

# CANADIANS ASSESS ARTS AND CULTURE IN THEIR COMMUNITY

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**Toronto, ON**– Ipsos Reid, in partnership with *Municipal World* magazine, conducted a survey on Canadians' attitudes towards arts and culture in their local community. The findings of this research, featured in the September 2007 issue of *Municipal World*, reveal that Canadians do see support for arts and cultural events as a responsibility of their local governments. A total of six-in-ten (59%) agree either strongly (16%) or somewhat (42%) that their 'local government does not give enough support - either financially or otherwise – to the arts and cultural events and activities' in their community, while a similar proportion (58%) *disagrees* with the notion that 'it is not the local government's responsibility to fund arts and cultural events in our community' and that it is 'best left for community groups or private entrepreneurs'.

However, even though many Canadians see a role for local governments in supporting community-based arts opportunities, they also acknowledge that money may be an issue, with 58% agreeing either strongly (15%) or somewhat (43%) that their local government 'simply doesn't have the money to support arts and cultural events and activities because there are so many other things that are more necessary'.



Most Canadians see the arts as playing an important role in bolstering a community's local economy, with nine-in-ten (91%) agreeing either strongly (39%) or somewhat (53%) that 'a vibrant arts and cultural scene can be a significant contributor to a community's economy'.

Not only does the Canadian public acknowledge the economic potential of a strong arts and cultural sector, but most also demonstrate positive perceptions towards the offerings that are available in their local community. Overall, 79% agree either strongly (25%) or somewhat (54%) that their community has 'a good selection of arts and cultural events and activities' and 73% agree either strongly (39%) or somewhat (53%) that their community 'has a vibrant arts and cultural scene that attracts tourists and other visitors to the local area'.

Despite a desire to see municipalities do more to support the arts, citizens' perceptions of their local governments' performance in this area are generally positive. Overall, local governments receive the highest marks for 'providing and maintaining cultural facilities such as libraries or museums', with eight in ten (80%) indicating that their local government is doing either a very good (21%) or somewhat good job (58%) in this respect. While rated slightly lower, at least seven in ten Canadians also believe their local government is doing a 'good job' at 'preserving historic and heritage buildings' (74%, including 17% saying very good job), 'recognizing and celebrating diversity' (73%, including 13% saying very good job), 'informing residents of upcoming arts and cultural festivals or events' (71%, including 16% saying very good job), and 'supporting local arts and cultural initiatives, artists, and performers' (70%, including 9% saying very good job).

Meanwhile, slightly fewer – but still the majority (62%) – believe their local government is doing either a very good (13%) or somewhat good job (50%) at 'enhancing public spaces such as parks and community centres with public art'.



*These are the findings of an Ipsos Reid poll conducted for Municipal World magazine and fielded between June 28 and July 3, 2007 among a sample of 1,953 adult Canadians randomly selected from the Ipsos Reid Internet Household Panel. Results based on a sample size of 1,953 are considered accurate to within  $\pm 2.2$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The data has been statistically weighted to ensure the composition of the sample by region, age, and gender reflects that of the actual Canadian population according to the 2001 Census data.*

*Municipal World is the oldest continuously published monthly municipal magazine in the world. Founded in 1891, the magazine is devoted to promoting effective municipal government across Canada. For more information about Municipal World, please see:*

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**-30-**

***For more information on this news release, please contact:***

***Will Daley  
Senior Research Manager  
Public Affairs  
Ipsos Reid  
(613) 241-5802***

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