

**Innovative Research Group,
Inc.**

Vancouver :: Toronto :: Montreal
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Canadian Museums Association ▶▶

Canadian Views on Museum Funding



Prepared for:

Canadian Museums Association

Methodology

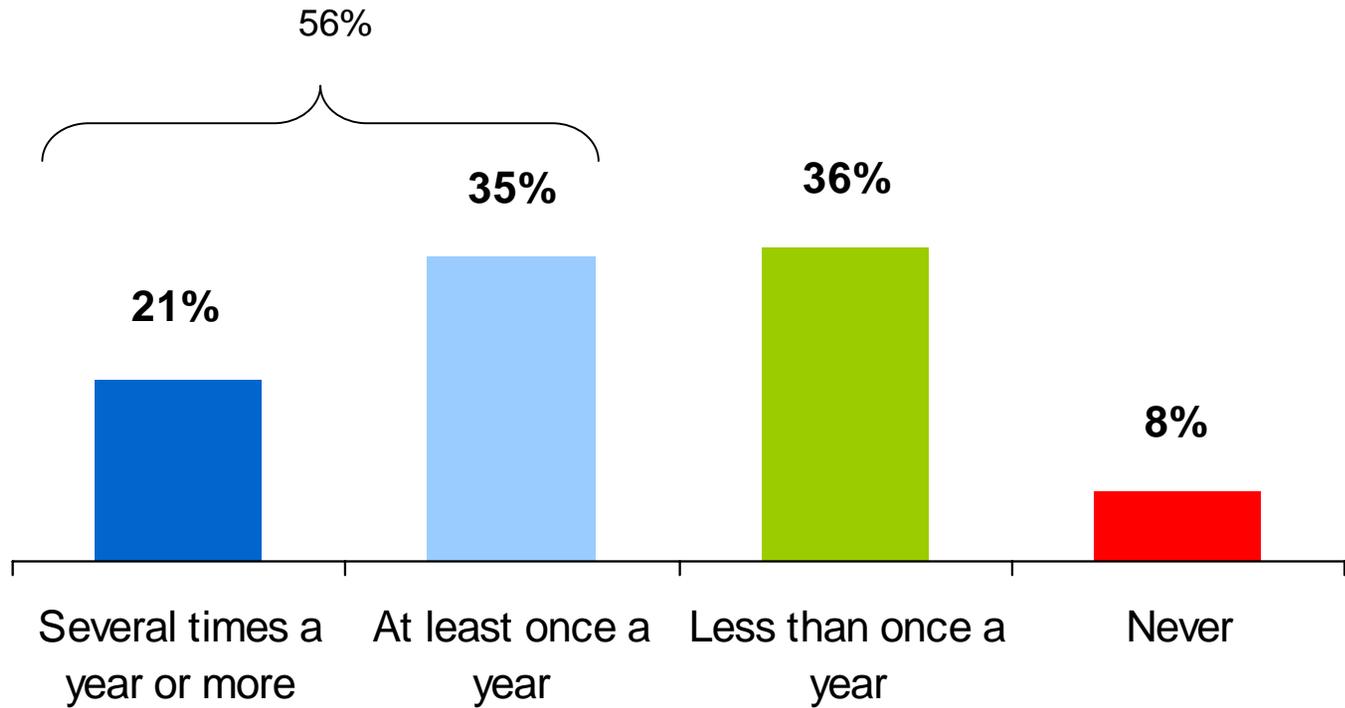
- This online survey was conducted among current members of the INNOVATIVE's Canada 20/20 panel between January 17 and 23, 2008.
- The total study included 1,131 responses eligible for inclusion in our analysis.
- Data is weighted for age, gender and region.
- After weighting a sample of this size, the 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?

