016 (n=1000)	85.2%	79.5%	61.5% ↑
2017 (n=1000)	86.1%	75.9%	61.5%
2018 (n=1000)	84.6%	76.3%	57.2%

Legend: ◆ Attended ▪ Participated ▲ Participated or attended
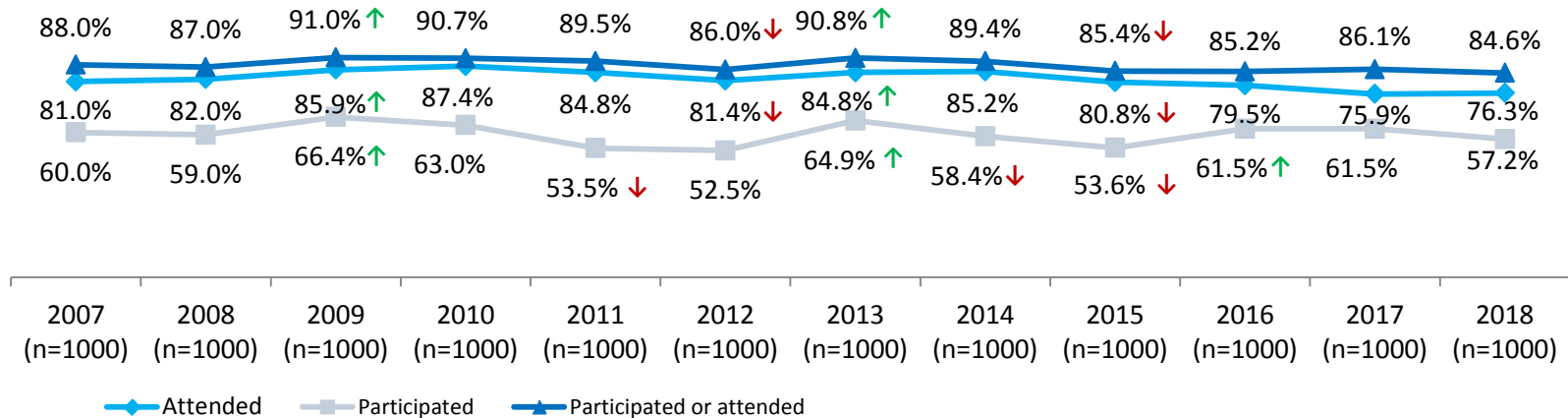
↑↓ Indicate statistically significant differences between survey years
A8 -- In the past 12 months, have you attended any… (n=1,000)
A2 -- In the past 12 months, have you … (n=1,000)

ARTS & 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% 76.3%

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017* 2018

——◆—— Attended arts events or activities
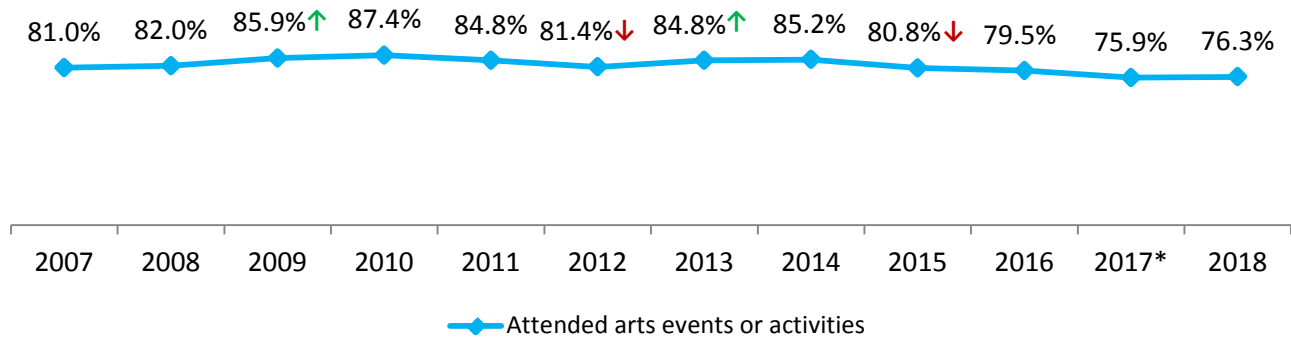
Overall incidence of attending arts events or activities, as well as for each of the individual types of events and activities, has remained stable compared to 2017. Albertans continue to be most likely to have attended a performing arts event (62.9%) in the past 12 months, followed by community arts performances/events (45.0%) and visual arts events (37.8%).

Types of arts events or activities attended*	2017* (n=1,000)	2018 (n=1,000)
Performing arts events	62.1%	62.9%
Community arts festivals, fairs or cultural performances and events	45.7%	45.0%
Visual arts events at galleries and studios or art exhibitions of things	35.4%	37.8%
Literary events	10.4%	11.5%
Artist talks or lectures about their work	11.5%	11.1%
Attended any other arts and culture events	14.2%	15.6%

Question wording and items changed in 2017.
↑↓ Indicate statistically significant differences between survey years
A8 -- In the past 12 months, have you attended any… (n=1,000)

ARTS & CULTURE:
Incidence of Participating in Events/Activities

60.0% 59.0% 66.4%↑ 63.0% 53.5%↓ 52.5% 64.9%↑ 58.4%↓ 53.6%↓ 61.5%↑ 61.5% 57.2%

| 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017* | 2018 |

▲ Participated in arts events or activities
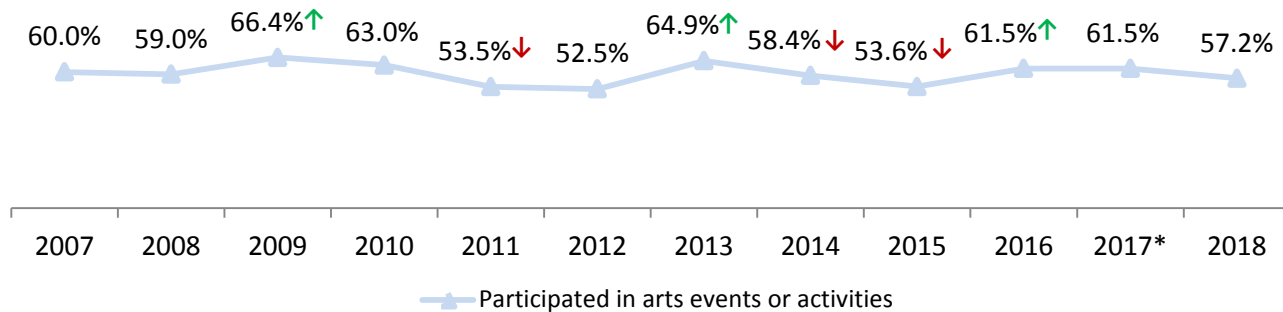
Participation in arts events or activities remains statistically stable. Albertans are most likely to engage in making any type of visual art (40.9%), followed by being involved in playing an instrument, singing, dancing, acting, or performing (27.1%) and taking part in an arts related class, workshop or training program (18.9%).

