

Edmonton Cultural Capital

Analysis of Findings Benchmark Study

July 2007



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APPENDIX A: QUESTIONNAIRE

APPENDIX B: STATISTICAL TOLERANCES

EXECUTIVE SUMMARY

The City of Edmonton has been named the Cultural Capital of Canada for 2007, and in conjunction with this designation, a range arts and cultural events and activities are scheduled to occur throughout the year. The City would like to understand the impacts that this title and year of celebration have on citizen perceptions of arts and culture. To achieve this, Leger Marketing was commissioned to conduct market research at various times during 2007.

The results of the first phase of the research, conducted in June 2007, are reported here and represent the benchmark against which year-end results will be compared. The snapshot reflected in this report represents Edmontonian perceptions following the public announcement of the Cultural Capital designation, but prior to any significant activity planned for the year. By comparing these results with those to be obtained early in 2008, the overall impacts of this Cultural Capital year will be more tangibly identified and measured.

Less than half of those surveyed (42%) are aware Edmonton is Canada's 2007 Cultural Capital
In contrast, an almost universal proportion (92%) of Edmontonians consider themselves to be at least somewhat aware of arts and cultural activities in Edmonton. For further context, only one-third (33%) are aware Edmonton has a poet laureate, a position that has been in existence for two years.

Edmontonians are proud of the City's arts and cultural community, with a substantial 81% agreeing that Edmonton is worthy of the title 'Cultural Capital of Canada', including about half that proportion (41%) indicating strong agreement. As further illustration of this, and as a potential arts strategy for the City, three-quarters (74%) of residents believe Edmonton should aim to be ranked in the top three in Canada, when it comes to support for arts and culture.

Edmontonians value arts and culture, even if some do not have a personal interest in it. While 90% think it is important for Edmonton to have a strong arts and cultural community, fewer 77% are personally interested in arts and culture. Similarly, when asked about potential impacts of the Cultural Capital designation, there are higher levels of agreement regarding implications for the broader Edmonton community than for respondents personally. Still, half (54%) of those surveyed agree that arts and culture impacts their daily lives.

There is an appreciation that arts and culture offers social benefits within the City of Edmonton, peripheral to the personal enjoyment that may be more individually derived. In particular:

- ✓ 87% Believe arts and culture plays a positive role in bringing together Edmonton's different cultures
- ✓ 86% Feel the arts positively contribute to the City of Edmonton's image
- ✓ 85% Agree arts and culture contribute to our quality of life in Edmonton
- ✓ 77% Think a strong arts and cultural community helps Edmonton attract newcomers
- ✓ 68% Agree a strong arts and cultural community gives youth a reason to stay in Edmonton

Residents believe Edmonton is a culturally vibrant city, and that the City stimulates and promotes arts and cultural activities (with agreement at 89% and 88% respectively). While the majority are still positive, residents feel less favourable about other facets of arts and culture in Edmonton, including:

- ✓ 73% Agree Edmonton develops and nurtures its local artists
- ✓ 68% Perceive Edmonton has a culturally dynamic downtown
- ✓ 65% Believe the City places enough importance on arts and culture

Edmontonians are least incline to believe there are enough opportunities for low income families to enjoy arts and culture in Edmonton (35%).

Edmontonians participate in a breadth of arts and cultural activities, and nearly everyone surveyed (93%) recalls attending at least one arts and cultural activity or event in the past year, with the average attending five different types of events during the last 12 months. Specifically, respondents reported participating in the following categories of activities:

- ✓ 67% Attended a festival
- ✓ 56% Enjoyed free public art
- ✓ 56% Attended some other type of local performance or activity (e.g. poetry reading or rock concert)
- ✓ 55% Attended live theatre
- ✓ 55% Visited a museum
- ✓ 51% Attended a multicultural performance or concert
- ✓ 46% Visited an art gallery or visual arts display
- ✓ 37% Attended a live dance performance
- ✓ 28% Participated in a non-traditional arts and cultural event or activity
- ✓ 25% Attended a symphony
- ✓ 16% Attended an opera

Time factors are the largest barrier to attending arts and cultural events and activities more frequently. In fact, respondents mention time, schedules, and work conflicts more than twice as often as the next most frequent barrier impacting their participation.

Initial perception of 'arts and culture' may be narrowly defined. Before the survey asked about participation in specifically identified categories, 80% of those surveyed indicated they had attended at least one un-defined "arts or cultural activity" in the past year. Once specific categories were explored, the participation percentage increased to 93%. This might suggest that respondents had a more narrow definition of 'arts and culture' than the definition created through the survey's category listing.

The 2007 Cultural Capital designation is expected to have positive impacts for the City and for individuals. While levels of agreement regarding personal impacts are lower than the expected impacts for the broader Edmonton community, respondents are already engaged in arts and cultural activities (92% aware; 93% participate; 77% interested), and already appreciate that arts and culture offers social benefits within the City of Edmonton (a range of 68% to 87%) which makes their expectations for increased engagement even more significant.

- ✓ 82% Feel it will make Edmonton a more creative community
- ✓ 82% Think it will increase tourism in Edmonton
- ✓ 80% Believe it will allow art to be created that otherwise wouldn't be

- ✓ 73% Predict it will increase their awareness of arts and cultural activities in Edmonton
- ✓ 63% Expect it will increase their participation in Edmonton's arts and cultural activities
- ✓ 62% Agree it will broaden the variety of arts and cultural events they attend

Closing Comments

At this early stage of the year, even before most of the events and activities scheduled by the Edmonton Cultural Capital Project have occurred, nearly all residents value arts and culture and are aware of, and participate in, arts and cultural events and activities in Edmonton. Therefore, the Cultural Capital designation and scheduled activities can be expected to have limited impact on these areas because the benchmark starting point is already so high. However, more potential exists for increases to be observed in areas such as personal interest, the types of events and activities attended, and perceptions of the City's involvement in supporting the arts and cultural community in the follow-up study at the conclusion of the year.

1 BACKGROUND

In March 2007, Leger Marketing was contracted to conduct telephone interviews with residents of the City of Edmonton to assess the impact that Edmonton being named the 2007 Cultural Capital of Canada has on public awareness and perception of arts and culture.

On April 26th, 2007 Mayor Mandel held an announcement ceremony introducing Edmonton as the 2007 Cultural Capital of Canada. Most of the events and programs sponsored by the Cultural Capital Program will commence in the summer and fall of 2007.

This study, conducted in June 2007, is designed to collect benchmark data after the mayoral announcement and prior to the majority of the events and programs sponsored by the Cultural Capital Program taking place. Future results on awareness and perception of arts and culture in Edmonton, and of Edmonton as the 2007 Cultural Capital of Canada, will be compared back to these benchmark results to determine whether any change has taken place.

Specific objectives of the research are to:

- ✓ Measure awareness and perception of arts and culture in Edmonton
- ✓ Obtain a demographic profile of arts and cultural attendees in Edmonton
- ✓ Identify whether sources of information on arts and culture are used
- ✓ As a result of the Cultural Capital program, identify if there is an increase in:
 - The identification and recognition of what arts and culture are
 - Awareness and enthusiasm surrounding the Cultural Capital designation
 - Interest in and importance of arts and culture
 - Attendance and participation in arts and cultural events and activities
 - How arts and culture are manifested in our community
 - How arts and culture directly impact daily lives

2 METHODOLOGY

2.1 Sampling Plan

A total of 400 telephone interviews were conducted with randomly selected Edmonton residents, aged 18 years and older, between June 11th and June 28th, 2007.

2.2 Questionnaire Design

Leger Marketing worked in conjunction with the Edmonton Cultural Capital Program to create the questionnaire.

A copy of the questionnaire is provided in Appendix A.

2.3 Analysis by Subsegments of the Population

To evaluate differences or similarities in responses between subsets of the population, the results for each question have been analyzed by:

- ✓ Gender;
- ✓ Age;
- ✓ Level of interest in arts and culture;
- ✓ Level of awareness of arts and culture;
- ✓ Number of events attended;
- ✓ Household size;
- ✓ Level of education;
- ✓ Employment status; and
- ✓ Total household income.

Meaningful differences in responses from these sub-segments of the population are highlighted in Section 7.

Results are weighted by gender and age according to the most recent (2005) municipal census of the City of Edmonton.

2.4 Statistical Reliability

For a given sample size, it is possible to set what are called “confidence bounds” or limits around an observed percentage and assert that such limits are correct 95 percent of the time (for example). These confidence limits are valuable indicators of the reliability of observed results. When interpreting data, confidence bounds should always be kept in mind because these limits can vary dramatically depending on the sample size.

Results for a sample size of 400 are accurate to within ± 4.9 percentage points, 19 times out of 20. For questions asked of only a portion of the sample, the number of percentage points is higher.

A table of confidence limits is included in Appendix B.

2.5 Interpretation of Scales

Throughout the questionnaire, seven-point scales are used by respondents to rate their perceptions in:

- ✓ **Interest:** 1 = Not at all interested; 4 = Interested; and 7 = Very interested
- ✓ **Agreement:** 1 = Do not agree at all; 4 = Agree; and 7 = Agree completely
- ✓ **Importance:** 1 = Not at all important; 4 = Important; and 7 = Very important

For the purpose of analysis and discussion, the various numerical ratings are consolidated, where appropriate, into three groups:

Rating on the scale of "1" to "7"	Interpretive Level
6,7	These respondents express <i>top-box</i> positive responses.
4,5	These respondents disclose <i>mid-range</i> responses about a particular factor, or provide a moderately positive response.
1,2,3	These respondents provide <i>negative</i> responses.

