

Impressions of the impact of the arts on quality of life and well-being in Ontario

Ontario Arts Council Survey Findings

submitted by Nanos to Ontario Arts Council, March 2017
(Submission 2017-958)



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

an Ontario government agency
un organisme du gouvernement de l'Ontario

> Majority of Ontarians think the arts are important to community well-being and to improving quality of life

A majority of Ontario residents say that the arts are very important or somewhat important to improving their quality of life and the quality of life in their communities. More than half of Ontarians either strongly agree or somewhat agree that engaging children in the arts is important to their overall development, that arts activities help enrich the quality of our lives, and that the arts help us to understand other cultures better. More than three quarters of Ontario residents strongly agree or somewhat agree that the Government should spend public dollars to invest in the arts and that helping make the arts available to people in Ontario is an important government investment.

Arts and quality of life

- **Large majority of Ontarians say that the arts are very important or somewhat important to improving the quality of their life** – When asked to think about all the things that improve the quality of their own life, over four in five Ontarians rated the arts as very important (43%) or somewhat important (42%), while ten per cent said it was somewhat unimportant and five per cent said very unimportant.
- **Nine in ten Ontarians believe that the arts are very important or somewhat important to improving the quality of life in their community** – A majority of Ontarians rated the arts as very important (43%) or somewhat important (47%) in regards to improving the quality of life in their community, while one in ten responded with very unimportant (three per cent) or somewhat unimportant (six per cent). One per cent are unsure.
- **Just over nine in ten residents of Ontario strongly agree or somewhat agree that arts activities help enrich the quality of our lives** – A vast majority of Ontarians strongly agree (63%) or somewhat agree (30%) that arts activities help enrich the quality of our lives, followed by four per cent who somewhat disagree and two per cent who strongly disagree. One per cent are unsure.

Arts and community well-being

- **Four in five residents of Ontario strongly disagree or somewhat disagree that arts activities do little or nothing for the well-being of a community** – When asked their level of agreement with arts activities doing little or nothing for the well-being of a community, over half of Ontarians said they strongly disagree (61%) or somewhat disagree (19%), while just under one in five said they strongly agree (five per cent) or somewhat agree (13%). Two per cent are unsure.



- **Slightly under nine in ten Ontarians strongly agree or somewhat agree that if their community lost its arts activities that residents would lose something of value** – When asked whether people living their community would lose something of value if it lost its arts activities, over three quarters of Ontarians said they strongly agree (59%) or somewhat agree (29%), while one in ten said they strongly disagree (three per cent) or somewhat disagree (seven per cent). Two per cent are unsure.
- **Majority of Ontario residents strongly agree or somewhat agree that engaging children in the arts is important to their overall development** – A large majority of Ontario residents strongly agree (76%) or somewhat agree (21%) that engaging children in the arts is important to their overall development, while two per cent somewhat disagree.
- **Four in five Ontarians strongly agree or somewhat agree that an active local arts scene helps communities attract businesses** – When asked their level of agreement with the idea that an active local arts scene helps communities attract businesses, 43% strongly agree and 37% somewhat agree, compared to just under one in five who strongly disagree (four per cent) or somewhat disagree (12%). Four per cent are unsure.
- **Nine in ten residents of Ontario strongly agree or somewhat agree that an active local arts scene helps make a community a better place to live** – Nine in ten residents of Ontario strongly agree (58%) or somewhat agree (32%) that an active local arts scene helps make a community a better place to live, compared to eight per cent who strongly disagree (three per cent) or somewhat disagree (five per cent). Two per cent are unsure.
- **Over four in five Ontarians would strongly disagree or somewhat disagree that they wouldn't care if the arts stopped happening in their community** – When Ontarians were asked to state whether they agree or disagree that they wouldn't care if things like art galleries, theatres and activities like plays, music or dance stopped happening in my community, a majority responded with strongly disagree (66%) or somewhat disagree (18%), while just under one in five strongly agree (six per cent) or somewhat agree (nine per cent). One per cent are unsure.

The arts and identity and belonging

- **Nine in ten Ontarians strongly agree or somewhat agree that arts experiences help bring people from diverse backgrounds together as a community** – A majority of Ontario residents strongly agree (61%) or somewhat agree (29%) that arts experiences help bring people from diverse backgrounds together as a community, while three per cent strongly disagree and six per cent somewhat disagree. Two per cent are unsure.



- **Just under nine in ten Ontarians strongly agree or somewhat agree that participating in arts activities builds a shared sense of community identity** – When asked their level of agreement with the statement that participating in arts activities builds a shared sense of community identity, a majority of Ontario residents said they strongly agree (53%) or somewhat agree (36%), contrasted to the one in ten who said they strongly disagree (three per cent) or somewhat disagree (six per cent). Two per cent are unsure.
- **A large majority of the residents of Ontario responded with strongly agree or somewhat agree when asked whether the arts help us to understand other cultures better** – Nine in ten Ontarians responded with strongly agree (61%) or somewhat agree (30%) with a statement saying that the arts help us to understand other cultures better, compared to three per cent who say they strongly disagree and five per cent who somewhat disagree. One per cent are unsure.
- **More than three in four Ontario residents strongly agree or somewhat agree that the arts help us express and define what it means to be Canadian** – When asked their level of agreement with whether the arts help us express and define what it means to be Canadian, more than three quarters of Ontarians strongly agree (50%) or somewhat agree (36%), while just over one in ten strongly disagree (four per cent) or somewhat disagree (eight per cent). Two per cent are unsure.

Government investment in the arts

- **Over three quarters of Ontario residents strongly agree or somewhat agree that Government should spend public dollars to invest in the arts** – Nearly four in five Ontarians strongly agree (39%) or somewhat agree (40%) that the Government should spend public dollars to invest in the arts, and just under one in five strongly disagree (seven per cent) or somewhat disagree (11%). Three per cent are unsure.
- **Eight in ten residents of Ontario strongly agree or somewhat agree that helping make the arts available to people in Ontario is an important government investment** – When asked whether they agreed that helping make the arts available to people in Ontario is an important government investment, a majority of Ontarians strongly agree (46%) or somewhat agree (35%), while ten per cent somewhat disagree and seven per cent strongly disagree. One per cent are unsure.



These observations are based on a Nanos RDD dual frame (land- and cell-lines) telephone random survey of 1,004 residents of Ontario, 18 years of age or older, conducted between March 2nd and 8th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey. The margin of error for a random survey of 1,004 residents of Ontario is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by the Ontario Arts Council.



At a glance

The importance of the arts in improving the quality of...

Very important/ Somewhat important

Life in your community

90%

Your own life

85%

Agreement with the following statements...

Strongly agree/ Somewhat agree

Engaging children in the arts is important to their overall development.

97%

Arts activities help enrich the quality of our lives

93%

The arts help us understand other cultures better.

91%

An active local arts scene helps make a community a better place to live.

90%

Arts experiences help bring people from diverse backgrounds together as a community.

90%

Participating in arts activities builds a shared sense of community identity.

88%

If my community lost its arts activities, people living there would lose something of value

88%

The arts help us express and define what it means to be Canadian.

86%

Helping make the arts available to people in Ontario is an important government investment.

82%

An active local arts scene helps communities attract businesses.

80%

Government should spend public dollars to invest in the arts.

79%

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

19%

I wouldn't care if things like art galleries, theatres and activities like plays, music or dance stopped happening in my community

15%

> Tracking

The importance of the arts in improving the quality of...	Very important/ Somewhat important		
	1994	2010	2017
Your own life	79%	81%	85%

Agreement with the following statements...	Strongly agree/ Somewhat agree		
	1994	2010	2017
Arts activities help enrich the quality of our lives.	92%	95%	93%
If my community lost its arts activities, people living there would lose something of value.	87%	89%	88%
Arts activities do little or nothing for the well-being of a community.	-	22%	19%

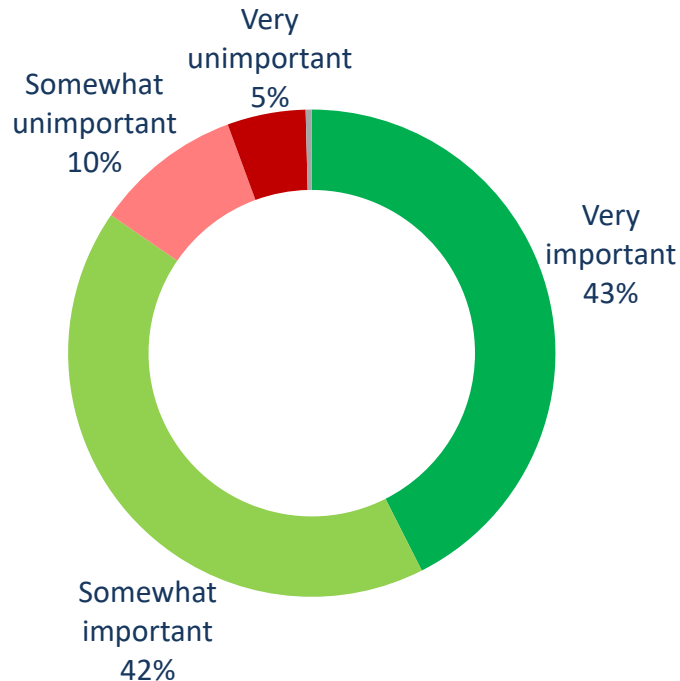
1.0 Arts and the quality of life



Importance of the arts in one's own life

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+70



***Note:** Charts may not add up to 100 due to rounding

Subgroups	Very important/ Somewhat important
North (n=52)	76%
East (n=106)	84%
Central (n=85)	80%
South Central (n=262)	86%
Toronto (n=229)	90%
Southwest (n=270)	82%
Male (n=478)	79%
Female (n=526)	89%
18 to 29 (n=151)	89%
30 to 39 (n=182)	84%
40 to 49 (n=233)	82%
50 to 59 (n=171)	85%
60 plus (n=267)	83%