Types of arts events or activities participated or performed	2017 (n=1,000)	2018* (n=1,000)
Made or created any types of visual art	44.0%	40.9%
Been involved in playing an instrument, singing, dancing, acting or performing	28.0%	27.1%
Taken part in an arts related class, workshop or training program	16.0%	18.9%
Written any literary art	15.1%	15.0%
Participated in any other artistic activities	11.8%	12.0%

Items changed in 2018, so no statistical testing has been performed for individual events and activities between 2017 and 2018.
↑↓ Indicate statistically significant differences between survey years
A2 -- In the past 12 months, have you... (n=1,000)

DETAILED FINDINGS: Heritage

HERITAGE: Visitation of Historical Sites

50.8%

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

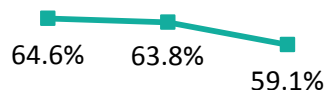Most likely to have VISITED in the past 12 months include those who are:
- ✓ NOT born in Canada
- ✓ Married/common-law
- ✓ Those with university/college education
- ✓ Those with household income $80,000 or more
- ✓ Those with children in household

Line chart: Visited an Alberta museum, historic site, interpretive centre or archives

Year	Value
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% ↓
2018	50.8% ↑
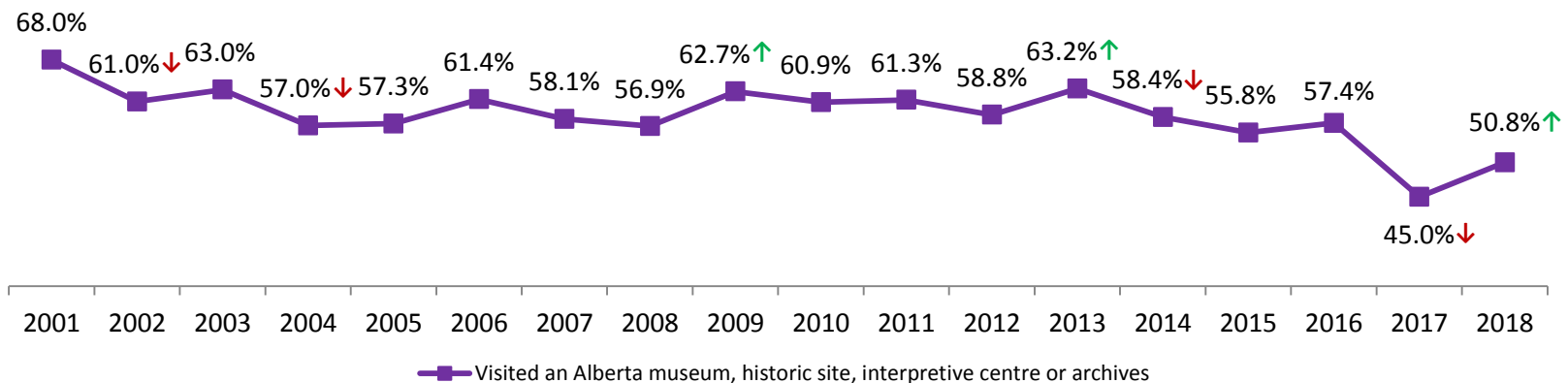
Visitation of historical resources has bounced back to just over half (50.8%) after much fewer Albertans indicated that they had visited a historical resource in 2017. The closure of the Royal Alberta Museum during 2016-17 and 2017-18 contributed to lower visitation, as the museum accounts for a significant number of visitors from the Edmonton region (and from other parts of the province). Question M1 asked Albertans about the importance of historical resources in Alberta communities and their contribution to overall quality of life. This question is usually asked before the visitation question. In 2017, it was repositioned with other questions on quality of life. This may have impacted respondents recall about their visitation in 2017. The reintroduction of the quality of life question before the visitation question this year, may also partly explain the changes observed between 2017 and 2018.

↑↓ 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)

DETAILED FINDINGS: Sports

SPORTS: Personal Participation

Participation Rate
(adults)
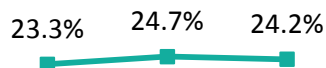
23.3%   24.7%   24.2%

2016   2017   2018

Albertans <u>more likely</u> to have participated in organized sport in the past 12 months are:
- ✓ *18 to 34 years old*
- ✓ *Male*
- ✓ *Those with university/college education*
- ✓ *Those with household income $80,000 or more*
- ✓ *Those with children in household*

Similar to previous years, nearly a quarter of Albertans (24.2%) have participated in an organized sport in the past year with hockey (21.5%), soccer (21.5%) and curling (14.9%) being the most common.

Organized Sport Participated In	2016 (n=233)	2017 (n=247)	2018 (n=242)
Hockey	24.9%	23.9%	21.5%
Soccer	21.5%	8.5%↓	21.5%↑
Curling	11.2%	8.1%	14.9%↑
Volleyball	13.3%	9.7%	14.0%
Golf	12.0%	10.1%	11.2%
Softball	9.9%	13.0%	9.1%
Baseball	12.4%	8.9%	6.2%
Basketball	3.9%	7.7%	5.8%
Badminton	3.0%	3.2%	3.7%
Tennis	1.7%	1.6%	2.5%
Football	2.1%	4.0%	2.1%
Rugby	1.3%	1.6%	2.1%
Bowling	1.7%	3.2%	1.7%
Other (includes all responses with <2% in 2018)	7.1%	8.7%	7.4%

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=242)

ADVANIS 22

SPORTS: Child Participation

Participation Rate
(children)

64.6%   63.8%
                59.1%

2016   2017   2018

Albertans more likely to have children who participated in organized sport in the past 12 months are:
- ✓ *35 to 54 years old*
- ✓ *Those with household income $80,000 or more*
- ✓ *Those with university/college education*

Among Albertans with children, nearly six-in-ten (59.1%) have children who have participated in an organized sport in the past year. The most commonly participated organized sports are soccer (39.7%), swimming (22.5%), hockey (21.1%), and basketball (15.2%).

Organized Sport Child Participated In	2016 (n=255)	2017 (n=256)	2018 (n=204)
Soccer	38.8%	38.3%	39.7%
Swimming	23.9%	23.4%	22.5%
Hockey	25.9%	25.8%	21.1%
Basketball	16.1%	22.7%	15.2%↓
Gymnastics	12.5%	14.1%	11.3%
Volleyball	8.6%	14.8%↑	10.8%
Baseball	7.5%	14.8%↑	10.3%
Figure Skating	5.5%	2.7%	7.4%↑
Badminton	3.9%	7.0%	4.9%
Karate	2.4%	2.7%	3.9%
Alpine Ski	1.6%	4.3%	3.4%
Curling	2.4%	3.1%	3.4%
Football	5.5%	6.6%	3.4%
Rugby	1.6%	2.3%	2.9%
Other (includes all responses with <3% in 2018)	6.9%	9.7%	6.2%

S2a -- Has your child/children participated in an organized sport activity in the past year? (n=345)
S2 -- Which organized sport activity has your child/children participated in during the past year? (n=204)

ADVANIS 23

DETAILED FINDINGS: Tourism

Farm to Fork Tourism

Participation Rate

87.6%   87.1%

2017   2018
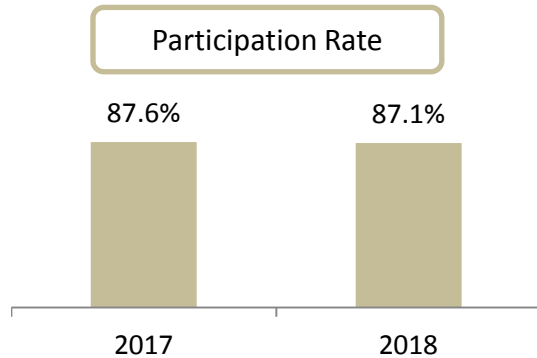
Similar to 2017, the vast majority of Albertans (87.1%) participated in some form of Farm to Fork tourism over the past 12 months. The most commonly attended activities continue to be dining at a restaurant serving Alberta ingredients (71.3%), attending a famer's market (56.4%), and farm retail purchasing (39.5%). Albertans were less likely to visit a petting zoo or dine at a farm dinner in 2018.

