

Report

Alberta Culture, Multiculturalism and Status of Women

2020 Survey of Albertans



DATE April 2020

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CONTEXT AND OBJECTIVES

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CONTEXT

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

OBJECTIVES

The objectives of the 2020 survey are to provide input to the Ministry's performance measures through an understanding of Albertans' perceptions and behavior related to culture multiculturalism and gender-based violence such as...

- Visitation, attendance, participation, and/or importance of:
 - Arts and culture events and activities
 - Historical resources
 - Organized sport
 - Recreation
 - Volunteering

- Awareness and perceptions of:
 - Multiculturalism and inclusion
 - Gender-based violence supports and events



Methodology

METHODOLOGY

TARGET RESPONDENTS

Albertans, 18 years or older.

DATA COLLECTION AND SAMPLING

- 802 random telephone interviews were conducted between the dates of March 2nd and March 16th, 2020.
- Statistics Canada estimates were used to generate a demographically representative sample. Soft quotas for age, gender and region were used.
- A mix of landline and cell-phone listings were used to ensure Albertans who primarily use a cell-phone are included in the sample. 39% interviews were conducted with landline users and 61% with cell-phone users.
- The response rate was 23.6%.

STATISTICAL RELIABILITY

The margin of error for a sample of n=802 is ± 3.5 percentage points, 19 times out of 20.



SURVEY INSTRUMENT

A questionnaire similar to previous waves of surveys was used. Additional questions related to multiculturalism, inclusion, and gender-based violence were included in the survey this year.

ANALYSIS

Weighting factors (average = 1.35; range of 0.53 to 5.08) were applied to the data to rectify any imbalances from soft quota targets for age, gender, and region.

REPORTING

- The results have been compared with previous years, where applicable.
- Please note that the sample size for years prior to 2019 was n=1,000. From 2019 on, the sample size was n=802.
- Any statistical differences compared to the previous year's results (at 95% confidence interval) have been highlighted throughout the report using the following arrows:
 -  indicate significant increase since the previous year
 -  indicate significant decrease since the previous year

For the purposes of this survey, visible minority was defined as respondents who identify their ethnicity as South Asian, Black, Filipino, Chinese, Southeast Asian, Latin American, Arab, Korean, West Asian, and Japanese.



KEY INSIGHTS

PERFORMANCE MEASURES VS. BUSINESS TARGETS

Performance Measures	2019-20 Performance (from the survey conducted in 2020)	2019-20 Business Targets	Variance from Target	Changes from 2019-2020 (past year)
Visitation to heritage facilities: Percentage of adult Albertans who visited a heritage facility in Alberta	60.3%	55.0%	5.3%	9.6%
Attending the arts: Percentage of adult Albertans who attended arts activities or events	77.4%	78.0%	-0.6%	1.0%
Participation in organized sport (adults): Percentage of Albertans who participate in organized sport (adults)	29.8%	25.0%	4.8%	5.8%
Participation in organized sport (children): Percentage of Albertans who participate in organized sport (children)	63.3%	63.0%	0.3%	2.9%

PERFORMANCE INDICATORS

Performance Indicators	2019-20 Performance (from the survey conducted in 2020)	Changes from 2019-2020 (past year)
Formal volunteerism: Percentage of adult Albertans who volunteered with organizations in their community	73.9%	3.9%
Importance of arts activities in contributing to quality of life: Percentage of adult Albertans who feel arts activities are important in contributing to the overall quality of life in their community	83.2%	-0.9%
Importance of historical resources in contributing to quality of life: Percentage of adult Albertans who feel that historical resources in Alberta communities are important in contributing to the overall quality of life in Alberta	94.0%	2.2%
Importance of recreation facilities and services in contributing to quality of life: Percentage of adult Albertans who feel recreation facilities and services are important in contributing to quality of life	94.6%	2.0%
Importance of participation in organized sport activities in communities to quality of life: Percentage of adult Albertans who feel organized sport activities in their community are important in contributing to quality of life	79.7%	5.7%

VOLUNTEERING

73.9%

**VOLUNTEER FORMALLY
(INCREASE FROM 2019)**

84.9%

**VOLUNTEER (FORMAL OR INFORMAL)
(INCREASE FROM 2019)**



19.6

**HOURS ON AVERAGE
(PER MONTH)**

TOP 3 AREAS

69.7%

INFORMAL VOLUNTEERING

40.9%

FUNDRAISING AND VOLUNTEERISM

25.0%

HUMAN SERVICES

MOTIVATION FOR VOLUNTEERING

87.2%

WORK FOR A CAUSE THEY BELIEVE IN

ARTS AND CULTURE

77.4%
ATTENDED
(CONSISTENT WITH 2019)

54.5%
PARTICIPATED
(CONSISTENT WITH 2019)



30.3%
AWARE THAT ALBERTA HAS
ITS OWN SYSTEM TO ASSIGN
AGE RATINGS TO FILMS
(CONSISTENT WITH 2019)

65.8% ATTENDED A PERFORMING ARTS
EVENT

PARTICIPATED IN MAKING OR
CREATING ANY TYPE OF VISUAL
ART **38.2%**

50.5% ATTENDED A COMMUNITY ARTS
FESTIVAL, FAIR, OR CULTURAL
PERFORMANCES AND EVENTS

HERITAGE



94.0%

**ALBERTANS FEEL THAT HISTORICAL
RESOURCES ARE IMPORTANT
(CONSISTENT WITH 2019)**



60.3%

**VISITED AN ALBERTA
HERITAGE FACILITY
(INCREASE SINCE 2019)**

SPORT

29.8%

OF ADULTS PARTICIPATED IN ORGANIZED SPORT (INCREASE FROM 2019)

63.3%

OF CHILDREN PARTICIPATED IN ORGANIZED SPORT (CONSISTENT WITH 2019)

MOST COMMON SPORTS



26.0% OF ADULTS PARTICIPATED IN HOCKEY



32.7% OF CHILDREN PARTICIPATED IN SOCCER



27.2% OF CHILDREN PARTICIPATED IN SWIMMING

CONTRIBUTION TO QUALITY OF LIFE

94.6%

**RATE RECREATION
FACILITIES AND SERVICES AS
IMPORTANT
(INCREASE FROM 2019)**

83.2%

**RATE ARTS AND CULTURE
ACTIVITIES AS IMPORTANT
(CONSISTENT WITH 2019)**

CULTURAL AND LEISURE ACTIVITIES THAT MAKE COMMUNITY A BETTER PLACE TO LIVE



87.3%
**ARTS AND CULTURE
ACTIVITIES IN
COMMUNITY**



88.2%
**PARTICIPATING IN OR
ATTENDING ORGANIZED
SPORT ACTIVITIES OR
EVENTS IN COMMUNITY**

MULTICULTURALISM & INCLUSION



75.9%

**AGREE DIVERSITY IS
ONE OF ALBERTA'S
STRENGTHS**



74.2%

**AGREE
PEOPLE CAN PARTICIPATE,
FREE OF DISCRIMINATION**



96.0%

**ARE AWARE
OF CULTURES OTHER
THAN THEIR OWN**

GENDER-BASED VIOLENCE



78.7%

**AWARE OF SUPPORTS
FOR GENDER-BASED
VIOLENCE**



12.8%

**AWARE OF 16 DAYS
CAMPAIGN**

The background of the slide is a warm, golden-yellow color. It features a row of five gold stars on the left side, which are slightly out of focus. A white rolled-up scroll is positioned diagonally on the right side, also slightly out of focus. A dark grey horizontal bar is overlaid at the bottom of the image, containing the text 'DETAILED RESULTS' in white, uppercase, sans-serif font.

DETAILED RESULTS



DETAILED RESULTS

Volunteering

VOLUNTEERING RATES REMAIN CONSISTENT WITH 2019, EXCLUDING FORMAL VOLUNTEERING WHICH HAS INCREASED SINCE 2019

INCIDENCE OF VOLUNTEERING (2020)

73.9%

**VOLUNTEER FORMALLY
(INCREASE FROM 2019)**

Higher among parents, and university-educated Albertans.

69.7%

**VOLUNTEER INFORMALLY
(CONSISTENT WITH 2019)**

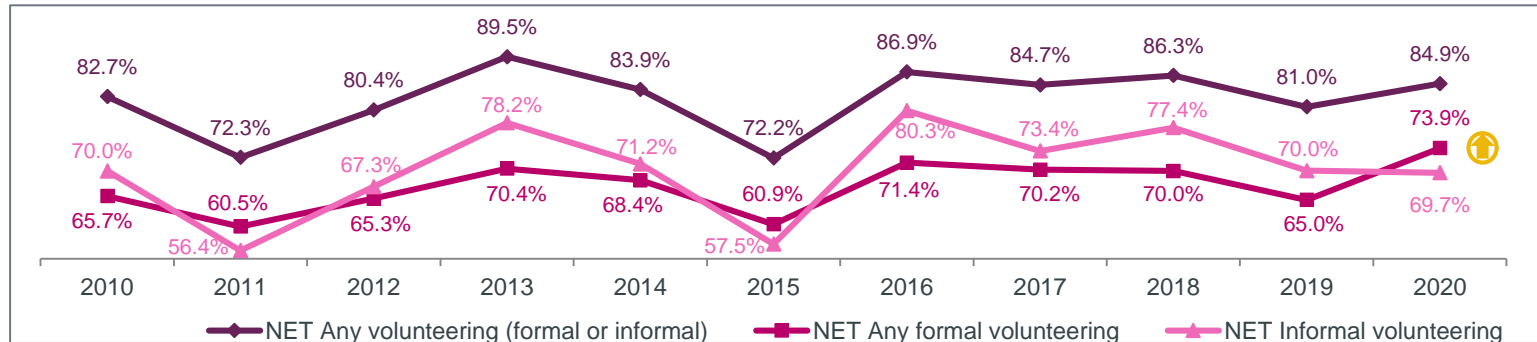
Higher among Albertans in the rural South.

84.9%

**VOLUNTEER
(FORMAL OR INFORMAL)
(CONSISTENT WITH 2019)**

Highest among those that are in the 45 to 54 age category.

TRENDS OVER TIME



Base: Albertans (n=802) indicate significant difference since 2019

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 ...

