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FINAL REPORT

Arts and Heritage in Canada: Access and Availability Survey 2012

Prepared for the Department of Canadian Heritage

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Ce rapport est aussi disponible en français sur demande.

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EXECUTIVE SUMMARY

The Department of Canadian Heritage commissioned Phoenix SPI to conduct research related to the arts and heritage in Canada. The main objective was to gather information on Canadians' attitudes towards an array of issues relating to behaviours and values associated with arts and heritage. A random digit dialling (RDD) telephone survey was administered to 1,001 Canadian residents, 18 years of age or older. Based on a sample of this size, the overall results can be considered to be accurate within $\pm 3.2\%$, 19 times out of 20. The fieldwork was conducted from June 8th to July 3rd, 2012.

The research results are intended to be used by the department to assist in evaluating programs and in developing policy with respect to the arts and heritage.

Arts and Culture Attendance

Most surveyed Canadians (83%) attended at least one type of live performance or arts event in the past year, with the most popular being live art performances (63%), craft shows or fairs (55%), and arts or cultural festivals (52%). These same events, not surprisingly, were also the most frequently attended. Forty-five percent attended a live art performance at least twice in the year preceding the survey. This was followed, albeit at a distance, by craft shows or fairs (36%) and arts and cultural festivals (31%).

The arts performances and exhibits attended took place at a wide variety of venues. Arts performances were most likely to have taken place at a performing arts facility (71%), or outdoors (67%), such as at an outdoor stage, at a park or in the street. Exhibits, on the other hand, were most likely to have been displayed outdoors (57%), at a community or cultural centre (47%), or at a museum or public art gallery (46%). In terms of cultural focus, some of the performances, events and exhibits attended were based on cultures from Latin America, the Caribbean, the Middle East, Africa or Asia (27%) or on Aboriginal cultures and traditions (23%).

Involvement in Arts and Cultural Events

Canadians not only attend arts and cultural events, they appear to take at least some personal interest in this area as well, with 57% of respondents saying they were personally involved in at least one artistic activity in the last 12 months. The most popular activity was making a donation of money, goods, or services to an arts or cultural organization—one-quarter (26%) had done so in the past year. This was followed by acting, music or dancing (22%), making photographs, movies, videos, animation or new media art as an artistic activity (20%), and using the Internet or a smart phone to create something creative or artistic (20%).

In addition to personal involvement, 71% of surveyed Canadians use the Internet to engage in a variety of online activities related to arts and culture. More than half (54%) said they found out more about an artist or performer or an event or exhibit via the Internet. Smaller proportions, but still strong minorities, purchased tickets for an arts or cultural event (44%), viewed or listened to an arts performance, exhibition or work of art (40%), or discussed an arts or cultural event or let others know of an upcoming event (38%) online. Respondents were least likely to have downloaded software or a mobile phone app related to the arts (17%) or uploaded something creative or artistic that they created (15%).



Perceptions of Arts and Cultural Events

The results reveal that Canadians have very positive attitudes toward arts and culture in Canada. Two-thirds (66%) of respondents feel that arts and cultural events are important in terms of quality of life for them and their families. Drawing attention to ease of access, a virtually identical proportion—67%—said that it is important to have arts and culture activities that are within 45 minutes of travel time from them. The importance attributed to arts and culture is not surprising given that Canadians attend such events and are personally involved in a range of artistic activities.

When focusing on their perceptions of arts and cultural events, agreement was strong and widespread that arts and culture make a community a better place to live (92%), arts experiences are a valuable way of bringing together people from different languages and cultural traditions (92%), arts are an important way of helping people think and work creatively (92%), Canadian actors, musicians, writers and other artists are among the best in the world (90%), and exposure to arts and culture is important to individual well-being (90%).

Heritage Attendance

Three-quarters of surveyed Canadians visited a heritage institution or site in the last year. In terms of the types of sites or institutions visited, they were most likely to have visited a historic building or site (55%), a museum or science centre (51%), or a zoo, aquarium or botanical garden (47%). Survey respondents who visited heritage institutions are more likely to do so while travelling in Canada (54%) as opposed to travelling internationally (38%). Notably, slightly more than half (53%) of those who visited a heritage site while travelling or on vacation said that the opportunity to do so influenced their choice of travel destination at least to some degree. As was the case with arts and cultural events, respondents tend to hold fairly positive perceptions of heritage institutions. Asked about the different roles for museums, virtually everyone—96% each—said it is at least moderately important that museums preserve the past and provide learning opportunities. Majorities also think it is important that museums attract tourists (91%) and present exhibitions (89%).

Perceptions of Arts and Heritage in Local Communities

Surveyed Canadians offered mixed assessments of the number and quality of events and facilities in their community. Overall, perceptions of quality exceeded those related to the number of events and facilities. In terms of arts and cultural events, just over half rated the number (53%) and quality (58%) positively. Turning to arts and cultural facilities, 43% said the number of facilities in their community is good or very good. The quality of these facilities fared somewhat better, with 53% assessing them as good or very good. Finally, more than four in ten (44%) said the number of museums and other heritage institutions in their community is good to very good. The quality of such facilities was again rated more positively—54% said it was good to very good.

Despite only modestly positive assessments of the number and quality of facilities in their community, most surveyed Canadians feel that arts and heritage facilities contribute to their quality of life. More than nine in ten (94%) think that libraries in their community contribute to the quality of life of people living there, with 71% thinking they contribute a lot in this regard. Substantial majorities also feel that live performance spaces in their community contribute to quality of life (86%), as do museums, facilities combining several



arts and cultural activities, and heritage centres (80% each). Somewhat fewer, but still large proportions, said that public art galleries (78%) and spaces for artists to create and do their work (73%) contribute to peoples' quality of life.

Perceptions of Government Support and Involvement

Most (87%) think that arts and culture warrant the support of governments in Canada. Underscoring this belief was widespread support for all types of potential government support and involvement in arts and culture. Topping the list was protecting and preserving Canada's heritage. Fully 95% agreed that governments in Canada should help protect and preserve the country's heritage. Following this, exactly nine in ten each expressed agreement with governments providing support for the arts and culture and promoting awareness of events and activities. Strong agreement was also expressed that governments in Canada should partner with others to ensure that there are enough arts and cultural facilities to serve the public (88%) and provide incentives to promote private sector support for arts and culture (85%).

Overview of Sub-group Findings

Sub-group variations were evident with respect to many of the issues explored in the survey. While there were many localized, specific differences, broad patterns only emerged with respect to arts and heritage attendance, education, household income, and to a lesser extent, region.

The strongest and most consistent pattern in the findings was based on arts attendance, with the results suggesting a relationship between respondents' attendance of such events and their attitudes toward related issues. Generally speaking, those who attended more events more often tended to attribute more importance to the arts and hold more positive opinions about them. A similar pattern was evident when it came to heritage attendance.

Turning to education and income, arts and heritage attendance as well as personal involvement in artistic activities increased with respondents' level of educational attainment and their annual household income. In addition, university graduates and respondents from higher income households were more apt to hold positive attitudes toward arts and culture, attribute importance to the arts in terms of quality of life, and feel their local arts and heritage facilities contribute a lot to quality of life in their community.

To the extent that there were consistent regional differences, Quebeckers stood out in a number of areas. Specifically, they were more likely to have attended a variety of different types of performances and arts events, attributed importance to arts and cultural events in terms of quality of life, and provided positive ratings of *most* aspects of their community's arts and culture infrastructure. Not surprisingly, Quebeckers also were more likely than others to think that governments in Canada should place a great deal of importance on supporting the arts.

Results Over Time

This year's findings reveal several noteworthy changes in reported behaviours and perceptions compared to previous years¹. Canadians continue to attend events or

¹ Previous surveys were conducted in 2000, 2001, 2004 and 2007.



activities annually and are personally involved in a range of artistic activities. However, compared to previous surveys, there has been some decline in attendance of live art performances and visual art exhibits. Similarly, respondents were less likely to have attended an event based on non-European cultures or on Aboriginal cultures and traditions. When the focus is on venues, there has been a slight increase in the number of Canadians attending arts performances held outdoors and a modest decline in the number attending exhibits or displays held in performing arts facilities. That said, the proportion of surveyed Canadians saying that heritage sites or institutions had no influence at all on their vacation destinations has declined significantly, suggesting that more Canadians are taking heritage sites into consideration when planning their travels. Finally, turning to perceptions, the importance attributed to the arts in terms of quality of life has declined somewhat, and this year, the level of interest in new or different works or artists is significantly lower than it was in previous years.

Conclusion and Implications

Many Canadians attended one or more arts and cultural events or activities or visited one or more historical institutions in the previous year. In addition, Canadians are personally involved in arts and culture, most likely through donations, and some are starting to make use of the Internet in support of their arts and culture activities and related interests.

Canadians also tend to hold positive perceptions of arts and culture, with most attributing importance to it in terms of improving their quality of life and the quality of life in their communities. Focusing on their communities, most people offered mixed assessments of the quality and number of facilities in their community. In this area, there continues to be room for improvement and a natural role for government, regardless of level, to play in improving access to, and the quality of, public facilities. Canadians support government involvement in arts and culture, either directly or through partnerships and incentive strategies.

More Information:

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To obtain more information on this study, please email por-rop@pch.gc.ca.



SOMMAIRE

Le ministère du Patrimoine canadien a confié à Phoenix SPI le mandat d'effectuer une étude sur les arts et le patrimoine au Canada. L'objectif principal était de recueillir de l'information sur l'attitude des Canadiens à l'égard d'un éventail de questions concernant les comportements et les valeurs associées aux arts et au patrimoine. Un sondage téléphonique à composition aléatoire a été réalisé auprès de 1 001 résidents canadiens de 18 ans ou plus. Pour un échantillon de cette taille, la marge d'erreur est de $\pm 3,2\%$, 19 fois sur 20. Le sondage a été effectué entre le 8 juin et le 3 juillet 2012.

Le Ministère se servira des résultats de la recherche pour évaluer les programmes et l'élaboration de politiques en matière d'arts et de patrimoine.

Présence à des activités artistiques et culturelles

La plupart des Canadiens interrogés (83 %) ont assisté à au moins un type de spectacle ou d'activité artistique dans la dernière année, les plus courus étant les spectacles des arts de la scène (63 %), les salons ou les foires d'artisanat (55 %) et les festivals artistiques ou culturels (52 %). Comme on pouvait s'y attendre, ces événements ont aussi été les plus souvent fréquentés. Quarante-cinq pour cent des répondants ont assisté à au moins deux spectacles dans les douze mois qui ont précédé le sondage. Viennent ensuite, assez loin derrière, les salons ou les foires d'artisanat (36 %) et les festivals artistiques ou culturels (31 %).

Les répondants ont assisté à des spectacles et à des expositions dans des lieux très variés. Le plus souvent, les spectacles avaient eu lieu dans une installation destinée aux arts de la scène (71 %) ou à l'extérieur (67 %), comme sur une scène en plein air, dans un parc ou dans la rue. En revanche, les expositions avaient été le plus souvent présentées à l'extérieur (57 %), dans un centre culturel ou communautaire (47 %) ou dans un musée ou une galerie d'art publique (46 %). Certains des spectacles, activités et expositions étaient axés sur les cultures de l'Amérique latine, des Caraïbes, du Moyen-Orient, de l'Afrique ou de l'Asie (27 %) ou encore sur les cultures et les traditions autochtones (23 %).

Participation à des activités artistiques et culturelles

Non seulement les Canadiens assistent à des manifestations artistiques et culturelles, mais ils semblent également avoir un certain intérêt personnel pour ces activités : 57 % des répondants ont affirmé avoir participé à au moins une activité artistique au cours des 12 derniers mois. La forme de participation la plus courante était le don d'argent, de biens ou de services à un organisme culturel ou artistique (26 %), suivi du théâtre, de la musique ou de la danse (22 %), de la photographie, des films, des vidéos, de l'animation ou des nouveaux médias en tant qu'activité artistique (20 %) et de l'utilisation d'Internet ou d'un téléphone intelligent pour réaliser une œuvre créative ou artistique (20 %).

En plus de participer à des activités, 71 % des Canadiens interrogés recourent à Internet pour s'adonner à diverses activités en ligne liées aux arts et à la culture. Plus de la moitié des répondants (54 %) ont dit en avoir appris davantage sur un artiste, un interprète, une activité ou une exposition en consultant Internet. Une proportion moins grande de répondants – mais tout de même une forte minorité – ont utilisé Internet pour acheter des billets pour assister à une activité artistique ou culturelle (44 %), pour visionner ou écouter



un spectacle, une exposition ou une œuvre d'art (40 %) ou pour discuter d'une activité culturelle ou artistique ou informer d'autres personnes d'une activité à venir (38 %). Les répondants ont été moins nombreux à télécharger un logiciel ou une application pour téléphone cellulaire lié aux arts (17 %) ou à téléverser une œuvre créative ou artistique de leur propre cru (15 %).

Perceptions à l'égard des activités artistiques et culturelles

Les résultats révèlent que l'attitude des Canadiens à l'égard des arts et de la culture au Canada est très positive. Les deux tiers des répondants (66 %) estiment que les activités artistiques et culturelles sont importantes pour leur qualité de vie et celle de leur famille. En ce qui concerne la facilité d'accès, une proportion presque identique de répondants (67 %) ont dit qu'il est important pour eux de pouvoir assister à des activités artistiques ou culturelles qui se déroulent à moins de 45 minutes de leur domicile. Il n'est pas étonnant que les Canadiens accordent de l'importance aux arts et à la culture étant donné qu'ils assistent à des manifestations culturelles et artistiques et qu'ils participent à un éventail d'activités artistiques.

En ce qui concerne les perceptions des répondants à l'égard des activités culturelles et artistiques, la grande majorité s'entend pour dire que les arts et la culture au sein d'une collectivité font en sorte qu'il est plus agréable d'y habiter (92 %), que les expériences artistiques sont une bonne occasion de réunir des gens de langues et de traditions culturelles différentes (92 %), que les arts constituent un bon moyen d'aider les gens à réfléchir et à travailler de façon créative (92 %), que les acteurs, musiciens, écrivains et autres artistes canadiens comptent parmi les meilleurs au monde (90 %) et que l'exposition aux arts et à la culture est importante pour le bien-être individuel (90 %).

Fréquentation de lieux patrimoniaux

Les trois quarts des Canadiens interrogés ont visité un établissement ou un site patrimonial dans la dernière année. Les types de sites ou d'établissements les plus visités étaient les bâtiments et les lieux historiques (55 %), les musées et les centres des sciences (51 %) ainsi que les zoos, les aquariums et les jardins botaniques (47 %). Les Canadiens visitent surtout des établissements patrimoniaux dans le cadre de leurs voyages au Canada (54 %) plutôt que dans le cadre de leurs voyages à l'étranger (38 %). Fait digne de mention, un peu plus de la moitié (53 %) des répondants qui ont visité un site patrimonial dans le cadre d'un voyage ou de vacances ont affirmé que le fait d'avoir la possibilité de visiter ce site a influé sur le choix de la destination, du moins dans une certaine mesure. Comme dans le cas des activités artistiques et culturelles, les répondants ont généralement une perception assez positive des établissements patrimoniaux. À la question portant sur le rôle des musées, presque tous les Canadiens interrogés ont répondu qu'il était au moins assez important que les musées préservent le passé (96 %) et offrent des occasions d'apprentissage (96 %). Pour la majorité des répondants, il est également important que les musées attirent les touristes (91 %) et présentent des expositions (89 %).

Perception des arts et du patrimoine dans les collectivités locales

Les avis des Canadiens interrogés sont partagés en ce qui concerne le nombre et la qualité des activités et des installations dans leur collectivité. Dans l'ensemble, on constate que les Canadiens sont plus satisfaits de la qualité que de la quantité. Pour ce



qui est des activités artistiques et culturelles, un peu plus de la moitié des répondants ont évalué positivement leur nombre (53 %) et leur qualité (58 %). En ce qui a trait aux installations artistiques et culturelles, 43 % des répondants jugent que le nombre d'installations dans leur collectivité est bon ou très bon; une proportion légèrement supérieure de répondants (53 %) estiment que la qualité de ces installations est bonne ou très bonne. Enfin, plus de quatre répondants sur dix (44 %) ont affirmé que le nombre de musées et d'autres établissements patrimoniaux dans leur collectivité est bon ou très bon. Encore une fois, les Canadiens sont plus satisfaits de la qualité de ces établissements : 54 % des répondants considèrent que la qualité de ces établissements est bonne ou très bonne.

Même si les perceptions des répondants à l'égard du nombre et de la qualité des installations dans leur collectivité ne sont positives que dans une modeste mesure, la plupart des Canadiens interrogés sont d'avis que les installations artistiques et patrimoniales contribuent à leur qualité de vie. Plus de neuf répondants sur dix (94 %) croient que les bibliothèques contribuent à la qualité de vie des gens de leur collectivité, et 71 % estiment qu'elles y contribuent grandement. De plus, la grande majorité des répondants considèrent que les salles de spectacle dans la collectivité contribuent à la qualité de vie (86 %), tout comme les musées, les installations destinées à plusieurs activités artistiques et culturelles et les centres patrimoniaux (80 % dans chacun des cas). Une proportion moins élevée, mais tout de même importante, de répondants croient que les galeries d'art publiques (78 %) et les ateliers de création et de travail pour les artistes (73 %) contribuent à la qualité de vie des gens.