Albertans more likely to have participated in Farm to Fork tourism in the past 12 months are:
- ✓ *Born in Canada*
- ✓ *Born in Alberta*
- ✓ *Married/common-law*
- ✓ *Those with household income $80,000 or more*
- ✓ *Those with university/college education*

Types of Farm to Fork activities attended	2017 (n=1,000)	2018 (n=1,000)
Dine at a restaurant serving Alberta ingredients	74.6%	71.3%
Attend a farmers' market	57.2%	56.4%
Purchase products or goods directly from a farm (farm retail purchasing)	41.5%	39.5%
Attend a rodeo	29.1%	27.3%
Attend an agricultural fair or event	25.3%	24.5%
Attend a food festival	20.9%	19.0%
Visit a petting zoo	19.9%	16.5% ↓
Visit a corn maze	17.7%	16.5%
Stay overnight at a farm or ranch	15.2%	13.6%
Visit an agricultural museum	14.5%	13.1%
Dine at a farm dinner	15.7%	12.1% ↓
Take a food or drink tour (guided or non-guided)	8.5%	9.8%
Attend a cooking show or demonstration	5.0%	4.4%

↑↓ *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 25

Considerations for Trips in Alberta

For about half of both winter and summer trips, spending time with friends and family is the first consideration. A specific destination is ranked second for <u>summer</u> trips, while specific activities are ranked second for <u>winter</u> trips.

Considerations when taking <u>SUMMER</u> trip	2018 (n=833)
Spending time with family or friends	48.4%
A specific destination	25.6%
Specific activities	21.4%
Something else	4.0%
Don't know / Refuse to say	0.7%

Considerations when taking <u>WINTER</u> trip	2018 (n=689)
Spending time with family or friends	53.6%
Specific activities	23.9%
A specific destination	16.7%
Something else	5.2%
Don't know / Refuse to say	0.6%

T2c -- Other than cost, which of the following did you consider first when planning your most recent **winter** trip within Alberta? (n=689)
T2d -- And other than cost, which of the following did you consider first when planning your most recent **summer** trip within Alberta? (n=833)

DETAILED FINDINGS: Contribution to Quality of Life and Community

Importance to Quality of Life [1/2]

Recreation facilities and services

94.8% 95.9%

75.0% 76.7%

2017   2018

■ Very and Somewhat Important   ▲ Very Important

Arts and culture activities in your community*

80.5% 84.5% ↑

33.0% 41.6% ↑

2017   2018

■ Very and Somewhat Important   ▲ Very Important
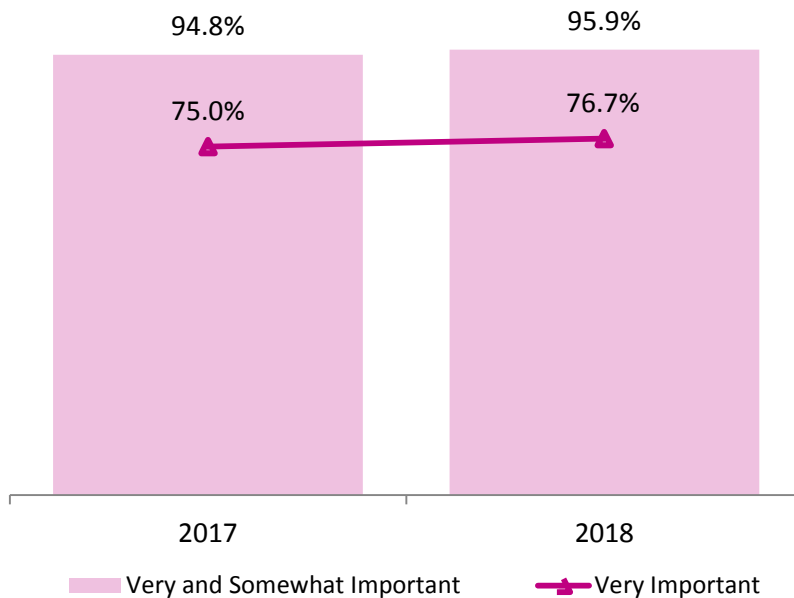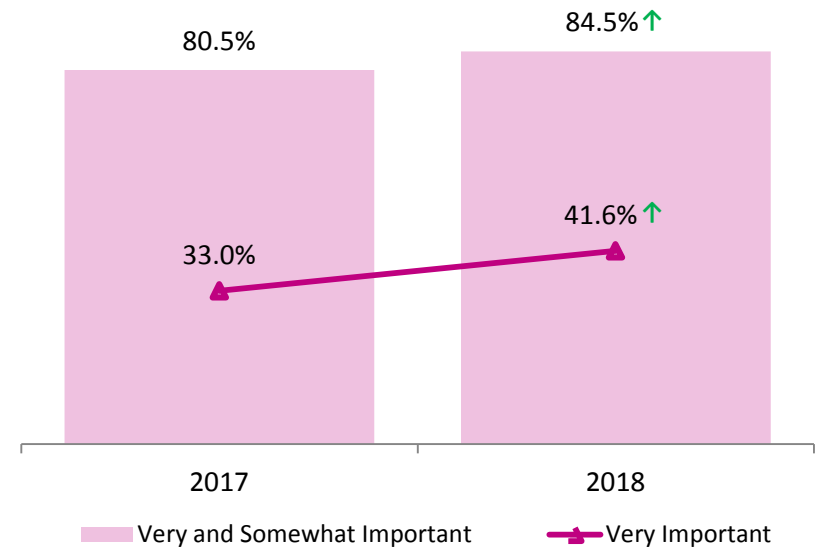
Perceived importance of recreational facilities and services has remained stable compared to 2017. Albertans are more likely to say that arts and cultural activities are important to their quality of life in 2018. However, this may have been impacted by a change to the question wording (question previously asked only about "Arts activities in your community").

*Question wording changed in 2018.

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)

ADVANIS 28

Importance to Quality of Life [2/2]

Participating in or attending organized sport activities or events in your community*
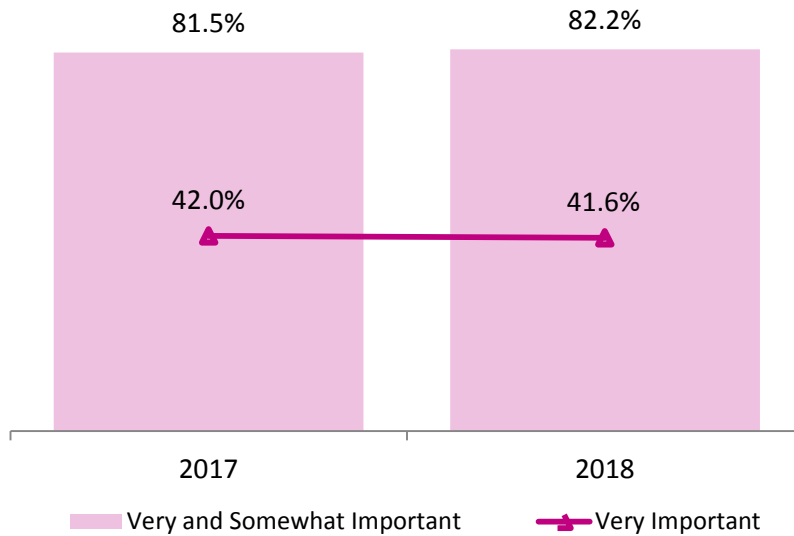
Seeing Alberta produced movies, TV shows, music, books, and magazines

81.5%   82.2%
42.0%   41.6%

2017   2018

Very and Somewhat Important   Very Important

81.3%   80.9%
31.7%   34.1%

2017   2018

Very and Somewhat Important   Very Important
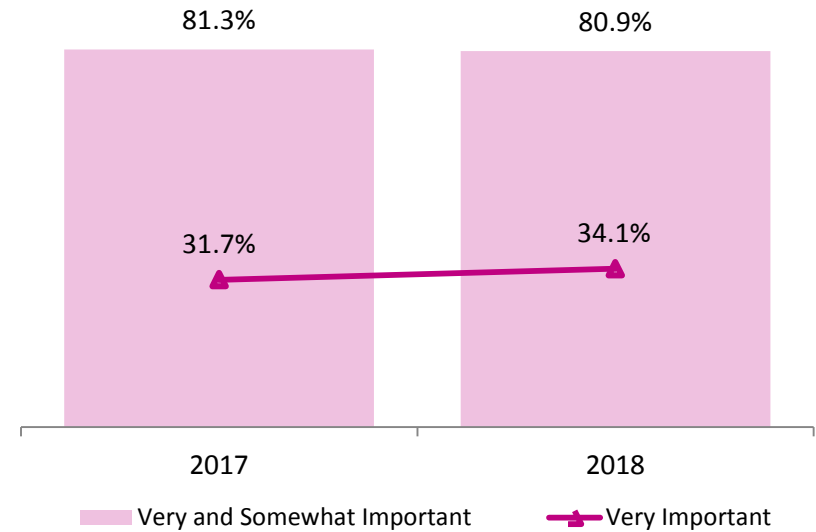
> The perceived importance of participating in or attending organized sports activates or events in their community (previously "Participating in or attending organized sports activities or events"), as well as seeing Alberta produced movies, TV shows, music, books, and magazines has remained stable.

