



The Arts and the Quality of Life
The attitudes of Ontarians

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Table of Contents

Introduction 2

Executive Summary 3

Public concepts of the arts..... 6

Arts and individual quality of life..... 8

 Importance of the arts to an individual’s own quality of life 8

 Would the arts be missed if they were not available? 10

Arts and community quality of life..... 12

 Arts activities enrich the quality of our lives 12

 Would a community without arts activities lose something of value?..... 14

 Impact of arts activities on the well-being of a community 16

 Importance of arts facilities to community quality of life 18

 Relative importance of arts facilities 20

Benefits of the arts..... 22

 Who benefits more from the arts? 22

 Benefits of attending/participating in the arts 24

Pride in Canadian achievement 26

Government spending to support the arts 28

Participation in the arts 30

 Childhood participation in the arts 30

 Adult participation in the arts 31

Appendix 1 - Methodology 33

Appendix 2 - Questionnaire 35

Introduction

This Report is based on the results of an omnibus survey conducted by Environics Research Group on behalf of The Ontario Arts Council. The survey was designed to update research undertaken in 1994 to explore the attitudes of Ontarians toward arts and the quality of life.

The survey was conducted by telephone between February 22 and 28 & March 4 and 10, 2010. It examines the opinions of a probability sample of 1,000 adult residents of Ontario (aged 18 or older). The sample, which was stratified by gender, region and by community size, is estimated to be accurate within approximately 3.1 percentage points, 19 times out of 20.

The survey looked at the following topics:

- Public concepts of the arts
- Importance of the arts to one's own quality of life
- Value of art to community quality of life
- Relative importance of the arts compared to other aspects of the community
- Who benefits more from the arts?
- Benefits from attending/participating in arts activities
- Success of Canadian artists leads to pride in Canadian achievement
- Government spending on the arts
- Participation in the arts as a child and as an adult

Wherever possible, results of the current survey are compared to those from the survey conducted in 1994.

Executive summary

The objective of this research was to get a better understanding of Ontarians' views on the arts and quality of life.

The findings indicate that Ontarians believe that the presence of the arts is important to their own quality of life. A large majority of Ontarians think the arts are important to their own quality of life, and the view that the arts are "very important" has grown since 1994. A large majority also say they would miss the arts if they were not available in their community, and the proportion who say they would miss the arts "very much" has grown from 1994.

Ontarians also believe that the presence of the arts is important to their community. An overwhelming majority believe that arts activities help enrich the quality of our lives, and strong agreement with this statement has increased from 1994. An overwhelming majority also believe that arts facilities are important to their community's quality of life, and the proportion who say this is "very important" grew slightly since 1994. A vast majority believe that their community would lose something of value if it were to lose its arts activities. A large majority disagree with the view that arts activities do little or nothing for the well-being of their community.

Other data from the survey also indicate that Ontarians believe that the benefits of the arts extend to the community as a whole. A large majority of Ontarians believe that the presence of arts in a community is more beneficial to the community as a whole, rather than just those who attend arts activities.

When it comes to the perceived benefits of actually attending or participating in the arts, the survey finds that entertainment or fun was seen as the chief benefit. However, sizeable proportions (more than one in ten responses) mention learning or experiencing something new, emotional, spiritual or intellectual stimulation, and exposure to different cultures.

The survey also finds that Ontarians support government spending on the arts. A large majority of Ontarians agree that government should spend public dollars to support the arts, including four in ten who strongly support this view.

When it comes to participating in the arts, there is a fairly high participation in the arts as a child and as an adult. Large majorities report at least occasionally participating in the arts when they were growing up and in the last couple of years.

Looking at regional and demographic results, the data indicate that majorities of Ontarians across all regional and demographic groups believe the arts are important to individual and community quality of life, that the arts enrich our lives, and support government spending of public dollars to support the arts. However, strongly held beliefs on these issues are mainly driven by community size, gender and education. Those living in the larger communities (more than 100,000 inhabitants), women and those with higher education are more inclined to think the arts are very important to their own quality of life and to the quality of life of their community, to strongly believe that the arts enrich our lives, to strongly disagree with the view that arts activities do little or nothing for the well-being of their community, and to strongly believe that government should spend public dollars to support the arts.

Participation in the arts as a child or an adult is also a strong indicator of strongly held perceptions on arts and the quality of life. Those who often participated in the arts are more likely to think the arts are very important to their own quality of life and to the quality of life of their community, to strongly believe that the arts enrich our lives, to strongly agree that their community would lose something of value if it were to lose its arts activities, to strongly disagree with the view that arts activities do little or nothing for the well-being of their community, and to strongly believe that government should spend public dollars to support the arts.

When it comes to language, large majorities of both Anglophones and Francophones hold positive attitudes about the arts. There are few differences or consistent patterns of response based on language.

Below is a summary of the main findings of the research.

- *Ontarians are most likely to mention the performing arts, including music and theatre, as activities that comprise “the arts.”*
- *Eight in ten Ontarians think the arts are important to their own quality of life, including more than four in ten who think they are very important. Moreover, the salience of the arts is up from 1994.*
- *Three-quarters of Ontarians would miss the arts if they were not available in their community, including one-third who would miss them very much. Moreover, the proportion who would miss them very much is up from 1994.*
- *More than nine in ten Ontarians believe arts activities help enrich the quality of our lives, including two-thirds who express strong agreement with this view. Moreover, strong agreement is up from 1994.*
- *Nine in ten Ontarians agree that if their community lost its arts activities, people living there would lose something of value, including almost six in ten who express strong agreement with this view. Moreover, strong agreement is up slightly from 1994.*
- *Three-quarters of Ontarians disagree that arts activities do little or nothing for the well-being of a community, including almost six in ten who express strong disagreement with this view.*
- *Nine in ten Ontarians think it is important for their community’s quality of life to have arts facilities, including half who say this is very important. Moreover, the number who believe this is very important is up slightly from 1994.*
- *Compared to other specific aspects of community life, including parks and green spaces, sports and recreational facilities, and public transit, arts facilities are less likely to be considered as very important to the quality of life in a community. However, Ontarians who have the most positive attitudes towards the arts across a range of survey questions (as well as those who are frequent arts participants) are also more likely to rate the importance of these other aspects of community life most highly.*

- *Two-thirds of Ontarians believe the presence of the arts in their community is more beneficial to the community as a whole; one-third think that the arts are more beneficial to those who attend arts activities.*
- *Entertainment or fun is the most mentioned benefit of attending arts activities or participating in the arts, followed by experiencing something new, emotional/spiritual/intellectual stimulation and exposure to different cultures.*
- *More than nine in ten Ontarians believe that the success of Canadian artists like singers, writers, actors and painters, gives people a sense of pride in Canadian achievement, including two-thirds who express strong agreement. However, the proportion who strongly agree with this view is down slightly from 1994.*
- *Eight in ten Ontarians believe the government should spend public dollars to support the arts, including four in ten who express strong agreement with this view.*
- *Two-thirds of Ontarians report having participated in the arts as a child.*
- *Seven in ten Ontarians report having participated in the arts as an adult.*

Public concepts of the arts

Ontarians are most likely to mention the performing arts, including music and theatre, as activities that comprise “the arts.”

Before asking them questions specifically on perceptions of arts and the quality of life, a question was asked to get a better understanding of Ontarians’ concept of “the arts.”

What is the Ontario public’s conception of the arts? Ontarians’ ideas of the arts include a range of arts activities, particularly performing arts activities, such as music, theatre and dance.

When asked what activities they think of when people talk about the arts (asked unprompted, with multiple responses allowed), the most commonly mentioned responses are: music—including concerts (43%) and theatre—including drama and plays (42%).

On a second tier are the visual arts—including painting and sculpture (34%). On a third tier are dance—including ballet (21%) and museums and galleries (21%). Fewer mention literature or writing (6%), and movies (6%).

Fifteen percent mention other activities and 14 percent say they don’t know what activities comprise “the arts” or offer no answer.

Activities associated with “the arts” 2010

| | 2010 % |
|---|-----------|
| Music/concerts | 43 |
| Drama/plays/theatre | 42 |
| Visual arts (i.e., painting, sculpture, etc.) | 34 |
| Museums/galleries/exhibits | 21 |
| Dance/ballet | 21 |
| Literature/writing/books | 6 |
| Movies | 6 |
| Other | 15 |
| dk/na | 14 |

Q1. *What activities do you think of when people talk about “the arts”?*

Education strongly correlates to mentions of activities that comprise “the arts.” Ontarians with higher education are more likely than those with lower education to mention several of these activities, including music (54% among those with a university education vs. 23% among those with less than a high school education), theatre (51% vs. 28%), visual arts (44% vs. 15%), dancing (25% vs. 9%), and art galleries and museums (23% vs. 3%). In contrast, four in ten Ontarians with less than a high school education (39%) do not know or offer no response about what activities comprise “the arts,” compared to only seven percent among those with a university education.

There is little difference based on gender, but women are almost twice as likely as men to mention dance (26% vs. 15%).

There is also little difference based on age, but Ontarians under the age of 35 are more likely than average to mention the visual arts (45% vs. 34% among Ontarians in general).

There are some differences based on language, with Anglophones more likely than Francophones to mention music (45% vs. 23%) and dancing (22% vs. 5%).

Visible minorities are more inclined than non-visible minorities to mention visual arts (42% vs. 32%), but are less likely to mention art galleries and museums (15% vs. 23%).

Participation in the arts as an adult also correlates to mentions of activities that comprise “the arts.” Ontarians who more frequently participated in the arts in the past couple of years are more likely than those who have participated less frequently to mention many of these activities, including music (56% among those who say often vs. 24% among those who say never), theatre (50% vs. 26%), visual arts (38% vs. 20%), dance (26% vs. 9%), and art galleries and museums (25% vs. 10%). Among those who report never having participated in the arts during the past couple of years four in ten (38%) don’t know or offer no opinion as to what comprises “the arts.”