3 AWARENESS OF ARTS AND CULTURE IN EDMONTON

3.1 Awareness of Arts and Culture

The vast majority (92%) of respondents consider themselves at least somewhat aware of arts and cultural activities and events in Edmonton, including one-in-five (19%) who consider themselves very aware and three-quarters (73%) who consider themselves somewhat aware. Eight percent of respondents (8%) consider themselves not aware of arts and cultural activities in Edmonton.

Table 1: Perceived Level of Awareness of Arts and Cultural Activities in Edmonton (Q.5)

<i>All respondents</i>	<i>(N=400)</i>
Aware	92%
<i>Very aware</i>	<i>19%</i>
<i>Somewhat aware</i>	<i>73%</i>
Not at all aware	8%
Don't know	*

** Less than 1%*

3.2 Information Sources for Arts and Culture

Newspapers are the predominant media through which Edmontonians find out about city arts and cultural events and activities, with the Edmonton Journal used by a significantly larger proportion of respondents than other newspapers.

Table 2: Source of Awareness of Arts and Cultural Activities in Edmonton (Q.6)

- Percentages may not add to 100% as respondents could provide more than one response -

All respondents	(N=400)
Newspapers (NET)	71%
Edmonton Journal	58%
Edmonton Sun	16%
SEE Magazine	12%
Vue Weekly	8%
The Examiner	3%
The Gateway	*
Metro	*
24 hours	*
Newspaper (unspecified)	2%
Television	36%
Word of mouth	25%
Radio	19%
Internet	19%
Poster / Notice in public area	8%
Leaflet / Brochure / Flyer	7%
Newsletters (NET)	3%
Paper newsletter	3%
Online newsletter	*
Email	1%
Attending events	1%
Other mentions	5%
Don't know	4%

* Less than 1%

3.3 Awareness of 2007 Culture Capital

Respondents were asked whether they are aware that Edmonton has been selected as 'Canada's Cultural Capital for 2007, and that Edmonton has a poet laureate.

Although the vast majority (92%) consider themselves somewhat or very aware of arts and cultural activities in Edmonton (Table 1), less than half (42%) are aware that Edmonton is Canada's 2007 Cultural Capital, and one-third (33%) are aware that Edmonton has a poet laureate.

Although awareness of Edmonton being the 2007 Cultural Capital is higher among those who consider themselves very aware of arts and cultural activities and events in Edmonton (57%) than those who are not at all aware (27%) or somewhat aware (40%), this higher proportion represents only a slight majority of respondents.

Awareness of Edmonton being the 2007 Cultural Capital is also higher among those who have attended one or more arts and cultural event per month on average in the past year (53%) than those who have attended less than one a month (36%).

While level of interest in arts and cultural activities has less impact on awareness of Edmonton being the 2007 Cultural Capital (findings are consistent for low, medium and high levels of interest), a higher proportion of respondents who express high levels of interest in arts and culture (42%) are aware that Edmonton has a Poet Laureate than those who express low (24%) or medium (32%) levels of interest.

Table 3: Awareness of Cultural Aspects of Edmonton (Q.2, 4)

<i>All respondents</i>	(N=400)
Edmonton is 2007 Cultural Capital of Canada	
Aware	42%
Not aware	58%
Don't know	*
Edmonton has a Poet Laureate	
Aware	33%
Not aware	64%
Don't know	2%

* Less than 1%

3.4 Media Preferences

3.4.1 Edmonton Radio

When asked what radio stations they listen to regularly, respondents most frequently mention CHDI Sonic, CKNG Joe FM, CHED 630 AM, The Bear 100.3 FM, 91.7 The Bounce, and CFMG EZ Rock 104.9.

Respondents who are very interested in arts and culture most frequently listen to CHDI Sonic, CBC AM, CKNG Joe FM, 91.7 The Bounce, The Bear 100.3, and CKUA Magic 99, with higher proportions listen to CBC AM, CBC FM, CKUA 94.9 FM, CKUA 580 AM, and CHMC Magic 99 than those who are less interested.

Table 4: Radio Stations Listened to Regularly (Q.17)

- Percentages may not add to 100% as respondents could provide more than one response -

<i>All respondents</i>	Total (N=400)	Very interested (n=146)
Any radio	90%	90%
CHDI Sonic	18%	21%
CKNG Joe FM	16%	16%
CHED 630 AM	15%	12%
The Bear 100.3 FM	14%	14%
91.7 The Bounce	12%	15%
CFMG EZ Rock 104.9	12%	10%
CBC AM	11%	21%
CBC FM	11%	16%
CIRK K-Rock 97.3 FM	10%	6%
CISN Country 104 FM	9%	9%
CKUA 94.9 FM	8%	14%
CHMC Magic 99	5%	7%
CHQT Cool 880 AM	4%	5%
CKRA Big Earl	4%	1%
CKUA 580 AM	3%	8%
CFCW 790 AM	3%	1%
CJSR Campus Radio 88 FM	3%	3%
Shine FM	2%	3%
CFRN 101.9 FM	2%	-
CJCA 930 AM	2%	1%
680 CHFA	1%	1%
Other mentions	4%	5%
No radio	9%	10%
Don't know	1%	*

*Less than 1%

3.4.2 Edmonton Newspapers

The vast majority (86%) of respondents regularly read an Edmonton newspaper, including two-thirds (67%) of respondents who read the Edmonton Journal, and one-third (32%) who read the Edmonton Sun.

All other newspapers are each read by 4% or fewer respondents.

Respondents expressing higher levels of awareness, interest and participation in arts and culture more frequently read the Edmonton Journal and Vue Weekly, while those with lower interest, awareness and participation levels more tend to read the Edmonton Sun.

Table 5: Regular Newspaper Readership (Q.18)
- Percentages may not add to 100% as respondents could provide more than one response -

All respondents	Total (N=400)	Very interested (n=146)
Any newspaper	86%	86%
Edmonton Journal	67%	72%
Edmonton Sun	32%	20%
The Examiner	4%	6%
SEE Magazine	4%	6%
Vue Weekly	2%	5%
24 Hours	2%	2%
Metro	1%	*
The Gateway	1%	1%
Other mentions	14%	25%
No newspaper	13%	12%
Don't know	1%	2%

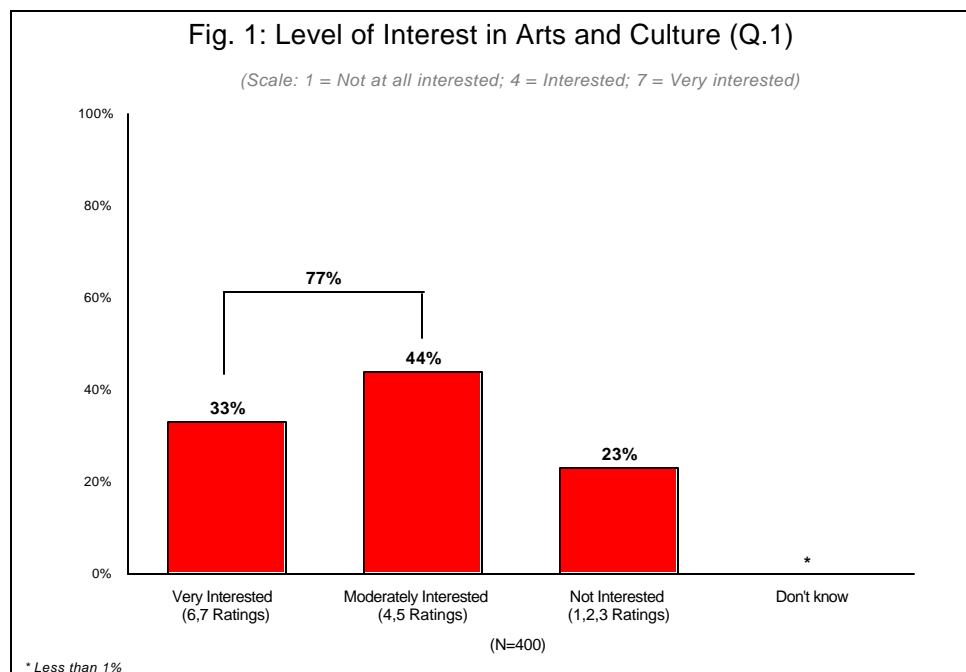
*Less than 1%

4 IMPACT OF ARTS AND CULTURE ON PERSONAL LIFE

4.1 Interest in Arts and Culture

Although the vast majority (92%) consider themselves at least somewhat aware of arts and cultural activities and events in Edmonton, approximately one-quarter (23%) of respondents rate themselves not interested (1,2,3 ratings) in arts and culture.