Perception du soutien et de la participation des gouvernements

La plupart des Canadiens interrogés (87 %) considèrent que les gouvernements du Canada doivent soutenir les arts et la culture. En effet, toute forme de soutien et de participation des gouvernements dans le domaine des arts et de la culture suscite un vaste appui, surtout la protection et la conservation du patrimoine canadien : 95 % des répondants sont d'accord pour dire que les gouvernements du Canada devraient contribuer à cet objectif. Viennent ensuite le soutien des arts et de la culture et la promotion de la sensibilisation aux événements et aux activités (neuf répondants sur dix). La majeure partie des répondants estiment également que les gouvernements devraient créer des partenariats afin de veiller à ce qu'il y ait suffisamment d'installations artistiques et culturelles pour répondre aux besoins du public (88 %) et mettre en place des mesures incitatives pour encourager le secteur privé à soutenir les arts et la culture (85 %).

Survol des résultats à l'échelle des sous-groupes

Pour bon nombre des questions abordées dans le sondage, on observe des différences entre les sous-groupes. Une grande partie de ces différences sont précises et localisées. Il n'est possible de dégager des tendances générales que sur le plan de la présence aux activités artistiques et de la fréquentation des lieux patrimoniaux, du niveau de scolarité, du revenu du ménage et, dans une moindre mesure, de la région.

La tendance la plus forte et la plus soutenue qui ressort des résultats a trait à la présence aux activités artistiques : les résultats portent à croire qu'un lien existe entre la présence des répondants à ces manifestations et leur attitude à l'égard de celles-ci. De manière générale, les répondants qui ont assisté à plus d'activités plus souvent attribuent plus d'importance aux arts et ont des opinions plus positives à leur sujet. Une tendance similaire se dégage des résultats concernant la fréquentation des lieux patrimoniaux.



On constate également que plus le niveau de scolarité et le revenu annuel du ménage sont élevés, plus le répondant a assisté à des activités culturelles et a visité des sites patrimoniaux et plus il a participé à des manifestations artistiques. De plus, les diplômés universitaires et les répondants faisant partie d'un ménage à revenu élevé sont relativement plus nombreux à avoir une attitude positive à l'égard des arts et de la culture, à considérer les arts comme étant importants pour la qualité de vie et à estimer que les installations artistiques et patrimoniales locales contribuent grandement à la qualité de vie des gens de leur collectivité.

Des différences systématiques ont été relevées à l'échelle régionale, et les Québécois se distinguent à un certain nombre d'égards. En effet, ils sont proportionnellement plus nombreux à avoir assisté à différents types de spectacles et d'activités artistiques, à considérer que les activités artistiques et culturelles sont importantes pour la qualité de vie et à avoir évalué positivement *la plupart* des aspects de l'infrastructure artistique et culturelle de leur collectivité. Il n'est donc pas étonnant que les Québécois soient également relativement plus nombreux à penser que les gouvernements du Canada doivent accorder une grande importance aux arts.

Résultats au fil du temps

Les résultats de 2012 font état de plusieurs changements dignes de mention dans les comportements et les perceptions des Canadiens comparativement aux années précédentes². Les Canadiens continuent d'assister à des activités tous les ans et de participer à une variété de manifestations artistiques. Toutefois, par rapport aux années antérieures, les Canadiens ont été relativement moins nombreux à assister à des spectacles des arts de la scène et à des expositions d'arts visuels. De même, les répondants ont été proportionnellement moins nombreux à assister à des activités axées sur les cultures non européennes ou sur les cultures et traditions autochtones. Par ailleurs, la proportion de Canadiens ayant assisté à des spectacles en plein air a légèrement augmenté tandis que la proportion de Canadiens ayant visité une exposition tenue dans une installation destinée aux arts de la scène a un peu diminué. Cela dit, la proportion de Canadiens ayant affirmé que les sites ou établissements patrimoniaux n'avaient eu aucune influence sur leur destination vacances a beaucoup reculé, ce qui porte à croire qu'un plus grand nombre de Canadiens tiennent compte des sites patrimoniaux lorsqu'ils planifient leurs voyages. Enfin, cette année, les Canadiens estiment que les arts sont un peu moins importants pour la qualité de vie, et l'intérêt pour les œuvres ou les artistes nouveaux ou différents est beaucoup moins grand que dans les années antérieures.

Conclusion et répercussions

De nombreux Canadiens ont assisté à au moins une activité artistique ou culturelle ou ont visité au moins un établissement historique dans la dernière année. De plus, les Canadiens participent aux arts et à la culture, le plus souvent en faisant des dons, et certains utilisent désormais Internet à l'appui de leurs activités artistiques et culturelles et de leurs intérêts connexes.

Par ailleurs, les Canadiens ont généralement une perception positive des arts et de la culture, la plupart considérant ces activités comme importantes parce qu'elles améliorent

² Les sondages précédents ont été réalisés en 2000, en 2001, en 2004 et en 2007.



leur qualité de vie et la qualité de vie des gens de leur collectivité. Les avis des Canadiens interrogés sont partagés au sujet du nombre et de la qualité des installations dans leur collectivité. À cet égard, il y a encore place à l'amélioration, et tous les gouvernements ont naturellement un rôle à jouer dans l'amélioration de l'accès aux installations publiques et de la qualité de cette infrastructure. Les Canadiens sont en faveur de la participation du gouvernement aux arts et à la culture, que ce soit de manière directe ou par le truchement de partenariats et de mesures incitatives.

Pour de plus amples renseignements :

Nom du fournisseur : Phoenix Strategic Perspectives Inc.

Numéro de contrat de TPSGC : C1111-110946-001-CY

Date d'attribution du contrat : 2012-03-30

Valeur du contrat : 44 962,64 \$

Pour obtenir plus d'information au sujet de cette étude, veuillez envoyer un courriel à por-rop@pch.gc.ca.



INTRODUCTION

The Department of Canadian Heritage commissioned Phoenix Strategic Perspectives to conduct research related to arts and heritage in Canada. The research built on previous studies conducted in 2000, 2001, 2004 and 2007.

Background and Objectives

The Arts Policy Branch and the Heritage Policy Branch of the Department of Canadian Heritage required a nationally representative public opinion survey in order to complement and build on research already undertaken in the area of arts and heritage attendance and participation.

Building on past studies, the survey was designed to measure overall arts and culture attendance in Canada and the average Canadian's recognition of the arts. More specifically, the areas of investigation included:

- perceptions of the availability/accessibility of existing cultural infrastructure and arts events and activities;
- perceptions of suitability/adequacy of existing cultural infrastructure;
- perceptions of quality of artistic events and activities;
- perceived benefits of presence of cultural infrastructure, arts activities and heritage institutions to quality of life/community vitality/local economy (whether people actually make use of it or not);
- frequency and nature of attendance at arts events and heritage institutions, and of participation in arts activities; and
- role of governments in preserving Canadian heritage and supporting heritage institutions

The findings from this research are intended to complemented existing research and to assist the Department of Canadian Heritage in evaluating programs and in developing policy with respect to the arts and heritage.

Methodology

A random digit dialling (RDD) telephone survey was administered to 1,001 Canadian residents, 18 years of age or older. Cell phone numbers were included in the sample frame. Based on a sample of this size, the overall results can be considered to be accurate within $\pm 3.2\%$, 19 times out of 20. The margin of error is greater for results pertaining to subgroups of the total sample. Interviews averaged 15.9 minutes in length, and the fieldwork took place from June 8th to July 3rd, 2012.

This wave of the study reflects some differences from the last wave. In 2007, a mixed mode methodology was undertaken, which included a telephone survey and focus groups. The phone survey was conducted with 1,202 Canadians, aged 15 years and older. In addition, the survey included an oversample of youth. In 2007, the sample did not include cell phones. To augment the quantitative findings, a set of 14 focus groups were conducted with the general public, youth, and Aboriginal Canadians.

A detailed methodological note has been appended to this report (Appendix 1).



Notes to Readers

- For editorial purposes, the terms 'respondents' and 'surveyed Canadians' are used in the report to denote those who took part in the research.
- Reference is made to findings from similar surveys conducted in 2000, 2001, 2004, and 2007. When comparing results over time, it should be kept in mind that the sample for this year's survey differed from the sample in previous years given that 20% of the sample consisted of cell phone numbers. The age range of respondents also differed from the previous wave, when Canadians aged 15 and over were included in the survey.
- All results in the report are expressed as a percentage, unless otherwise noted.
- Throughout the report, percentages may not always add to 100 due to rounding.
- Due to rounding, some percentages in the report may not match those presented in the tabulated data (available under separate cover).
- When reporting sub-group variations, only differences that are significant at the 95% confidence level and/or indicative of a pattern are discussed in the report.

Appended to the report is a detailed description of the methodology (Appendix 1), as well as copies of the questionnaire in English and French (Appendix 2). In addition, a full set of tabulated data has been provided under separate cover.



PARTICIPATION IN ARTS AND CULTURAL EVENTS

This section presents findings related to attendance of, and participation in, different types of arts and cultural events.

Live Performances, Craft Shows, Festivals – Top Events Attended

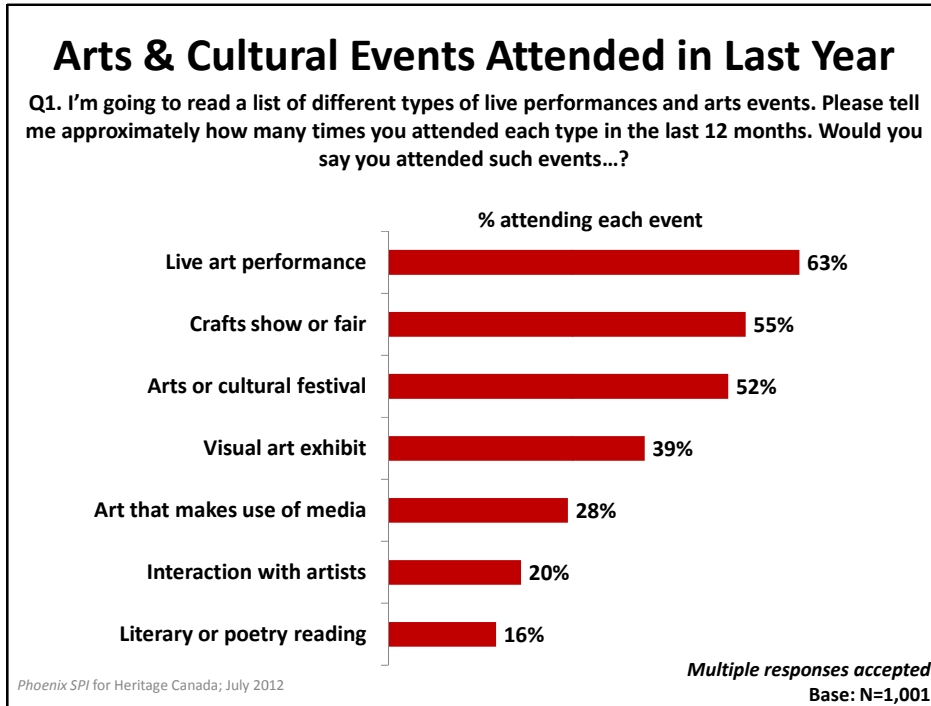
Respondents were read a list of different types of live performances and arts events that they might have attended during the 12 months preceding the survey, and asked to indicate how many times, if any, they had attended each one. The types of performances and events included:

- A live art performance, such as a play, musical, music concert, dance performance, opera, or storytelling.
- Art that makes use of film, video, audio or digital technologies, but not including regular movies in cinemas.
- A literary or poetry reading.
- A visual art exhibit
- A crafts show or fair, including where these crafts are also offered for sale.
- An opportunity to interact with artists, such as a question and answer session, a workshop, or meeting with an artist in residence.
- An arts or cultural festival of any kind.

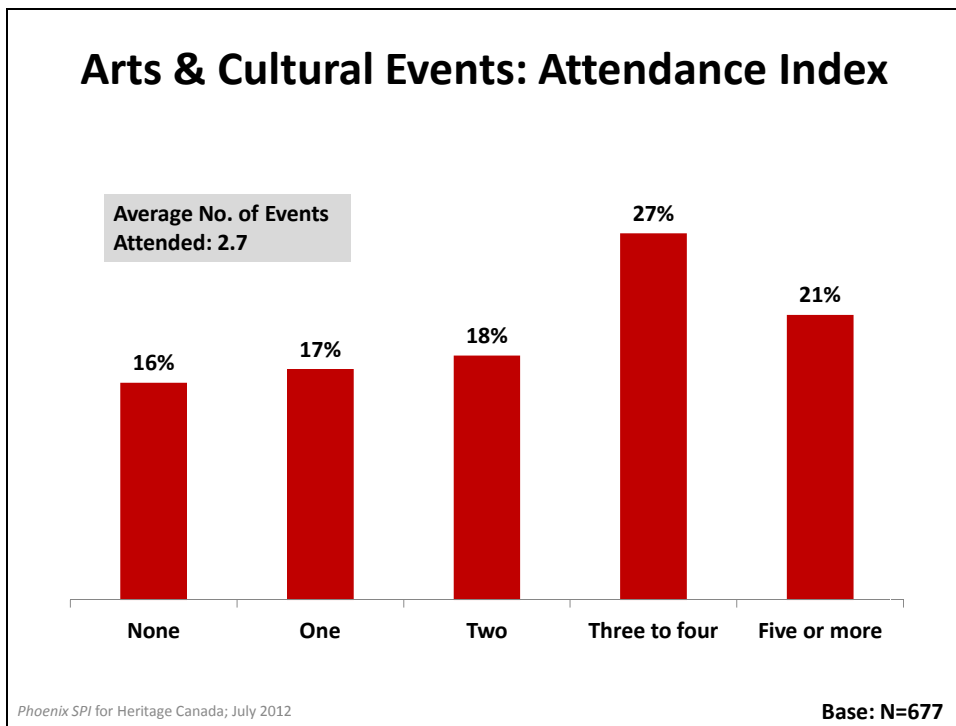
In total, 83% of respondents attended at least one type of arts or cultural event in the 12 months preceding the survey. In terms of specific types of events, the most popular ones, each attended by over half of surveyed Canadians, were live art performances (63%)³, craft shows or fairs (55%), and arts or cultural festivals (52%).

Other performances and events were attended by substantially fewer respondents; the event least likely to be attended was literary or poetry readings, with just 16% reporting attendance.

³ This percentage is based on a modified question that was re-asked of respondents through call backs subsequent to the initial fielding of the questionnaire. The reason for the call backs was that the initial version of the question that was fielded was altered from previous waves. While the intent was to reduce the length of the question, not change its meaning, it is clear that this also affected how respondents understood the question. The results, therefore, could not be relied upon for tracking purposes. The sample size of completed call-back interviews was 677. The base used to calculate the results for this question excludes those who did not answer the question. This proportion was high as a result of the call-back methodology. The percentage of 'don't know' responses for each of the other questions in this battery was less than 1%.



Turning to the variety of live performances or arts events attended, just under half of those surveyed attended three or more different types of performances or events in the past year: 27% of Canadians attended three to four and 21% five or more. Conversely, just over one-third (35%) attended just one or two types of performances or events. The average number of different types of performances or events attended was 2.7⁴.



⁴ Note that this index is based on a sample size of 667 (i.e. those respondents that were re-asked a modified question through call backs subsequent to the initial fielding of the questionnaire).



Sub-group Differences

- The likelihood of attending several of these events was higher among respondents from Quebec. Specifically, they were more apt to have attended an arts or cultural festival (62% vs. 46-51% of others), art that makes use of film, video audio or digital technologies (33% vs. 23-27% of others), and a literary or poetry reading (25% vs. 8-17% of others). Crafts shows or fairs were more popular among respondents from British Columbia and Atlantic Canada—63% each attended at least one in the last year compared to 50-54% of respondents elsewhere.
- The likelihood of attending an arts or cultural festival and an event showcasing art that makes use of multi-media increased as the age of respondents decreased. In total, 43% of Canadians 55+ years attended an arts or cultural festival compared to 60% of those under 35, and 22% of Canadians 55+ years attended a multi-media event compared to 32% of those under 35.
- The likelihood of attending some or all types of events increased significantly with education and, to a lesser extent, income.
- With one notable exception, gender had little to no impact on attendance. The exception: crafts shows or fairs (60% of women vs. 49% of men).

Compared to previous surveys, there has been some decline in the attendance of live art performances and visual art exhibits.

Arts & Cultural Events Attended in Last Year

Tracking

% attending each event

	2012	2007	2004	2001
Live art performance	63%*	69%	67%	65%
Crafts show or fair	55%	58%	--	--
Arts or cultural festival	52%	53%	54%	--
Visual art exhibit	39%	44%	59%	58%
Art that makes use of media**	28%	30%	28%	34%
Interaction with artists	20%	21%	24%	--
Literary or poetry reading	16%	15%	19%	17%

**This percentage is based on a question fielded through call-backs (n=677) which followed the full field of the questionnaire. The base for this one measure excludes those who did not answer the question, as this proportion is high as a function of the methodology. These were not removed from the bases of earlier waves. In 2007, those who did not answer the question amounted to 1% or less.*

Phoenix SPI for Heritage Canada; July 2012

****Description modified in 2007.**



Frequency of Attendance Varies by Event; Live Performances Most Popular

In terms of the number of times people attended the various events, most events were attended relatively few times (three or less). Live art performances were the most frequently attended of all events. Just over one in five surveyed Canadians (22%) had attended a live performance four times or more, and a similar proportion (23%) had done so two to three times during the previous year. Eighteen percent had attended once only, and 36% had not attended any such performances.