Arts and individual quality of life

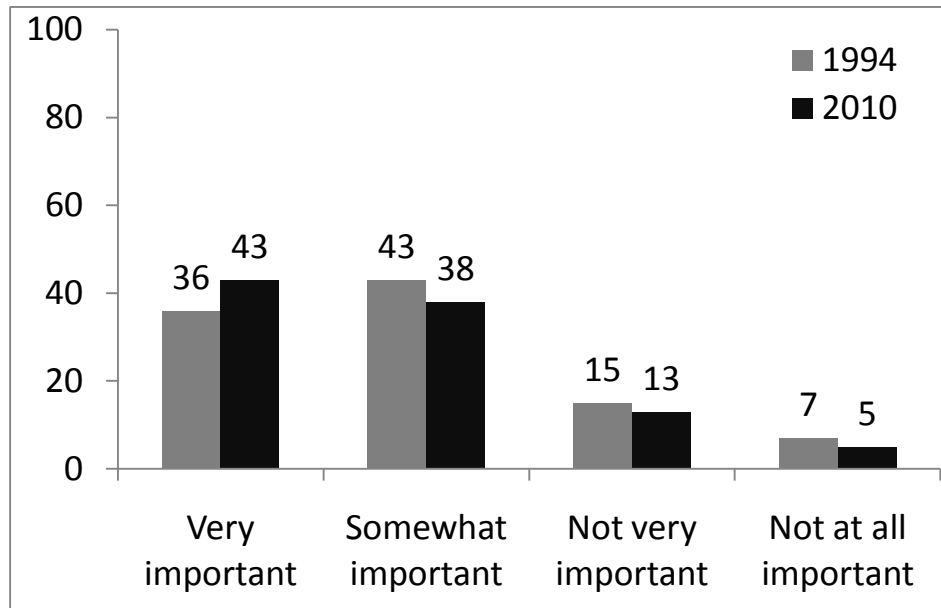
Importance of the arts to an individual's own quality of life

Eight in ten Ontarians think the arts are important to their own quality of life, including more than four in ten who think they are very important. Moreover, the salience of the arts is up from 1994.

How important do Ontarians think the arts are to their own quality of life?

Eight in ten Ontarians (81%) think the arts are important to the quality of their own lives, including more than four in ten who say they are very important (43%). Two in ten (18%) think the arts are not very or not at all important to their own quality of life.

Importance of the arts to one's quality of life 1994-2010



Q2. *Thinking about all the things that improve the quality of your own life, would you say the arts are very important, somewhat important, not very important or not at all important?*

Since 1994, the proportion who think the arts are very important has increased noticeably (up 7 points). This increase is mainly driven by increases among both women (up 7) and men (up 6), those aged 25 to 34 (up 10) and those aged 55 and older (up 8), those with a community college education (up 8), visible minorities (up 16) and those living in the City of Toronto (up 11 points).

Large majorities across all regional and demographic subgroups think the arts are important to their own quality of life.

The perceived strength of importance of the arts to their own quality of life is higher than average among those with a university education (49% vs. 43% among Ontarians in general). Moreover, almost two in ten (16%) Ontarians with less than a high school education say the arts are not at all important to their own quality of life, compared to only three percent among those with a university education.

Women (47%) are more likely than men (38%) to consider the arts as very important to their own quality of life.

Ontarians aged 18 to 24 are more likely than average to say the arts are very important to their own quality of life (60% vs. 43% among Ontarians in general).

Community size is also a factor in response to this question. The perceived strength of importance of the arts to their own quality of life increases with the size of the community. Just under half (46%) among those who live in communities of over 100,000 inhabitants say the arts are very important to their own quality of life, compared to 38 percent among those living in communities with between 10,000 and 100,000 inhabitants and 29 percent among those living in communities with fewer than 10,000 inhabitants.

The strength of the importance of arts to their own quality of life is higher than average among City of Toronto residents (56% vs. 43% among Ontarians in general).

The perceived importance of the arts to their own quality of life is strongly correlated with participation in the arts as a child. The more frequent the participation in the arts as a child, the more important are the arts to their quality of life. Six in ten (62%) of those who often participated in the arts when they were growing up report that the arts are very important to their own quality of life, compared to only 16 percent among those who never participated in the arts when they were growing up. Among those who never participated in the arts when growing up, two in ten (19%) say the arts are not at all important to their own quality of life.

The perceived importance of the arts to their own quality of life is also strongly correlated with participation in the arts as an adult. The more frequent the participation in the arts as an adult, the more important are the arts to their quality of life. Seven in ten (69%) of those who have often participated in the arts in the past couple of years say the arts are very important to their own quality of life, compared to only 15 percent among those who say they have never participated in the arts in the past couple of years. Among those who never participated in the arts during the last couple of years, one-quarter (27%) say the arts are not at all important to their own quality of life.

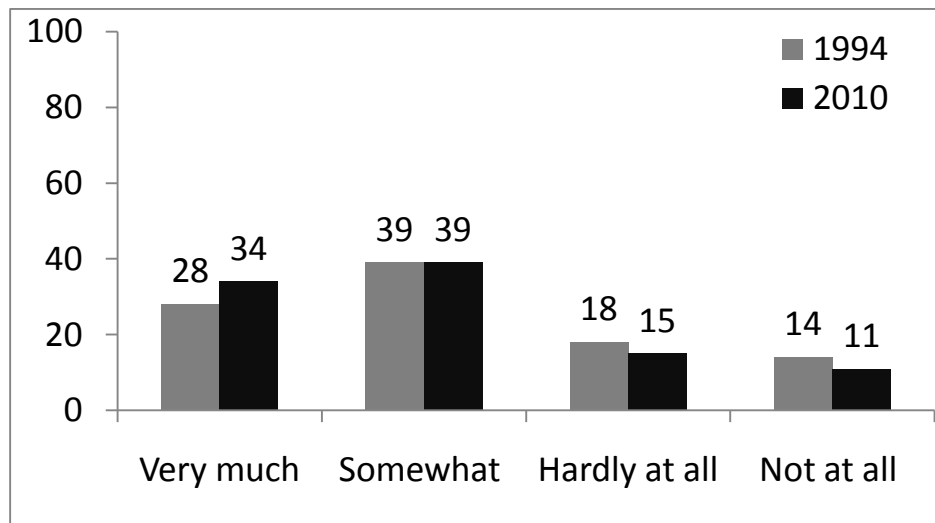
Would the arts be missed if they were not available?

Three-quarters of Ontarians would miss the arts if they were not available in their community, including one-third who would miss them very much. Moreover, the proportion who would miss them very much is up from 1994.

The survey also asked Ontarians how much they would miss the arts if they were not available in their community.

A total of three-quarters of Ontarians (73%) say they would miss the arts if they were not available in their community, including one-third (34%) who say they would miss them very much. One-quarter (26%) of Ontarians would miss the arts little or not at all.

Degree to which the arts would be missed if not available 1994-2010



Q3. *If there were no arts available in your community, would you, personally miss them very much, only somewhat, hardly at all or not at all?*

Since 1994, the proportion who would miss the arts very much has increased noticeably (up 6 points). This increase is mostly driven by increases among women (up 7), those aged 18 to 24 (up 17), visible minorities (up 14) and those living in the City of Toronto (up 13 points).

Majorities across all regional and demographic subgroups believe that they would miss the arts if they were not available in their community.

Education correlates with the degree to which people would miss the arts, with the perceived sense of loss being twice as strong among those with a university degree compared to those with less than a high school education. Forty-three percent of Ontarians with a university education say they would miss the arts very much, compared to 20 percent among those with less than a high school education. In contrast, three in ten (28%) of Ontarians with less than a high school education say they would not miss the arts at all, compared to only six percent among those with a university education.

Women (38%) are more likely than men (29%) to say they would miss the arts very much.

Ontarians aged 18 to 24 are more likely than average to say they would miss the arts very much (53% vs. 34% among Ontarians in general).

Anglophones are twice as likely as Francophones to say they would miss the arts very much (34% vs. 16%).

Community size is also a factor in response to this question. The perceived sense of loss increases with the size of the community. Just under four in ten (37%) among those who live in communities of over 100,000 inhabitants say they would miss the arts very much, compared to 31 percent among those living in communities with between 10,000 and 100,000 inhabitants and only 16 percent among those living in communities with fewer than 10,000 inhabitants.

City of Toronto residents are more likely than average to say they would miss the arts very much (50% vs. 34% among Ontarians in general).

The perceived importance of the arts on their own quality of life is a strong predictor of response to this question. Those who think arts are very important to their quality of life are more likely than others to say they would miss the arts very much (67% vs. 0% among those who believe the arts are not at all important to their quality of life). However, looking at total proportions (very much/somewhat miss the arts), it is notable that, among those who think the arts are only somewhat important to their quality of life, a large majority (77%) say they would miss the arts.

Ontarians' participation in the arts as a child correlates strongly with the degree to which they would miss the arts. The more frequent the participation in the arts as a child, the more they would miss the arts very much. Just under six in ten (56%) of those who often participated in the arts when they were growing up report that they would miss the arts very much, compared to only seven percent among those who never participated in the arts when they were growing up. Among those who never participated in the arts when growing up, one-third (34%) say they would miss the arts not at all. However, looking at total proportions (very much/somewhat miss the arts), it is notable that among those who say they only occasionally or hardly ever participated in the arts as a child, majorities (83% and 63%, respectively) say they would miss the arts if they were not available in their community.

Ontarians' participation in the arts as an adult also strongly correlates with the degree to which they would miss the arts. The more frequent the participation in the arts as an adult, the more they would miss the arts very much. Two-thirds (64%) of those who have often participated in the arts in the past couple of years say they would miss the arts very much, compared to only nine percent among those who say they have never participated in the arts in the past couple of years. Among those who never participated in the arts during the past couple of years, almost four in ten (37%) say they would miss the arts not at all. However, looking at total proportions (very much/somewhat miss the arts), it is notable that among those who only occasionally participated in the arts as an adult, a large majority (86%) say they would miss the arts if they were not available in their community. Even among those who say they hardly ever participated in the arts as an adult, opinion is divided on this question (46% very much/somewhat and 52% hardly at all/not at all).