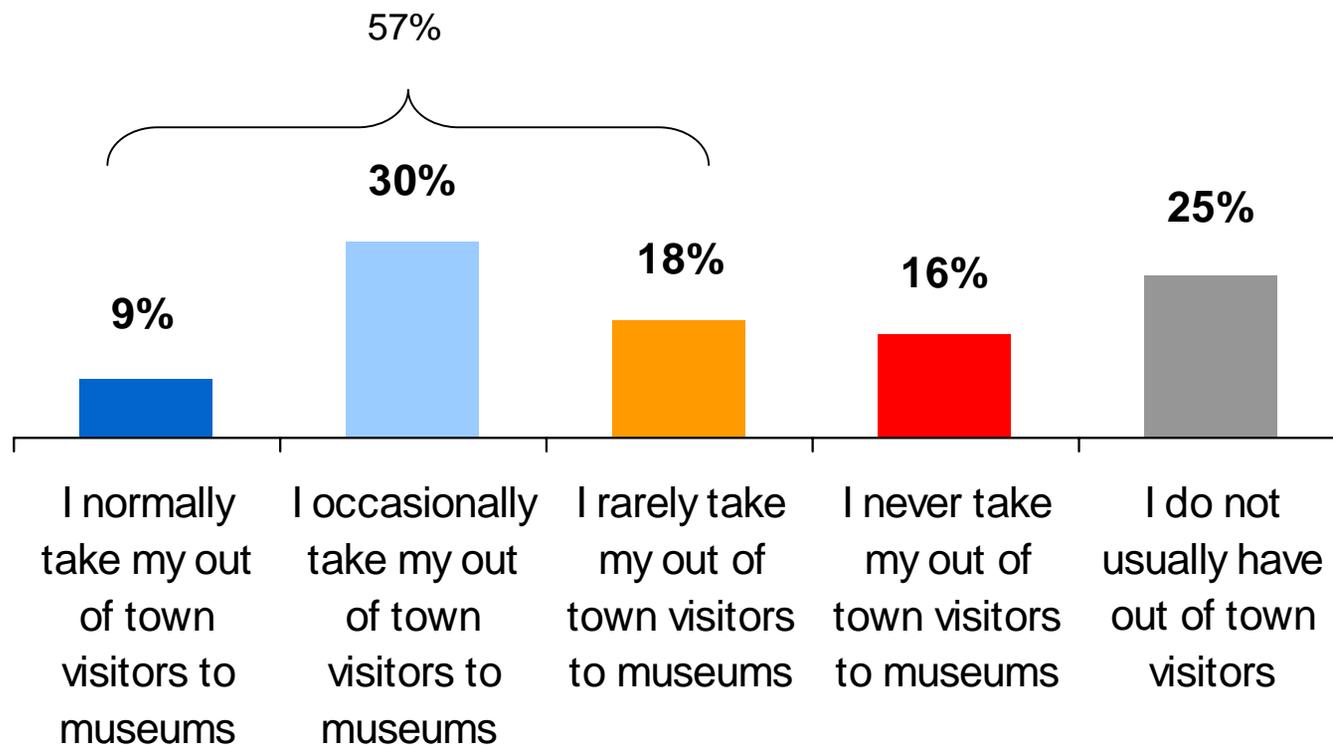


Note: Don't know (1%) not shown

Two-fifths take out of town visitors to local museums

Q

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

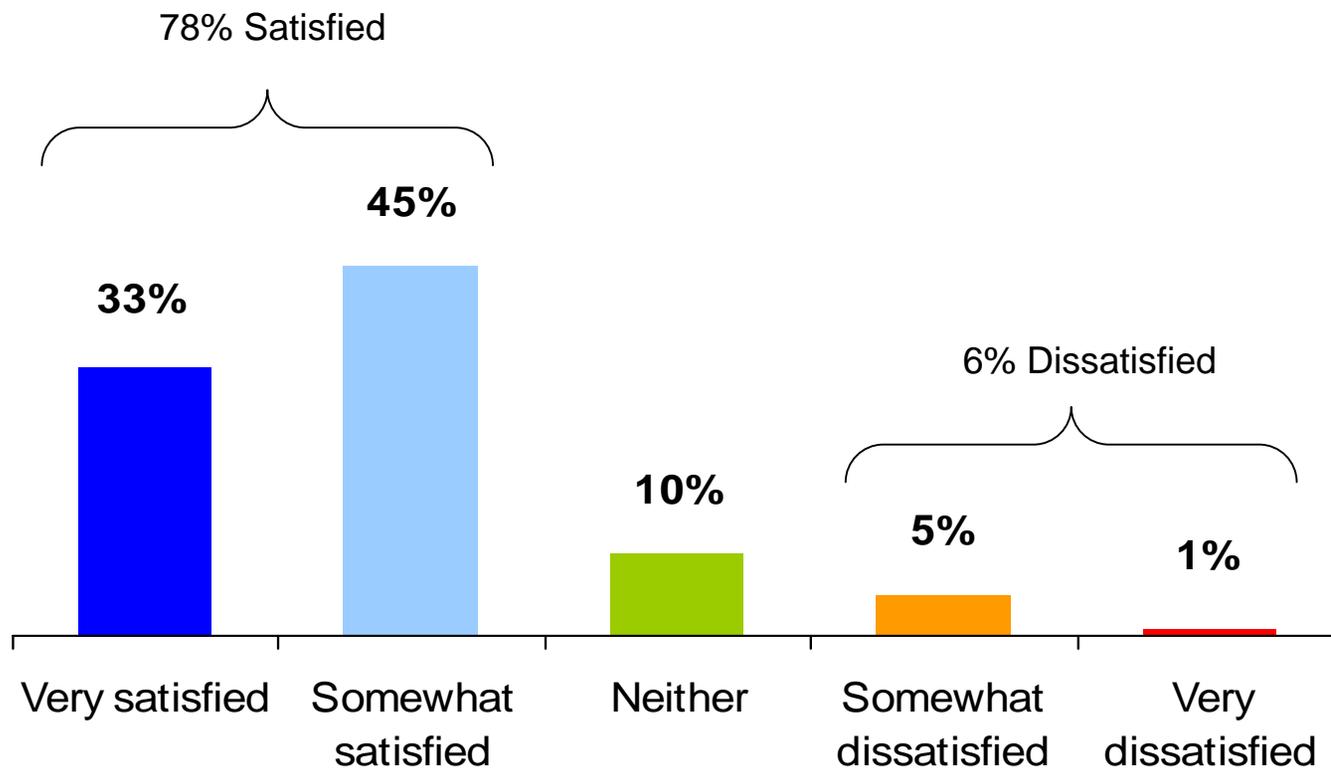


Note: Don't know (1%) not shown

Four-fifths are satisfied after visiting museums

Q

Generally speaking, how satisfied have you been when you have visited museums in Canada?

