

ENVIRONICS

RESEARCH

REPORT

Arts and Heritage Access and Availability Survey 2016-2017

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For more information on this report:
PCH.info-info.PCH@canada.ca

Ce rapport est aussi disponible en français.

Prepared by:
Environics Research Group

PA 9161

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Executive Summary

Background and objectives

The Department of Canadian Heritage (PCH) in association with the Canada Council for the Arts requires a nationally representative public opinion survey in both official languages in order to: measure overall arts and culture attendance in Canada and the average Canadian's recognition of the arts; complement and build on research already undertaken in the area of arts and heritage attendance and engagement; and, assist with the evaluation of impacts of arts and heritage policy and programs.

Methodology

To address these research objectives, Environics conducted a telephone survey with 2,045 Canadians (aged 16 and older), from December 19, 2016 to January 29, 2017. The base sample of 1,715 was stratified across six designated regions to ensure meaningful data and analysis at the regional level. An additional 200 oversample interviews were conducted with Indigenous people and a further 130 oversample interviews were conducted with youth aged 16-24, in order to ensure adequate samples of these key subgroups for analysis purposes.

The cost of this research was \$163,614.45 (HST included).

Key findings

Overall, the survey findings reveal that there is robust public engagement with arts and culture in Canada. Self-reported attendance and participation rates are relatively high, and public opinion about the value of arts and culture and the need for government support remains positive, and in some cases, even stronger than in 2012.

Attendance and participation

- **There is widespread attendance at performances and arts events in the past year**, with more than eight in ten (87%) Canadians who have attended at least one such performance. Using an attendance calculation comparable to the 2012 survey, the overall attendance level has actually increased slightly (up 3 percentage points).
- Among arts attendees, **outdoors locations and performing arts facilities continue to be the most widely visited venues**. However, the popularity of the latter, as well as of community and cultural centres, have declined since 2012.
- The Internet is having an impact on arts and culture, as it is in other sectors. **Two-thirds of Canadians engaged in some way with arts and culture in an online environment** in the past year, primarily by using social media to learn about/discuss artists/arts, watch pre-recorded performance or learn skills/take lessons. Fifteen percent live streamed an arts performance.
- Notably, **most of those who have live streamed or watched pre-recorded content on the Internet say this is not changing their live attendance habits (67%)**, and the remainder are more inclined to say it increases (23%) rather than reduces (9%) their live attendance.

- What motivates the public to attend live arts performances? **Top-of-mind, Canadians are most likely to say they are looking for a fun, enjoyable experience.** Other reasons for attending include learning something new and socializing with friends and family.
- **Canadians who have not attended a live arts performance in the past year identify a variety of barriers, but primarily cite a lack of interest and time.** Relatively few (10%) mention a lack of arts infrastructure or events in their community. That being said, **communities receive better ratings for the quality of their arts and cultural events, facilities and heritage sites than for the number that exist.** Moreover, certain subgroups of the population, including Canadians living outside major urban centres and Indigenous people, are less positive about their ability to access to arts events and infrastructure.
- **Many Canadians report personal involvement in the arts and culture sector.** More than half (53%) have personally been involved in an arts activity in the past year, such as singing, dancing, visual art or creative writing. This level of involvement is highest among youth (16-24 year olds) and declines with age, suggesting that efforts are needed to keep adults involved as they get older and take on other life responsibilities (e.g., careers and families). Four in ten (41%) also support the arts community in other ways, most commonly through donations (31%) but also in other ways such as volunteering for or purchasing a membership to an arts organization. In fact, the proportions that have made donations or purchased a membership to an arts organization have both increased since 2012.

Perceptions about arts and culture

- **Overall, Canadians hold positive views about the value of arts and culture for themselves and for society in general.** Seven in ten consider the arts of at least moderate important to their quality of life, essentially unchanged since 2012. There is also widespread agreement (85%+) that arts and culture conveys a variety of societal benefits. **Since 2012, there has been an increase in the proportion who strongly agree with several statements**, including that arts and culture makes communities better (62, up 7 points), is a valuable way of bringing people together (62%, up 10), is important to helping people think and work creatively (61%, up 11) and is important to individual well-being (51%, up 9).

Heritage attendance

- As with arts and culture attendance, **Canadians report widespread attendance at heritage institutions.** In the past year, eight in ten (80%) have visited a heritage institution or historic site. **Moreover, four in ten (42%) have visited a museum or heritage institution website in the past year**, mostly to prepare for or in addition to a physical visit, rather than replacing a visit (the latter of which is reported by 12 percent of Canadians).
- **Canadians hold positive views about the role and value of heritage institutions in Canada.** There is strong agreement that museums are a trusted source of history and heritage information; opinions are more modest (but still positive overall) that museum visits increase feelings of attachment to Canada and that arts and heritage experiences help them feel part of their local community.

Role of government

- **There is widespread agreement that governments in Canada have an important role to play in supporting arts and culture in Canada.** Almost nine in ten Canadians say that governments should place at least moderate importance on supporting the sector, essentially unchanged since 2012. Similarly, majorities of seven in ten or more support each of five types of potential government support and involvement in arts and culture. Agreement is strongest that governments should help protect and preserve Canada's heritage, and lowest that they should be providing financial support to individual artists.

Regional and socio-demographic differences

Although the survey findings are generally applicable to all regions of the country and segments of the population, some notable differences are apparent:

- **Socio-economic status.** The survey results vary most noticeably by education level (and to a lesser extent, by household income). Attendance and participation levels are highest among university-educated Canadians, as are opinions about the value of arts and culture.
- **Region.** Quebecers stand out in a number of areas. While their overall attendance number is on par with other regions, they report lower attendance at several specific types of events, at local events and at performances by minority groups, and are less likely to have personally participated in arts activities. Compared to residents of other regions, they are less likely to strongly agree with the value of arts & cultural events and heritage institutions. At the same time, they are more positive about the contribution of arts and culture to their local community, in terms of the quality and number of arts events and infrastructure and the arts & cultural spaces available to them.
- **Youth (16-24 year olds).** Youth stand out from older Canadians in two main ways. They are the most likely to have personally participated in artistic activities in the past year, and to have used technology or the Internet to access the arts. Notably, youth arts attendees are also more likely than average to have seen a performance given by a visible or ethno-cultural minority; perhaps as a result, they are more likely to strongly agree that the arts bring people of different backgrounds together.
- **Indigenous people.** The views of Indigenous people are most unique with respect to the role that arts and culture plays in their communities. For instance, they are more likely to strongly agree that arts and culture is important to their quality of life and to their community's economic well-being, and that arts and heritage experiences help them feel part of their local community. However, they are also consistently less positive about the *number* of arts events, arts facilities and heritage sites available to them in their local community.
- **Foreign-born Canadians.** The pattern of results among foreign-born Canadians suggests that many use arts and cultural and heritage experiences as a way to learn about Canada. While their overall attendance is similar to the overall population, they are more likely to report attending several specific types of arts events, and to have attended a heritage site, in the past year. Compared to other Canadians, they place greater value on several aspects of arts and heritage experiences, including the impact it has on their feelings of attachment to Canada and of belonging to their community.

Political neutrality statement and contact information

I hereby certify as a Senior Officer of Environics Research Group that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.

Sarah Robertson
Senior Associate, Public Affairs
Environics Research Group
sarah.roberton@environics.ca
(613) 699-6884

Supplier name: Environics Research Group

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For more information, contact Canadian Heritage at PCH.info-info.PCH@canada.ca

Introduction

Research objectives

The Department of Canadian Heritage (PCH) in association with the Canada Council for the Arts requires a nationally representative public opinion survey in both official languages in order to:

- Measure overall arts and culture attendance in Canada and the average Canadian's recognition of the arts;
- Complement and build on research already undertaken in the area of arts and heritage attendance and engagement; and,
- Assist with the evaluation of impacts of arts and heritage policy and programs.

Results of this survey also enable the Department to ensure its programs continue to respond to and report on the behaviours and preferences of Canadians.

Methodology in brief

To address these research objectives, Environics conducted a telephone survey with 2,045 Canadians (aged 16 and older), from December 19, 2016 to January 29, 2017. The base sample of 1,715 was stratified across six designated regions to ensure meaningful data and analysis at the regional level. An additional 200 oversample interviews were conducted with Indigenous people and a further 130 oversample interviews were conducted with youth aged 16-24. The data are statistically weighted to ensure the sample is as representative of the Canadian 16+ population as possible (region, age, gender and identity group) according to the most recently available Census information. The margin of error for a sample of 2,045 is +/- 2.2 percentage points, 19 times out of 20. Margins of error are larger for regions and other subgroups of the population.

For survey questions asked in both 2012 and 2017, the results of the two surveys have been compared. It should be noted that the 2012 sample was slightly different; it included Canadians aged 18 and over only (in 2017, this was expanded to include 16- and 17-year-olds) and consisted of 20 percent cell phone numbers (in 2017, 35 percent of the sample represents cell phone numbers, in order to achieve the youth oversample and the required quota of 15 percent cell phone only households).

Report synopsis

This report begins with an executive summary outlining the key findings of the survey, followed by a detailed analysis of the data. Provided under a separate cover are a detailed set of "banner tables" presenting the results for all questions by population segments as defined by region and demographics. These tables are referenced by the survey question in the detailed analysis. A detailed description of the methodology used to conduct this research is presented in Appendix A.

In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses.

Key Findings

I. Attendance and participation

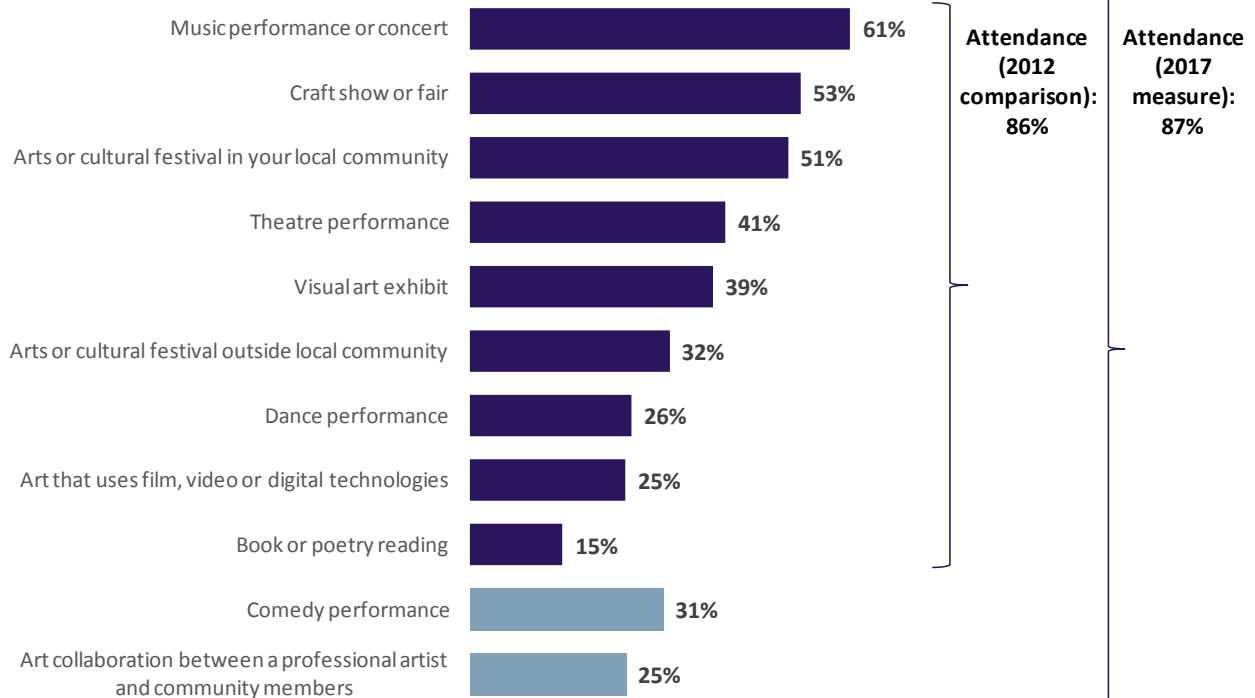
Performance and arts events attendance

More than eight in ten Canadians attended at least one performance or arts event in the past year.

The most popular types of events were music performances (61%), craft shows or fairs (53%), and local arts or cultural festivals (51%).

Using only the performance types included in the 2012 survey (comedy performances and art collaboration between a professional artist and community members are new to the 2017 questionnaire), the overall attendance level is 86%, which represents a slight increase from 2012 (83%).

Attended live performances/arts events at least once in the past year



BASE: TOTAL SAMPLE (n=2045)

Q1. I'm going to read a list of different types of performances and arts events. Please tell me approximately how many times you attended each type, in person, in the last 12 months. Starting with . . . [READ AND RANDOMIZE ITEMS] Would you say you attended such events once only, 2 to 3 times, 4 to 6 times, 7 to 10 times, more than 10 times or not at all?

- Overall attendance (2017 calculation) is high (80%+) among all regions and segments of the Canadian population, with the exception of those with lower socioeconomic status (79% in the lowest income bracket and 77% without a post-secondary education).
- Past year attendance at several of these events (visual art exhibit; dance performance; arts that uses film, video or digital technologies) is higher in B.C. than in other regions; past year attendance at arts or cultural festivals in the local community is higher in Saskatchewan, while comedy performances are more popular in Quebec.

Attended live performances/arts events at least once in the past year - By region

	BC %	AB %	SK %	MB %	ON %	QC %	ATL %
Music performance or concert	70	68	67	56	61	52	61
Craft show or fair	60	58	67	48	57	38	64
Arts or cultural festival in local community	53	52	67	45	50	52	44
Theatre performance	49	48	43	32	45	30	44
Visual art exhibit	50	41	37	38	39	33	37
Arts or cultural festival outside local community	33	27	31	35	34	32	25
Comedy performance	31	31	33	27	25	39	33
Dance performance	37	27	32	24	27	19	24
Art that uses film, video or digital technologies	31	23	25	20	24	24	27
Art collaboration between a professional artist and community members	30	29	31	27	25	19	27
Poetry or book reading	17	14	9	19	16	13	14
OVERALL ATTENDANCE (2017 measure):	89	88	92	86	86	87	86
OVERALL ATTENDANCE (2012 comparison):	88	87	92	84	85	84	84

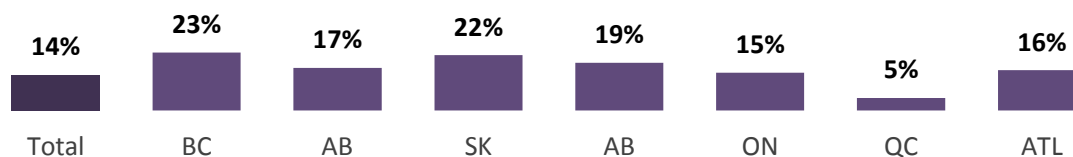
 /  indicates significantly higher/lower than other regions

Attendance at Indigenous arts gatherings

In the past year, close to one in ten Canadians – and almost half of Indigenous peoples - have attended Indigenous arts gatherings.

Fourteen percent of Canadians (14%) have attended at least one First Nations, Inuit or Métis arts gathering or a pow wow, in the past year. Past year attendance is higher among Indigenous peoples (46%), and among Canadians outside Quebec (ranging from 15-23%) than within it (5%).

Attended a First Nations, Inuit or Métis arts gathering or a pow wow at least once in the past year



BASE: TOTAL SAMPLE (n=2045)

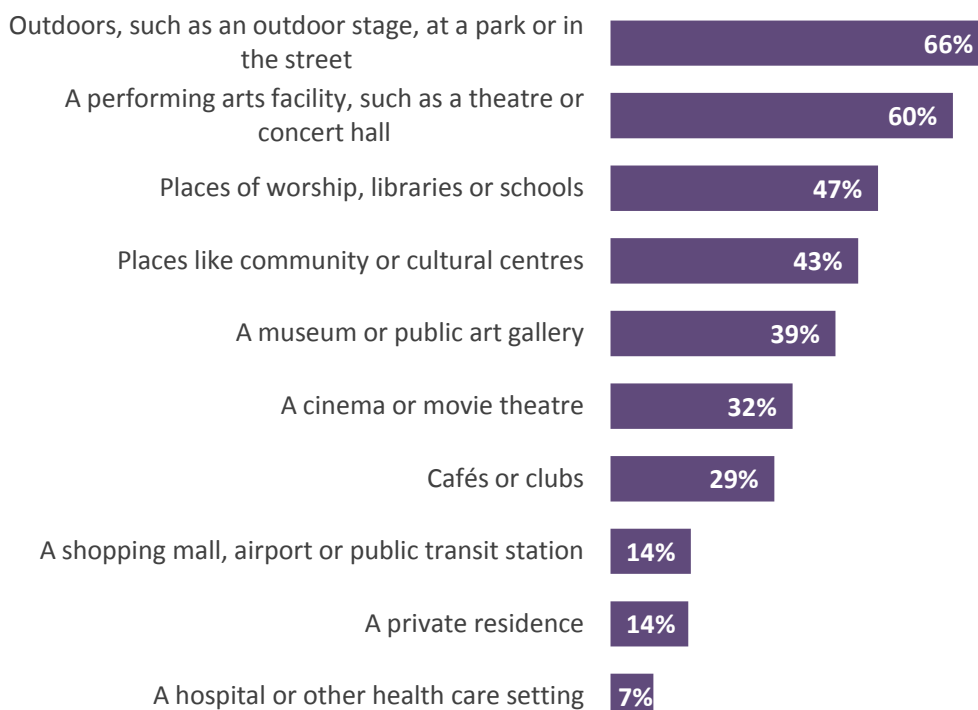
Q2. And how many times have you personally attended the following local events in the last 12 months?