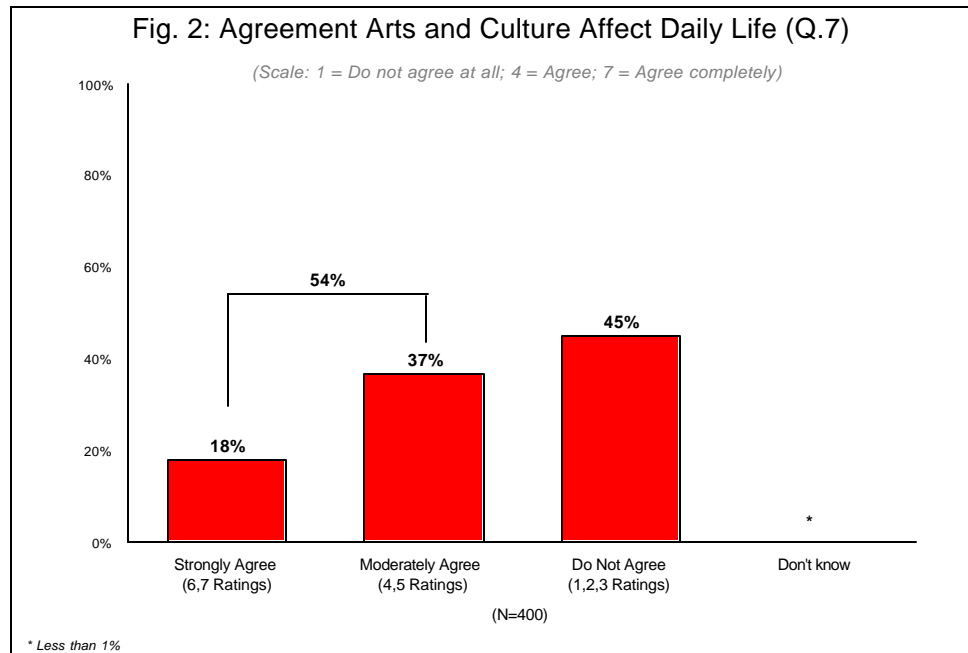
Approximately three-quarters (77%) of respondents are interested in arts and culture (4,5,6,7 ratings), including one-third (33%) who are very interested (6,7 ratings).



4.2 Impact of Arts and Culture on Daily Life

While three-quarters (77%) of respondents are interested in arts and culture (Fig. 1), only about half (54%) agree (4,5,6,7 ratings), including 18% who strongly agree (6,7 ratings), that arts and culture impact their daily life.

Forty-five percent (45%) of respondents do not agree with this statement.



4.3 Attending Arts and Cultural Events / Activities

To measure attendance and participation in arts and cultural events and activities in Edmonton, respondents were asked how frequently they attended any arts and cultural events in the past year, and which specific types of these events they attended in the past year.

The specific events or activities are grouped by type to analyse differences in proportions of attendance. Groups include all events specifically in Edmonton (Table 7a), all types of arts and cultural events in Edmonton and elsewhere (Table 7b), live performances in Edmonton (Table 7c), and visual displays in Edmonton (Table 7d).

4.3.1 Frequency of Attending Arts and Cultural Events / Activities

Consistent with the proportion of respondents who express interest (4,5,6,7 ratings) in arts and culture (77%) (Fig. 1), most (80%) respondents indicate they have attended at least one arts and cultural event in the past year.

Among respondents who attended an arts and cultural event in the past year, higher proportions attended events less frequently, with 1% of respondents attending five or more events a month, 5% attending three to four events, 27% attending one to two events, and nearly half (46%) attending less than one a month.

One-in-five (20%) respondents have not attended any arts and cultural events in the past year.

Table 6: Frequency of Attending Arts and Cultural Event in Edmonton in Past Year (Q.10)

All respondents	(N=400)
Attended event / activity	80%
<i>Five or more times a month</i>	1%
<i>Three to four times a month</i>	5%
<i>One to two times a month</i>	27%
<i>Less than once a month</i>	46%
Not at all in past year	20%

4.3.2 *Types of Arts and Cultural Events / Activities Attended*

Although 80% (Table 6) of respondents indicate they have attended an arts and cultural event in the past year, 92% (Table 7a) can recall having attended at least one specified type of these events or activities the past year when they are read from a list of specific types of arts and cultural events and activities.

This may indicate that respondents have a narrow definition of arts and cultural events and activities, and they do not consider events and activities they have participated in to be arts and culture-related. Another possibility is that they can recall their attendance at specific types of events more easily than arts and cultural events overall.

Specific Events / Activities Attended in Edmonton

Out of ten specifically named types of arts and cultural events or activities, 92% of respondents mention attending at least one activity or event. When respondents were asked to consider other events that do not fall within the pre-specified categories, such as including poetry readings, rock concerts, and events in other cities, the total only increases from 92% to 93%.

The most frequently attended event or activity, attended by two-thirds (67%) of respondents, is a festival in Edmonton in the past year.

Approximately half (a range of 46% to 56%) attended each of these arts and cultural events or activities in Edmonton, in the past year:

- ✓ Stopping to appreciate free public art (56%);
- ✓ Attending live theatre (55%);
- ✓ Visiting a museum (55%);
- ✓ Going to a multicultural performance or concert (51%); and
- ✓ Visiting an art gallery / visual arts display (46%).

Fewer respondents have attended a live dance performance (37%), a non-traditional event or activity (28%), or the symphony (25%) in Edmonton.

Opera (16%) was attended by fewer respondents than any other event or activity in Edmonton.

More than half (56%) of respondents attended some other type of local performance or activity, and one-third (32%) an arts or cultural event in another city.

Table 7a: Types of Arts and Cultural Events Attended in Past 12 Months, Including in Other Cities (Q.8, 9)

- Percentages may not add to 100% as respondents could provide more than one response -

All respondents	(N=400)
Any event / activity	93%
Specific event / activity	92%
Festival	67%
Free public art	56%
Live theatre	55%
Museum	55%
Multicultural event	51%
Art gallery / display	46%
Live dance	37%
Non-traditional event (local / controversial / 'alternative') in Edmonton or elsewhere	28%
Symphony	25%
Opera	16%
Other events / activities (Unspecified)	
Other event (poetry reading / rock concert)	56%
Event in another city	32%

Live Performances

When the percentages of respondents who various types of attended live performances in Edmonton are combined, they show the vast majority (84%) have attended some kind of live performance art event or activity in the past year, including a festival, live theatre, a multicultural event, a live dance performance, the symphony, or the opera.

Table 7b: Types of Live Performance Arts and Cultural Events Attended in Past 12 Months, in Edmonton (Q.8)

- Percentages may not add to 100% as respondents could provide more than one response -

All respondents	(N=400)
Any event / activity	84%
Festival	67%
Live theatre	55%
Multicultural event	51%
Live dance	37%
Symphony	25%
Opera	16%

Visual Displays

The percentages of those who attended free public art, a museum, or an art gallery or display were combined to show that fewer respondents (78%) have attended a visual arts or cultural display than a live performance event or activity (84%) in the past year.

Table 7c: Types of Visual Arts or Cultural Display Seen in Past 12 Months, in Edmonton (Q.8)

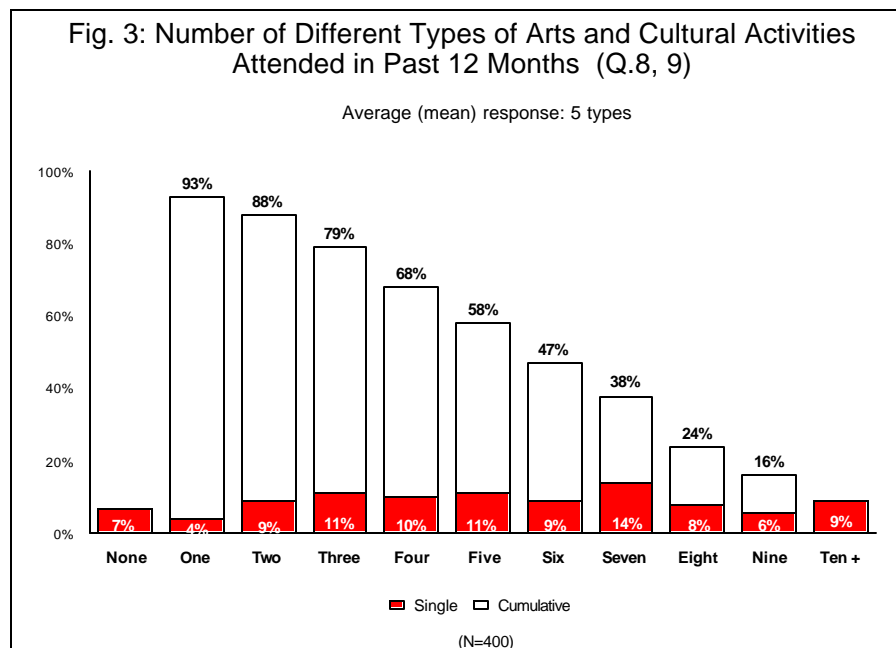
- Percentages may not add to 100% as respondents could provide more than one response -

All respondents	(N=400)
Any event / activity	78%
Free public art	56%
Museum	55%
Art gallery / display	46%

Number of Types of Activities Attended

Respondents tend to have attended more than one (1) type of event or activity in the past 12 months. Respondents attended 5 different types of event last year on average.

The majority of respondents (58%) have attended at least five (5) different types of arts and cultural activities in the past year, while 9% have attended ten (10) or more types.