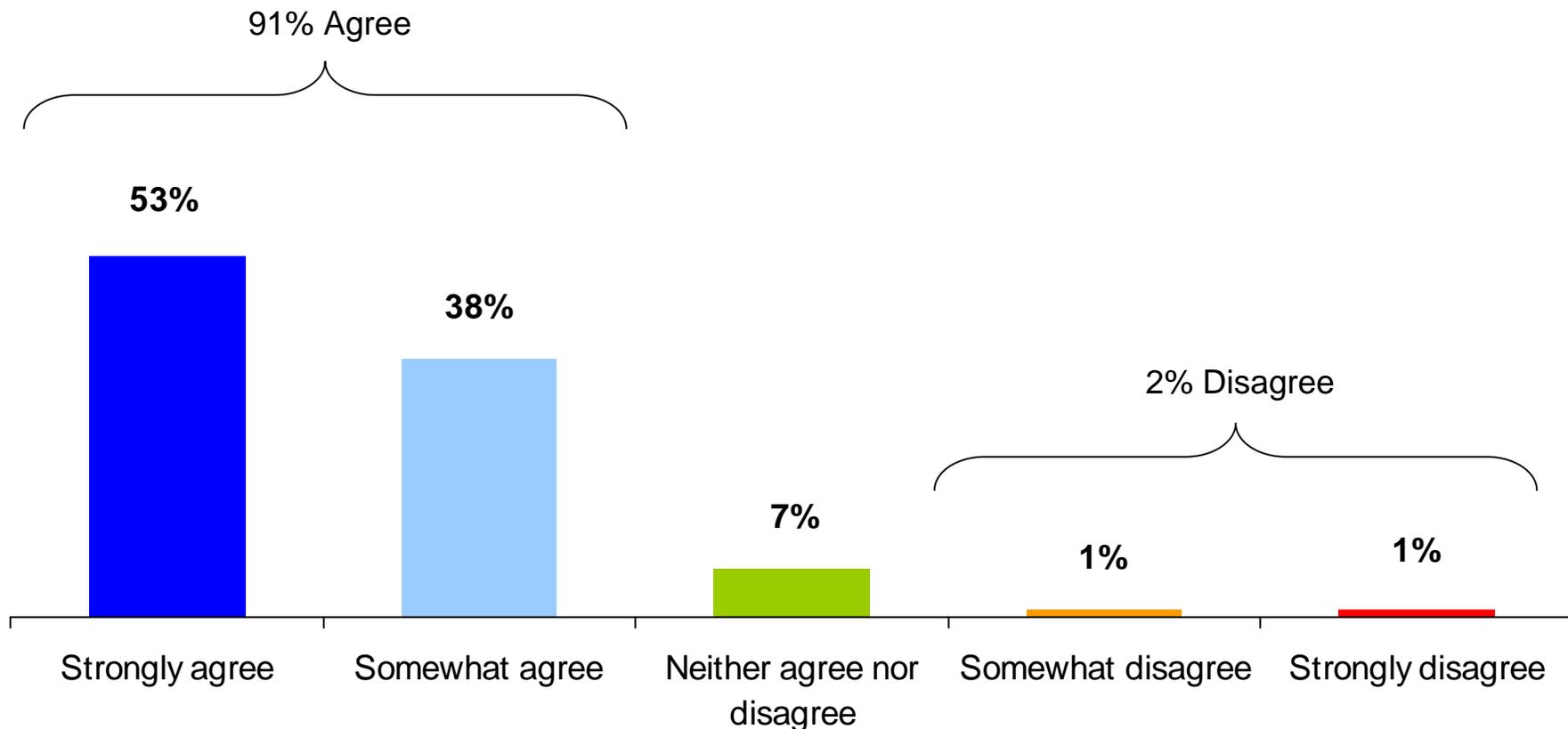


Note: Don't know (7%) not shown

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.

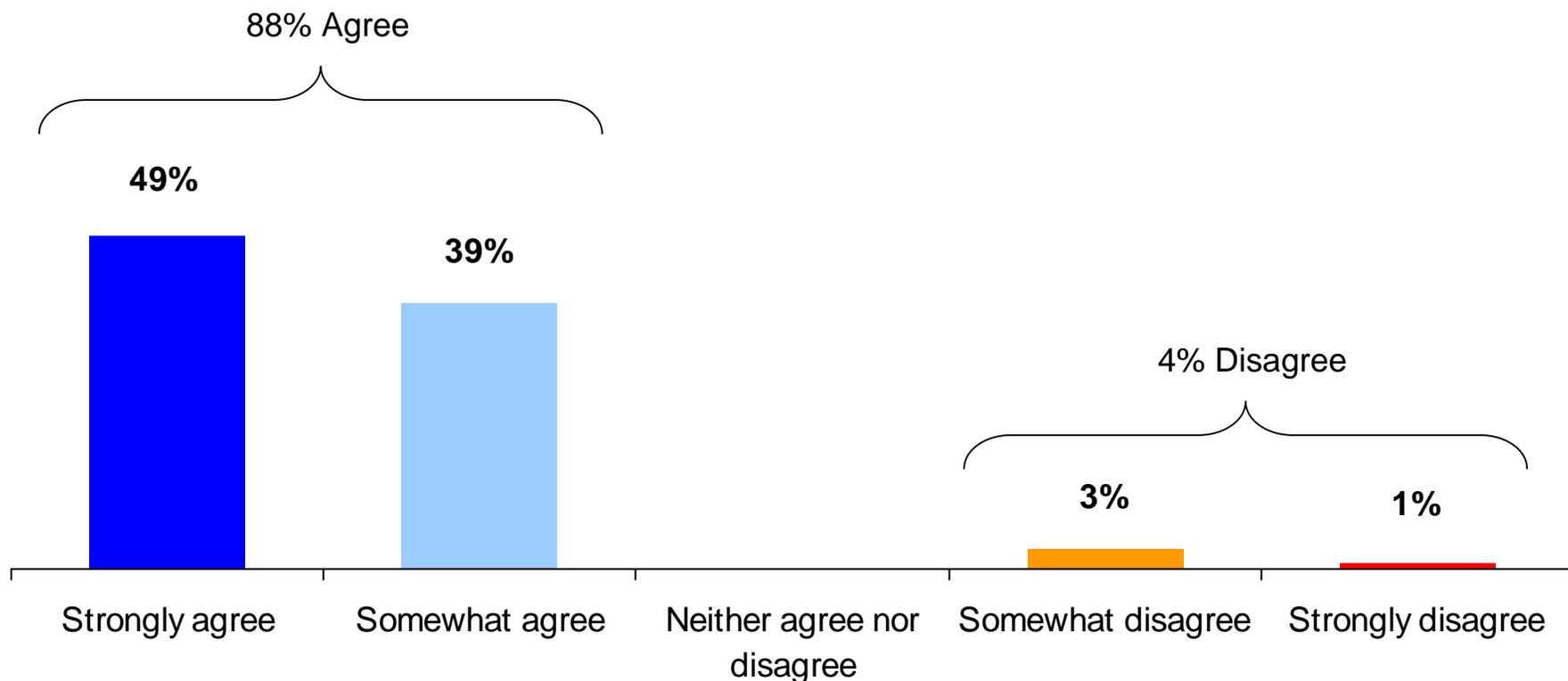


Note: Don't know (1%) not shown

Over four-fifths agree that museums offer a 'window on the world'