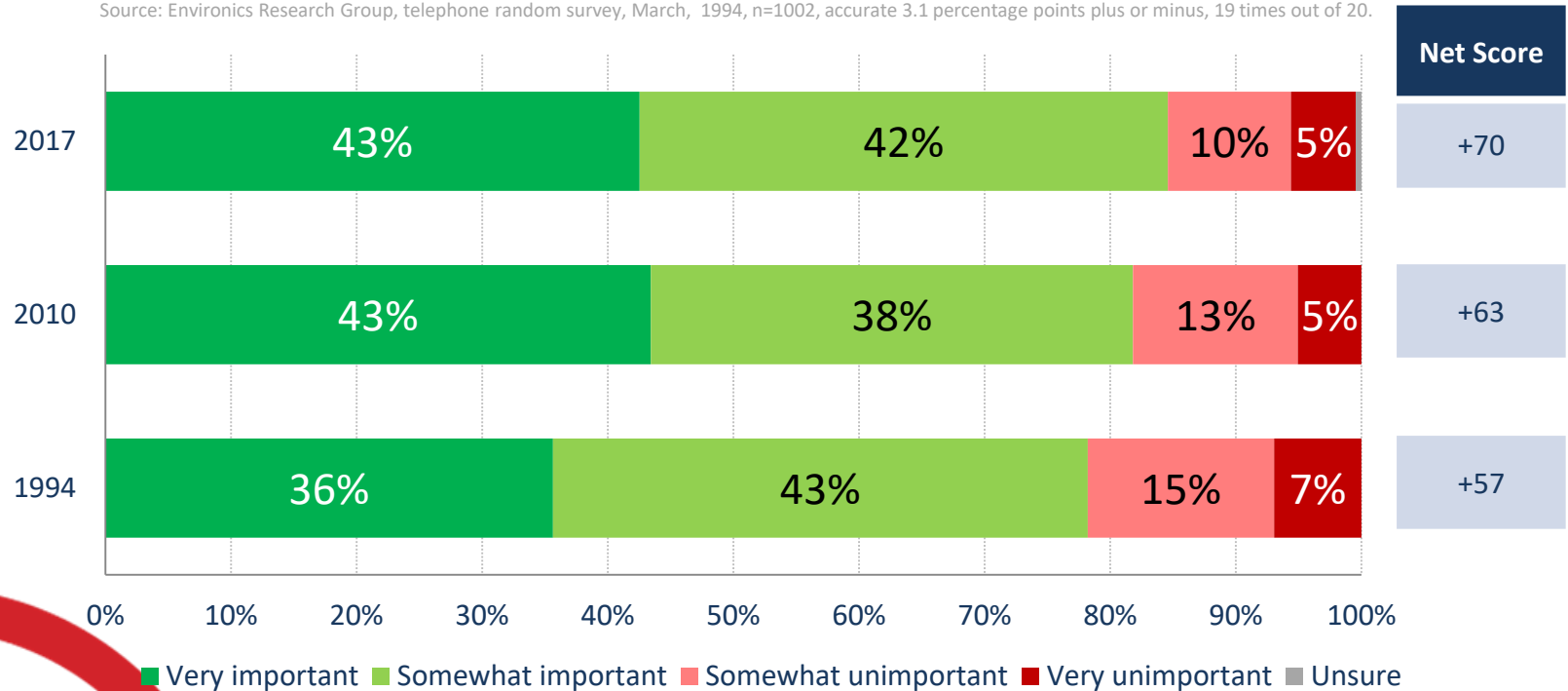
QUESTION – Thinking about all the things that improve the quality of your own life, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant?

Tracking: Importance of the arts in one's own life

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Environics Research Group telephone random survey, February 22nd to 28th and March 4th to 10th, 2010, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20

Source: Environics Research Group, telephone random survey, March, 1994, n=1002, accurate 3.1 percentage points plus or minus, 19 times out of 20.



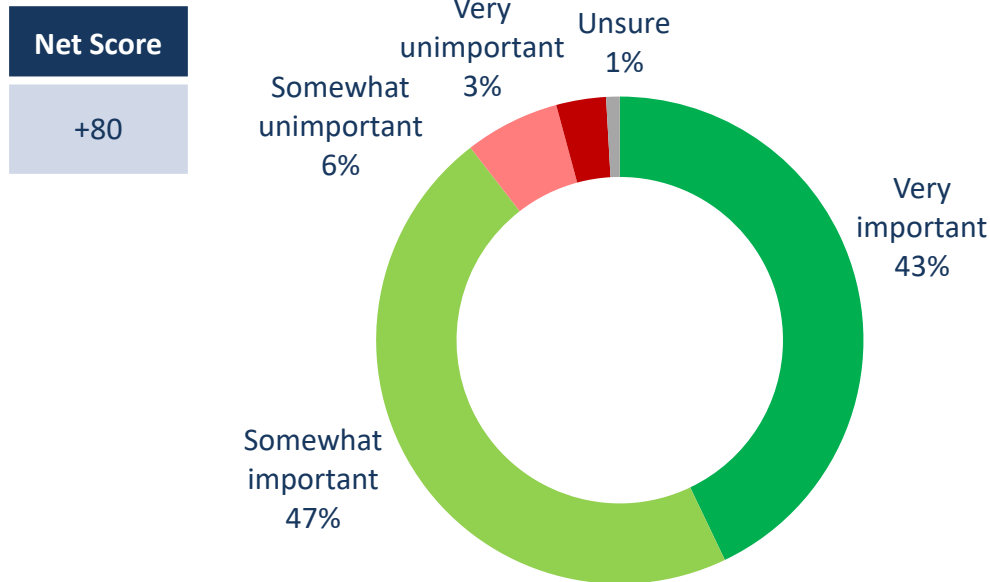
***Note:** in 1994 and 2010 response options were very important, somewhat important, not very important, and not at all important.

***Note:** Charts may not add up to 100 due to rounding

QUESTION – Thinking about all the things that improve the quality of your own life, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant?

Importance of the arts in the community

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Very important/ Somewhat important
North (n=52)	84%
East (n=106)	88%
Central (n=85)	85%
South Central (n=262)	90%
Toronto (n=229)	93%
Southwest (n=270)	90%
Male (n=478)	87%
Female (n=526)	92%
18 to 29 (n=151)	94%
30 to 39 (n=182)	88%
40 to 49 (n=233)	88%
50 to 59 (n=171)	91%
60 plus (n=267)	87%

***Note: Charts may not add up to 100 due to rounding**

QUESTION – Setting aside the importance of the arts to you personally, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant to improving the quality of life in your community?