Arts and community quality of life

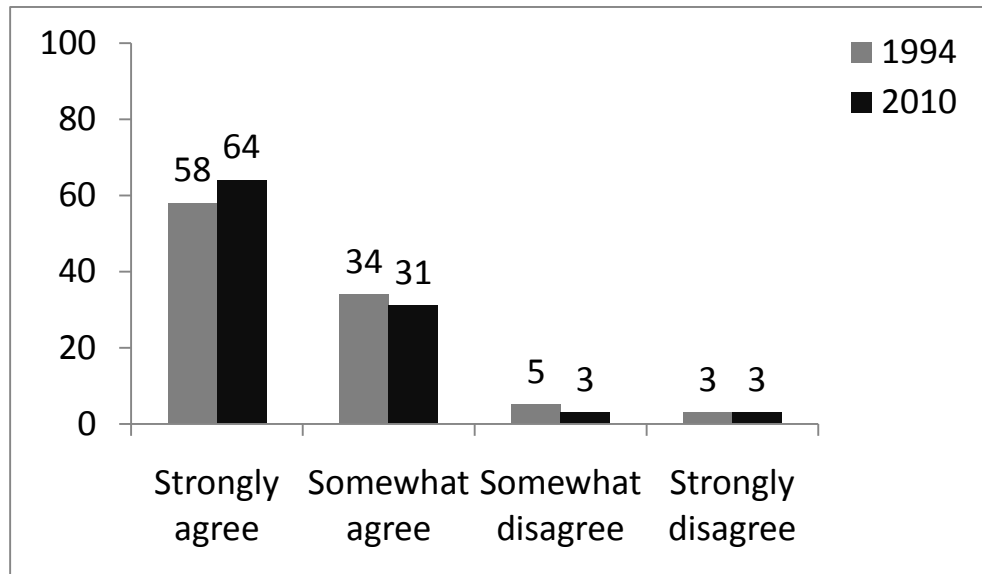
Arts activities enrich the quality of our lives

More than nine in ten Ontarians believe arts activities help enrich the quality of our lives, including two-thirds who express strong agreement with this view. Moreover, strong agreement is up from 1994.

In another question, Ontarians were asked whether they believe arts activities help enrich the quality of our lives.

More than nine in ten (95% strongly and somewhat) agree that arts activities help enrich the quality of our lives, including two-thirds (64%) who strongly agree with this view.

Arts activities help enrich the quality of our lives 1994-2010



Q6c. Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? ...Arts activities help enrich the quality of our lives.

Since 1994, the proportion who strongly agree with this view has increased noticeably (up 6 points). This increase is mainly driven by increases among those with less than a high school education (up 15), those between the ages of 25 to 34 (up 13), those 55 years and older (up 15), women (up 9), visible minorities (up 10) and those living in Central Ontario (up 10).

Overwhelming majorities across all regional and demographic subgroups believe that arts activities help enrich the quality of our lives.

Education correlates somewhat with the degree to which people strongly agree that arts activities help enrich the quality of our lives. Strong agreement with this view tends to increase with level of education.

Seven in ten (69%) Ontarians with a university education strongly agree with this view, compared to 55 percent among those with less than a high school education.

Women (70%) are noticeably more likely than men (57%) to strongly agree that arts activities help enrich the quality of our lives.

Strong agreement with the view that arts activities help enrich the quality of our lives increases with size of community. Two-thirds of Ontarians (67%) living in communities with more than 100,000 inhabitants strongly agree with this view, compared to 61 percent among those living in communities with between 10,000 and 100,000 inhabitants and 49 percent among those living in communities with fewer than 10,000 inhabitants.

Strong agreement with this view is higher among those living in the Hamilton-Niagara region (77% vs. 64% among Ontarians in general).

The perceived importance of the arts on their own quality of life is a strong predictor of response to this question. Those who think arts are very important to their quality of life are more likely than others to strongly agree that arts activities help enrich the quality of our lives (91% vs. 12% among those who believe the arts are not at all important to their quality of life). However, looking at total agreement (strongly/somewhat agree), it is notable that, among those who think the arts are only somewhat, not very or not at all important to their own quality of life, majorities (97%, 88% and 57%, respectively) think arts activities help enrich the quality of our lives.

Ontarians' participation in the arts as a child correlates strongly with the degree to which they believe that arts activities help enrich the quality of our lives. The more frequent the participation in the arts as a child, the more they strongly agree with this view. More than eight in ten (84%) of those who often participated in the arts when they were growing up strongly agree with this view, compared to 35 percent among those who never participated in the arts when they were growing up. However, looking at total agreement (strongly/somewhat agree), it is notable that among those who say they only occasionally, hardly ever or never participated in the arts as a child, large majorities (97%, 93% and 83%, respectively) think arts activities help enrich the quality of our lives.

Ontarians' participation in the arts as an adult also strongly correlates with the degree to which they believe that arts activities help enrich the quality of our lives. The more frequent the participation in the arts as an adult, the more they strongly agree with this view. More than eight in ten (84%) of those who have often participated in the arts in the past couple of years strongly agree with this view, compared to 36 percent among those who say they have never participated in the arts in the past couple of years. However, looking at total agreement (strongly/somewhat agree), it is notable that among those who say they only occasionally, hardly ever or never participated in the arts as an adult, large majorities (97%, 93% and 83%, respectively) think arts activities help enrich the quality of our lives.

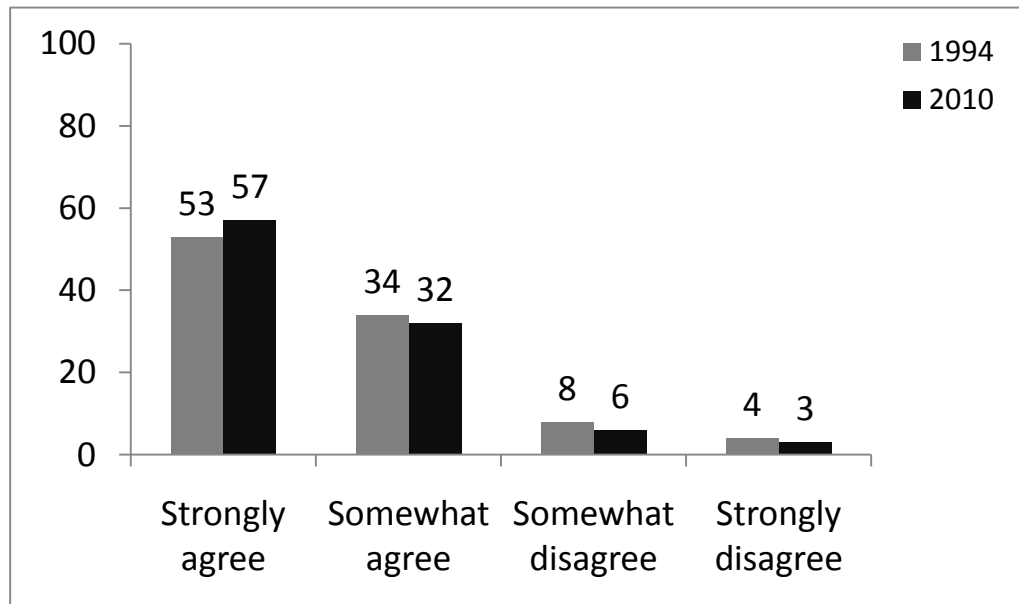
Would a community without arts activities lose something of value?

Nine in ten Ontarians agree that if their community lost its arts activities, people living there would lose something of value, including almost six in ten who express strong agreement with this view. Moreover, strong agreement is up slightly from 1994.

Do Ontarians believe that a community without arts activities would lose something of value? Nine in ten (89% strongly and somewhat) agree that if their community lost its arts activities, people living there would lose something of value, including just under six in ten (57%) who strongly agree with this view.

If a community loses its arts activities, people living there would lose something of value

1994-2010



Q6b. *Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? ...If my community lost its arts activities, people living there would lose something of value.*

Since 1994, the proportion who strongly agree with this view has increased slightly (up 4 points). This increase is mainly driven by increases among those aged 55 years and older (up 13), women (up 8) and visible minorities (up 12).

Large majorities in all regional and demographic subgroups agree that if their community lost its arts activities, people living there would lose something of value.

Women (64%) are considerably more likely than men (49%) to strongly agree that if their community lost its arts activities, people living there would lose something of value.

Francophones are more likely than Anglophones to strongly agree that if their community lost its arts activities, people living there would lose something of value (71% vs. 56%).

Strong agreement with the view that if their community lost its arts activities, people living there would lose something of value increases with size of community. Six in ten Ontarians (60%) living in communities with more than 100,000 inhabitants strongly agree with this view, compared to 53 percent among those living in communities with between 10,000 and 100,000 inhabitants and 48 percent among those living in communities with fewer than 10,000 inhabitants.

Strong agreement with this view is higher among those living in the Hamilton-Niagara region (71%), especially compared to Western Ontarians (49%).

The degree to which Ontarians feel they would personally miss the arts if they were not available in their community corresponds strongly with this question. Those who say they would personally miss the arts very much if they were not available in their community are more likely to strongly agree that if their community lost its arts activities, people living there would lose something of value (87% vs. 16% among those who say they would not at all miss the arts if they were not available in their community). However, looking at total agreement (strongly/somewhat agree), it is notable that among those who say they personally would somewhat, hardly at all or not at all miss the arts, if they were not available in their community, majorities (95%, 81% and 52%, respectively) think that if their community lost its arts activities, people living there would lose something of value.

The perceived importance of the arts on their own quality of life is a strong predictor of response to this question. Those who think arts are very important to their quality of life are more likely than others to strongly agree that if their community lost the arts, people living there would lose something of value (80% vs. 15% among those who believe the arts are not at all important to their quality of life). However, looking at total agreement (strongly/somewhat agree), it is notable that among those who think the arts are only somewhat or not very important to their own quality of life, majorities (91%, and 76%, respectively) agree that if their community lost the arts, people living there would lose something of value. Even among those who think the arts are not at all important to their own quality of life, opinion is divided on this question (46% agree and 51% disagree).