Frequency of Attending Arts & Cultural Events						
Q1. I'm going to read a list of different types of live performances and arts events. Please tell me approximately how many times you attended each type in the last 12 months. Would you say you attended such events...?						
	Not at All	Once	2 to 3 times	4 to 6 times	7 to 10 times	>10 times
Live art performance*	36%	18%	23%	13%	5%	4%
Craft show/fair	45%	20%	23%	9%	2%	1%
Arts/cultural festival	48%	20%	22%	7%	1%	1%
Visual art exhibit	60%	18%	14%	4%	1%	2%
Art that uses media	72%	9%	10%	4%	2%	3%
Interaction with artists	79%	10%	7%	2%	<1%	2%
Literary/poetry reading	83%	7%	5%	2%	1%	2%

*Percentages for this one measure are based on a question fielded through call-backs, (n=677) which followed the full field of the questionnaire. The base excludes those who did not answer the question, as this proportion is high as a function of the methodology. The "don't know" responses for all other measures in this graph were under 1%.

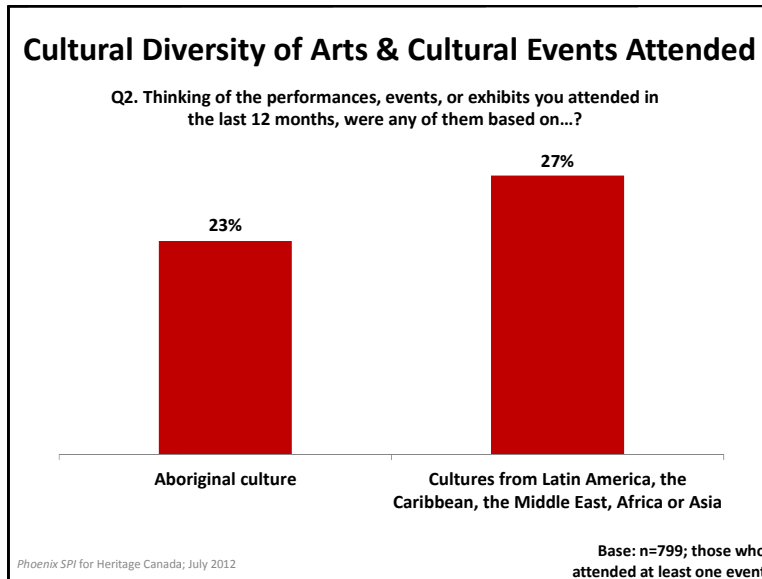
Phoenix SPI for Heritage Canada; July 2012 **Base: N=1,001**

Craft shows or fairs were the second-most-popular event, with similar proportions having attended once (20%) or two to three times (23%). Just 13% reported four or more visits in the last 12 months. Another 45% had not gone to any. Arts and cultural festivals were third in popularity, also attended by a majority—20% attended once, 22% did so two or three times, and 9% attended arts and cultural festivals four times or more. Conversely, 48% did not attend any such festivals.

Arts events that are typically associated with niche markets—visual art exhibits, art that makes use of film, video, audio or digital technologies, opportunities to interact with artists, and literary or poetry readings—still attracted 17-39% at least once per year. These results are similar to those of 2007.

Canadians Show Some Interest in Culturally Diverse Events

Respondents who attended at least one event (n=799) were asked whether any of them were based on cultures from Latin America, the Caribbean, the Middle East, Africa or Asia, or based on Aboriginal cultures and traditions. Twenty-seven percent attended at least one event based on cultures from Latin America, the Caribbean, the Middle East, Africa or Asia. Close to one-quarter (23%) said they attended at least one event based on Aboriginal cultures and traditions.



Sub-group Differences

- Respondents from Quebec were less likely to have attended an event based on Aboriginal cultures and traditions (17% vs. 22% in British Columbia and 25-29% elsewhere). The likelihood of attending such an event increased with education, from 17% of respondents who completed high school or less to 28% of those with a university education.
- Respondents from Ontario (32%) and the Prairies (31%), as well as men (31%) were more likely to have attended an event based on non-European cultures and traditions. The likelihood of attending such an event *increased* with education, from 21% of those who completed high school or less to 34% of those with a university education, and as age decreased, from 19% of those 55+ to 39% of those under 35 years.

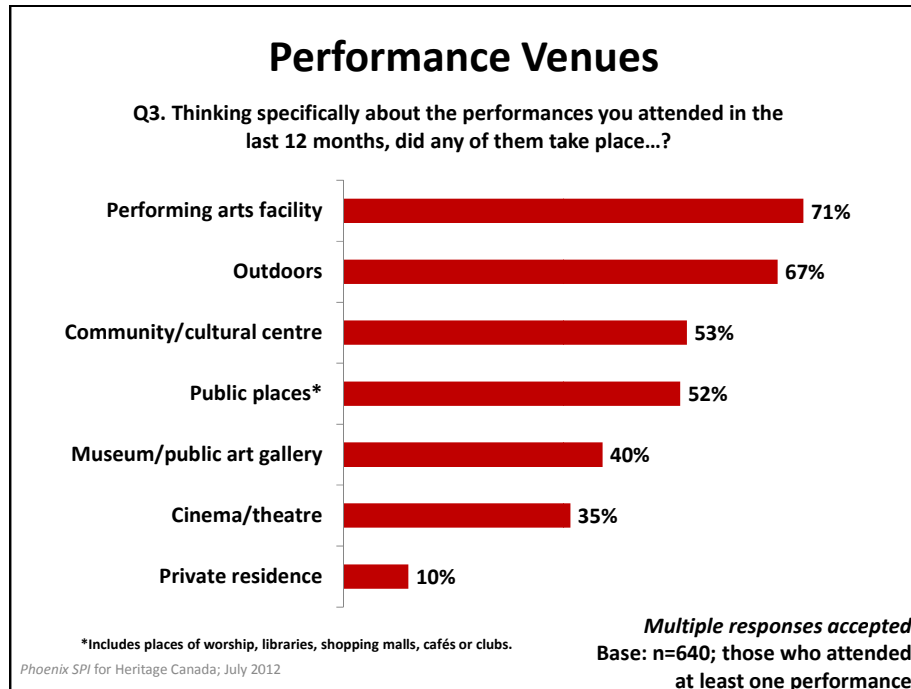
Attendance at culturally diverse events has declined somewhat. Compared to previous years, respondents were slightly less likely to have attended either type of event: an event based on Latin American, Caribbean, Middle Eastern, African or Asian cultures (27% vs. 31% in 2007 and 28% in 2004) and an event based on Aboriginal cultures and traditions (23% vs. 25% in 2007 and 29% in 2004).

Performances Take Place at Range of Venues

Respondents⁵ reported having attended performances at a wide range of venues in the last 12 months. The top two venues mentioned were performing arts facilities (71%), such as a theatre or concert hall, and outdoors (67%), such as at an outdoor stage, at a park or in the street.

Following this, slightly more than half said the performance(s) they attended were held at a place like a community or cultural centre (53%) or in various public spaces (52%), such as places of worship, libraries, shopping malls, cafés or clubs.

⁵ This question was asked only of respondents who had attended one or more events during the previous 12 months.



Respondents were less likely to report attending a performance held at a museum or public art gallery (40%) or at a cinema or movie theatre (35%). Relatively few (10%) said the performance they attended was held at a private residence.

Sub-group Differences

- The likelihood of attending an event held at a performing arts facility increased with education (from 59% of those with high school or less to 82% of those with a university education) and income (from 58% of those with household incomes of less than \$40,000 to 80% of those with incomes of \$80,000 or more).
- Allophones (57%), respondents with a university degree (53%), those from the Prairies (47%) and Ontario (46%), as well as 18 to 34 year olds (45%) were more apt to have attended a performance held at a museum or public art gallery.
- Attendance of events at places like community or cultural centres was higher among respondents from British Columbia (72%), allophones (67%), respondents with a university degree (60%), as well as 35 to 54 year olds (58%) and those 55+ years (56%).
- Allophones (73%), respondents from British Columbia (68%), and those from lower-income households (64%) were more likely to have attended performances at places of worship, libraries, shopping malls, etc.
- The likelihood of attending a performance outdoors was higher among allophones (81%), 18 to 34 year olds (77%), and university graduates (73%).

Looking at the results another way, allophones and university graduates were consistently more likely to have attended performances held at several different venues.

Compared to previous years, attendance at performances held in performing arts facilities continues to top the list, although the proportion pointing to this venue has declined



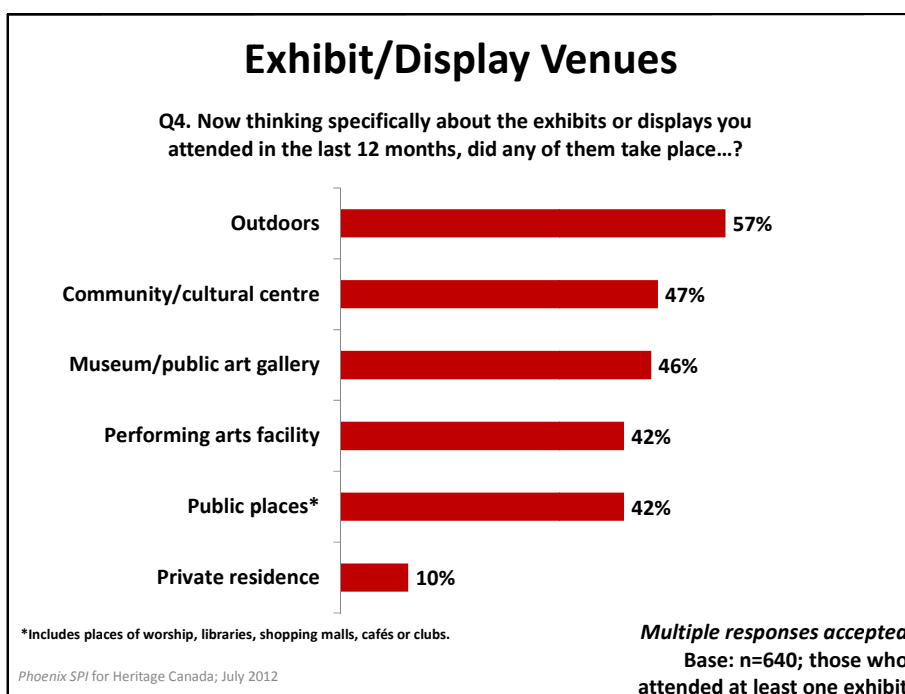
slightly: 71% in 2012 down from a high of 75% in 2004. Conversely, in 2012, respondents were slightly more likely to have attended a performance outdoors (67%; up from a low of 61% in 2004, but still just shy of the high of 68% reported in 2001).

Exhibits Also Take Place at Range of Venues

Similar to the venues respondents attended for arts *performances*, the exhibits and displays attended took place at a range of venues.⁶

A majority (57%) had attended an exhibit or display outdoors, while close to half had done so at a community or cultural centre (47%) or at a museum or public art gallery (46%). Following this, four in ten said they attended an exhibit or display held at a performing arts facility (42%) or in a public space (42%), such as places of worship, libraries, shopping malls, cafés or clubs.

As was the case with performances, relatively few (10%) said the display or exhibit they attended was held at a private residence.



Sub-group Differences

Not surprisingly, sub-group differences largely mirrored those found for performance venues:

- Respondents from the Prairies (55%) and Ontario (49%), as well as those with a university degree (58%) were more apt to have been to an exhibit or display at a museum or public art gallery.

⁶ This question was asked only of respondents who had attended one or more exhibits during the previous 12 months.



- Attendance of events at places like community or cultural centres was higher among respondents from British Columbia (61%) and the Prairies (55%), as well as those with a college or trades education (54%).
- Allophones (69%), those from lower-income households (52%), and respondents from the Prairies (50%) were more likely to have attended exhibits or displays at places of worship, libraries, shopping malls, etc.
- The likelihood of attending exhibits or displays outdoors was higher among allophones (76%) and 18 to 34 year olds (61%).

Compared to past surveys, there has been a decline in the number of Canadians attending exhibits or displays held in performing arts facilities, from a high of 55% in 2001 to a low of 42% just over a decade later. Attendance of displays or exhibits held outdoors has remained stable over time, varying by no more than four percentage points from year to year. Data for other venues cannot be tracked because the question has been modified significantly since tracking began in 2001.

Respondents Personally Involved in Range of Artistic Activities

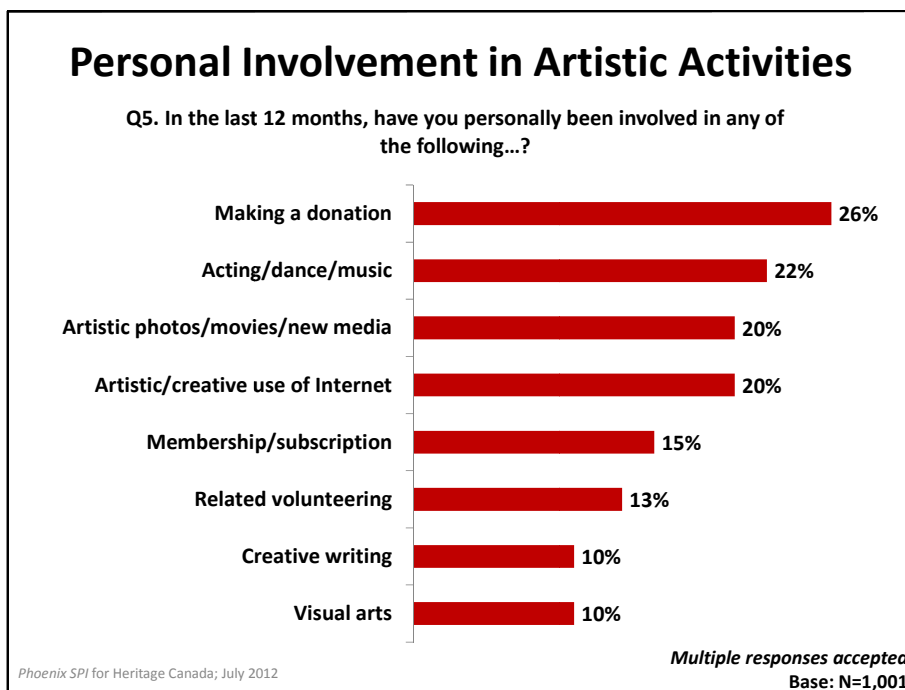
Respondents were asked to identify the types of activities that they are involved in and were presented with the following list of possibilities:

- Acting, dancing, singing, playing a musical instrument, or writing, composing or remixing music, either on your own or as part of group.
- Making photographs, movies, videos, animation or new media art as an artistic activity.
- Creative writing
- Visual art, or fine craft, such as pottery, ceramics, leatherwork, and weaving.
- Volunteering with an arts or cultural organization.
- Making a donation of money, goods, or services to an arts or cultural organization.
- Holding a membership in or subscription to an arts or cultural organization.
- Using the Internet or a smart phone to create something creative or artistic.

More than half of those surveyed, 57%, said they were personally involved in at least one artistic activity in the last 12 months. Involvement in artistic activities continues to decline, from 63% in 2004 to 60% in 2007 to 57% in 2012.

Turning to specific activities, people indicated that they were personally involved in a variety of artistic activities. The most popular activity was making a donation of money, goods, or services to an arts or cultural organization—one-quarter (26%) had done so in the past year.

This was followed by acting, music or dancing (22%), making photographs, movies, videos, animation or new media art as an artistic activity (20%), and using the Internet or a smart phone to create something creative or artistic (20%). Fewer hold memberships or subscriptions related to the arts and culture (15%), volunteer with a related organization (13%), do creative writing (10%), or are engaged in visual art, or fine craft (10%).



Of those who took part in artistic activities, 21% participated in one activity only, 14% two, and 22% three or more.

Sub-group Differences

Respondents from Atlantic Canada (62%) and those who completed high school or less (59%) were less likely to have personally taken part in any artistic activities. When it comes to the number of different activities respondents were personally involved in, those from the Prairies, under 55, with a university education, and from households earning \$80,000+ annually were involved in more activities, on average, than other surveyed Canadians.