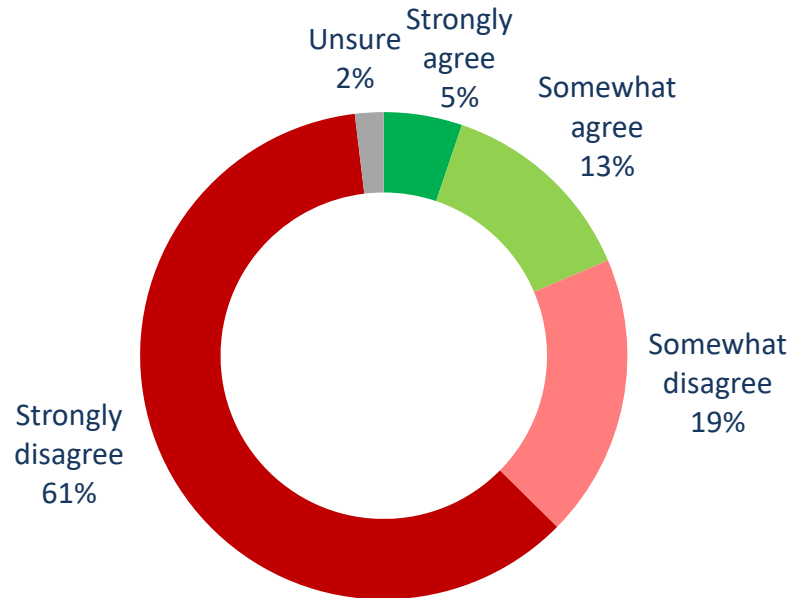
2.0 Arts and community well-being



Impact of arts on community well-being

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-61



***Note:** Charts may not add up to 100 due to rounding

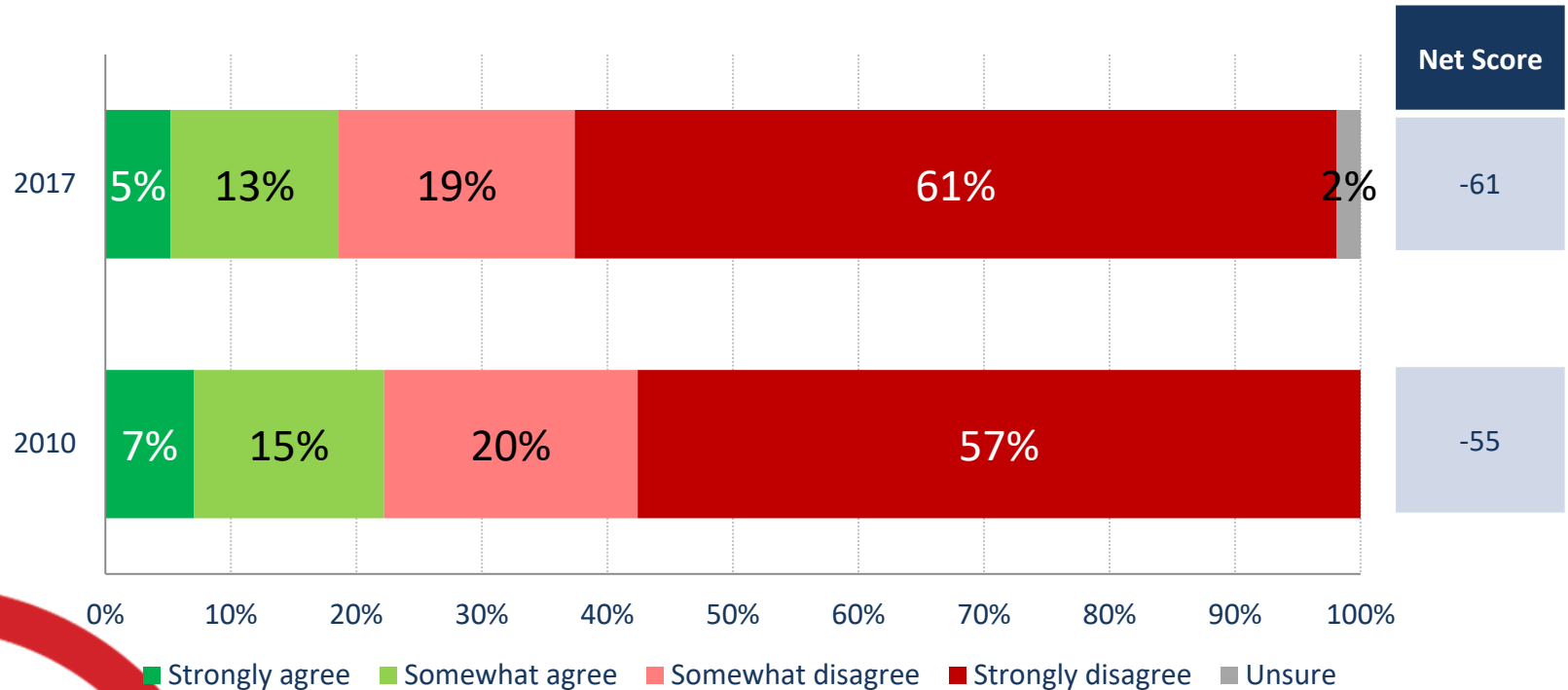
QUESTION – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?
[RANDOMIZE]

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

Subgroups	Strongly disagree/ Somewhat disagree
North (n=52)	80%
East (n=106)	82%
Central (n=85)	75%
South Central (n=262)	77%
Toronto (n=229)	81%
Southwest (n=270)	80%
Male (n=478)	78%
Female (n=526)	81%
18 to 29 (n=151)	85%
30 to 39 (n=182)	82%
40 to 49 (n=233)	79%
50 to 59 (n=171)	79%
60 plus (n=267)	74%

Tracking: Impact of arts on community well-being

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Environics Research Group telephone random survey, February 22nd to 28th and March 4th to 10th, 2010, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20



***Note:** Charts may not add up to 100 due to rounding

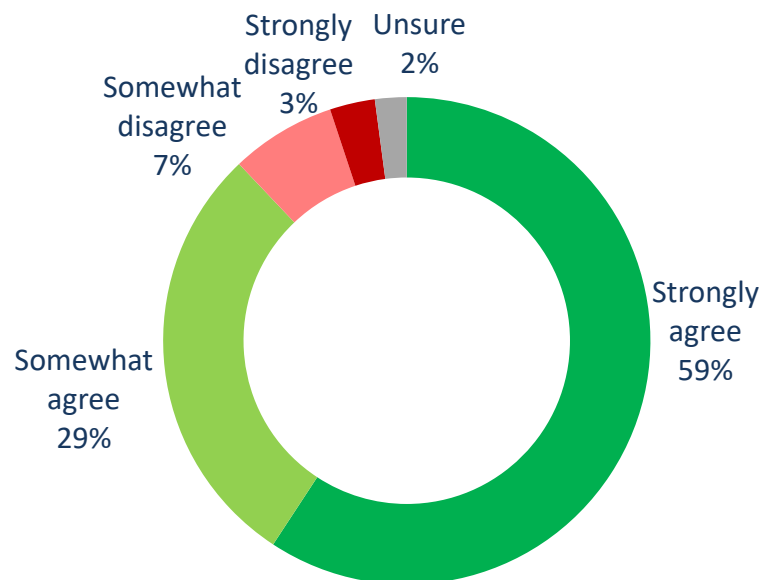
QUESTION – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? [RANDOMIZE]

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

Value of arts activities

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+78



***Note:** Charts may not add up to 100 due to rounding

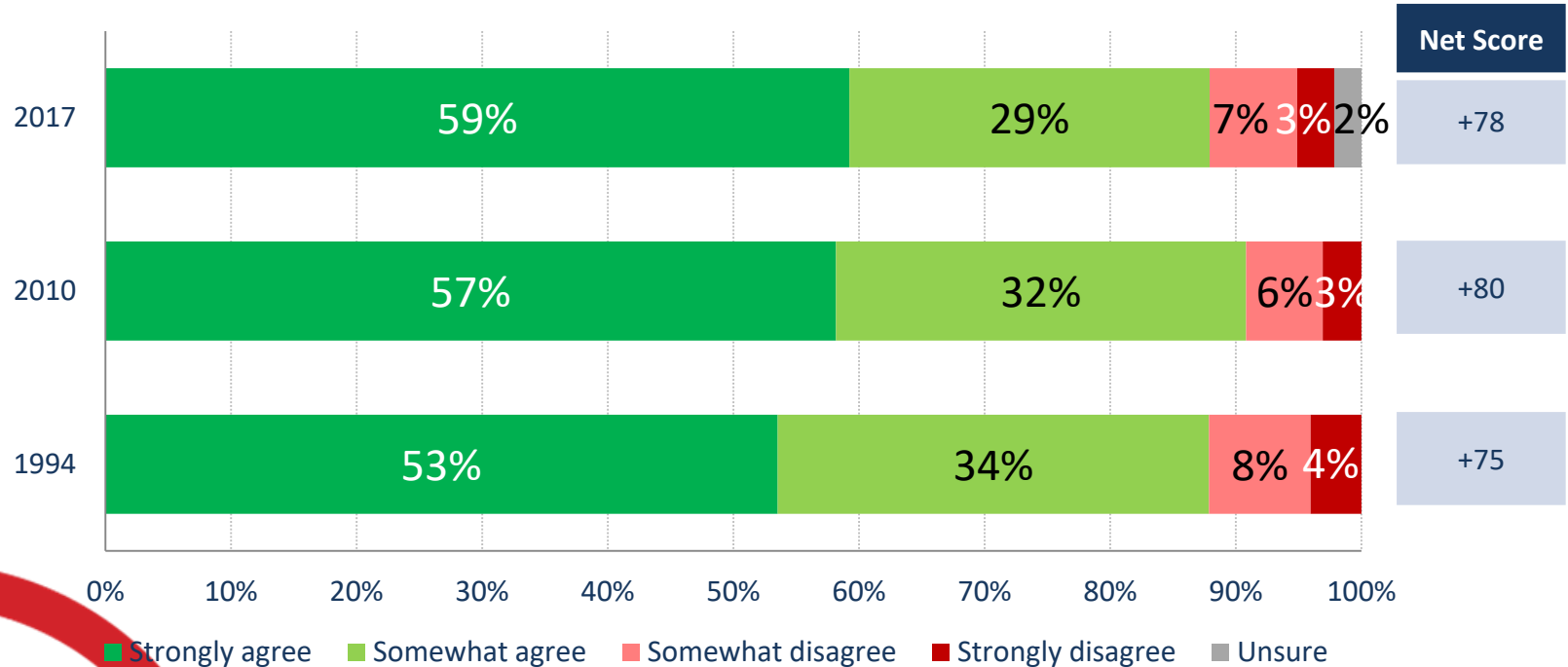
Subgroups	Strongly agree/ Somewhat agree
North (n=52)	88%
East (n=106)	82%
Central (n=85)	86%
South Central (n=262)	90%
Toronto (n=229)	90%
Southwest (n=270)	88%
Male (n=478)	85%
Female (n=526)	91%
18 to 29 (n=151)	93%
30 to 39 (n=182)	87%
40 to 49 (n=233)	87%
50 to 59 (n=171)	86%
60 plus (n=267)	87%

QUESTION – 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?
[RANDOMIZE]

If my community lost its arts activities, people living there would lose something of value