Q

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

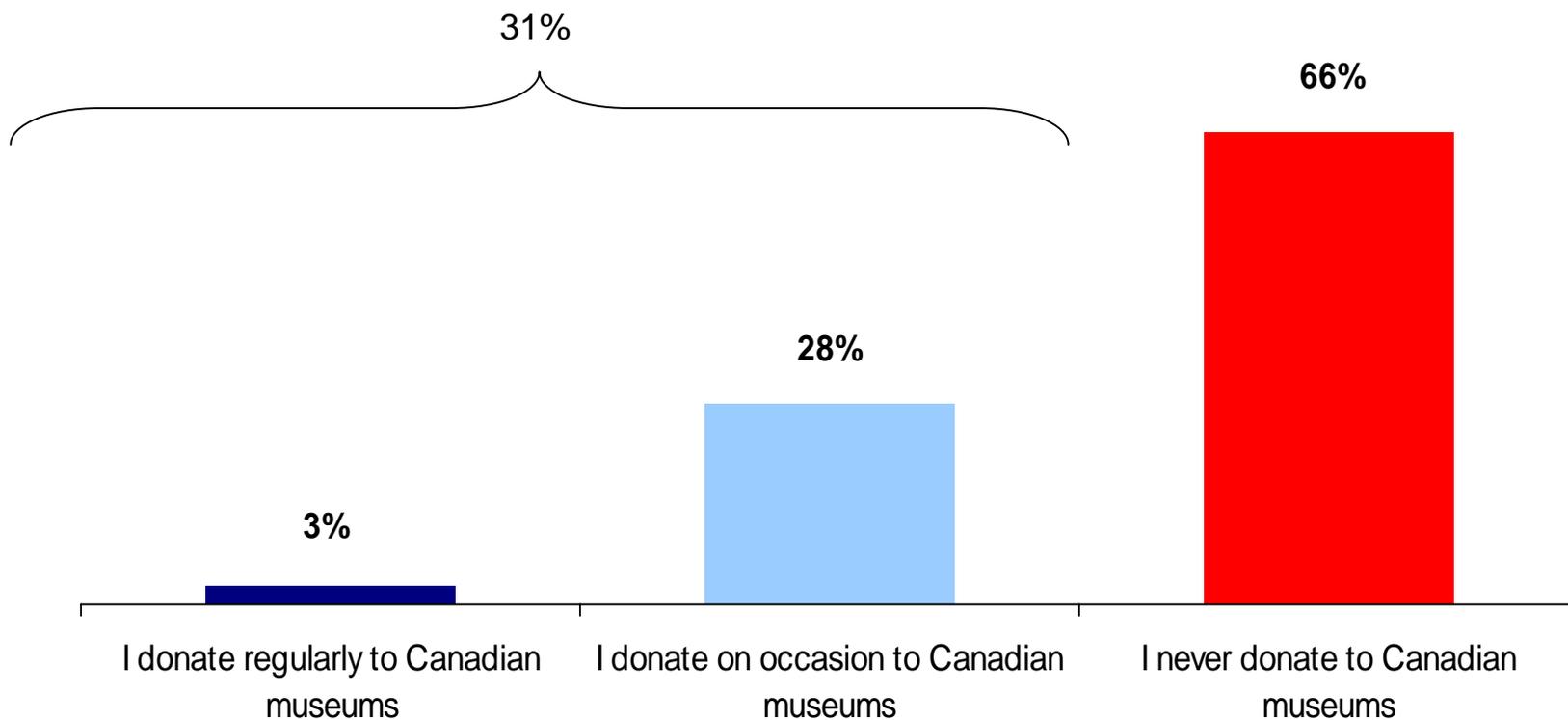


Note: Don't know (1%) not shown

One-third donate to museums at least on occasion

Q

Which of the following would describe you past donations to Canadian museums?