Question wording changed in 2018.

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)

Importance of Historical Resources

93.9%

feel that HISTORICAL RESOURCES are IMPORTANT

Most likely to rate VERY IMPORTANT …

- ✓ *55 years or older*
- ✓ *Females*
- ✓ *Household income under $40,000*
- ✓ *NOT born in Alberta*
- ✓ *NOT born in Canada*
- ✓ *Separated/widowed/divorced*

Very and Somewhat Important (top line):

Year	Very and Somewhat Important	Very Important
2000	93.0%	50.0%
2001	94.0%	56.0% ↑
2002	93.0%	53.0%
2003	92.0%	55.0%
2004	92.0%	52.0%
2005	93.6%	55.7%
2006	92.9%	55.3%
2007	93.9%	58.2%
2008	94.7%	56.0%
2009	95.0%	61.9% ↑
2010	95.4%	60.7%
2011	93.3% ↓	56.0% ↓
2012	94.2%	55.0%
2013	93.9%	50.8%
2014	94.2%	56.2% ↑
2015	93.8%	57.9%
2016	93.9%	54.0%
2017*	93.2%	57.1%
2018	93.9%	55.7%

Legend: Very and Somewhat Important — Very Important
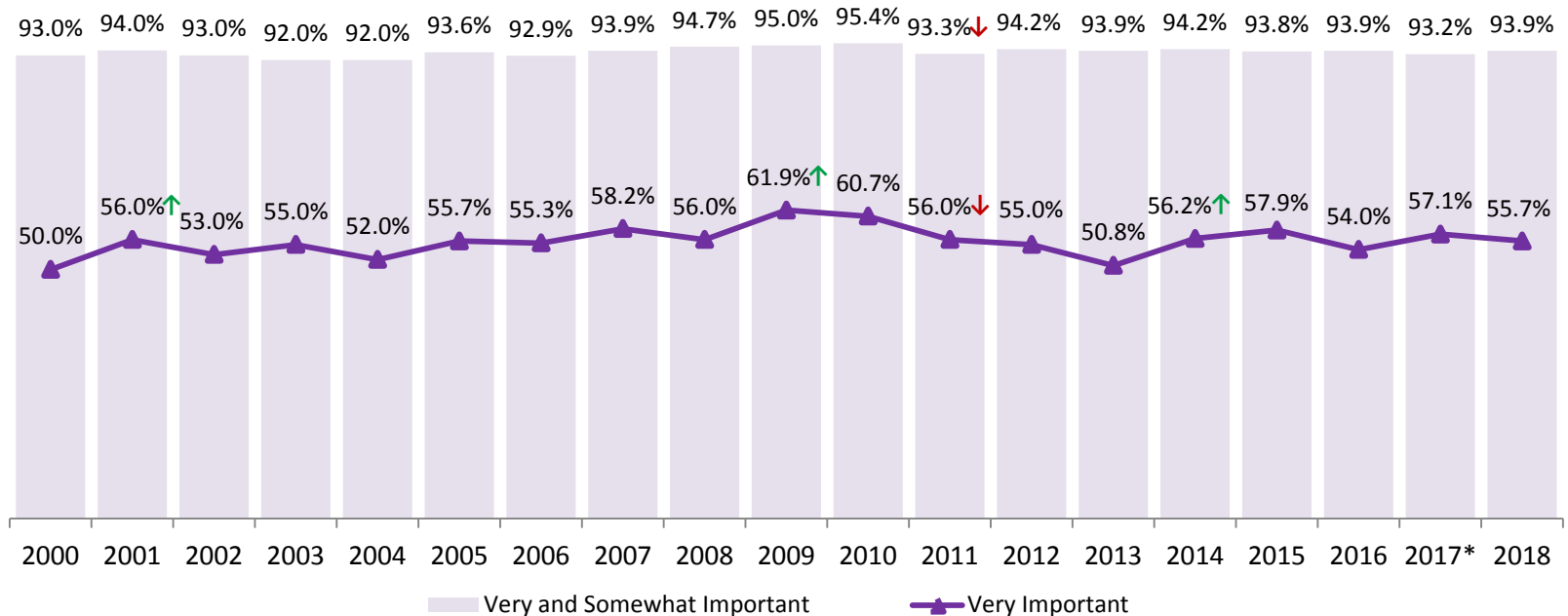
* Asked as X1 in 2017: "I am going to list some programs and services. For each, please tell me how important you feel it is in contributing to your quality of life: Historical resources"
↑↓ Indicate statistically significant differences between survey years
† M1 -- When thinking about historical resources in Alberta communities, for example, museums, archives, historic sites and interpretive centres, how important do you feel these historical resources are in contributing to the overall quality of life in Alberta? Would you say they are … (n=1,000)

Agreement with Impact on Community

2018

Arts and culture activities make my community a better place to live

87.3%

43.3%

44.0%

Participating in or attending organized sport activities or events make my community a better place to live