SEVEN-IN-TEN ALBERTANS VOLUNTEER INFORMALLY

VOLUNTEERING TYPE

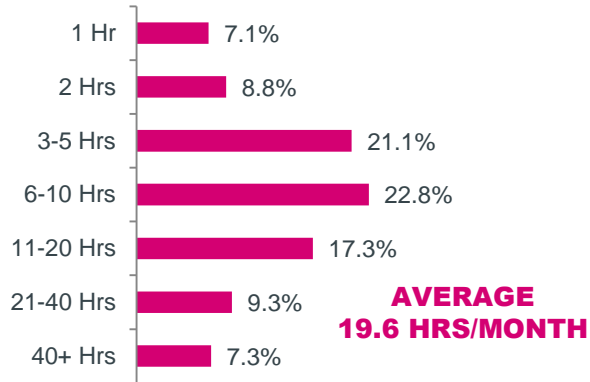
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Informal volunteering	70.0%	56.4%	67.3%	78.2%	71.2%	57.5%	80.3%	73.4%	77.4%	70.0%	69.7%
Fundraising and Volunteerism	*	*	*	*	*	*	*	*	*	*	40.9%
Human services	30.1%	27.9%	30.3%	30.1%	32.1%	28.8%	32.9%	26.5%	30.3%	32.4%	25.0%
Recreation	20.7%	21.4%	20.6%	22.9%	25.4%	22.8%	22.2%	26.6%	23.2%	24.6%	24.8%
Youth development	16.5%	19.4%	14.9%	17.3%	16.4%	22.0%	21.1%	25.2%	23.0%	24.8%	24.2%
Education and Research	*	*	*	*	*	*	*	*	*	*	24.2%
Sport	25.7%	23.1%	19.9%	24.9%	23.6%	21.1%	25.8%	29.0%	24.4%	25.4%	24.0%
Community development	*	*	*	*	*	*	*	*	*	*	20.7%
Faith groups	*	*	*	*	*	*	*	*	*	*	20.1%
Environment	*	*	*	*	*	*	20.0%	14.4%	16.9%	21.0%	16.7%
Arts and culture	22.0%	17.6%	19.5%	19.9%	18.5%	16.9%	18.1%	14.0%	16.5%	15.6%	15.5%
Hospitals / Health	*	*	*	*	*	*	*	*	*	*	13.8%
Unions, professional associations	*	*	*	*	*	*	*	*	*	*	13.0%
Law, advocacy, or politics	*	*	*	*	*	*	9.2%	9.2%	9.7%	11.1%	9.8%
Housing	*	*	*	*	*	*	*	*	*	*	8.5%
Newcomer settlement	*	*	*	*	*	*	*	*	*	*	6.2%
Any other type of volunteer work	26.0%	22.2%	30.1%	31.7%	32.2%	25.3%	23.7%	22.1%	23.7%	25.7%	11.3%

Base: Albertans (n=802) / *Not asked previously indicate significant difference since 2019

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 ...

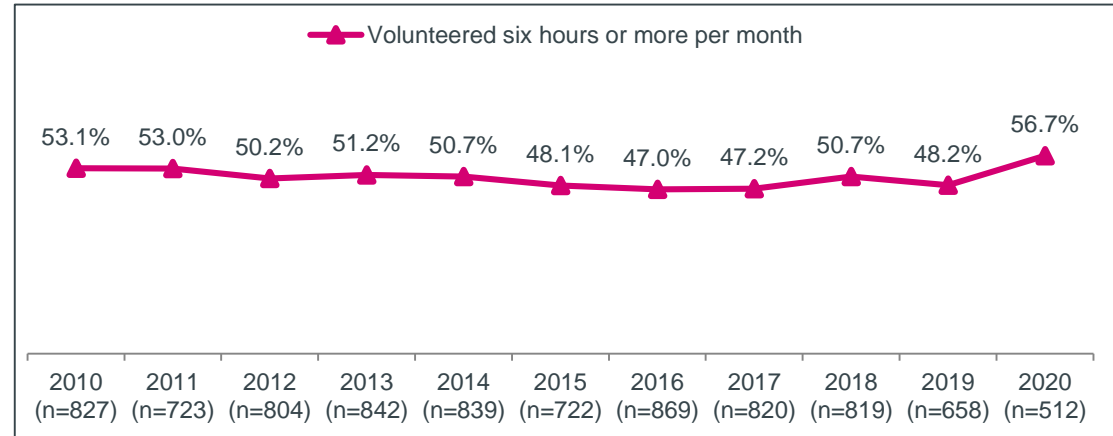
ALBERTANS ARE SPENDING MORE TIME ON AVERAGE VOLUNTEERING: 19.6 HOURS PER MONTH

HOURS SPENT VOLUNTEERING (2020)



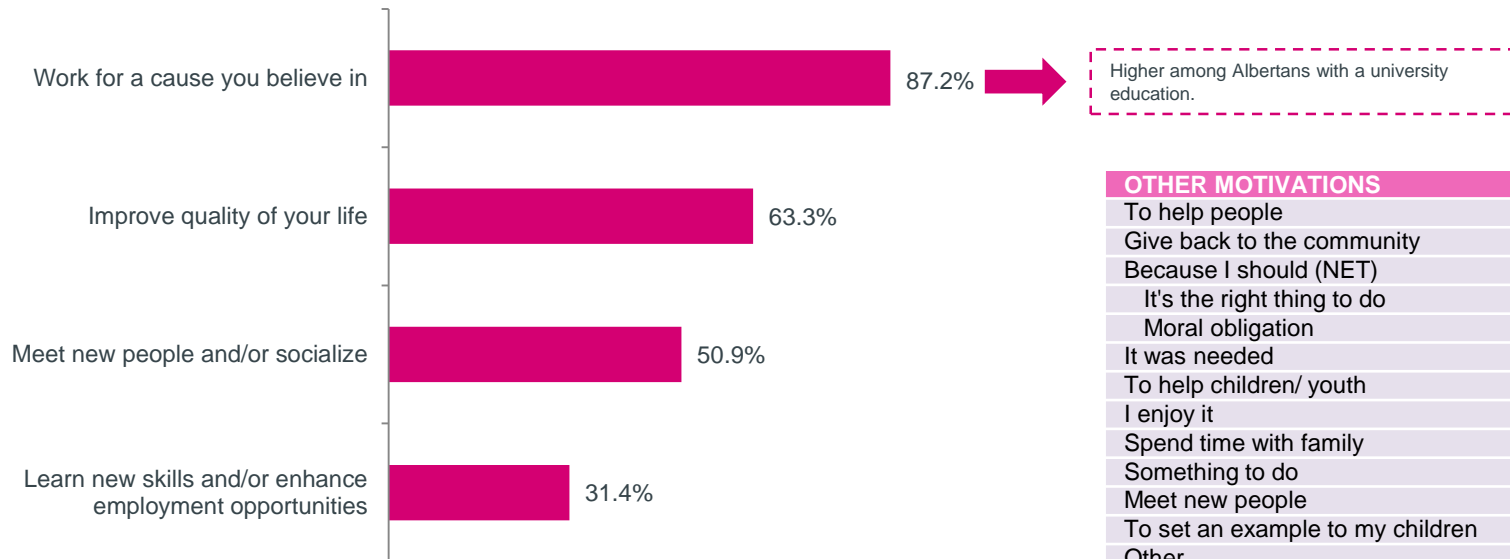
Average time spent per month doing any kind of volunteer work is higher among Albertans 65+ years of age.

TREND OVER TIME



MOST ALBERTANS VOLUNTEERED FOR A CAUSE THEY BELIEVE IN AND TO IMPROVE THEIR QUALITY OF LIFE

MOTIVATIONS IN VOLUNTEERING (2020)



OTHER MOTIVATIONS	2020
To help people	24.2%
Give back to the community	14.3%
Because I should (NET)	11.2%
It's the right thing to do	7.4%
Moral obligation	4.1%
It was needed	10.7%
To help children/ youth	9.7%
I enjoy it	8.7%
Spend time with family	4.4%
Something to do	3.9%
Meet new people	2.1%
To set an example to my children	1.3%
Other	4.4%

*NET is the proportion of respondents who provide one or more sub-theme responses combined under the same theme

DETAILED RESULTS

Arts and Culture

ARTS ATTENDANCE AND PARTICIPATION RATES HOLD STEADY

ATTENDED OR PARTICIPATED IN ARTS AND CULTURE EVENTS (2020)

84.7%

**ATTENDED OR PARTICIPATED
(CONSISTENT WITH 2019)**

Higher among Albertans aged 18-24; aged 35-44; and those with post-secondary education.

77.4%

**ATTENDED
(CONSISTENT WITH 2019)**

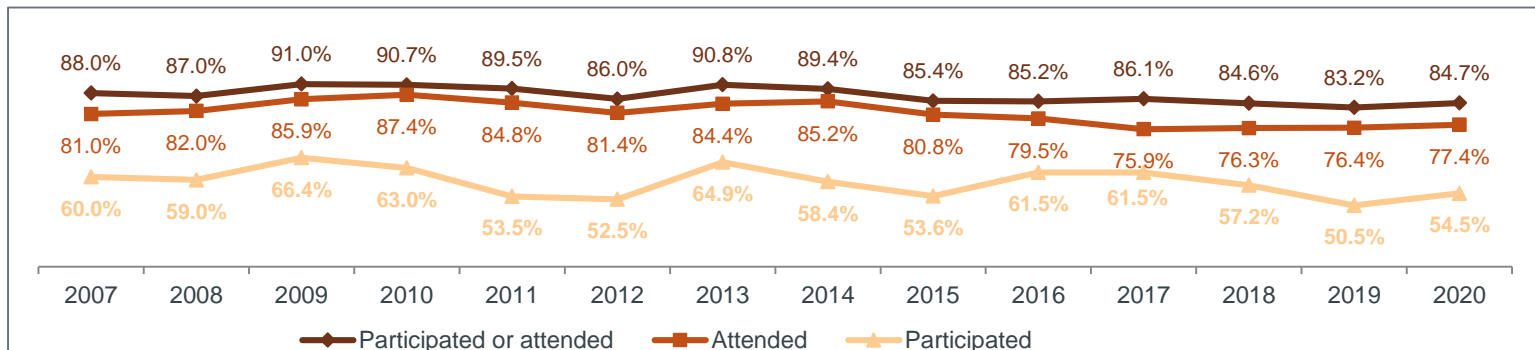
Higher among Albertans in Edmonton; those with post-secondary education; and those aged 35-54.

54.5%

**PARTICIPATED
(CONSISTENT WITH 2019)**

Participation decreases with age.

TRENDS OVER TIME



Base: Albertans (n=802) indicate significant difference since 2019
 A1. In the past twelve months, have you attended any... A2. In the past 12 months, have you...

ALBERTANS MOST COMMONLY ATTEND PERFORMING ARTS AND/OR COMMUNITY EVENTS

TYPES OF ARTS AND CULTURE EVENTS OR ACTIVITIES ATTENDED

Past 12 months	2017 n=1,000	2018 n=1,000	2019 n=802	2020 n=802
Performing arts events	62.1%	62.9%	62.0%	65.8%
Community arts festivals, fairs or cultural performances and events	45.7%	45.0%	47.9%	50.5%
Visual arts events and exhibitions	35.4%	37.8%	40.5%	41.3%
Artist talks or lectures about their work	11.5%	11.1%	15.4%	12.2%
Literary events	10.4%	11.5%	12.3%	11.4%
Attended any other arts and culture events	14.2%	15.6%	18.1%	16.0%



OTHER EVENTS ATTENDED	2020 (n=139)
Local fair/church/community event	18.9%
Festival/exhibition/pageant	16.6%
Ethnic dancing/cultural events/multicultural festivals	11.1%
Art exhibit/display	10.2%
Museums (unspecified)	8.7%
Theatre/dinner theatre/play/musical/dramas	8.7%
Orchestra/symphony/concerts	6.9%
Music programs (unspecified)	6.5%
Attended/took part in school plays/concerts/art fairs	5.1%
Live music (unspecified)	4.2%
Art program/class/course/workshop/lesson	3.0%
Film festival/movies	2.9%
Dance class/recital	2.6%
Craft sale/show/community art sale	1.3%
Ballet/dance/skating/ball	0.7%
Folk music/festival/jazz festival/blue grass festival	0.6%
Other	8.4%