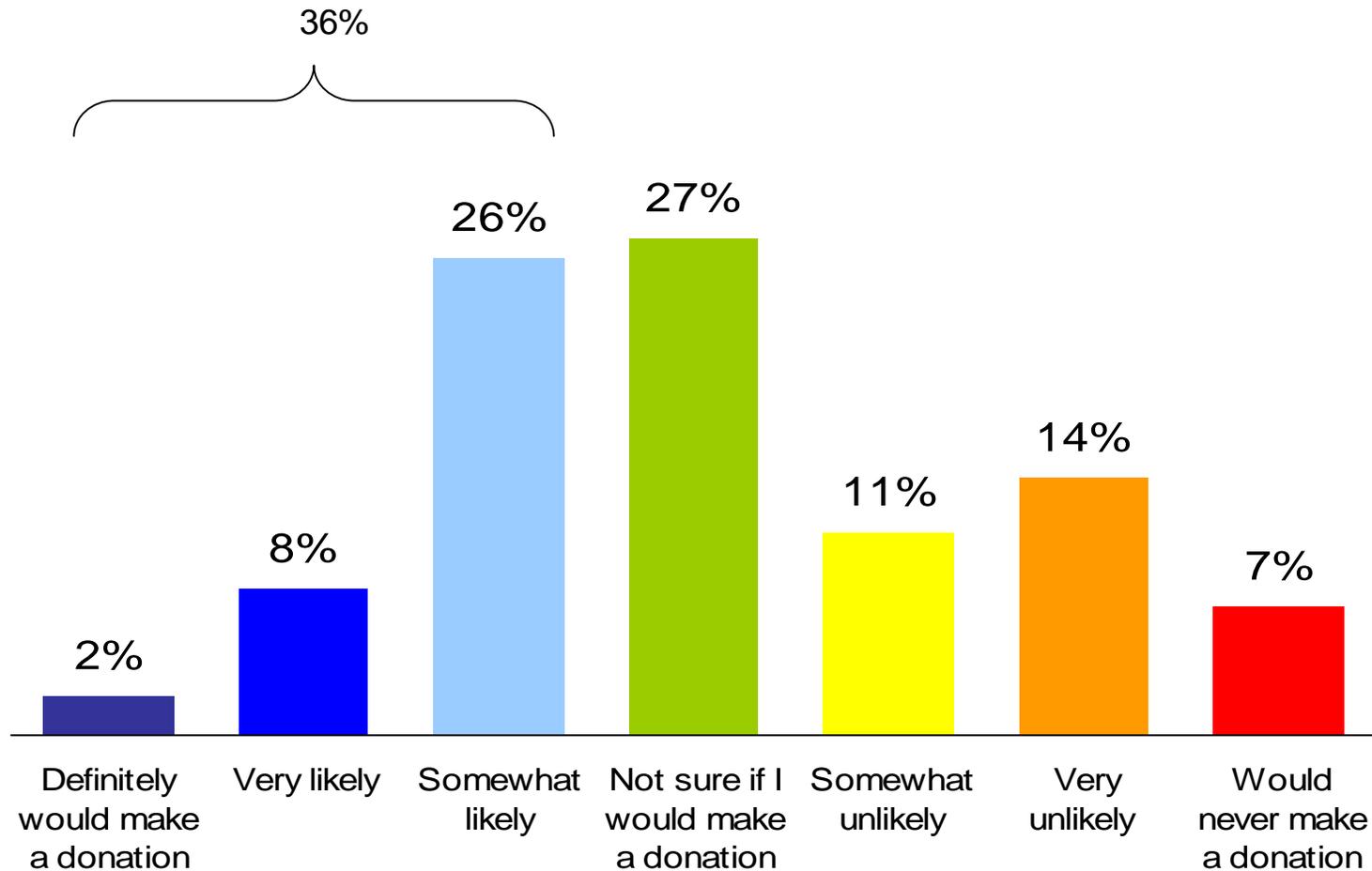


Note: Don't know (3%) not shown

Two-fifths are likely to make a donation to a museum if approached

Q

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



Note: 'Don't know' (4%) not shown

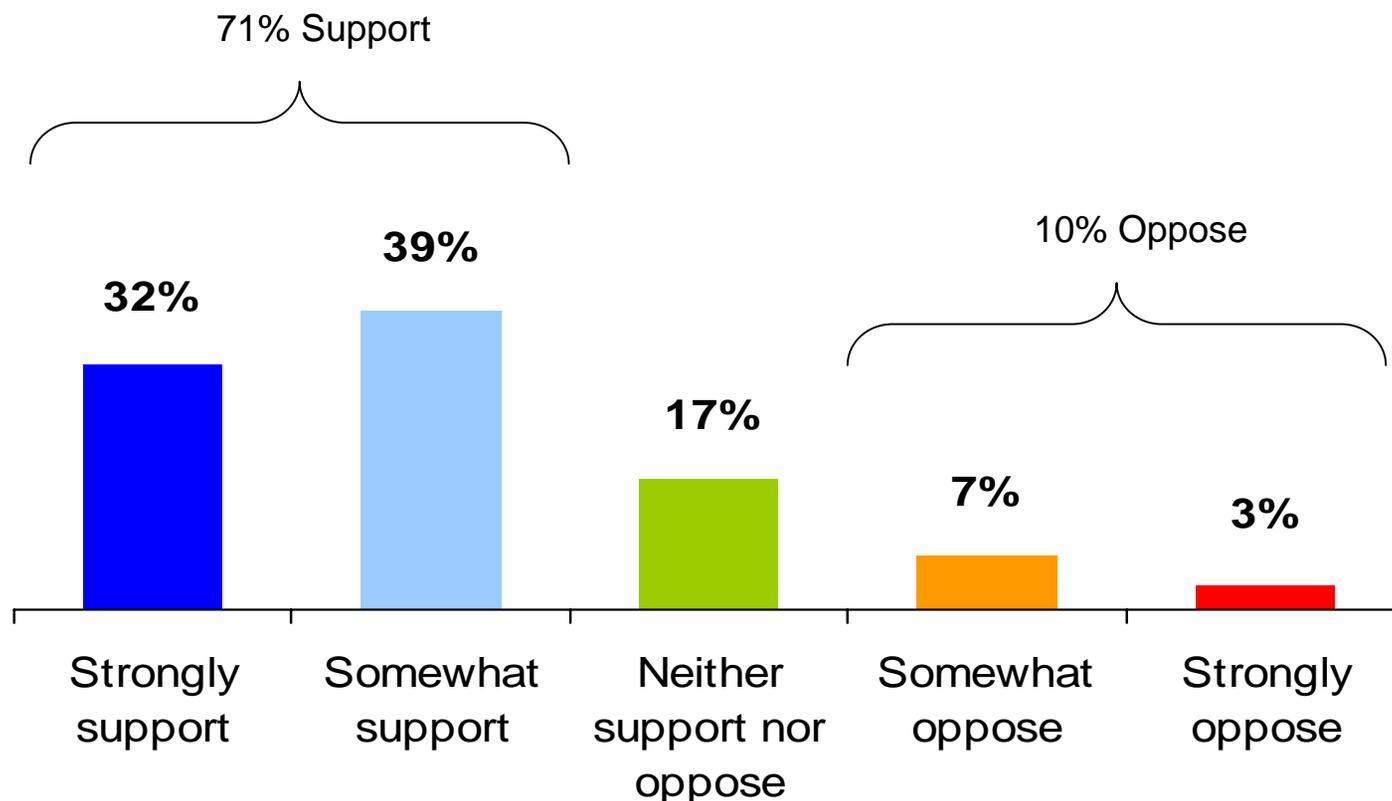
Testing Support for Federal Funding Programs