86.1%

39.8%

46.3%

■ Strongly agree ■ Somewhat agree
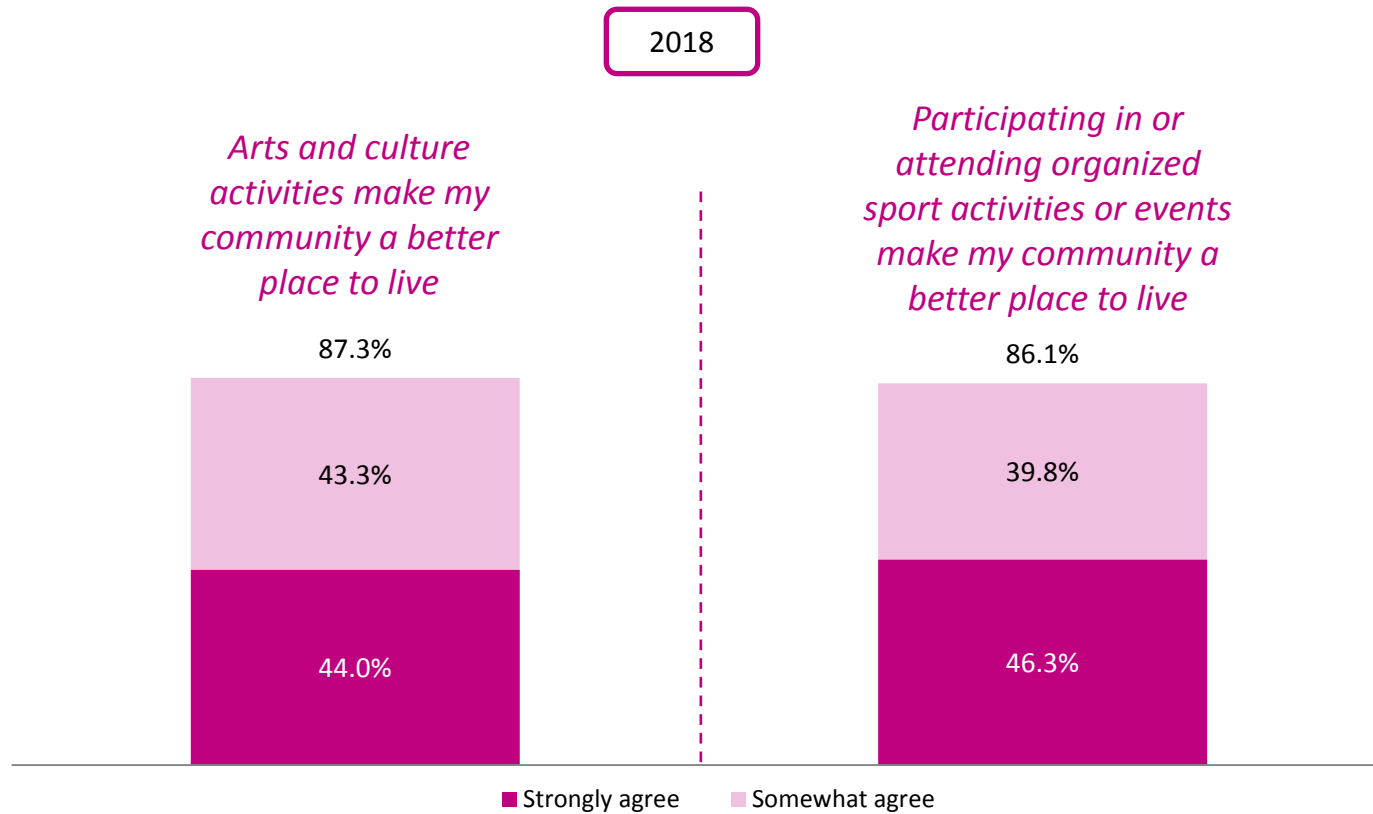
There is strong agreement among Albertans that arts and cultural activities, as well as participating in or attending organized sports activities make communities better places to live.

X3 -- For each activity, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that it makes your community a better place to live: (n=1,000)

ADVANIS 31

DETAILED FINDINGS: Perception of Government Support

Awareness of Government Funding and Support

55.6%

are AWARE that the Government of Alberta provides support to artists and arts organizations through the Alberta Foundation for the Arts
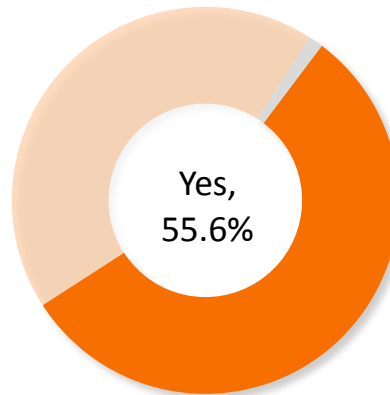
Most likely to be AWARE are:
- ✓ 65 or older
- ✓ Born in Alberta
- ✓ Born in Canada
- ✓ Living in Alberta 30+ years
- ✓ Those with household income $80,000 or more
- ✓ Those with NO children in household
- ✓ Those with university/college education

2018

Yes, 55.6%

Just over half of Albertans are aware of government funding to support artists and arts organizations, through the Alberta Foundation for the Arts.

A9 -- Are you aware that the Government of Alberta provides support to artists and arts organizations through the Alberta Foundation for the Arts? (n=1,000)

Importance of Government Funding and Support [1/3]

2018

	Arts in Alberta	Alberta's film and TV industry	Alberta's book and magazine publishing and sound recording industries	Alberta's Interactive Digital Media industry such as gaming and software design
Total	91.7%	84.4%	82.1%	74.0%
Somewhat important	38.3%	47.5%	50.9%	47.3%
Very important	53.4%	36.9%	31.2%	26.7%

■ Very important ■ Somewhat important

Over nine-in-ten Albertans feel that it is important for the Government of Alberta to continue funding and supporting arts in Alberta. Over eight-in-ten say that it is important to fund and support Alberta's film and TV, book and magazine publishing, and sound recording industries. Finally, nearly three-quarters say it is important to fund and support Alberta's interactive digital media industry.

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 34

Importance of Government Funding and Support
[2/3]

Arts in Alberta
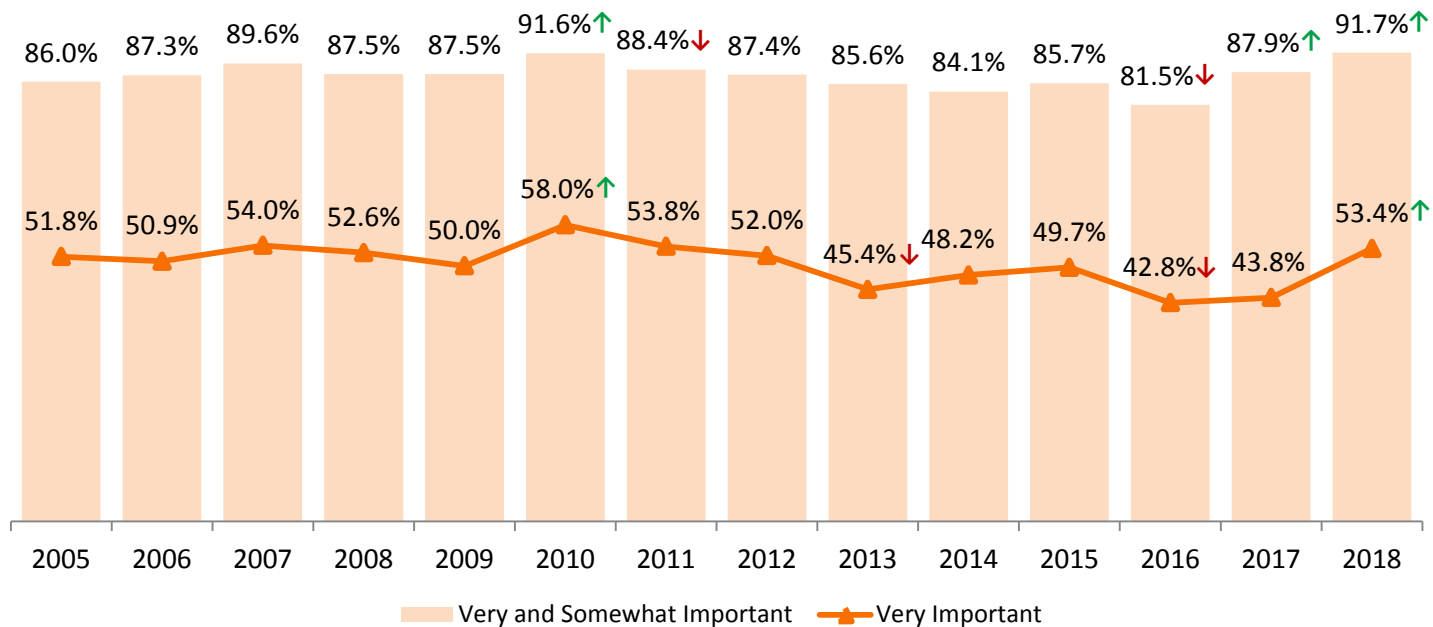
The perceived importance of government funding and supporting arts in Alberta has increased for two consecutive years, with Albertans being particularly more likely to say this is 'very important' (9.6%pt increase).