4.3.3 Barriers to Attending Arts and Cultural Events / Activities

When asked what barriers prevent them from attending more arts and cultural events and activities, respondents mention time, scheduling or work conflicts more than twice as often as the next leading barrier.

Other frequently mentioned barriers include cost, lack of interest, and family concerns.

Few of the barriers provided are actionable obstacles, such as location (6%), a lack of awareness (5%) or references to parking (2%), that could be targeted to increase attendance. Mostly, barriers demonstrate respondents' priority being placed elsewhere.

Table 8: Barriers to Attending Arts and Cultural Events (Q.11)

- Percentages may not add to 100% as respondents could provide multiple mentions -

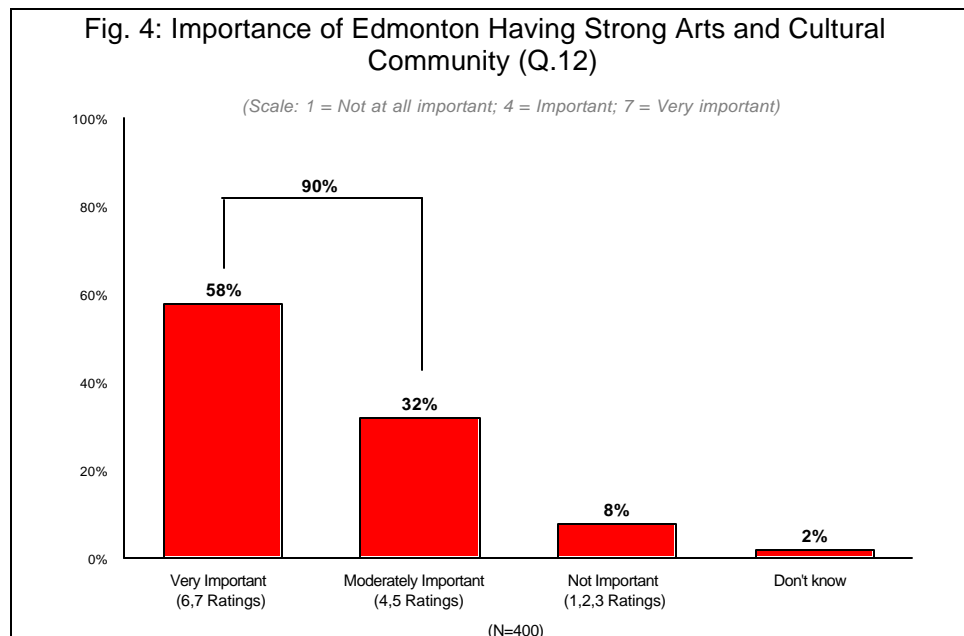
All respondents	(N=400)
No time / Schedule / Work conflicts	55%
Cost	21%
Not interested	18%
Family commitments / Child care	9%
Transportation / Location	6%
Poor health	5%
Not aware / Lack of promotion	5%
No one to go with	2%
Too old / Age mentions	2%
Lack of facilities for disabled people	2%
Parking hard to find / expensive	2%
Laziness	1%
Other mentions	4%
None	3%
Don't know	1%

5 PERCEPTION OF ARTS AND CULTURE IN EDMONTON

5.1 Importance of Arts and Culture in Edmonton

5.1.1 Importance of an Arts and Cultural Community

The vast majority (90%) of respondents feel it is important (4,5,6,7 ratings) for Edmonton to have a strong arts and cultural community, including a majority (58%) who feel it is very important (6,7 ratings). A comparably lower majority (77%) are personally interested in arts and culture (Fig. 1),



5.1.2 Importance Edmonton Places on Arts and Culture

Nearly two-thirds (65%) of respondents think the City of Edmonton places enough importance on arts and culture.

Lower proportions of respondents feel the City does not place enough importance on arts and culture (18%), and that it places too much importance on it (15%).

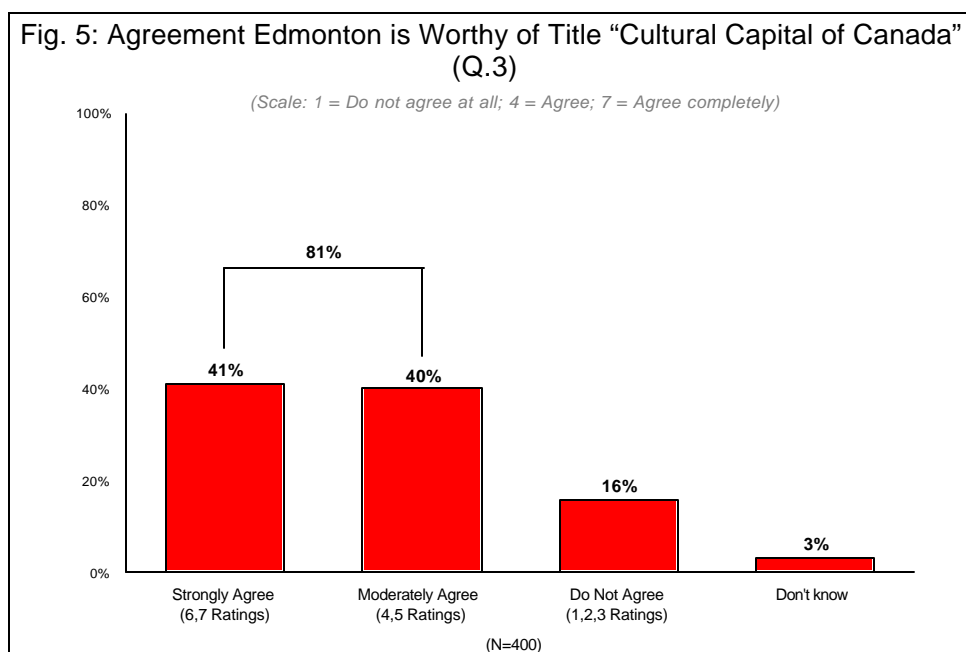
Table 10: Importance Placed on Arts and Cultural Events by City of Edmonton (Q.14)

<i>All respondents</i>	(N=400)
Not enough importance	18%
Enough importance	65%
Too much importance	15%
Don't know	2%

5.2 Agreement Edmonton is Worthy of Title 'Cultural Capital of Canada'

The vast majority (81%) of respondents agree (4,5,6,7 ratings), including 41% who strongly agree (6,7 ratings) that Edmonton is worthy of the title 'Cultural Capital of Canada'.

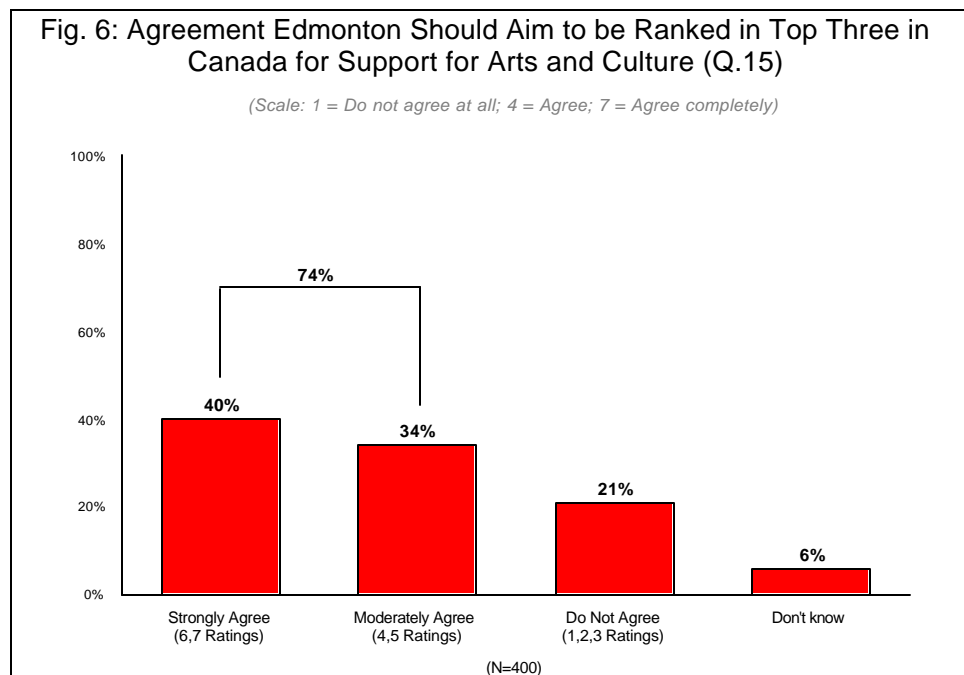
Sixteen percent (16%) of respondents do not agree (1,2,3 ratings) and 3% are unable to provide a response.



5.3 Strategy for Arts and Culture

Three-quarters (74%) of respondents agree (4,5,6,7 ratings), including 40% who strongly agree (6,7 ratings), the City of Edmonton should aim to be ranked in the top three in Canada, when it comes to support for the arts and culture.

Fewer seniors (65 years of age and older) agree (4,5,6,7 ratings) or strongly agree (6,7 ratings) with this statement (47% agree, 19% strongly agree) than those who are 18 to 64 years old (a range of 71% to 82% agree, 37% to 49% strongly agree).



