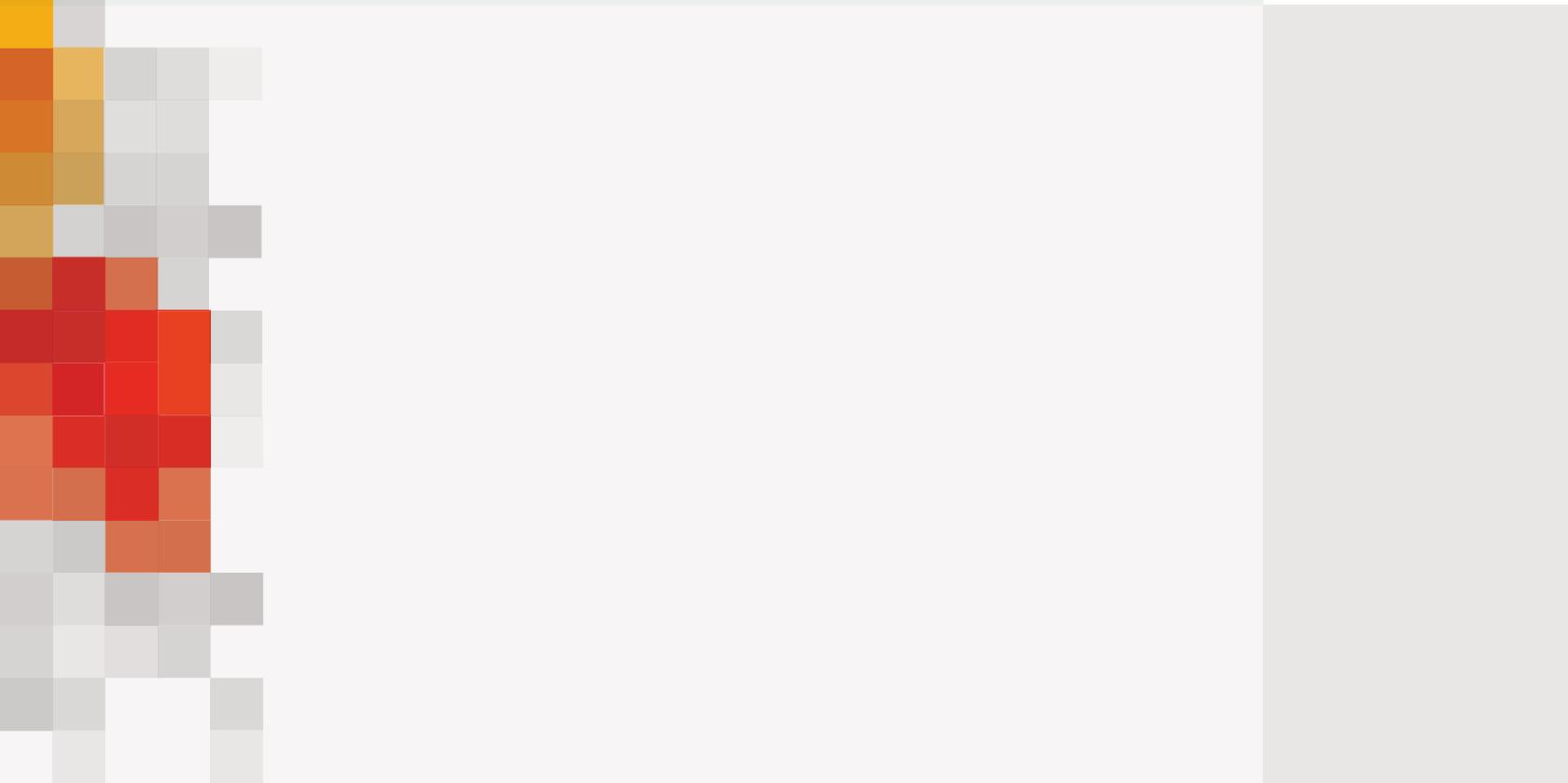




Calgarian Engagement Survey 2016



Background & Research Objectives

As the designated arts development authority, Calgary Arts Development supports and strengthens the arts to benefit all Calgarians. Through its many activities Calgary Arts Development supports arts organizations in their efforts to strengthen the sector and help forge even stronger connections with the community. Key to this is understanding how the community perceives and engages with the arts through a variety of modes.