Seven-tenths support Federal funding for museums

Q

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

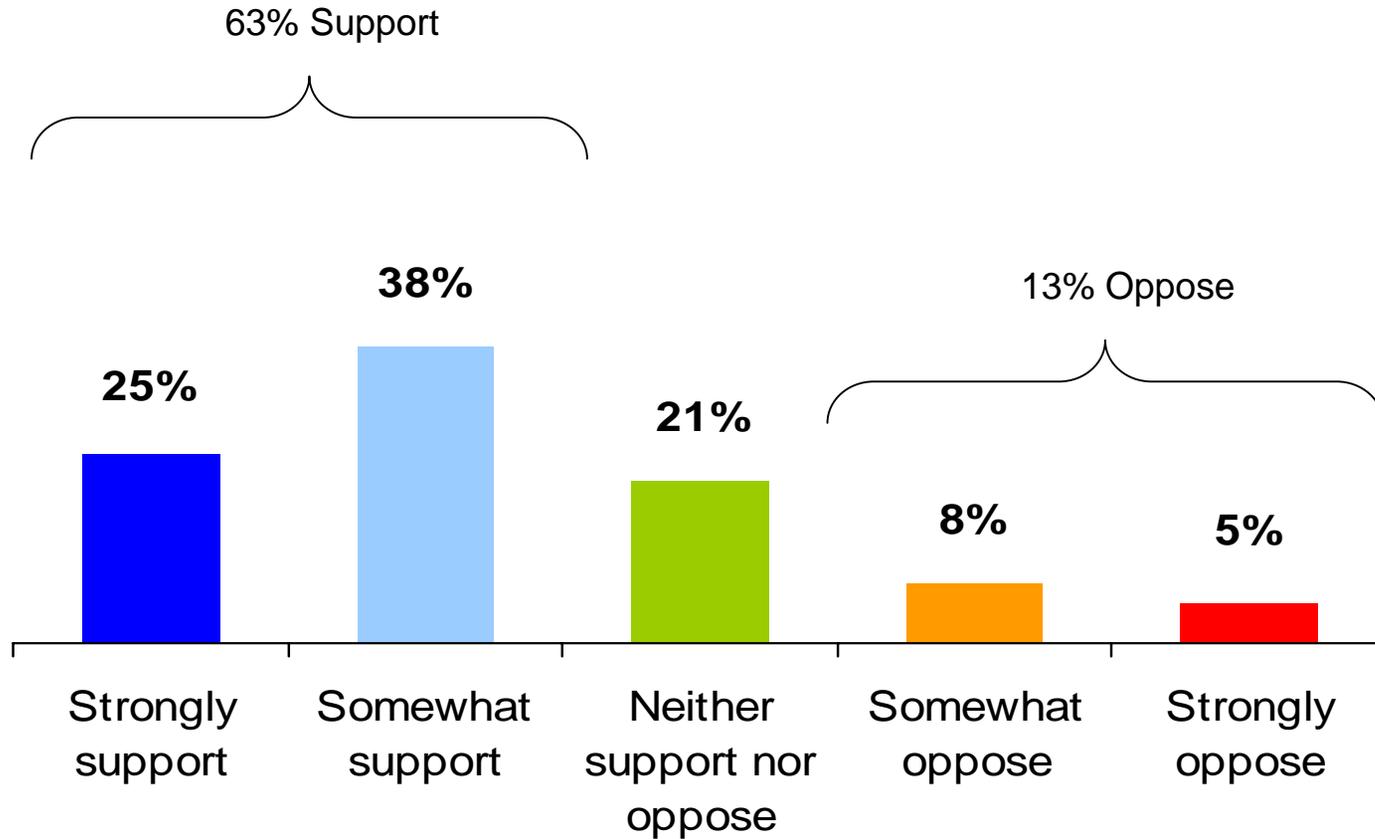


Note: Don't know (2%) not shown

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?