People Engage in a Variety of Online Activities Related to Arts & Culture

Respondents were asked to identify the types of online activities that they engaged in during the past 12 months and were presented with the following list of possibilities from which to select:

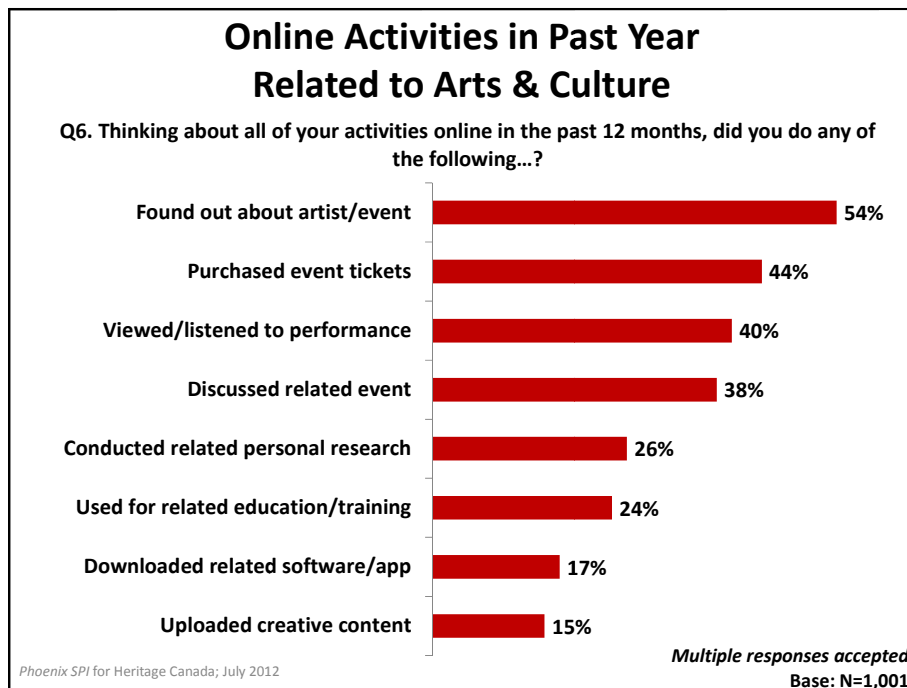
- Found out more about an artist or performer or an event or exhibition.
- Purchased tickets for an arts or cultural event.
- Viewed or listened to an arts performance, exhibition, or work of art.
- Used the Internet to improve your skills, find lessons, or find groups to join related to the arts.
- Uploaded something creative or artistic that you created yourself.
- Discussed an arts or cultural event or let others know of an upcoming event.
- Downloaded software or a mobile phone app related to the arts.
- Conducted personal research related to arts and heritage.



Seven in ten (71%) surveyed Canadians said they had taken part in various online activities in the past 12 months. More than half (54%) said they found out more about an artist or performer or an event or exhibit via the Internet. Smaller proportions, but still strong minorities, purchased tickets for an arts or cultural event (44%), viewed or listened to an arts performance, exhibition or work of art (40%), or discussed an arts or cultural event or let others know of an upcoming event (38%) online.

Approximately one-quarter each conducted personal research related to arts and heritage online (26%) or used the Internet to improve skills, find lessons, or find groups to join related to the arts (24%). Respondents were least likely to have downloaded software or a mobile phone app related to the arts (17%) or uploaded something creative or artistic that they created (15%).

On average, respondents were involved in 2.6 types of activities, with 23% doing one to two of these activities, 26% three to four, and 22% five or more.



Sub-group Differences

Respondents from Quebec, those under 35, those with a university education, and those from higher income households (\$80,000+) took part in slightly more online activities than the reported average of 2.6 activities. In terms of specific activities:

- The likelihood of having done *many* of these online activities increased with education and income.
- In addition, there was a strong correlation between age and the likelihood of engaging in these activities. Respondents under 35 years were more likely to have done *most* of these activities. In particular, they were roughly twice as likely as older respondents to have downloaded software or a mobile app (32%) or to have uploaded something creative or artistic (27%).



- Quebeckers were more likely to have purchased tickets for an event (59%), discussed an arts or cultural event (46%), and conducted personal research related to arts and heritage (38%).
- The likelihood of having done all of these online activities increased with arts and heritage attendance.

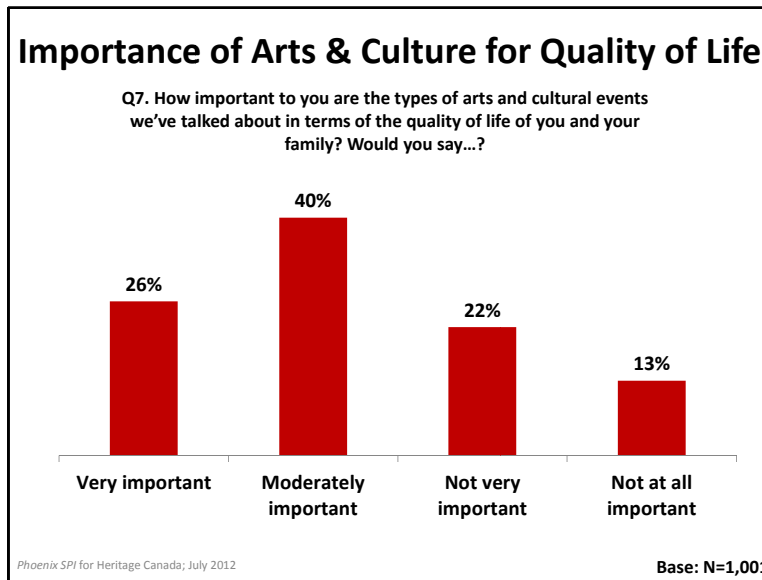


PERCEPTIONS OF ARTS AND CULTURAL EVENTS

This section explores interest in, and perceptions of, arts and culture.

Majority Say Arts Important for Quality of Life

Two-thirds (66%) of surveyed Canadians feel that arts and cultural events are important in terms of the quality of life for them and their families, with 26% saying they are *very* important. Conversely, approximately one-third said the arts are not very (22%) or not at all (13%) important in this regard.



Sub-group Differences

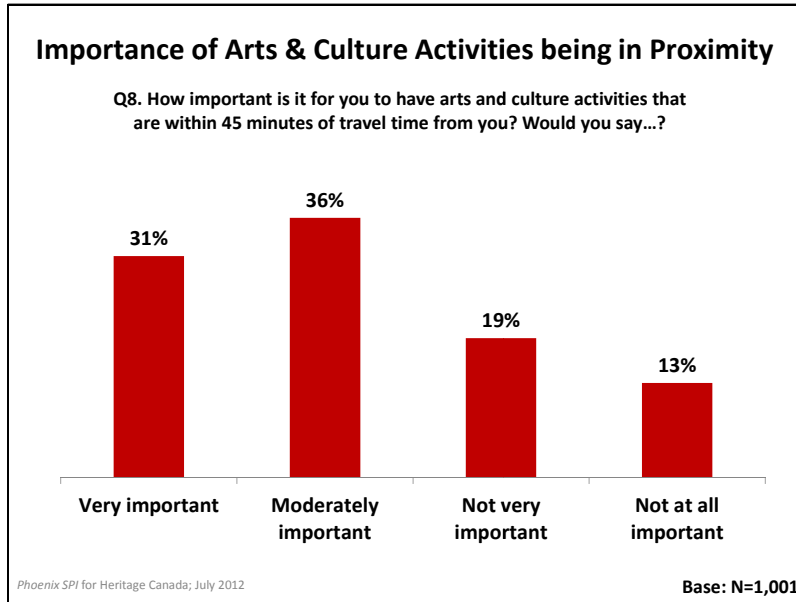
The likelihood of saying the arts are important for quality of life was higher among university-educated respondents (80%), Quebecers (76%), and those with household incomes of \$80,000 or more (71%). As well, perceived importance rose sharply with arts attendance, from 29% of non-attendees to 88% of those who attended three or more events in the previous 12 months.

Over time, the importance attributed to the arts has declined somewhat, from a high of 76% in 2004⁷ to a low of 66% in 2012 (72% in 2007).

Majority Say Proximity of Arts is Important

After being asked about the importance of arts and cultural events, respondents were asked about logistics, specifically proximity. A virtually identical proportion of respondents said that it is important for them to have arts and culture activities that are within 45 minutes of travel time from them. In total, 67% attributed importance to proximity, with 31% saying it is *very* important. Of the rest, one-third felt that proximity is not very (19%) or not at all (13%) important.

⁷ It should be noted that in 2001 and 2004, the question referred to their personal (i.e. 'your') quality of life (as opposed to that of them and their family). It also utilized a 5-point scale instead of the 4-point version employed in the 2007 and 2012 versions of the questionnaire.

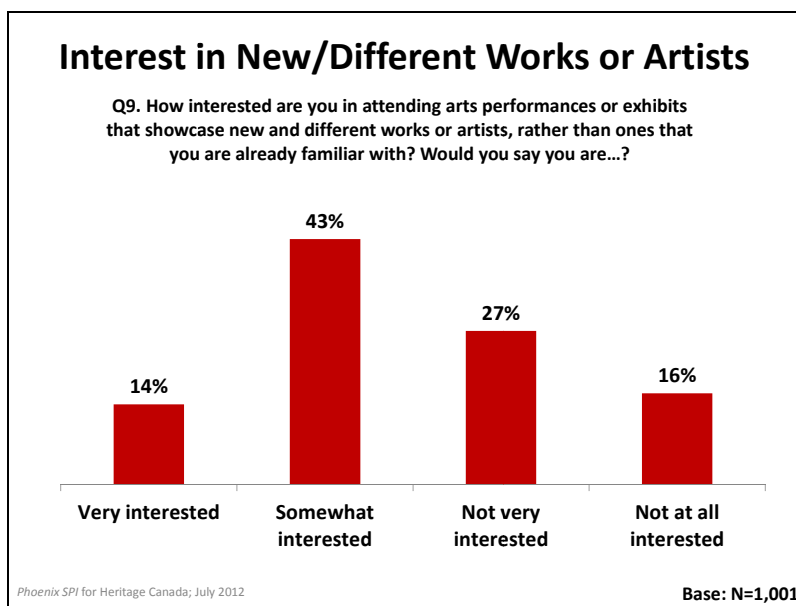


Sub-group Differences

The likelihood of saying that proximity is important was higher among university-educated respondents (81%), Quebecers (73%), those with household incomes of \$80,000+ annually (73%), women (72%), and 35 to 54 year olds (71%). Not surprisingly, the importance attributed to proximity was much higher among those who feel arts and culture are important to their quality of life (88%) and who attended three or more such events in the past year (88%).

Just Over Half Interested in Attending Shows/Exhibits of New or Different Artists

Slightly more than half of those surveyed said they are very (14%) or somewhat (43%) interested in attending arts performances or exhibits that showcase new and different artists, rather than ones they are already familiar with. The rest are not very (27%) or not at all (16%) interested.





Sub-group Differences

The likelihood of being interested in new or different works or artists was higher among those who think arts and culture is important to their quality of life (73%), women (62%), and respondents under 55 years (61% of those under 35 and 60% of those 35 to 54 years). Interest, in addition, was positively correlated with education—the more educated the respondent, the more likely they were to express interest in these types of performances or exhibits. As well, interest rose sharply with arts attendance, from 28% of non-attendees to 77% of those who attended three or more events in the previous 12 months.

This year, the level of interest in new or different works or artists is significantly lower than it was in previous years (66% each in 2004 and 2007 compared to 57% in 2012).

Attitudes Toward Arts & Cultural Events/Activities

Respondents were presented with a series of statements about arts and cultural events or activities, and asked to rate their level of agreement with each one using a 5-point scale (5=strongly agree, 3=neither agree nor disagree⁸, 1=strongly disagree). The statements were as follows:

- It's important to support the arts by volunteering or donating funds or goods.
- Arts and cultural activities in a community make it a better place to live.
- Arts and cultural activities are important to a community's economic well-being.
- Canadian actors, musicians, writers and other artists are among the best in the world and can hold their own on the world stage.
- Arts experiences are a valuable way of bringing together people from different languages and cultural traditions.
- It's important for museums in my community to change their exhibits regularly to offer new displays for people who live here.
- Exposure to arts and culture is important to individual well-being.
- The arts are an important way of helping people think and work creatively.
- The arts and culture help us express and define what it means to be Canadian.
- The arts and heritage experiences help me feel part of my local community.

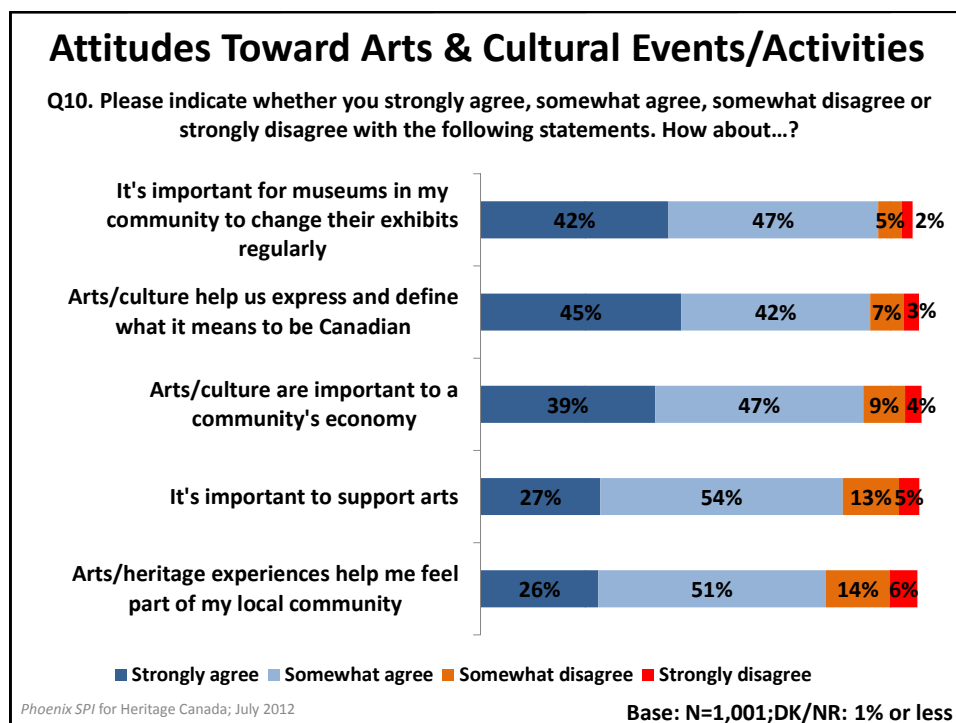
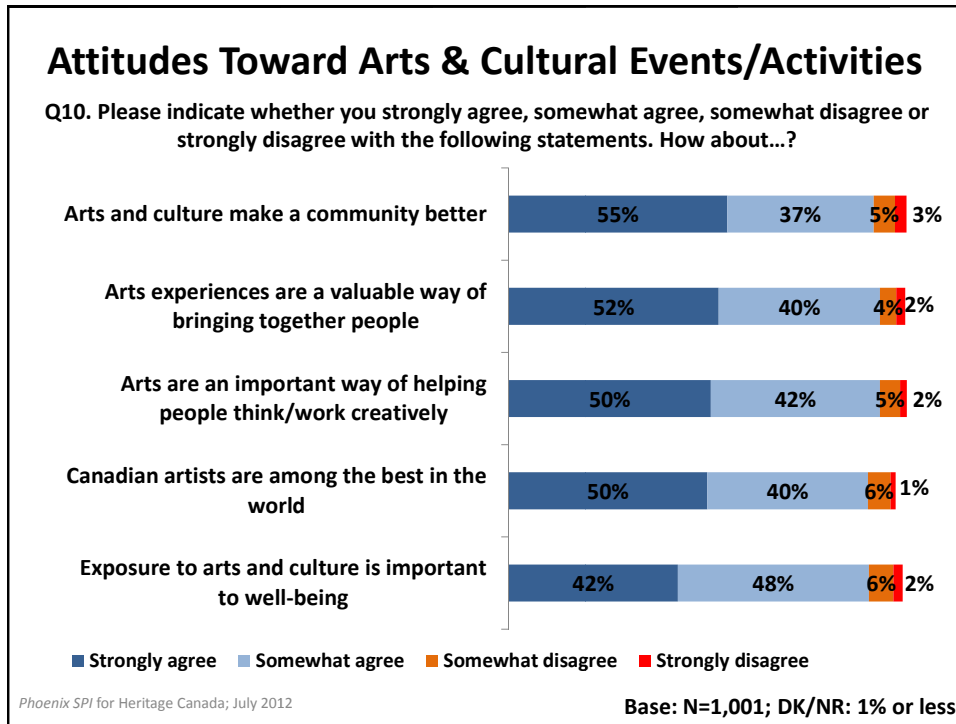
Surveyed Canadians have very positive attitudes toward arts and culture, with three-quarters or more agreeing with all of these statements.

Agreement was strong and widespread with each of the following: arts and culture make a community a better place to live (92%), arts experiences are a valuable way of bringing together people from different languages and cultural traditions (92%), the arts are an important way of helping people think and work creatively (92%), Canadian actors, musicians, writers and other artists are among the best in the world and can hold their own on the world stage (90%), and exposure to arts and culture is important to individual well-being (90%). With one exception, half or more expressed *strong* agreement in each of these areas.

⁸ Two percent or fewer of the Canadians surveyed neither agreed nor disagreed with any of the statements. Therefore, this scale point is not visually depicted in the either of the accompanying graphs.



Large majorities also agreed that it is important for museums to change their exhibits regularly (89%), that the arts and culture help us express and define what it means to be Canadian (87%), and that the arts and cultural activities are important to a community's economic well-being (86%). Slightly fewer, but still strong majorities, agreed that it is important to support the arts by volunteering or donating funds or goods (81%) and that the arts and heritage experiences help them feel part of their local community (77%).





Sub-group Differences

- To the extent that a pattern emerged, education and gender tended to have the strongest and most consistent impact on attitudes, with university-educated respondents and women more apt to agree with *many* of the statements.
- Regional differences did not follow a distinct pattern, but the following variations are noteworthy: Atlantic Canadians were more likely to agree that arts and heritage experiences help them feel a part of their local community (88% vs. 75-77% of others), while Quebeckers were less apt to think that that Canadian artists are among the best in the world (85% vs. 90-94%), that arts and culture activities make a community a better place to live (83% vs. 92-95%), and that arts and culture help us express and define what it means to be Canadian (82% vs. 88-92% of others).
- Those who attributed importance to arts and culture vis-à-vis their quality of life and those who attended three or more arts events in the past year were more likely to have agreed with all the statements.