NEARLY TWO-IN-FIVE ALBERTANS CREATED SOME TYPE OF VISUAL ART

TYPES OF ARTS AND CULTURE EVENTS OR ACTIVITIES PARTICIPATED IN

Past 12 months	2018 n=1,000	2019 n=802	2020 n=802
Made or created any types of visual art	40.9%	37.1%	38.2%
Been involved in playing an instrument, singing, dancing, acting or performing	27.1%	19.9%	21.6%
Taken part in an arts related class, workshop or training program	18.9%	16.7%	17.5%
Written any literary art	15.0%	12.8%	11.4%
Participated in any other artistic activities	12.0%	11.0%	10.6%

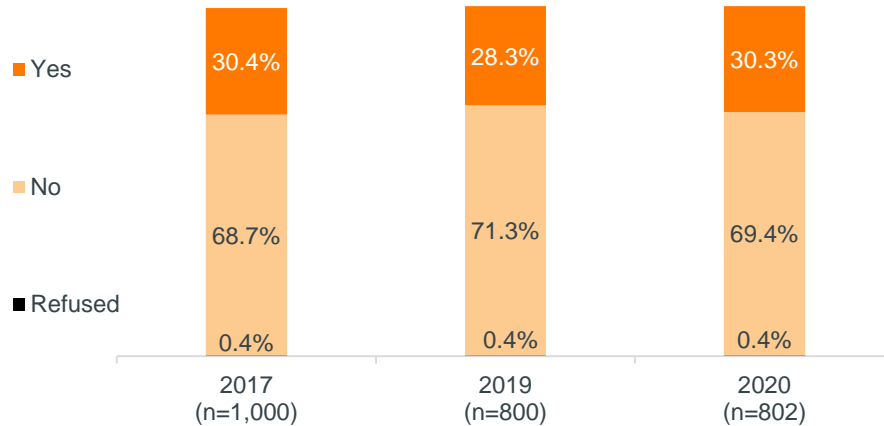


OTHER EVENTS PARTICIPATED IN	2020 n=84
Tactile arts (e.g., pottery, ceramics, metal, wood, glass, fabric)	18.0%
Sewing/knitting/quilting/crocheting/weaving	17.8%
Craft/arts/art class (unspecified)	15.0%
Cultural/religious events/activities	6.9%
Music concert/live music	5.6%
Produced/acted in film/video/wrote TV shows	5.2%
Put on/acted in play/drama	4.8%
Dance/cultural dance/dancing lessons/competition	4.5%
Photography	4.1%
Participated in an art exhibition/festival/art gallery	4.0%
Sports/sports event	2.9%
Song writing/singing	2.5%
Other	24.6%
Not stated	8.0%



THREE-IN-TEN ALBERTANS ARE AWARE THAT ALBERTA HAS ITS OWN FILM CLASSIFICATION SYSTEM

AWARENESS THAT ALBERTA HAS ITS OWN SYSTEM TO ASSIGN AGE RATINGS TO FILMS



DETAILED RESULTS

Heritage

SIX-IN-TEN ALBERTANS HAVE VISITED AN ALBERTA HERITAGE FACILITY, AN INCREASE OVER RECENT YEARS

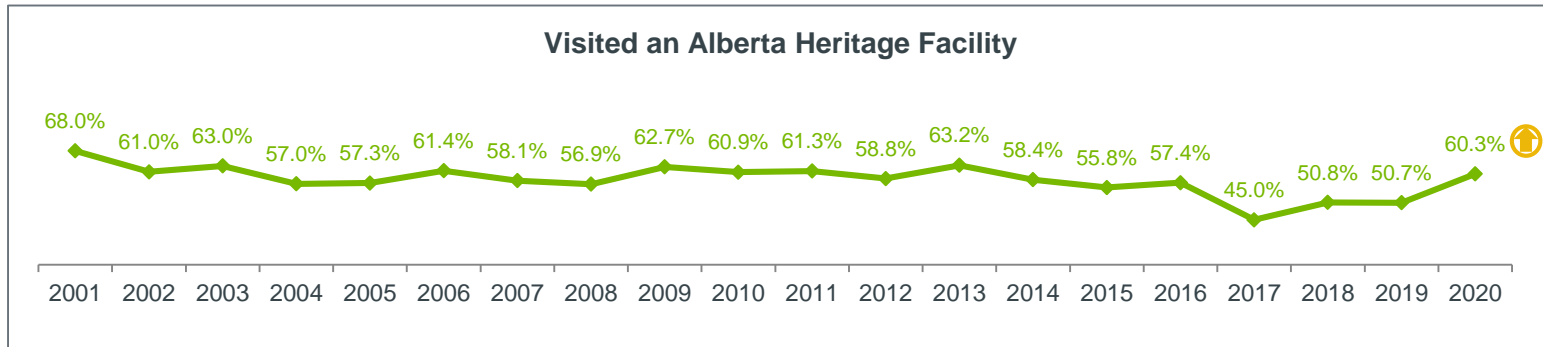
VISITED AN ALBERTA HERITAGE FACILITY IN PAST 12 MONTHS (2020)

60.3%

**VISITED AN ALBERTA HERITAGE FACILITY
(INCREASE SINCE 2019)**

Visitation is higher among:
➤ Those with a university education

TRENDS OVER TIME



CONSISTENT WITH 2019, MORE THAN NINE-IN-TEN ALBERTANS FEEL THAT HISTORICAL RESOURCES ARE IMPORTANT

IMPORTANCE OF HISTORICAL RESOURCES IN CONTRIBUTING TO OVERALL QUALITY OF LIFE (2020)

94.0%

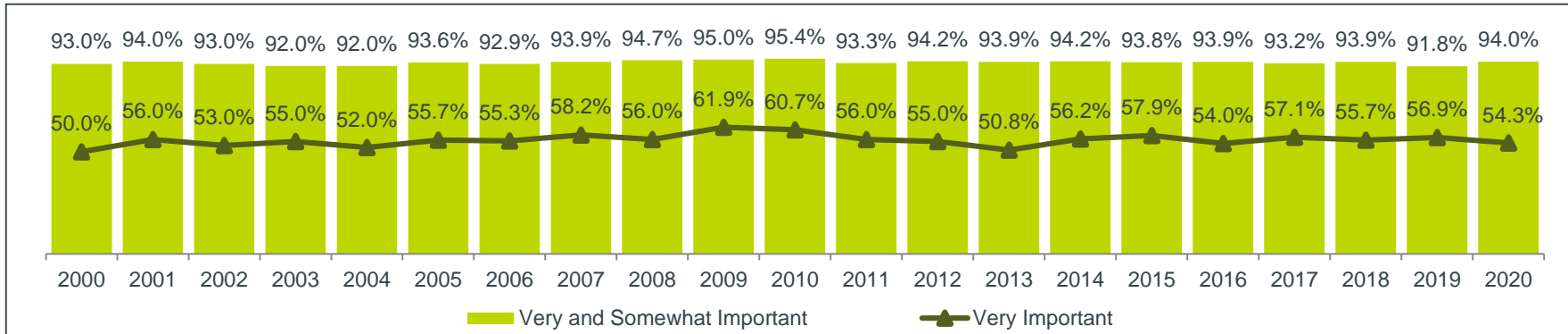
ALBERTANS FEEL THAT HISTORICAL RESOURCES ARE IMPORTANT, INCLUDING 54.3% WHO FEEL THEY ARE VERY IMPORTANT (CONSISTENT WITH 2019)



Very important ratings are higher among:

- > Edmontonians
- > Females / Women
- > Those aged 35+

TRENDS OVER TIME



Base: Albertans (n=802)

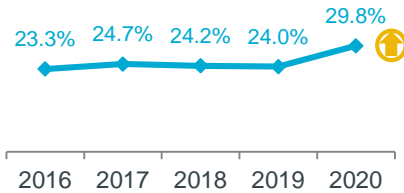
M1. When thinking about historical resources in Alberta communities, for example, museums, archives, historic sites and interpretive centres, how important do you feel these historical resources are in contributing to the overall quality of life in Alberta? Would you say they are ...

DETAILED RESULTS

Sport

NEARLY THREE-IN-TEN ADULT ALBERTANS PARTICIPATED IN ORGANIZED SPORT, AN INCREASE OVER PREVIOUS YEARS

PARTICIPATION IN ORGANIZED SPORT (ADULTS)



Participation is higher among:

- Males / Men
- Those with household income \$120k+

ORGANIZED SPORT PARTICIPATED IN (ADULTS)**

AMONG THOSE WHO PARTICIPATED	2016 n=233	2017 n=247	2018 n=242	2019 n=185	2020 n=232
Hockey	24.9%	23.9%	21.5%	22.7%	26.0%
Baseball	12.4%	8.9%	6.2%	6.7%	14.7%
Soccer	21.5%	8.5%	21.5%	16.3%	13.5%
Basketball	3.9%	7.7%	5.8%	10.7%	12.6%
Golf	12.0%	10.1%	11.2%	11.5%	7.9%
Volleyball	*	*	*	*	6.5%
Curling	11.2%	8.1%	14.9%	10.2%	6.5%
Gym/Gymnastics	*	*	*	4.9%	5.9%
Running	*	*	*	*	4.5%
Martial Arts	*	*	*	*	4.4%

Base: Albertans (n=802) / *Tracking not available / **Only top ten mentions are shown

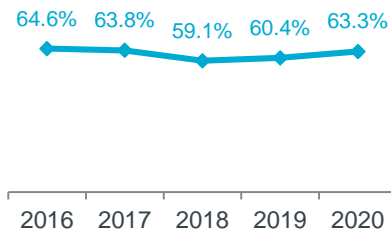


indicate significant difference since 2019

S1. 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? S2. Which organized sports have you participated in during the past year?

MORE THAN THREE-IN-FIVE CHILDREN PARTICIPATED IN ORGANIZED SPORT

PARTICIPATION IN ORGANIZED SPORT (CHILDREN)



Participation is higher among children whose parents were:

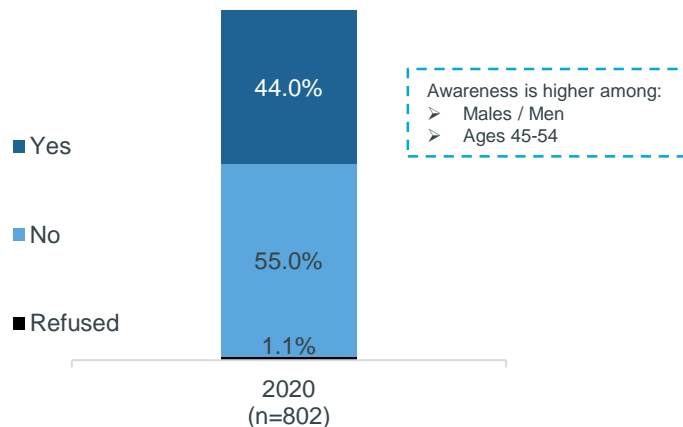
- Born in Canada

ORGANIZED SPORT PARTICIPATED IN (CHILDREN)**

AMONG THOSE WHO PARTICIPATED	2016 n=255	2017 n=256	2018 n=204	2019 n=149	2020 n=181
Soccer	38.8%	38.3%	39.7%	33.3%	32.7%
Swimming	23.9%	23.4%	22.5%	19.9%	27.2%
Basketball	16.1%	22.7%	15.2%	19.2%	21.9%
Hockey	25.9%	25.8%	21.1%	25.4%	21.0%
Baseball	7.5%	14.8%	10.3%	17.5%	11.4%
Dance	*	*	*	12.2%	8.9%
Football	5.5%	6.6%	3.4%	9.6%	8.5%
Volleyball	8.6%	14.8%	10.8%	13.8%	8.0%
Martial Arts	*	*	*	8.4%	6.0%
Gym/ Gymnastics	12.5%	14.1%	11.3%	8.3%	14.4%