5.4 Edmonton's Arts and Cultural Community

5.4.1 Benefits of Arts and Cultural Community

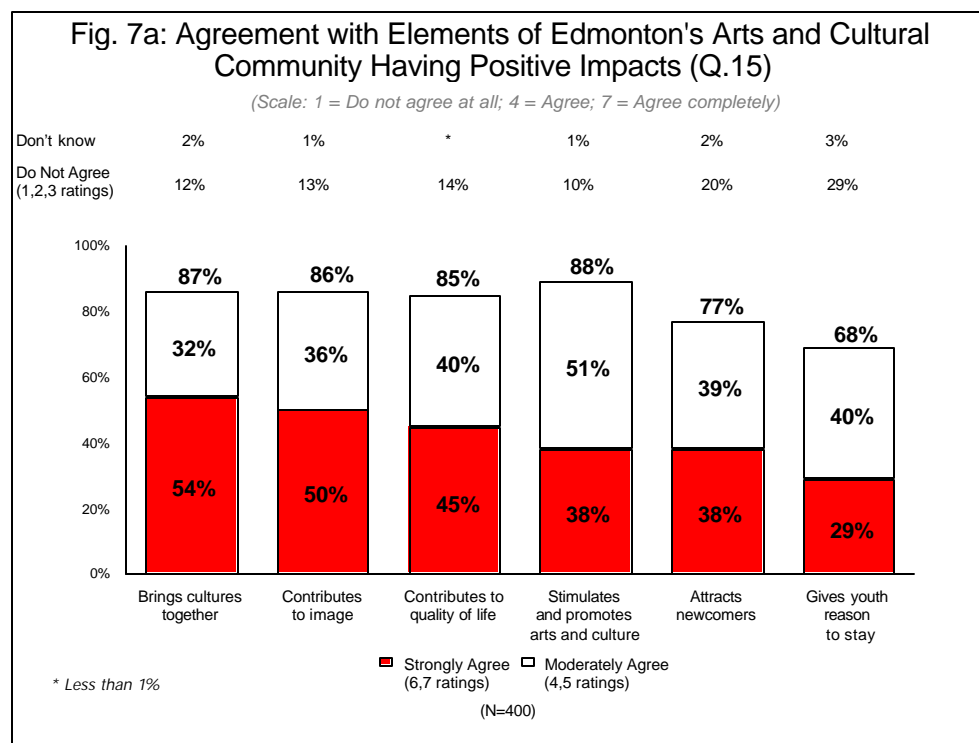
Respondents were asked to rate their level of agreement with various aspects of Edmonton and its arts and cultural community.

The vast majority of respondents (a range of 85% to 87%) agree (4,5,6,7 ratings), including approximately half (a range of 45% to 54%) who strongly agree (6,7 ratings), that:

- ✓ Arts and culture play a positive role in bringing together Edmonton's different cultures (87% agree, including 54% strongly agree);
- ✓ The arts positively contribute to the City of Edmonton's image (86% agree, including 50% strongly agree); and
- ✓ Arts and culture contribute to our quality of life in Edmonton (85% agree, including 45% strongly agree).

Eighty-eight percent (88%) of respondents agree (4,5,6,7 ratings) that the City of Edmonton stimulates and promotes arts and cultural activities, with higher proportions moderately (4,5 ratings) agreeing (51%) than strongly (6,7 ratings) agreeing (38%) with this statement.

While still a majority, fewer respondents agree (4,5,6,7 ratings) that a strong arts and cultural community help Edmonton attract newcomers to our city (77% agree, including 38% strongly agree), and gives our youth a reason to stay in Edmonton (68% agree, including 29% strongly agree).

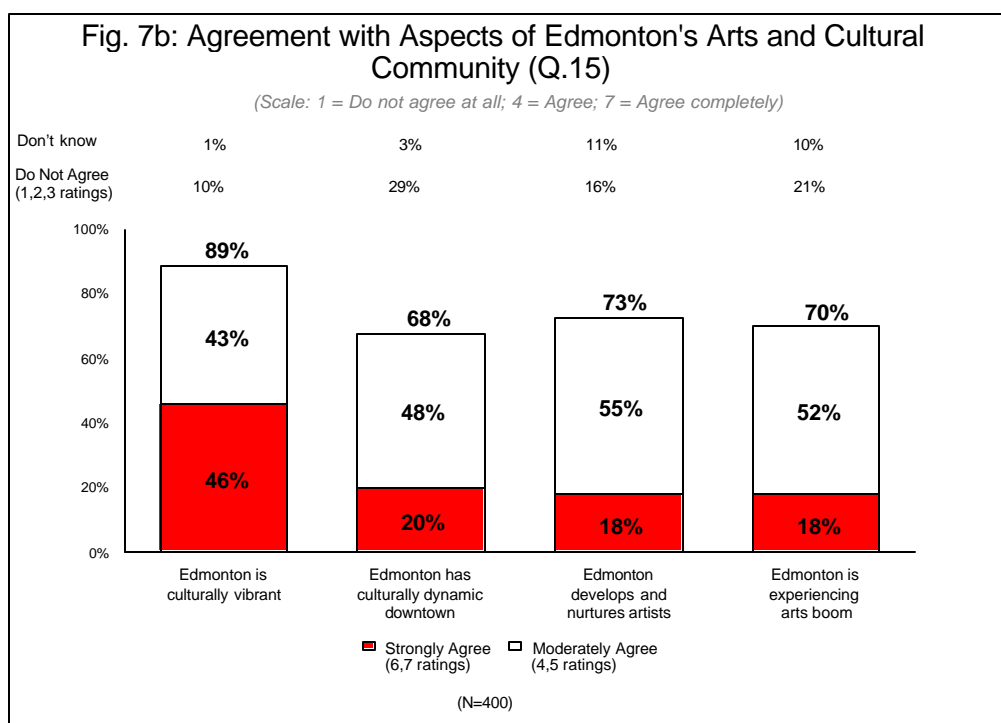


5.4.2 Perceptions of Edmonton's Arts and Cultural Community

The vast majority (89%) of respondents agree (4,5,6,7 ratings) that Edmonton is a culturally vibrant city, with similar proportions who moderately (4,5 ratings) agree (46%) and strongly (6,7 ratings) agree (43%).

Lower proportions of respondents agree (4,5,6,7) or strongly agree (6,7 ratings) that:

- ✓ Edmonton has a culturally dynamic downtown (68% agree, including 20% strongly agree);
- ✓ Edmonton develops and nurtures its local artists (73% agree, including 18% strongly agree); and
- ✓ There is an arts and cultural boom happening in Edmonton (70% agree, including 18% strongly agree).



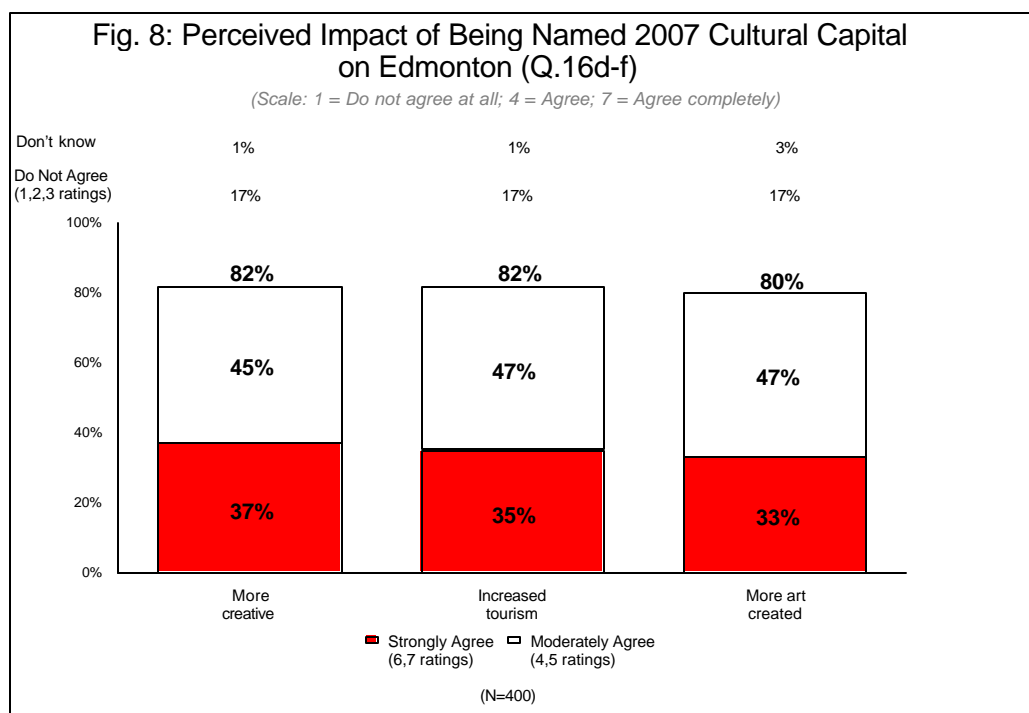
5.5 Expected Impact of 2007 Cultural Capital Designation

5.5.1 Impact on City of Edmonton

Respondents were asked to rate their level of agreement with statements regarding possible impacts of Edmonton being named the 2007 Cultural Capital of Canada.