Performance and arts events venues

Outdoors locations and performing arts facilities continue to be the most popular performance venues.

Among Canadians who attended at least one arts event in the past year, the most popular venues (from a list read to respondents) are the outdoors (66%) and performing arts facilities (60%), followed by places of worship, libraries or schools (47%), places like community or cultural centres (43%), and museums or public art galleries (39%).

Location of performances/events attended in the past year



BASE: ATTENDED AT LEAST ONE EVENT (n=1782)

Q3. Thinking of the performances or events you attended in the last 12 months, did any of them take place at...?

Attendance at these venues varies primarily by age and socioeconomic status (education and income level):

- Attending arts events in several venues is more widely reported by Canadians under 25, including museums/public art galleries (45%), cinemas/movie theatres (40%), and shopping malls/public transit (21%); cafes/club are also more popular among Canadians under 50 (33%).
- Attendance at most venues increases with level of education; the exception is that the attending an event at a shopping mall/public transit is higher among those without a postsecondary education

(18%). Notably, reported attendance at an arts event held at a performing arts facility also increases with household income (ranging from 46% with incomes under \$40,000 to 71% with incomes over \$100,000).

- Attending arts events outdoors is most popular among Quebecers (71%). Performing arts facilities are more popular locations in B.C. (64%), Ontario (62%) and Quebec (61%) than elsewhere; B.C. residents are also more likely than others to have attended an arts event at a museum/public art galleries (50%) and shopping malls/airports/public transit stations (22%).

As was the case in 2012, outdoors locations and performing arts facilities continue to top the list of reported venues. However, fewer arts attendees than in the past have been to a performance at a performing arts facility or a community/cultural centre.

Location of performances/events attended* - Trended

	2012 %	2017 %
Outdoors	67	66
Performing arts facility	71	60 ↓
Community or cultural centres	53	43 ↓
Museum or public art gallery	40	39
Cinema or movie theatre	35	32
Private residence	10	14

↓ indicates significantly lower than in 2012

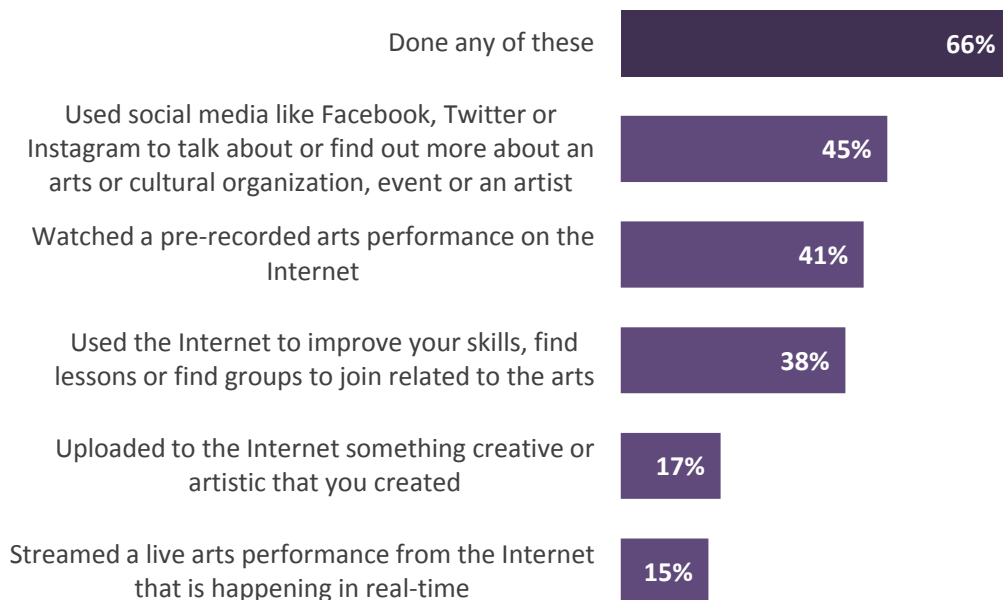
* Only categories included in both the 2012 and 2017 surveys

The Internet and the arts

Two-thirds of Canadians have engaged in some way with arts and culture in an online environment in the past year.

Canadians are most likely to report using the Internet to talk about or find out more about an arts or cultural organization, event or artist through social media (45%); to watch a pre-recorded arts performance (41%); or to improve skills, find lessons, or find groups to join related to the arts (38%). Fewer say they have uploaded something they have personally created (17%) or live-streamed a performance (15%).

Use of the Internet to access/engage in the arts



BASE: TOTAL SAMPLE (n=2045)

Q4. Thinking In the last 12 months, have you done any of the following?

Reported use of the Internet to engage in *any* of these arts-related activities is similar across regions; instead, it varies primarily by demographic s, as follows:

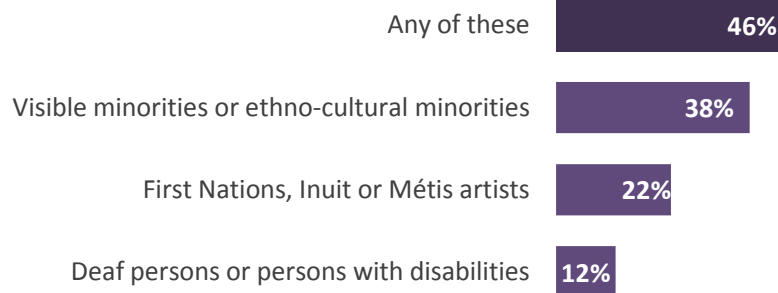
- Highest among younger Canadians (81% under 35, declining to 46% aged 65 or older).
- Increases with education (from 53% without a postsecondary education, to 76% with a university degree) and household income (from 57% with incomes under \$40,000 to 75% with incomes over \$80,000).

Attending performances by minority artists

Close to half of Canadians attended a performance or event in the past 12 months by a minority artist.

Among Canadians who attended or live streamed at least one arts event in the past year (89% of the total sample), almost half (46%) report that the event was created or performed by a visible or ethno-cultural, indigenous, or Deaf or disabled artist. This translates to four in ten (41%) Canadians overall.

Attended or live streamed performances created/performed by members of minority groups



BASE: ATTENDED AT LEAST ONE EVENT OR LIVESTREAMED AN EVENT (n=1788)

Q5 Thinking about the performances and events that you have attended or live streamed in the last 12 months, were any of these created or performed by...?

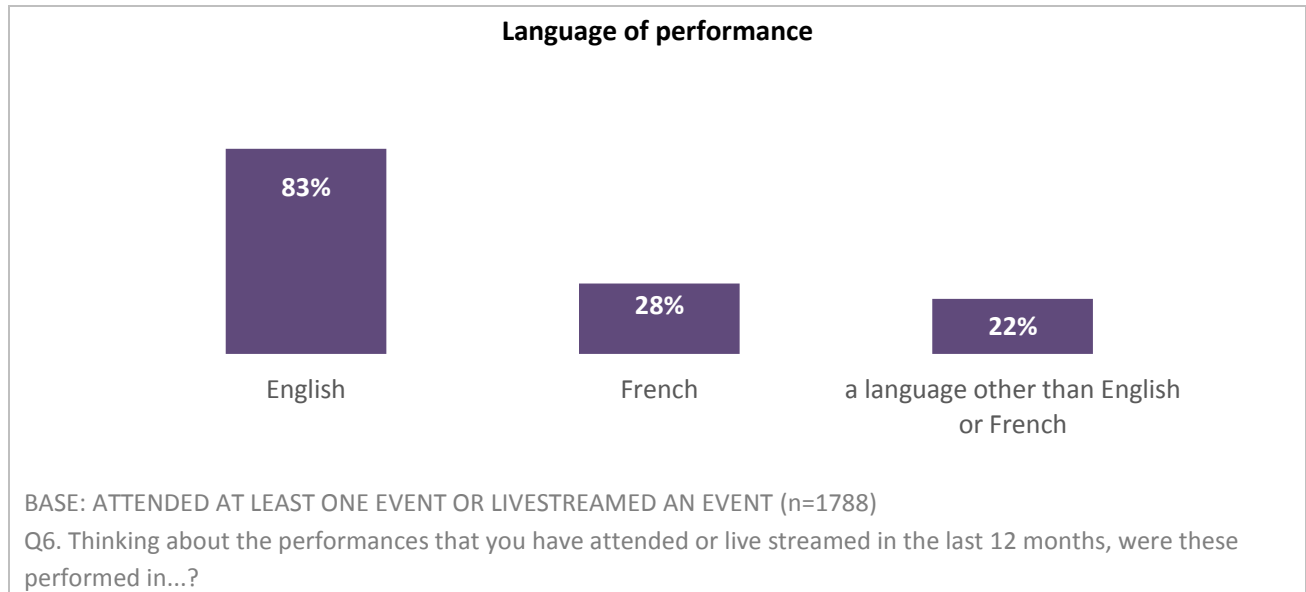
Among Canadians who attended or live streamed at least one arts event in the past year, attendance varies across the population as follows:

- Reported attendance at performances by visible or ethno-cultural minorities is highest among individuals who identify their own ethnicity as other than Canadian or European (55%); it is also higher among younger Canadians (48% of those under 35) and those with a university education (46%).
- Attendance at a performance given by First Nations, Inuit or Métis artists is particularly high among Indigenous people (60%, vs. 21% of non-Indigenous Canadians)
- Canadians outside Quebec are more likely than those in Quebec to have attended performances by any of these minority groups.

Language of performance

The most frequent language of performance is English; less than three in ten arts attendees each experienced a performance in French or another language.

Among Canadians who attended or live streamed at least one arts event in the past year (89% of the total sample), the large majority (83%) attended performances in English, while almost three in ten (28%) did so in French and two in ten (22%) did so in another language.



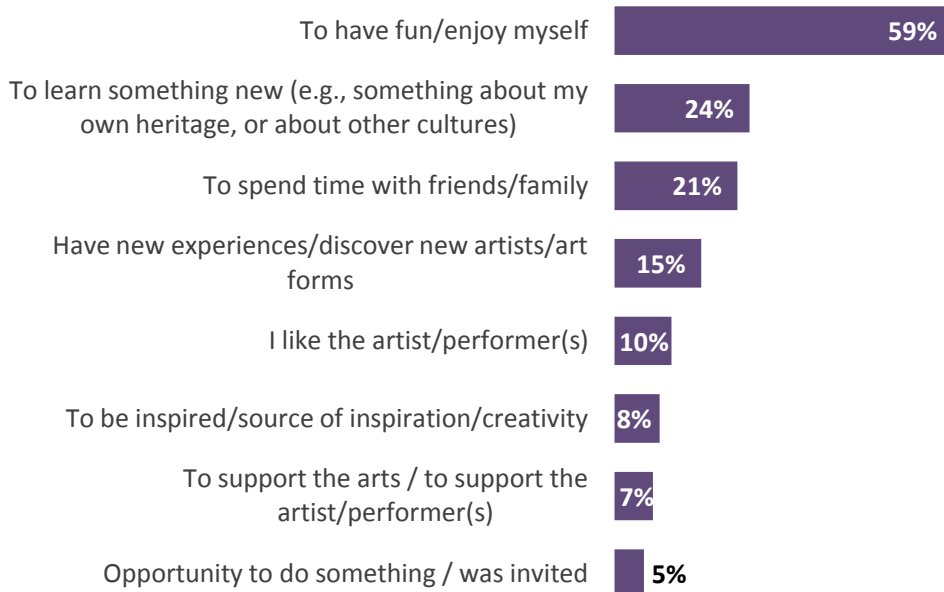
- *French-language* performances are most widely attended by Quebecers (82%), those who speak French at home (80%) and official language minorities (51%).
- Reported attendance at an event performed in a language *other than English or French* is higher among individuals who speak another language at home (46%), those who identify their own ethnicity as other than Canadian or European (42%), and Indigenous people (40%).

Reasons for attending live performances

Canadians who attended a live performance in the past year say they are looking for an enjoyable experience.

Among recent arts attendees, the most widely mentioned reason for attending is to have fun and enjoy themselves (59%). Other motivations for attending include to learn something new (24%), to spend time with friends or family (21%), and to have new experiences or discover new artists (15%).

Reasons for attending live performances/events (top mentions unprompted)



BASE: ATTENDED AT LEAST ONE EVENT (n=1782)

Q7 Thinking about the last live arts event that you went to, why did you choose to go?

Note: The question wording differs slightly between the English ("last live event") and French ("cinq derniers événements artistiques en direct") surveys. While the French version asks respondents to consider a larger set of arts experiences, it's unclear how this might have affected respondents' answers about their motivation to attend

Generally speaking, the motivations given for attending a live arts performance are similar across regions and population segments. However, there are a few interesting differences of note:

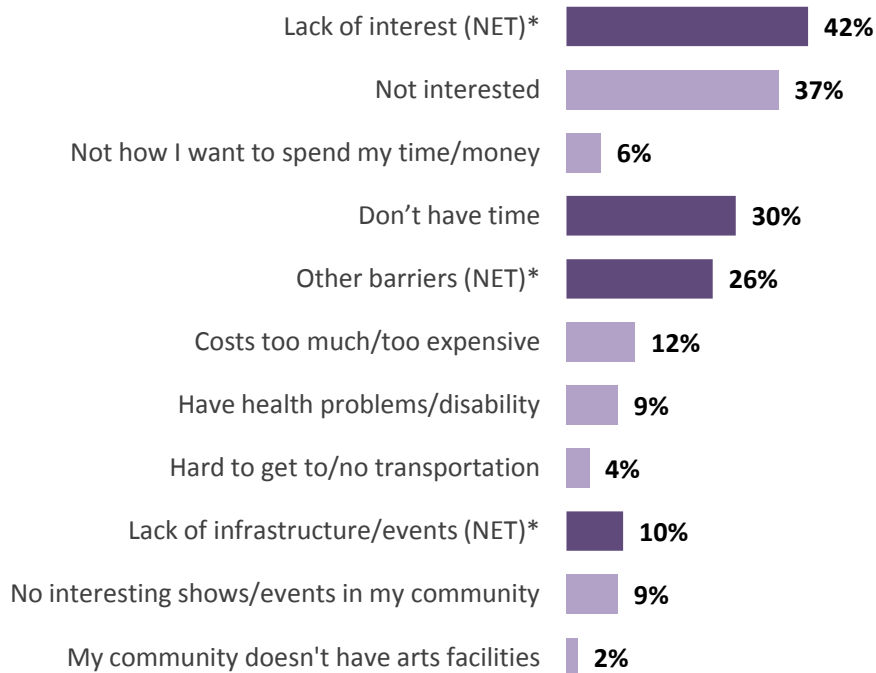
- Younger Canadians are more likely to say they attended a performance to have a new experience (20% under 35); those under 50 are also more likely to say they wanted to spend time with friends/family (25%).
- Attending a live performance to learn something new (such as something about their own heritage or about other cultures) is more widely mentioned by Indigenous people (36%) and those who identify their own ethnicity as other than Canadian or European (35%).

Reasons for not attending live performances

Non-attendees give various reasons for not attending live arts events, but primarily cite lack of interest and time.

Among Canadians who have not attended a live arts performance or event in the past year (12% of total sample), the most widely mentioned reason is a lack of interest (42%). Other frequently mentioned reasons include a lack of time (30%), and other barriers such as cost, health issues or a disability, or a lack of transportation (26%). One in ten (10%) mention a lack of infrastructure or events in their community.

Reasons for not attending live performances/events (top mentions unprompted)



BASE: Never attended a live event (n=263)

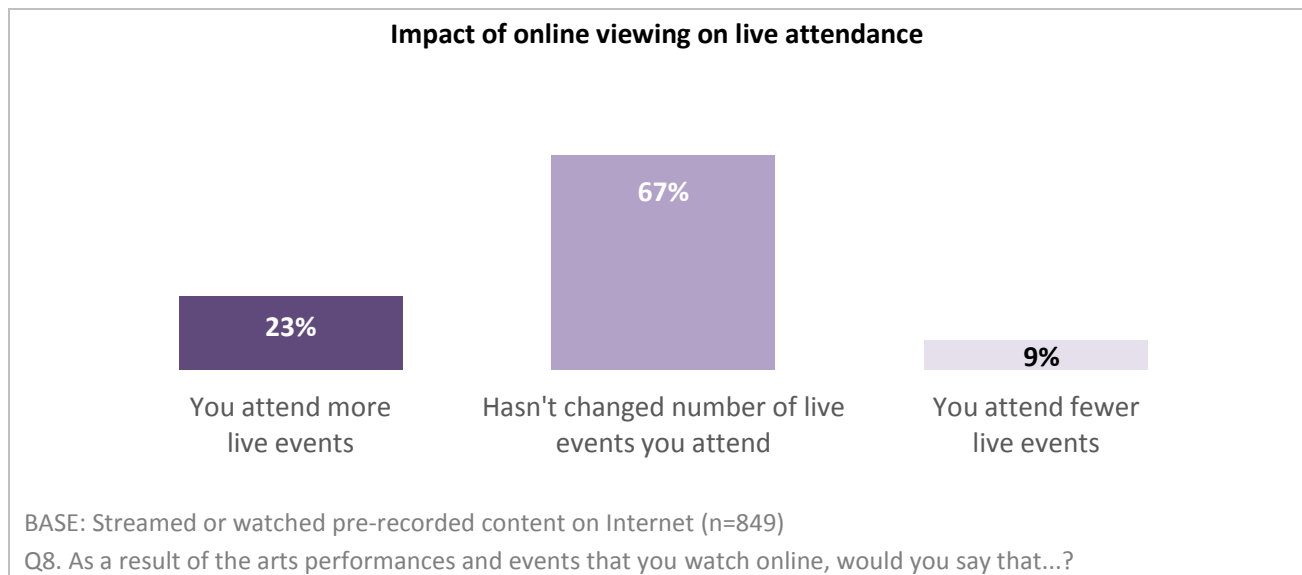
Q9. What are the main reasons why you did not attend a live arts performance or event in the past 12 months?

