



2007 Lethbridge Public Opinion Study (Fall)

Arts and Culture in Lethbridge

for

Allied Arts Council of Lethbridge







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Methodology

-  **Population** The city of Lethbridge has a total population of 81,692 residents (2007 municipal census) approximately 80% of which are 18 years of age or older (65,832). A total of 39,941 Lethbridge residents are male (48.9%) while 41,751 are female (51.1%). South Lethbridge is home to 29,225 residents (35.8%) while the rapidly expanding west side is now home to 28,443 residents (34.8%). There are 24,024 north Lethbridge residents (29.4%).
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods and PSC150 – Local Government in the fall of 2007. Students interviewed 866 adult city of Lethbridge residents by telephone from September 26th to 30th 2007. Telephone numbers were selected from a sample drawn from Info Canada directories. We sincerely appreciate and thank all those who took time out of their day to respond to our survey. The fall 2006 data presented in this report are derived from 577 interviews of adult city of Lethbridge residents in 2006 (September 30th and October 1st). Full methodological notes for the 2006 sample can be obtained at the CSRL web pages: www.lethbridgecollege.ab.ca/go/csrl
-  **Representativeness** Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the city of Lethbridge. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender and area of the city of Lethbridge).
-  **Confidence** The weighted sample yields a margin of error of $\pm 3.3\%$, 19 times out of 20 for the full 2007 Lethbridge sample. The margin of error increases when analyzing sub-samples of the data.
-  **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre and applications developed by the Open Source Learning Lab. We thank Dr. James Manis and the OSL for their efforts in working with us to establish and maintain the IB Commons Call Centre.
-  **Sponsorship** These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at LCC. This particular question was sponsored by the Allied Arts Council of Lethbridge. We thank AAC for their support of our research endeavors.

Arts and Culture in Lethbridge

A substantial majority of Lethbridge residents (77.0%) believe their city boasts and active and vibrant arts community. Less than one in seven residents (13.2%) do not think Lethbridge has a vibrant arts and culture community. One in ten residents (9.8%) is undecided about this issue.

Women (81.9%), south Lethbridge residents (81.2%), university graduates (81.9%) and baby-boomers (81.3%) are most likely to agree while the youth are most likely to disagree (24.5%).

A substantial majority of Lethbridge residents (75.5%) think they have a many opportunities to participate in a diverse range of arts activities within the city. Only 17.5% of residents do not think their city affords them a diverse range of arts activities opportunities. Only 7.0% of residents are undecided about this issue.

Women (77.7%), south Lethbridge residents (80.6%), university graduates (79.4%) and seniors (84.1%) are most likely to agree, while the youth are again most likely to disagree (26.9%).

A majority of residents (57.9%) believe local artists face challenges that make it difficult for them to continue their artistic pursuits within Lethbridge. One in five residents (19.4%) disagrees, while 22.7% are undecided.

Men (62.5%) and the youth (67.5%) are most likely to agree while seniors (32.5%) and women (27.0%) are most likely to be undecided about this issue.

No statistically significant differences were measured when comparing the 2006 results to the 2007 results.

	Active and Vibrant		Diversity		Artists Face Challenges	
	2006	2007	2006	2007	2006	2007
Agree	80.5	77.0	77.7	75.5	58.0	57.9
Disagree	10.9	13.2	14.5	17.5	21.2	19.4
Don't know	8.6	9.8	7.8	7.0	20.8	22.7

	Active and Vibrant		Diversity		Artists Face Challenges	
	2006	2007	2006	2007	2006	2007
Strongly Agree	12.5	12.2	10.9	10.3	10.8	6.6
Agree	68.0	64.9	66.8	65.3	47.2	51.2
Disagree	10.7	12.2	13.5	16.4	20.1	17.6
Strongly Disagree	0.3	1.0	1.0	1.1	1.1	1.8
Don't know	8.6	9.8	7.8	6.9	20.8	22.7

Note: Due to rounding, proportions may not total exactly 100%

Active and Vibrant Arts Community in Lethbridge (2007) (%)

