Canadian Museums Association

Canadian Views on Museum Funding

Prepared for:

Canadian Museums Association

January, 2008
Methodology

• This online survey was conducted among current members of the INNOVATIVE’s Canada 20/20 panel between January 17 and 23, 2008.
• The total study included 1,131 responses eligible for inclusion in our analysis.
• Data is weighted for age, gender and region.
• After weighting a sample of this size, the aggregated results are considered accurate to within 2.9 percentage points, 19 times out of 20, of what they would have been had a representative cross-section of Canadians eligible to vote been polled.
• The margin of error will be larger within each sub-grouping of the sample.
Setting the Context
Majority visit museums more than once a year

Q: How often do you visit museums in Canada?

- Several times a year or more: 21%
- At least once a year: 35%
- Less than once a year: 36%
- Never: 8%

Note: Don't know (1%) not shown
Two-fifths take out of town visitors to local museums

How often do you take out of town friends or family members to local museums when they visit?

- I normally take my out of town visitors to museums: 9%
- I occasionally take my out of town visitors to museums: 30%
- I rarely take my out of town visitors to museums: 18%
- I never take my out of town visitors to museums: 16%
- I do not usually have out of town visitors: 25%

Note: Don't know (1%) not shown
Generally speaking, how satisfied have you been when you have visited museums in Canada?

Four-fifths are satisfied after visiting museums.

- 78% Satisfied
- 45% Somewhat satisfied
- 33% Very satisfied
- 10% Neither
- 5% Somewhat dissatisfied
- 1% Very dissatisfied
- 6% Dissatisfied

Note: Don't know (7%) not shown
Over nine-in-ten agree that museums offer a ‘window on our souls’

Q Museums provide us with a valuable learning experience about our collective heritage as Canadians.

91% Agree

- Strongly agree: 53%
- Somewhat agree: 38%
- Neither agree nor disagree: 7%
- Somewhat disagree: 1%
- Strongly disagree: 1%

Note: Don’t know (1%) not shown
Over four-fifths agree that museums offer a ‘window on the world’

Museums expose and provide us with a valuable learning experience about other cultures around the world.

- 88% Agree
- Strongly agree: 49%
- Somewhat agree: 39%
- Neither agree nor disagree: 3%
- Somewhat disagree: 4%
- Strongly disagree: 1%

Note: Don’t know (1%) not shown
One-third donate to museums at least on occasion

Q: Which of the following would describe your past donations to Canadian museums?

- I donate regularly to Canadian museums: 31%
- I donate on occasion to Canadian museums: 28%
- I never donate to Canadian museums: 66%

Note: Don’t know (3%) not shown
Two-fifths are likely to make a donation to a museum if approached

If you were approached by a museum in your area how likely would you be you to make a financial donation?

- Definitely would make a donation: 26%
- Very likely: 8%
- Somewhat likely: 27%
- Not sure if I would make a donation: 27%
- Somewhat unlikely: 11%
- Very unlikely: 14%
- Would never make a donation: 7%

Note: ‘Don’t know’ (4%) not shown
Testing Support for Federal Funding Programs
Seven-tenths support Federal funding for museums

Q: Do you support or oppose the federal government providing funding to support Canadian museums?

71% Support

32% Strongly support

39% Somewhat support

17% Neither support nor oppose

7% Somewhat oppose

3% Strongly oppose

Note: Don't know (2%) not shown
Two-thirds support new museums policy and increased investment

Q: Do you support or oppose the Federal government creating a new federal museums policy that would increase investment in museums across Canada?

- 63% Support
- 38% Somewhat support
- 21% Neither support nor oppose
- 8% Somewhat oppose
- 5% Strongly oppose

Note: Don’t know (3%) not shown
Below are several policies that some people have suggested that the Federal government adopt. For each one please indicate whether you support or oppose the Federal government adopting it.

- Federal funding to ensure that existing artifacts are stored in a way to protect them for future generations of Canadians
  - Strongly support: 42%
  - Somewhat support: 38%
  - Neither support nor oppose: 11%
  - Somewhat oppose: 3%
  - Strongly oppose: 2%

- Federal programs to support the exchange of exhibits across the country so that Canadians can continue to learn more about each other
  - Strongly support: 34%
  - Somewhat support: 39%
  - Neither support nor oppose: 14%
  - Somewhat oppose: 6%
  - Strongly oppose: 3%

- Federal funding for museums to improve exhibits to make them more attractive to visitors
  - Strongly support: 22%
  - Somewhat support: 43%
  - Neither support nor oppose: 18%
  - Somewhat oppose: 9%
  - Strongly oppose: 3%

- Federal funding to cultural institutions and museums in large cities across the country to ensure they remain popular among tourists resulting in strong economic benefits.
  - Strongly support: 23%
  - Somewhat support: 42%
  - Neither support nor oppose: 19%
  - Somewhat oppose: 8%
  - Strongly oppose: 4%
Below are several policies that some people have suggested that the Federal government adopt. For each one please indicate whether you support or oppose the Federal government adopting it.

Federal funding to museums in smaller, rural communities to help offset their lack of access to major donors and the fact that they have fewer visitors than museums in larger cities.

- Strongly support: 23%
- Somewhat support: 39%
- Neither support nor oppose: 20%
- Somewhat oppose: 9%
- Strongly oppose: 5%

Federal funding for museums to build fundraising abilities to increase their capability to undertake future fundraising campaigns.

- Strongly support: 19%
- Somewhat support: 41%
- Neither support nor oppose: 22%
- Somewhat oppose: 9%
- Strongly oppose: 4%

Federal funding for museums to conduct marketing campaigns to raise awareness of the museum and its exhibits among the public.

- Strongly support: 15%
- Somewhat support: 39%
- Neither support nor oppose: 23%
- Somewhat oppose: 13%
- Strongly oppose: 5%
Would you support or oppose the Federal government introducing a program that would match corporate donations to museums dollar for dollar in order to encourage Canadian corporations and major donors to do more to support Canadian museums?

65% Support

29% Strongly support
36% Somewhat support
17% Neither support nor oppose
11% Somewhat oppose
5% Strongly oppose

Note: Don’t know (3%) not shown
Now, thinking about your personal donations, if you knew that the Federal government would match any donation you made to a Canadian museum dollar for dollar, would that make you more or less likely to donate to a Canadian museum?

45% More likely

31% Somewhat more likely

44% Neither more nor less likely

4% Somewhat less likely

2% Much less likely

Note: Don't know (4%) not shown
One-third of those who do not donate are more likely to donate with endowment matching.

Now, thinking about your personal donations, if you knew that the Federal government would match any donation you made to a Canadian museum dollar for dollar, would that make you more or less likely to donate to a Canadian museum?

<table>
<thead>
<tr>
<th>Which of the following would describe your past donations to Canadian museums?</th>
<th>Have Donated in the Past</th>
<th>Have not Donated</th>
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<tbody>
<tr>
<td>More Likely</td>
<td>70%</td>
<td>35%</td>
</tr>
<tr>
<td>Neutral</td>
<td>28%</td>
<td>57%</td>
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<tr>
<td>Less Likely</td>
<td>2%</td>
<td>8%</td>
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