OVER TWO-IN-FIVE ALBERTANS ARE AWARE OF RESOURCES AVAILABLE TO VICTIMS OR WITNESSES OF ABUSE IN SPORT

AWARE OF RESOURCES FOR VICTIMS OR WITNESSES OF ABUSE, BULLYING, HARASSMENT, OR DISCRIMINATION IN SPORT



RESOURCES CONSIDERED IMPORTANT FOR PARTICIPANTS AND THEIR FAMILIES

	2020 n=802
Educating player's how to get help when they are targeted / Self awareness	8.2%
Use online resources available	7.9%
Advertising campaign (awareness campaigns on TV, radio, newspaper, etc)	7.2%
Help line	6.6%
More professional services available (including counsellors, legal services, etc)	6.5%
Awareness of issues / Procedures of reporting and documenting ongoing issues	6.2%
Pamphlets or information booklets (including provided at registration time)	6.2%
Meetings and workshops available by sports associations	6.1%
Other	7.2%
Don't know / Refused	28.8%

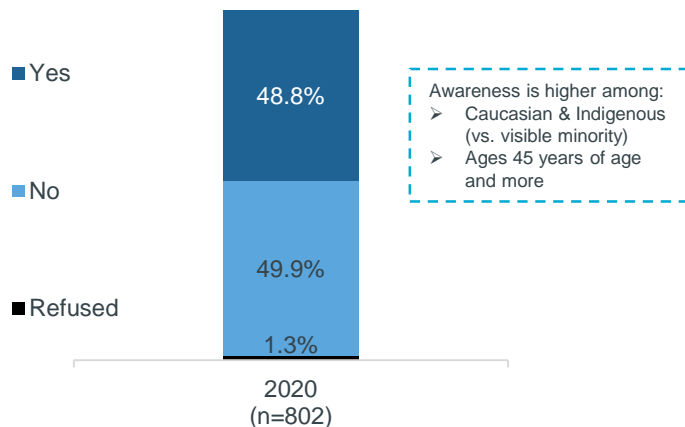
Base: Albertans (n=802) / *New question in 2020, mentions less than 5% not shown

S5: Are you aware of the resources available for victims or witnesses of abuse, bullying, harassment, or discrimination for those that participate in any sport or physical or recreation?

S6: What resources do you think would be important to help sport, recreation or physical activity participants, or their families be aware of or educated on ways to potentially prevent abuse, bullying, harassment, or discrimination?

NEARLY HALF OF ALBERTANS ARE AWARE OF CANADIAN GUIDELINES ON CONCUSSION IN SPORT

AWARE OF CANADIAN GUIDELINES ON CONCUSSION IN SPORT



AWARENESS OF OTHER RESOURCES

	2020 n=802
Doctor's office	9.0%
Internet searches / Online resources	7.5%
Alberta health Services / Health link /811	6.0%
Hospitals / Emergency rooms	5.2%
Previous experience / Self awareness	3.8%
Healthcare resources (medical associations, societies, schools, etc.)	3.1%
Guidelines from specific organizations (Hockey Alberta, etc.)	2.8%
Therapists, Specialists (including physiotherapy, chiropractor, etc.)	2.7%
Not aware of other resources	61.1%

Base: Albertans / *New question in 2020 / Only mentions over 2% are shown

S7: Are you aware of the Canadian Guidelines on Concussion in Sport to recognize, care for and manage concussion in athletes? S8: Are you aware of any other available tools, guides or support for concussion management that are available to you?



Leger

DETAILED RESULTS

Outdoor Recreation

HIKING, WALKING, AND MOUNTAIN BIKING ARE THE MOST POPULAR OUTDOOR RECREATION ACTIVITIES

THE TOP 3 RECREATION ACTIVITIES MOST FREQUENTLY PARTICIPATED IN THE PAST 12 MONTHS

Past 12 months	2020 n=802
Hiking	30.0%
Walking	16.9%
Mountain/Fat biking	14.4%
Downhill skiing or snowboarding at a ski area	8.8%
Camping	8.0%
Running	6.3%
Swimming in lakes, rivers or ponds	6.2%
Golf	5.5%
Fishing	5.0%
Ice skating outdoors	5.0%
Cross country skiing	4.2%
Soccer	4.1%
Baseball	4.0%
Hockey	3.9%
Hunting	3.4%
Backcountry skiing	2.4%
Sledding/tubing	2.3%
Snowshoeing	2.3%

TOP
5

Participation in outdoor recreation is generally higher among:

- > Men
- > Parents
- > Those with household income \$120k+

Base: Albertans / *New question in 2020 / Only mentions over 2% are shown
S9/10. What are the top 3 outdoor recreation activities have you participated most frequently in the last 12 months?

THE MAJORITY OF ALBERTANS WHO LISTED WALKING AND MOUNTAIN/FAT BIKING AS ONE OF THEIR TOP OUTDOOR RECREATIONAL ACTIVITIES TRAVEL LESS THAN 40KM, WHILE THE MAJORITY OF THOSE WHO REPORTED HIKING, CAMPING, OR DOWNHILL SKIING/SNOWBOARDING TRAVEL 40KM OR MORE

DISTANCE TRAVELLED TO TAKE PART IN ACTIVITY: TOP ACTIVITIES



	Walking (n=155)	Mountain/Fat Biking (n=122)	Hiking (n=229)	Downhill Skiing/ Snowboarding at a Ski Area (n=65)	Camping (n=66)
Less than 40km	96.6%	86.2%	32.4%	12.2%	7.4%
40 – 80 km	0.5%	7.6%	14.7%	7.8%	20.8%
81 – 150 km	-	2.3%	25.2%	32.0%	29.5%
151 – 300 km	0.8%	0.8%	12.0%	25.5%	23.6%
301 – 500 km	1.3%	3.1%	7.3%	9.2%	7.5%
501 Km or more	0.9%	-	5.0%	13.2%	9.0%
Don't know	-	-	3.4%	-	2.2%

Base: Albertans / *New question in 2020 / Only top five activities are shown.

S11/12. Did you have to travel 40 kilometers or more from your home to begin your activity? How far, in kilometers, did you travel then?

ALBERTANS TEND TO USE DEVELOPED RECREATION AREAS TO WALK, MOUNTAIN BIKE, AND SKI

SETTING WHERE ACTIVITY TAKES PLACE: TOP 5 ACTIVITIES



	Walking (n=155)	Mountain/Fat Biking (n=122)	Hiking (n=230)	Downhill Skiing/ Snowboarding at a Ski Area (n=65)	Camping (n=66)
Backcountry, not accessible by vehicles and without any services	3.7%	6.7%	32.4%	8.9%	18.4%
Semi-wilderness, accessible by road with very basic services	14.3%	21.7%	42.0%	17.9%	50.5%
Developed, excellent road access, boarding and lodging facilities	82.0%	71.7%	25.7%	73.1%	31.1%

CAMPERS, SKIERS MOST LIKELY TO STAY OVERNIGHT WHEN PURSUING OUTDOOR RECREATION

STAYED OVERNIGHT FOR OUTDOOR RECREATION (2020)

4.3%
of walkers
(n=155)



16.4%
of mountain
bikers
(n=122)



37.6%
of hikers
(n=230)



65.0%
of skiers
(n=65)



98.1%
of campers
(n=65)



OVERNIGHT ACCOMMODATIONS	Walking (n=8)	Mountain/Fat Biking (n=20)	Hiking (n=82)	Downhill Skiing/ Snowboarding at a Ski Area (n=46)	Camping (n=65)
Backcountry Camping	-	13.5%	43.5%	3.6%	12.5%
RV / Tent at "Drive-To" Campground	50.4%	56.4%	39.4%	-	85.1%
Lodging	49.6%	30.1%	17.1%	96.4%	2.4%

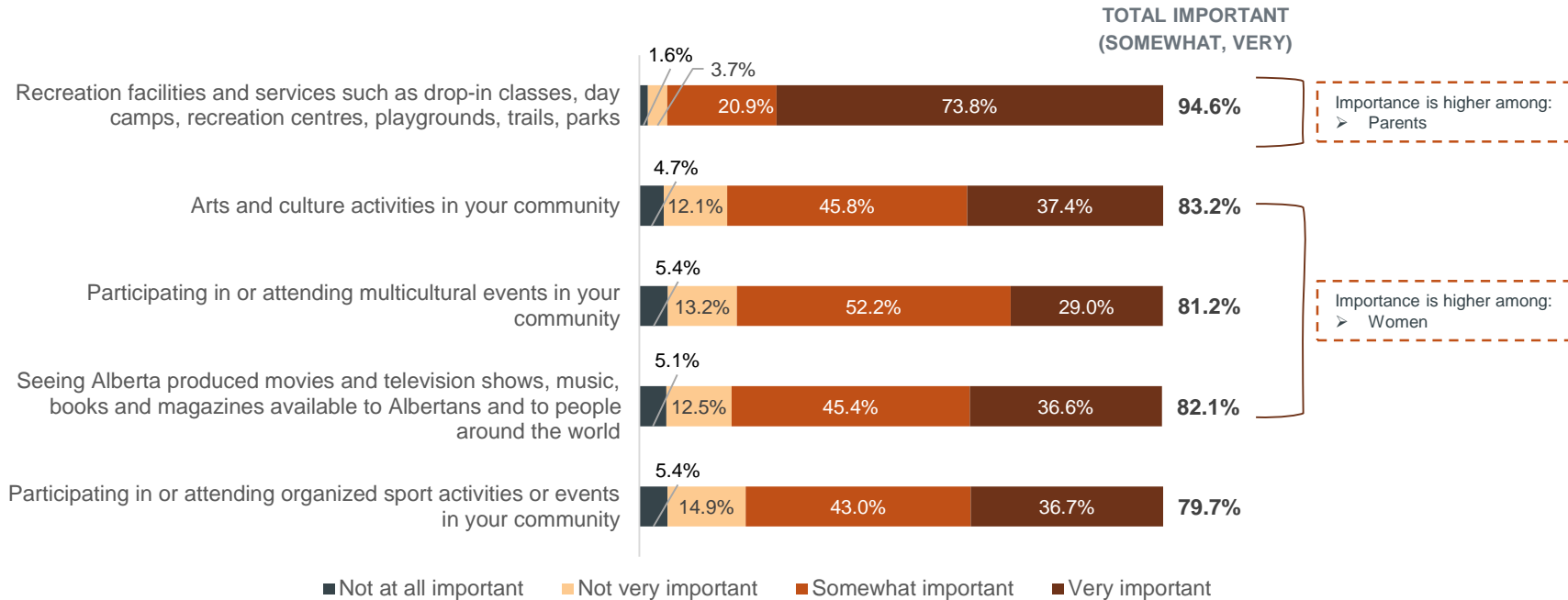
A photograph of a family of four (two adults and two children) standing in a grassy field, holding hands and raising them in the air. They are silhouetted against a bright, hazy background of trees and a large tree on the left. The scene is bathed in warm, golden light, suggesting a sunrise or sunset.