Over time, attitudes toward arts and culture⁹ have fluctuated slightly, but not in a significant way—that is, they continue to be highly positive.

⁹ Three statements can be tracked over time, and two of these statements were introduced in 2007.

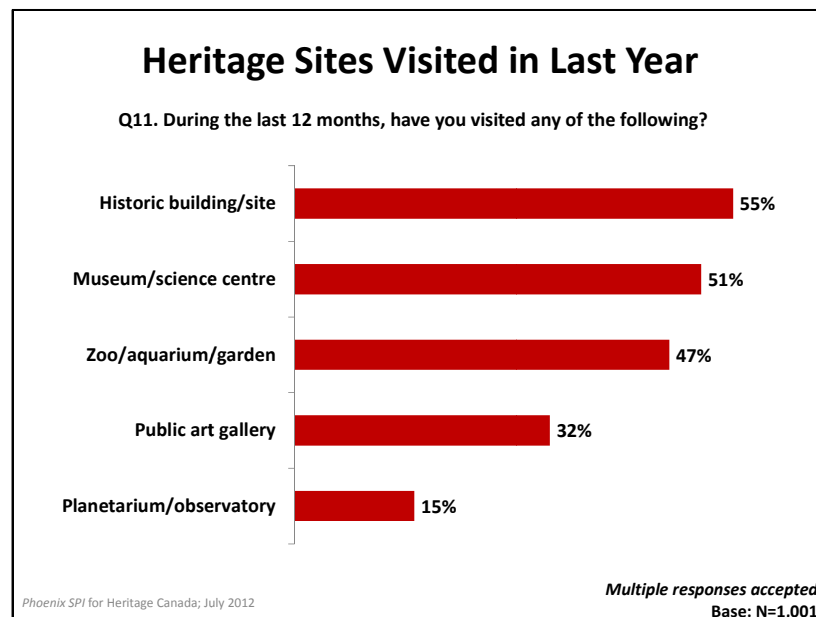


HERITAGE INSTITUTIONS

The following section presents findings related to the heritage institutions respondents attended and their attitudes toward cultural heritage sites and institutions.

Roughly Half or Fewer Visited Each Type of Heritage Institution

Three-quarters of surveyed Canadians visited a heritage institution or site in the last year. In terms of the types of sites or institutions visited during the previous 12 months, respondents were most likely to say they had visited a historic building or site (55%), followed by a museum or science centre (51%) and a zoo, aquarium or botanical garden (47%). Approximately one-third had been to a public art gallery¹⁰ (32%). Surveyed Canadians were least likely to report having visited a planetarium or observatory—just 15% said they had done so during the last 12 months.



The average number of types of institutions or sites visited was 2.0, with 15% saying they visited just one, 18% two, 21% three, and 20% four or more.

Sub-group Differences

Heritage attendance varied by a number of demographic characteristics.

- Atlantic Canadians were less likely to have visited *most* of the heritage sites or institutions.
- Respondents 55+ were less likely to have visited a historic building or site (48%), a museum or science centre (39%), a zoo, aquarium or botanical garden (36%), a public art gallery (30%), and a planetarium or observatory (11%).
- The likelihood of visiting these institutions or sites increased with education and household income.

¹⁰ This excludes commercial galleries where art is for sale.



Sub-group Differences (Cont'd.)

- There was a positive correlation between attendance of heritage institutions and attendance of arts performances—frequent attendees of arts performances (three or more times) were more likely to have visited all of these institutions or sites. In addition, those who attributed importance to arts and culture in terms of their quality of life were more apt to have visited three or more of these institutions.

Attendance has varied little over time. These results are very similar to those of 2007, which marked a modest increase in attendance since 2000.

Heritage Institution Visits Tend to be Local¹¹

Three-quarters (76%) of those who visited at least one heritage institution (n=724) did so locally. Slightly more than half (54%) visited heritage sites or institutions while travelling in Canada. In contrast, far fewer, 38%, said they had visited these types of institutions while travelling internationally.



Sub-group Differences

- Compared to those age 55+ (69%), younger respondents (78%) were more likely to have visited heritage sites locally (as opposed to while travelling).
- The likelihood of travelling to visit a site—both domestic and internationally—increased with education and income.
- Respondents from Ontario (60%) were more likely to say they visited heritage sites or institutions while travelling within Canada.
- Those who attributed importance to arts and culture were more likely to have visited heritage sites locally (79%), while travelling in Canada (58%), and while travelling internationally (42%).

¹¹ This question was modified in 2012, making comparisons to previous results not possible.

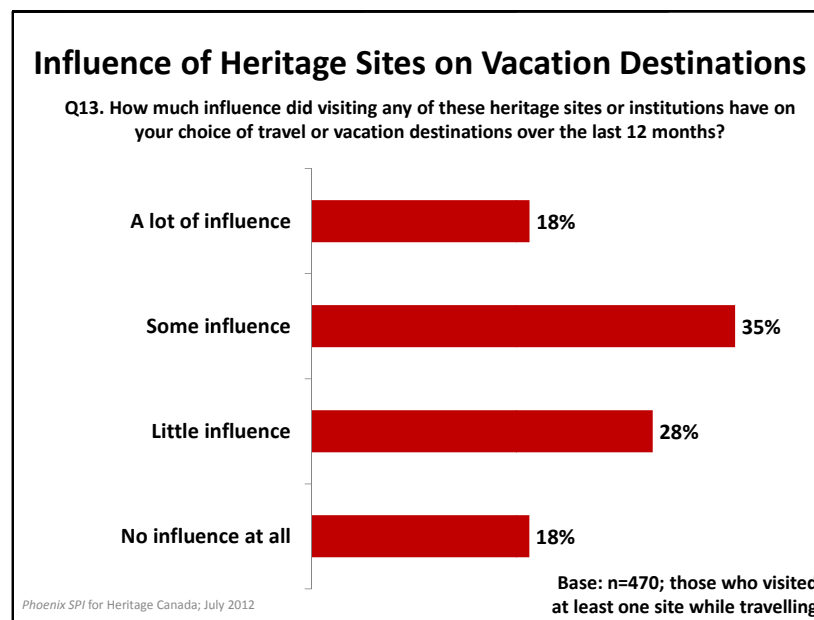


Sub-group Differences (cont'd.)

- Those who attended three or more arts performances in the last year were more apt to have visited sites locally (79%), and while travelling domestically (60%) or internationally (45%). The same was true of those who visited three or more heritage sites—they were more likely than those who visited less frequently to have visited sites locally, as well as while travelling.

Heritage Institutions Influence Vacation Destinations to Some Extent

Slightly more than half of those who visited a heritage site or institution while travelling or on vacation (n=470) said that the opportunity to do so influenced their choice of travel or vacation destinations either a lot (18%) or to some degree (35%). Among the rest, it had little (28%) or no (18%) influence on their choice of travel or vacation destinations.



Sub-group Differences

There were no significant demographic differences when it came to the influence of heritage sites on vacation destinations. Attitudinally, those who attributed importance to arts and culture were more likely to have said that these sites had some to a lot of influence on their choice of destination. Similarly, those who attended three or more arts performances were more apt to have been influenced by heritage sites when planning their choice of travel or vacation destination.

Over time, the proportion of surveyed Canadians saying that heritage sites or institutions had no influence at all on their vacation destinations has declined significantly, from 33% in 2007 (up from 31% in 2000) to 18% in 2012.

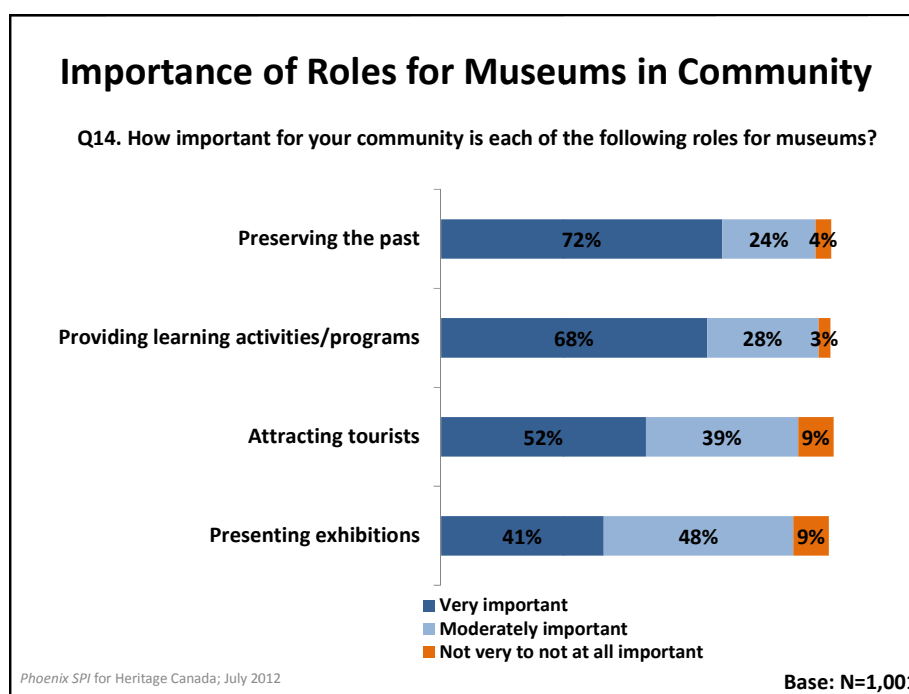


Varied Roles of Museums All Viewed as Important

Respondents were asked how important each of the following roles is for museums in their communities:

- Preserving the past
- Providing learning opportunities
- Providing learning activities and programs for schools
- Attracting tourists.

Virtually everyone said it is at least moderately important that museums assume these roles in their community. Fully 96% each feel it is important that museums preserve the past and provide learning opportunities, with strong majorities (72% and 68% respectively) viewing these roles as *very* important. Majorities also think it is important that museums attract tourists (91%) and present exhibitions (89%), but the *degree* of importance attributed to these roles was not as strong as the other two (52% and 41% respectively said that these are *very* important roles).



Sub-group Differences

- Respondents with annual household incomes of \$80,000 or more, respondents from the Prairies, and women were more likely to attribute importance to preserving the past and providing learning activities and programs for schools.
- The likelihood of attributing importance to presenting exhibitions increased with education, from 84% of those with high school or less to 94% of university-educated respondents. Additionally, compared to respondents from Atlantic Canada (95%), the Prairies (94%), and Quebec (91%), those from Ontario (86%) were less apt to see this role as being important.
- Residents of the Prairies (95%) and those whose mother-tongue is French (94%) were more apt to feel that attracting tourists is an important role for museums in their community.



Sub-group Differences (cont'd.)

- Regular attendees of heritage institutions (3 or more times) and those who think arts and culture are important to their quality of life were more likely to attribute importance to all these roles.

These results are very similar to those of 2007.



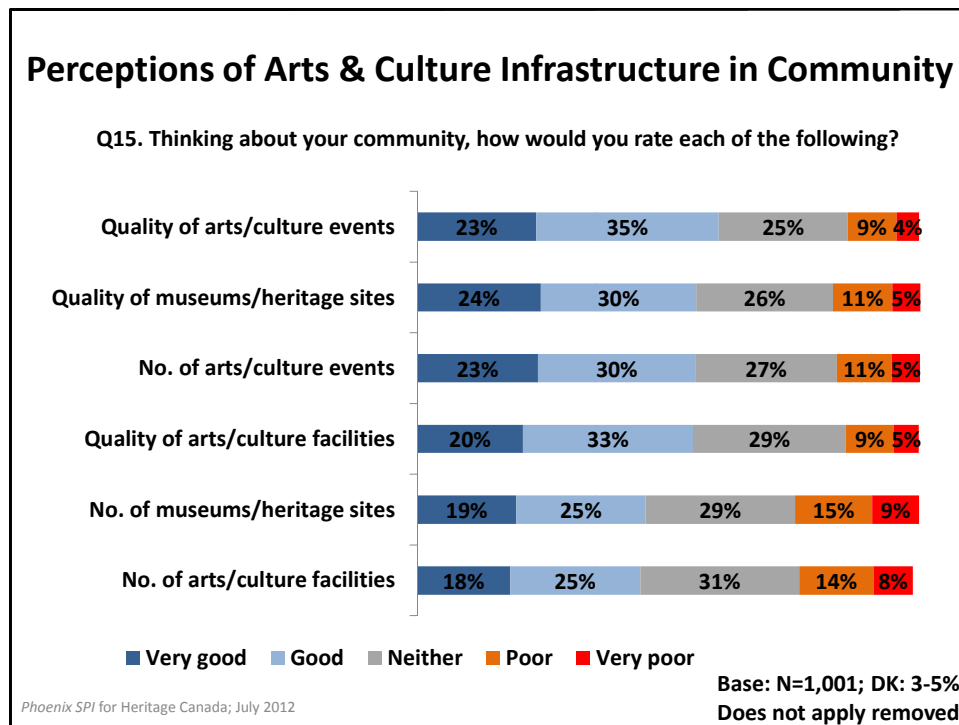
ARTS AND HERITAGE IN LOCAL COMMUNITIES

This section explores issues related to the arts and heritage in respondents' communities (i.e., the city or town in which they live, or live near, and the surrounding area).

Mixed Perceptions of Quality & Number of Events & Facilities in Community

Respondents were asked to rate the number and quality of arts/cultural events, arts/cultural facilities, and museums and other heritage institutions in their community.

In terms of arts and cultural events, just over half of those surveyed rated the number (53%) and quality (58%) positively. Turning to arts and cultural facilities, 43% said the number of facilities in their community is good or very good. The quality of these facilities fared somewhat better, with 53% assessing them as good or very good. Finally, more than four in ten (44%) said the number of museums and other heritage institutions in their community is good to very good. The quality of such facilities was rated more positively—54% said it was good to very good.



For each of these issues, at least one-quarter of those surveyed were neutral (25-31%).

Negative assessments ranged from a low of 13% for the quality of arts and culture events in their community, to a high of 24% for the number of museums and heritage institutions in their community.



Sub-group Differences

- Quebeckers and women were more likely than others to provide positive ratings of *most* aspects of their community's arts and culture infrastructure. Additionally, the likelihood of providing a positive rating increased with education.
- The likelihood of positively assessing these facilities increased with arts and heritage attendance, and was consistently higher among those who said that arts and culture are important to their quality of life.

As the table below indicates, perceptions of the arts and culture infrastructure available at the community level have improved modestly since 2007.

Perceptions of Arts & Culture Infrastructure in Community
Tracking (2012 vs. 2007)

	% agreeing	
	2012	2007
Quality of arts/cultural events	58%	56%
Number of arts/cultural events	53%	51%
Quality of arts/cultural facilities	53%	48%
Number of arts/cultural facilities	43%	40%
Quality of museums/other heritage sites*	54%	51%
Number of museums/other heritage sites*	44%	39%

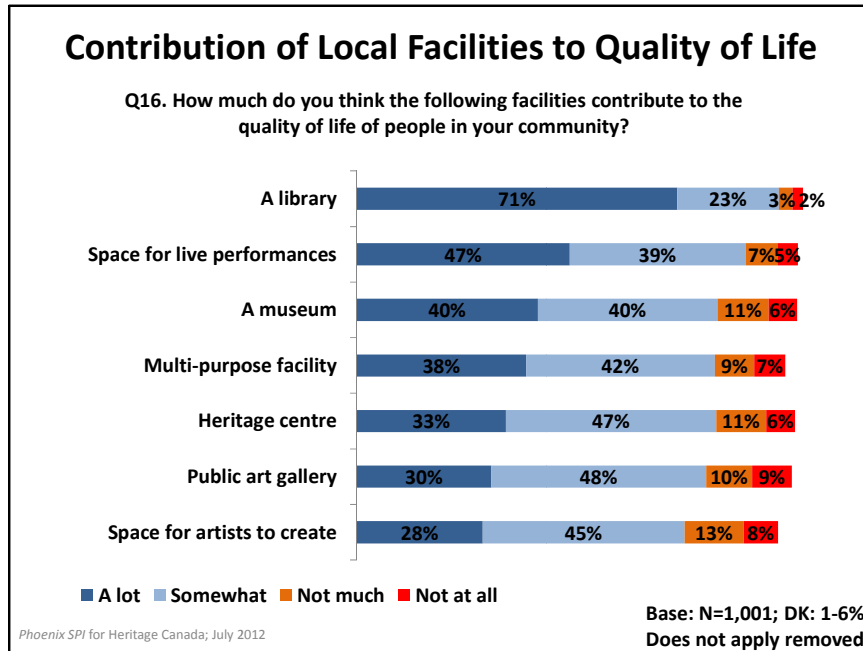
Phoenix SPI for Heritage Canada; July 2012 *In 2007, this statement did not include museums.

Many Facilities Contribute to Quality of Life in Community, Libraries Top List

Many different types of facilities were seen to contribute to quality of life, but none more so than libraries. More than nine in ten (94%) respondents think that libraries in their community contribute to the quality of life of people living there, with 71% thinking they contribute a lot in this regard.

Substantial majorities also feel that live performance spaces in their community contribute to quality of life (86%), as do museums, facilities combining several arts and cultural activities, and heritage centres (80% each). Somewhat fewer, but still large proportions, said that public art galleries (78%) and spaces for artists to create and do their work (73%) contribute to peoples' quality of life.