Ontarians' participation in the arts as a child correlates strongly with the degree to which they believe that if their community lost the arts, people living there would lose something of value. The more frequent the participation in the arts as a child, the more they strongly agree with this view. Three-quarters (74%) of those who often participated in the arts when they were growing up strongly agree with this view compared to 33 percent among those who never participated in the arts when they were growing up. However, looking at total agreement (strongly/somewhat agree), it is notable that among those who say they only occasionally, hardly ever or never participated in the arts as a child, majorities (94%, 88% and 68%, respectively) agree that if their community lost the arts, people living there would lose something of value.

Ontarians' participation in the arts as an adult also strongly correlates with the degree to which they believe that if their community lost the arts, people living there would lose something of value. The more frequent the participation in the arts as an adult, the more they strongly agree with this view. Three-quarters (77%) of those who have often participated in the arts in the past couple of years strongly agree with this view, compared to 27 percent among those who say they have never participated

in the arts in the past couple of years. However, looking at total agreement (strongly/somewhat agree), it is notable that among those who say they only occasionally, hardly ever or never participated in the arts as an adult, majorities (94%, 84% and 67%, respectively) agree that if their community lost the arts, people living there would lose something of value.

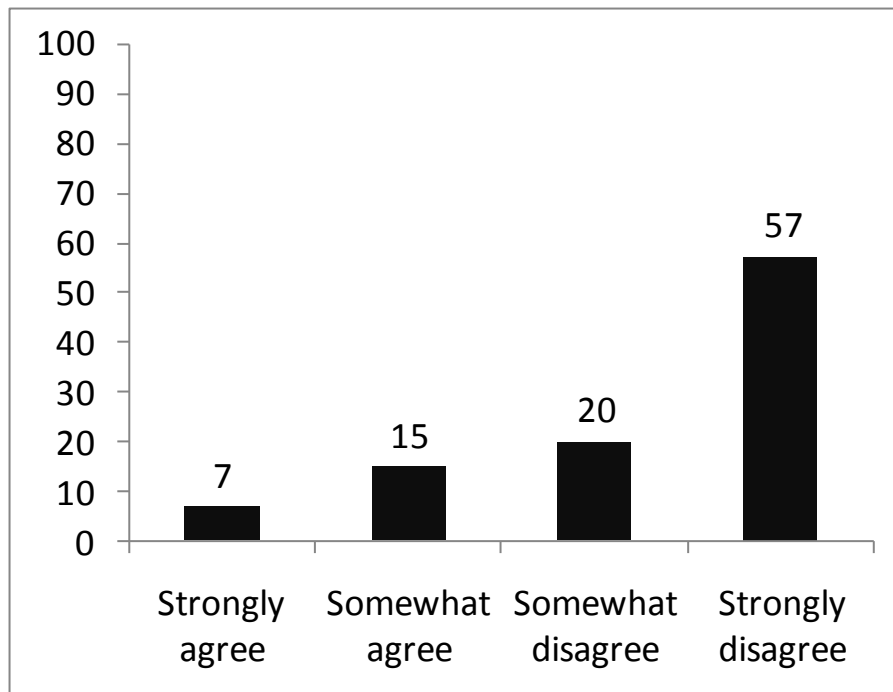
Impact of arts activities on the well-being of a community

Three-quarters of Ontarians disagree that arts activities do little or nothing for the well-being of a community, including almost six in ten who express strong disagreement with this view.

Ontarians were also asked whether they believed that the arts did little or nothing for the well-being of a community.

Three-quarters (77% strongly and somewhat) disagree that arts activities do little or nothing for the well-being of a community, including just under six in ten (57%) who strongly disagree with this view.

Arts activities do little or nothing for the well-being of a community 2010



Q6d *Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? ...Arts activities do little or nothing for the well-being a community.*

Majorities across all regional and demographic subgroups disagree that activities do little or nothing for the well-being of a community.

Education correlates strongly with the degree to which people strongly disagree that arts activities do little or nothing for the well-being of a community. Strong disagreement with this view tends to increase

with level of education. Seven in ten (69%) Ontarians with a university education strongly disagree with this view, compared to 36 percent among those with less than a high school education.

Women (62%) are more likely than men (52%) to strongly disagree that arts activities do little or nothing for the well-being of a community.

Income correlates somewhat with the degree to which people strongly disagree that arts activities do little or nothing for the well-being of a community. More than six in ten (63%) Ontarians with family incomes of \$60,000 and above strongly disagree with this view, compared to 46 percent among those with family incomes below \$20,000.

Strong disagreement with the view that arts activities do little or nothing for the well-being of a community is higher among those who live in the largest communities. Six in ten Ontarians (61%) living in communities with more than 100,000 inhabitants strongly disagree with this view, compared to 50 percent among those living in communities with between 10,000 and 100,000 inhabitants and 48 percent among those living in communities with fewer than 10,000 inhabitants.

The perceived importance of the arts on their own quality of life is a strong predictor of response to this question. Those who think arts are very important to their quality of life are more likely than others to strongly disagree that arts activities do little or nothing for the well-being of a community (75% vs. 24% among those who believe the arts are not at all important to their quality of life). However, looking at total disagreement (strongly/somewhat disagree), it is notable that among those who think the arts are only somewhat, not very or not at all important to their own quality of life, majorities (78%, 57% and 55%, respectively) disagree that arts activities do little or nothing for the well-being of a community.

Ontarians' participation in the arts as a child correlates strongly with the degree to which they believe that arts activities do little or nothing for the well-being of a community. The more frequent the participation in the arts as a child, the more they strongly disagree with this view. Seven in ten (71%) of those who often participated in the arts when they were growing up strongly disagree with this view, compared to 32 percent among those who never participated in the arts when they were growing up. However, looking at total disagreement (strongly/somewhat disagree), it is notable that among those who say they only occasionally, hardly ever or never participated in the arts as a child, majorities (81%, 73% and 53%, respectively) disagree that arts activities do little or nothing for the well-being of a community.

Similarly, Ontarians' participation in the arts as an adult also strongly correlates with the degree to which they believe that arts activities do little or nothing for the well-being of a community. The more frequent the participation in the arts as an adult, the more they strongly disagree with this view. Eight in ten (79%) of those who have often participated in the arts in the past couple of years strongly disagree with this view, compared to 28 percent among those who say they have never participated in the arts in the past couple of years. However, looking at total disagreement (strongly/somewhat disagree), it is notable that among those who say they only occasionally, hardly ever or never participated in the arts as an adult, majorities (81%, 72% and 51%, respectively) disagree that arts activities do little or nothing for the well-being of a community.

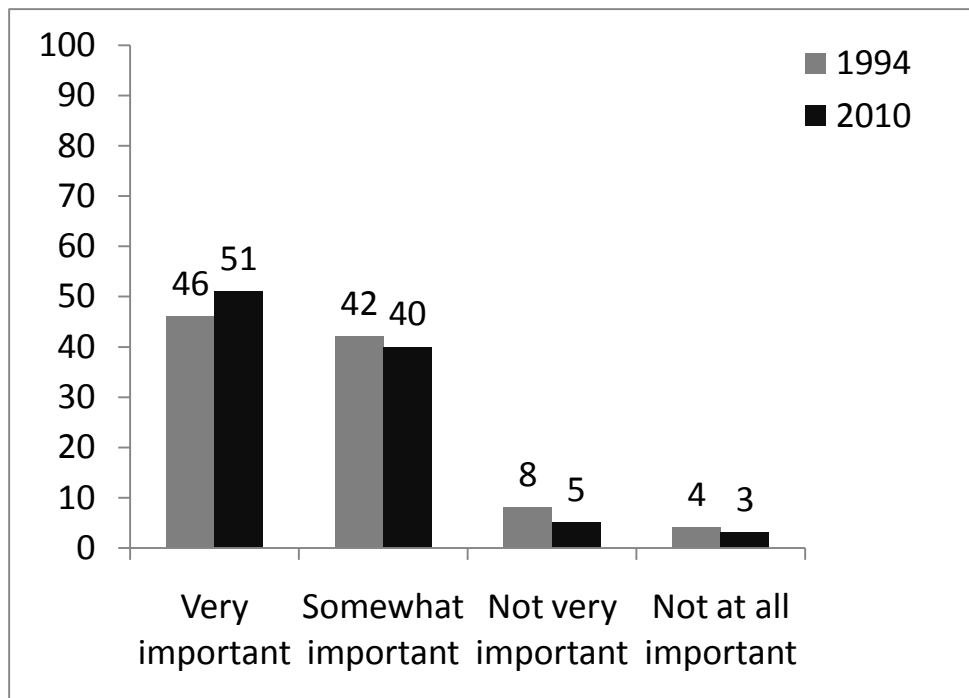
Importance of arts facilities to community quality of life

Nine in ten Ontarians think it is important for their community’s quality of life to have arts facilities, including half who say this is very important. Moreover, the number who believe this is very important is up slightly from 1994.

How important do Ontarians think arts facilities are to their community’s quality of life?

Nine in ten (91%) Ontarians believe it is important for the quality of life in their community to have arts facilities, such as art galleries and theatres, including half (51%) who think this is very important. Only 12 percent believe that arts facilities are not important to their community’s quality of life.

Importance of arts facilities to community quality of life 1994-2010



Q7a Regardless of whether or not you use them regularly, do you think it is very important, somewhat important, not very important, or not at all important for the quality of life in your community to have...Arts facilities, such as art galleries and theatres?

Since 1994, the proportion who believe that arts facilities are very important to their community’s quality of life has increased slightly (up 5 points). This increase is mainly driven by increases among women (up 8), Ontarians aged 55 and older (up 12), those with children under 18 living in the household (up 10) and visible minorities (up 14).

Large majorities across all regional and demographic subgroups believe that arts facilities are important to their community’s quality of life.

Education correlates strongly with the degree to which Ontarians believe that arts facilities are important to their community's quality of life. The proportion who think arts facilities play a very important role increases with level of education. Six in ten (58%) Ontarians with a university education think arts facilities are very important for the quality of life of their community, compared to 38 percent among those with less than a high school education.