DETAILED RESULTS

Contribution to Quality of Life

MOST ALBERTANS CONSIDER RECREATION IMPORTANT TO QUALITY OF LIFE

IMPORTANCE OF PROGRAMS AND SERVICES IN CONTRIBUTING TO ALBERTANS' QUALITY OF LIFE (2020)

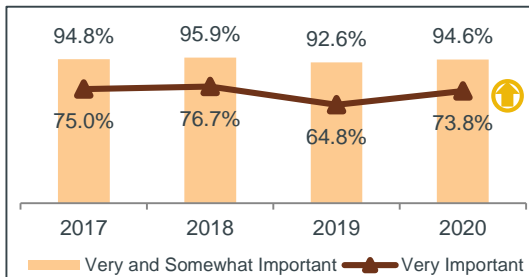


Base: Albertans (n=802) / Don't know responses are not shown

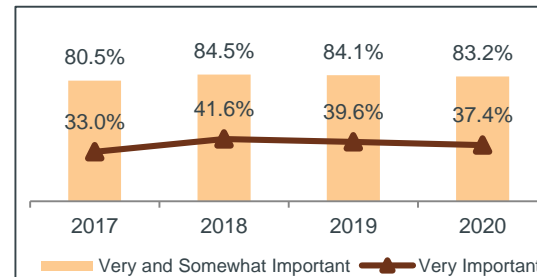
B1. The following questions are about the importance of culture and leisure activities in contributing to your quality of life. I am going to list some programs and services. For each, please tell me how important you feel it is in contributing to your quality of life. Is it very important, somewhat important, not very important, or not at all important?

IMPORTANCE OF VARIOUS RECREATION ACTIVITIES IS EITHER CONSISTENT OR HAS INCREASED SINCE 2019

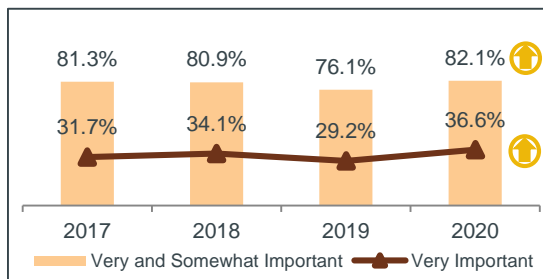
RECREATION FACILITIES AND SERVICES
(TRENDS OVER TIME)



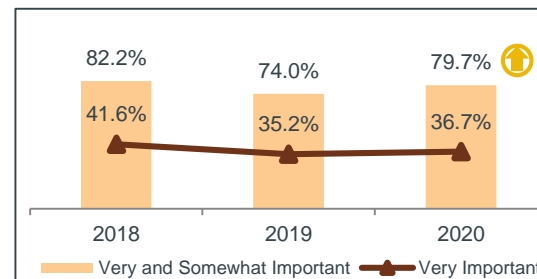
ARTS AND CULTURE ACTIVITIES*
(TRENDS OVER TIME)



ALBERTA PRODUCED MOVIES ETC.
(TRENDS OVER TIME)



ORGANIZED SPORT ACTIVITIES
(TRENDS OVER TIME)

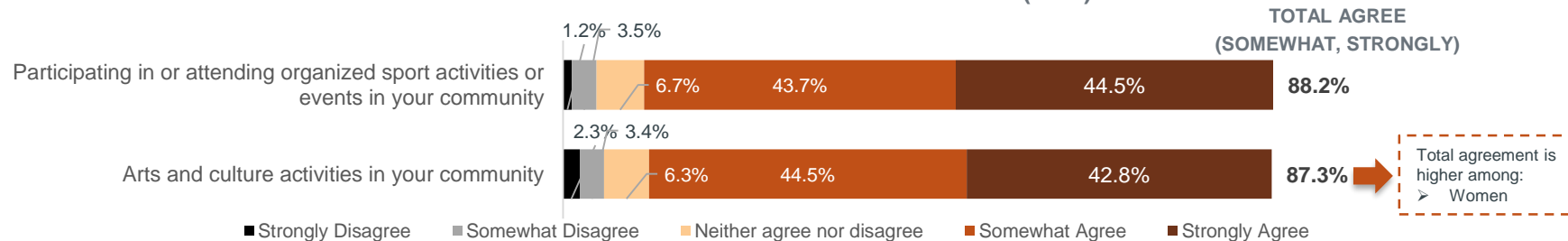


Base: Albertans (n=802) / Don't know responses are not shown / indicate significant difference since 2019

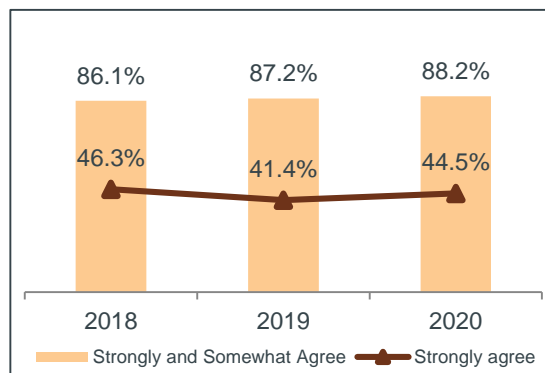
B1. The following questions are about the importance of culture and leisure activities in contributing to your quality of life. I am going to list some programs and services. For each, please tell me how important you feel it is in contributing to your quality of life. Is it very important, somewhat important, not very important, or not at all important?

MOST AGREE THAT ARTS AND CULTURE ACTIVITIES AND ORGANIZED SPORTS MAKE COMMUNITY A BETTER PLACE TO LIVE

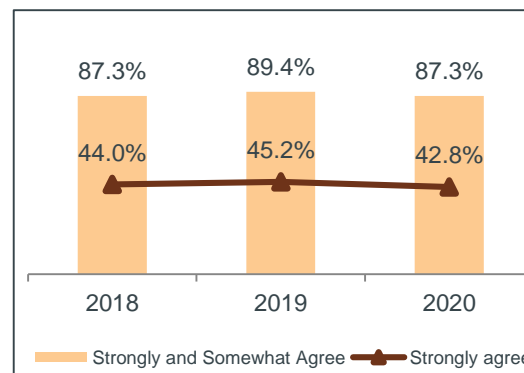
CULTURAL AND LEISURE ACTIVITIES THAT MAKE COMMUNITIES BETTER PLACES TO LIVE (2020)



ORGANIZED SPORT ACTIVITIES (TRENDS OVER TIME)



ARTS AND CULTURE ACTIVITIES (TRENDS OVER TIME)



Base: Albertans (n=802) / Don't know responses are not shown

B2. 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?



Leger

DETAILED RESULTS

Multiculturalism and Inclusion

MOST ALBERTANS AGREE DIVERSITY IS A STRENGTH, AND PEOPLE HERE CAN PARTICIPATE FREE OF DISCRIMINATION

ATTITUDES ABOUT MULTICULTURALISM & INCLUSION (2020)

75.9%

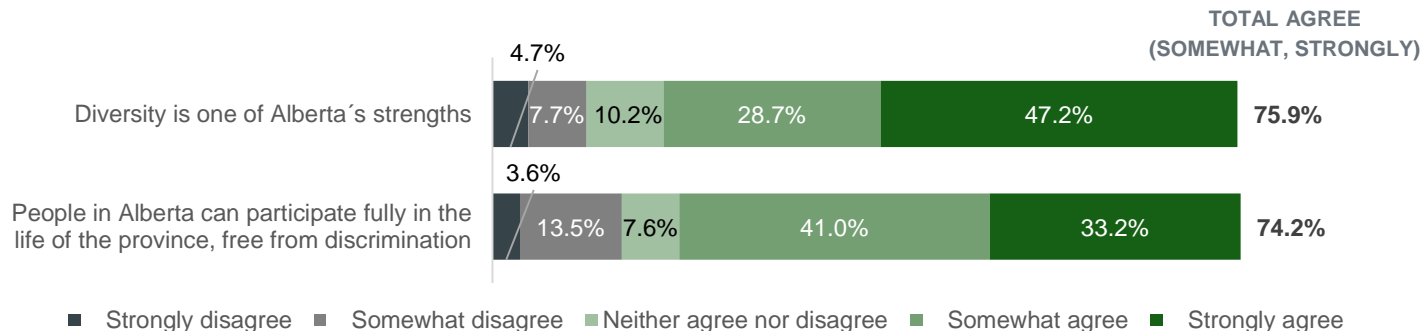
**AGREE
(SOMEWHAT/STRONGLY)
DIVERSITY IS ONE OF
ALBERTA'S STRENGTHS**

Total agreement is higher among women and in small cities North

74.2%

**AGREE
(SOMEWHAT/STRONGLY)
PEOPLE CAN PARTICIPATE,
FREE OF DISCRIMINATION**

Total agreement is higher among those aged 18-24



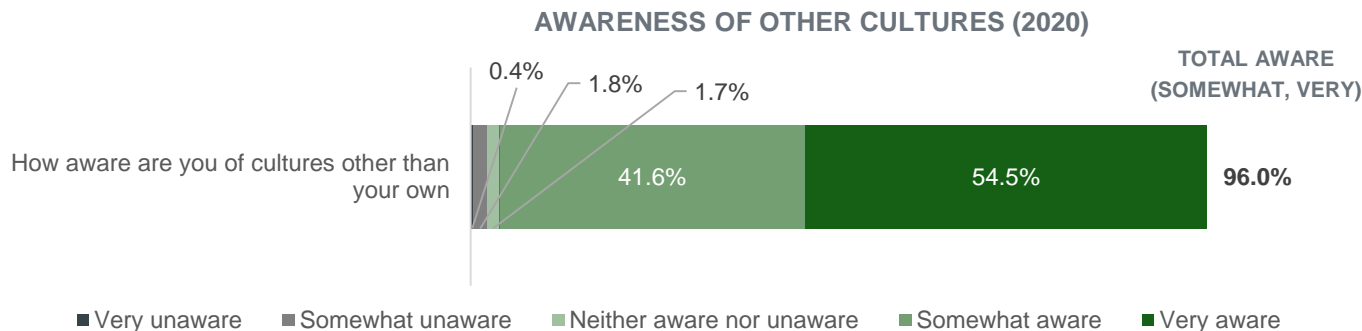
Base: Albertans (n=802) / New question in 2020

MI1: To what extent do you agree or disagree with the following statement: Diversity is one of Alberta's strengths? MI3: To what extent do you agree or disagree that people in Alberta can participate fully (thus, have the opportunity to pursue their aspirations /desires and contribute) in the life of the province, free from discrimination?

NEARLY ALL ALBERTANS CONSIDER THEMSELVES AWARE OF OTHER CULTURES

96.0%
**ARE AWARE
OF CULTURES OTHER
THAN THEIR OWN**

- Total aware is higher among:
- > Those between the ages of 35 and 44 years
 - > Parents
 - > Those with a college/university education



Base: Albertans (n=802) / New question in 2020

MI2: Alberta is full of people with diverse cultures and heritages. How aware are you of cultures other than your own?