Notably, many respondents said there are no public art galleries (21%) or combined facilities (15%) in their communities. Likewise, 13% each said there are no museums, heritage centres, or spaces for artists, and 6% said there are no live performance spaces in their community. Conversely, just 1% have no libraries in their communities.



Sub-group Differences

- The perceived contribution of various facilities to the quality of life in respondents' communities tended to increase by education and household income, as well as by arts and heritage attendance.
- In addition, residents of British Columbia were less apt to say that museums (32%) and heritage centres (24%) contribute to quality of life 'a lot'. Conversely, they (78%) were more likely to feel that libraries contribute 'a lot'.
- Those whose mother tongue is French were more likely to think that spaces for live performances (58%), multi-purpose facilities (50%), and spaces for artists (39%) contribute 'a lot' to quality of life in their community.

Compared to 2007, perceptions have changed little—local facilities continue to be seen as strong contributors to quality life.

Contribution of Local Facilities to Quality of Life

Tracking

% offering positive ratings

	2012	2007	2004	2001
A library	94%	95%	89%	91%
Space for live performances	86%	90%	79%	81%
A museum	80%	83%	74%	75%
Multi-purpose facility	80%	81%	72%	83%
Heritage centre	80%	83%	--	--
Public art gallery	78%	78%	67%	67%
Space for artists to create/do their work	73%	71%	63%	70%

*Some facility descriptions were modified in 2007; therefore, comparisons with earlier years should be made with caution.

Phoenix SPI for Heritage Canada; July 2012

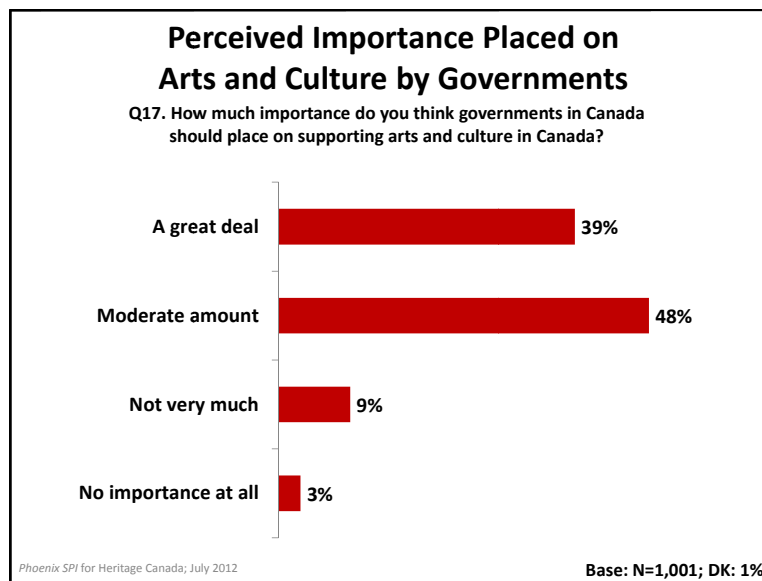


GOVERNMENT SUPPORT FOR ARTS AND CULTURE

This section presents respondent feedback on the role of governments in supporting the arts and culture in Canada.

Most Think Arts & Culture Warrant Government Support

Most surveyed Canadians (87%) think governments in Canada should place a moderate (48%) to a great deal (39%) of importance on supporting the arts and culture in Canada. Few (12%) think this is an area that does not warrant importance. Preference for government support of arts and culture remains high—87% vs. 89% in 2007.¹²



Sub-group Differences

Quebeckers (48%) and university graduates (46%) were more likely than others to think that governments in Canada should place a great deal of importance on supporting the arts. The likelihood of saying that governments should place a great deal of importance increased with arts and heritage attendance.

Widespread Support for All Areas of Government Involvement in Arts & Culture

Respondents were presented with a series of things the government could do to support arts and culture in Canada, and were asked to rate their level of agreement with each. Specifically, they were asked how much they agreed or disagreed¹³ with governments of Canada doing the following:

- Providing support for arts and culture in Canada.

¹² The focus of this question was modified in 2012 to include all levels of government in Canada as opposed to the federal government specifically.

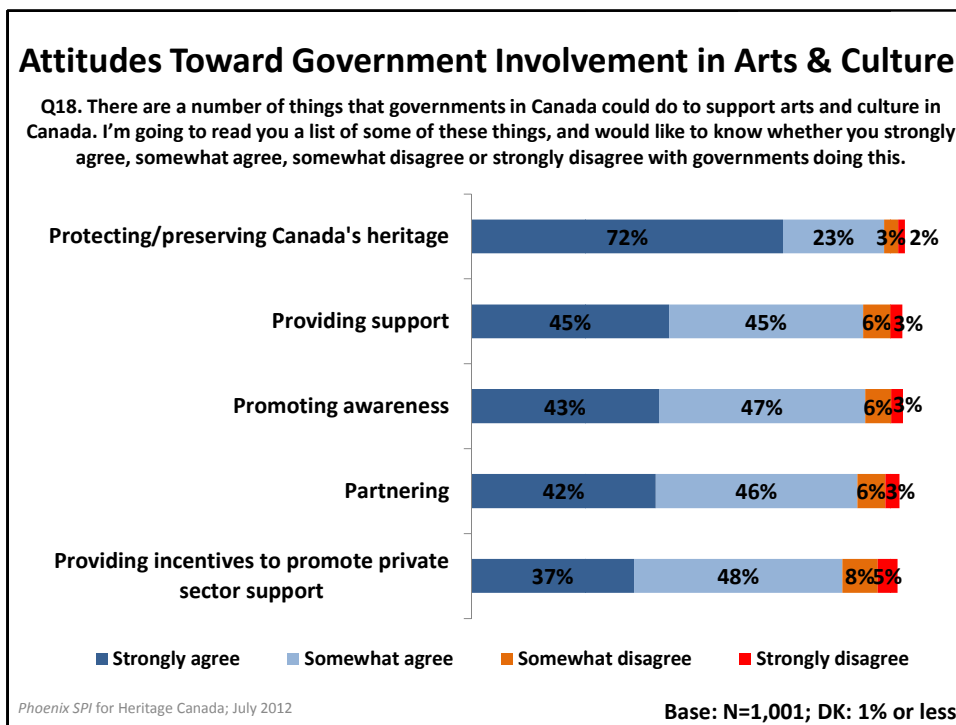
¹³ Respondents were given the option to remain neutral. However, one percent or fewer of the Canadians surveyed neither agreed nor disagreed with any of the statements. Therefore, this scale point is not visually depicted in the accompanying graph.



- Promoting awareness of Canadian arts and cultural events and activities.
- Partnering with others to ensure that there are enough arts and cultural facilities to serve the public.
- Helping protect and preserve Canada's heritage.
- Providing incentives to promote private sector support for arts and culture.

In response, respondents were strongly in favour of all areas of potential involvement on the part of governments in Canada. Topping the list was protecting and preserving Canada's heritage. In total, 95% agreed that governments in Canada should help protect and preserve the country's heritage, with 72% saying that this is something with which they *strongly* agree.

Following this, exactly nine in ten each expressed agreement with governments providing support for the arts and culture and promoting awareness of events and activities. Slightly fewer agreed that governments in Canada should partner with others to ensure that there are enough arts and cultural facilities to serve the public (88%) and should provide incentives to promote private sector support for arts and culture (85%).



Sub-group Differences

- Attitudes toward the involvement of governments in supporting the arts and culture varied little by sub-group. In fact, the only noteworthy demographic difference was reported for region. Those from the Prairies were less apt to agree that governments should promote awareness (85% vs. 90-93% elsewhere) and provide incentives to the private sector (77% vs. 83% on Ontarians vs. 89-92% of others).
- The likelihood of supporting these things generally increased with arts and heritage attendance.



Compared to previous surveys (tracking data are only available for: helping preserve and protect Canada's heritage, providing support, and promoting awareness), there has been virtually no change in attitudes toward government (at any level) support of arts and culture in Canada.



CHARACTERISTICS OF SURVEY PARTICIPANTS

The following table presents the characteristics of survey respondents (using weighted data).

Age	
Base	1,001
18-34	27%
35-54	36%
55+	34%
Refused	2%
Language Spoken at Home	
Base	1,001
English	71%
French	20%
Other	8%
Refused	<1%
Education*	
Base	1,001
High school diploma or equivalent	29%
Registered apprenticeship or other trades certificate or diploma	11%
College, CEGEP or other non-university certificate or diploma	25%
University degree, certificate or diploma	35%
Refused	<1%
<i>*Multiple responses accepted</i>	
Employment Status	
Base	1,001
Working full-time, that is, 35 or more hours per week	44%
Working part-time, that is, less than 35 hours per week	8%
Self-employed	9%
Unemployed, but looking for work	4%
A student attending school full-time	4%
Retired	23%
Not in the workforce	6%
Other	2%
Refused	<1%
Household Income for 2011	
Base	1,001
Under \$20,000	8%
\$20,000 to just under \$40,000	15%
\$40,000 to just under \$60,000	15%
\$60,000 to just under \$80,000	12%
\$80,000 to just under \$100,000	10%
\$100,000 to just under \$150,000	12%
\$150,000 and above	10%
Refused	18%



Gender	
Base	1,001
Male	48%
Female	52%
Survey Language	
Base	1,001
English	79%
French	21%
Region	
Base	1,001
Atlantic	7%
Quebec	24%
Ontario	38%
Prairies (includes the Northwest Territories and Nunavut)	17%
British Columbia (includes the Yukon Territory)	13%



Appendix



APPENDIX 1: DETAILED METHODOLOGY NOTE

1. Survey Methods

To address the research objectives, a random digit dialling (RDD) telephone survey was administered to Canadian residents, 18 years of age or older. The following specifications applied to the survey:

- In total, 1,001 interviews were completed with a geographically proportionate random probability sample. Based on a sample of this size, the overall results can be considered to be accurate within $\pm 3.2\%$, 19 times out of 20. The margin of error is greater for results pertaining to subgroups of the total sample.
- To address the issue of the increasing number of cell-phone-only households in Canada, cell phone telephone numbers were included in the sample frame. An overlapping sampling approach was used, where all eligible adults reached in both the landline and cell phone sample frames would be interviewed. In total, 801 interviews were completed with Canadians who have landlines and 200 with those who have cell phones (of the 200 cell phone interviews, 73 respondents, or 37%, represented cell-phone-only households).
- For planning purposes, the sample-to-completion ratio was 15:1 for the landline portion and 30:1 for the cell phone portion (due to higher disconnect and refusal rates associated with cell phone samples).
- Fieldwork was conducted at Elemental Data Collection Inc.'s (EDCI) facilities in Ottawa using computer-assisted telephone interviewing (CATI) technology.
- Field supervisors were present at all times to ensure accurate interviewing and recording of responses. A minimum of 10% of each interviewer's work was monitored for quality control.
- Calling was conducted during the evenings and on weekends, abiding by the hours and call-back procedures stipulated in the *Standards for the Conduct of Government of Canada Public Opinion Research – Telephone Surveys*.
 - For the landline sample, a minimum of eight call-backs were attempted, with the times of day and days of the week varied to maximize the chances of contacting respondents.
 - For the cell sample, the minimum number of call-back attempts was increased to 12 and the phone was allowed to ring 8 times before the number was logged as 'no answer' (5 is standard for landline samples).
- Following survey best practices, the questionnaire was tested in advance of the fieldwork to ensure that it measured what it was intended to measure and that respondents understood the questions. A telephone pre-test was conducted in English and French, with 10 interviews completed in each language. A summary report on the pre-test results was provided under separate cover.
- The average length of the interviews was 15.9 minutes.
- Sponsorship of the study was revealed (i.e. Government of Canada), and the survey was registered with the Marketing Research and Intelligence Association's (MRIA) National Survey Registration System.



- The fieldwork for this study took place from June 8th to July 3rd, 2012.
- Subsequent to the survey fieldwork, a set of call backs were conducted to field a revised version of one question (question 1a). The reason for the call backs was that the initial version of the question that was fielded was altered from previous waves. While the intent was to reduce the length of the question, not change its meaning, it is clear that this also affected how respondents understood the question. The results, therefore, could not be relied upon for tracking purposes. As such, the question was changed back and re-administered to respondents to be consistent with previous waves for tracking purposes. The sample size for the call backs was 677. Fieldwork for these call backs took place in September, 2012.

All work performed met industry standards as determined by the Marketing Research and Intelligence Association (MRIA), as well as the *Standards for the Conduct of Government of Canada Public Opinion Research – Telephone Surveys*.

2. Response Rate

The following table presents information about the final call dispositions for this survey, overall and broken out by sample type, as well as the associated response rates (using the MRIA formula):

	Total Sample	Landline	Cell
Total Numbers Attempted	19667	9482	10185
Out-of-scope - Invalid	6246	1075	5171
Unresolved (U)	7932	4482	3450
<i>No answer/Answering machine</i>	7932	4482	3450
In-scope - Non-responding (IS)	4281	2969	1312
<i>Language barrier</i>	189	140	49
<i>Incapable of completing (ill/deceased)</i>	78	73	5
<i>Callback (Respondent not available)</i>	406	263	143
<i>Refusal</i>	3545	2441	1104
<i>Termination</i>	63	52	11
In-scope - Responding units (R)	1208	956	252
<i>Completed Interview</i>	1001	801	200
<i>NQ - Quota Full - Age/Gender</i>	123	114	9
<i>NQ - Industry</i>	60	41	19
<i>NQ - Age</i>	24	0	24
Response Rate	9.0	11.4	5.0

The response rate $[R=R/(U+IS+R)]$ is calculated as the number of responding units [R] divided by the number of unresolved [U] numbers plus in-scope [IS] non-responding households and individuals plus responding units [R].

3. Weighting

The survey data were weighted by region, age, and gender to accurately reflect the distribution of Canadians by these factors based on available Statistics Canada census data. Weights were nested by region, meaning that age and gender weights were applied within each region, not at the national level only.



4. Non-response Analysis

A non-response analysis was conducted to assess the potential for non-response bias. Non-response can bias survey results when there are systematic differences between respondents and non-respondents. To undertake the analysis, unweighted characteristics of survey respondents were compared with those of the target population. This was done for key demographic characteristics only: region, age, and gender.

Region	% of Sample (Unweighted)	% of Population
Atlantic	7.0%	7.1%
Quebec	23.6%	23.6%
Ontario	38.4%	38.5%
Prairies (includes NT and NU)	17.9%	17.4%
British Columbia (includes YT)	13.2%	13.4%

Gender	% of Sample (Unweighted)	% of Population
Male	49.2%	48.2%
Female	50.8%	51.8%

Age	% of Sample (Unweighted)	% of Population
18-34	18.9%	27.3%
35-54	31.8%	36.3%
55+	47.4%	34.5%

As can be seen, for region and gender, the survey sample very closely approximated the population as a whole. In the case of age, however, the distribution of the survey sample differed from the population more significantly (as is often the case with telephone surveys of the general population). Older Canadians (55+ years) were over-represented and younger Canadians (18-34 years) under-represented in the final survey sample.

The final unweighted survey sample, therefore, reflects the Canadian population by region and gender with some bias towards older Canadians. As mentioned above, weights were applied to correct for any discrepancy between the sample and the population. As a result, the views of Canadians under 35 who responded to the survey have been 'weighted up', or inflated, so that they represent the same proportion in the sample as they do in the general population. This serves to reduce bias should it be present, but not to eliminate it completely.

5. A Note about the Cell Phone Sample

The purpose of adding cell phone numbers to the survey sample frame was two-fold: to ensure their inclusion in the final sample, and to increase the number of younger Canadians in the final sample. Both objectives were achieved: 200 cell phone interviews were included in the final sample and almost half of the survey respondents under 35



years of age came from the cell phone sample. Of the 189 respondents aged 18 to 34, 95 of these interviews were generated from the landline sample frame and 94 from the cell phone sample frame. Also worth noting is the fact that the 200 cell phone interviews yielded 73 cell-phone-only completions.



APPENDIX 2: SURVEY QUESTIONNAIRES

**Arts and Heritage in Canada:
Access and Availability Survey 2012**

Hello, my name is _____. I'm calling on behalf of Phoenix, a public opinion research firm. We're conducting a survey for the Government of Canada to explore issues of interest to Canadians. This survey is registered with the national survey registration system, and should take only 15 minutes to complete. Participation is voluntary and completely confidential. Your answers will remain anonymous.

CELL SAMPLE SKIP A, GO TO CS1.

A. I'd like to speak to someone in your household who is 18 years of age or older. Is that you?

- Yes 1 CONTINUE
- No..... 2 ASK TO SPEAK TO ELIGIBLE PERSON. REPEAT INTRO
- Refused (VOLUNTEERED) 3 THANK/DISCONTINUE

CELL SAMPLE ONLY:

CS1. Have I reached you on your cell phone?

- Yes 1 CONTINUE
- No 2 GO TO B

CS2. Are you 18 years of age or older?

- Yes 1 CONTINUE
- No 2 THANK/DISCONTINUE

CS3. Are you in a place where you can safely talk on the phone and answer my questions?

- Yes 1 GO TO B
- No 2 CONTINUE

CS4. When would it be more convenient for me to call back?

