

Majority (51%) of Working Canadians Aged 18-40 'Agree' the Arts are Important to Them

Only Four in ten (42%) Canadians Overall Agree

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‘Agree’ the Arts are Important to Them

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Toronto, ON – Young, working Canadians appear to be among the largest proponents of the arts, according to a new Ipsos Reid poll conducted on behalf of Business for the Arts. The survey, which focused on the attitudes of Canadians aged 18 to 40 who are currently employed in a sector other than the arts and culture sector, found that a majority (51%) of these individuals ‘agree’ (21% strongly/30% somewhat) that ‘the arts and culture are important’ to them.

These young, working Canadians – the future of tomorrow’s manufacturing, boardrooms and corner offices – are considerably more likely to be supportive of the arts than are Canadians in general, as only 42% of Canadians overall ‘agreed’ that the arts and culture are important to them.

But the apparent affinity for the arts among these up and coming Canadians isn’t necessarily translating into tangible support: only one in ten (12%) say that they attend arts and culture events often, while 34% say they never attend these type of events. Further, just 5% often donate money to the arts and culture sector (52% have never done so), and only 2% often volunteer in the arts and culture sector (58% have never done so).

Many young, working Canadians appear to want to get more involved in the sector. Just 23% believe that there is nothing they can do personally to support the arts and culture sector, and



17% think that the only thing they can do to support the arts and culture sector is to give money to arts and culture organizations.

Three in ten (27%) would like to know more about how they can get involved in the arts and culture sector (compared to 18% of Canadians overall), and a similar proportion (24%) would like to spend more time volunteering in the arts (compared to 16% of Canadians overall).

These are some of the findings of an Ipsos Reid poll conducted between October 15-19, 2009, on behalf of Business for the Arts. For this survey, a national sample of 1,014 adults from Ipsos' Canadian online panel was interviewed online, of which 182 are forty- years old or younger and currently employed in a sector other than the arts and culture sector. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled, and +/- 7.26 percentage points for the population of young adults who are employed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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