Tracking: Value of arts activities

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004, accurate 3.1 percentage points plus or minus, 19 times out of 20.
 Source: Environics Research Group telephone random survey, February 22nd to 28th and March 4th to 10th, 2010, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20
 Source: Environics Research Group, telephone random survey, March, 1994, n=1002, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note:** Charts may not add up to 100 due to rounding

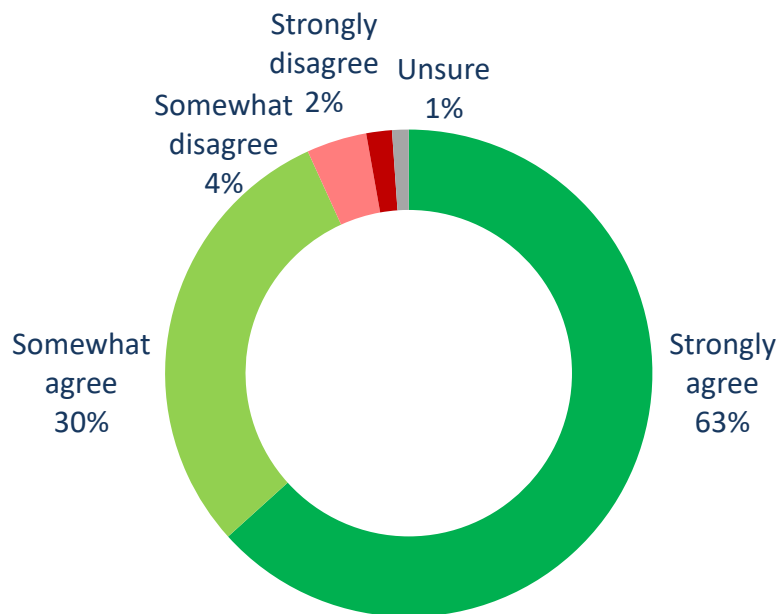
QUESTION – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? [RANDOMIZE]

If my community lost its arts activities, people living there would lose something of value

Impact of arts on quality of life

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+88



Subgroups	Strongly agree/ Somewhat agree
North (n=52)	91%
East (n=106)	93%
Central (n=85)	93%
South Central (n=262)	94%
Toronto (n=229)	95%
Southwest (n=270)	92%
Male (n=478)	92%
Female (n=526)	95%
18 to 29 (n=151)	97%
30 to 39 (n=182)	93%
40 to 49 (n=233)	93%
50 to 59 (n=171)	93%
60 plus (n=267)	91%

***Note:** Charts may not add up to 100 due to rounding

QUESTION – 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?
[RANDOMIZE]

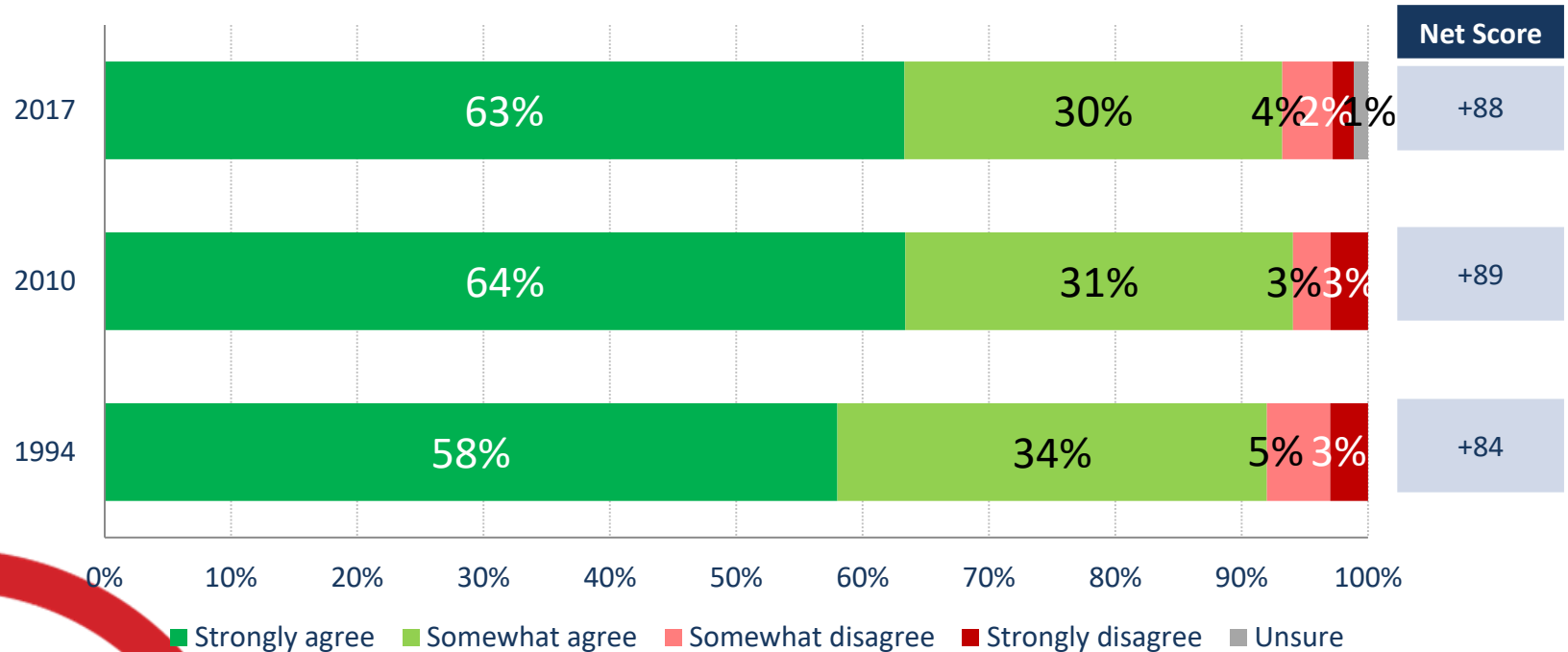
Arts activities help enrich the quality of our lives

Tracking: Impact of arts on quality of life

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Environics Research Group telephone random survey, February 22nd to 28th and March 4th to 10th, 2010, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20

Source: Environics Research Group, telephone random survey, March, 1994, n=1002, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note:** Charts may not add up to 100 due to rounding

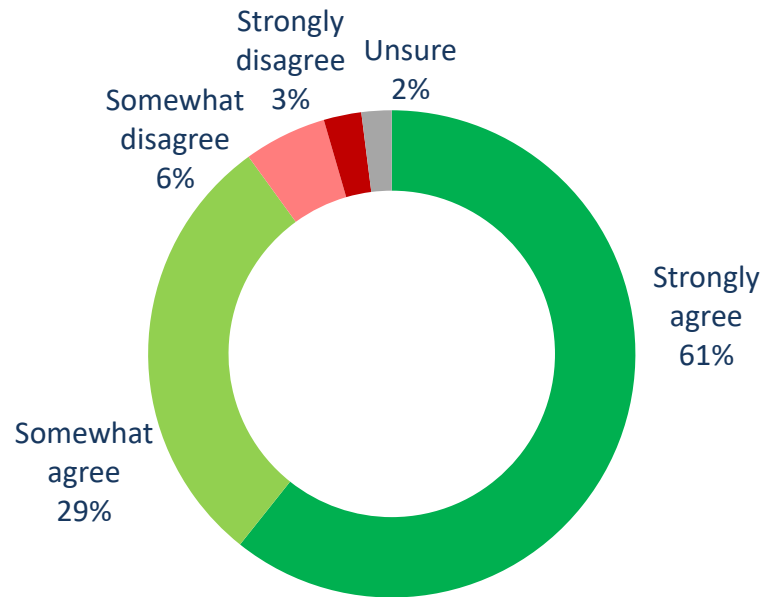
QUESTION – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? [RANDOMIZE]

Arts activities help enrich the quality of our lives

Art experiences bringing together a community

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+82



Subgroups	Strongly agree/ Somewhat agree
North (n=52)	92%
East (n=106)	91%
Central (n=85)	90%
South Central (n=262)	88%
Toronto (n=229)	92%
Southwest (n=270)	90%
Male (n=478)	86%
Female (n=526)	93%
18 to 29 (n=151)	95%
30 to 39 (n=182)	93%
40 to 49 (n=233)	88%
50 to 59 (n=171)	88%
60 plus (n=267)	87%

***Note:** Charts may not add up to 100 due to rounding

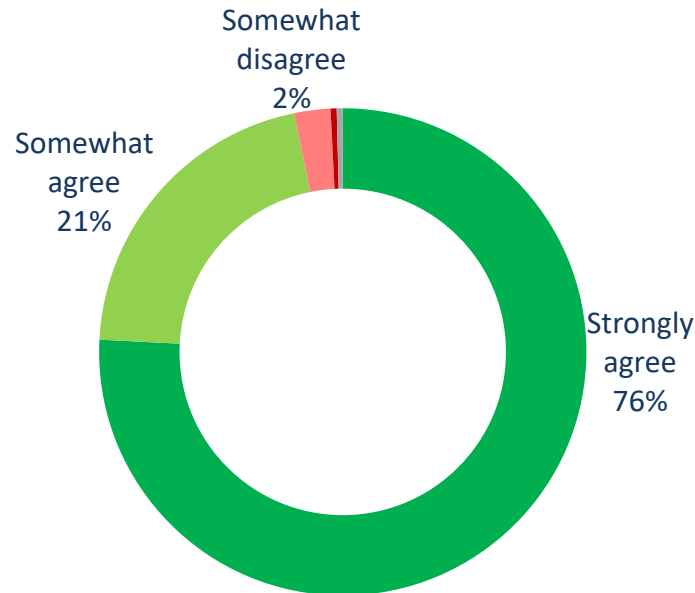
QUESTION – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?
[RANDOMIZE]