Schedule call-back if possible (time/day): _____



B. Do you, or does anyone in your family or household, work in any of the following areas? [READ LIST]

- | | | |
|--|---|-------------------|
| Advertising or Market Research | 1 | THANK/DISCONTINUE |
| The media (i.e. TV, radio, newspapers) | 2 | THANK/DISCONTINUE |
| An elected official | 3 | THANK/DISCONTINUE |

* THOSE WHO ARE NOT ELIGIBLE: Thank you for your willingness to take part in this survey, but you do not meet the eligibility requirements of this study.

INTERVIEWER AND PROGRAMMING NOTES:

RESEARCH VALIDITY: IF RESPONDENT QUESTIONS THE VALIDITY OF THE RESEARCH, INVITE RESPONDENT TO CALL THE NATIONAL SURVEY REGISTRATION SYSTEM (SEE NOTE BELOW).

SURVEY REGISTRATION SYSTEM: IF RESPONDENT ASKS ABOUT NATIONAL SURVEY REGISTRATION SYSTEM, SAY:

The registration system has been created by the 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 phone number is 1-888-602-6742 EXT. 8728. (WWW.MRIA-ARIM.CA)

IF ASKED ABOUT THE NATIONAL DO NOT CALL LIST: Calls made for the purpose of market research, polls or surveys are not considered telemarketing calls. Organizations making these types of calls are not required to register with the National Do Not Call List. The National Do Not Call List toll-free telephone number is 1-866-580-3625

SECTION HEADINGS SHOULD NOT BE READ TO RESPONDENTS.

REVEAL THE NAME OF THE CLIENT DEPARTMENT THAT COMMISSIONED THE SURVEY AT THE END OF THE SURVEY ONLY.

UNLESS OTHERWISE SPECIFIED, ALL QUESTIONS IN THE SURVEY WILL ALLOW FOR 'DON'T KNOW/NO RESPONSE' OPTION.

TRACKING QUESTIONS ARE IDENTIFIED AS FOLLOWS: I07 = 2007 IS MOST RECENT TRACKING.



Section A: Attendance & Participation in Arts & Culture

I'd like to begin by asking you a few questions about the types of arts and cultural events and activities that you attended or took part in during the last 12 months.

1. I'm going to read a list of different types of live performances and arts events. Please tell me approximately how many times you attended each type in the last 12 months. Starting with... [INSERT ITEM] Would you say you attended such events...? READ/ROTATE LIST. ACCEPT ONE RESPONSE. T07

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

- a) A live art performance, such as a play, musical, music concert, dance performance, opera or storytelling.
- b) Art that makes use of film, video, audio or digital technologies, but not including regular movies in cinemas.
- c) A literary or poetry reading.
- d) A visual art exhibit
- e) A crafts show or fair, including where these crafts are also offered for sale.
- f) An opportunity to interact with artists, such as a question and answer session, a workshop, or meeting with an artist in residence.
- g) An arts or cultural festival of any kind [IF RESPONDENT IS UNCLEAR ON WHAT THIS MEANS, GIVE THE FOLLOWING EXAMPLES: SPRING FESTIVALS, JAZZ OR OTHER MUSIC FESTIVALS, AND ETHNIC CELEBRATIONS.]

ASK ALL WHO ATTENDED AT LEAST ONE EVENT/ACTIVITY (Q1a-h):

2. Thinking of the performances, events, or exhibits you attended in the last 12 months, were any of them based on...? READ/ROTATE LIST. ACCEPT YES/NO RESPONSE FOR EACH ITEM. T07
- a) Aboriginal cultures and traditions.
 - b) Cultures and traditions from Latin America, the Caribbean, the Middle East, Africa or Asia.

ASK ALL WHO ATTENDED AT LEAST ONE PERFORMANCE (Q1a-c):

3. Thinking specifically about the performances you attended in the last 12 months, did any of them take place...? READ/ROTATE LIST. ACCEPT YES/NO RESPONSE FOR EACH ITEM. T07 - MODIFIED
- 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, shopping malls, cafés or clubs.



- e) Outdoors, such as at an outdoor stage, at a park or in the street.
- f) At a cinema or movie theatre.
- g) At a private residence.

ASK ALL WHO ATTENDED AT LEAST ONE EXHIBIT/DISPLAY (Q1d-e):

4. Now thinking specifically about the exhibits or displays you attended in the last 12 months, did any of them take place...? READ/ROTATE LIST. ACCEPT YES/NO RESPONSE FOR EACH ITEM. T07 - MODIFIED

- 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, shopping malls, cafés or clubs.
- e) Outdoors, such as at an outdoor stage, at a park or in the street.
- f) At a private residence.

ASK EVERYONE:

So far we've talked about the types of performances and events you've attended. I'd now like to ask you about the kinds of artistic or cultural activities that you are personally involved in. T07 - MODIFIED

5. In the last 12 months, have you personally been involved in any of the following...? READ/ROTATE LIST. ACCEPT YES/NO RESPONSE FOR EACH ITEM.

- a) Acting, dancing, singing, playing a musical instrument, or writing, composing or remixing music, either on your own or as part of group.
- b) Making photographs, movies, videos, animation or new media art as an artistic activity.
- c) Creative writing
- d) Visual art, or fine craft, such as pottery, ceramics, leatherwork, and weaving.
- e) Volunteering with an arts or cultural organization.
- f) Making a donation of money, goods, or services to an arts or cultural organization.
- g) Holding a membership in or subscription to an arts or cultural organization.
- h) Using the Internet or a smart phone to create something creative or artistic.

6. Thinking about all of your activities online in the past 12 months, did you do any of the following...? READ/ROTATE LIST. ACCEPT YES/NO RESPONSE FOR EACH ITEM.

- a) Found out more about an artist or performer or an event or exhibition.
- c) Purchased tickets for an arts or cultural event.
- d) Viewed or listened to an arts performance, exhibition, or work of art.
- e) Used the Internet to improve your skills, find lessons, or find groups to join related to the arts.
- f) Uploaded something creative or artistic that you created yourself.
- g) Discussed an arts or cultural event or let others know of an upcoming event.
- h) Downloaded software or a mobile phone app related to the arts.
- i) Conducted personal research related to arts and heritage.



Section B: Interest in & Importance of the Arts

7. 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 LIST T07

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

8. How important is it for you to have arts and culture activities that are within 45 minutes of travel time from you? Would you say...? READ LIST

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

9. How interested are you in attending arts performances or exhibits that showcase new and different works or artists, rather than ones that you are already familiar with? Would you say you are...? READ LIST T07

- Very interested 1
- Somewhat interested 2
- Not very interested 3
- Not at all interested 4

10. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements. How about...? READ/ROTATE LIST. ACCEPT 'NEITHER AGREE/DISAGREE' IF VOLUNTEERED. REPEAT SCALE AS NEEDED. T07 - MODIFIED

- 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) It's important for museums in my community to change their exhibits regularly to offer new displays for people who live here. (IF NO MUSEUMS IN COMMUNITY, CODE AS 'DOES NOT APPLY')
- g) Exposure to arts and culture is important to individual wellbeing.
- h) The arts are an important way of helping people think and work creatively.
- i) The arts and culture help us express and define what it means to be Canadian.
- j) The arts and heritage experiences help me feel part of my local community.

Section C: Heritage Institutions & Issues

I'd now like to ask you a few questions about cultural heritage sites and institutions,



11. During the last 12 months, have you visited any of the following? Did you visit...?
READ/ROTATE LIST. ACCEPT YES/NO RESPONSE FOR EACH ITEM. T07

- 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.

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

IF RESPONDENT SAID 'NO' TO ALL ITEMS IN Q11, GO TO Q14

12. When you visited any of these heritage sites or institutions in the last 12 months, did you visit them locally, while travelling domestically, travelling internationally, or all three? T07 - MODIFIED

Locally	1	SKIP NEXT QUESTION
While travelling in Canada	2	
While travelling internationally	3	
Can't recall/no response	99	SKIP NEXT QUESTION

IF VISITED WHILE TRAVELLING OR ON VACATION, ASK:

13. How much influence did visiting any of these heritage sites or institutions have on your choice of travel or vacation destinations over the last 12 months? Would you say this had...? T07

A lot of influence	1
Some influence	2
Little influence	3
No influence at all	4

Thinking specifically about museums in Canada,

14. How important for your community is each of the following roles for museums? How about...? READ/ROTATE LIST. Would you say this is very important, moderately, not very or not at all important? [Volunteered response: No museum in the community] T07

- a) Preserving the past.
- b) Presenting exhibitions.
- c) Providing learning activities and programs for schools.
- d) Attracting tourists.



Section D: Focus on Local Community

The next few questions focus on your local community. By this, we mean the city or town in which you live, or live near, and the surrounding area.

15. 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/ROTATE LIST. 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.

16. 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...? [INSERT FROM BELOW] 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'. READ/ROTATE LIST. T07

- a) A museum.
- b) A library.
- c) A public art gallery.
- d) A space for live performances.
- e) Spaces for artists to create and do their work.
- f) A facility combining several arts and cultural activities in one.
- g) A heritage centre, such as an historic village, fort or house.

Section E: Perceptions of Government Support & Involvement

Turning to the role of governments in Canada,

17. How much importance do you think governments in Canada should place on supporting arts and culture in Canada? Would you say...? T07 - MODIFIED

A great deal	1
Moderate amount	2
Not very much	3
No importance at all	4

18. There are a number of things that governments in Canada could do to support arts and culture in Canada. I'm going to read you a list of some of these things, and would like to know whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with governments doing this. How about...? READ/ROTATE LIST. ACCEPT 'NEITHER AGREE/DISAGREE' IF VOLUNTEERD. REPEAT SCALE AS NECESSARY T07 - MODIFIED



- a) Providing support for arts and culture in Canada.
- b) Promoting awareness of Canadian arts and cultural events and activities.
- c) Partnering with others to ensure that there are enough arts and cultural facilities to serve the public.
- d) Helping protect and preserve Canada's heritage.
- e) Providing incentives to promote private sector support for arts and culture.

Demographics¹⁴

The last few questions are for classification purposes only.

19. In what year were you born?

Record year: _____

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

English	1
French	2
Other	3

21. Which of the following diplomas or degrees have you completed? [READ LIST; ACCEPT ALL THAT APPLY]

High school diploma or equivalent	1
Registered apprenticeship or other trades certificate or diploma	2
College, CEGEP or other non-university certificate or diploma	3
University degree, certificate or diploma	4
None	5
[DO NOT READ] Refused	99

22. Which of the following categories best describes your current employment status? Are you...? [READ LIST; ACCEPT ONE ANSWER ONLY]

- Working full-time, that is, 35 or more hours per week
- Working part-time, that is, less than 35 hours per week
- Self-employed
- Unemployed, but looking for work
- A student attending school full-time
- Retired
- Not in the workforce (full-time homemaker, unemployed and not looking for work)
- Other
- [DO NOT READ] Refused

23. What is your total **household** income for 2010? That is, the total income of all persons in your household combined, before taxes. Please stop me when I get to the correct amount. Is it...? (READ LIST)

¹⁴ All demographic questions are included as written in the Government of Canada standards for telephone surveys. They should not be translated anew.



- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000
- \$80,000 to just under \$100,000
- \$100,000 to just under \$150,000
- \$150,000 and above
- [DO NOT READ] Refused

ASK CELL SAMPLE:

C1. In addition to your cellular telephone, does your household currently have a traditional telephone or landline? [READ LIST; ACCEPT ONE RESPONSE]

Yes	1
No	2

ASK LANDLINE SAMPLE:

C2. In addition to your residential landline telephone, do you or someone else in your household also use one or more cell phone numbers? [READ LIST; ACCEPT ONE RESPONSE]

Yes	1
No	2

**That concludes the survey. Thank you very much for your thoughtful feedback.
It is much appreciated.**

Record by observation:

- Province/region
- Gender
- Language of interview



**Les arts et le patrimoine au Canada :
Sondage de 2012 sur l'accès et la disponibilité**

Bonjour/bonsoir, je suis _____ de Phoenix, une maison de recherche sur l'opinion publique. Nous réalisons un sondage pour le gouvernement du Canada sur des questions d'actualité qui intéressent la population. L'entrevue durera environ 15 minutes, est volontaire et complètement confidentiel. Vos réponses resteront anonymes.

POUR L'ÉCHANTILLON PAR CELLULAIRE SAUTER 'A' ET ALLER A LA QUESTION EC1.

A. J'aimerais parler à un membre de votre foyer âgé d'au moins 18 ans. Est-ce votre cas ?

- | | | |
|---------------------------------|---|---|
| Oui..... | 1 | CONTINUER |
| Non..... | 2 | DEMANDER À PARLER À
UNE PERSONNE ADMISSIBLE.
RÉPÉTER L'INTRO. |
| Refus (RÉPONSE SPONTANÉE) | 3 | REMERCIER ET METTRE FIN À
L'ENTRETIEN |

ÉCHANTILLON PAR CELLULAIRE SEULEMENT :

EC1. Vous ai-je appelé sur votre téléphone cellulaire?

- | | | |
|-----|---|-----------|
| Oui | 1 | CONTINUER |
| Non | 2 | ALLER À B |

EC2. Avez-vous 18 ans ou plus?

- | | | |
|-----|---|---------------------------------------|
| Oui | 1 | CONTINUER |
| Non | 2 | REMERCIER ET METTRE FIN À L'ENTRETIEN |

EC3. Êtes-vous dans un endroit où vous pouvez parler au téléphone et répondre à mes questions?

- | | | |
|-----|---|-----------|
| Oui | 1 | ALLER À B |
| Non | 2 | CONTINUER |

EC4. Quand devrais-je rappeler?

Fixer un rendez-vous, si possible (heure/jour) : _____



B. Est-ce qu'un membre de votre famille ou de votre foyer, y compris vous-même, travaille dans l'un des domaines suivants ? [LIRE LA LISTE]

La publicité ou les études de marché → REMERCIER ET METTRE FIN À L'ENTRETIEN

Les médias (télévision, radio, journaux) → REMERCIER ET METTRE FIN À L'ENTRETIEN

Un représentant élu → REMERCIER ET METTRE FIN À L'ENTRETIEN

* AUX PERSONNES NON ADMISSIBLES : Merci de votre intérêt à l'égard de ce sondage. Malheureusement, vous ne répondez pas aux critères d'admissibilité.

NOTES À L'INTENTION DE L'INTERVIEWEUR ET DU PROGRAMMEUR :

VALIDITÉ DE L'ÉTUDE : SI LE RÉPONDANT MET EN QUESTION LA VALIDITÉ DE L'ÉTUDE, INVITEZ LE RÉPONDANT À TÉLÉPHONER AU SYSTÈME NATIONAL D'ENREGISTREMENT DES SONDAGES (VOIR LA NOTE CI-DESSOUS).

SYSTÈME NATIONAL D'ENREGISTREMENT DES SONDAGES : SI LE RÉPONDANT DEMANDE CE QU'EST LE SYSTÈME NATIONAL D'ENREGISTREMENT DES SONDAGES, DITES :

Le système d'enregistrement a été créé par l'industrie de la recherche par sondage pour permettre au public de vérifier la légitimité d'un sondage, d'obtenir des renseignements sur l'industrie des sondages ou de déposer une plainte. Le numéro de téléphone sans frais du système d'enregistrement est le 1-888-602-6742, poste 8728. (WWW.MRIA-ARIM.CA)

SI DEMANDÉ À PROPOS DE LA Liste nationale de numéros exclus : Les appels qui sont faits pour de la recherche ou des sondages ne sont pas considérés comme de la vente à distance et les organisations qui font ce type d'appels ne sont pas assujettis à la liste nationale de numéros exclus. Pour plus d'information sur la liste nationale de numéros exclus, vous pouvez composer sans frais le 1-866-580-3625.

NE PAS LIRE LE TITRE DES SECTIONS AUX RÉPONDANTS.

RÉVÉLER LE NOM DU MINISTÈRE CLIENT QUI A COMMANDÉ L'ENQUÊTE À LA FIN DE L'ENTREVUE SEULEMENT.

SAUF INDICATION CONTRAIRE, TOUTES LES QUESTIONS PERMETTENT LE CHOIX DE RÉPONSE « NE SAIT PAS / N'A PAS RÉPONDU ».

LES QUESTIONS DE SUIVI SONT DÉSIGNÉES COMME SUIV : T07 = INDIQUANT QUE LE PLUS RÉCENT SUIVI A ÉTÉ FAIT EN 2007.



Section A: Attendance & Participation in Arts & Culture

Pour commencer, voici quelques questions sur les genres d'événements et d'activités artistiques et culturels auxquels vous avez assisté ou participé au cours des 12 derniers mois.

1. Je vais vous lire une liste de différents types de spectacles et d'événements artistiques. Veuillez me dire, de manière approximative, combien de fois vous avez assisté à chacun des types suivants au cours des douze derniers mois. Commençons par... [INSÉRER L'ARTICLE] Diriez-vous que vous avez assisté à de tels événements...? LIRE LES ARTICLES EN ROTATION. ACCEPTER UNE SEULE RÉPONSE. T07 modifié

Une fois seulement	1
De 2 à 3 fois	2
De 4 à 6 fois	3
De 7 à 10 fois	4
Plus de 10 fois	5
Jamais	6

- a) Un spectacle, comme une pièce de théâtre, une comédie musicale, un concert de musique, un spectacle de danse, un opéra ou spectacle de conteur.
- b) Une création artistique faisant appel à la technologie du cinéma, de la vidéo, de l'audio ou du numérique, mais non sous forme de film au cinéma.
- c) Une lecture de textes littéraires ou de poèmes.
- d) Une exposition d'arts visuels.
- e) Un salon ou une foire d'artisanat, y compris les endroits où l'on vend ces pièces d'artisanat.
- f) La possibilité d'interagir avec des artistes, comme participer à une séance de questions et réponses, à un atelier ou à des rencontres avec des artistes résidents.
- g) Un festival artistique ou culturel de quelque genre que ce soit [SI LE RÉPONDANT N'EST PAS CERTAIN DE BIEN COMPRENDRE CE QUE CELA SIGNIFIE, DONNER LES EXMPLES SUIVANTS : FESTIVAL DU PRINTEMPS, FESTIVAL DE JAZZ OU D'AUTRES FESTIVALS MUSICAUX, FESTIVITÉS ETHNIQUES.]