* NET refers to the unduplicated mentions of the theme (i.e., the total proportion of respondents who mentioned the theme at least once); the NET categories include the mentions listed immediately below in light purple.

Impact of online viewing on live attendance

The majority of viewers of online arts content say it has no effect on their attendance at live performances; the remainder are more inclined to say it increases rather than reduces their live attendance.

Among Canadians that have streamed or watched pre-recorded content on the Internet (45% of total sample), almost one-quarter (23%) say they attend *more* live arts events as a result. Most (67%) say it has not changed the number of live events they attend, while one in ten (9%) say they attend fewer as a result of their online viewing.



This pattern is largely consistent across regions and population segments.

- Notably however, Canadians under 35 are most likely to say their online arts consumption has led to an *increase* in live attendance (28% vs. 18% aged 35 and older).

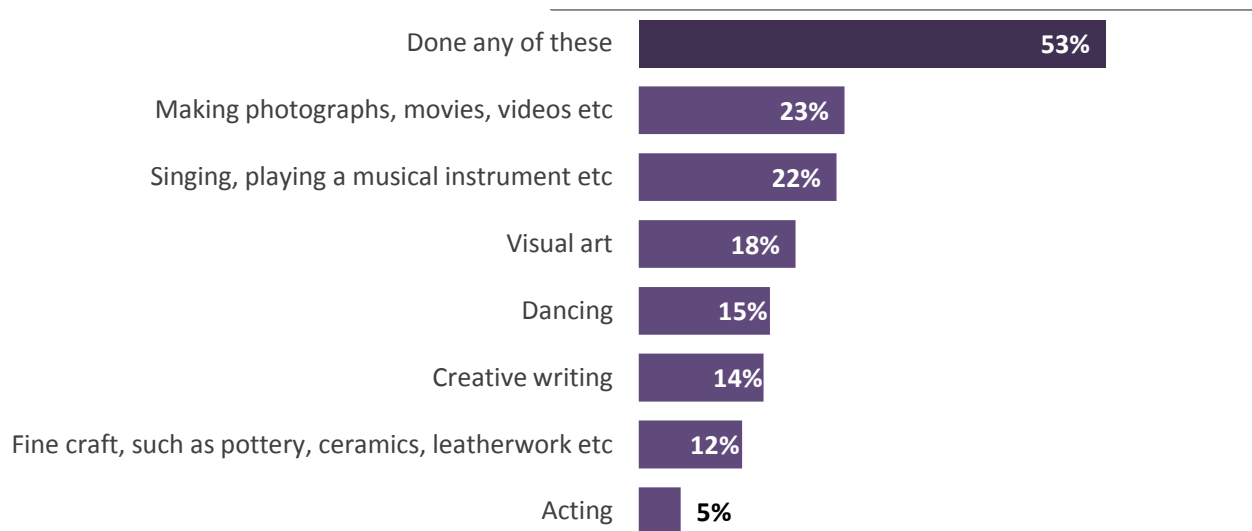
Personal involvement in artistic activities

More than half of Canadians have been involved in an artistic activity in the past year.

Personal involvement is most widely reported for making photographs or videos as an artistic activity (23%) and musical pursuits such as singing, playing a musical instrument, or composing (22%).

Smaller proportions of Canadians participate in visual art (18%), dancing (15%), creative writing (14%) or fine crafts (12%), while five percent say they acted in the last year.

Personal involvement in last 12 months – artistic activities



BASE: TOTAL SAMPLE (n=2045)

Q10. In the last 12 months, have you personally been involved in any of the following?

- The most notable subgroup difference is that personal involvement is highest among the youngest Canadians (under 25 years of age), both overall (70%) and for most of the individual activities themselves (with the exception of fine craft, for which reported participation is consistent across age groups).
- Overall participation in any of these activities is higher in Saskatchewan (65%) and B.C. (61%) than in other regions. Dancing is more widely reported in Quebec (20%) than in the Prairies and Ontario (ranging from 10% to 13%).

Reported participation in both visual art and creative writing has increased significantly since 2012.

Personal involvement in artistic activities* - Trended

	2012 %	2017 %
Visual art	10	18 ↑
Creative writing	10	14 ↑

↑ indicates significantly higher than in 2012

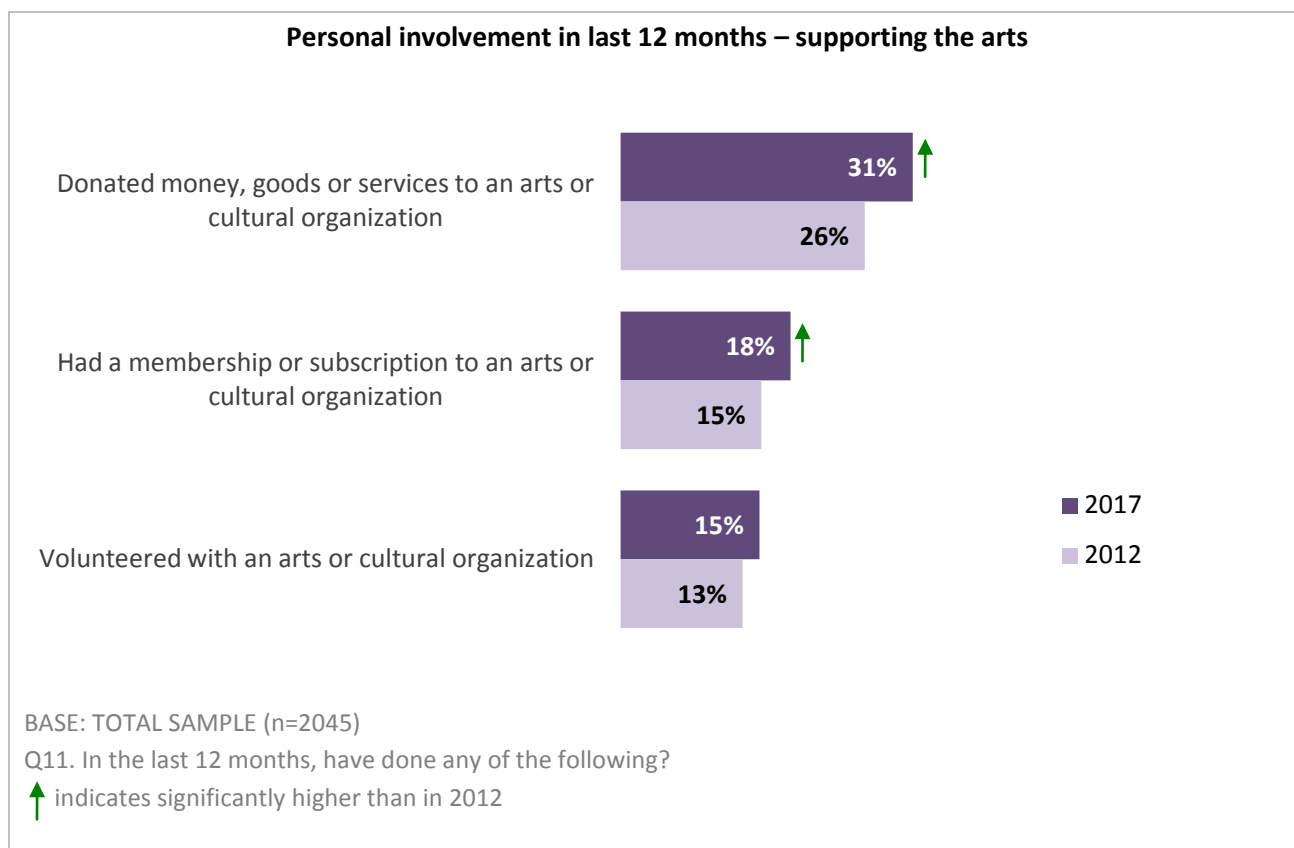
*Only categories included in both the 2012 and 2017 surveys

Support for the arts community

Four in ten Canadians have demonstrated their support for the arts community in the past 12 months, most commonly by donating to the sector.

The most common way in which Canadians report supporting the arts community is through donating money, goods, or services (31%). Smaller proportions of Canadians say they had a membership or subscription to an arts or cultural organization (18%) or volunteered with an arts or cultural organization (15%). Overall, four in ten Canadians demonstrated their support in one of these three ways.

Reported involvement by making a donation or purchasing a membership/subscription has increased significantly since 2012.



- Personal involvement in supporting the arts varies most notably by socioeconomic status. The proportions who donated to the sector and had a membership to an arts or cultural organization both increased with level of education and household income.
- B.C. residents are more likely than others to have a membership to an arts and cultural organization (27%).
- Older Canadians are somewhat more likely to have made financial commitments, either by donating (34% of 50-64 year olds) or by holding a membership or subscription (23% of those aged 65+). In turn, youth are slightly more likely to report volunteering (19% of 16-24 year olds).

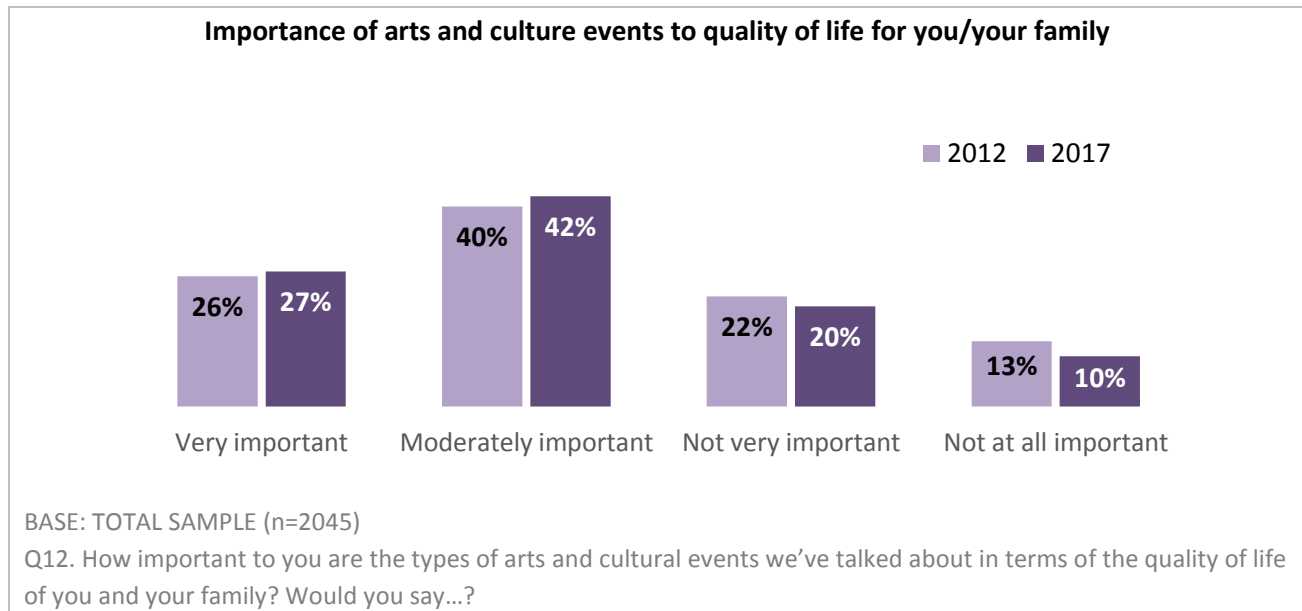
II. Perceptions about arts and culture

Importance of arts and culture to quality of life

Seven in ten Canadians consider the arts of some importance to their quality of life.

Seven in ten (69%) Canadians consider arts and cultural events to be either very (27%) or moderately important (42%) to their own and their family's quality of life; three in ten (30%) say it is not important.

The importance attributed to the arts has remained similar to 2012 (66% very or somewhat important).



Majorities in all regions and population segments say that the arts are important to quality of life. The groups most likely to value the arts (i.e., to say they are *very important* to quality of life) include:

- University graduates (36%)
- Official language minorities (37%)
- Indigenous people (33%)
- Canadians aged 25 and older (28% vs. 18% of youth)

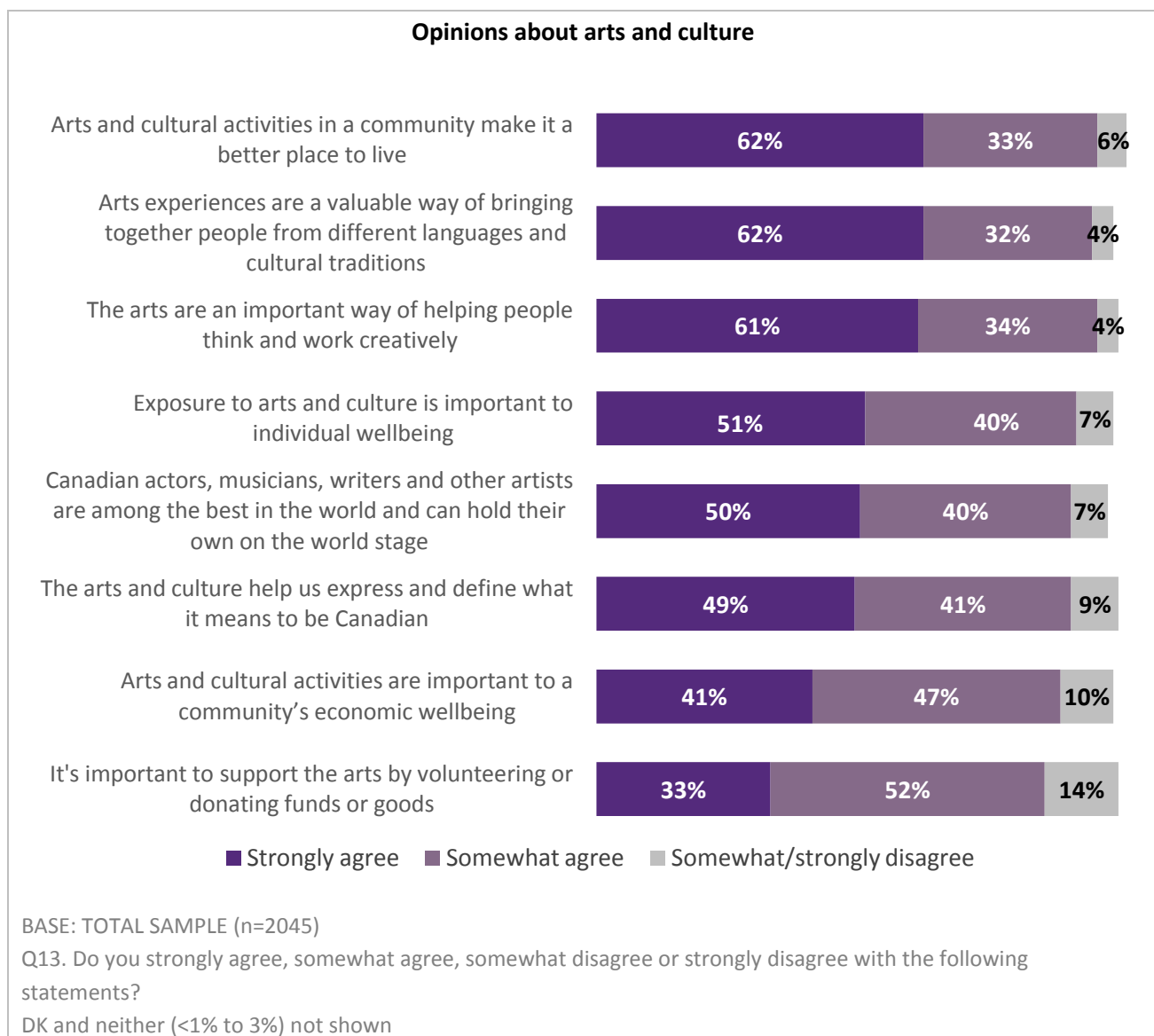
Notably, the value placed on the arts does not vary significantly by household income.

Opinions about arts and culture

Canadians widely agree that arts and culture leads to a variety of societal benefits.

Large majorities of 85 percent or more Canadians agree (either strongly or somewhat) with each of these eight statements about the benefits of arts and culture for society.

Strong agreement is most widespread that the arts bring together people of different languages and cultural traditions (62%), make communities a better place to live (62%), and help people think and work creatively (61%). About half each strongly agree that exposure to arts and culture is important to individual wellbeing (51%), that Canadian actors, musicians, and writers are among the best in the world (50%), and that the arts and culture help us express and define what it means to be Canadian (49%).



Large majorities (80%+) in all regions and segments of the population agree overall with these statements about the value of arts and culture for society.

- *Strong* agreement with many of these statements is higher among Canadians with more education.
- Age is not a significant factor in these opinions, with the exception that youth are most inclined to strongly agree that arts experiences bring people together (74% of 16-24 year olds), while older Canadians are most likely to say that Canadian artists are among the best in the world (59% of those aged 50+).
- Strong agreement with most of these statements is higher outside Quebec than within it; residents of Atlantic Canada are particularly likely to strongly agree that Canadian artists are among the best in the world (69%).