↑↓ *Indicate statistically significant differences between survey years*
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

Importance of Government Funding and Support
[3/3]

Alberta's film and TV industry

Very and Somewhat Important:
- 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%
- 2018: 84.4% ↑

Very Important:
- 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% ↓
- 2018: 36.9% ↑

Legend: Very and Somewhat Important — Very Important

Alberta's book and magazine publishing and sound recording industries

Very and Somewhat Important:
- 2014: 81.9%
- 2015: 83.7%
- 2016: 78.9% ↓
- 2017: 79.0%
- 2018: 82.1%

Very Important:
- 2014: 39.3%
- 2015: 41.6%
- 2016: 33.3% ↓
- 2017: 25.6% ↓
- 2018: 31.2% ↑

Legend: Very and Somewhat Important — Very Important

Albertans are more likely to rate continued government funding and support of Alberta's film and TV industry as important, and more likely to rate continued government funding and support of Alberta's book and magazine publishing and sound recording industries as 'very important', in 2018.

↑↓ *Indicate statistically significant differences between survey years*

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)

ADVANIS 36

Protection of Historical Resources

66.6%

AGREE that HISTORICAL RESOURCES are being adequately PROTECTED and PRESERVED

Those most likely to STRONGLY AGREE are:
- ✓ NOT born in Canada
- ✓ NOT born in Alberta
- ✓ Lived in Alberta fewer than 10 years
- ✓ Separated/widowed/divorced

Year	Strongly and Somewhat Agree	Strongly agree
2005	63.9%	19.0%
2006	62.9%	18.4%
2007	68.3%↑	23.4%↑
2008	67.5%	19.6%↓
2009	63.1%↓	20.4%
2010	64.6%	18.8%
2011	65.5%	18.9%
2012	65.2%	18.8%
2013	63.6%	16.3%
2014	68.4%↑	18.5%
2015	68.4%	21.6%
2016	66.5%	21.7%
2017	64.7%	16.7%↓
2018	66.6%	20.5%↑
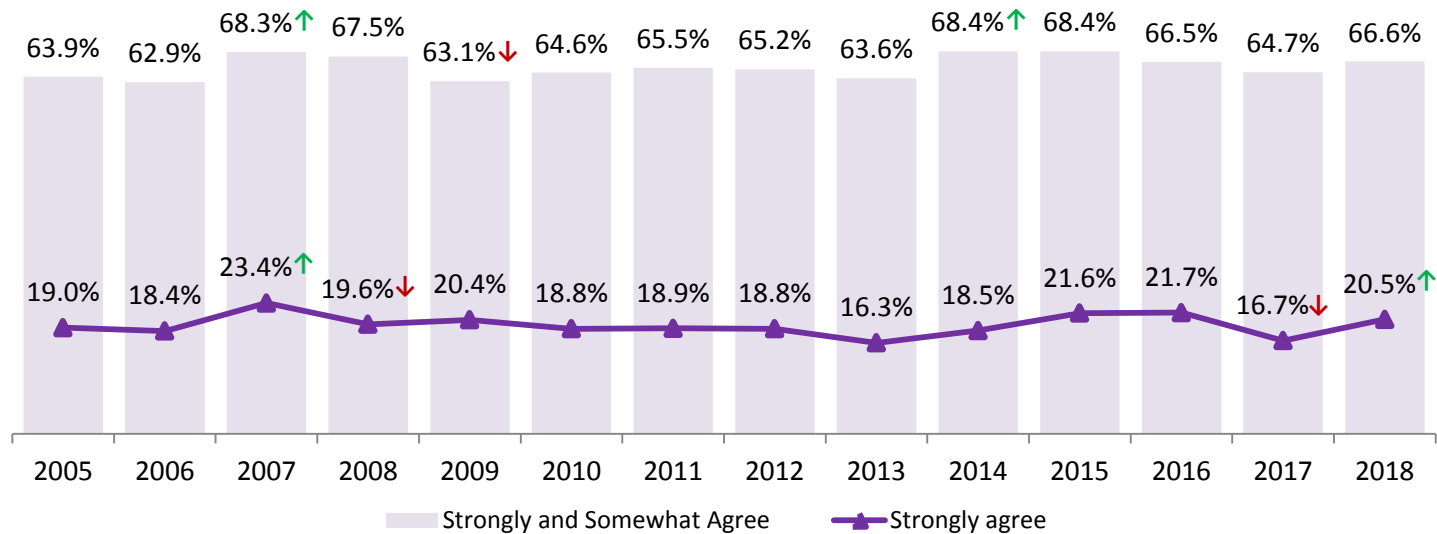
Although overall agreement that historical resources are being adequately protected and preserved has remained stable since 2017, significantly more Albertans strongly agree with this statement.

↑↓ *Indicate statistically significant differences between survey years*
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)

DETAILED FINDINGS: Cultural Immersion

Cultural Engagement

ON AVERAGE Albertans are ENGAGED IN ALBERTA'S CULTURE in

4.6 ways

Those most likely to be IMMERSED are:
- ✓ *18 to 34 years old*
- ✓ *Married/common-law*
- ✓ *Those with household income $80,000 or more*
- ✓ *Those with children in household*
- ✓ *Those with university/college education*

2018

Disconnected: **0.7%**

Engaged: **69.5%**

Cultural Engagement Score

| 0.7% | 3.1% | 7.3% | 11.7% | 19.3% | 24.2% | 26.0% | 7.7% |

Somewhat engaged: **22.1%**

Immersed: **7.7%**

■ 0 of 7 ■ 1 of 7 ■ 2 of 7 ■ 3 of 7 ■ 4 of 7 ■ 5 of 7 ■ 6 of 7 ■ 7 of 7
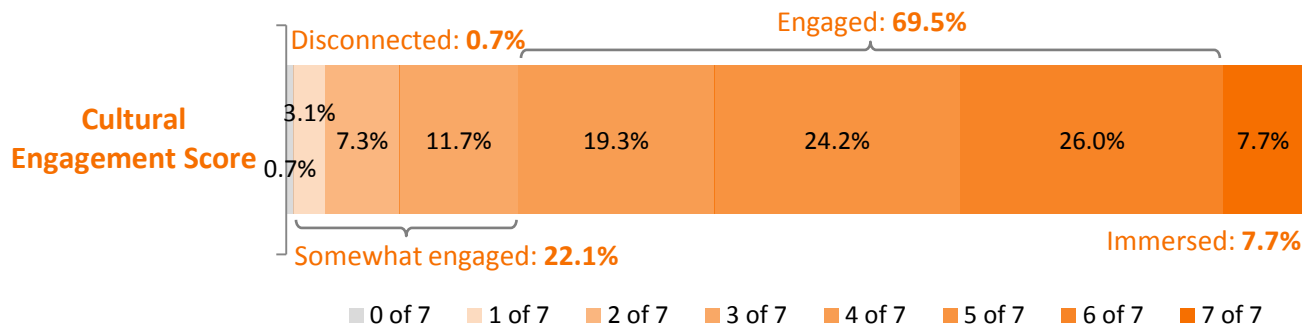
Over half (57.9%) are immersed in at least 5 out of 7 ways.