Women (57%) are noticeably more likely than men (45%) to believe that arts facilities are very important to their community's quality of life.

Visible minorities (60%) are more likely than non-visible minorities (49%) to believe that arts facilities are very important to their community's quality of life.

The view that arts facilities are very important to their community's quality of life increases with size of community. More than half (55%) living in communities with more than 100,000 inhabitants think this is very important, compared to 49 percent among those living in communities with between 10,000 and 100,000 inhabitants and 28 percent among those living in communities with fewer than 10,000 inhabitants.

City of Toronto residents are more inclined than average to believe that arts facilities are very important to their community's quality of life (59% vs. 51% among Ontarians in general).

The perceived importance of the arts on their own quality of life is a strong predictor of response to this question. Those who think arts are very important to their quality of life are more likely than others to believe that arts facilities are very important to their community's quality of life (76% vs. 9% among those who believe the arts are not at all important to their quality of life). However, looking at total importance (very/somewhat important), it is notable that among those who think the arts are only somewhat, not very or not at all important to their own quality of life, majorities (93%, 81% and 51%, respectively) think arts facilities are important to their community's quality of life.

Ontarians' participation in the arts as a child correlates strongly with the degree to which they believe that arts facilities are important to their community's quality of life. The more frequent the participation in the arts as a child, the more they believe that arts facilities play a very important role in their community's quality of life. Seven in ten (70%) of those who often participated in the arts when they were growing up think the presence of arts facilities is very important, compared to 22 percent among those who never participated in the arts when they were growing up. However, looking at total importance (very/somewhat important), it is notable that among those who say they only occasionally, hardly ever or never participated in the arts as a child, majorities (97%, 86% and 73%, respectively) think arts facilities are important to their community's quality of life.

Ontarians' participation in the arts as an adult also strongly correlates with the degree to which they believe that arts facilities are important to their community's quality of life. The more frequent the participation in the arts as an adult, the more they believe that arts facilities play a very important role in their community's quality of life. Three-quarters (73%) of those who have often participated in the arts in the past couple of years think the presence of arts facilities is very important, compared to 21 percent among those who say they have never participated in the arts in the past couple of years. However, looking at total importance (very/somewhat important), it is notable that among those who say they only

occasionally, hardly ever or never participated in the arts as an adult, majorities (95%, 87% and 74%, respectively) think arts facilities are important to their community’s quality of life.

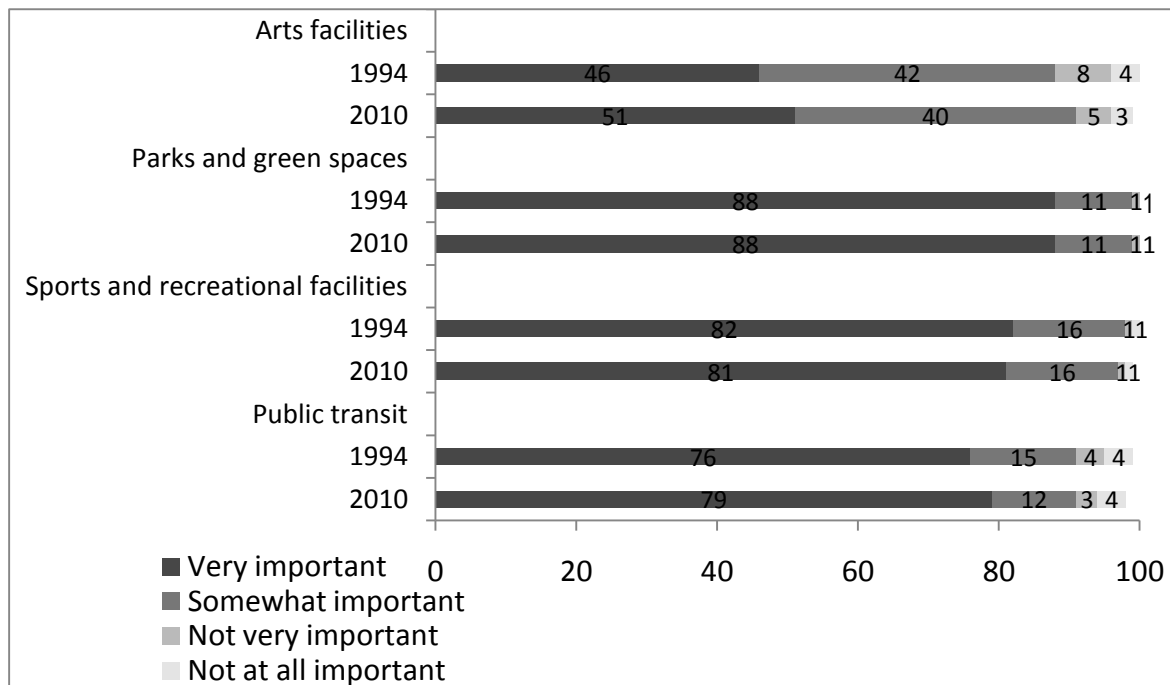
Relative importance of arts facilities

Arts facilities are considered to be not as strongly important as parks and green spaces, sports and recreational facilities, and public transit to the quality of life of their community.

Ontarians were also asked the importance of the presence of other aspects of the community – such as parks and green spaces, sports and recreational facilities, and public transit – to the quality of life of their community. How do arts facilities compare to these other aspect of the community?

Looking at overall importance, arts facilities (91%) are seen on par with public transit (91%) to their community’s quality of life, but are seen as less important than parks and green spaces (99%), and sports and recreational facilities (97%).

**Relative importance of arts facilities to community quality of life
1994-2010**



Q7a-d *Regardless of whether or not you use them regularly, do you think it is very important, somewhat important, not very important, or not at all important for the quality of life in your community to have Arts facilities, such as art galleries and theatres...Parks and green spaces...Sports and recreational facilities...Public transit?*

Looking at the proportion who see these aspects of the community as very important, arts facilities (51%) are viewed as not as strongly important as the presence of parks and green spaces (88%), sports and recreational facilities (81%), and public transit (79%) to the quality of life of their community.

However, Ontarians who have the most positive attitudes towards the arts across a range of survey questions (as well as those who are frequent arts participants), are also more likely to rate the importance of these other aspects of community life most highly.

Ontarians who have participated (as a child or as an adult) often in the arts are more likely than those who have never participated in the arts as a child or as an adult to view parks and green spaces, sports and recreational facilities, and public transit as very important to their community's quality of life.

Those who think arts are very/somewhat important to their quality of life, those who say they would personally miss the arts very much/somewhat if they were not available in their community, and those who believe that the presence of arts in a community benefits the community as a whole are more likely than others to view parks and green spaces, sports and recreational facilities, and public transit as very important to their community's quality of life.

Benefits of the arts

Who benefits more from the arts?

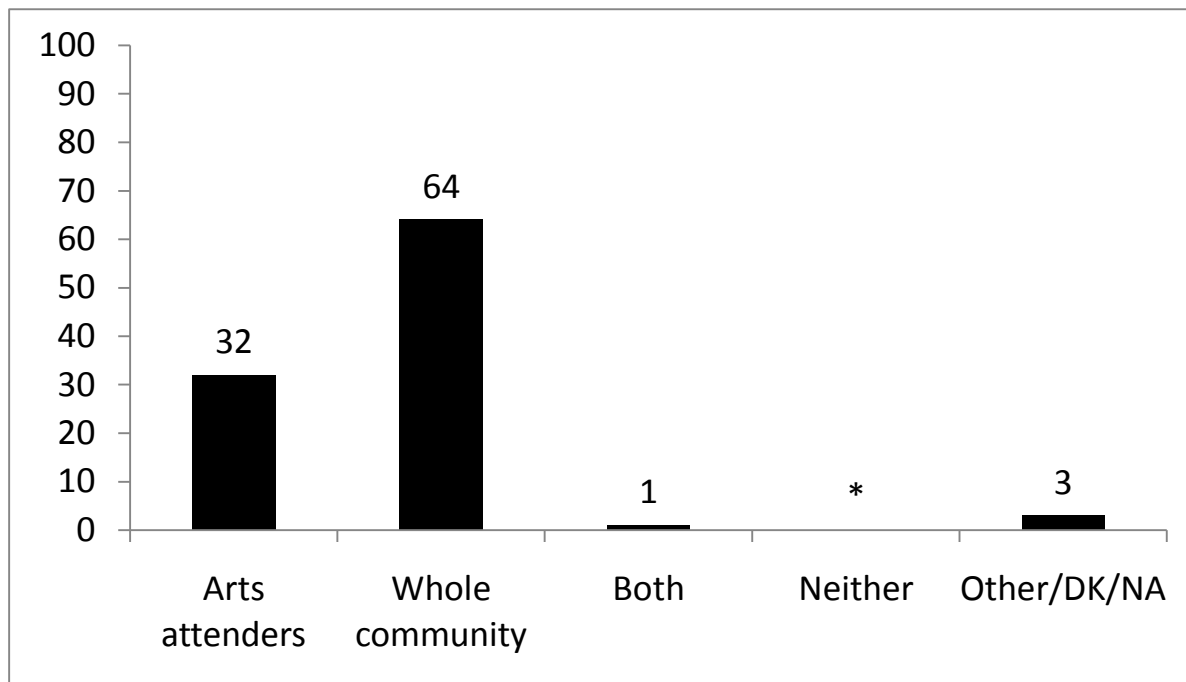
Two-thirds of Ontarians believe the presence of the arts in their community is more beneficial to the community as a whole; one-third think that the arts are more beneficial to those who attend arts activities.

Do Ontarians believe that the presence of the arts in their community is more beneficial to only those who participate in arts activities or to the community as a whole?

When Ontarians are asked to choose between two options as to who benefits more from the presence of the arts in their community, two-thirds (64%) believe that the arts are more beneficial to the community as a whole, compared to only one-third (32%) who think the arts are more beneficial to those who attend arts activities. One percent volunteer that the arts benefit both those who attend arts activities and the community as a whole.