	Male	Female	All Residents
Agree	72.0	81.9	77.0
Disagree	15.6	10.9	13.2
Don't know	12.4	7.1	9.8

	South	North	West
Agree	81.2	73.4	75.6
Disagree	8.4	16.2	15.5
Don't know	10.4	10.4	8.9

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Agree	79.9	78.3	80.6
Disagree	11.6	12.2	13.1
Don't know	8.6	9.4	6.3

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Agree	73.3	76.2	76.7	81.9
Disagree	12.4	18.0	10.8	12.6
Don't know	14.2	5.8	12.6	5.5

	18-29	30-44	45-64	65 and older
Agree	68.5	78.9	81.3	77.8
Disagree	24.5	12.7	8.5	9.3
Don't know	7.0	8.3	10.2	12.9

Note: Due to rounding, proportions may not total exactly 100%

Diverse Range of Arts Activities in Lethbridge (2007) (%)

	Male	Female	All Residents
Agree	73.1	77.7	75.5
Disagree	19.5	15.6	17.5
Don't know	7.4	6.7	7.0

	South	North	West
Agree	80.6	70.3	74.9
Disagree	13.9	20.8	18.4
Don't know	5.5	8.9	6.7

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Agree	78.0	77.2	75.5
Disagree	16.4	16.5	20.8
Don't know	5.6	6.3	3.6

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Agree	74.1	72.8	75.0	79.4
Disagree	16.5	18.5	16.1	18.6
Don't know	9.4	8.7	8.9	2.0

	18-29	30-44	45-64	65 and older
Agree	66.7	74.0	76.8	84.1
Disagree	26.9	20.6	15.5	7.7
Don't know	6.5	5.4	7.7	8.2

Note: Due to rounding, proportions may not total exactly 100%

Local Artists Face Difficult Challenges (2007) (%)

	Male	Female	All Residents
Agree	62.5	53.3	57.9
Disagree	19.3	19.6	19.4
Don't know	18.2	27.0	22.7

	South	North	West
Agree	57.3	57.9	58.4
Disagree	18.4	18.1	21.6
Don't know	24.3	23.9	20.0

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Agree	62.3	59.1	58.9
Disagree	16.0	21.0	23.4
Don't know	21.6	19.9	17.7

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Agree	55.4	62.4	59.6	56.1
Disagree	19.6	17.3	15.2	24.5
Don't know	25.0	20.2	25.1	19.4

	18-29	30-44	45-64	65 and older
Agree	67.5	59.5	58.0	46.4
Disagree	17.0	19.5	19.8	21.1
Don't know	15.5	21.0	22.3	32.5

Note: Due to rounding, proportions may not total exactly 100%

Active and Vibrant Arts Community in Lethbridge (2007) (%)

	Male	Female	All Residents
Strongly Agree	11.5	12.7	12.2
Somewhat Agree	60.5	69.2	64.9
Somewhat Disagree	14.9	9.6	12.2
Strongly Disagree	0.7	1.3	1.0
Don't Know	12.4	7.1	9.8

	South	North	West
Strongly Agree	15.2	11.6	9.5
Somewhat Agree	66.0	62.0	66.1
Somewhat Disagree	7.4	14.3	15.2
Strongly Disagree	1.0	1.6	0.3
Don't Know	10.4	10.5	8.9

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Strongly Agree	13.8	11.8	12.6
Somewhat Agree	66.2	66.6	68.1
Somewhat Disagree	11.2	10.8	12.6
Strongly Disagree	0.4	1.4	0.5
Don't Know	8.6	9.4	6.3

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly Agree	12.5	12.1	9.0	15.0
Somewhat Agree	61.2	64.2	67.7	66.9
Somewhat Disagree	11.2	17.9	10.3	11.0
Strongly Disagree	0.9	0.0	0.4	1.6
Don't Know	14.3	5.8	12.6	5.5

	18-29	30-44	45-64	65 and older
Strongly Agree	6.5	13.2	13.8	14.4
Somewhat Agree	62.3	65.7	67.5	63.4
Somewhat Disagree	22.6	12.3	8.1	7.7
Strongly Disagree	1.5	0.5	0.4	1.5
Don't Know	7.0	8.3	10.2	12.9