Arts experiences help bring people from diverse backgrounds together as a community

Importance of the arts for child development

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+94



Subgroups	Strongly agree/ Somewhat agree
North (n=52)	95%
East (n=106)	98%
Central (n=85)	99%
South Central (n=262)	97%
Toronto (n=229)	99%
Southwest (n=270)	95%
Male (n=478)	97%
Female (n=526)	96%
18 to 29 (n=151)	98%
30 to 39 (n=182)	95%
40 to 49 (n=233)	97%
50 to 59 (n=171)	98%
60 plus (n=267)	96%

***Note:** Charts may not add up to 100 due to rounding

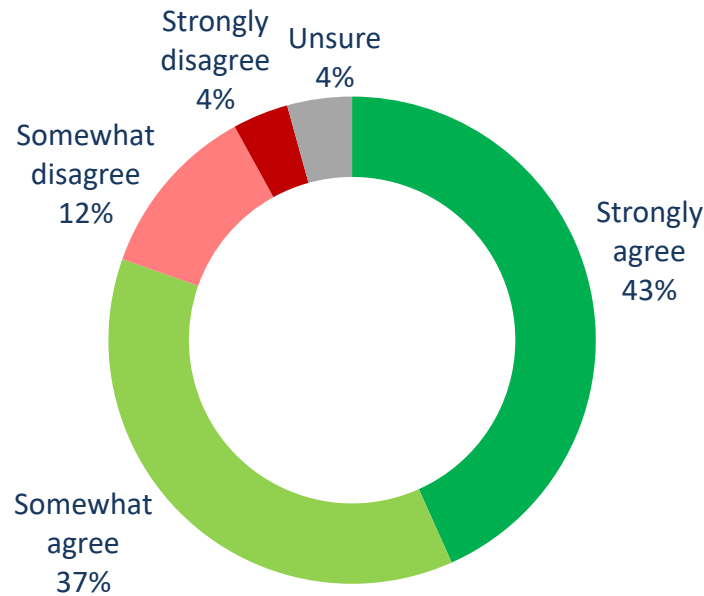
QUESTION – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?
[RANDOMIZE]

Engaging children in the arts is important to their overall development

Impact of arts scene on businesses

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+65



Subgroups	Strongly agree/ Somewhat agree
North (n=52)	71%
East (n=106)	82%
Central (n=85)	78%
South Central (n=262)	79%
Toronto (n=229)	82%
Southwest (n=270)	82%
Male (n=478)	74%
Female (n=526)	86%
18 to 29 (n=151)	84%
30 to 39 (n=182)	83%
40 to 49 (n=233)	79%
50 to 59 (n=171)	82%
60 plus (n=267)	76%

***Note:** Charts may not add up to 100 due to rounding

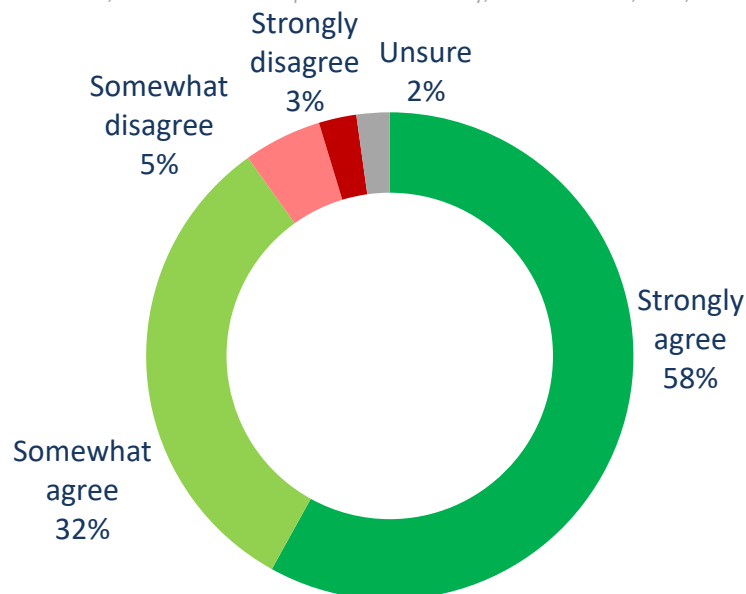
QUESTION – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?
[RANDOMIZE]

An active local arts scene helps communities attract businesses

Impact of arts scene on community living

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+83



Subgroups	Strongly agree/ Somewhat agree
North (n=52)	94%
East (n=106)	92%
Central (n=85)	88%
South Central (n=262)	91%
Toronto (n=229)	91%
Southwest (n=270)	88%
Male (n=478)	88%
Female (n=526)	93%
18 to 29 (n=151)	93%
30 to 39 (n=182)	93%
40 to 49 (n=233)	87%
50 to 59 (n=171)	90%
60 plus (n=267)	88%

***Note:** Charts may not add up to 100 due to rounding

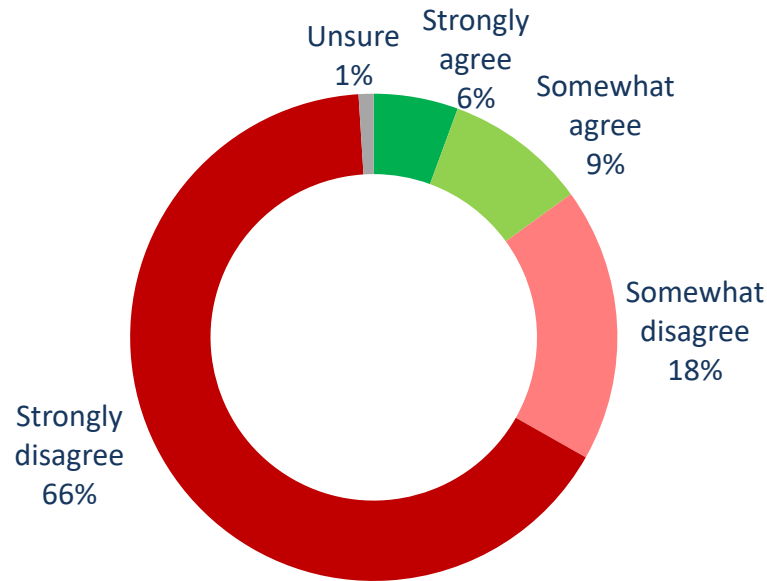
QUESTION – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?
[RANDOMIZE]

An active local arts scene helps make a community a better place to live

Continuing of arts within a community

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-69



***Note: Charts may not add up to 100 due to rounding**

Subgroups	Strongly disagree/ Somewhat disagree
North (n=52)	75%
East (n=106)	80%
Central (n=85)	80%
South Central (n=262)	86%
Toronto (n=229)	87%
Southwest (n=270)	85%
Male (n=478)	79%
Female (n=526)	88%
18 to 29 (n=151)	88%
30 to 39 (n=182)	88%
40 to 49 (n=233)	83%
50 to 59 (n=171)	84%
60 plus (n=267)	79%

QUESTION – 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?
[RANDOMIZE]

I wouldn't care if things like art galleries, theatres and activities like plays, music or dance stopped happening in my community

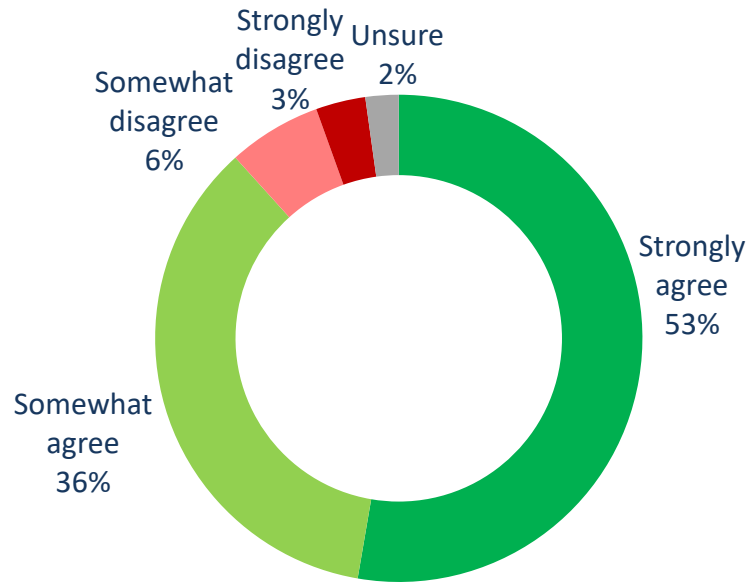
3.0 Arts and identity and belonging



Arts and community identity

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+79



Subgroups	Strongly agree/ Somewhat agree
North (n=52)	87%
East (n=106)	85%
Central (n=85)	87%
South Central (n=262)	88%
Toronto (n=229)	93%
Southwest (n=270)	88%
Male (n=478)	85%
Female (n=526)	92%
18 to 29 (n=151)	96%
30 to 39 (n=182)	87%
40 to 49 (n=233)	86%
50 to 59 (n=171)	87%
60 plus (n=267)	86%