Who benefits more from the presence of the arts?

2010



*Fewer than one percent

Q4. *Generally speaking, in the long run, who benefits more from the presence of the arts in your community...those who attend arts activities or the community as a whole?*

Majorities in all regional and demographic subgroups believe that the presence of the arts in their community is more beneficial to the community as a whole.

Ontarians with children under 18 living in the home are more likely than those who do not (70% vs. 62%) to believe that the presence of the arts in their community is more beneficial to the community as a whole.

The belief that the presence of the arts in their community is more beneficial to the community as a whole is higher in the GTA (67%), Central Ontario (71%) and Hamilton-Niagara (73%) than in Eastern (57%), Western (58%) and Northern (54%) Ontario.

Perceptions of the impact of the arts on their own quality of life strongly correlate with views on who benefits more from the presence of arts in the community. Eight in ten (79%) of those who believe that the arts are very important to their own quality of life also believe that the presence of the arts in their community is more beneficial to the community as a whole, compared to only one-third (34%) among those who believe arts are not at all important to the quality of their own life. In contrast, majorities of those who think the arts are not very or not at all important to their quality of life (56% and 54%, respectively) believe that the presence of the arts in their community is more beneficial to those who attend arts activities.

Participation in the arts as a child strongly correlates with views on who benefits more from the presence of arts in the community. Among those who often or occasionally participated in the arts when they were growing up, large majorities (77% and 68%, respectively) believe that the presence of the arts in their community is more beneficial to the community as a whole. Among those who hardly ever or never participated in the arts, opinion is divided on this question (50% and 47%, respectively, say the community as a whole vs. 45% among each of these two groups say those who attend arts activities).

Participation in the arts as an adult also correlates strongly with views on who benefits more from the presence of arts in the community. Among those who often or occasionally participated in the arts during the last couple of years, large majorities (72% and 71%, respectively) believe that the presence of the arts in their community is more beneficial to the community as a whole. Among those who hardly ever or never participated in the arts during the last couple of years, opinion is divided (50% and 44%, respectively, say the community as a whole vs. 45% and 46%, respectively, who say those who attend arts activities).

Benefits of attending/participating in the arts

Entertainment or fun is the most mentioned benefit of attending arts activities or participating in the arts, followed by experiencing something new, emotional/spiritual/intellectual stimulation and exposure to different cultures.

What benefits do Ontarians believe people get out of attending or participating in the arts?

When asked what they or others living in their community get out of attending arts activities or participating in the arts (asked unprompted, with multiple responses allowed), the most commonly mentioned response is entertainment or fun (36%). This is followed by learning or experiencing something new (22%), emotional/spiritual/intellectual stimulation (16%) and exposure to different cultures (14%).

Smaller proportions identify opportunity to socialize with friends/meet people (11%), sense of identity—national, regional or community identity (8%), learn about the past/understand the present/teach future generations about today (7%), a means of expressing myself (4%) and enjoyment/appreciation (4%).

Fifteen percent mention other benefits and 19 percent say they don't know or offer no opinion.

Benefits of the arts 2010

| | 2010 % |
|--|-----------|
| Entertainment or fun | 36 |
| Learn/experience something new | 22 |
| Emotional/spiritual/intellectual stimulation | 16 |
| Exposure to different cultures | 14 |
| Opportunity to socialize with friends/meet people | 11 |
| Sense of identity (i.e., national, regional or community identity) | 8 |
| Learn about the past/understand the present/teach future generations about today | 7 |
| A means of expressing myself | 4 |
| Enjoyment/appreciation | 4 |
| Other | 15 |
| Nothing | 2 |
| dk/na | 19 |

Q5. *What do you think you or others living in your community get out of attending arts activities or participating in the arts? Anything else?*

Ontarians with higher education are more likely than those with lower education to mention entertainment or fun, and exposure to different cultures. In contrast, four in ten (38%) Ontarians with less than a high school education do not know or offer no response about perceived benefits of attending arts activities or participating in the arts.

Women (41%) are more likely than men (30%) to mention entertainment or fun.

Non-visible minorities (37%) are more likely than visible minorities (29%) to mention entertainment or fun.

Those living in large or mid-size communities are more likely than those who live in small communities (fewer than 10,000 inhabitants) to mention learning or experiencing something new (22% and 24% vs. 15%) and emotional/spiritual/intellectual stimulation (18% and 14% vs. 6%).

The perceived importance of the arts on their own quality of life strongly correlates with perceptions on the benefits of attending arts activities or participating in the arts. Those who think arts are very important to their quality of life are more likely than others to perceive several of these benefits including: entertainment or fun (40% among those who believe the arts are very important to their quality of life vs. 12% among those who believe the arts are not at all important to their quality of life), learning or experiencing something new (28% vs. 4%), emotional/spiritual/intellectual stimulation (24% vs. 4%), sense of identity (10% vs. 0%) and learning about the past/understanding the present/teaching future generations about today (12% vs. 0%). In contrast, almost six in ten (56%) of Ontarians who believe the arts are not at all important to their quality of life do not know or offer no response about perceived benefits of attending arts activities or participating in the arts.

Participation in the arts as an adult is also a strong driver of perceived benefits of the arts. Ontarians who more frequently participated in the arts as an adult are more likely than those who have participated less frequently to mention many of these benefits including: entertainment or fun (41% among those who say they have often participated in the arts in the past couple of years vs. 17% among those who say never), learning or experiencing something new (27% vs. 13%), emotional/spiritual/intellectual stimulation (24% vs. 7%), exposure to different cultures (16% vs. 4%), sense of identity (12% vs. 3%) and learning about the past/understanding the present/teaching future generations about today (13% vs. 6%). In contrast, almost half (46%) of Ontarians who have never participated in the arts during the past couple of years do not know or offer no response about perceived benefits of attending arts activities or participating in the arts.

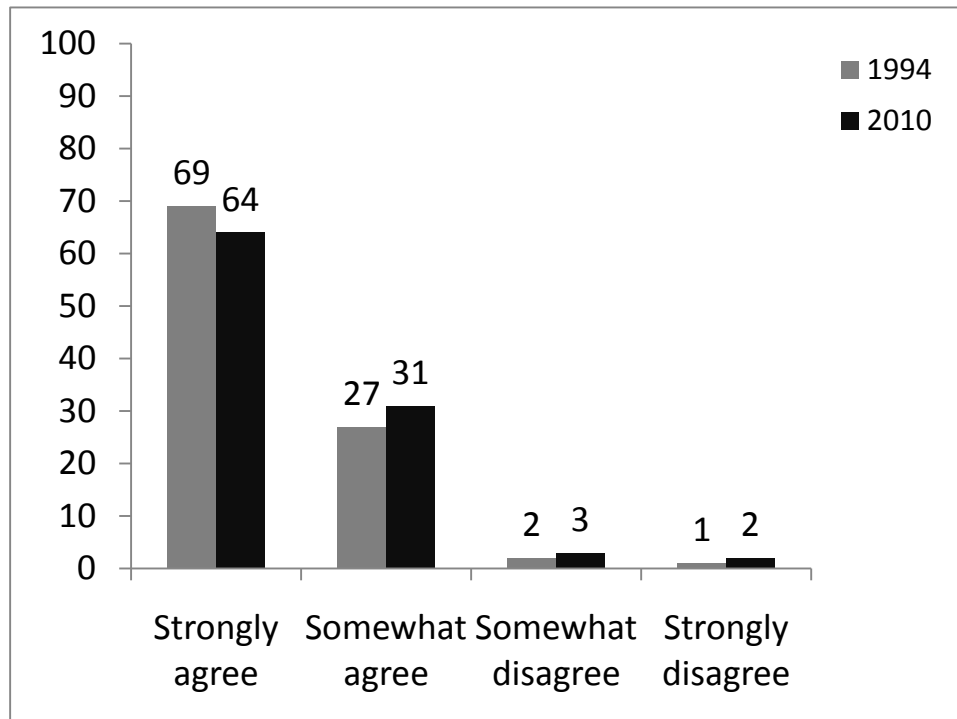
Pride in Canadian achievement

More than nine in ten Ontarians believe that the success of Canadian artists like singers, writers, actors and painters, gives people a sense of pride in Canadian achievement, including two-thirds who express strong agreement. However, the proportion who strongly agree with this view is down slightly from 1994.

Do Ontarians gain a sense of pride from the success of Canadian artists?

A total of more than nine in ten (95% strongly and somewhat) agree that the success of Canadian artists like singers, writers, actors and painters, gives people a sense of pride in Canadian achievement community, including two-thirds (64%) who strongly agree with this view.

Success of Canadian artists provides a sense of pride in Canadian achievement 1994-2010



Q6a. Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?...The success of Canadian artists like singers, writers, actors and painters, gives people a sense of pride in Canadian achievement?

Since 1994, the proportion who express strong agreement is down slightly (down 5 points). This decline is mainly driven by declines among those living in communities with between 10,000 and 100,000 inhabitants (down 10), those under the age of 35 (down 13), men (down 7) and non-visible minorities (down 8) and those living in Western Ontario (down 13).

Majorities across all regional and demographic subgroups agree that the success of Canadian artists gives people a sense of pride in Canadian achievement.

Women (68%) are more likely than men (59%) to strongly agree that the success of Canadian artists gives a sense of pride in Canadian achievement.

Strong agreement with this view is higher among those living in the Hamilton-Niagara region (76% vs. 64% among Ontarians in general).

The perceived importance of the arts on their own quality of life is a strong predictor of response to this question. Those who think arts are very important to their quality of life are more likely than others to strongly agree that artists give a sense of pride in Canadian achievement (82% vs. 18% among those who believe the arts are not at all important to their quality of life). However, looking at total agreement (strongly/somewhat agree), it is notable that among those who think the arts are only somewhat, not very or not at all important to their own quality of life, large majorities (97%, 89% and 77%, respectively) agree that the success of Canadian artists gives a sense of pride in Canadian achievement.