DETAILED RESULTS

Gender Based Violence

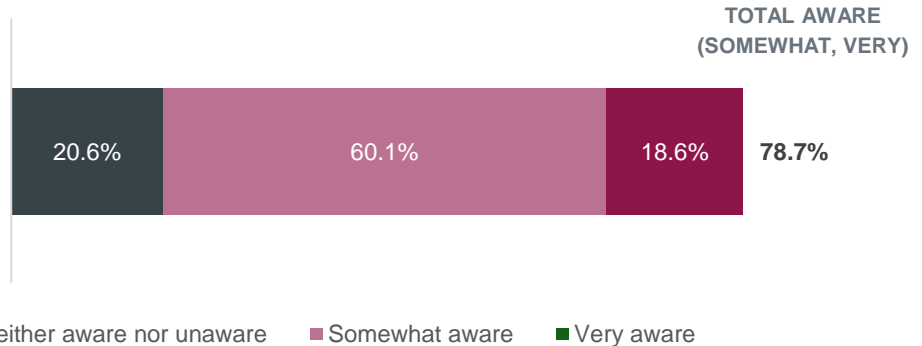
MOST ALBERTANS ARE AWARE OF SUPPORTS FOR GENDER BASED VIOLENCE

78.7%
**AWARE
OF SUPPORTS
FOR GENDER-BASED
VIOLENCE**

Awareness is higher among:
➤ Women
➤ Albertans aged 55+

**AWARENESS OF SUPPORTS FOR GENDER BASED VIOLENCE
(2020)**

What is your level of awareness about supports or resources available to address gender-based violence, such as AB One Line for survivors of sexual violence, AB's Disclosure to Protect Against Domestic Violence (Clare's Law) Act or emergency shelters?



Base: Albertans (n=802) / New question in 2020 / Don't Know/Refused responses not shown

GBV1: What is your level of awareness about supports or resources available to address gender-based violence, such as AB One Line for survivors of sexual violence, AB's Disclosure to Protect Against Domestic Violence (Clare's Law) Act or emergency shelters?

MORE THAN ONE-IN-TEN ARE AWARE OF ALBERTA'S ANNUAL 16 **Leger** DAYS CAMPAIGN

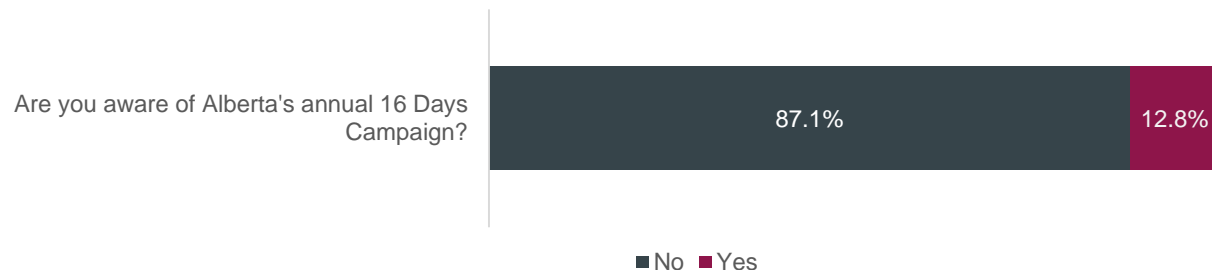
12.8%

**AWARE
OF 16 DAYS
CAMPAIGN**

Awareness is higher among
Albertans aged 55+

PARTICIPATION IN 16 DAYS CAMPAIGN ACTIVITIES	2020 (n=111)
ANY	36.0%
National Day of Remembrance and Action on Violence Against Women on Dec. 6	21.8%
Social media campaign (Twitter, Instagram, Facebook posts)	21.6%
Other community-based events or activities	19.1%
NONE	64.0%

AWARENESS OF GENDER-BASED VIOLENCE INITIATIVES (2020)



Base: Albertans (n=802) / New question in 2020 / Don't Know/Refused responses not shown

GBV2: Are you aware of Alberta's annual 16 Days Campaign? GBV3: Have you participated in any activities to mark the 16 Days Campaign?



RESPONDENT PROFILE

RESPONDENT PROFILE

	Albertans
	n=802
Gender	
Male	49.4%
Female	50.5%
Another	0.1%
Age	
18-24	7.6%
25-34	24.2%
35-44	18.8%
45-54	17.5%
55-64	13.0%
65 or older	18.9%
Region	
Calgary	31.1%
Edmonton	23.4%
Small Cities - North	11.9%
Small Cities - South	8.2%
Rural – North	13.3%
Rural - South	12.1%
Household Income	
Less than \$40,000	14.8%
\$40,000 to less than \$80,000	19.1%
\$80,000 to less than \$120,000	20.5%
\$120,000 to less than \$160,000	14.4%
\$160,000 or more	16.0%
Refused	15.1%

	Albertans
	n=802
Gender Identity	
Cis/woman	49.0%
Cis/man	48.4%
Trans/woman	-
Trans/man	0.2%
Prefer to self-describe:	0.5%
Prefer not to answer	2.0%
Sexual Orientation	
Straight/heterosexual	87.8%
Gay	1.0%
Lesbian	0.7%
Bisexual	3.1%
Asexual	0.3%
Pansexual	0.1%
Prefer to self-describe:	1.1%
Prefer not to say	5.9%

RESPONDENT PROFILE

	Albertans
	n=802
Born in Alberta	
Yes	53.8%
No	46.2%
Tenure in Alberta (among those not born in Alberta)	n=384
0 to 5	13.2%
6 to 10	11.8%
11 to 20	26.2%
21 to 30	18.6%
More than 30	29.9%
Refused	0.4%
Born in Canada (among those not born in Alberta)	n=384
Yes	62.8%
No	37.2%
Racial Identity (Multiple Mentions)	
White	81.1%
Asian	6.5%
Indigenous/First Nation/Metis/Inuit	4.0%
Hispanic/Latinx	1.2%
Black	1.2%
Middle Eastern or North African	0.9%
Pacific Islander	0.1%
Prefer to self-describe:	4.0%
Prefer not to say	2.4%

	Albertans
	n=802
Family Origin (by region) (Multiple Mentions)	
Europe (Italy, Germany, United Kingdom, Spain, etc.)	63.4%
North America (United States, Canada, Belize, etc.)	27.1%
South Asia (e.g., East Indian, Pakistani, Sri Lankan, etc.)	3.5%
East Asia (China, Japan, etc.)	2.7%
Southeast Asia (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	2.7%
Africa (e.g., Liberia, Ghana, Congo, etc.)	1.2%
The Caribbean (The Bahamas, Dominica, Barbados, etc.)	1.1%
Middle East (Iran, Israel, Egypt, Syria, Iraq, etc.)	1.0%
South America (Brazil, Argentina, Peru, etc.)	0.9%
Oceanian (Australia, New Zealand, Indonesia, etc.)	0.8%
Latin America (Ecuador, Bolivia, Paraguay, Colombia, Brazil, etc.)	0.3%
Asia	0.3%
Other (specify):	0.1%
Don't Know/Refused	1.7%
Identify as an Indigenous Person	
Yes	5.6%
No	93.9%
Refused	0.5%

RESPONDENT PROFILE

	Albertans
	n=802
Household Composition	
NO CHILDREN	64.1%
Two adult household with no children under 18	34.4%
One adult household with no children under 18	18.0%
Three or more adult household with no children under 18	11.6%
CHILDREN	34.9%
Two adult household with children under 18	25.0%
One adult household with children under 18	2.4%
Three or more adult household with children under 18	7.5%
Other	0.6%
Refused	0.5%
Education	
Not graduated from high school	4.2%
Graduated high school	16.9%
Some technical or vocational college	7.6%
Graduated technical or vocational college	25.3%
Some university	4.7%
Graduated from university	39.7%
Not stated	1.6%

A stylized graphic of a paperclip in a golden-brown color, positioned vertically in the center of the page. The paperclip is set against a white rectangular background that has a slight 3D effect with a shadow. This white background is placed on top of a large, semi-transparent golden-brown circle that occupies most of the page's width. A horizontal grey bar runs across the middle of the page, partially overlapping the circle and the paperclip graphic.

APPENDIX



APPENDIX A

DETAILED METHODOLOGY

DETAILED METHODOLOGY

TARGET RESPONDENTS

Albertans, 18 years or older

DATA COLLECTION

- 802 random telephone interviews were conducted with Albertans, specifically 254 from Calgary, 190 from Edmonton, 86 from small cities North, 59 from small cities South, 111 from rural North, and 102 from rural South
- Data were collected between March 2nd and March 16th, 2020.

STATISTICAL RELIABILITY

- The margin of error for a sample of n=802 is ± 3.5 percentage points, 19 times out of 20.
- Differences in responses between subsets are identified using independent z-testing at a 95% confidence level, 19 times out of 20.

SURVEY INSTRUMENT

- A questionnaire similar to previous waves of surveys was used. Alberta Culture, Multiculturalism and Status of Women made a few changes to the survey, including the removal of questions around agri-tourism; and the addition of questions about multiculturalism and gender-based violence.
- The survey comprised both closed and open-ended questions.
- Footnotes are added throughout the report to highlight new questions added in 2020.
- Sections and sub-sections in the questionnaire were randomized between respondents while interviewing.

DETAILED METHODOLOGY

SAMPLING

- Statistics Canada estimates were used to generate a demographically representative sample. Soft quotas for age, gender and region were used.
- The sample was drawn randomly from the most recent residential phone listings of Alberta. A mix of landline and cell-phone listings were used to ensure Albertans who primarily use a cell-phone are included in the sample. 39% interviews were conducted with landline users and 61% with cell-phone users.
- Sample generation, random dialing and call administration were automated using ASDE and VOXCO softwares.
- The 'Next Birthday' rule was followed to ensure randomization within the household.
- To minimize low response:
 - At least six call attempts to each number;
 - Calls made during different parts of the day; and
 - Call backs were scheduled and honoured

SURVEY PRE-TEST

- A pre-test was conducted with 15 interviews before the survey was fully launched. These interviews were recorded (after disclosure to the respondents) to ensure:
 - The suitability of the introduction
 - The length of the interview
 - Whether questions are meaningful to respondents
 - The flow of questioning to yield best results
- No changes were made in the questionnaire after the pre-tests.

DETAILED METHODOLOGY

CODING

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

ANALYSIS

- Coded data were analyzed and cross-tabulated using SPSS and Wincross software.
- A weighting factor (range of 0.53 to 5.08) was applied to the data to rectify any imbalances from soft quota targets for age, gender and region.
- The results were compared to previous waves of research, wherever applicable.

QUALITY CONTROL

- All interviewers hired by Leger receive customized training with respect to interview techniques, and in-depth training on our call centre CATI software. Our interviewers also received additional training with respect to this particular survey before proceeding to field.
- Interviewers always work under direct supervision at Leger's facilities.
- Senior project managers monitored interviews throughout the first two days of field to ensure flow, clarity, consistency and comprehension of the survey.
- Phone interviews were monitored throughout the data collection period, with a minimum of 10% of each interviewer's interviews being monitored.
- Project managers monitored the progress of data collection, including call record dispositions such as completed interviews, response rates and refusal rates, as well as metrics such as average questionnaire length.
- All data from open-ended questions were checked by different coders to ensure data were accurate and correctly coded.