***Note:** Charts may not add up to 100 due to rounding

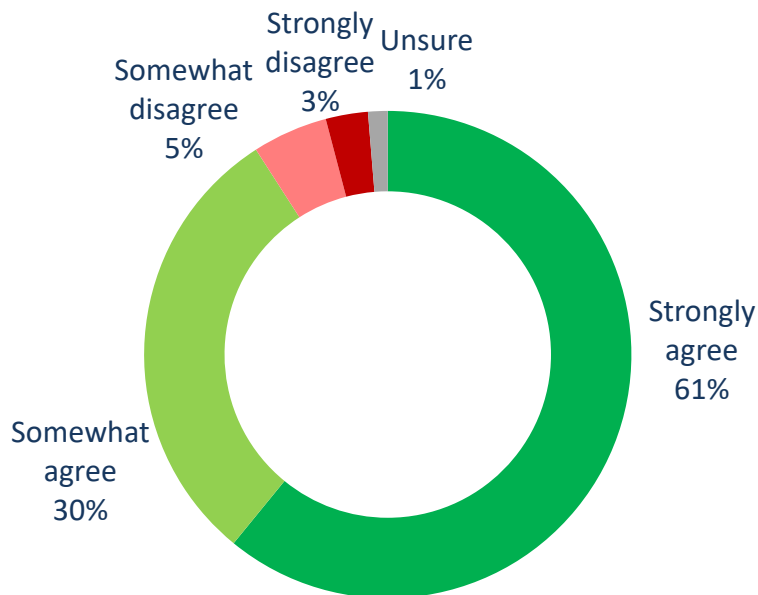
QUESTION – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? [RANDOMIZE]

Participating in arts activities builds a shared sense of community identity

Impact of the arts on cultural understanding

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+83



Subgroups	Strongly agree/ Somewhat agree
North (n=52)	98%
East (n=106)	91%
Central (n=85)	91%
South Central (n=262)	90%
Toronto (n=229)	92%
Southwest (n=270)	89%
Male (n=478)	88%
Female (n=526)	94%
18 to 29 (n=151)	97%
30 to 39 (n=182)	90%
40 to 49 (n=233)	88%
50 to 59 (n=171)	90%
60 plus (n=267)	89%

***Note:** Charts may not add up to 100 due to rounding

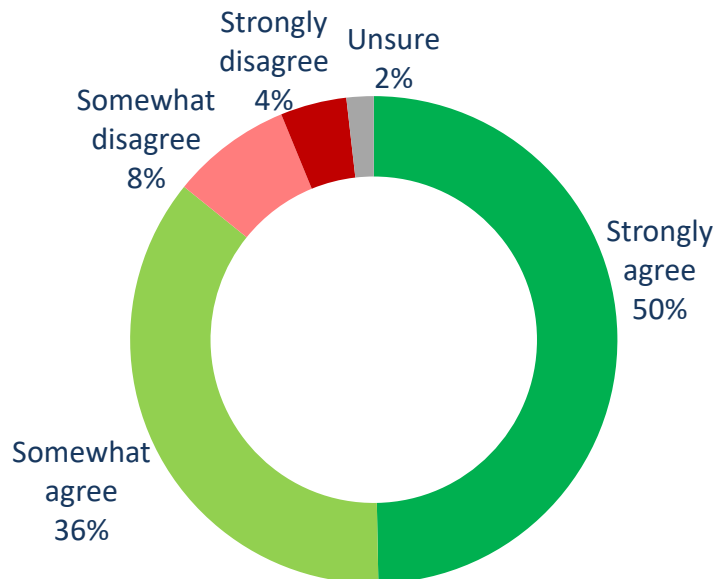
QUESTION – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? [RANDOMIZE]

The arts help us understand other cultures better

Canadian expression through the arts

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+73



Subgroups	Strongly agree/ Somewhat agree
North (n=52)	83%
East (n=106)	86%
Central (n=85)	86%
South Central (n=262)	84%
Toronto (n=229)	90%
Southwest (n=270)	84%
Male (n=478)	83%
Female (n=526)	88%
18 to 29 (n=151)	92%
30 to 39 (n=182)	82%
40 to 49 (n=233)	82%
50 to 59 (n=171)	88%
60 plus (n=267)	85%

***Note:** Charts may not add up to 100 due to rounding

QUESTION – 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? [RANDOMIZE]

The arts help us express and define what it means to be Canadian

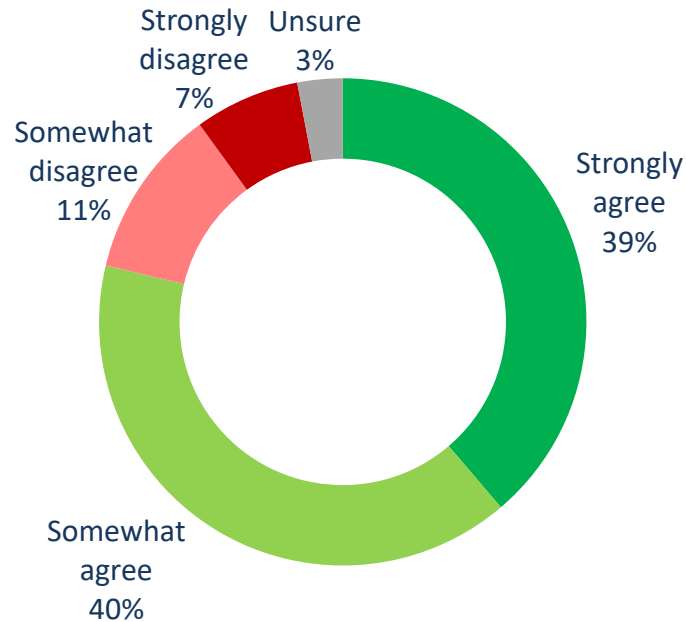
4.0 Government investment in the arts



Government investment in the arts

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+61



Subgroups	Strongly agree/ Somewhat agree
North (n=52)	70%
East (n=106)	78%
Central (n=85)	75%
South Central (n=262)	78%
Toronto (n=229)	85%
Southwest (n=270)	78%
Male (n=478)	73%
Female (n=526)	84%
18 to 29 (n=151)	83%
30 to 39 (n=182)	79%
40 to 49 (n=233)	79%
50 to 59 (n=171)	77%
60 plus (n=267)	76%

***Note: Charts may not add up to 100 due to rounding**

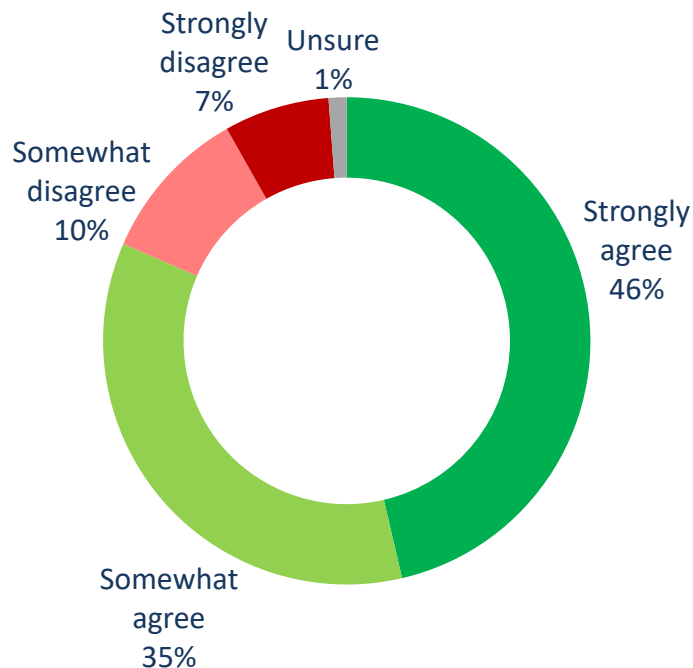
QUESTION – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? [RANDOMIZE]

