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Fall 2006 Lethbridge Public Opinion Study

Lethbridge Arts and Culture
for
Allied Arts Council

October 31, 2006

Methodology

-  **Population** The city of Lethbridge has a total population of 78,713 residents (2006 municipal census) approximately 80% of which are 18 years of age or older (63,000 est.). Approximately 48% of Lethbridge residents are male while approximately 52% are female. South Lethbridge is home to 28,318 residents (36.0%) while the rapidly expanding west side is now home to 27,154 residents (34.5%). There are 23,241 north Lethbridge residents (29.5%).
-  **Sample** Data were collected by Lethbridge Community College and Athabasca University students enrolled in STS270 – Social Science Research Methods at Lethbridge Community College. In the fall of 2006, students interviewed 577 adult city of Lethbridge residents (September 30th and October 1st) by telephone using the Western Wats Lethbridge call center facility. Telephone numbers were selected using random predictive dialing from a sample drawn from the Telus Superpages. We sincerely thank Western Wats for their hospitality. We also sincerely appreciate and thank all the Lethbridge residents who took time out of their day to respond to our survey.
-  **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).
-  **Confidence** The weighted sample yields a margin of error of $\pm 4.1\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.
-  **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. We thank the Allied Arts Council for their support of our research endeavors.

Arts and Culture in Lethbridge (October 2006)

- The vast majority of Lethbridge residents (80.5%) believe that the city currently has an active and vibrant arts community. This impression is shared by all demographic groups. In fact, one of the most interesting aspects of these data is how little variation in opinion exists between demographic groups. For example, although agreement is strongest amongst seniors (85.7%), almost 78% of the youth also believe that the city is home to an active and vibrant arts community. A similar consistency of opinion exists between income groups and between the various education groups. Only 10.9% of Lethbridge residents do not think Lethbridge has an active and vibrant arts community with the remaining 8.6% of residents are undecided.
- A similarly large majority of Lethbridge residents (77.7%) believe that they have many opportunities to participate in a diverse range of arts activities. Again, consistency of opinion between demographic groups is indicated, although slightly more diversity exists with respect to this issue. For example, all age groups agree that ample opportunities for participation exist, but seniors are considerably more likely to think this way (92.3%) than are the youth (71.8%). Women (81.7%) are slightly more likely to agree than are men (73.5%), while south Lethbridge residents (81.7%) agree more than do west Lethbridge residents (73.9%). Interestingly, although 72.4% of upper income residents agree, almost one in five disagree (19.7%). Similarly, while the majority of university grads are in agreement (74.8%), fully one-fifth (20.6%) do not believe many opportunities exist.
- Clearly, the greatest diversity of opinion exists when Lethbridge residents consider the challenges facing local artists. Although a majority of residents believe local artists face significant challenges (58.0%), fully one-fifth of all residents (21.2%) believe they do not, and a further 20.8% do not know if artists face significant challenges.

Arts and Culture in Lethbridge

	Active and Vibrant	Diversity	Artists' Challenges
Agree	80.5	77.7	58.0
Disagree	10.9	14.5	21.2
Don't know	8.6	7.8	20.8

	Active and Vibrant	Diversity	Artists' Challenges
Strongly Agree	12.5	10.9	10.8
Agree	68.0	66.8	47.2
Disagree	10.7	13.5	20.1
Strongly Disagree	0.3	1.0	1.1
Don't know	8.6	7.8	20.8

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

Lethbridge Has Active and Vibrant Arts Community (October 2006)

	Male	Female	All Residents
Agree	77.2	83.4	80.5
Disagree	13.4	8.6	10.9
Don't know	9.4	7.9	8.6

	South	North	West
Agree	82.7	76.5	81.5
Disagree	7.7	15.3	10.5
Don't know	9.6	8.2	8.0

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Agree	79.5	82.1	79.5
Disagree	8.9	10.7	15.0
Don't know	11.6	7.1	5.5

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Agree	77.0	79.1	81.2	84.5
Disagree	7.4	12.7	11.6	11.0
Don't know	15.6	8.2	7.2	4.5

	18-29	30-44	45-64	65 and older
Agree	77.9	80.9	80.7	85.7
Disagree	9.2	14.7	12.7	2.2
Don't know	13.0	4.4	6.6	12.1

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

Opportunities to Participate in Diverse Range of Arts and Cultural Activities (October 2006)

	Male	Female	All Residents
Agree	73.5	81.7	77.7
Disagree	15.6	13.3	14.5
Don't know	10.9	5.0	7.8

	South	North	West
Agree	81.7	77.5	73.9
Disagree	12.0	14.2	17.1
Don't know	6.3	8.3	9.0

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Agree	78.4	80.6	72.4
Disagree	12.6	14.3	19.7
Don't know	8.9	5.1	7.9

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Agree	81.1	77.4	78.8	74.8
Disagree	8.2	14.5	13.9	20.6
Don't know	10.7	8.2	7.3	4.5

	18-29	30-44	45-64	65 and older
Agree	71.8	75.0	76.4	92.3
Disagree	17.6	19.9	15.1	2.2
Don't know	10.7	5.1	8.5	5.5

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

Artists Face Challenges Making It Difficult To Remain In Lethbridge (October 2006)

	Male	Female	All Residents
Agree	61.7	54.8	58.0
Disagree	20.1	22.3	21.2
Don't know	18.2	22.9	20.8

	South	North	West
Agree	57.2	57.4	59.6
Disagree	20.7	23.1	20.2
Don't know	22.1	19.5	20.2