APPENDIX B

SAMPLE DISTRIBUTION

SAMPLE DISTRIBUTION

	POPULATION DATA	SOFT QUOTA (MINIMUM INTERVIEWS)
REGION		
Edmonton	23.5%	180
Calgary	31.9%	250
Small cities North	11.8%	80
Small cities South	8.4%	55
Rural North	13.6%	100
Rural South	10.7%	100
GENDER		
Female	50.2%	400
Male	49.6%	400
AGE		
18-34	31.9%	260
35-54	36.3%	300
55+	31.9%	220

The geographic regions outside Calgary and Edmonton are defined as:

- / Small Cities North (Camrose, Spruce Grove, Sherwood Park, Fort Saskatchewan, St. Albert, Grande Prairie, Wetaskiwin, Leduc, Fort McMurray, Lloydminster, and Cold Lake)
- / Small Cities South (Medicine Hat, Lethbridge, Airdrie, and Red Deer)
- / Rural North (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, and T0P)
- / Rural South (all villages, towns, hamlets and rural areas within the geographic area defined by the following postal forward sortation areas: T0J, T0K, T0L, and T0M)



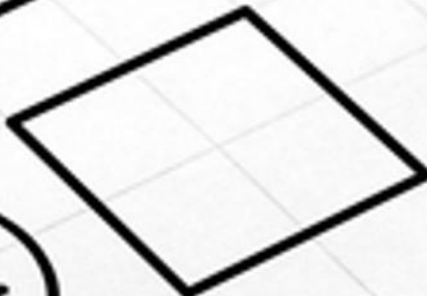
APPENDIX C

CALL STATISTICS

CALL STATISTICS

Completed	Complete	802
Busy	Line busy	417
No Answer / Answering machine	Answering machine	6342
	No answer	4411
Respondents unavailable	Contact person is unavailable for duration of project	77
	Wrong contact (person we want to speak with can't be reached at this number)	32
Call backs	Appointment (Date and time specified)	409
	To call back (Date and time unspecified)	179
Refusals	Refusal	2180
	Definite refusal	788
	Blacklist	59
Incomplete	Respondent not capable of completing survey (hard of hearing, speech problem, etc.)	62
	Incomplete with scheduled appointment	84
	Incomplete with no possibility to call back	118
Fax/Modem/Business	Fax/modem	131
	Non-residential	125
No Service / Wrong Number	No service	6679
	Cellular phone / Pager	20
	Duplicate number	6
	Operator	6613
	Abandon	137
Language Barrier	Language Barrier	146
Quota full	Quota attained	194
Disqualified	Not eligible	28
	Refused age question	10
	Refused gender question	21
	Not eligible – under 18	131
Total		23,592
Response rate**		23.2%

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



APPENDIX D
SURVEY INSTRUMENT



SURVEY INSTRUMENT

QUESTIONNAIRE FOR 2020 SURVEY OF ALBERTANS ON CULTURE and MULTICULTURALISM

Sponsored by: Alberta Culture, Multiculturalism and Status of Women

Introduction

Int1

Hello, my name is _____ from Leger. We're a professional research firm in Alberta, and I am calling on behalf of the Government of Alberta. We are surveying Albertans to gather information that will help in the monitoring and development of programs and services relating to Alberta's culture, multiculturalism and community services. This is not a sales call, and the information collected is protected and only published as anonymized data.

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

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

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

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

- 1 Yes/continue
- 4 No, under 18
- 2 Refusal
- 3 Call back later

Ref1 Show If Int1_Refusal

Refusal

CB1 Show If Int1_Callback

Call back

Term6 Show If Int1_wireless_under_18

I'm sorry. We are only looking to speak with those who are 18 or older. Sorry for bothering you.

Int2

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 Leger calling on behalf of the Government of Alberta. We are surveying Albertans to gather information that will help in the monitoring and development of programs and services relating to Alberta's culture, multiculturalism and community services. This is not a sales call, and the information collected is protected and only published as anonymized data.

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

Term3b Show If Int3_Refusal

Refusal

CB2 Show If Int1_Callback

Call back

QS1

Before we begin, I first have a few questions to make sure that our data is representative of all Albertans. Note that this call may be recorded for training and improvement purposes.

What are the first three characters of your postal code?

(Enter the first 3 characters of the postal code in UPPERCASE (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

Term1 Show If ~~Postal_Code_Other~~

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

Term2 Show If ~~All_Quotas_Closed_In_Region~~

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

SURVEY INSTRUMENT

S_AGE

In what year were you born?

IF RESPONDENT ASKS WHY, SAY:

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

-8 Refused

Int4b Show If Int4_Refused

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

IF RESPONDENT ASKS WHY, SAY:

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

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

-8 Refused (Terminates)

Term4b Show If Int4b_Refusal

Unfortunately, without knowing your age group, we are unable to group your answers with those of a similar age group. Thank you for your interest.

S_GEN

How would you describe your current gender?

- 1 Man
- 2 Woman
- 3 Non-binary
- 96 Prefer to self describe: _____ OR Not listed
- 97 Prefer not to say (DO NOT READ)

INT7B.

Were you born in Alberta?

- 1 Yes
- 2 No
- 9 Refused

INT7C

[PROGRAMMER NOTE: Show INT7C IF INT7B = No, NOT_Born_In_Alberta]
How many years have you lived in Alberta?

-8 Refused

INT7A

[PROGRAMMER NOTE: Show INT7A IF INT7B = No, NOT_Born_In_Alberta]
Were you born in Canada?

- 1 Yes
- 2 No
- 9 Refused

INT8A

[PROGRAMMER NOTE: If YES/Refused, skip D9]
Are you an Indigenous Person; that is First Nations, Inuit, Métis or another Indigenous group?

- 1 Yes [SKIP TO D10]
- 2 No
- 9 (DO NOT READ) Refused [SKIP TO D10]

DB

[PROGRAMMER NOTE: Do not show if INT8A = Yes, Indigenous]
What regions or countries would you say best describes your or your family's origins? (select all that apply)? [DO NOT READ]

- 1 Africa (e.g., Liberia, Ghana, Congo, etc.)
- 2 Asia
- 3 South Asia (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- 4 Southeast Asia (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)
- 5 East Asia (China, Japan, etc.)
- 6 The Caribbean (The Bahamas, Dominica, Barbados, etc.)
- 7 Latin America (Ecuador, Bolivia, Paraguay, Colombia, Brazil, etc.)
- 8 Europe (Italy, Germany, United Kingdom, Spain, etc.)
- 9 Middle East (Iran, Israel, Egypt, Syria, Iraq, etc.)
- 10 North America (United States, Canada, Belize, etc.)
- 11 Oceanian (Australia, New Zealand, Indonesia, etc.)
- 12 South America (Brazil, Argentina, Peru, etc.)
- 96 Other (specify):
- 99 Don't Know/Refused

D10

How would you describe your racial identity? (select all that apply)
[DO NOT READ]

SURVEY INSTRUMENT

- 1 White
- 2 Black
- 3 Asian
- 4 Hispanic/Latinx
- 5 Pacific Islander
- 6 Middle Eastern or North African
- 7 Indigenous/First Nation/Metis/Inuit
- 99 Prefer not to say
- 96 Prefer to self-describe: _____

D11

How would you best describe your household composition? By composition we mean number of adults and children under 18 living in the home.
(DO NOT READ LIST)

- 1 Two adult household with no children under 18
- 2 Two adult household with children under 18
- 3 One adult household with no children under 18
- 4 One adult household with children under 18
- 5 Three or more adult household with no children under 18
- 6 Three or more adult household with children under 18
- 96 Other (specify): _____
- 99 (DO NOT READ) Refused

Section: Visitation, Participation, and Attendance

TEXT1.

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

[RANDOMIZE SUBSECTIONS]

Subsection: Volunteering

SECT1. The next few questions are about volunteering.

V1 (CMSW Metric 1D)

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

- | | Yes | No | Don't know / Refused |
|--|--------------------------|--------------------------|--------------------------|
| a. In arts and culture, IF NEEDED: for example, for an arts or cultural organization; a music, dance, theatre or cultural event; an arts festival, conference or | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- workshop; an art exhibition.
- b. In sports, IF NEEDED: for example, coaching a team, officiating, or organizing an event such as local athletic games.
- 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.
- d. 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.
- e. In youth development, IF NEEDED: for example, volunteering for a boys and girls club, or youth centre.
- f. In regards to the environment, IF NEEDED: for example, supporting wildlife education and preservation, assisting in highway clean-up programs, organizing recycling efforts, or volunteering at a local animal shelter.
- g. In law, advocacy and politics, IF NEEDED: for example, volunteering with a local Victim Services unit, fundraising for political parties or canvassing in neighborhoods.
- h. Newcomer Settlement, IF NEEDED: for example, refugee settlement, language instruction and/or translation services, job seeking support.
- i. Housing, IF NEEDED: for example, seniors housing support; supporting homeless, supporting accessibility for seniors and the disabled.
- j. Community Development, IF NEEDED: for example, participating in local building project, such as a playground, or participation in international development project.
- k. Education and Research, IF NEEDED: for example, classroom support, field trip/activities supervision, tutoring, participation in focus groups/surveys.
- l. Fundraising and Volunteerism, IF NEEDED: participating in fundraising event, creating an online fundraising campaign, support for volunteer recruitment campaign.
- m. Faith Groups, IF NEEDED: for example, supporting community activities as part of a church, synagogue, mosque, etc.
- n. Unions and professional associations, IF NEEDED: unions and professional associations (advocating on behalf of a union).
- o. Hospitals/health, IF NEEDED: for example, patient support; facilities support.
- p. Informal volunteering, for example, volunteering you did on your own such as helping a neighbour in need.
- q. Did you do any other type of volunteer work?

V1K0

SURVEY INSTRUMENT

Which other type of volunteer work did you do?

99 [DO NOT READ] Don't know/Refused

V3

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 [DO NOT READ] Don't know/Refused

V5

When thinking of the volunteer work you have done in the **past 12 months**, what were your motivations in volunteering? Was it to... (READ LIST)

	Yes	No	Don't know / Refused
a. Improve quality of your life	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
b. Work for a cause you believe in	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
c. Learn new skills and/or enhance employment opportunities	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
d. Meet new people and/or socialize	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉

V50

What other motivations did you have for volunteering?

99 [DO NOT READ] Don't know/Refused

Subsection: Arts and Culture

SECT2. The next question is about arts and culture.

A1 (CMSW Metric 2D) (AFA Metric)

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

	Yes	No	Don't know / Refused
a. Performing arts events like plays or theatre events, dance performances, music recitals, live performances and concerts	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉

b. Visual arts events at galleries and studios or art exhibitions of things like paintings, sculptures, craft, photography, jewellery, ceramics, or textiles	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
c. Literary events such as book launches, author talks, and book readings	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
d. Community arts festivals fairs or cultural performances and events	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
e. Artist talks or lectures about their work	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
f. Attended any other arts and culture events	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉

A1FO

Which other arts programs or activities did you attend?

99 [DO NOT READ] Don't know/Refused

A2 (CMSW Metric 2D)

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

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

A2FO

Which other arts activities did you participate in?

99 [DO NOT READ] Don't know/Refused

A3

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

- ₁ Yes
₂ No
₃ [DO NOT READ] Don't know / Refused

SURVEY INSTRUMENT

Subsection: Museums and Heritage

SECT3. The next few questions are about historical resources.

M1 (CMSW Metric 2E)

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

... (READ LIST)

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not at all important
- 5 Don't know/Refused

M2 (CMSW Metric 2B)

Have you visited an Alberta historical resource in the past 12 months? [IF NECESSARY: This includes museums, historic sites, interpretive centres, and archives.]

- 1 Yes
- 2 No
- 9 [DO NOT READ] Don't know/Refused

Subsection: Sports

S1 (CMSW Metric 2C) (ASC Metric)

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 sport activities in the past year?

- 1 Yes
- 2 No [SKIP R2]
- 9 Don't know/Refused [DO NOT READ] [SKIP R2]

S2

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

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

S3 (CMSW Metric 2C) (ASC Metric)

[PROGRAMMER: SKIP ANYONE WHO ANSWERED 1, 3, and 5 (NO CHILDREN) in D11]

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

- 1 Yes
- 2 No
- 9 Don't know/Refused [DO NOT READ]
- 7 Not Applicable / Don't have children [DO NOT READ]

S4

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

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

Section: Harassment and Abuse questions

SECT11. The following questions are about safety and safe environments in sports.