Engagement points were awarded based on participation in types of cultural activities:
- *Respondent formally volunteers (V1; formal only);*
- *Respondent attended any cultural events or activities (At least one "Yes" response in A8);*
- *Respondent participated in any cultural events or activities (At least one "Yes" response in A2);*
- *Respondent visited any historical sites (M2 = "Yes");*
- *Respondent participated in an organized sport (S1a = "Yes");*
- *Respondent participated in at least one form of Farm to Fork tourism, excluding cooking shows/demonstrations and visiting corn mazes or petting zoos (At least one "Yes" response any activity);*
- *Respondent participated in seeing a movie (At least one "Yes" response in A5).*

PROFILE OF RESPONDENTS

Profile of Respondents [1/3]

Albertans
(n=1,000)

Gender	
Male	50.8%
Female	49.2%
Age	
18 to 24	12.8%
25 to 34	20.1%
35 to 44	17.3%
45 to 54	19.7%
55 to 64	14.6%
65 or older	15.5%
Region	
Calgary	32.5%
Edmonton	23.4%
Small Cities North	11.1%
Small Cities South	7.2%
Rural North	13.1%
Rural South	12.7%
Marital Status	
Single	27.9%
Married/Common-law	60.2%
Separated	2.1%
Divorced	4.6%
Widowed	4.6%
Refused	0.6%

Albertans
(n=1,000)

Children in Household	
NO CHILDREN	62.5%
Two adult household with no children under 18	32.5%
One adult household with no children under 18	17.4%
Three or more adult household with no children under 18	12.6%
CHILDREN	34.5%
Two adult household with children under 18	24.4%
One adult household with children under 18	2.6%
Three or more adult household with children under 18	7.5%
REFUSED	0.4%

Profile of Respondents [2/3]

Albertans
(n=1,000)

Born in Canada	
Yes	80.7%
No	19.3%
Refused	0.0%
Born in Alberta	
Yes	50.5%
No	49.4%
Refused	0.1%

Born outside Alberta
(n=495)

Tenure in Alberta	
Fewer than 5 years	9.3%
5 to 9 years	12.9%
10 to 19 years	27.1%
20 to 29 years	16.4%
30 to 39 years	13.3%
40 to 49 years	12.7%
50 or more years	7.5%

Profile of Respondents [3/3]

Albertans
(n=1,000)

Education	
Not graduated from high school	6.5%
Graduated high school	22.1%
Some technical or vocational college	6.6%
Graduated technical or vocational college	25.8%
Some university	4.9%
Graduated from university	33.4%
Refused	0.7%
Household Income	
Less than $40,000	18.9%
$40,000 to less than $80,000	24.1%
$80,000 to less than $120,000	20.6%
$120,000 to less than $160,000	9.8%
$160,000 or more	14.9%
Refused	11.7%

APPENDIX

Detailed Methodology

Detailed Methodology [1/3]

Data Collection	• A total of 1,000 telephone interviews were conducted with Alberta residents. Specifically, 325 from Calgary, 234 from Edmonton, 111 from small cities North, 72 from small cities South, 131 from rural North, and 127 from rural South. • Data was collected between January 22nd and February 27th, 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 [2/3]

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 or changed in 2018 are highlighted throughout the report with the † symbol. Levels that were added to or changed in existing questions in 2018 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;
- 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 [3/3]

Survey Pre-tests

- 29 interviews were pretested before the 2018 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.
- The pre-test showed that new questions were all running smoothly, and that no revisions to the survey were warranted.

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.

Sample Distribution

Sample Distribution

REGION	GENDER	AGE	POPULATION	QUOTAS	REGIONAL QUOTA
Calgary	Male	18-34	170,854	54	325
	Female	18-34	165,139	52	
	Male	35-54	205,148	65	
	Female	35-54	190,706	60	
	Male	55+	143,254	45	
	Female	55+	153,399	49	
Edmonton	Male	18-34	138,776	44	234
	Female	18-34	129,583	41	
	Male	35-54	133,638	42	
	Female	35-54	123,269	39	
	Male	55+	99,480	32	
	Female	55+	112,271	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	63,776	20	111
	Female	18-34	57,579	18	
	Male	35-54	67,705	21	
	Female	35-54	62,317	20	
	Male	55+	48,810	15	
	Female	55+	52,085	17	
Small Cities – South (includes Medicine Hat, Lethbridge, Airdrie, and Red Deer)	Male	18-34	42,190	13	72
	Female	18-34	41,390	13	
	Male	35-54	40,968	13	
	Female	35-54	40,083	13	
	Male	55+	36,278	11	
	Female	55+	28,365	9	
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	64,064	20	131
	Female	18-34	60,389	19	
	Male	35-54	84,914	27	
	Female	35-54	79,986	25	
	Male	55+	65,093	21	
	Female	55+	60,220	19	
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	56,138	18	127
	Female	18-34	53,282	17	
	Male	35-54	73,906	23	
	Female	35-54	69,935	22	
	Male	55+	73,192	24	
	Female	55+	72,156	23	
TOTAL			3,160,337	1,000	**1,000**

Call Statistics

Call Statistics

Completed	Complete	1,000
Busy	Line busy	541
No Answer / Answering machine	Answering machine	22,562
	No answer	2,379
Respondents unavailable	Contact person is unavailable for duration of project	12
	Wrong contact (person we want to speak with can't be reached at this number)	18
Call backs	Appointment (Date and time specified)	201
	To call back (Date and time unspecified)	346
Refusals	Refusal	7,806
	Definite refusal	172
	Refused to answer age	6
	Refused to answer postal code	148
Incomplete	Incomplete with scheduled appointment	7
	Incomplete with no possibility to call back	0
Fax/Modem/Business	Fax/modem/pager	294
No Service / Wrong Number	Non-residential	165
	No service	3951
	Illness, Deceased	26
	Duplicate listing	6
Language Barrier	Language Barrier	117
Quota full	Quota attained	1135
Disqualified	Not eligible	142
	Wireless – under 18 years old	180
Total		40,184
Response rate**		20.8%

**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 monitoring and development of programs and services relating to Alberta's culture, tourism and community services. This is not a sales call, and the information collected is protected and only published as anonymized data.

IF ASKED: We are surveying Albertans to gather information that will help in the development of community services. This is not a sales call, and all results will be kept anonymous.

CLIENT CONTACT: The personal information collected in this survey is collected under section 33(c) of the Freedom of Information and Protection of Privacy Act. This information will be used for the purpose of gathering information that will help in the development of community services and will be recorded for quality control. Questions regarding the program and collection and use of information may be directed to the Manager, Environmental Scanning and Performance Measurement, Alberta Culture and Tourism at Richard.Williams@gov.ab.ca or telephone at 780-643-1978 (Dial 310-0000 to be connected toll-free from outside the Edmonton area).

Approximately 15-20 minutes of your time will be needed today.

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 monitoring and development of programs and services relating to Alberta's culture, tourism and community services. This is not a sales call, and the information collected is protected and only published as anonymized data.

- ○$_1$ Yes, speaking
- ○$_2$ Yes, getting person
- ○$_3$ Refusal
- ○$_4$ Not available; call back later

Int2

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))

_____

- ☐$_{-8}$ 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

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.

- $\bigcirc_1$ 18 to 24
- $\bigcirc_2$ 25 to 34
- $\bigcirc_3$ 35 to 44
- $\bigcirc_4$ 45 to 54
- $\bigcirc_5$ 55 to 64
- $\bigcirc_6$ 65 or older

- $\square_9$ 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; if not sure ask "With which gender do you identify?"

- $\bigcirc_1$ Male
- $\bigcirc_2$ Female
- $\bigcirc_3$ Another
- $\bigcirc_9$ Prefer not to answer

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?

- $\bigcirc_1$ Yes
- $\bigcirc_2$ No
- $\bigcirc_9$ Refused

Int7c   *Show If Int7b_NOT_Born_In_Alberta*

How many years have you lived in Alberta?

_____

- $\square_{999}$ Refused

Int7a   *Show If Int7b_NOT_Born_In_Alberta*

Were you born in Canada?

- $\bigcirc_1$ Yes
- $\bigcirc_2$ No
- $\bigcirc_9$ Refused

Int8a

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

- $\bigcirc_1$ Yes
- $\bigcirc_2$ No
- $\bigcirc_9$ (DO NOT READ) Refused

Int8c   *Show if No to Int8a*

How would you describe your ethnicity?
[DO NOT READ]

- $\bigcirc_1$ White
- $\bigcirc_2$ South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- $\bigcirc_3$ Chinese
- $\bigcirc_4$ Black
- $\bigcirc_5$ Filipino
- $\bigcirc_6$ Latin American
- $\bigcirc_7$ Arab
- $\bigcirc_8$ Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)
- $\bigcirc_9$ West Asian (e.g., Iranian, Afghan, etc.)
- $\bigcirc_{10}$ Korean
- $\bigcirc_{11}$ Japanese
- $\bigcirc_{12}$ Other (specify):
- $\bigcirc_{99}$ Don't Know/Refused

Int10

How would you best describe your household composition? By composition we mean number of adults and children under 18 living in the home.