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Agree	56.3	61.2	61.1
Disagree	22.6	20.4	20.6
Don't know	21.1	18.4	18.3

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Agree	50.8	57.2	57.2	66.2
Disagree	20.5	23.9	21.7	18.8
Don't know	28.7	18.9	21.0	14.9

	18-29	30-44	45-64	65 and older
Agree	59.5	68.4	59.2	38.0
Disagree	19.8	17.6	19.9	31.5
Don't know	20.6	14.0	20.9	30.4

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

Lethbridge Has Active and Vibrant Arts Community (October 2006)

	Male	Female	All Residents
Strongly Agree	12.7	12.3	12.5
Agree	64.4	71.2	68.0
Disagree	13.5	7.9	10.7
Strongly Disagree	0.0	0.7	0.3
Don't Know	9.5	7.9	8.6

	South	North	West
Strongly Agree	12.4	13.5	11.6
Agree	70.3	62.9	69.8
Disagree	7.2	15.3	10.1
Strongly Disagree	0.5	0.0	0.5
Don't Know	9.6	8.2	8.0

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Strongly Agree	12.6	10.7	13.4
Agree	67.0	71.1	66.1
Disagree	8.4	10.7	15.0
Strongly Disagree	0.5	0.5	0.0
Don't Know	11.5	7.1	5.5

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly Agree	10.7	7.5	15.9	15.5
Agree	66.4	71.1	65.2	69.0
Disagree	7.4	11.9	11.6	11.0
Strongly Disagree	0.0	1.3	0.0	0.0
Don't Know	15.6	8.2	7.2	4.5

	18-29	30-44	45-64	65 and older
Strongly Agree	10.8	12.6	12.8	13.3
Agree	66.9	68.1	67.8	72.2
Disagree	7.7	14.8	12.8	2.2
Strongly Disagree	1.5	0.0	0.0	0.0
Don't Know	13.1	4.4	6.6	12.2

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

Opportunities to Participate in Diverse Range of Arts and Cultural Activities (October 2006)

	Male	Female	All Residents
Strongly Agree	9.8	11.9	10.9
Agree	63.6	69.5	66.8
Disagree	14.2	12.9	13.5
Strongly Disagree	1.5	0.7	1.0
Don't Know	10.9	5.0	7.8

	South	North	West
Strongly Agree	9.1	12.4	11.5
Agree	72.6	64.7	62.5
Disagree	11.5	13.5	15.5
Strongly Disagree	0.5	1.2	1.5
Don't Know	6.3	8.2	9.0

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Strongly Agree	13.2	6.6	10.9
Agree	65.6	74.0	61.7
Disagree	11.1	13.3	18.0
Strongly Disagree	1.1	1.0	1.6
Don't Know	9.0	5.1	7.8

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly Agree	9.8	7.6	11.0	14.9
Agree	71.3	70.3	67.6	60.4
Disagree	8.2	12.0	14.0	18.8
Strongly Disagree	0.0	1.9	0.0	1.3
Don't Know	10.7	8.2	7.4	4.5

	18-29	30-44	45-64	65 and older
Strongly Agree	12.3	8.0	12.3	11.0
Agree	60.0	67.2	64.0	81.3
Disagree	14.6	19.0	14.2	2.2
Strongly Disagree	2.3	0.7	0.9	0.0
Don't Know	10.8	5.1	8.5	5.5

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

Artists Face Challenges Making It Difficult To Remain In Lethbridge (October 2006)

	Male	Female	All Residents
Strongly Agree	11.3	10.3	10.8
Agree	50.2	44.5	47.2
Disagree	19.3	20.9	20.1
Strongly Disagree	1.1	1.3	1.1
Don't Know	18.2	22.9	20.8

	South	North	West
Strongly Agree	11.1	8.2	13.1
Agree	46.2	49.4	46.5
Disagree	19.2	21.2	19.7
Strongly Disagree	1.4	1.8	0.5
Don't Know	22.1	19.4	20.2

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Strongly Agree	9.5	9.7	14.2
Agree	47.1	51.5	47.2
Disagree	20.6	20.4	18.9
Strongly Disagree	1.6	0.0	1.6
Don't Know	21.2	18.4	18.1

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly Agree	9.0	10.1	8.8	15.6
Agree	41.8	46.8	48.9	50.6
Disagree	18.9	23.4	19.7	18.2
Strongly Disagree	1.6	0.6	1.5	0.6
Don't Know	28.7	19.0	21.2	14.9

	18-29	30-44	45-64	65 and older
Strongly Agree	8.3	8.8	14.7	7.6
Agree	50.8	59.6	44.5	30.4
Disagree	18.2	16.9	19.0	30.4
Strongly Disagree	2.3	.7	.9	1.1
Don't Know	20.5	14.0	20.9	30.4

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	47.8	South	36.1	Under \$40,000	37.0	H-School/less	21.3	18-29	22.9
Female	52.2	North	29.4	\$40-\$80,000	38.1	Some P-Sec.	27.7	30-44	23.8
		West	34.5	Over \$80,000	24.9	Col-Tech-Grad	24.0	45-64	37.2
						University Grad	27.0	65 or older	16.0

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

Questions

Thinking for a moment about Arts and Culture in Lethbridge, please tell me how much you agree or disagree with the following statements.

Lethbridge has an active and vibrant arts community.

Lethbridge residents have many opportunities to participate in a diverse range of arts activities (within the city).

Local artists face challenges that make it difficult for them to continue their artistic pursuits within the city of Lethbridge.