Strong agreement with several of these statements has increased since 2012:

Opinions about arts & culture* - Trended

Strongly agree that...	2012 %	2017 %
Arts and cultural activities make a community better	55	62↑
Arts experiences are a valuable way of bringing people together	52	62↑
Arts are an important way of helping think/work creatively	50	61↑
Canadian artists are among the best in the world	50	50
Exposure to arts and culture is important to well-being	42	51↑
Arts/culture help us express and define what it means to be Canadian	45	49
Arts/culture are important to a community's economic well-being	39	41
It's important to support the arts by volunteering or donating	27	33

↑ indicates significantly higher than in 2012

*Only categories included in both the 2012 and 2017 surveys

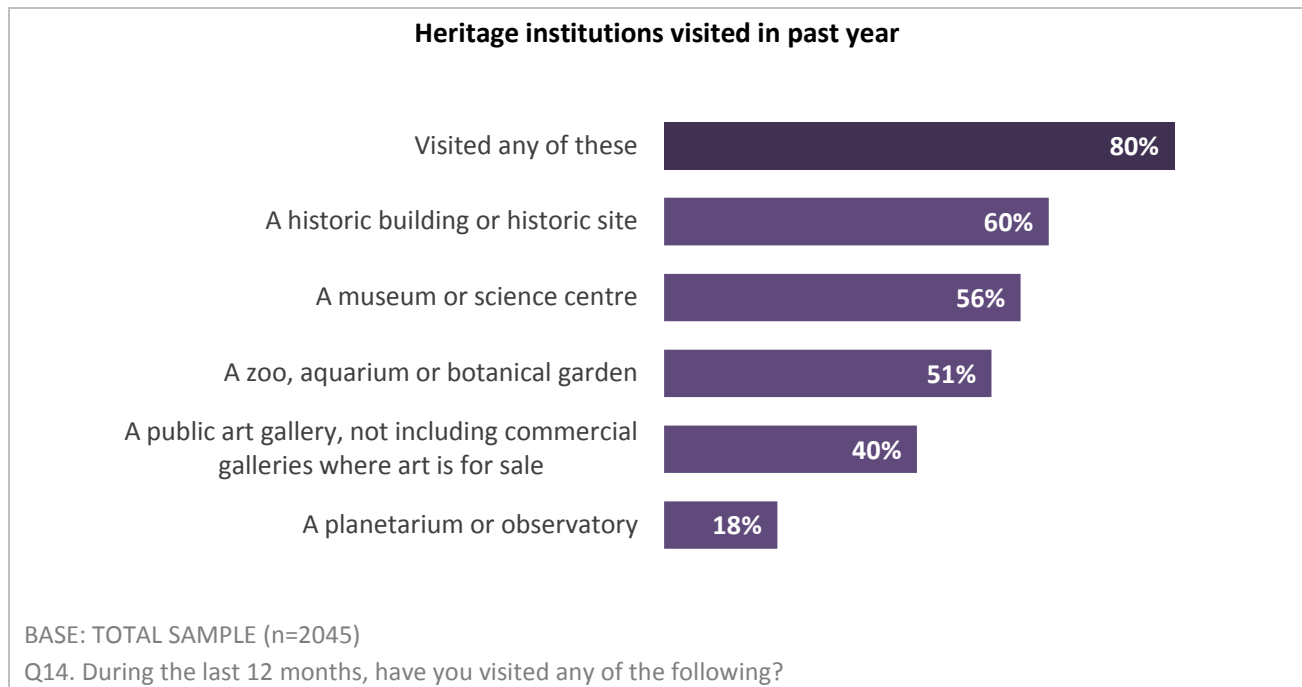
III. Heritage institutions

Heritage institutions visited in past year

Eight in ten Canadians visited a heritage institution or historic site in the past year.

The most popular types of locations to visit were historic buildings or sites (60%), museums or science centres (56%), and zoos, aquariums, and botanical gardens (51%).

Four in ten Canadians visited public art galleries (40%), while two in ten visited planetariums or observatories (18%).



Overall heritage attendance varies primarily by age and socioeconomic status (education and income level):

- The proportion attending any of these sites in the past year is similar among youth (87%) and Canadians aged 25-49 (86%), and then declines from the age of 50 onwards (77% among 50-54 year olds and 68% of those aged 65+).
- Overall heritage attendance increases with level of education, from two-thirds (66%) of those without a postsecondary education to nine in ten (91%) with a university degree. A similar pattern exists by income, from two-thirds (65%) with household incomes under \$40,000 to nine in ten (90%) with household incomes of \$100,000 or more.
- Overall attendance is also higher among foreign-born Canadians (84%, vs. 79% born in Canada).
- Overall attendance is lower among Indigenous people (64%, vs. 81% of non-Indigenous Canadians).

Reported visits to public art galleries have increased significantly since 2012; otherwise, the proportion of Canadians who have visited other heritage institution types remains stable.

Heritage institutions visited in past year - Trended

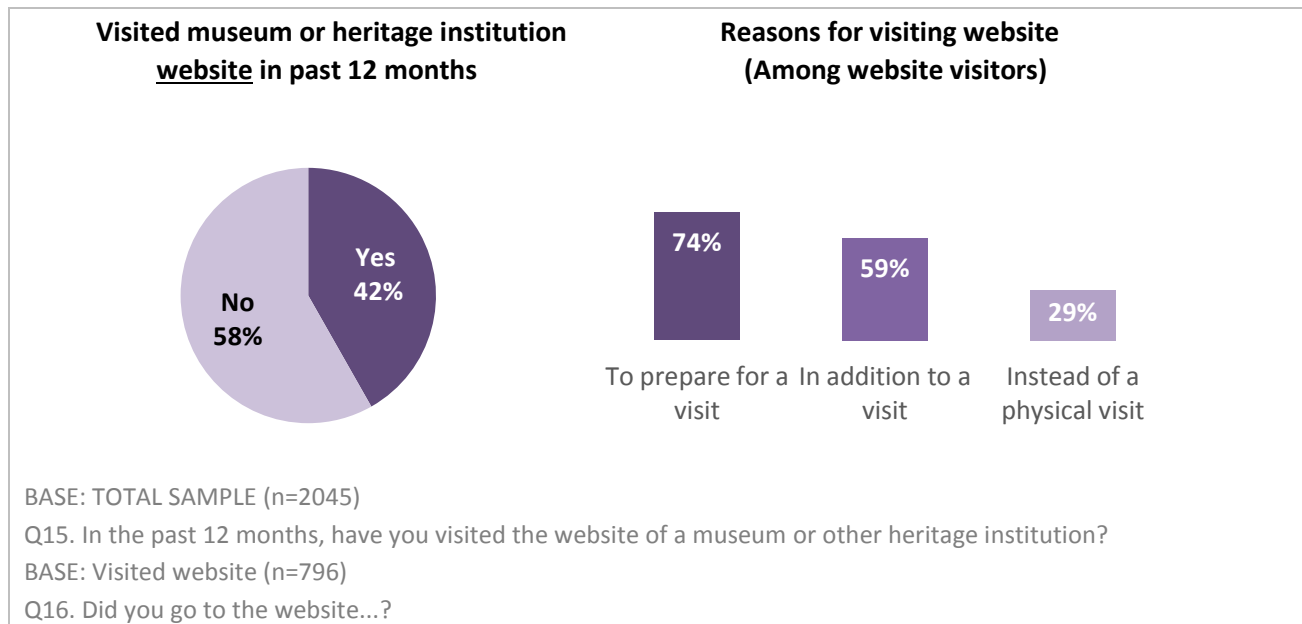
	2012 %	2017 %
Historic building or site	55	60
Museum or science centre	51	56
Zoo, aquarium or botanical garden	47	51
Public art gallery	32	40↑
Planetarium or observatory	15	13

↑ indicates significantly higher than in 2012

Visits to museum/heritage websites

Four in ten Canadians have visited a museum website in the past year, mostly to prepare for or in addition to their visit, rather than replacing a visit.

Four in ten Canadians (42%) say they visited a museum or heritage institution website in the past year. Among this group, the most common reasons were to prepare for visit (74%) or in addition to a visit (59%). Three in ten of those who visited a museum or heritage institution website did so *instead of* a physical visit (29%) – which represents 12 percent of all Canadians.



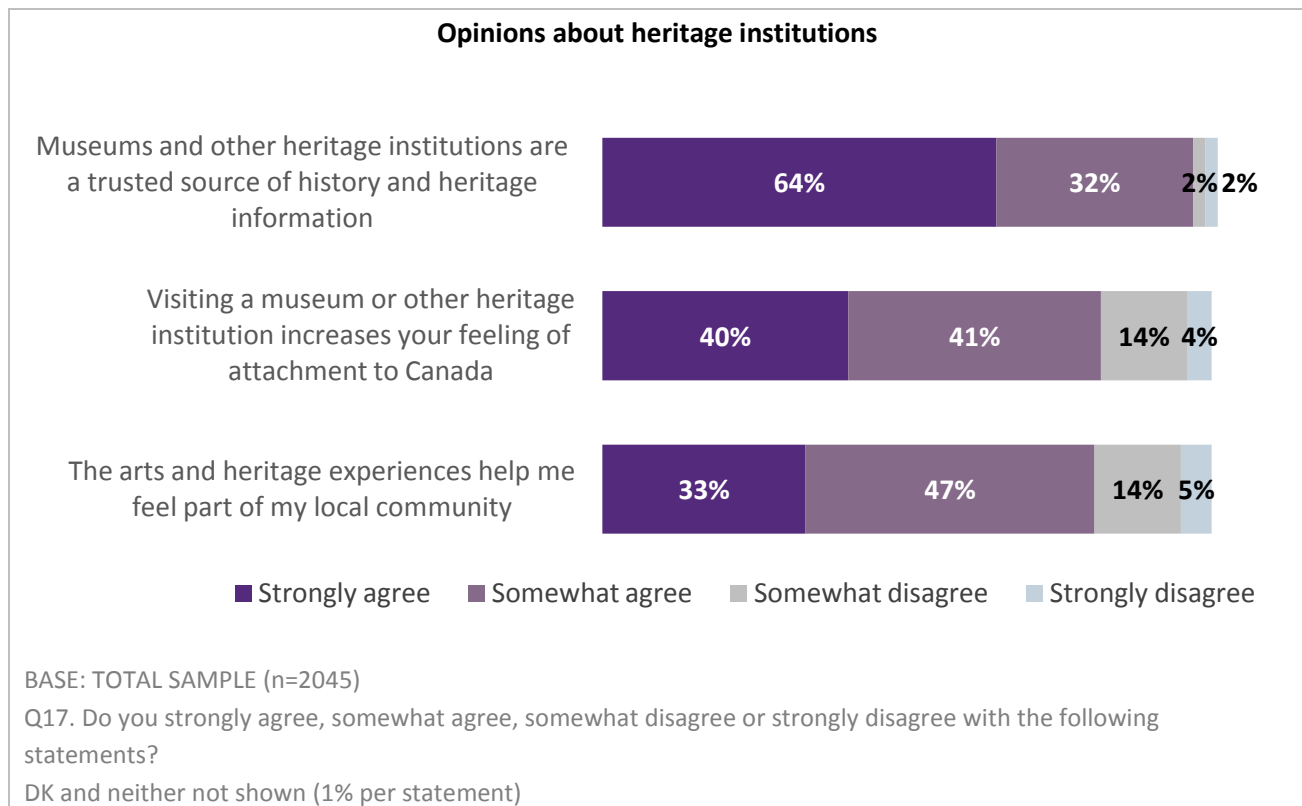
- Since most website visits take place prior to or in addition to a visit, the proportion of Canadians who have visited a museum website skews strongly to those who have physically visited a heritage site (49%, vs. 10% who did not visit a site). Thus, similar demographic patterns that exist for physical attendance are seen in website visits: they increase with education (to 60% with a university education) and household income (to 54% with incomes over \$100,000).
- Canadians aged 25 to 49 are the most likely to have visited a museum website in the past year (50%), while this is least likely among Canadians aged 65 and older (26%).

Opinions about heritage institutions

There is widespread agreement about the role and value of heritage institutions in Canada.

Eight in ten or more Canadians agree (either strongly or somewhat) with each of these three statements about the role and value of heritage institutions in Canada.

Strong agreement is highest that museums and other heritage institutions are a trusted source of history and heritage information (64%). Somewhat fewer strongly agree that visiting a museum or other heritage institution increases their feelings of attachment to Canada (40%), while one-third (33%) strongly agree that arts and heritage experiences help them feel part of their local community.



Majorities (75%+) in all regions and segments of the population agree overall with these statements about the role and value of heritage institutions.

- Strong agreement that a museum visit increases one's attachment to Canada is higher among Canadians 35 and older (43%) and foreign-born Canadians (48%)
- Strong agreement that arts and heritage experiences help them feel part of their local community is also higher among foreign-born Canadians (38%) as well as Indigenous people (40%).
- Canadians outside Quebec are more likely than Quebec residents to strongly agree with all three statements.

III. Arts and heritage in the community

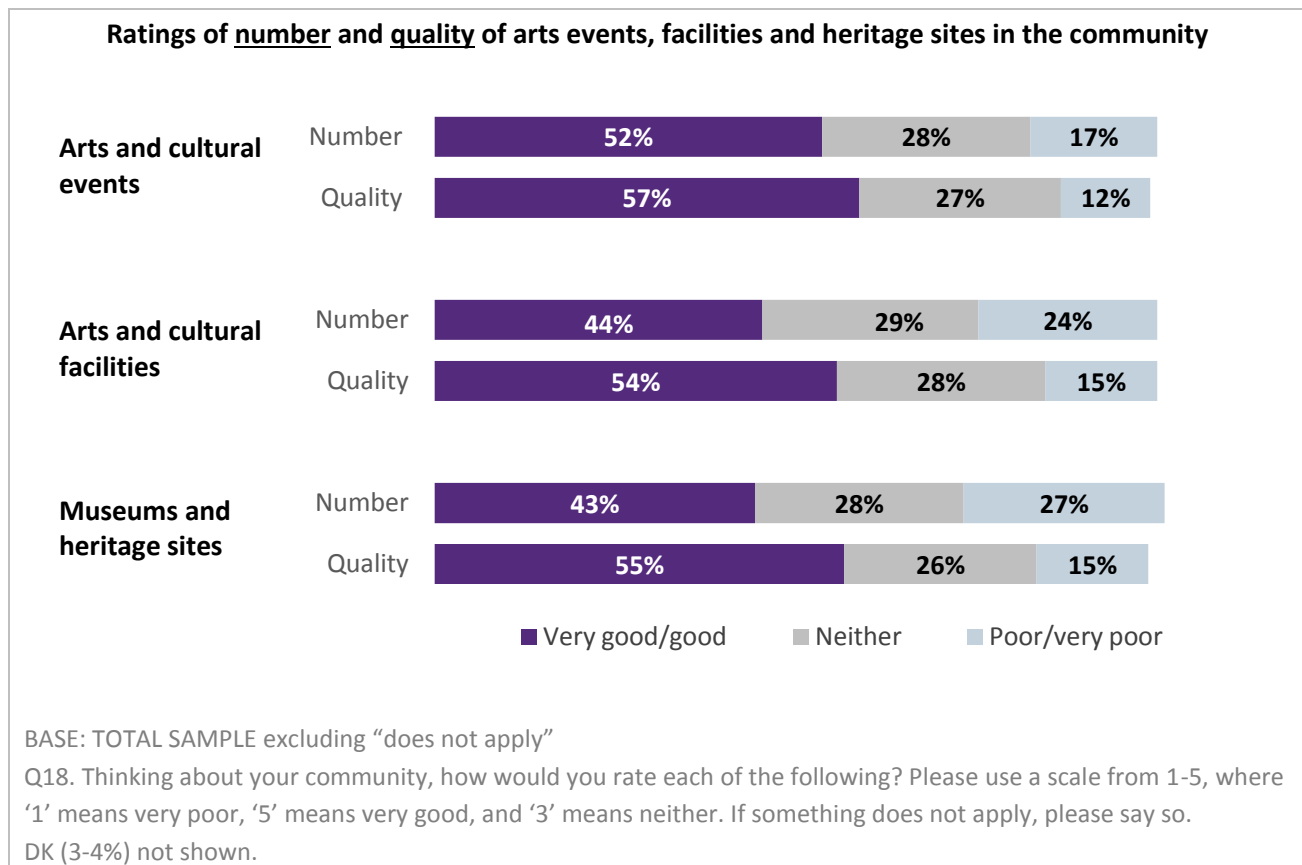
Arts availability and quality in the community

Generally speaking, communities receive better ratings for the quality of arts/cultural events and facilities and heritage sites, than with the number that exist.

More than half of Canadians (57%) give positive ratings (i.e., very good or good) for the quality of arts and cultural events and activities in their community, with a slightly lower proportion (52%) who are satisfied with the number available.

Similarly, Canadians are slightly more positive about the quality of arts and cultural facilities (54%) than about the number that exist (44%).

Finally, the same pattern holds true for views about the quality (55%) versus the number (43%) of museums and heritage sites.



- There is a consistent pattern in terms of regional and subgroup differences for this question. That is, positive ratings (i.e., very good or good) of the number and quality of arts events, facilities and heritage sites are generally higher (but not in every case) among Quebecers, Canadians living in major urban centres (i.e., Census Metropolitan Areas), those aged 25 to 34 and those with a postsecondary education.

- Not surprisingly, positive ratings for the *number* of arts events, arts facilities and heritage sites are consistently *lower* among Indigenous people, many of whom live outside urban centres.

Compared to 2012, perceptions about both the number and quality of arts events, facilities and heritage sites have remained stable.