While high proportions of respondents have positive perceptions of Edmonton's arts and cultural community, the vast majority still agree (4,5,6,7 ratings), including one-third or more who strongly agree (6,7 ratings), that being named the 2007 Cultural Capital of Canada will:

- ✓ Make Edmonton a more creative community (82% agree, including 37% strongly agree);
- ✓ Increase tourism in Edmonton (82%, including 35% strongly agree); and
- ✓ Allow art to be created that otherwise wouldn't be (80%, including 33% strongly agree).



5.5.2 Personal Impact

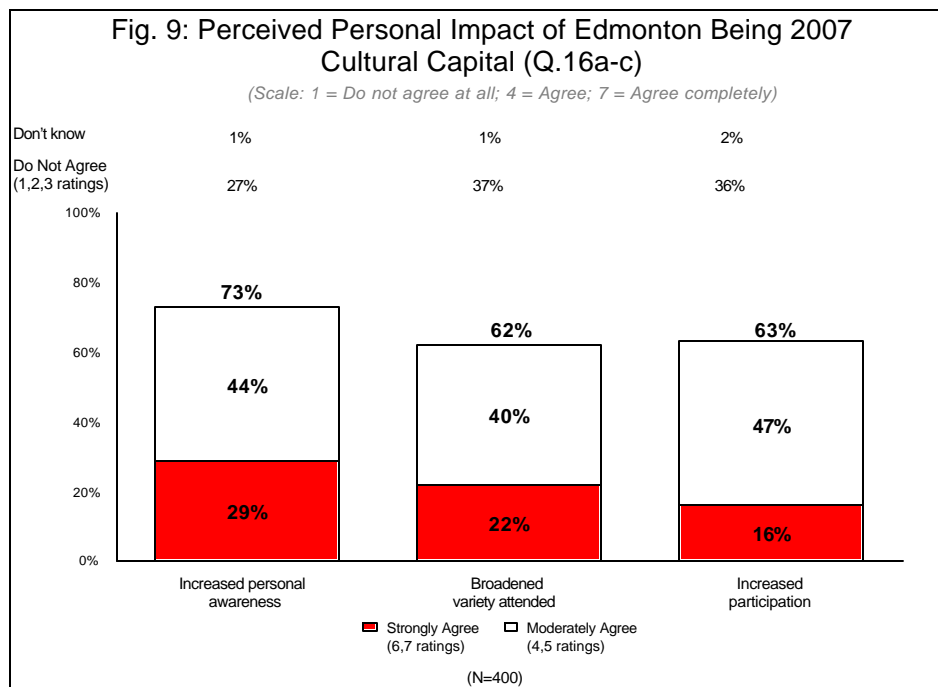
While high proportions of respondents agree that Edmonton being named the 2007 Cultural Capital of Canada will have positive impacts for the city, lower proportions (though still representing the majority) of respondents agree with statements relating to positive personal impacts it could have.

Although 92% of respondents already consider themselves at least somewhat aware of arts and cultural activities in Edmonton (Table 1), approximately three-quarters (73%) agree (4,5,6,7 ratings), including 29% who strongly agree (6,7 ratings), that Edmonton being named the 2007 Cultural Capital of Canada will increase their personal awareness of arts and cultural activities and events in Edmonton.

Although still a majority, fewer respondents agree that Edmonton being the 2007 Cultural Capital will broaden the variety of arts and cultural events they personally attend (62% agree, including 22% strongly agree), and will increase their participation in Edmonton's arts and cultural activities and events (63% agree, including 16% strongly agree).

As respondents attended an average of five different types of events and activities on average last year, the 62% who say that Edmonton being the 2007 Cultural Capital will broaden the variety of arts and cultural events and activities they personally attend represents a significant impact to a population that already attends a diverse range of events and activities.

Likewise, 63% agree (4,5,6,7 ratings) they will increase their participation in Edmonton's arts and cultural activities and events, within the context of 93% already having attended an arts and cultural activity or event in the past year (Table 7b).



5.6 Accessibility for Low Income Families

When asked to think about opportunities for low income families to enjoy arts and culture in Edmonton, half (52%) of respondents mention there are not enough opportunities, while one-third (35%) mention there are enough. Very few (3%) respondents feel low income families have too many opportunities to enjoy arts and culture in Edmonton.

One-in-ten (10%) are unable to provide a response.

Table 11: Opportunities for Low Income Families to Enjoy Arts and Cultural Events in Edmonton (Q.13)

<i>All respondents</i>	(N=400)
Not enough opportunities	52%
Enough opportunities	35%
Too many opportunities	3%
Don't know	10%

6 DIFFERENCES BY SUBSEGMENTS

6.1 Engaged Respondents

There are significant differences between those who identify themselves as being aware of / or interested in arts and culture or attending an event more than once a month, compared to those who are not interested or not aware of arts and culture.

Engaged respondents, meaning those who identify as being aware of, or interested in, arts and culture or participating in an event more than once a month, respond more positively to statements regarding the role arts and culture plays in their lives and for Edmonton, and the impact of the Cultural Capital designation on the City.

Other significant findings regarding engaged respondents include:

- ✓ Participating in more arts and cultural activities / events and more frequently;
- ✓ Indicating there are not enough opportunities for low income families to enjoy arts and culture in Edmonton;
- ✓ Indicating that not enough importance is placed on arts and culture by the City; and
- ✓ Placing more importance on Edmonton having a strong arts and cultural community.

The number one resource used by engaged respondents to find out about arts and cultural events in Edmonton is the Edmonton Journal. Other widely used sources include word-of-mouth, the Internet and television.

6.2 Household Income

Those with higher incomes (\$50k+) claim lower awareness of arts and cultural events and activities in Edmonton but demonstrate higher participation in such events and activities, while the reverse is true for those with lower incomes (higher awareness and provide higher positive ratings).

Households with an annual income greater than \$50,000 are more aware of Edmonton being named 'Canada's Cultural Capital'.

Higher proportions of households with an annual income of less than \$50,000 cite poor health or too old / age mention as the reason for not attending, than those with higher incomes.

6.3 Age

Individuals between 30 to 64 years old are more aware and participate more frequently in events and activities, than those in other age groups.

6.4 Gender

Higher proportions of females than males:

- ✓ Attended a live dance performance in the past year;
- ✓ Stopped to appreciate free public art in the past year;
- ✓ Strongly agree Edmonton has a culturally dynamic downtown; and
- ✓ Feel it is very important for Edmonton to have a strong arts and cultural community.

6.5 Household Size

Households with more than two occupants have higher participation rates in arts and cultural activities, higher strong agreement levels that Edmonton is worthy of the title 'Cultural Capital of Canada', and more frequently find out about arts and culture events in Edmonton through word-of-mouth, the Internet and the Edmonton Sun, than those with two occupants.

Households with two people are more likely to disagree with, or provide negative ratings for, statements regarding positive impact or influence of arts and culture on them personally, on the City of Edmonton in general, or the results of Edmonton being named 'Canada's Cultural Capital', than those with fewer occupants.

6.6 Education

Respondents with university education react more positively to statements regarding:

- ✓ Interest in arts and culture;
- ✓ Impact of arts and culture on Edmonton;
- ✓ Awareness of arts and culture; and
- ✓ Awareness that Edmonton has a Poet Laureate.

Participation rates and frequency of participation in arts and cultural events and activities are higher among those with university education.

Those with university education more frequently get information on arts and cultural events from SEE Magazine than the Edmonton Sun, with the reverse is true for those with other levels of education.

Higher proportions of individuals with university education are more likely than those with high school or other post-secondary education to get information regarding arts and culture in Edmonton from the Internet, SEE Magazine, VUE Weekly or a leaflet, whereas higher proportions of those with other post-secondary education get information from the TV, radio and Edmonton Sun, than those with other levels of education.

6.7 Employment Status

Employed respondents (full-time or part-time) have higher levels of:

- ✓ Participation in arts and cultural activities, including non-traditional events;
- ✓ Awareness of arts and culture;
- ✓ Reference to SEE magazine, followed by Vue Weekly, and then the Internet for information on arts and culture; and
- ✓ Agreement that arts and culture impacts their daily life.

Employed respondents have lower levels of awareness that Edmonton has a Poet Laureate, and less frequently refer to the radio for information on arts and cultural events and activities in Edmonton.

Respondents who are employed part-time, compared to those employed full-time, are more likely to:

- ✓ Provide positive ratings of Edmonton's arts and cultural community;
- ✓ Provide positive ratings regarding the impact of Edmonton being named the 2007 Cultural Capital
- ✓ Be aware of arts and culture; and
- ✓ Agree that arts and culture impacts their daily life.

7 CONCLUSIONS AND OBSERVATIONS

Perceptions of Arts and Culture in Edmonton

Residents believe that Edmonton is worthy of the title 2007 Cultural Capital of Canada, and are optimistic that being named the Cultural Capital will be positive for the city. They express high levels of interest, support and attendance in Edmonton's arts and cultural community.

While Edmontonians express high levels of personal interest and attendance in arts and cultural events and activities in the past year, even higher proportions believe that it is important for Edmonton to have a strong arts and cultural community, and nearly all admit to having attended at least one arts and cultural event or activity in the past 12 months. Despite having a limited definition of what arts and cultural events entail, residents value arts and culture in Edmonton very highly and nearly all of them participate in arts and cultural events and activities.