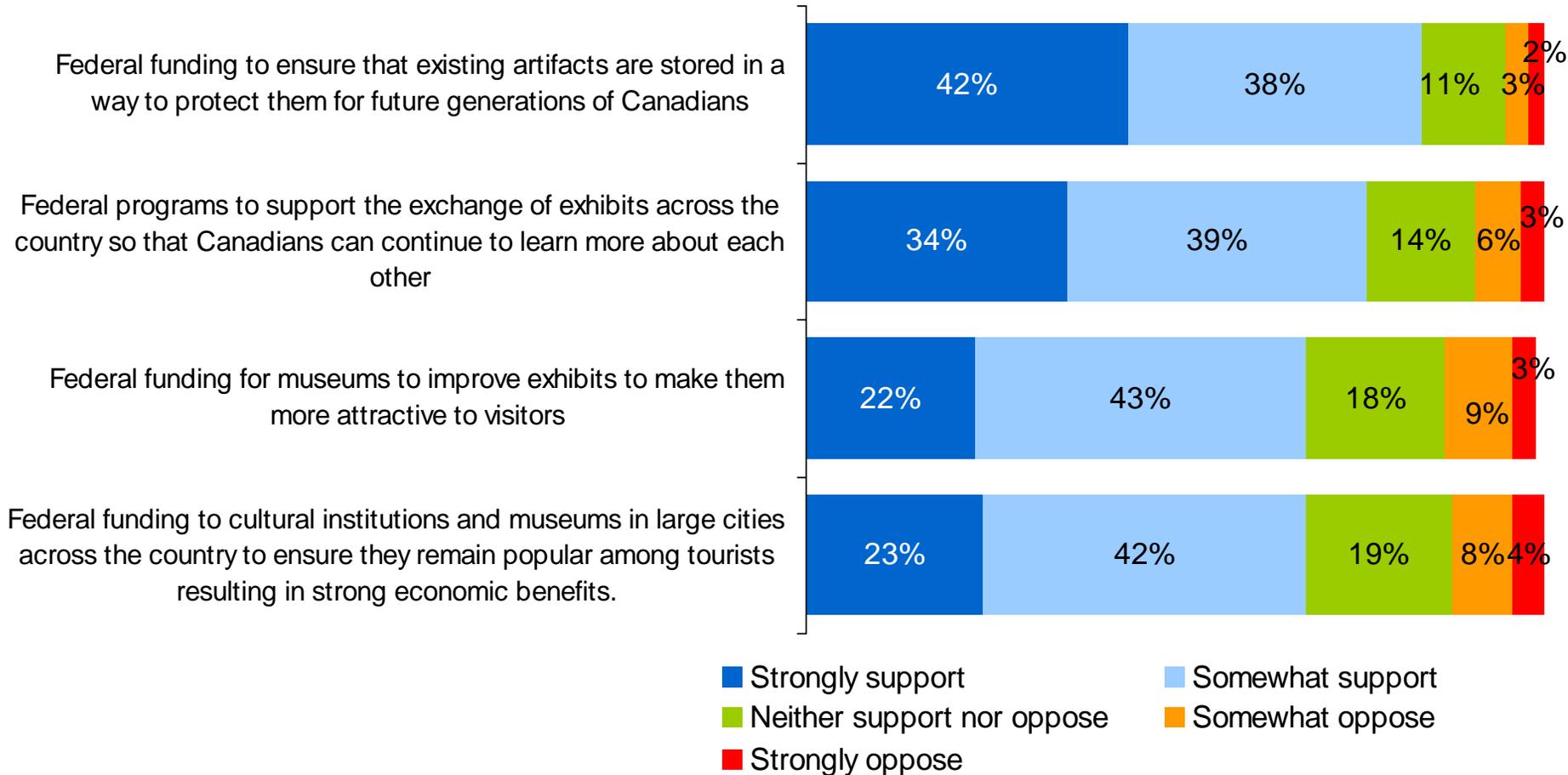


Note: Don't know (3%) not shown

Funding for preservation is strongest

Q

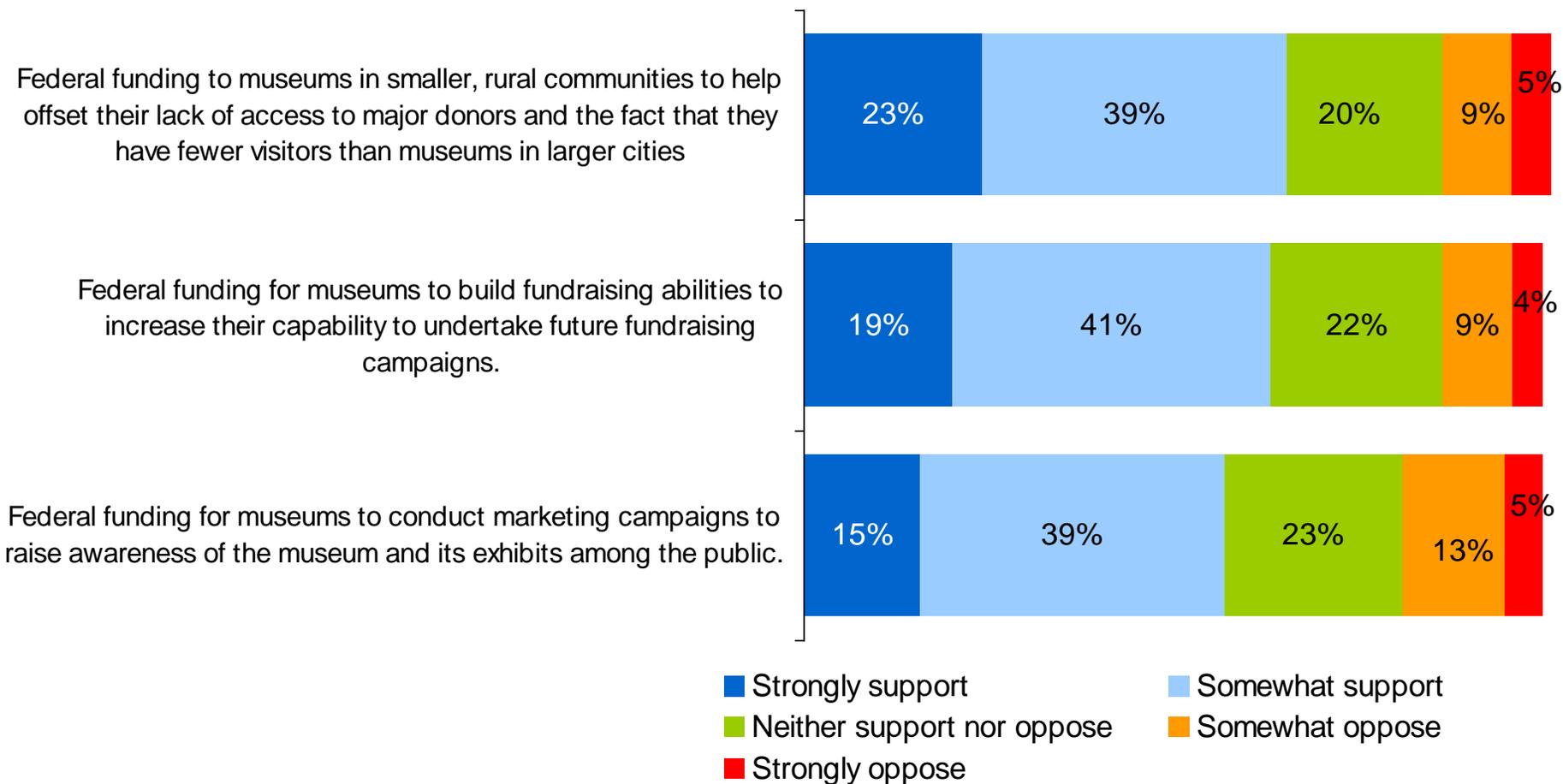
Below are several policies that some people have suggested that the Federal government adopt. For each one please indicate whether you support or oppose the Federal government adopting it.



Funding to enhance museums' capabilities weakest, however, still supported by majority