Ontarians' participation in the arts as a child correlates strongly with the degree to which they believe artists give a sense of pride in Canadian achievement. The more frequent the participation in the arts as a child, the more they strongly agree with this view. Three-quarters (76%) of those who often participated in the arts when they were growing up strongly agree with this view compared to 39 percent among those who never participated in the arts when they were growing up. However, only 10 percent of those who never participated in the arts when growing up disagree with this statement. Moreover, looking at total agreement (strongly/somewhat agree), it is notable that among those who say they only occasionally, hardly ever or never participated in the arts as a child, overwhelming majorities (95%, 94% and 90%, respectively) agree that the success of Canadian artists gives a sense of pride in Canadian achievement.

Ontarians' participation in the arts as an adult also strongly correlates with the degree to which they believe artists give a sense of pride in Canadian achievement. The more frequent the participation in the arts as an adult, the more they strongly agree with this view. Three-quarters (76%) of those who have often participated in the arts in the past couple of years strongly agree with this view, compared to 42 percent among those who say they have never participated in the arts in the past couple of years. However, only 13 percent of those who never participated in the arts during the last couple of years disagree with this statement. Moreover, looking at total agreement (strongly/somewhat agree), it is notable that among those who say they only occasionally, hardly ever or never participated in the arts as an adult, overwhelming majorities (98%, 93% and 86%, respectively) agree that the success of Canadian artists gives a sense of pride in Canadian achievement.

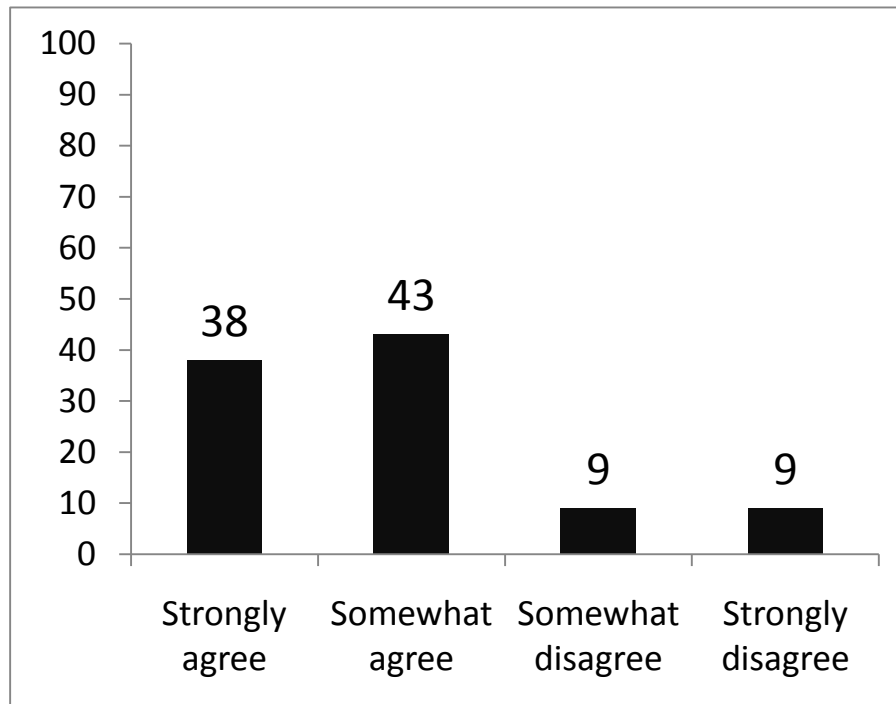
Government spending to support the arts

Eight in ten Ontarians believe the government should spend public dollars to support the arts, including four in ten who express strong agreement with this view.

Other data from the survey indicate that Ontarians believe that the arts are important to their own quality of life and to the quality of life of their community, but do they also believe that government should spend public dollars to support the arts?

Eight in ten (81% strongly and somewhat) agree that the government should spend public dollars to support the arts, including four in ten (38%) who strongly agree with this view.

Government should spend public dollars to support the arts 2010



Q6e Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? ...Government should spend public dollars to support the arts?

Large majorities across all regional and demographic subgroups agree that government should spend public dollars to support the arts.

Ontarians with a university education are more likely than average to strongly agree that government should spend public dollars to support the arts (45% vs. 38% among Ontarians in general).

Women (43%) are more likely than men (34%) to strongly agree that the government should spend public dollars to support the arts.

Strong agreement with the view that the government should spend public dollars to support the arts is higher among those who live in the largest communities. Four in ten Ontarians (42%) living in communities with more than 100,000 inhabitants strongly agree with this view, compared to 32 percent among those living in communities with between 10,000 and 100,000 inhabitants, and 31 percent among those living in communities with fewer than 10,000 inhabitants.

The perceived importance of the arts on their own quality of life is a strong predictor of response to this question. Those who think arts are very important to their quality of life are more likely than others to strongly agree that the government should spend public dollars to support the arts (60% vs. 6% among those who believe the arts are not at all important to their quality of life). However, looking at total agreement (strongly/somewhat agree), it is notable that among those who think the arts are only somewhat or not very important to their own quality of life, majorities (82% and 58%, respectively) agree that the government should spend public dollars to support the arts.

Ontarians' participation in the arts as a child correlates strongly with the degree to which they believe that the government should spend public dollars to support the arts. The more frequent the participation in the arts as a child, the more they strongly agree with this view. Half (52%) of those who often participated in the arts when they were growing up strongly agree with this view, compared to only 15 percent among those who never participated in the arts when they were growing up. Among those who never participated in the arts when growing up, three in ten (31%) strongly disagree that the government should spend public dollars to support the arts. However, looking at total agreement (strongly/somewhat agree), it is notable that among those who say they only occasionally or hardly ever participated in the arts as a child, large majorities (86% and 74%, respectively) agree that the government should spend public dollars to support the arts. Even among those who say they never participated in the arts as a child, opinion is divided on this question (49% strongly/somewhat agree and 48% strongly/somewhat disagree).

Ontarians' participation in the arts as an adult also strongly correlates with the degree to which they believe that the government should spend public dollars to support the arts. The more frequent the participation in the arts as an adult, the more they strongly agree with this view. Almost six in ten (57%) of those who have often participated in the arts in the past couple of years strongly agree with this view, compared to only 16 percent among those who say they have never participated in the arts in the past couple of years. Among those who never participated in the arts during the last couple of years, one-third (35%) strongly disagree that the government should spend public dollars to support the arts. However, looking at total agreement (strongly/somewhat agree), it is notable that among those who say they only occasionally or hardly ever participated in the arts as an adult, large majorities (88% and 72%, respectively) agree that the government should spend public dollars to support the arts. Even among those who say they never participated in the arts as an adult, opinion is divided on this question (49% strongly/somewhat agree and 48% strongly/somewhat disagree).

Participation in the arts

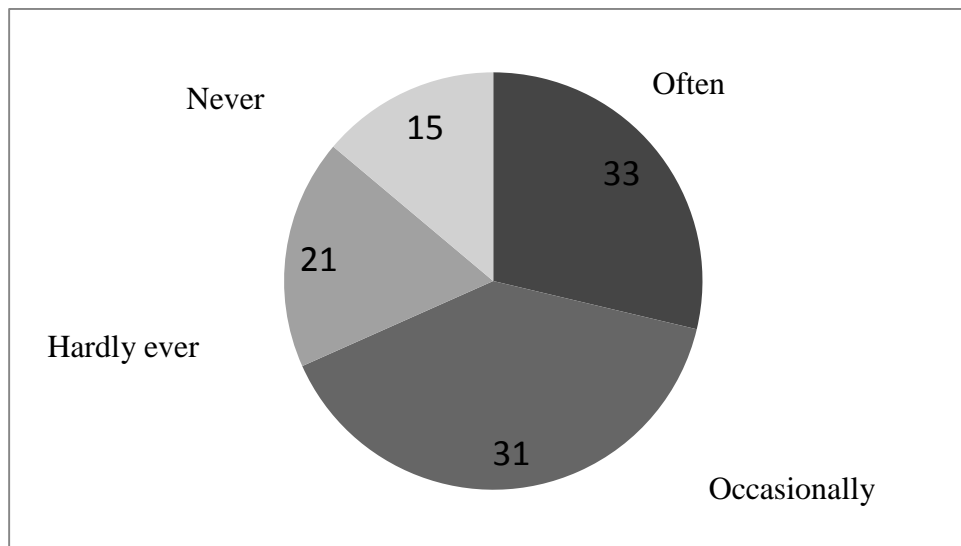
Childhood participation in the arts

Two-thirds of Ontarians report having participated in the arts as a child.

In this question, Ontarians were asked the frequency with which they participated in the arts, either by attending arts activities like going to plays, galleries or concerts or by doing arts activities themselves like acting, singing or playing a musical instrument, when they were growing up.

Two-thirds (64%) of Ontarians report having participated in the arts when they were growing up, including one-third (33%) who report doing this often. Fifteen percent say they have never participated in the arts either by attending or doing arts activities.

Frequency of participation in the arts when growing up 2010



Q8 *When you were growing up – say, when you were 16 or younger, approximately how often did you participate in the arts, either by attending arts activities like going to plays, galleries or concerts or by doing arts activities yourself like acting, singing or playing a musical instrument? Would you say often, occasionally, hardly ever or never?*

Education correlates strongly with frequency of participation in the arts as a child. Participation in the arts as a child increases with level of education. Four in ten (40%) Ontarians with a university education say they often participated in the arts when growing up, compared to only 13 percent among those with less than a high school education.

Women (39%) are noticeably more likely than men (27%) to say they often participated in the arts when growing up.

Those under the age of 35 are more likely to say they often participated in the arts when growing up.

Anglophones are almost twice as likely as Francophones to say they often participated in the arts when growing up (35% vs. 19%).

The frequency of participation in the arts as a child increases with increasing community size. Just under four in ten (37%) of those living in communities with more than 100,000 inhabitants say they often participated in the arts when growing up, compared to 28 percent among those living in communities with between 10,000 and 100,000 inhabitants and 21 percent among those living in communities with fewer than 10,000 inhabitants.