QS5

Sport is known for its ability to create unity amongst people, however sport, physical activity, or recreation are not immune to abuse, bullying, harassment, or discrimination.

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

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

QS6

What resources do you think would be important to help sport, recreation or physical activity participants, or their families be aware of or educated on ways to potentially prevent abuse, bullying, harassment, or discrimination?

- 96 Open ended – enter verbatim
- 99 Don't Know/Refused

INFOS7. Safety in sport can also refer to physical injury as well. An example of a well known sports-injury is concussion, a recognized public health problem because of their frequency of occurrence and their potential short- and long-term consequences.

Concussions, specifically, are a form of traumatic brain injury induced by biomechanical forces that result in signs and symptoms that typically resolve spontaneously within 1-4 weeks of injury.

QS7

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

- 1 Yes
- 2 No
- 9 [DO NOT READ] Don't Know/Refused

SURVEY INSTRUMENT

QS8

Are you aware of any other available tools, guides, or support for concussion management that are available to you?

- Yes (List no more than 6)
- No
- 99 [DO NOT READ] Don't Know/Refused

Section: Recreation

SECT12. The next few questions are about recreational activities you may have taken part in.

QS9

What are the top 3 outdoor recreation activities have you participated most frequently in the last 12 months? [Interviewer to not read options but instead record responses by checking off the activities on the list that are closest to the responses. **Please only put one activity for each "other – please specify" response.**] (DO NOT READ LIST)

- 01 Backcountry skiing
- 02 Camping
- 03 Canoeing
- 04 Cross country skiing
- 05 Downhill skiing or snowboarding at a ski area
- 06 Fishing
- 07 Hiking
- 08 Horseback riding
- 09 Hunting
- 10 Ice fishing
- 11 Ice skating outdoors
- 12 Kayaking
- 13 Mountain/Fat biking
- 14 Off-highway vehicle use 4 wheels (e.g., ATV, Side by side)
- 15 Off-highway vehicle use 2 wheels (e.g., dirt bike)
- 16 Paddle boarding
- 17 Power boating / jet skiing
- 18 Rafting
- 19 Rock climbing / scrambling
- 20 Sailing
- 21 Sledding/tubing
- 22 Snowmobiling
- 23 Snowshoeing
- 24 Swimming in lakes, rivers or ponds
- 25 Wildlife viewing such as birding
- 96 Others – please specify (Other 1)
- 95 Others – please specify (Other 2)
- 94 Others – please specify (Other 3)
- 93 Others – please specify (Other 4)
- 92 Others – please specify (Other 5)
- 91 Others – please specify (Other 6)
- 99 I did not participate in anything [DO NOT READ]

99 [DO NOT READ] Don't Know/Refused

QS10

[USE this question if, and only if, more than THREE activities were collected from the responses to previous question] Which of the activities you have selected would be the top three activities you participated in the most?

REPEAT QUESTIONS S11 FOR THE TOP Three OUTDOOR RECREATION ACTIVITIES/ACTIVITIES CHOSEN IN THE PREVIOUS QUESTION.

IF SELECTED NONE IN S11 GO Skip Section
IF SELECTED OTHER IN S11 ASK WITH RESPECT TO OTHER ACTIVITY

99 [DO NOT READ] Don't Know/Refused

QS11_S

[SINGLE MENTION]
[LIST ORDER: In order]
[PROGRAMMER: Then repeat question for all identified top 3 activities]

When you were [ACTIVITY], did you have to travel 40 kilometers or more from your home to begin your activity?

[IF NECESSARY: This is the distance from your home to the location where you began participating in your activity]

[IF EVEN MORE NECESSARY: For example, if you went hiking, we want to know how far you travelled from your home to the start of the trailhead or parking lot, not the distance you physically hiked.]

RESPONDENT/INTERVIEWER INSTRUCTION:	(THIS IS HOW FAR THE RESPONDENT TRAVELED BY CAR/PLANE/TRAIN TO START THEIR ACTIVITY, for example, the distance they travelled from their home to the trail head or parking lot, NOT the distance they physically hiked).
-------------------------------------	--

Label	Value	Notes
Yes	1	
No	2	SKIP QS11
Don't know / Refusal (DO NOT READ)	9	SKIP QS11

QS11

[SINGLE MENTION]
[LIST ORDER: In order]
[STATS NOTES: BACKCODE ALL "NO" RESPONSES IN QS11_S INTO "Less than 40km"]
[PROGRAMMER: Then repeat question for all identified top 3 activities]

How far, in kilometers, did you travel then? [READ LIST IF NECESSARY]

[IF NECESSARY: This is the distance from your home to the location where you began participating in your activity]

SURVEY INSTRUMENT

- 1 Less than 40km [DO NOT READ]
- 2 40 – 80 km
- 3 81 – 150 km
- 4 151 – 300 km
- 5 301 – 500 km
- 6 501 Km or more
- 99 [DO NOT READ] Don't Know/Refused

QS12

[PROGRAMMER: Then repeat question for all identified top 3 activities]

[INTERVIEWER: After fully going through the first set of recreational activities, you may read out only the bolded words for the other two activities, and, if necessary, read the examples]

How would you best describe the setting when you're typically [READ ACTIVITY]. Was it a

- 1 **Backcountry setting** which is not accessible by vehicles and does not have any services at all.
- 2 **Semi-wilderness setting** – which is accessible by road and has only the very basic services such as pit toilets and drinking water.
- 3 **Developed setting** – with excellent road access, good directions and signage, boarding and lodging facilities etc.

QS13_S

[SINGLE MENTION]

[LIST ORDER. In order]

[PROGRAMMER: Then repeat question for all identified top 3 activities]

Have you ever had to stay overnight when [ACTIVITY]?

RESPONDENT/INTERVIEWER INSTRUCTION:	(THIS IS ANYWHERE OTHER THAN THEIR HOME).
-------------------------------------	---

Label	Value	Notes
Yes	1	
No	2	SKIP QS13
Don't know / Refusal (DO NOT READ)	9	SKIP QS13

QS13

[PROGRAMMER: Then repeat question for all identified top 3 activities]

[INTERVIEWER: After fully going through the first set of recreational activities, you may read out only the bolded words for the other two activities, and, if necessary, read the examples]

So, when you stayed overnight while [READ ACTIVITY], what best describes the type of accommodations you used? (READ LIST)

- 1 **Backcountry Camping** - which is not accessible by vehicles and does not have any

- services at all.
- 2 **RV or Tent at "Drive-To" Campground** which is accessible by road and has a variety of supportive services and facilities.
- 3 **Lodging** – roofed accommodations like hotel, condominium rental, hostel, or vacation rental.

Section: Contribution to Quality of Life

SECT7. The following questions are about the importance of culture and leisure activities in contributing to your quality of life.

Q1 (CMSW Metric 2E)

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	Don't know/Refused
a. Recreation facilities and services such as drop-in classes, day camps, recreation centres, playgrounds, trails, parks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9
b. Participating in or attending organized sport activities or events in your community	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9
c. Arts and culture activities in your community	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9
d. Seeing Alberta produced movies and television shows, music, books and magazines available to Albertans and to people around the world	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9
e. Participating in or attending multicultural events in your community	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9

Q2 (AFA Metric)

SECT8. The following questions are about the contribution of culture and leisure activities to your community.

B2. For each activity, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that it makes your community a better place to live:

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/

SURVEY INSTRUMENT

			disagree			Refused
a. Participating in or attending organized sport activities or events in your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Arts and culture activities in your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section: Multiculturalism & Inclusion

SECT9. The following questions are about multiculturalism and inclusion.

MI1 (CMSW Metric in development)

To what extent do you agree or disagree with the following statement: Diversity is one of Alberta's strengths (READ LIST)

- 5 Strongly agree
- 4 Somewhat agree
- 3 Neither agree nor disagree
- 2 Somewhat disagree
- 1 Strongly disagree
- 9 Don't know/not stated [DO NOT READ]

MI2 (CMSW Metric in development)

Alberta is full of people with diverse cultures and heritages. How aware are you of cultures other than your own? (READ LIST)

- 5 Very aware
- 4 Somewhat aware
- 3 Neither aware nor unaware
- 2 Somewhat unaware
- 1 Very unaware
- 9 Don't know/not stated (DO NOT READ)

MI3 (CMSW Metric in development)

To what extent do you agree or disagree that people in Alberta can participate fully (thus, have the opportunity to pursue their aspirations /desires and contribute) in the life of the province, free from discrimination? (READ LIST)

- 5 Strongly agree
- 4 Somewhat agree
- 3 Neither agree nor disagree
- 2 Somewhat disagree
- 1 Strongly disagree
- 9 Don't know/not stated (DO NOT READ)

Section: Gender-Based Violence

SECT10. Gender-based violence is violence that is committed against someone based on their gender identity, gender expression or perceived gender. It is not limited to physical abuse and can include words, actions, threats, and the abuse of power and control over another person because of their gender. Gender-based violence may include physical abuse, emotional abuse, financial abuse, sexual violence or harassment, sexual exploitation, family

violence, etc. In Canada, gender-based violence disproportionately impacts women and girls, as well as other diverse populations such as Indigenous Peoples, LGBTQ2S+, and gender non-binary individuals, those living in the northern, rural, and remote communities, people with disabilities, newcomers, children and youth, and seniors.

GBV1 (CMSW Metric in development)

What is your level of awareness about the supports or resources available to address gender-based violence in Alberta, such as the Alberta One Line for survivors of sexual violence, Alberta's *Disclosure to Protect Against Domestic Violence (Clare's Law) Act* or emergency shelters? (READ LIST)

- 1 Very aware
- 2 Somewhat aware
- 3 Not aware at all
- 9 Don't Know/Refused

GBV2 (CMSW Metric in development)

The 16 Days of Activism Against Gender-Based Violence Campaign (16 Days Campaign) is an international event designated and led by the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) that occurs annually from November 25 to December 10. It is a way of empowering individuals and organizations around the world to call for the prevention and elimination of gender-based violence. The government has led the 16 Days Campaign in Alberta since 2015.

Are you aware of Alberta's annual 16 Days Campaign?

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

GBV3

If yes, have you participated in any activities to mark the 16 Days Campaign? (READ LIST)

	Yes	No	Don't know/Refused
a. Social media campaign through Twitter, Instagram, and Facebook posts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The vigil to commemorate the National Day of Remembrance and Action on Violence Against Women on December 6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Other <u>community based</u> events or activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section: Respondent Characteristics (Demographics)

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

D1

What is the highest level of education you have completed?

SURVEY INSTRUMENT

- 1 Not graduated from high school
- 2 Graduated high school
- 3 Some technical or vocational college
- 4 Graduated technical or vocational college
- 5 Some university
- 6 Graduated from university
- 9 Refused

D2

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

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

D12

Gender Identity and/or expression

How do you describe your gender identity and/or expression? (do not read but probe if needed)

- 1 Cis/woman
- 2 Cis/man
- 3 Trans/woman
- 4 Trans/man
- 96 Prefer to self-describe: _____
- 99 Prefer not to answer

D13

New Demographic Question:

LGBTQ2S+

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

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

End

INT99. 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 helpful in developing better programs and services for Alberta Culture, Multiculturalism and Status of Women.

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