**Perceptions of number and quality of
arts events, facilities and heritage sites in the community - Trended**

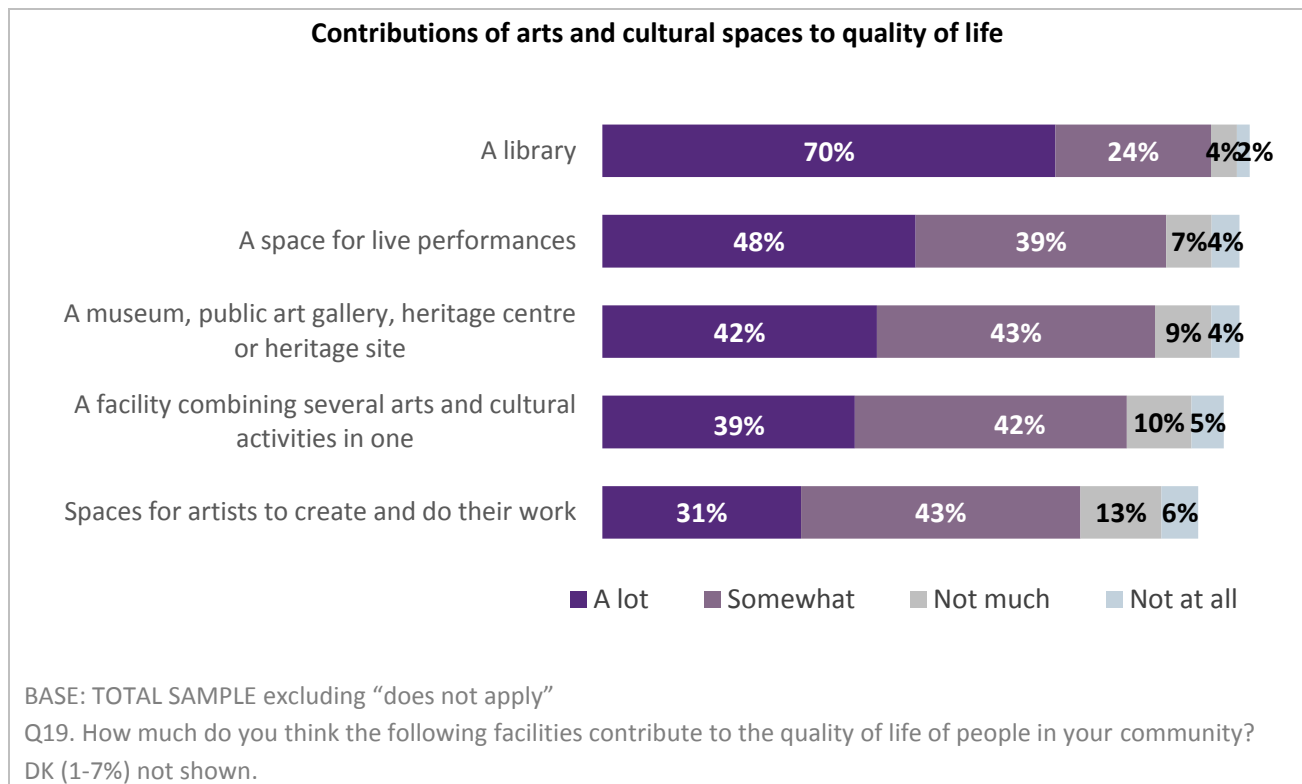
Ratings of "very good" or "good"	2012 %	2017 %
Arts/cultural events		
Number	53	52
Quality	58	57
Arts/cultural facilities		
Number	43	44
Quality	53	54
Museums/heritage sites		
Number	44	43
Quality	54	55

Contributions of arts and cultural spaces to quality of life

Canadians widely believe that arts and cultural spaces, particularly libraries, contribute to the quality of life in their community.

There is widespread belief that arts and cultural spaces contribute to quality of life in our communities, with seven in ten or more who rate each of the five spaces as contributing “a lot” or “somewhat”.

However, more so than other types of arts and cultural spaces, Canadians think libraries contribute *a lot* to quality of life (70%). Almost half (48%) think the same of spaces for live performances, and four in ten each do so for museums, public art galleries, heritage centres or sites (42%) or facilities combining several arts and cultural activities (39%). Three in ten (31%) think that spaces for artists to create contribute a lot to their community’s quality of life.



The perceived contribution of these spaces to the community’s quality of life varies most notably by *region* and *education*, as follows:

- Quebecers are more likely than residents of other regions to say that libraries, live performance spaces and multi-purpose facilities contribute a lot
- Canadians with a university education are more likely than others to say that libraries, museums and multi-purpose facilities contribute a lot
- In addition, foreign-born Canadians are more likely to place value on libraries and museums

Compared to 2012, perceptions about the contribution of these spaces to a community's quality of life have remained stable.

Contribution of arts and cultural spaces to quality of life* - Trended

Contribute a lot to quality of life...	2012 %	2017 %
A library	71	70
Space for live performances	47	48
Multi-purpose facility	38	39
Space for artists to create	28	31

*Only categories included in both the 2012 and 2017 surveys

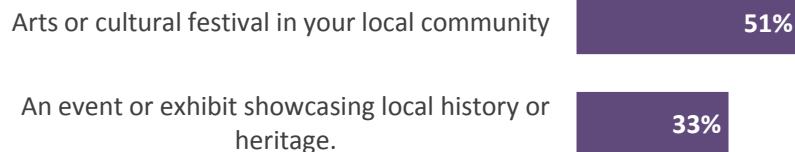
IV. Local community arts events and history

Local attendance and personal involvement

Half of Canadians have attended an arts or cultural festival in their local community; four in ten Canadians have personally been involved in other ways.

One in two Canadians (51%) attended at least one arts or cultural festival in their local community in the past year, while one in three (33%) attended an event or exhibit showcasing local history or heritage.

Attended local events at least once in the past year



BASE: TOTAL SAMPLE (n=2045)

Q1ka. In the last 12 months, approximately how many times have you attended an arts or cultural festival, in person, in your local community?

Q2. And how many times have you personally attended the following local events in the last 12 months: An event or exhibit showcasing local history or heritage?

- Past year attendance at both types of local events increases with level of education.
- Close to half of youth (50% of those aged 16-24), Indigenous people (53%), foreign-born Canadians (55%) and Canadians living outside major urban centres (47%) have attended local arts or cultural festivals in the past year.
- Past year attendance at local arts or cultural festivals is higher in Saskatchewan than in other regions, while attendance at local history/heritage events is higher outside Quebec than within it.

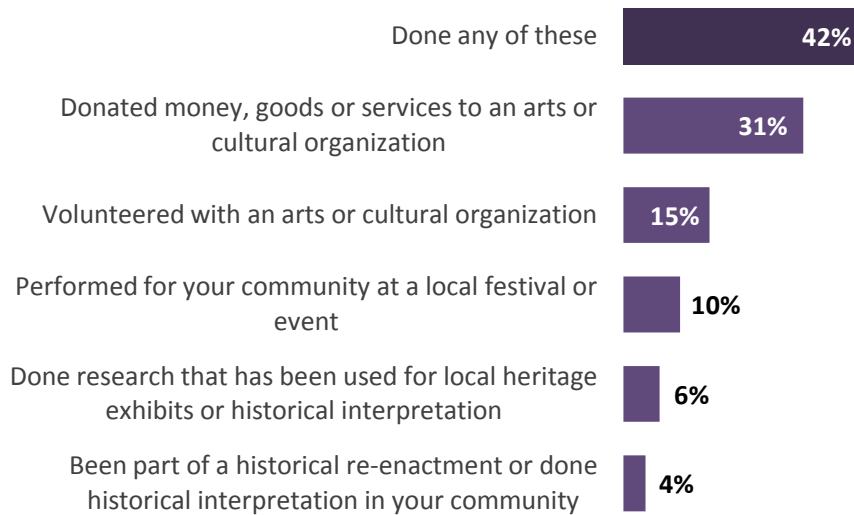
Attended local events at least once in the past year - By region

	BC %	AB %	SK %	MB %	ON %	QC %	ATL %
Arts or cultural festival in local community	53	52	67	45	50	52	44
Event showcasing local history or heritage	38	39	37	35	33	27	43

 /  indicates significantly higher/lower than other regions

Four in ten Canadians (42%) report some kind of personal involvement in local arts events or history in the past 12 months. The most common way is by donating money, goods or services to an arts or cultural organization (31%). Smaller proportions volunteered with an arts or cultural organization (15%), performed at a local festival (10%), conducted research for local heritage exhibits or historical interpretation (6%) or have been part of a historical re-enactment (4%).

Personal involvement in last 12 months – local arts events or history



BASE: TOTAL SAMPLE (n=2045)

Q11. In the last 12 months, have done any of the following?

- These findings are notably consistent across the population, with a few exceptions. Consistent with their higher level of participation in artistic activities (discussed earlier in this report), youth (16-24) are also more likely than average to report volunteering (19%) and performing at a local festival (17%). Older Canadians are somewhat more likely to have made a donation in the form of money, goods or services (34% of 50-64 year olds).

Local availability

Half of Canadians are satisfied with the number of local community arts events available to them.

Overall, half of Canadians (52%) give positive ratings (i.e., very good or good) for the number of arts and cultural events and activities in their community. However, positive ratings are lower among Canadians living outside major urban centres (44%) and among Indigenous peoples (45%).

Rating of number of arts and cultural events in the community

Number of arts/cultural events

52%

28%

17%

■ Very good/good

■ Neither

■ Poor/very poor

BASE: TOTAL SAMPLE excluding “does not apply”

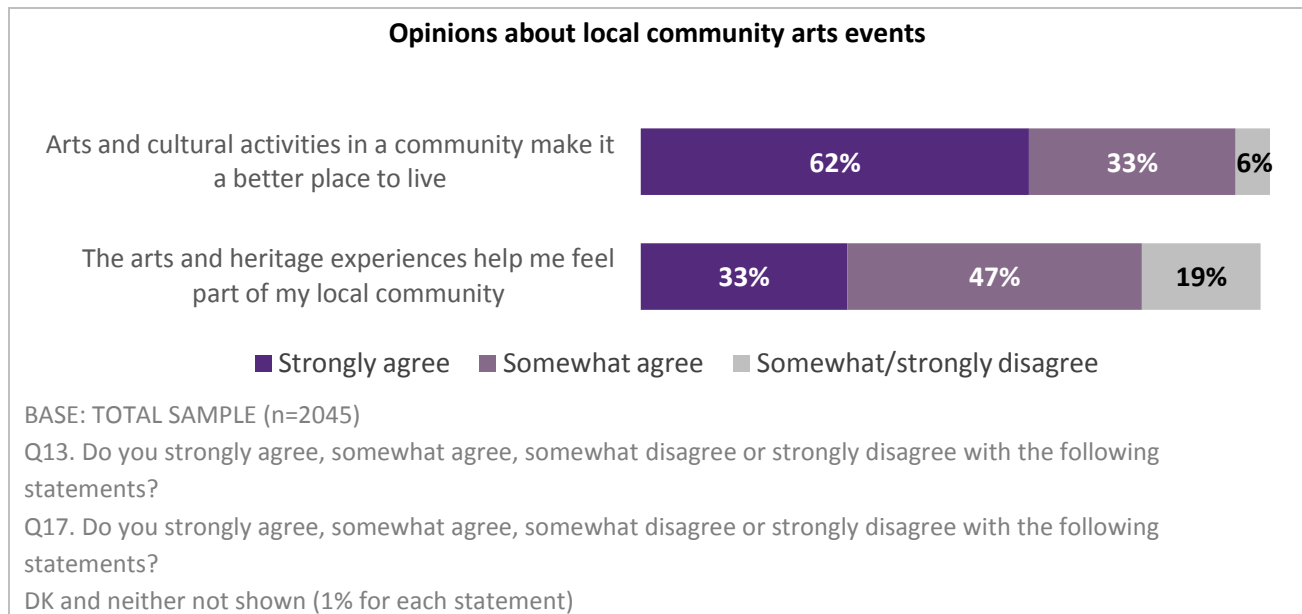
Q18. Thinking about your community, how would you rate each of the following? Please use a scale from 1-5, where ‘1’ means very poor, ‘5’ means very good, and ‘3’ means neither. If something does not apply, please say so.

DK (3%) not shown.

Perceptions of local community arts events

Canadians widely agree that arts and heritage are beneficial to local communities.

Almost all Canadians agree (95%, including 62% who strongly agree) that the arts make communities a better place to live. A strong majority also agree (80%, including 33% who strongly agree) that arts and heritage experiences help them feel part of their local community.



- Strong agreement that the arts make communities a better place to live increases with level of education (to a high of 72% among Canadians with a university degree) and is higher among foreign-born Canadians (67%); this measure does not vary significantly by age, Indigenous identity or urbanity.
- Strong agreement that arts and heritage experiences help them feel part of their local community is higher among Indigenous people (40%) and foreign-born Canadians (38%); this measure does not vary significantly by age or urbanity.

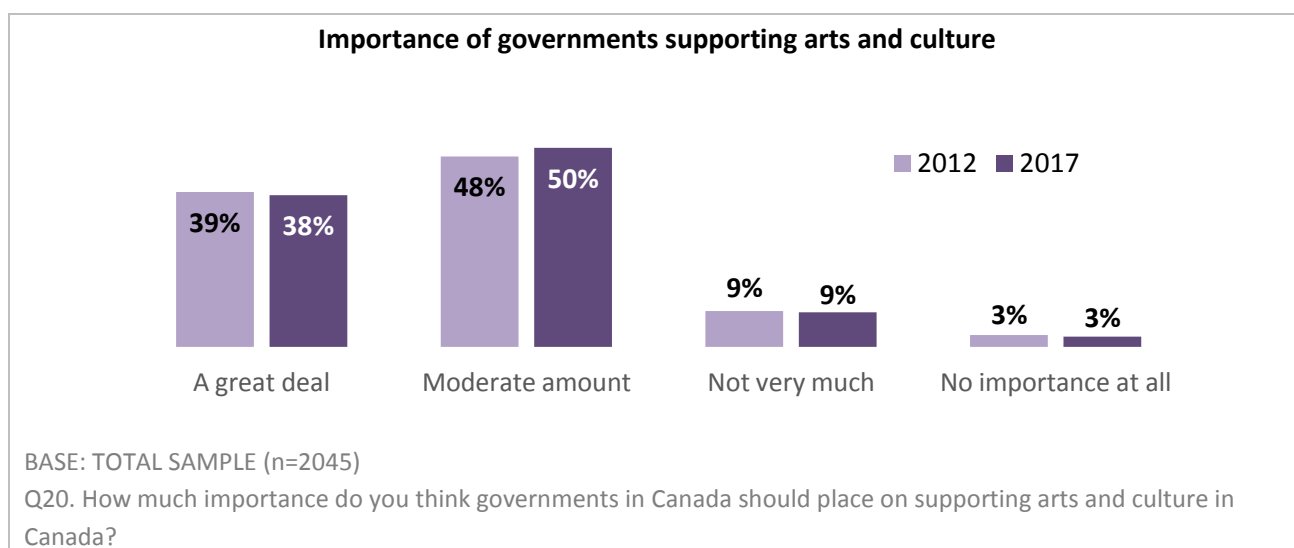
V. Role of government

Importance of government support for arts and culture

Consistent with 2012, almost nine in ten Canadians think governments should place at least moderate importance on supporting arts and culture.

Almost all Canadians (88%) think that governments in Canada should place either a great deal (38%) or a moderate amount (50%) of importance on supporting arts and culture; one in ten (12%) think not very much or no importance at all should be placed on arts and culture.

These opinions are consistent with the 2012 survey findings.



The perceived importance of government support for arts and culture is high (80%+) overall in all regions and segments of the Canadian population. The groups who place the *greatest* importance on government support (i.e., a great deal) include:

- Quebecers (44%)
- University graduates (44%)
- Canadians in the lowest income bracket (45% with household incomes under \$40,000)
- Foreign-born Canadians (45%)
- Indigenous people (49%)

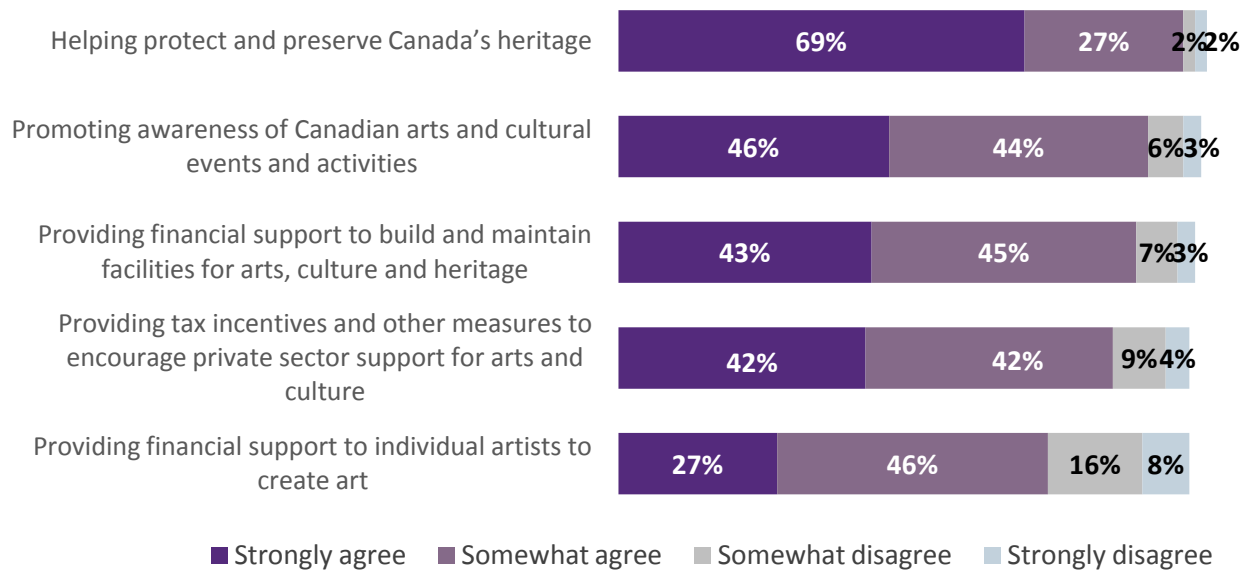
Government efforts to support arts and culture

Canadians are most supportive of government efforts to protect Canada's heritage and relatively less supportive of financial support to individual artists.