Specific research objectives include:

- Understand arts engagement in Calgary.
- Gauge Calgarians' interest in attending various arts events.
- Examine Calgarians' attitudes toward the arts and its impact on communities.

This research was completed by Stone-Olafson. The study was in field October 3 to 14, 2016. A total of 1,047 Calgarians completed the online survey, providing a margin of error of +/-3.03%. The sample was weighted to ensure representativeness by age and gender.

- Within the sample, quotas were set to ensure representation by region within the city including Northwest, Northeast, Southwest, Southeast and Inner City.
- The definition of Inner City is drawn from boundaries in The City of Calgary's Centre City Plan: Bow River to the north, Elbow River to the east, 17th Avenue and the southern tip of Stampede Park to the south and 14th Street to the west. Additionally, 60 of the 146 completed surveys in this group were sourced from those living in the communities of Hillhurst, Crescent Heights, Sunalta and Bridgeland to increase the number of completes and ensure enough sample for reliable statistical analysis.

At some points in the report significant demographic differences are noted—in those cases refer to this key, for a group with significantly higher ratings.



Highlights & Observations

At the highest level what are we seeing?

Outcomes from the research provide detailed profiles of who participates and how. Some common themes emerge from these profiling exercises:

- Technology has enabled recent increases in arts engagement, especially among younger Calgarians.
- Women generally have stronger connections to the arts than men.
- Family groups appear to have stronger connections to the arts than those without children.
- Arts engagement appears tied, in some measure, to length of time in Calgary. Engagement grows to its highest levels among the newest Calgarians. The arts community appears to be a gateway for community involvement among the most recent residents.
- Live art attendance appears to be alive and well in Calgary.

Context Matters

It is critical to note that no research occurs in a vacuum and consumer/audience behaviours and attitudes are subject to influence from the economic, social and technological changes happening around them. This is especially true here in Calgary at the current time.

From an economic perspective, we are mired in a significant economic downturn that alters consumer spending and leisure behaviours. While this is not unique to our city, Alberta is one of the only regions enduring significant decline and consumer spending habits are down. This will impact larger spending activities.

We are also in the midst of general social transformation. A long period of economic growth led to major shifts in migration and immigration with hundreds of thousands of new residents. These new Calgarians from other parts of Canada and around the world bring new perspectives to the community and contribute to evolving attitudes towards things like the arts (not to mention how our community looks, feels and behaves).

Digital trends are well-documented—not only do they provide for intense levels of connectedness and communication, but the medium delivers opportunities to customize, curate and personalize everything—from how people communicate, shop and how they entertain themselves.

Consumer trends are also changing to become more personalized and customized—this relates to arts engagement because audiences now have the ability to customize what art they consume and how they engage with it. In Calgary there is an increasingly diverse set of opportunities to connect with the arts—more venues, festivals and events. Here, too, technology is having an impact. This is completely aligned with international trends—recent work in the US has found similar trends (artsindexusa.org/2016-national-arts-index).

With these contexts in mind the changes to how Calgarians engage with the arts becomes all the more significant.

Highlights & Observations

Engagement is shifting

Engagement with the arts can be viewed more broadly than merely attending arts-related events. By deconstructing overall arts engagement into arts: through media; arts attendance; arts creation; and attitudes and behaviours towards the arts, we can better understand how Calgarians engage with the arts.

Engagement with the arts remains very strong with the vast majority (92%) connecting with the arts in one way or another—this is up slightly from 2014 when 87% were seen to be engaged. That said, it is shifting with digital and economic trends having an impact on how Calgarians engage with the arts. The increase in overall engagement is due mostly to an increase in arts consumption through media. With the ongoing growth of media technology and increased availability of content this trend is not overly surprising. New media engagement allows audiences to customize and personalize the arts they consume, participate in or share. (Personalization and customization are widespread consumer trends impacting many retail sectors.) At the same time, the proportion of those only attending or creating has dipped. It would appear that engagement with the arts right now is becoming more intense—more people doing more things but, given the increase in media, slightly more personal.