Q

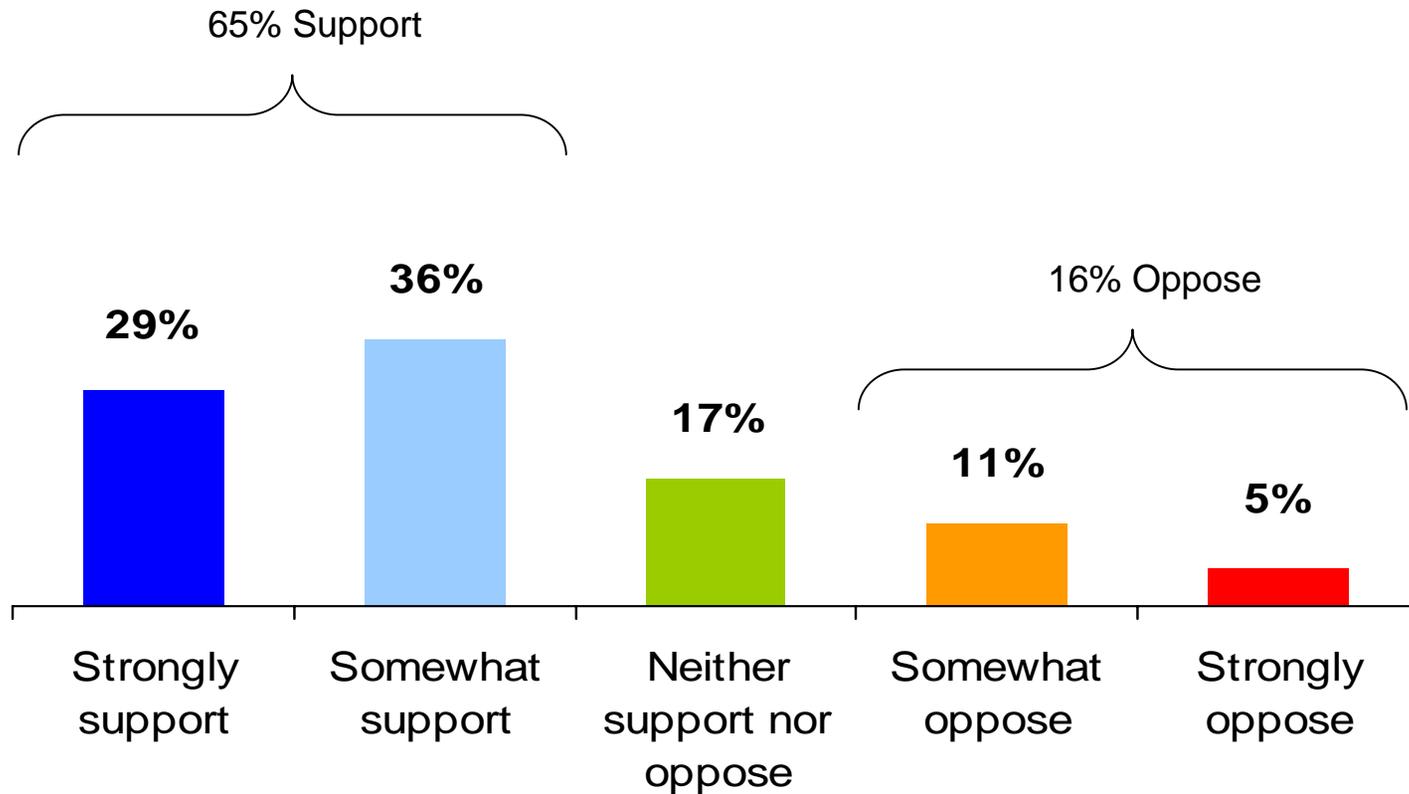
Below are several policies that some people have suggested that the Federal government adopt. For each one please indicate whether you support or oppose the Federal government adopting it.



Two-thirds support endowment matching

Q

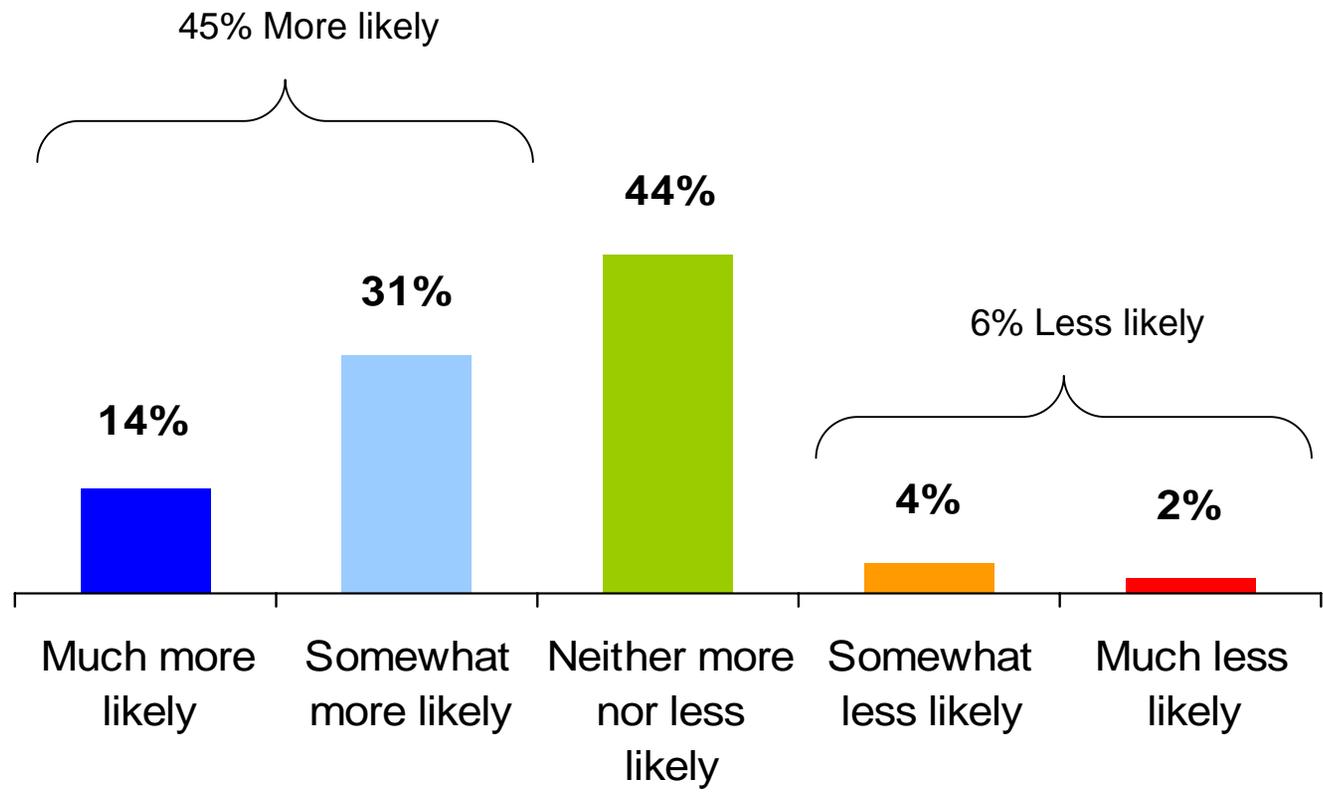
Would you support or oppose the Federal government introducing a program that would match corporate donations to museums dollar for dollar in order to encourage Canadian corporations and major donors to do more to support Canadian museums?



Note: Don't know (3%) not shown

Half are more likely to donate to a museum if Feds matched donation dollar for dollar

Q 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?



Note: Don't know (4%) not shown

One-third of those who do not donate are more likely to donate with endowment matching

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

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?

| | Have Donated in the Past | Have not Donated |
|--------------------|---------------------------------|-------------------------|
| <i>More Likely</i> | 70% | 35% |
| <i>Neutral</i> | 28% | 57% |
| <i>Less Likely</i> | 2% | 8% |





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