Government should spend public dollars to invest in the arts

Importance of government investment in the arts

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+64



***Note: Charts may not add up to 100 due to rounding**

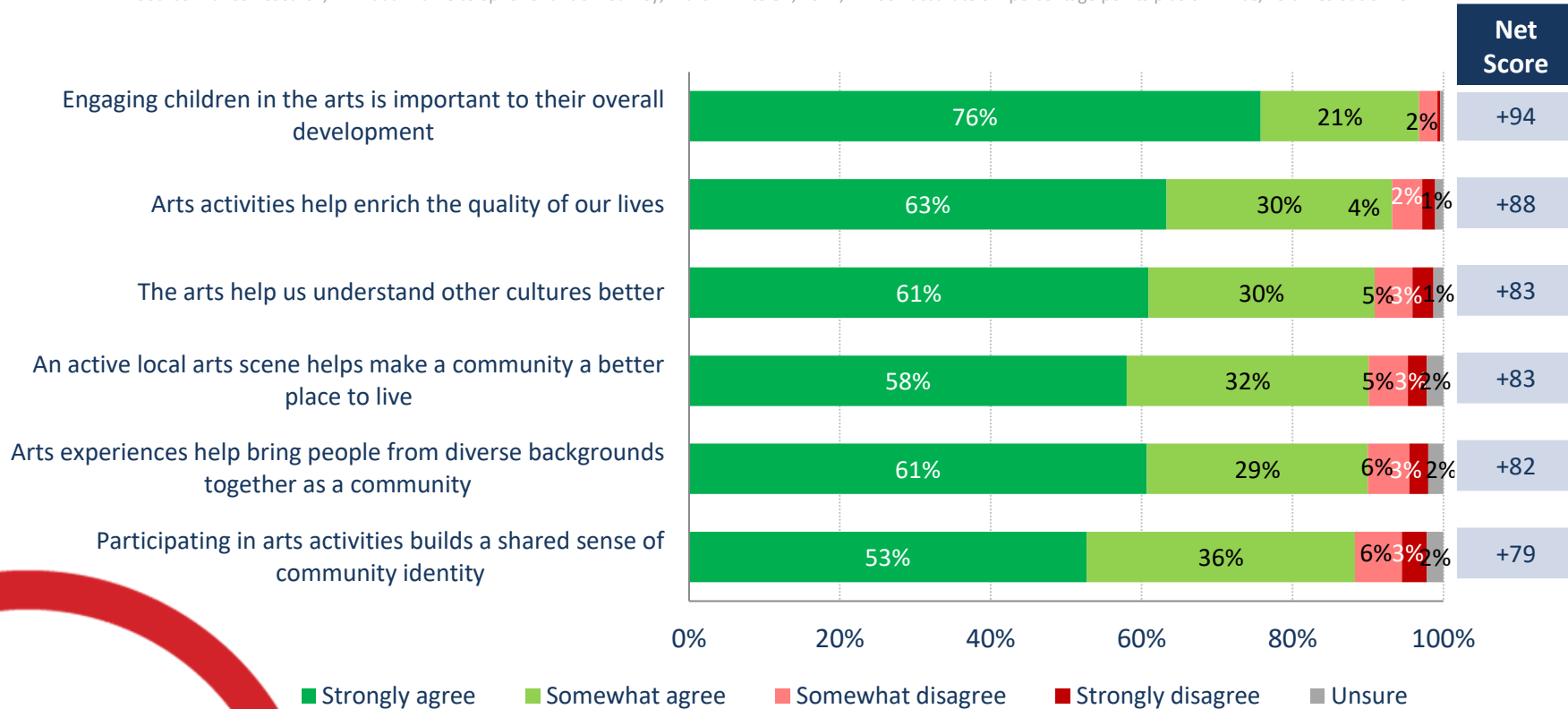
Subgroups	Strongly agree/ Somewhat agree
North (n=52)	73%
East (n=106)	79%
Central (n=85)	80%
South Central (n=262)	81%
Toronto (n=229)	86%
Southwest (n=270)	81%
Male (n=478)	76%
Female (n=526)	87%
18 to 29 (n=151)	84%
30 to 39 (n=182)	82%
40 to 49 (n=233)	78%
50 to 59 (n=171)	82%
60 plus (n=267)	83%

QUESTION – 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? [RANDOMIZE]

Helping make the arts available to people in Ontario is an important government investment

Summary: level of agreement with statements on arts

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.

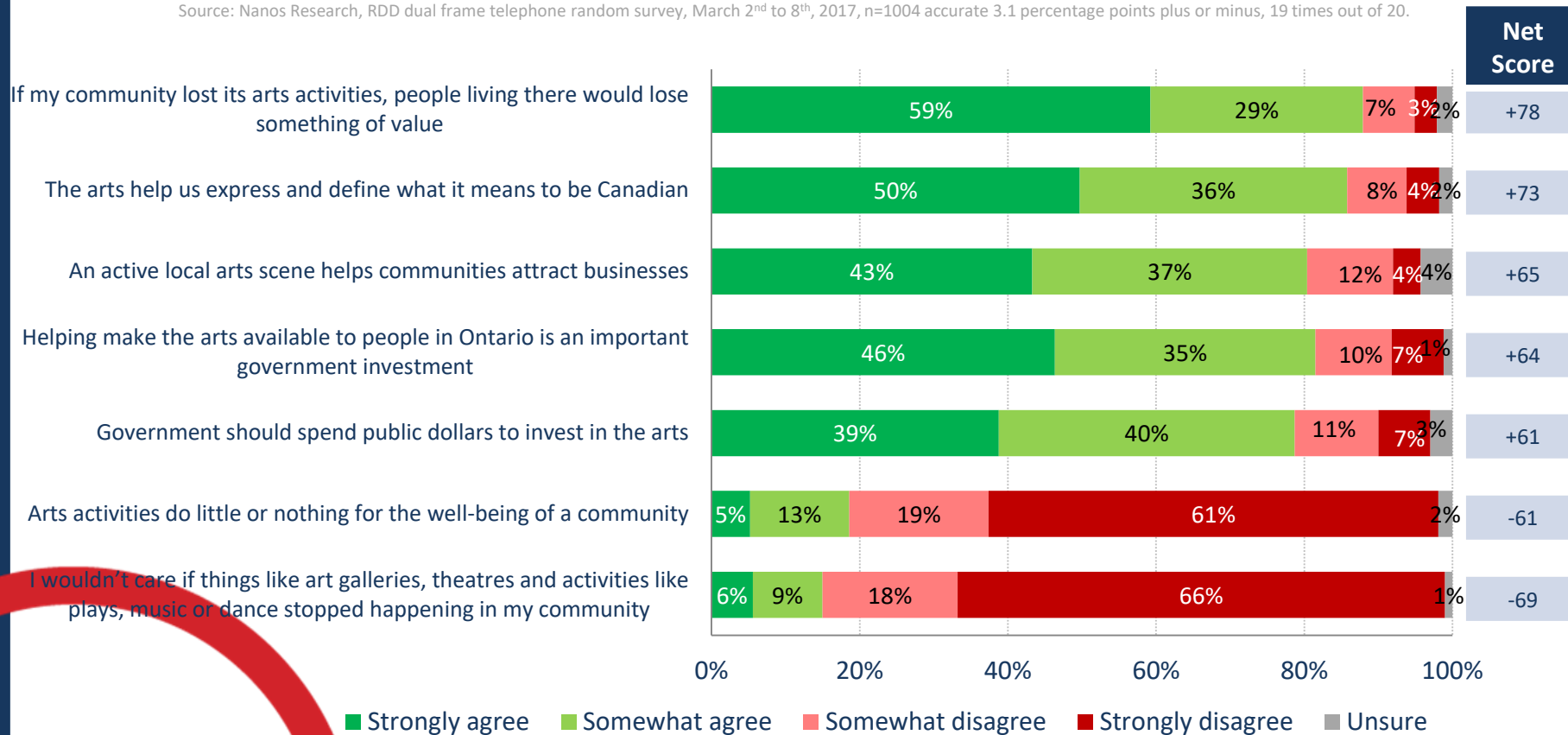


***Note:** Charts may not add up to 100 due to rounding

QUESTION – 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? [RANDOMIZE]

Summary: level of agreement with statements on arts

Source: Nanos Research, RDD dual frame telephone random survey, March 2nd to 8th, 2017, n=1004 accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note:** Charts may not add up to 100 due to rounding

QUESTION – 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? [RANDOMIZE]



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) telephone random survey of 1,004 residents of Ontario, 18 years of age or older, between March 2nd and 8th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Ontario.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,004 residents of Ontario is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by the Ontario Arts Council.

Note: Charts may not add up to 100 due to rounding.

Previous research

Environics conducted a telephone random survey of 1,000 residents of Ontario, 18 years of age or older, between February 22nd to 28th and March 4th to 10th, 2010 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and were administered a survey. The results were statistically checked and weighted by age and gender using the latest Census information and the sample was geographically stratified to be representative of Ontario. Individuals were randomly called using a database of active phone ranges, with cell phones included in the Toronto catchment area, with a maximum of five call backs. The margin of error for a random survey of 1,000 residents of Ontario is ± 3.1 percentage points, 19 times out of 20. The research was commissioned by the Ontario Arts Council.

Environics conducted a telephone random survey of 1,002 residents of Ontario, 18 years of age or older, in March 1994 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and were administered a survey. The results were statistically checked and weighted by age and gender using the latest Census information and the sample was geographically stratified to be representative of Ontario. Individuals were randomly called using a modified Waksburg-Mitofsky sample selection technique, with a maximum of five call backs. The margin of error for a random survey of 1,002 residents of Ontario is ± 3.1 percentage points, 19 times out of 20. The research was commissioned by the Ontario Arts Council.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Ontario Arts Council (OAC)	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Ontario. See tables for full weighting disclosure
Final Sample Size	1004 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) telephone omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Ontario.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ontario.	Estimated Response Rate	9 percent, consistent with industry norms.
Demographics (Captured)	Ontario; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	This was module three of an omnibus survey. The preceding modules were related to unprompted national issues and support for federal political parties.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	March 2 nd to 8 th , 2017.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was offered in both English and French. Twenty-three per cent of survey respondents reported that they understood or spoke French at home, and no respondents opted to do the survey in French.		