City of Toronto residents are more likely than average to report often participating in the arts as a child (41% vs. 33% among Ontarians in general).

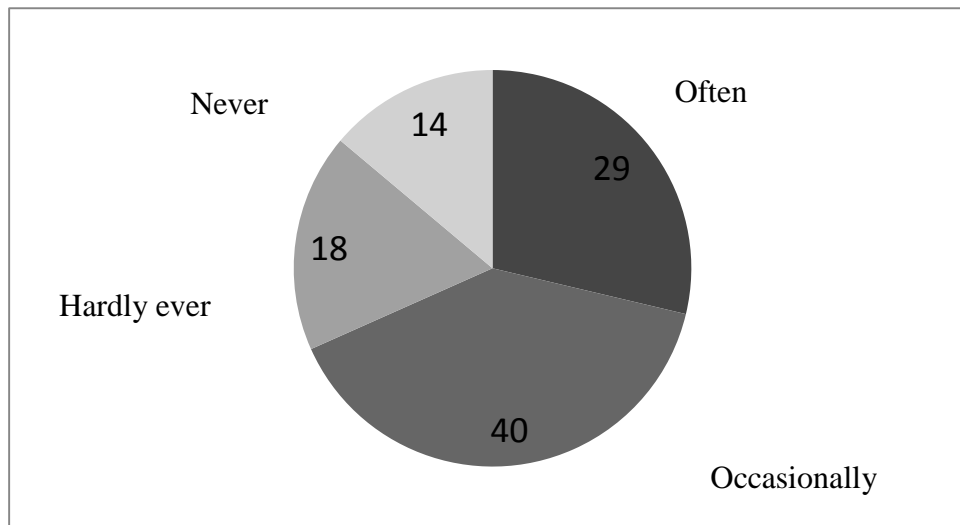
Adult participation in the arts

Seven in ten Ontarians report having participated in the arts as an adult.

In this follow-up question, Ontarians were asked the frequency with which they participated in the arts, either by attending arts activities like going to plays, galleries or concerts or by doing arts activities themselves like acting, singing or playing a musical instrument, during the last couple of years.

Seven in ten (69%) Ontarians report having participated in the arts during the last couple of years, including three in ten (29%) who report doing this often. Fourteen percent say they have never participated in the arts either by attending or doing arts activities.

Frequency of participation in the arts during the last couple of years 2010



Q9 During the last couple of years, approximately how often have you participated in the arts, either by attending arts activities like going to plays, galleries or concerts or by doing arts activities yourself like acting, singing or playing a musical instrument? Would you say often, occasionally, hardly ever or never?

Those with a university education are more likely than average to say they have often participated in the arts during the last couple of years (38% vs. 29% among Ontarians in general).

Those living in large or mid-size communities are more likely than those who live in small communities (fewer than 10,000 inhabitants) to say they have often participated in the arts during the last couple of years (31% and 27% vs. 18%, respectively).

The perceived importance of arts on their own quality of life is connected to the frequency of participation in the arts as an adult. Those who think arts are very important to their quality of life are more likely than others to say they have often participated in the arts during the last couple of years (47% vs. 0% among those who believe the arts are not at all important to their quality of life).

Ontarians' participation in the arts as a child strongly correlates with the degree to which they have participated in the arts as an adult. The more frequent the participation in the arts as a child, the more frequent the participation as an adult. Almost half (46%) of those who often participated in the arts when they were growing up report having participated often in the arts during the last couple of years, compared to only 13 percent among those who say they have never participated in the arts when they were growing up.

Appendix 1 - Methodology

The results of the survey are based on a national random sample of 1,000 adults living in Ontario. The survey was conducted by telephone between February 22 and 28 & March 4 and 10, 2010.

Sample selection

The most advanced probability sampling techniques were employed in the selection of households for telephone interviewing. The sampling model relies on stratification of the population by seven regions in Ontario – Toronto, outer GTA, Eastern Ontario, Central Ontario, Hamilton/Niagara, Western Ontario and Northern Ontario and by three community sizes (more than 100,000 inhabitants, 10,000 to 100,000 inhabitants, and under 10,000 inhabitants).

Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a current electronic phonebook database to retrieve geographic location, business indicator and “do not call” status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code (FSA) based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

The sample includes cell phone numbers in the Toronto CMA, but not for other regions of the province. According to Statistics Canada data, 7.4 percent of Ontario households only use cell phones.¹ Hence, our sample is drawn from more than 90 percent of the households in Ontario.

Quotas are maintained within each of the regions to ensure that an equal number of interviews with male and female respondents are obtained. Respondents must indicate their age prior to proceeding with the questionnaire, however, there are no particular age quotas implemented. Qualification is based simply on being 18 years of age or older. From within each multi-person household contacted, respondents 18 years of age and older were screened for random selection using the “next birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly. The sample is then weighted in tabulation to replicate actual population distribution by sex and age within region. Only one interview is conducted per household.

Telephone interviewing

The Research House commitment to excellence on custom studies applies equally to the Research House National Omnibus (RHO). All interviewers were fully briefed by experienced supervisory staff to ensure that there was a thorough understanding of study requirements and flow of the questionnaire. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the

¹ Statistics Canada, *The Residential Telephone Service Survey*. December 2008

standards set out by the Marketing Research and Intelligence Association (MRIA). A minimum of five calls were made to a household before classifying it as a “no answer.”

Breakdown by region

The final sample was weighted based on regional population as a percentage of the total population of Ontario (based on 2006 census figures).

The final sample is distributed as follows.

| Region | Sample Size Unweighted | Sample Size Weighted | Margin of Error | Population (%)* |
|------------------|-------------------------------|-----------------------------|------------------------|------------------------|
| City of Toronto | 235 | 205 | ± 6.4 | 21 |
| Outer GTA | 193 | 245 | ± 7.1 | 25 |
| Hamilton/Niagara | 68 | 80 | ± 11.9 | 8 |
| Central Ontario | 125 | 90 | ± 8.8 | 9 |
| Eastern Ontario | 101 | 125 | ± 9.8 | 13 |
| Western Ontario | 191 | 195 | ± 7.1 | 20 |
| Northern Ontario | 87 | 60 | ± 10.5 | 6 |
| Ontario | 1,000 | 1,000 | ± 3.1 | 100* |

*Please note that the total population adds up to more than 100% due to rounding.

Appendix 2 - Questionnaire

ONTARIO ARTS COUNCIL OMNIBUS

February 10, 2010

- 1 What activities do you think of when people talk about “the arts?”

01-SPECIFY _____
99 – DK/NA

Now, I would like to ask you some more questions about the arts. And when I say “the arts,” please think about people like writers and painters working in your community, places like art galleries and theatres, and activities like plays, music or dance.

- 2 Thinking about all the things that improve the quality of your own life, would you say the arts are very important, somewhat important, not very important or not at all important?

01 – Very important
02 – Somewhat important
03 – Not very important
04 – Not at all important
99 – DK/NA

- 3 If there were no arts available in your community, would you, personally miss them very much, only somewhat, hardly at all or not at all?

01 – Very much
02 – Somewhat
03 – Hardly at all
04 – Not at all
99 – DK/NA

- 4 Generally speaking, in the long run, who benefits more from the presence of the arts in your community...those who attend arts activities or the community as a whole?

01 –Those who attend arts activities
02 –The community as a whole
VOLUNTEERED
03 – Both
04 – Neither
99 – DK/NA

- 5 What do you think you or others living in your community get out of attending arts activities or participating in the arts? Anything else? **DO NOT READ – CODE ALL THAT APPLY**

01 – Learn/experience something new
02 – Learn about the past/understand the present/teach future generations about today
03 – Entertainment or fun
04 – Exposure to different cultures
05 – Opportunity to socialize with friends/meet people
06 – Sense of identity (i.e., national, regional or community identity)
07 – Emotional/spiritual/intellectual stimulation
08 – A means of expressing myself
09 – Earn a living
98 – Other (SPECIFY)
99 – DK/NA

- 6 Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

READ LIST IN RANDOM ORDER – RECORD ONE RESPONSE FOR EACH

- a) The success of Canadian artists like singers, writers, actors and painters, gives people a sense of pride in Canadian achievement.
b) If my community lost its arts activities, people living there would lose something of value.
c) Arts activities help enrich the quality of our lives.
d) Arts activities do little or nothing for the well-being of a community.
e) Government should spend public dollars to support the arts.

01 – Strongly agree
02 – Somewhat agree
03 – Somewhat disagree
04 – Strongly disagree
99 – DK/NA

- 7 Regardless of whether or not you use them regularly, do you think it is very important, somewhat important, not very important, or not at all important for the quality of life in your community to have...

READ LIST IN RANDOM ORDER – RECORD ONE RESPONSE FOR EACH

- a) arts facilities such as art galleries and theatres?
- b) parks and green spaces?
- c) sports and recreational facilities?
- d) public transit

- 01 – Very important
- 02 – Somewhat important
- 03 – Not very important
- 04 – Not at all important
- 99 – DK/NA

- 8 When you were growing up (say, when you were 16 or younger), approximately how often did you participate in the arts, either by attending arts activities like going to plays, galleries or concerts or by doing arts activities yourself like acting, singing or playing a musical instrument? Would you say often, occasionally, hardly ever or never?

- 01 – Often
- 02 – Occasionally
- 03 – Hardly ever
- 04 – Never
- 99 – DK/NA

- 9 During the last couple of years, approximately how often have you participated in the arts, either by attending arts activities like going to plays, galleries or concerts or by doing arts activities yourself like acting, singing or playing a musical instrument? Would you say often, occasionally, hardly ever or never?

- 01 – Often
- 02 – Occasionally
- 03 – Hardly ever
- 04 – Never
- 99 – DK/NA

- 10 Are you a member of a visible minority?

- 01 – Yes
- 02 – No

Additional demographic variables included in the survey:

- *Region*
- *Community Size*
- *Employment Status*
- *Family Income*
- *Education*
- *Language (Mother Tongue)*
- *Gender*
- *Age*
- *Children in Household*