There is widespread support for government involvement in supporting arts and culture in Canada, with seven in ten or more who agree (strongly or somewhat) with each of the five statements presented to them.

Canadians are most likely to *strongly agree* that governments in Canada should help protect and preserve Canada's heritage (69%). More than four in ten each strongly agree that governments should promote awareness (46%), provide financial support to build and maintain facilities (43%), and provide tax incentives and other measures to encourage private sector support for the arts (42%). Strong agreement is lowest that governments should provide financial support to individual artists (27%).

Attitudes towards government efforts to support arts and culture



BASE: TOTAL SAMPLE (n=2045)

Q21. There are a number of things that governments in Canada could do to support arts and culture in Canada. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with governments doing each of the following.

- Agreement that governments in Canada should support the arts in these ways varies most notably by education. Canadians with a university education are more likely than others to strongly agree that governments should take most of these actions, with the exception of providing financial support to

individual artists (where support is similar regardless of education). Instead, strong support for this latter measure is higher among Canadians in the lowest income bracket (35% with household incomes under \$40,000), foreign-born Canadians (33%) and Indigenous people (45%).

- Strong support for tax incentives to encourage private sector support is highest in Atlantic Canada (52%) and among Canadians over 35 (45%).

Only two of these statements were repeated from the 2012 survey, and the level of strong agreement that these constitute a role for governments has remained consistent since then:

Attitudes towards government efforts to supports arts & culture* - Trended

Strongly agree with governments in Canada...	2012 %	2017 %
Protecting and preserving Canada's heritage	72	69
Promoting awareness of arts & cultural events	43	46

*Only categories included in both the 2012 and 2017 surveys

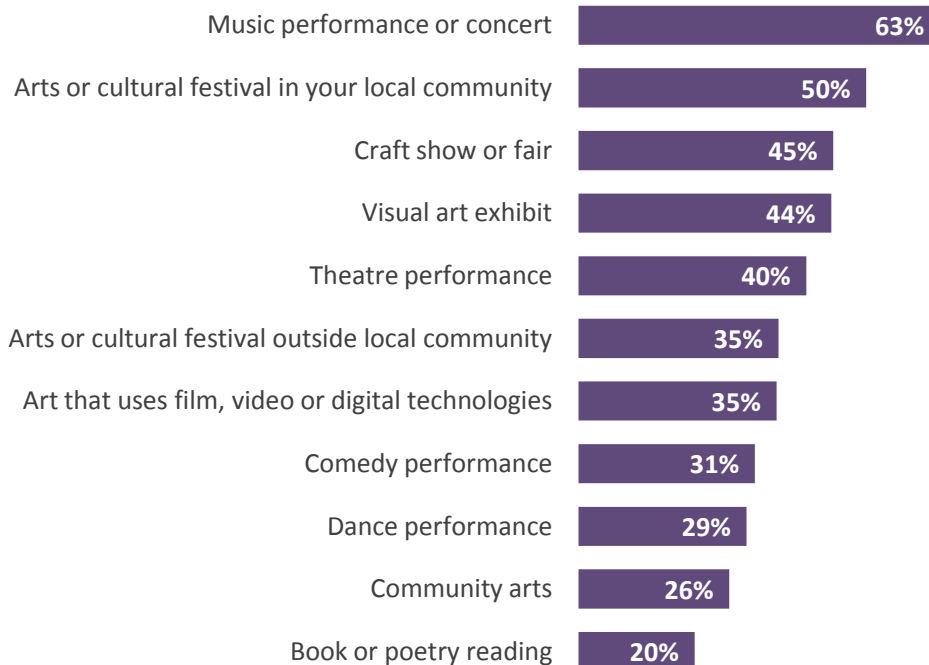
VI. Focus on youth (16-24 year olds)

Attendance and participation

- Almost nine in ten youth (88%) attended a live performance or arts event in the past year, similar to the overall population (87%). The most popular types of events they attended in the past year were music performances (63%), local arts or cultural festivals (50%), and craft shows or fairs (45%). Compared to average, youth are more likely to attend art that make use of film or digital technologies (35%, vs. 25% average), and book or poetry readings (20%, vs. 15% average).

Youth who attended an arts event in the past year are also more likely than average to report that the performance was given by an artist from a visible or ethno-cultural minority (50%, vs. 38% average).

Attended live performances/arts events at least once in the past year – Among youth



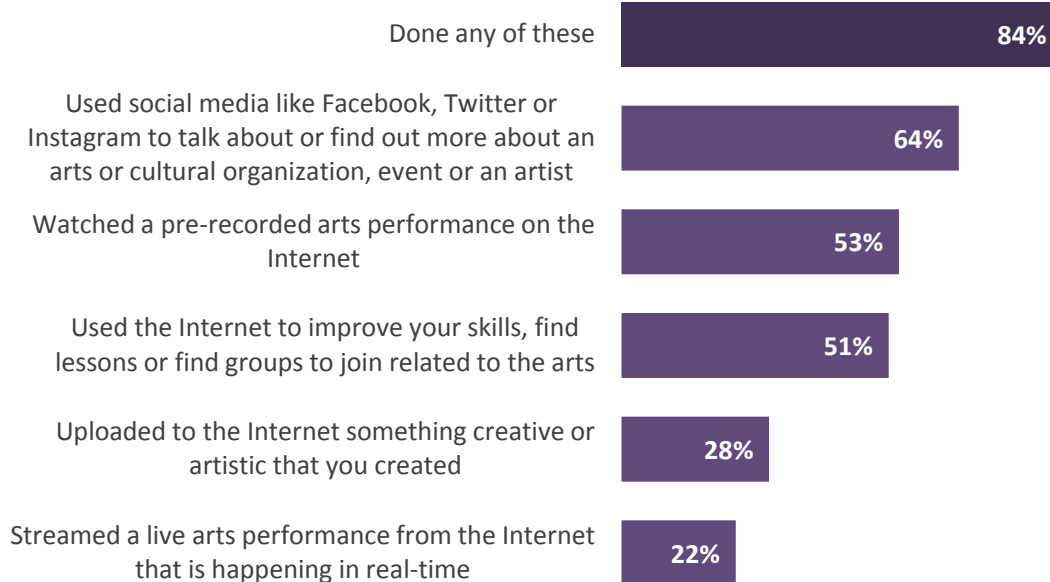
BASE: TOTAL SAMPLE, YOUTH AGED 16-24 (n=249)

Q1. I'm going to read a list of different types of performances and arts events. Please tell me approximately how many times you attended each type, in person, in the last 12 months. Starting with . . . [READ AND RANDOMIZE ITEMS] Would you say you attended such events...?

- Not surprisingly, one area where youth stand out is in their digital arts attendance. More than eight in ten (84%) have used technology or the Internet as a way to access the arts (compared to 66% for the total population), and they are more likely than average to: have used social media to talk about or find out more about an arts or cultural organization, event, or artist (64%); watched a pre-recorded arts performance on the Internet (53%); used the Internet to improve skills, find lessons, or find groups to join related to the arts (51%); and, uploaded to the Internet something they themselves created (28%).

On a similar note, youth are also the most likely to say that their online participation has led to an *increase* in the number of live events they attend (29%, vs. 23% average).

Use of the Internet to access/engage in the arts – among youth



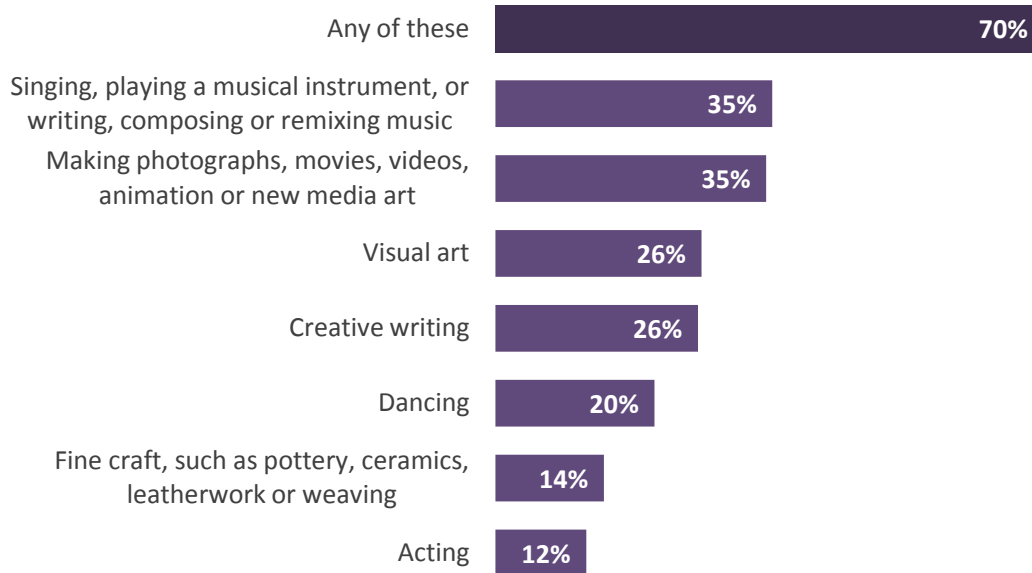
BASE: TOTAL SAMPLE, YOUTH AGED 16-24 (n=249)

Q4. Thinking In the last 12 months, have you done any of the following?

- Youth also stand out in terms of their personal participation in the arts. Seven in ten (70%) have been personally involved with at least one art or craft during the past year (compared to 53% of the total population). The most common types of art in which youth are involved are making photographs or videos (35%) and musical pursuits such as singing, playing a musical instrument, or composing (35%). Youth are much more likely than average to participate in all of these types of activities, except for fine crafts.

At a local level, youth are also more likely to have performed for their community (17%, vs. 10% average) or volunteered with an arts or cultural organization (19%, vs. 15% average). They are less likely to have made financial commitments, either by donating or holding a membership or subscription.

Personal involvement in artistic activities in last 12 months – among youth



BASE: TOTAL SAMPLE, YOUTH AGED 16-24 (n=249)

Q10. In the last 12 months, have you personally been involved in any of the following?

Perceptions about arts and culture

- In general, the majority of youth perceive the value of arts and culture both for themselves and for Canadian society more broadly. For instance, two-thirds (67%) say that arts and culture is at least moderately important to quality of life for them and their family – however, they are less likely than average to strongly agree with this statement (18%, vs. 27% average).

In terms of broader societal benefits, young Canadians are more likely to strongly agree that the arts bring people of different backgrounds together (74%, vs. 62% average). In turn, they are less likely to strongly agree that Canadians artists are among the best in the world (41%, vs. 50% average), and that arts and cultural activities are important to a community's economic wellbeing (33%, vs. 41% average).

Heritage institutions

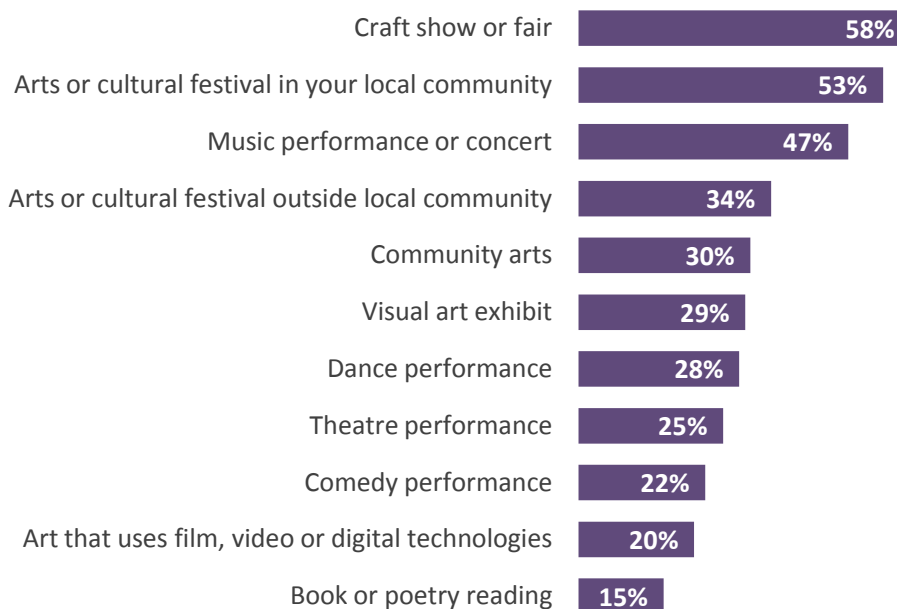
- Overall reported visits to museums and heritage sites is similar among youth (87%) and Canadians aged 25-49 (86%), and declines from the age of 50 onwards (to a low of 68% among those aged 65+).

VII. Focus on Indigenous people

Attendance and participation

- Eight in ten Indigenous people (80%) attended a live performance or arts event in the past year, which is slightly lower than among the non-Indigenous population (88%). The most popular types of events for Indigenous people are craft shows or fairs (58%), local arts or cultural festivals (53%), and music performances or concerts (47%).

Attended live performances/arts events at least once in the past year – among Indigenous people



BASE: TOTAL SAMPLE, INDIGENOUS PEOPLE (n=292)

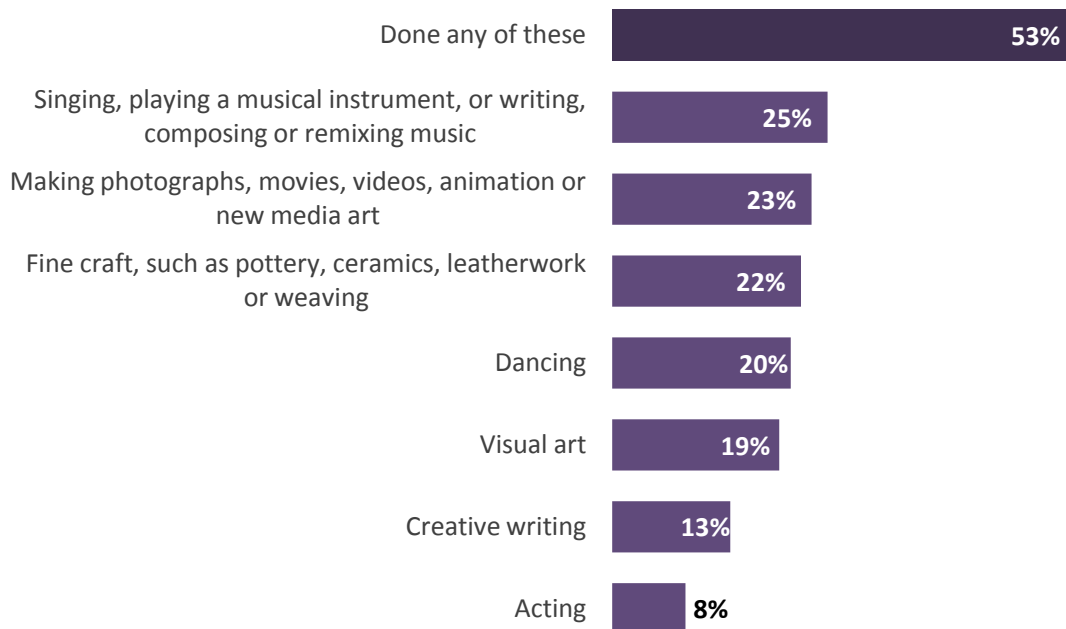
Q1. I'm going to read a list of different types of performances and arts events. Please tell me approximately how many times you attended each type, in person, in the last 12 months. Starting with . . . [READ AND RANDOMIZE ITEMS] Would you say you attended such events...?

- Almost half (46%) of Indigenous people have attended a First Nations, Inuit, or Métis arts gathering or a pow wow in the past year, which is significantly higher than among non-Indigenous Canadians (13%).

Moreover, among Indigenous people who have attended at least one arts event in the past year, six in ten (62%) attended a performance by a First Nations, Inuit, or Métis artist (compared to only 21% of non-Indigenous arts attendees).

- Indigenous arts attendees are most likely to have attended or live streamed a performance in English (79%), but four in ten (40%) also did so in a language other than English or French (versus only 21% of non-Indigenous arts attendees).
- More than half of indigenous people (53%) have been personally involved with at least one art or craft in the past year (consistent with 53% of non-Indigenous people). The most common types of art to be involved in are musical pursuits such as singing, playing a musical instrument, or composing (25%), making photographs or videos (23%) and fine crafts, such as pottery, ceramics, leatherwork or weaving (22%). Indigenous people are more likely than non-indigenous Canadians to report personal involvement in fine crafts (23%, vs. 11% of non-Indigenous people) and dancing (20%, vs. 15% of non-Indigenous people).

Personal involvement in artistic activities in last 12 months – among Indigenous people



BASE: TOTAL SAMPLE, INDIGENOUS PEOPLE (n=292)

Q10. In the last 12 months, have you personally been involved in any of the following?