Note: Due to rounding, proportions may not total exactly 100%

Diverse Range of Arts Activities in Lethbridge (2007) (%)

	Male	Female	All Residents
Strongly Agree	8.5	11.8	10.3
Somewhat Agree	64.6	65.8	65.3
Somewhat Disagree	18.4	14.5	16.4
Strongly Disagree	1.1	1.1	1.1
Don't Know	7.4	6.7	6.9

	South	North	West
Strongly Agree	15.9	7.8	6.7
Somewhat Agree	64.7	62.4	68.3
Somewhat Disagree	12.3	19.8	17.8
Strongly Disagree	1.6	1.2	0.6
Don't Know	5.5	8.9	6.7

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Strongly Agree	11.5	10.1	11.0
Somewhat Agree	66.2	67.1	64.4
Somewhat Disagree	15.6	15.4	19.4
Strongly Disagree	1.1	1.0	1.6
Don't Know	5.6	6.3	3.7

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly Agree	7.6	8.1	11.2	13.3
Somewhat Agree	66.1	64.7	64.1	65.9
Somewhat Disagree	16.5	17.3	14.8	17.3
Strongly Disagree	0.4	1.2	0.9	1.6
Don't Know	9.4	8.7	9.0	2.0

	18-29	30-44	45-64	65 and older
Strongly Agree	6.0	8.3	11.7	14.9
Somewhat Agree	60.7	65.7	65.0	69.2
Somewhat Disagree	24.9	19.1	15.2	6.7
Strongly Disagree	2.0	1.5	0.4	1.0
Don't Know	6.5	5.4	7.8	8.2

Note: Due to rounding, proportions may not total exactly 100%

Local Artists Face Difficult Challenges (2007) (%)

	Male	Female	All Residents
Strongly Agree	7.1	6.3	6.6
Somewhat Agree	55.4	47.1	51.2
Somewhat Disagree	17.0	18.3	17.6
Strongly Disagree	2.3	1.3	1.8
Don't Know	18.2	27.0	22.7

	South	North	West
Strongly Agree	7.8	6.2	5.7
Somewhat Agree	49.4	51.9	52.7
Somewhat Disagree	15.9	16.3	20.3
Strongly Disagree	2.6	1.6	1.3
Don't Know	24.4	24.0	20.0

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Strongly Agree	7.8	6.3	7.3
Somewhat Agree	54.5	53.0	51.6
Somewhat Disagree	14.9	18.9	20.3
Strongly Disagree	1.1	1.8	3.1
Don't Know	21.6	20.0	17.7

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly Agree	6.3	5.2	4.5	10.2
Somewhat Agree	49.1	57.2	55.2	45.7
Somewhat Disagree	17.9	15.0	13.9	22.4
Strongly Disagree	1.8	2.3	1.3	2.4
Don't Know	25.0	20.2	25.1	19.3

	18-29	30-44	45-64	65 and older
Strongly Agree	5.5	9.3	7.7	3.1
Somewhat Agree	62.0	50.2	50.0	42.8
Somewhat Disagree	16.0	16.6	18.7	19.1
Strongly Disagree	1.0	2.9	1.4	2.6
Don't Know	15.5	21.0	22.2	32.5

Note: Due to rounding, proportions may not total exactly 100%

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.6	South	35.0	Under \$40,000	35.8	H-School/less	27.8	18-29	22.9
Female	51.4	North	29.3	\$40-\$80,000	39.3	Some P-Sec.	19.1	30-44	23.3
		West	35.7	Over \$80,000	24.9	Col-Tech-Grad	25.6	45-64	31.9
						University Grad	27.4	65 or older	21.8

Note: Due to rounding, proportions may not total exactly 100

Questions

- Q. Lethbridge has an active and vibrant arts community.
- Q. Lethbridge residents have many opportunities to participate in a diverse range of arts activities (within the city).
- Q. Local artists face challenges that make it difficult for them to continue their artistic pursuits within the city of Lethbridge.