Although Edmontonians express high levels of interest in arts and culture, and agreement that Edmonton is worthy of the title 'Canada's Cultural Capital', they express lower levels of agreement that arts and culture affects their daily lives, with nearly half attending less than one arts and cultural event in an average month. The majority believe that Edmonton being named Canada's 2007 Cultural Capital will increase their personal awareness, increase their participation in arts and cultural events, and broaden the variety of events or activities they attend.

Attendance of Arts and Culture Events and Activities

Edmontonians attend numerous different kinds of arts and cultural events and activities throughout the year, especially festivals, free public art displays, live theatre, museums, and multicultural events. Barriers to attending arts and cultural events centre around arts and cultural activities not being a priority, specifically regarding time, work, and schedule conflicts and cost.

Given that residents attended an average of five different types of events on average last year, the fact that the majority say Edmonton being the 2007 Cultural Capital will broaden the variety of arts and cultural events they personally attend represents a significant impact to a population that already attends a diverse range of events.

Likewise, almost two-thirds believe they will increase their participation in Edmonton's arts and cultural activities and events, within the context of virtually everyone already having attended an arts and cultural activity or event, in the past year.

Findings Among those Engaged in Arts and Culture

Edmontonians who have greater awareness, interest, or participation in arts and culture (engaged) respond and react more positively to questions and statements regarding arts and culture overall. Further areas of research may include studying the interaction between moving from awareness to interest and then from interest to participation.

Differences by Income

Those with higher incomes (\$50k+) claim lower awareness of arts and cultural events and activities in Edmonton but demonstrate higher participation in such events and activities, while the reverse is true for those with lower incomes (higher awareness and provide higher positive ratings.)

Households with an annual income greater than \$50,000 are more aware of Edmonton being named 'Canada's Cultural Capital'.

Higher proportions of households with an annual income of less than \$50,000 cite poor health or too old / age mention as the reason for not attending more frequently.

Differences by Age

Individuals aged 30 to 64 years have greater awareness of, and participation in, arts and culture. The level of engagement may be linked to the life stage individuals are in during this age range, or the presence of children. Children may influence the level of awareness and participation which may be due in part to schools or the educational system. This is further reflected in the fact that households with two people have lower levels of awareness, interest and participation than homes with more than two people.

Differences by Gender

Overall, there are few significant differences between males and females and their level of engagement in arts and culture, although females tend to be slightly more positive towards arts and culture.

Differences in Awareness by Subsegment

Individuals who are more likely to be aware of, participate or be otherwise engaged in arts and culture are:

- ✓ 30-64 years of age;
- ✓ Live in a household of more than two people;
- ✓ University educated; or
- ✓ Employed full time or part time.

8 DEMOGRAPHIC PROFILE

Table 12: Demographics (Q.A, 20-25)

<i>All respondents</i>	(N=400)
Gender	
Female	51%
Male	49%
Age	
18 – 24 years	15%
25 – 29 years	11%
30 – 34 years	9%
35 – 44 years	19%
45 – 54 years	18%
55 – 64 years	11%
65 years or older	14%
Household Size	
One person	18%
Two people	32%
Three people	16%
Four people	22%
Five or more people	12%
Number of Children in Household	
None	64%
One	16%
Two	13%
Three	4%
Four or more	2%
Education	
Some high school	6%
Graduated high school	17%
Some post-secondary excluding university	14%
Graduated post-secondary	20%
Some university	7%
University bachelor's degree	22%
Graduate degree	12%
Employment Status	
Employed full-time	56%
Employed part-time	15%
Retired	16%
Homemaker	4%
Student	3%
Unemployed	2%
Other	3%

Table 12: Demographics (Q.A, 20-25) Cont'd

<i>All respondents</i>	(N=400)
Income	
Less than \$50,000	27%
<i>Less than \$20,000</i>	6%
\$20,000 - \$34,999	8%
\$35,000 - \$49,999	9%
Greater than \$50,000	61%
\$50,000 - \$59,999	11%
\$60,000 - \$74,999	14%
\$75,000 - \$99,999	13%
\$100,000 or greater	17%
Refused	12%
Involvement in Arts Organization	
Currently involved in an arts organization	9%
Not currently involved in an arts organization	91%

Appendix A: Questionnaire

Edmonton Cultural Capital

Hello my name is _____, I am calling on behalf of the City of Edmonton to ask you what you think about activities and events in the City. The City has asked us, Leger Marketing a professional market research company to conduct the survey. We are not selling anything. We are looking for your opinions about activities and events offered within the City of Edmonton. This survey is completely confidential and will take about 10 minutes to complete.

(INTERVIEWER NOTE: If inconvenient timing schedule a call back)

We are interviewing residents of the City of Edmonton aged 18 years or more, does that include you?

- | | | |
|---|------------|--|
| 1 | Yes | (CONTINUE) |
| 2 | No | (ASK TO SPEAK TO SOMEONE WHO IS) |
| 9 | Don't Know | (ASK AGAIN, IF STILL DK/REF THEN ASK TO SPEAK TO SOMEONE WHO IS) |

A RECORD GENDER: DO NOT ASK

- | | |
|---|--------|
| 1 | MALE |
| 2 | FEMALE |

Interest

1. On a scale of one to seven where one is not at all interested, four is interested and seven is very interested how interested are you personally in arts and culture?

[PAT RESPONSE: IF RESPONDENTS ASK WHAT IS MEANT BY *CULTURE* SAY, "WHATEVER IT MEANS TO YOU, EXCLUDING SPROTING EVENTS"]

- | | |
|---|-------------------------|
| 1 | – Not at all interested |
| 2 | |
| 3 | |
| 4 | - Interested |
| 5 | |
| 6 | |
| 7 | – Very interested |
| | [DO NOT READ] |
| 9 | Don't know |

Awareness

2. Every year a Canadian city is recognized as the Cultural Capital of the country. Are you aware that Edmonton has been selected as Canada's Cultural Capital for 2007?

1 Yes

2 No

[DO NOT READ]

9 Don't Know

3. Please rate your level of agreement with the following statement using the one to seven scale where one means you do not agree at all, four means agree and seven means agree completely...Edmonton is worthy of the title "Cultural Capital of Canada".

1 – Do not agree at all

2

3

4 - Agree

5

6

7 – Agree completely

[DO NOT READ]

9 Don't know

4. Are you aware that Edmonton has a poet laureate? [Pronounced: Lor-ee-utt]

1 Yes

2 No

[DO NOT READ]

9 Don't Know

5. Thinking about arts and cultural activities and events in Edmonton would you consider yourself:

1. Not at all aware of arts and cultural activities in Edmonton

2. Somewhat aware of arts and cultural activities in Edmonton

3. Very aware of arts and cultural activities in Edmonton

[DO NOT READ]

9 Don't know

6. How do you find out about arts and cultural events in Edmonton?

[ALLOW MULTIPLE MENTIONS]

[PROBE FULLY]

- 1 Email
 - 2 Internet
 - 3 Leaflet / Brochure / Flyer
 - 4 Newspaper
 - 1. Edmonton Journal
 - 2. Edmonton Sun
 - 3. The Examiner
 - 4. SEE Magazine
 - 5. Vue Weekly
 - 6. The Gateway
 - 7. 24 Hours
 - 8. Metro
 - 5 Newsletter
 - 1. Online newsletter
 - 2. Paper newsletter
 - 6 Poster / Notice in Public Area
 - 7 Radio
 - 8 TV
 - 9 Word of mouth
 - 96 Other _____
- [DO NOT READ]
- 98 Don't know

Participation/Attendance

7. On a scale of one to seven where one is do not agree at all, four is agree and seven is agree completely, please rate your level of agreement with the statement...

Arts and culture directly impact my daily life?

- 1 – Do not agree at all
 - 2
 - 3
 - 4 - Agree
 - 5
 - 6
 - 7 – Agree completely
- [DO NOT READ]
- 9 Don't know

8. In the past 12 months, have you or any adults in your household attended the following arts and cultural activities in Edmonton?

[RANDOMIZE AND READ a-f]

- a. A live theatre

1 Yes

2 No

[DO NOT READ]

9 Don't know

- b. An opera

- c. A symphony

- d. A live dance performance

- e. A festival

- f. A multicultural performance or concert

[NOTE: ALWAYS ASK AFTER RANDOMIZING a-f]

- g. Some other type of local performance or activity, for example a poetry reading or rock concert

[RANDOMIZE AND READ h-j]

- h. Visited an art gallery / visual arts display

- i. Visited a museum

- j. Stopped to appreciate free public art

[NOTE: ALWAYS AS LAST]

- k. Attended an arts or cultural event in another city

Traditional arts and cultural events tend to target a broad audience. Smaller less traditional productions are attended by fewer people, may feature up-and-coming artists and could include local or controversial productions or 'alternative' types of events or activities.

9. In the last 12 months, have you attended a non-traditional arts and cultural event or activity ?

1 Yes

2 No

[DO NOT READ]

9 Don't know

10. Thinking about your attendance at arts or cultural events in Edmonton, during the past year how frequently would you say you have attended an event, on average?