- Indigenous people are also more likely to have volunteered with an arts or cultural organization (25% vs. 15% of non-Indigenous Canadians) and are less likely to have held a membership or subscription to an arts organization (9%, vs. 19% of non-Indigenous Canadians).
- At a local level, four in ten (40%) Indigenous peoples have attended events or exhibits showcasing local history or heritage, which is significantly higher than among non-Indigenous Canadians (33%). They are also more likely to have done research for local heritage exhibits or historical interpretation (12%, vs. 6%).

Perceptions about arts and culture

- In general, the majority of Indigenous people perceive the value of arts and culture both for themselves and for society more broadly. For instance, seven in ten (70%) say that arts and culture is at least moderately important to quality of life for them and their family – and the proportion who strongly agree (33%) is higher than for the non-Indigenous population (27%).

Large majorities (86%+) agree with all of the statements about the broader societal benefits of arts and culture, but Indigenous people particularly stand out as more likely to *strongly agree* that:

- Canadian artists are among the best in the world and can hold their own on the world stage (61%, vs 48% of non-Indigenous Canadians).
- The arts and culture help us express and define what it means to be Canadian (57%, vs. 50%).
- Arts and cultural activities are important to a community's economic wellbeing (54%, vs. 41%)
- It's important to support the arts by volunteering or donating funds or goods (42%, vs. 32%)

Heritage institutions

- Over six in ten Indigenous people (64%) visited a cultural or heritage site in the past year (vs. 81% of non-Indigenous Canadians), most commonly historic buildings or sites (50%), and museums or science centres (43%). However, reported visits to all of these sites are significantly lower than among non-Indigenous Canadians, with the exception of planetariums and observatories, which were visited at the same rate.
- One factor in the lower visitation rate may be that Indigenous people are less likely to see museums and heritage institutions as a trusted source of history and heritage information (55% strongly agree, versus 64% of non-Indigenous Canadians). At the same time, Indigenous people are more likely to agree that arts and heritage experiences help them feel part of their local community (40%, vs. 32%).

Arts availability in the community

- Not surprisingly, Indigenous people are less likely to give positive ratings for the *number* of arts events (45%, vs. 52% of non-Indigenous Canadians), arts facilities (35%, vs. 44% of non-Indigenous Canadians) and heritage sites (24%, vs. 43% of non-Indigenous Canadians) in their local community; this is at least partly due to the fact that many of them live outside major urban centres.

Role of government

- The large majority of Indigenous people (86%) favour governments in Canada placing at least moderate importance on supporting arts and culture; moreover, the proportion who strongly agree (49%) is significantly higher than among the non-Indigenous population (38%).
- Three-quarters (73%) of Indigenous people strongly agree that governments in Canada should help protect and preserve Canada's heritage (consistent with non-Indigenous Canadians at 69%). Strong agreement that governments should promote awareness (58%), provide financial support to build and maintain facilities (56%) and provide direct financial support to individual artists (45%) is higher than among non-Indigenous Canadians (45%, 43% and 26%, respectively).

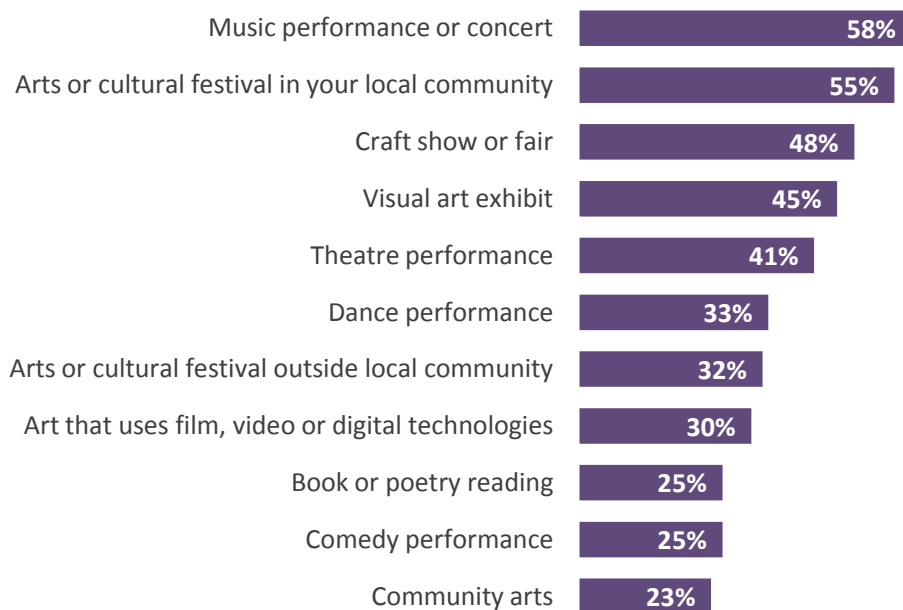
VIII. Focus on foreign-born Canadians

Attendance and participation

- Nine in ten foreign-born Canadians (89%) attended a live performance or arts event in the past year, similar to the overall population (88%). The most popular types of events they attended in the past year were music performances (58%), local arts or cultural festivals (55%), craft shows or fairs (48%) and visual art exhibits (45%).

Compared to those born in Canada, foreign-born Canadians are more likely to have attended several types of arts events, including visual arts exhibits, dance performances, art that make use of film or digital technologies, and book or poetry readings, and less likely to have attended a craft show or fair.

Attended live performances/arts events at least once in the past year – among foreign-born



BASE: TOTAL SAMPLE, FOREIGN-BORN (n=367)

Q1. I'm going to read a list of different types of performances and arts events. Please tell me approximately how many times you attended each type, in person, in the last 12 months. Starting with . . . [READ AND RANDOMIZE ITEMS] Would you say you attended such events...?

- Foreign-born arts attendees are most likely to have attended or live streamed a performance in English (84%), but almost four in ten (38%) also did so in a language other than English or French (versus only 17% of Canadian-born arts attendees).

Perceptions about arts and culture

- In general, the majority of foreign-born Canadians value the arts and culture both for themselves and for Canadian society more broadly. For instance, three-quarters (73%) say that arts and culture is at least moderately important to quality of life for them and their family (consistent with the Canadian-born population at 68%).

Moreover, in terms of broader societal benefits, foreign-born Canadians are more likely than others to strongly agree that:

- The arts bring people of different backgrounds together (71%, vs. 60% among Canadian-born).
- The arts in a community make it a better place to live (67% vs. 60%)
- The arts are an important way to help people think creatively (67% vs. 59%)
- Exposure to arts and culture is important to individual well-being (58% vs. 50%)

In turn, they are less likely to strongly agree that Canadians artists are among the best in the world (41%, vs. 53%).

Heritage institutions

- Over eight in ten foreign-born Canadians (84%) visited a heritage site in the past year (vs. 79% of the Canadian-born population), most commonly museums or science centres (64%), historic buildings or sites (60%), or zoos and aquariums (60%). Moreover, reported visits to all of these sites are significantly higher than among those born in Canada, with the exception of historic buildings or sites, which were visited at the same rate.
- Foreign-born Canadians place considerable value on the role of heritage institutions, with half (48%) who strongly agree that visits increase their feelings of attachment to Canada and almost four in ten (38%) who says arts and heritage experience help them feel a part of their local community (both higher than opinions among those born in Canada, at 38% and 31% respectively)

Role of government

- The large majority of foreign-born Canadians (90%) favour governments in Canada placing at least moderate importance on supporting arts and culture; moreover, the proportion who strongly agree (44%) is significantly higher than among the Canadian-born population (37%).
- Three-quarters (73%) of foreign-born Canadians strongly agree that governments in Canada should help protect and preserve Canada's heritage (consistent with the Canadian-born population at 68%). Strong agreement that governments should promote awareness (54%), provide financial support to build and maintain facilities (49%) and provide direct financial support to individual artists (33%) is higher than among the Canadian-born population (44%, 41% and 25%, respectively).

Appendix A: Research Methodology

Background and research objectives

The Department of Canadian Heritage (PCH) in association with the Canada Council for the Arts requires a nationally representative public opinion survey in both official languages in order to:

- Measure overall arts and culture attendance in Canada and the average Canadian's recognition of the arts;
- Complement and build on research already undertaken in the area of arts and heritage attendance and engagement; and,
- Assist with the evaluation of impacts of arts and heritage policy and programs.

Results of this survey also enable the Department to ensure its programs continue to respond to and report on the behaviours and preferences of Canadians.

Methodology

The results are based on a telephone survey conducted with 2045 Canadians aged 16 and older between December 19, 2016 and January 29, 2017. A survey of this size will yield results which can be considered accurate to within +/- 2.2 percentage points, 19 times out of 20. Margins of error are larger for regions and other subgroups of the population.

Sample design and weighting

The sampling method was designed to complete 2,045 interviews with the target audience of Canadians aged 16 and older.

The base sample of 1,715 was stratified across five designated regions to ensure meaningful data and analysis at the regional level. An additional 200 oversample interviews were conducted with Indigenous people (with quotas set to ensure the final sample was representative by region – urban, rural and reserve – and identity group – First Nations, Inuit and Métis) and a further 130 oversample interviews were conducted with youth aged 16-24.

Environics employed industry standard random-digit-dialling (RDD) methods as a basis for drawing a national sampling frame for this survey and used an industry-standard “most recent birthday” selection technique to randomly select a respondent within each selected household. Cell phone only (CPO) sample was also included for the base sample; the youth oversample was conducted entirely using cell phone sample and the Indigenous oversample entirely using landline sample.

The sample was stratified by region to allow for meaningful coverage of lower population areas:

Region (% of population)		Unweighted Sample Size	Margin of error*
Atlantic Canada	(7%)	197	+/- 8.3
Quebec	(24%)	452	+/- 4.6
Ontario	(38%)	605	+/- 4.0
Manitoba	(4%)	140	+/- 8.3
Saskatchewan	(3%)	102	+/- 9.7
Alberta	(11%)	256	+/- 6.1
British Columbia	(13%)	269	+/- 6.0
CANADA	(100%)	2045	+/- 2.2

* In percentage points, at the 95% confidence level

The data were statistically weighted to ensure the sample is as representative of the Canadian 16+ population as possible (region, age, gender and identity group) according to the most recently available Census information.

Questionnaire design and pre-testing

The questionnaire was designed by Environics in consultation with Canadian Heritage representatives and incorporated tracking questions from previous surveys, where relevant. Environics reviewed the questionnaire to ensure appropriate design, and identify any programming or analysis issues, providing suggestions and guidance on the survey instrument. Both the English and French versions of the final study questionnaire are included in Appendix B. The questionnaire averaged 18 minutes to deliver.

A pretest involving 10 interviews in English and 10 interviews in French was conducted on December 19, 2016 and audited by Environics, Government of Canada and Canada Council for the Arts staff. These interviews included standard GC pretest probing questions. A number of pretest interviews were recorded and made available to the Canadian Heritage client team. Minor wording changes to a few survey questions were made following the pre-test.

Note on comparisons to the 2012 survey

For survey questions asked in both 2012 and 2017, the results of the two surveys have been compared. It should be noted that the 2012 sample was slightly different; it included Canadians aged 18 and over only (in 2017, this was expanded to include 16- and 17-year-olds) and consisted of 20 percent cell phone numbers (in 2017, 35 percent of the sample represents cell phone numbers, in order to achieve the youth oversample and the required quota of 15 percent cell phone only households).

Fieldwork

Interviewing was conducted by Elemental Data Collection (EDCI) using Computer Aided Telephone Interviewing (CATI) technology. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. A minimum of ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA).

Data analysts programmed the questionnaire in CATI then performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the survey's basic logic. The CATI system handles sampling dialling, quotas and questionnaire completion (skip patterns, branching, and valid ranges). The system also ensures that callbacks are conducted in a timely manner. No number is called twice in a two-hour period. Callbacks are conducted on different days of the week and at different times of the day (i.e. morning, afternoon). This system ensures all scheduled appointments are kept, maximizing the response rate and sample representativeness. Up to eight callbacks were made to reach each household selected in the sample.

All surveys were conducted in the respondent's official language of choice.

All research work was conducted in accordance with the professional standards established by MRIA, as well as applicable federal legislation (Personal Information Protection and Electronic Documents Act, or PIPEDA). The survey was registered under the MRIA's Research Registration System, which permits the public to verify a survey call, inform themselves about the industry and/or register a complaint.

Completion results

The sample for this survey consisted of 2045 interviews with adult Canadians. The effective response rate for the survey is nine percent.¹ This is calculated as the number of responding participants (completed interviews plus those disqualified because of survey requirements and quotas being filled), divided by unresolved numbers (e.g., busy, no answer) plus non-responding households or individuals (e.g., refusals, language barrier, missed callbacks) plus responding participants $[R/(U+IS+R)]$. The disposition of all contacts is presented in the following table:

Completion results

	TOTAL	Base	Youth	Indigenous
Total Numbers Attempted	81,646	45,164	25,833	10,649
Out-of-scope - Invalid	35,088	20,093	14,569	426
Unresolved (U)	23,649	12,366	6,800	4,483
<i>No answer/Answering machine</i>	23,649	12,366	6,800	4,483
In-scope - Non-responding (IS)	5,068	2,728	1,129	1,211
<i>Language barrier</i>	441	297	81	63
<i>Incapable of completing (ill/deceased)</i>	190	107	14	69
<i>Callback (Respondent not available)</i>	4,437	2,324	1,034	1,079
Total Asked	17,841	9,977	3,335	4,529
<i>Refusal</i>	13,706	8,036	2,305	3,365
<i>Termination</i>	284	212	30	42
In-scope - Responding units (R)	3,851	1,729	1,000	1,122
<i>Quota full</i>	0	1,729	0	0
<i>NQ – Under 16</i>	18	0	0	4
<i>NQ – Not 16-24 (youth oversample only)</i>	870	14	870	0
<i>NQ – Non-indigenous (Indigenous oversample only)</i>	913	0	0	918
<i>Completed interview</i>	2,045	0	130	200
Response Rate	9.28	7.74	9.87	12.45
Incidence	53.10	99.19	13.00	17.83
Survey Length	18	18	16	17

¹ This response rate calculation is based on a formula developed by MRIA in consultation with the Government of Canada (Public Works and Government Services).

Non-response bias analysis

The table below presents a profile of the final sample, compared to the actual population of Canada (2011 Census information). As is typically the case for general population telephone surveys, older individuals are easier to reach, so the survey overrepresented those age 55+ (this was corrected with age weighting). The final sample also somewhat under-represents those with high school or less education, which is a typical pattern for telephone surveys in Canada (e.g., individuals with more education are more likely to respond to telephone surveys).

Sample profile

	Unweighted sample*	Canada
Gender (18+)**		
Male	48	48
Female	51	52
Age		
18-34	21	28
35-54	29	37
55+	45	36
Education level ^α		
High school diploma or less	33	40
Trades/college/post sec no degree	33	32
University degree	34	28

* Data are unweighted and percentaged on those giving a response to each demographic question

** Data excludes those who identified as a gender other than male or female or who choose not to answer the question (1%)

^α Actual Census categories differ from those used in this survey and have been recalculated to correspond. Statistics Canada figures for education are for Canadians aged 25 to 64 years.

Appendix B: Questionnaire

January 6, 2017

Arts and Heritage Access and Availability Survey 2016-2017
Environics Research
FINAL

Good afternoon/evening. My name is _____ and I am calling from Environics, a public opinion research company.

CONFIRM WHETHER RESPONDENT PREFERS ENGLISH OR FRENCH

We are conducting a study on behalf of the Government of Canada to find out what people think about issues facing Canada today. Please be assured that we are not selling or soliciting anything. The survey is voluntary and your responses will be kept entirely confidential and anonymous. This survey is registered with the national survey registration system.

[IF ASKED: The survey should take about 15-20 minutes to complete]

[IF ASKED: The survey is being sponsored by the Department of Canadian Heritage]

[IF ASKED: This survey is registered with the national survey registration system. The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system's toll-free telephone number is 1-888-602-6742, extension 8728].

IF LANDLINE SAMPLE

We choose telephone numbers at random and then select one person from each household to be interviewed. To do this, we would like to speak to the person in your household, 16 years of age or older, who has had the most recent birthday. Would that be you?

IF CELL PHONE SAMPLE ASK A AND B

A. Are you in a safe place to talk – for example not operating a motor vehicle?

01 – Yes	[RE-INTRODUCE YOURSELF, IF NECESSARY]
02 - No	[ARRANGE CALLBACK DATE/TIME]

B. At home, do you have a traditional telephone line other than a cell phone?

01 - Yes	CHECK AGAINST QUOTA
02 - No	CHECK AGAINST QUOTA

ASK ALL C AND D

C. In what year were you born?

(RECORD YEAR - XXXX)
9999 – DO NOT READ: Don't know/Refused

D. Which of the following best describes you? Are you...?

- 01 - First Nations
- 02 - Inuk
- 03 - Métis
- 04 - or, a non-Aboriginal person
- VOLUNTEERED
- 05 - Inuit
- 06 - Inuvialuit
- 98 - Other (SPECIFY _____)
- 99 - REFUSE

ASK QDD IF FIRST NATIONS/METIS (QD CODES 1,3 OR 98) AND LIVES IN THE PROVINCES (DO NOT ASK IN TERRITORIES):

DD. Do you currently live on a First Nations reserve or somewhere else?