Tabulations



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			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Thinking about all the things that improve the quality of YOUR OWN LIFE, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant?	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
	Very important	%	42.5	33.5	50.5	50.3	38.5	38.3	38.2	45.8
	Somewhat important	%	42.0	45.6	38.9	38.8	45.7	43.7	46.5	37.3
	Somewhat unimportant	%	9.8	13.0	6.8	10.2	10.6	10.5	9.1	8.6
	Very unimportant	%	5.2	7.1	3.6	.8	4.2	7.1	5.8	7.9
	Unsure	%	.4	.7	.2	.0	1.0	.4	.4	.3

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Setting aside the importance of the arts to you personally, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant to improving the quality OF LIFE IN YOUR COMMUNITY?	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
	Very important	%	42.9	33.9	50.9	47.6	40.3	39.7	39.1	46.3
	Somewhat important	%	46.6	53.2	40.7	46.2	47.5	48.7	51.6	40.7
	Somewhat unimportant	%	6.3	7.7	5.0	4.7	8.5	6.0	4.9	7.4
	Very unimportant	%	3.3	4.1	2.6	1.5	3.2	4.8	2.2	4.5
	Unsure	%	.9	1.0	.8	.0	.5	.8	2.2	1.1

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 1,004 Ontarians, 18 years of age or older, between March 2nd to 8th, 2017. The margin of error for a random survey of 1,004 Ontarians is ± 3.1 percentage points, 19 times out of 20.

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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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Arts activities do little or nothing for the well-being of a community.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
	Strongly agree	%	5.2	4.4	5.9	4.1	4.9	4.3	4.9	7.4
	Somewhat agree	%	13.4	16.2	10.8	10.7	11.1	15.4	14.0	15.1
	Somewhat disagree	%	18.8	22.2	15.8	18.5	17.2	20.0	21.9	16.9
	Strongly disagree	%	60.7	55.9	65.0	66.6	64.8	59.0	56.8	57.0
	Unsure	%	1.9	1.2	2.5	.0	2.0	1.3	2.4	3.7

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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - If my community lost its arts activities, people living there would lose something of value.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
	Strongly agree	%	59.3	51.2	66.4	54.2	62.1	59.2	62.0	59.5
	Somewhat agree	%	28.7	33.6	24.3	38.9	25.1	27.6	23.9	27.1
	Somewhat disagree	%	7.0	8.3	5.8	4.7	9.2	9.2	7.3	5.2
	Strongly disagree	%	3.0	4.6	1.5	2.3	1.8	3.5	2.4	4.4
	Unsure	%	2.1	2.2	1.9	.0	1.9	.4	4.4	3.7

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 1,004 Ontarians, 18 years of age or older, between March 2nd to 8th, 2017. The margin of error for a random survey of 1,004 Ontarians is ± 3.1 percentage points, 19 times out of 20.

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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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Arts activities help enrich the quality of our lives.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
	Strongly agree	%	63.3	55.3	70.5	65.7	63.2	56.9	68.0	63.7
	Somewhat agree	%	29.9	36.3	24.2	31.4	29.9	35.7	25.3	26.9
	Somewhat disagree	%	4.0	5.3	2.8	1.5	3.7	5.9	3.0	5.3
	Strongly disagree	%	1.7	2.6	1.0	1.5	1.9	1.5	1.9	1.9
	Unsure	%	1.1	.5	1.5	.0	1.3	.0	1.8	2.2

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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Government should spend public dollars to invest in the arts.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
	Strongly agree	%	38.8	30.6	46.1	38.3	38.3	39.0	39.2	39.1
	Somewhat agree	%	40.0	42.8	37.6	45.1	40.8	39.9	38.2	36.6
	Somewhat disagree	%	11.3	14.3	8.6	12.8	10.4	11.2	12.5	9.7
	Strongly disagree	%	7.0	9.8	4.5	2.2	6.2	8.9	7.1	9.8
	Unsure	%	3.0	2.6	3.2	1.5	4.3	.9	3.0	4.9

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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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Arts experiences help bring people from diverse backgrounds together as a community.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
	Strongly agree	%	60.7	52.3	68.3	76.0	63.4	51.9	56.4	56.6
	Somewhat agree	%	29.3	34.1	24.9	19.0	29.4	36.2	31.4	30.2
	Somewhat disagree	%	5.5	7.7	3.5	4.2	3.5	7.6	4.8	6.8
	Strongly disagree	%	2.5	3.6	1.5	.8	3.1	3.1	3.2	2.6
	Unsure	%	2.0	2.2	1.8	.0	.7	1.2	4.1	3.8

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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Engaging children in the arts is important to their overall development.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
	Strongly agree	%	75.8	68.6	82.2	81.1	77.7	70.3	75.4	75.0
	Somewhat agree	%	21.0	28.8	14.1	16.7	17.5	27.1	22.4	20.9
	Somewhat disagree	%	2.4	2.2	2.5	2.2	2.3	1.7	1.1	4.1
	Strongly disagree	%	.4	.3	.5	.0	.5	.8	1.1	.0
	Unsure	%	.4	.0	.7	.0	2.0	.0	.0	.0

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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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - An active local arts scene helps communities attract businesses.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
		Strongly agree	%	43.3	34.9	50.9	41.1	41.3	39.3	43.4
		Somewhat agree	%	37.1	39.1	33.0	42.2	37.4	42.6	32.2
		Somewhat disagree	%	11.6	15.9	7.7	13.1	9.0	14.1	11.2
		Strongly disagree	%	3.7	5.3	2.4	4.7	4.8	4.6	3.4
		Unsure	%	4.3	4.8	3.8	3.0	2.5	3.7	9.8

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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - An active local arts scene helps make a community a better place to live.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
		Strongly agree	%	58.1	47.3	56.1	59.8	60.9	53.7	59.2
		Somewhat agree	%	32.1	40.2	24.8	33.3	26.1	36.5	28.8
		Somewhat disagree	%	5.2	6.8	3.7	3.5	6.2	5.0	4.9
		Strongly disagree	%	2.5	3.4	1.7	1.5	4.5	1.9	3.4
		Unsure	%	2.2	2.3	2.1	1.9	2.3	2.8	3.8

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 1,004 Ontarians, 18 years of age or older, between March 2nd to 8th, 2017. The margin of error for a random survey of 1,004 Ontarians is ± 3.1 percentage points, 19 times out of 20.

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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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - I wouldn't care if things like art galleries, theatres and activities like plays, music or dance stopped happening in my community.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
	Strongly agree	%	5.6	6.1	5.1	2.0	2.2	9.1	6.5	7.3
	Somewhat agree	%	9.4	13.4	5.9	8.9	9.6	7.5	9.2	11.7
	Somewhat disagree	%	18.2	23.4	13.5	25.5	15.6	20.6	15.8	13.4
	Strongly disagree	%	65.8	56.0	74.6	62.1	72.5	61.9	67.7	66.0
	Unsure	%	1.0	1.2	.9	1.5	.0	.8	.9	1.6

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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Participating in arts activities builds a shared sense of community identity.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
	Strongly agree	%	52.7	44.1	60.4	60.2	56.1	47.1	49.4	51.0
	Somewhat agree	%	35.6	40.7	31.1	35.4	31.1	38.5	37.7	35.1
	Somewhat disagree	%	6.2	8.8	4.0	2.9	8.2	9.9	5.1	5.3
	Strongly disagree	%	3.3	4.8	1.9	1.5	2.6	3.4	4.1	4.5
	Unsure	%	2.2	1.7	2.6	.0	1.9	1.0	3.7	4.1

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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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - The arts help us understand other cultures better.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
		Strongly agree	%	60.9	54.7	66.4	76.2	63.7	56.1	55.4
		Somewhat agree	%	30.0	32.9	27.4	21.0	26.0	32.0	33.7
		Somewhat disagree	%	5.0	5.8	4.3	1.2	6.1	8.3	5.5
		Strongly disagree	%	2.8	4.5	1.2	.8	3.6	2.7	3.4
		Unsure	%	1.3	2.1	.6	.8	.7	.9	1.9

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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - The arts help us express and define what it means to be Canadian.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
		Strongly agree	%	49.7	43.8	54.9	53.1	46.8	46.5	51.6
		Somewhat agree	%	36.1	39.3	33.2	39.0	35.2	38.1	33.3
		Somewhat disagree	%	8.0	9.3	6.9	5.8	10.2	10.7	7.9
		Strongly disagree	%	4.4	6.4	2.6	1.5	5.5	6.1	3.8
		Unsure	%	1.8	1.1	2.4	.5	2.4	1.2	3.4

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 1,004 Ontarians, 18 years of age or older, between March 2nd to 8th, 2017. The margin of error for a random survey of 1,004 Ontarians is ± 3.1 percentage points, 19 times out of 20.

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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? [RANDOMIZE]

			Province	Gender		Age				
			Ontario 2017-03	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Helping make the arts available to people in Ontario is an important government investment.	Total	Unwgt N	1004	478	526	151	182	233	171	267
		Wgt N	1000	472	528	203	179	210	175	233
	Strongly agree	%	46.4	38.0	53.9	44.8	47.3	42.4	45.2	51.7
	Somewhat agree	%	35.2	37.8	32.8	38.8	34.2	36.0	36.4	31.1
	Somewhat disagree	%	10.3	14.0	6.9	12.3	9.0	14.6	8.3	7.1
	Strongly disagree	%	7.0	9.9	4.3	4.0	6.2	7.1	8.9	8.5
	Unsure	%	1.2	.2	2.0	.0	3.2	.0	1.3	1.6

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 1,004 Ontarians, 18 years of age or older, between March 2nd to 8th, 2017. The margin of error for a random survey of 1,004 Ontarians is ± 3.1 percentage points, 19 times out of 20.

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