POSER À TOUS CEUX AYANT ASSISTÉ À AU MOINS UN ÉVÉNEMENT/UNE ACTIVITÉ (Q1a-h) :

2. En vous reportant aux spectacles, événements ou expositions auxquels vous avez assisté au cours des douze derniers mois, y en avait-il qui reposaient sur...? LIRE LES ARTICLES EN ROTATION. ACCEPTER OUI/NON COMME RÉPONSE POUR CHAQUE ARTICLE.
- a) Les cultures et traditions autochtones.
 - b) Les cultures et traditions de l'Amérique latine, des Antilles, du Moyen-Orient, de l'Afrique ou de l'Asie.

DEMANDER À TOUS CEUX AYANT ASSISTÉ À AU MOINS UN SPECTACLE (Q1a-c) :

3. En ce qui concerne uniquement les spectacles auxquels vous avez assisté au cours des 12 derniers mois, y en a-t-il qui ont eu lieu...? LIRE LES ARTICLES EN ROTATION. ACCEPTER OUI/NON COMME RÉPONSE POUR CHAQUE ARTICLE. T07 – MODIFIÉ



- a) Dans une installation destinée aux arts de la scène, comme un théâtre ou une salle de concert.
- b) Dans un musée ou une galerie d'art publique.
- c) Dans des endroits comme un centre communautaire ou un centre culturel.
- d) Dans des endroits comme un lieu de culte, une bibliothèque, un centre commercial, un café ou une discothèque.
- e) À l'extérieur, comme une scène en plein air, dans un parc ou dans la rue.
- f) Dans un cinéma ou dans une salle de cinéma.
- g) Dans une résidence privée.

DEMANDER À TOUS CEUX AYANT ASSISTÉ À AU MOINS UNE EXPOSITION/PRÉSENTATION (Q1d-e) :

4. En ce qui concerne uniquement les expositions d'art visuel ou d'artisanat auxquelles vous avez assisté au cours des 12 derniers mois, y en a-t-il qui ont eu lieu...? LIRE LES ARTICLES EN ROTATION. ACCEPTER OUI/NON COMME RÉPONSE POUR CHAQUE ARTICLE. T07 - MODIFIÉ

- a) Dans une installation destinée aux arts de la scène, comme un théâtre ou une salle de concert.
- b) Dans un musée ou une galerie d'art publique.
- c) Dans des endroits comme un centre communautaire ou un centre culturel.
- d) Dans des endroits comme un lieu de culte, une bibliothèque, un centre commercial, un café ou une discothèque.
- e) À l'extérieur, comme une scène en plein air, dans un parc ou dans la rue.
- f) Dans une résidence privée.

DEMANDER À CHACUN :

Jusqu'ici, nous avons parlé de spectacles et d'événements auxquels vous avez assisté. J'aimerais maintenant vous interroger sur les genres d'activités artistiques ou culturelles que vous accomplissez vous-même. T07 - MODIFIÉ

5. Au cours des 12 derniers mois, avez-vous accompli personnellement l'une ou l'autre des activités suivantes...? LIRE LES ARTICLES EN ROTATION. ACCEPTER OUI/NON COMME RÉPONSE POUR CHAQUE ARTICLE.
- a) Jouer au théâtre, danser, chanter, jouer un instrument de musique ou écrire, composer ou remixer une pièce musicale, que ce soit individuellement ou en groupe.
 - b) Faire de la photographie, des films ou des vidéos, de l'animation ou de l'art des nouveaux médias en tant qu'activité artistique.
 - c) Faire de la création littéraire.
 - d) Faire des arts visuels ou pratiquer un métier d'art comme la poterie, la céramique, le travail sur cuir et le tissage.
 - e) Faire du bénévolat auprès d'une organisation artistique ou culturelle.
 - f) Faire un don en argent, en espèces ou sous forme de services à une organisation artistique ou culturelle.
 - g) Adhérer ou s'abonner à une organisation artistique ou culturelle.
 - h) Utiliser Internet ou un téléphone intelligent pour créer quelque chose de créatif ou d'artistique.



6. En ce qui concerne vos activités réalisées en ligne au cours des 12 derniers mois, avez-vous accompli l'une ou l'autre des activités suivantes...? LIRE LES ARTICLES EN ROTATION. ACCEPTER OUI/NON COMME RÉPONSE POUR CHAQUE ARTICLE.
- a) En découvrir davantage sur un artiste ou un interprète ou sur un événement ou une exposition.
 - c) Acheter des billets pour un événement artistique ou culturel.
 - d) Visionner ou écouter un spectacle, une exposition ou une œuvre d'art.
 - e) Utiliser Internet pour améliorer vos compétences, trouver des leçons ou trouver des groupes auxquels vous joindre pour des activités artistiques.
 - f) Télécharger une œuvre créative ou artistique que vous avez vous-même créée.
 - g) Discuter d'un événement artistique ou culturel ou informer d'autres personnes d'un événement à venir.
 - h) Télécharger un logiciel ou une application pour téléphone mobile lié aux arts.
 - i) Effectuer des recherches personnelles concernant les arts et le patrimoine.

Section B: Interest in & Importance of the Arts

7. Dans quelle mesure les genres d'événements artistiques et culturels dont nous avons parlé sont-ils importants pour votre qualité de vie et celle de votre famille? Diriez-vous qu'ils sont...? LIRE LA LISTE

Très importants	1
Passablement importants	2
Pas tellement importants	3
Pas du tout importants	4

8. Dans quelle mesure est-ce important pour vous de pouvoir assister à des activités artistiques et culturelles à moins de 45 minutes de chez vous? Diriez-vous que c'est...? LIRE LA LISTE.

Très important	1
Plutôt important	2
Pas très important	3
Pas du tout important	4

9. Dans quelle mesure êtes-vous intéressé à assister à des spectacles ou à des expositions artistiques qui mettent en vedette des œuvres ou des artistes nouveaux et différents au lieu de celles ou ceux que vous connaissez déjà? Diriez-vous que vous êtes...? LIRE LA LISTE

Très intéressé	1
Assez intéressé	2
Pas tellement intéressé	3
Pas du tout intéressé	4



10. Veuillez indiquer si vous êtes fermement d'accord, plutôt d'accord, plutôt en désaccord ou fermement en désaccord avec les énoncés suivants. Voyons ceci...? LIRE LES ARTICLES EN ROTATION. ACCEPTER « NI L'UN NI L'AUTRE » SI CETTE RÉPONSE EST SPONTANÉE. RÉPÉTER L'ÉCHELLE, AU BESOIN. T07 – MODIFIÉ
- a) Il est important d'appuyer les arts en faisant du bénévolat ou en donnant des fonds ou des biens.
 - b) Les activités artistiques et culturelles au sein d'une collectivité font en sorte qu'il est plus agréable d'habiter à cet endroit.
 - c) Les activités artistiques et culturelles sont importantes pour le bien-être économique d'une collectivité.
 - d) Les acteurs, musiciens, écrivains et autres artistes canadiens sont parmi les meilleurs au monde et font bonne figure sur la scène internationale.
 - e) Les expériences artistiques sont une bonne occasion de réunir des gens de langues et de traditions culturelles différentes.
 - f) Il est important que les musées de ma collectivité changent à intervalles réguliers leurs expositions afin de présenter du nouveau aux gens qui vivent à cet endroit. (S'IL N'Y A PAS DE MUSÉE DANS LA COLLECTIVITÉ, CODER « SANS OBJET ».)
 - g) L'exposition aux arts et à la culture est importante pour le bien-être individuel.
 - h) Les arts constituent un bon moyen d'aider les gens à réfléchir et à travailler de façon créative.
 - i) Les arts et la culture nous aident à exprimer et à définir ce que signifie d'être Canadien.
 - j) Les expériences liées aux arts et au patrimoine m'aident à faire partie de ma collectivité locale.

Section C : Établissements patrimoniaux et questions connexes

Voici maintenant quelques questions sur les lieux et les établissements patrimoniaux,

11. Au cours des 12 derniers mois, avez-vous visité l'un des endroits suivants? Avez-vous visité...? LIRE LES ARTICLES EN ROTATION. ACCEPTER OUI/NON COMME RÉPONSE POUR CHAQUE ARTICLE.
- a) Un musée des beaux-arts (pas une galerie qui vend des œuvres d'art).
 - b) Un musée ou un centre des sciences.
 - c) Un bâtiment ou un lieu historique.
 - d) Un zoo, un aquarium ou un jardin botanique.
 - e) Un planétarium ou un observatoire.

Aux fins de notre sondage, veuillez considérer ces endroits comme des lieux ou établissements patrimoniaux.

SI LE RÉPONDANT DIT « NON » À TOUS LES ARTICLES DE LA Q11, PASSER À LA Q14

12. Quand vous avez visité l'un ou l'autre de ces lieux ou établissements patrimoniaux au cours des 12 derniers mois, était-ce dans votre région, lors d'un voyage au Canada, lors d'un voyage à l'étranger ou les trois? T07 - MODIFIÉ

Dans votre région

1

SAUTER LA PROCHAINE QUESTION



Lors d'un voyage au Canada	2	
Lors d'un voyage à l'étranger	3	
Je ne me rappelle pas/pas de réponse	99	SAUTER LA PROCHAINE QUESTION

SI C'ÉTAIT LORS D'UN VOYAGE OU DE VACANCES, DEMANDER :

13. Est-ce qu'une visite à l'une ou l'autre de ces institutions du patrimoine culturel a eue une influence sur votre choix de destination de voyage ou de vacances au cours des 12 derniers mois? Diriez-vous que cela a eu...?

Beaucoup d'influence	1
Une certaine influence	2
Très peu d'influence	3
Aucune influence	4

En ce qui concerne en particulier les musées au Canada,

14. Dans quelle mesure chacun des rôles suivants joués par les musées est-il important pour votre collectivité? Qu'en est-il de...? LIRE LES ARTICLES EN ROTATION. Diriez-vous que ce rôle est très, assez, pas tellement ou pas du tout important? [Réponse spontanée : Pas de musée dans la collectivité]

- a) Conserver le passé.
- b) Présenter des expositions.
- c) Offrir aux écoles des activités et des programmes d'apprentissage.
- d) Attirer les touristes.

Section D : Concentration sur la collectivité locale

Les prochaines questions concernent votre collectivité locale, c'est-à-dire, la ville ou la municipalité dans laquelle ou près de laquelle vous habitez, ainsi que ses environs.

15. En ce qui concerne votre collectivité, comment évaluez-vous chaque aspect suivant? Veuillez répondre selon une échelle de 1 à 5 où «1» signifie très mauvais, «5», très bon et «3», ni l'un ni l'autre. Si un aspect est sans objet pour vous, veuillez le dire. Voyons ceci...? LIRE LES ARTICLES EN ROTATION. INSCRIRE SÉPARÉMENT «SANS OBJET» ET «JE NE SAIS PAS».

- a) Le nombre d'événements et d'activités artistiques et culturels dans votre collectivité.
- b) La qualité des événements et activités artistiques et culturels dans votre collectivité.
- c) Le nombre d'**installations** artistiques et culturelles dans votre collectivité.
- d) La qualité des **installations** artistiques et culturelles dans votre collectivité.
- e) Le nombre de **musées et autres lieux patrimoniaux** dans votre collectivité.
- f) La qualité des **musées et autres lieux patrimoniaux** dans votre collectivité.

16. Dans quelle mesure, selon vous, les installations suivantes contribuent-elles à la qualité de vie des gens de votre collectivité? Si une certaine installation n'existe pas dans votre région, veuillez me le dire. Voyons ceci...? [INSÉRER UN ARTICLE DE LA LISTE



CI-DESSOUS] Pensez-vous que cette installation contribue grandement, passablement, pas beaucoup ou pas du tout à la qualité de vie des gens de votre collectivité? RÉPÉTER L'ÉCHELLE, AU BESOIN. SI L'INSTALLATION N'EXISTE PAS DANS LA RÉGION, INSCRIRE «SANS OBJET». LIRE LES ARTICLES EN ROTATION.

- a) Un musée.
- b) Une bibliothèque.
- c) Un musée des beaux-arts.
- d) Une salle de spectacle.
- e) Des ateliers de création et de travail pour les artistes.
- f) Une installation destinée à plusieurs activités artistiques et culturelles.
- g) Un centre patrimonial comme un village, un fort ou une résidence historique.

Section E : Perceptions du soutien et de la participation du gouvernement

Maintenant, parlons du rôle des gouvernements au Canada,

17. Dans quelle mesure les gouvernements du pays devraient-ils appuyer les arts et la culture au Canada? Diriez-vous...? T07 - MODIFIÉ

Énormément	1
Moyennement	2
Pas beaucoup	3
Pas du tout	4

18. Il y a divers moyens par lesquels les gouvernements du Canada pourraient soutenir les arts et la culture au Canada. Je vais vous en énumérer quelques-uns et vous demander si vous seriez fermement d'accord, plutôt d'accord, plutôt en désaccord ou fermement en désaccord qu'ils prennent ces moyens. Voyons ceci...? LIRE LES ARTICLES EN ROTATION. ACCEPTER « NI L'UN NI L'AUTRE » SI CETTE RÉPONSE EST SPONTANÉE. RÉPÉTER L'ÉCHELLE, AU BESOIN. T07 - MODIFIÉ

- a) Offrir un soutien aux arts et à la culture au Canada.
- b) Promouvoir la sensibilisation aux événements et activités artistiques et culturels canadiens.
- c) Créer des partenariats pour veiller à ce qu'il y ait suffisamment d'installations artistiques et culturelles pour répondre aux besoins du public.
- d) Aider à protéger et à conserver le patrimoine canadien.
- e) Offrir des incitatifs pour encourager le secteur privé à soutenir les arts et la culture.

Données démographiques

Les questions suivantes ne seront utilisées qu'à des fins de classification.

19. En quelle année êtes-vous né(e) ?

Noter l'année : _____



20. Quelle langue parlez-vous le plus souvent à la maison ?

Anglais
Français
Autre

21. Quels diplômes ou certificats avez-vous obtenus parmi les suivants ? [LIRE LA LISTE. RETENIR TOUTES LES RÉPONSES DONNÉES]

Diplôme d'études secondaires ou l'équivalent
Certificat ou diplôme d'apprenti inscrit ou d'une école de métiers
Certificat ou diplôme d'études collégiales, d'un cégep ou d'un autre établissement non universitaire
Diplôme ou certificat universitaire
Aucun
[NE PAS LIRE] Refus

22. Laquelle des catégories suivantes décrit le mieux votre situation professionnelle actuelle ? Êtes-vous... [LIRE LA LISTE; RETENIR UNE SEULE RÉPONSE.]

Employé(e) à plein temps, c'est-à-dire 35 heures ou plus par semaine
Employé(e) à temps partiel, c'est-à-dire moins de 35 heures par semaine
Travailleur ou travailleuse autonome
Au chômage et en recherche d'emploi
Un étudiant ou une étudiante à plein temps
Retraité(e)
Pas dans la population active (personne au foyer à plein temps, sans emploi ni en recherche d'emploi)
Autre
[NE PAS LIRE] Refus

23. Laquelle des catégories suivantes correspond le mieux au revenu annuel total, avant impôt, de tous les membres de votre ménage en 2011? C'est-à-dire la somme des revenus avant impôts de tous les membres de votre foyer ? (LIRE LA LISTE)

Moins de 20 000 \$
De 20 000 \$ à moins de 40 000 \$
De 40 000 \$ à moins de 60 000 \$
De 60 000 \$ à moins de 80 000 \$
De 80 000 \$ à moins de 100 000 \$
De 100 000 \$ à moins de 150 000 \$
150 000 \$ et plus
[NE PAS LIRE] Refus

POSER À L'ÉCHANTILLON PAR TÉLÉPHONE CELLULAIRE

C1. En plus de votre téléphone cellulaire, est-ce que vous avez une ligne téléphonique traditionnelle ou terrestre à votre résidence? [LIRE LA LISTE; ACCEPTER UNE SEULE RÉPONSE]

Oui	1
Non	2



POSER À L'ÉCHANTILLON PAR TÉLÉPHONE RÉSIDENTIEL

C2. En plus de votre ligne téléphonique résidentielle, est-ce que vous ou une autre personne qui habite avec vous utilisez également un ou plusieurs numéros de téléphones cellulaires? [LIRE LA LISTE; ACCEPTER UNE SEULE RÉPONSE]

Oui	1
Non	2

**Voilà qui met fin à l'entrevue. Nous vous remercions de vos commentaires.
Nous apprécions votre collaboration.**

Par observation ou à partir de la base de données, indiquer ce qui suit :

- Province/région
- Sexe
- Langue de l'entrevue