- 01 - On reserve
- 02 - Somewhere else
- 99 - DK/NA

MAIN SURVEY

Attendance and Participation

2012 Q1 – REVISED ITEMS

1. I'm going to read a list of different types of performances and arts events. Please tell me approximately how many times you attended each type, in person, in the last 12 months. Starting with . . . [READ AND RANDOMIZE ITEMS]

Would you say you attended such events...? [READ FULL SCALE FOR FIRST ITEM AND THEN REPEAT ONLY AS NECESSARY]

- | | |
|--------------------|----|
| Once only | 1 |
| 2 to 3 times | 2 |
| 4 to 6 times | 3 |
| 7 to 10 times | 4 |
| More than 10 times | 5 |
| Not at all | 6 |
| VOLUNTEERED | |
| DK/NA | 99 |

- a) A music performance or concert
- b) A theatre performance
- c) A dance performance
- d) A book or poetry reading
- e) A visual art exhibit

- f) A craft show or fair
- g) Art that makes use of film or video, or digital technologies, but not including regular movies in cinemas
- h) A comedy performance
- i) Art that involves a collaboration between a professional artist and community members

2012 Q1g – SPLIT INTO TWO PARTS

- 1k. In the last 12 months, approximately how many times have you attended an arts or cultural festival, in person,...? ALWAYS READ A THEN B

[IF ASKED: For example, music festivals, community festivals or festivals celebrating different ethnicities or cultures]

Once only	1
2 to 3 times	2
4 to 6 times	3
7 to 10 times	4
More than 10 times	5
Not at all	6
DK/NA	99

- a) In your local community

[IF ASKED: Your local community means your region, city, township or neighbourhood – not your province or territory]

- b) Anywhere outside your local community

NEW

2. And how many times have you personally attended the following local events in the last 12 months?

READ AND RANDOMIZE

Once only	1
2 to 3 times	2
4 to 6 times	3
7 to 10 times	4
More than 10 times	5
Not at all	6
DK/NA	99

- a) An event or exhibit showcasing local history or heritage.

[IF ASKED: For example, a demonstration of traditional knowledge or skills, a presentation or talk, or a re-enactment.]

- b) A First Nations, Inuit or Métis arts gathering or a pow wow.

ASK Q3 OF ALL WHO ATTENDED AT LEAST ONE EVENT (Q1a-k OR Q2). IF NO/DK TO ALL, SKIP TO Q4.

2012 Q3 – REVISED ITEMS

3. Thinking of the performances or events you attended in the last 12 months, did any of them take place...? READ AND RANDOMIZE.

- a) At a performing arts facility, such as a theatre or concert hall.
- b) At a museum or public art gallery.
- c) At places like community or cultural centres.
- d) At places of worship, libraries or schools.
- e) At cafés or clubs.
- e) Outdoors, such as an outdoor stage, at a park or in the street.
- f) At a cinema or movie theatre.
- g) At a private residence.
- h) At a shopping mall, airport or public transit station
- i) At a hospital or other health care setting

01 – Yes

02 – No

99 – DK/NA

2012 Q6 - REVISED

4. In the last 12 months, have you done any of the following?
READ AND RANDOMIZE

- a) Used social media like Facebook, Twitter or Instagram to talk about or find out more about an arts or cultural organization, event or an artist. (IF ASKED: Please do not include an Internet or Google search).
- b) Streamed a live arts performance from the Internet that is happening in real-time (IF ASKED: Please do not include performances that were pre-recorded, only live events.)
- c) Watched a pre-recorded arts performance on the Internet (IF ASKED: For example, performances that are posted on YouTube or on an artist's website)
- d) Used the Internet to improve your skills, find lessons or find groups to join related to the arts.
- e) Uploaded to the Internet something creative or artistic that you created.

01 – Yes

02 – No

99 – DK/NA

ASK Q5-6 OF ALL WHO ATTENDED AT LEAST ONE EVENT (Q1a-k OR Q2) OR LIVESTREAMED AN EVENT (Q4b). IF NO/DK TO ALL, SKIP TO INSTRUCTION BEFORE Q7.

NEW

5. Thinking about the performances and events that you have attended or live streamed in the last 12 months, were any of these created or performed...

READ AND RANDOMIZE

- a) By First Nations, Inuit or Métis artists?
- b) By visible minorities or ethno-cultural minorities? [IF ASKED: An ethno-cultural minority is a group that is in the minority due to their ethnic or cultural heritage.]
- c) By Deaf persons or persons with disabilities?

01 – Yes

02 – No

99 – DK/NA

NEW

6. Thinking about the performances that you have attended or live streamed in the last 12 months, were these performed in...?

READ – READ CODE 1 FIRST IF SURVEY CONDUCTED IN ENGLISH; READ CODE 2 FIRST IF SURVEY CONDUCTED IN FRENCH.

CODE ALL THAT APPLY

01 - English

02 – French, or

03 - a language other than English or French

VOLUNTEERED

99 - DK/NA

ASK Q7 OF ALL WHO ATTENDED AT LEAST ONE EVENT (Q1a-k OR Q2). IF NO/DK TO ALL, SKIP TO Q8.

NEW

7. People go to live arts performances and events for a variety of reasons. Thinking about the last live arts event that you went to, why did you choose to go? That is, what did you hope to get out of the experience?

PROBE: Anything else?

DO NOT READ LIST – CODE ALL THAT APPLY

01 – To have fun/enjoy myself

02 – To spend time with friends/family

03 – To learn something new (e.g., something about my own heritage, or about other cultures)

04 – To be inspired/source of inspiration/creativity

05 – Have new experiences/discover new artists/art forms

06 – I like the artist/performer(s)

98 – Other (SPECIFY)

99 – DK/NA

ASK Q8 OF ALL WHO STREAMED OR WATCHED PRE-RECORDED CONTENT ON THE INTERNET (Q4b OR Q4c). IF NO/DK TO BOTH, SKIP TO Q9.

NEW

8. As a result of the arts performances and events that you watch online, would you say that...?

READ – ROTATE CODES 01 & 02 – ALWAYS READ CODE 03 LAST

01 – You attend more live events

02 - You attend fewer live events

03 – It hasn't changed the number of live events that you attend

VOLUNTEERED

99 - DK/NA

ASK Q9 IF NEVER ATTENDED A LIVE EVENT (NO/DK TO ALL Q1a-k OR Q2). OTHERWISE SKIP TO Q10.

NEW

9. What are the main reasons why you did not attend a live arts performance or event in the past 12 months?

PROBE: Any other reasons?

DO NOT READ LIST – CODE ALL THAT APPLY

01 – Not interested

02 – I don't enjoy live arts performances

03 – Don't have time

04 – Never thought about it

05 – Not how I want to spend my time/money/prefer other

06 – No interesting shows or events in my community/came to town

07 – Costs too much/too expensive

08 – Hard to get to/no transportation/too far away

09 - Don't have anyone to go with me/don't want to go alone

10 - I have health problems/a disability

11 – My community doesn't have arts facilities

12 – Don't know how to find out what's going on in my community

13 - Prefer to view arts content online

98 – Other (SPECIFY)

99 – DK/NA

The next question is about the kinds of artistic or cultural activities that you are personally involved in. This means that you have created or done the art form yourself, or with a group, whether as a hobby or as a professional artist.

2012 Q5 – REVISED ITEMS

10. In the last 12 months, have you personally been involved in any of the following? READ AND RANDOMIZE

- a) Acting
- b) Dancing
- c) Singing, playing a musical instrument, or writing, composing or remixing music
- d) Making photographs, movies, videos, animation or new media art as an artistic activity
- e) Creative writing
- f) Visual art
- f) Fine craft, such as pottery, ceramics, leatherwork or weaving

01 – Yes

02 – No

99 – DK/NA

2012 Q5 – REVISED

11. In the last 12 months, have done any of the following...? READ AND RANDOMIZE

- a) Donated money, goods or services to an arts or cultural organization
- b) Had a membership or subscription to an arts or cultural organization.
- c) Volunteered with an arts or cultural organization.
- g) Performed for your community at a local festival or event
- h) Been part of a historical re-enactment or done historical interpretation in your community
- i) Done research that has been used for local heritage exhibits or historical interpretation

01 – Yes

02 – No

99 – DK/NA

Importance of the Arts

2012 Q7

12. How important to you are the types of arts and cultural events we've talked about in terms of the quality of life of you and your family? Would you say...? READ

Very important	1
Moderately important	2
Not very important, or	3
Not at all important	4

2012 Q10

13. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements. How about...? READ AND RANDOMIZE. ACCEPT 'NEITHER AGREE/DISAGREE' IF VOLUNTEERED. REPEAT SCALE AS NEEDED.

- a) It's important to support the arts by volunteering or donating funds or goods.
- b) Arts and cultural activities in a community make it a better place to live.
- c) Arts and cultural activities are important to a community's economic wellbeing.
- d) Canadian actors, musicians, writers and other artists are among the best in the world and can hold their own on the world stage.
- e) Arts experiences are a valuable way of bringing together people from different languages and cultural traditions.
- f) Exposure to arts and culture is important to individual wellbeing.
- g) The arts are an important way of helping people think and work creatively.
- h) The arts and culture help us express and define what it means to be Canadian.

- 01 – Strongly agree
- 02 – Somewhat agree
- 03 – Somewhat disagree
- 04 – Strongly disagree
- VOLUNTEERED
- 97 – Neither agree nor disagree
- 99 – DK/NA

Heritage Institutions

2012 Q11

14. During the last 12 months, have you visited any of the following? READ AND RANDOMIZE.

- a) A public art gallery, not including commercial galleries where art is for sale.
- b) A museum or science centre.
- c) A historic building or historic site.
- d) A zoo, aquarium or botanical garden.
- e) A planetarium or observatory.

01 – Yes

02 – No

99 – DK/NA

For this survey, please think of these types of places as heritage sites or institutions.

NEW

15. In the past 12 months, have you visited the website of a museum or other heritage institution?

01 – Yes

02 – No SKIP TO Q17

99 – DK/NA SKIP TO Q17

NEW

16. [IF YES AT Q15] Did you go to the website:

READ IN ORDER SHOWN – ACCEPT ALL THAT APPLY

01 – To prepare for a visit, for example to get directions or the hours of operation

02 – In addition to a visit, for example, to get more information about a particular exhibit or to read archived information,

03 – or, did you go to the website instead of a physical visit?

VOLUNTEERED

99 – DK/NA

NEW – item c) moved from Q13

17. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements. READ AND RANDOMIZE. ACCEPT 'NEITHER AGREE/DISAGREE' IF VOLUNTEERED. REPEAT SCALE AS NEEDED.

- a) Museums and other heritage institutions are a trusted source of history and heritage information
- b) Visiting a museum of other heritage institution increases your feeling of attachment to Canada.
- c) The arts and heritage experiences help me feel part of my local community.

01 – Strongly agree
 02 – Somewhat agree
 03 – Somewhat disagree
 04 – Strongly disagree
 VOLUNTEERED
 97 – Neither agree nor disagree
 99 – DK/NA

Focus on local community

2012 Q15

18. Thinking about your community, how would you rate each of the following? Please use a scale from 1-5, where '1' means very poor, '5' means very good, and '3' means neither. If something does not apply, please say so. How about...? READ AND RANDOMIZE – ALWAYS READ CODES a/b, c/d and e/f TOGETHER. RECORD 'DOES NOT APPLY' SEPARATE FROM 'DON'T KNOW'. T07

- a) The number of arts and cultural **events and activities** in your community.
- b) The quality of the arts and cultural **events and activities** in your community.
- c) The number of arts and cultural **facilities** in your community.
- d) The quality of the arts and cultural **facilities** in your community.
- e) The number of **museums and other heritage sites** in your community.
- f) The quality of the **museums and other heritage sites** in your community.

01 – Very poor
 02 –
 03 – Neither
 04 –
 05 – Very good
 VOLUNTEERED
 97 – Does not apply
 99 – Don't know

2012 Q16 – REVISED ITEMS

19. How much do you think the following facilities contribute to the quality of life of people in your community? If there is no such facility in your area, please let me know. How about...? [READ AND RANDOMIZE ITEMS] Do you think this contributes a lot, somewhat, not much, or not at all to the quality of life of people in your community? REPEAT SCALE AS NECESSARY. IF NO FACILITY IN AREA, RECORD AS 'DOES NOT APPLY'.

- a) A museum, public art gallery, heritage centre or heritage site.
- b) A library
- c) A space for live performances.
- d) Spaces for artists to create and do their work.
- e) A facility combining several arts and cultural activities in one.

01 – A lot

02 – Somewhat

03 – Not much

04 – Not at all

VOLUNTEERED

97 – No such facility in community/does not apply

99 – Don't know

Role of government

2012 Q17

20. How much importance do you think governments in Canada should place on supporting arts and culture in Canada? Would you say...? READ

A great deal	1
Moderate amount	2
Not very much	3
No importance at all	4
VOLUNTEERED	
DK/NA	99

2012 Q18

21. There are a number of things that governments in Canada could do to support arts and culture in Canada. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with governments doing each of the following. Starting with...? READ AND RANDOMIZE. ACCEPT 'NEITHER AGREE/DISAGREE' IF VOLUNTEERED. REPEAT SCALE AS NECESSARY

- b) Promoting awareness of Canadian arts and cultural events and activities.
- c) Providing financial support to build and maintain facilities for arts, culture and heritage.
- d) Helping protect and preserve Canada's heritage.
- e) Providing tax incentives and other measures to encourage private sector support for arts and culture.
- f) Providing financial support to individual artists to create art.

01 – Strongly agree
 02 – Somewhat agree
 03 – Somewhat disagree
 04 – Strongly disagree
 VOLUNTEERED
 97 – Neither agree nor disagree
 99 – DK/NA

Demographics

We have a few last questions about you to help us analyze the results of this survey. . .

IF LANDLINE RECORD REGION FROM SAMPLE

IF CELL PHONE SAMPLE ASK D1 and D1a

D1. In which province or territory do you live?

DO NOT READ LIST

Newfoundland	1
Prince Edward Island	2
Nova Scotia	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Northwest Territories	12
Nunavut	13

SKIP D1a IF RESPONDENT LIVES ON FIRST NATIONS RESERVE (CODE 1 AT QDD).

D1a. Which of the following best describes where you live?

- 01 - A major urban centre
- 02 - A suburb
- 03 - A medium sized town
- 04 - A small town
- 05 - A rural area

ASK ALL

D2. What is the highest level of formal education that you have completed?

DO NOT READ LIST EXCEPT TO CLARIFY

- 01 - Grade 8 or less
- 02 - Some high school
- 03 - High School diploma or equivalent
- 04 - Registered Apprenticeship or other trades certificate or diploma
- 05 - College, CEGEP or other non-university certificate or diploma
- 06 - University certificate or diploma below Bachelor's level
- 07 - Bachelor's degree
- 08 - Post graduate degree above bachelor's level
- VOLUNTEERED
- 99 – REFUSE/NA

D3. What language do you speak most often at home?

READ LIST — ACCEPT ALL THAT APPLY

- 01 - English
- 02 - French
- 03 - Another language [DO NOT SPECIFY]
- VOLUNTEERED
- 99 – REFUSE/NA

D4. Are you the parent or guardian of a child under 18 years of age?

- 01 - Yes
- 02 - No
- 99 – REFUSE/NA

D5. Were you born in Canada or in another country?

- 01 – In Canada
- 02 – Another country
- 99 – REFUSE/NA

D6. While we tend to think of ourselves as Canadian, many of us have a different ethnic or cultural heritage. What do you consider to be your main ancestry or ethnic heritage?

DO NOT READ LIST EXCEPT TO CLARIFY – RECORD UP TO 2 ANSWERS.

- 01 - Canadian
- 02 – Aboriginal (First Nations, Inuit, Metis)
- 03 – African

- 04 - American
- 05 – British (English, Irish, Scottish, Welsh)
- 06 – French/Quebécois/French Canadian
- 07 – Other European (Russian, German, Dutch, Scandinavian, Polish, Ukrainian, Dutch, Spanish, Hungarian)
- 08 – Chinese (from Mainland China, Hong Kong, Taiwan)
- 10 – Japanese
- 11 – Jewish
- 12 - Korean
- 13 – Middle Eastern/North Africa (Armenian, Egyptian, Afghan, Iranian, Iraqi, Syrian, Turkish, Saudi)
- 14 - South Asian (from India, Bangladesh, Pakistan, Sri Lanka)
- 15 – Southeast Asian (Vietnamese, Cambodian, Malaysian, Filipino, Indonesian)
- 16 – South or Central American
- 17 – West Indian (Caribbean, Jamaican, Guyanese, Haitian, Guadeloupe)
- 98 – Other (SPECIFY _____)
- 99 – REFUSE/NA

D7. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes.

READ LIST – STOP WHEN APPROPRIATE CATEGORY IS REACHED

- 01 - Under \$20,000
- 02 - \$20,000 to just under \$40,000
- 03 - \$40,000 to just under \$60,000
- 04 - \$60,000 to just under \$80,000
- 05 - \$80,000 to just under \$100,000
- 06 - \$100,000 to just under \$150,000
- 07 - \$150,000 and above
- VOLUNTEERED
- 99 – REFUSE/NA

D8. And finally, while this may seem like an unusual question, how do you identify your gender?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Female
- 02 – Male
- 03 – Transgender
- 04 – Inter-sexed
- 05 – Two-spirited
- 98 – Other (SPECIFY, DO NOT CODE)
- VOLUNTEERED
- 99 – REFUSE/NA

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

This survey was conducted on behalf of the Department of Canadian Heritage, and is registered under the Federal Access to Information Act. Thank you very much for your participation.

RECORD:

D9. Language of interview

01 - English

02 - French