1. Not at all in the past year
 2. Less than once a month
 3. One to two times a month
 4. Three to four times a month
 5. Five or more times a month
- [DO NOT READ]
- 9 Don't know

11. What barriers prevent you from attending more arts and cultural events and activities?

[ALLOW MULTIPLE MENTIONS]

[PROBE FULLY]

1. No time
 2. Cost
 3. Not interested
 4. No one to go with
 5. Feel uncomfortable / out of place
 6. Not aware
 7. Poor health
 8. Transportation / location
 9. Family commitments / child care
 10. Lack of facilities for disabled people
 11. Parking (hard to find / expensive)
- 96 Other_____
- [DO NOT READ]
- 97 None
- 98 Don' know

Importance / Perceptions

12. On a scale of one to seven where one is not at all important, four is important and seven is very important, how important is it for Edmonton to have a strong arts and cultural community?
- 1 – Not at all important
 - 2
 - 3
 - 4 - Important
 - 5
 - 6
 - 7 – Very important
 - [DO NOT READ]
 - 9 Don't know
13. Thinking about the opportunities for low income families to enjoy arts and culture in Edmonton, do you personally feel there are too many opportunities, enough opportunities or not enough opportunities for low income families to enjoy arts and culture in Edmonton?
- 1. Not enough opportunities
 - 2. Enough opportunities
 - 3. Too many opportunities
 - [DO NOT READ]
 - 9. Don't know
14. Thinking about the City of Edmonton and the importance it places on arts and culture, do you personally feel the City places too much importance, just enough importance or not enough importance on arts and culture?
- 1. Not enough importance
 - 2. Enough importance
 - 3. Too much importance
 - [DO NOT READ]
 - 9. Don't know

15. On a scale of one to seven where one is do not agree at all, four is agree and seven is agree completely, how much do you personally agree with the following statements?

[RANDOMIZE AND READ]

- a. The City of Edmonton should aim to be ranked in the top three in Canada, when it comes to support for the arts and culture.

1 – Do not agree at all

2

3

4 - Agree

5

6

7 – Agree completely

[DO NOT READ]

9 Don't know

- b. Edmonton is a culturally vibrant city.
c. Edmonton has a culturally dynamic downtown.
d. The City of Edmonton stimulates and promotes arts and cultural activities.
e. There is an arts and cultural boom happening in Edmonton
f. A strong arts and cultural community give our youth a reason to stay in Edmonton
g. A strong arts and cultural community help Edmonton attract newcomers to our city
h. The arts positively contribute to the City of Edmonton's image
i. Edmonton develops and nurtures its local artists
j. Arts and culture contribute to our quality of life in Edmonton
k. Arts and culture play a positive role in bringing together Edmonton's different cultures

Expectations Impact

16. Please rate your level of agreement with the following statements using the one to seven scale where one means you do not agree at all, four means agree and seven means agree completely. Edmonton being named the 2007 Cultural Capital of Canada will...

[RANDOMIZE AND READ]

- a. Increase your personal awareness of arts and cultural activities and events in Edmonton.

1 – Do not agree at all

2

3

4 - Agree

5

6

7 – Agree completely

[DO NOT READ]

9 Don't know

- b. Increase your participation in Edmonton's arts and cultural activities and events.
c. Broaden the variety of arts events you personally attend.
d. Make Edmonton a more creative community.
e. Allow art to be created that otherwise wouldn't be.
f. Increase tourism to Edmonton.

Demographics

17. What radio station(s) do you listen to regularly?
[DON'T READ EXCEPT TO CONFIRM; WHEN CONFIRM, READ FULL CALL LETTERS AND FREQUENCY]

- 1 The Bear 100.3 FM
[IF CBC, ASK, IS THAT AM or FM]
- 2 CBC FM
- 3 CBC AM (740 AM)
- 4 CFCW 790 AM
- 5 CHED 630 AM
- 6 CISM Country 104 FM
- 7 CJSR Campus Radio 88 FM
- 8 CKER 101.9 FM
[IF CKUA ASK, IS THAT AM or FM]
- 9 CKUA 580 AM
- 10 CKUA 94.9 FM
- 11 CHQT Cool 880 AM
- 12 CFMG EZ Rock 104.9
- 13 CIRK K-Rock 97.3 FM
- 14 CHDI Sonic
- 15 CHMC Magic 99
- 16 CKNG Joe FM (Power 92)
- 17 CFRN The Team 1260 AM
- 18 Other (DO NOT SPECIFY)
- 19 CJCA (The Light 930 AM / The Golden Oldies)
- 20 680 CHFA
- 21 CKRA Big Earl (96X / Mix 96 FM / 96.3 The Mix)
- 22 91.7 The Bounce
- 96 Other [SPECIFY] _____
- [DO NOT READ]
- 97 None
- 98 Don't know

18. What newspaper(s) do you read regularly?

- 1. The Edmonton Journal
- 2. The Edmonton Sun
- 3. The Examiner
- 4. See Magazine
- 5. Vue Weekly
- 6. The Gateway
- 7. 24 Hours
- 8. Metro
- 9. Other [DO NOT SPECIFY]
- [DO NOT READ]
- 97. None
- 98. Don't know

19. Are you currently involved in an arts organization? [PAT RESPONSE: MEMBER OF AN ARTS ORGANIZATION, ON THE BOARD OF AN ARTS ORGANIZATION, PARTICIPATE IN AN ARTS ORGANIZATION]

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

20. In what year were you born?

DO NOT READ
F4. Refused

21. Including yourself, how many people are there in your household?

|_|_|_|
DO NOT READ
F4. Refused

22. How many people in your household are under 18 years of age?

|_|_|_|
DO NOT READ
F4. Refused

23. Which category represents the highest level of education you have completed?

READ

- 1 Some high school
- 2 Graduated high school
- 3 Some post secondary excluding university
- 4 Graduated post secondary excluding university
- 5 Some university
- 6 University bachelor degree
- 7 Graduate degree

DO NOT READ

F4 Refused

24. Which category best describes your current employment situation?

READ

- 1 Employed full-time
- 2 Employed part-time
- 3 Homemaker
- 4 Student
- 5 Retired
- 6 Unemployed

DO NOT READ

7 Other

F4 Refused

25. Is your annual household income less than or greater than \$50,000 before taxes?
Is it between... READ 1-3 OR 4-7 AS APPLICABLE

IF LESS THAN \$50,000

- 1 Under \$20,000
- 2 \$20,000 - \$34,999
- 3 \$35,000 - \$49,999

IF GREATER THAN \$50,000

- 4 \$50,000 - \$59,999
- 5 \$60,000 - \$74,999
- 6 \$75,000 - \$99,999
- 7 \$100,000 or greater

DO NOT READ

F5 Don't know / Refuse

Just in case my supervisor wants to verify this interview, may I have your first name or initials? _____

Thank you very much for your time and cooperation. Your answers have been very helpful!

Appendix B: Statistical Tolerances

STATISTICAL TOLERANCES

Probability Level: 95% confidence interval (19 times out of 20)

Range of error is:

With a sample size of	Where percentage shown is													
	2% or 98%	4% or 96%	6% or 94%	8% or 92%	10% or 90%	12% or 88%	15% or 85%	20% or 80%	25% or 75%	30% or 70%	35% or 65%	40% or 60%	45% or 55%	50%
100		3.8	4.7	5.3	5.9	6.4	7.0	7.8	8.5	9.0	9.3	9.6	9.8	9.8
150		3.1	3.8	4.3	4.8	5.2	5.7	6.4	6.9	7.3	7.6	7.8	8.0	8.0
200		2.7	3.3	3.8	4.2	4.5	4.9	5.5	6.0	6.4	6.6	6.8	6.9	6.9
250	1.7	2.4	2.9	3.4	3.7	4.0	4.4	5.0	5.4	5.7	5.9	6.1	6.2	6.2
300	1.6	2.2	2.7	3.1	3.4	3.7	4.0	4.5	4.9	5.2	5.4	5.5	5.6	5.7
400	1.4	1.9	2.3	2.7	2.9	3.2	3.5	3.9	4.2	4.5	4.7	4.8	4.9	4.9
500	1.2	1.7	2.1	2.4	2.6	2.8	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4
600	1.1	1.6	1.9	2.2	2.4	2.6	2.9	3.2	3.5	3.7	3.8	3.9	4.0	4.0
800	.97	1.4	1.6	1.9	2.1	2.3	2.5	2.8	3.0	3.2	3.3	3.3	3.4	3.5
1,000	.87	1.2	1.5	1.7	1.9	2.0	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1
1,200	.79	1.1	1.3	1.5	1.7	1.8	2.0	2.3	2.5	2.6	2.7	2.8	2.8	2.8
1,500	.71	1.0	1.2	1.4	1.5	1.6	1.8	2.0	2.2	2.3	2.4	2.5	2.5	2.5
2,000	.61	.86	1.0	1.2	1.3	1.4	1.6	1.7	1.9	2.0	2.1	2.1	2.2	2.2
3,000	.47	.70	.81	.98	1.1	1.1	1.3	1.4	1.6	1.6	1.7	1.7	1.8	1.8

How to read: If sample is 500 then 4% could be plus or minus 1.7% 19 times out of 20
 Canadian Advertising Research Foundation, Media Research Standards Procedures, 1984.