(DO NOT READ LIST)

- $\bigcirc_1$ Two adult household with no children under 18
- $\bigcirc_2$ Two adult household with children under 18
- $\bigcirc_3$ One adult household with no children under 18
- $\bigcirc_4$ One adult household with children under 18
- $\bigcirc_5$ Three or more adult household with no children under 18
- $\bigcirc_6$ Three or more adult household with children under 18
- $\bigcirc_7$ Other (specify):
- $\bigcirc_9$ (DO NOT READ) Refused

Survey Instrument [3/10]

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 – P8
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

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

Volunteering: V1 – V2
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 arts and culture, for example, IF NEEDED: for an arts or cultural organization; a music, dance, theatre or 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?

_____

☐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

1.1 Arts and Culture: A1 – A8_Other
Randomized within section 1

A5

The next question is about arts and culture. In the past twelve months, have you seen a film… (READ LIST)	Yes	No	(DO NOT READ) Don't know/ Refused
a. In a movie theatre	○₁	○₂	○₉
b. Somewhere other than a movie theatre, for example, at home, or at the home of friends or family	○₁	○₂	○₉
c. Or at a different public venue	○₁	○₂	○₉

A5b *Show if YES response to A5 a or c*

Have you seen a film with someone less than eighteen years of age in the past twelve months?

○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	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
b.	Written any literary art such as short stories, poetry, a novel or script	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
c.	Been involved in playing an instrument, singing, dancing, acting or performing	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
d.	Taken part in an arts related class, workshop or training program	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$
e.	Participated in any other artistic activities	$\bigcirc_1$	$\bigcirc_2$	$\bigcirc_9$

A2_Other *Show If A2_Other_Activity*

Which other arts activities did you participate in?

_____

☐9 Don't know/Refused

Heritage: M1 – M5
Randomized within section 1

M1

The next few questions are about historical resources. When thinking about historical resources in Alberta communities, for example, museums, archives, historic sites and interpretive centres, how important do you feel these historical resources are in contributing to the overall quality of life in Alberta? Would you say they are ... (READ LIST)

$\bigcirc_1$ Very important
$\bigcirc_2$ Somewhat important
$\bigcirc_3$ Not very important
$\bigcirc_4$ Not at all important
$\bigcirc_9$ (DO NOT READ) Don't know/Refused

M2

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

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

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

Survey Instrument

1.1 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:	_____

Tourism: T1-T2
Randomized within section 1

T2a
Have you taken any overnight trips in Alberta for personal reasons in the past 12 months?
- ○₁ Yes
- ○₂ No *(Go to T2b)*
- ○₉ (DO NOT READ) Don't know/Refused

T2a1
Were any of those during winter?
- ○₁ Yes
- ○₂ No *(Go to T2b)*
- ○₉ (DO NOT READ) Don't know/Refused

T2a2
And were any of those during summer?
- ○₁ Yes
- ○₂ No
- ○₉ (DO NOT READ) Don't know/Refused

T2b
Have you taken any same-day trips of more than 40 kilometres one-way within Alberta for personal reasons in the 12 months?
- ○₁ Yes
- ○₂ No *(Go to T2c)*
- ○₉ (DO NOT READ) Don't know/Refused

T2b1
Were any of those during winter?
- ○₁ Yes
- ○₂ No *(Go to T2c)*
- ○₉ (DO NOT READ) Don't know/Refused

T2b2
And were any of those during summer?
- ○₁ Yes
- ○₂ No
- ○₉ (DO NOT READ) Don't know/Refused

T2c *Show If T2a1 = Yes or T2b1 = Yes*

Other than cost, which of the following did you consider first when planning your most recent **winter** trip within Alberta?

(READ LIST; SPECIFIC ACTIVITIES COULD INCLUDE THINGS LIKE SHOPPING, SKIING, SNOWSHOEING, DOG SLEDDING, OR OTHER WINTER ACTIVITIES)

- $\bigcirc_1$ A specific destination
- $\bigcirc_2$ Specific activities
- $\bigcirc_3$ Spending time with family or friends
- $\bigcirc_4$ Or something else (specify:)
- $\bigcirc_9$ (DO NOT READ) Don't Know/Refused

T2d *(Show If T2a2 = Yes or (T2a = Yes and T2a1 = No) or T2b2 = Yes or (T2b = Yes and T2b1 = No))*

And other than cost, which of the following did you consider first when planning your most recent **summer** trip within Alberta?

(READ LIST; SPECIFIC ACTIVITIES COULD INCLUDE THINGS LIKE SHOPPING, HIKING, GOLF, CAMPING OR OTHER SUMMER ACTIVITIES)

- $\bigcirc_1$ A specific destination
- $\bigcirc_2$ Specific activities
- $\bigcirc_3$ Spending time with family or friends
- $\bigcirc_4$ Or something else (specify:)
- $\bigcirc_9$ (DO NOT READ) Don't Know/Refused

T1

The next question is about Farm to Fork tourism in Alberta. Farm to Fork tourism occurs when visitors travel more than 40 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 business or leisure 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: 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. 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
b. Participating in or attending organized sport activities or events in your community	O_1	O_2	O_3	O_4	O_9
c. Arts and culture activities in your community	O_1	O_2	O_3	O_4	O_9
d. 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

X3

The following questions are about the contribution of culture and leisure activities to your community.

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

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	(DO NOT READ) Don't know /Refused
a. Participating in or attending organized sport activities or events in your community	O_1	O_2	O_3	O_4	O_5	O_9
b. Arts and culture activities in your community	O_1	O_2	O_3	O_4	O_5	O_9

Section 3: Perception of Government Support for Programs and Services

A9

Are you aware that the Government of Alberta provides support to artists and arts organizations through the Alberta Foundation for the Arts?
- O_1 Yes
- O_2 No
- O_9 (DO NOT READ) Don't know/Refused

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. Arts and culture in Alberta	O_1	O_2	O_3	O_4	O_9
b. Alberta's film and TV industry	O_1	O_2	O_3	O_4	O_9
c. Alberta's book and magazine publishing and sound recording industries	O_1	O_2	O_3	O_4	O_9
a. Alberta's Interactive Digital Media industry (such as gaming and software design)	O_1	O_2	O_3	O_4	O_9

Survey Instrument [10/10]

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	O_1	O_2	O_3	O_4	O_5	O_9
b.	Enhancing recreational opportunities	O_1	O_2	O_3	O_4	O_5	O_9
c.	Improving quality of life for Albertans	O_1	O_2	O_3	O_4	O_5	O_9

Section 4: Respondent Characteristics

D2

What is the highest level of education you have completed?

(READ LIST IF NECESSARY)

- O_1 Not graduated from high school
- O_2 Graduated high school
- O_3 Some technical or vocational college
- O_4 Graduated technical or vocational college
- O_5 Some university
- O_6 Graduated from university
- O_9 (DO NOT READ) Refused

D4

And what is your marital status?

(READ LIST IF NECESSARY)

- O_1 Single
- O_2 Married/Common-law
- O_3 Separated
- O_4 Divorced
- O_5 Widowed
- O_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)

- O_1 Less than $40,000
- O_2 $40,000 to less than $80,000
- O_3 $80,000 to less than $120,000
- O_4 $120,000 to less than $160,000
- O_5 $160,000 or more
- O_9 (DO NOT READ) Refused

End

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

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