Age and gender factors

Reviewing engagement across the board, it is clear that engagement is more widespread and intense among the youngest adults—those under the age of 34, and women. Their attitudes are more supportive and they appear more active. This is the core of support for the arts in Calgary and is consistent with what we learned in 2014. This is not to say men and older Calgarians are not connected, but their attitudes and engagement tends to be much less positive. Growing more intense engagement and support for the arts will likely hinge on reaching these other groups and expanding the tent.

Importance of digital tools

Digital tools are changing many aspects of social and community interactions—and the arts are no different. Having the ability to create your own photography by using a phone you carry with you all the time is increasing the likelihood that people will take their own pictures and share them with others. The same applies to media consumption—content on demand is readily available to anyone with a smartphone at any time. Much has been written about the impacts of these tools and in this instance it is changing how people connect with, consume or create art. The positive side is it certainly increases access, but the downside is that it likely impacts how often audiences take the time to attend or see art in person. This will be important to consider moving forward; specifically how to support arts organizations in leveraging the power of digital tools while still attracting people to their venues.

How do people think about creating art?

It is interesting to note that among those who create art, relatively few (42%) consider themselves artists and this is mostly among those under 35. In fact, three-quarters (76%) say they just like to build, make or create things. Creating art is an important form of self-expression (75%) or a means of adopting new skills (76%). In this way arts creation is a very meaningful activity and could offer a source of deeper support for the sector.

Highlights & Observations

Music is powerful and meaningful

The music industry has a strong grip on consumer spending habits, and Calgarians indicate it is among the most meaningful art forms—whether they are consuming it through media, attending or creation. This likely translates to personal support for that particular medium and a likely need for organizations to support other art forms to ‘level the playing field.’

Frequency of engagement is not a consistent predictor of meaningfulness

The relationship between engagement and meaningfulness is dependent on whether participation is through media, attendance or creation. Engagement through media shows a clear relationship; the more meaningful an activity is, the greater the frequency of engagement amongst Calgarians. For attendance and creation, the relationship is less clear. Several activities with low engagement prove to have the highest meaningfulness ratings for those who do participate. This may indicate that there are barriers to participation beyond personal interest and reward. This will be important for arts organizations to consider as they look to engage more audiences.

Spending on the arts

Of all the metrics none have grown to the same degree as spending volumes. On average, Calgarians report spending about \$477 on the arts—with almost half (48%) attributable to spending on media engagement. The challenge for Calgary’s arts community is that smaller proportions of the consumer wallet (52%) is being spent in market as compared to a few years ago when 60% was spent attending or creating or donating. Essentially, media companies supplying arts or opportunities to consume in a personalized way are garnering a larger share of spending.

This spending trend is consistent with industry research that shows one of the largest generations (millennials) spending more on media than other types of recreation or entertainment in their discretionary budget.

Investing in the arts

Beyond what they spend, investing in the arts through volunteerism or donating is another form of engagement. Generally few (25%) support the arts by donating their time or money—and it is done at rates that are consistent with levels seen in 2014 (27%).

Attitudes are moving slowly and continue to lack intensity

The way Calgarians think about the arts is also in flux—albeit at a much slower pace. On the whole, attitudes remain very supportive of the arts and the vast majority recognize the importance of the arts in our community. Just like the last evaluation in 2014, attitudes tend to lack intensity; indicating they are generally supportive but not passionately so. Where attitudes are shifting is in regard to attending or actively participating in the arts:

Slightly fewer say

- Everyone should learn something about the arts.
- They seek out opportunities to learn more about arts and culture.
- Cities like Calgary need arts institutions to help create a world-class city.
- That arts and culture play an integral part of their life.

Highlights & Observations

Attitudes are moving slowly and continue to lack intensity

Slightly more say:

- They only take part in the arts and culture scene if it is suggested to them.
- Arts and culture are more for other people, not for me.
- I will participate in arts activities, but not if I have to pay for them.
- Too much is spent on the arts, if people want art they can pay for it.
- Museums and art galleries are boring.

It is important to recognize that attitudes and trends shift slowly over time and are impacted by economic, social and digital trends. At the current time, all of these are having an impact on how people think about engaging with the arts. Regardless of the influences, there is a continued need to foster more passionate connections with the arts—whether through the types of opportunities that match people’s expectations or by reinforcing the benefits.

Making the arts part of the political conversation

Ensuring the arts are part of a wider community conversation helps establish them as something political leaders will pay attention to. Community attitudes reinforce the importance of the arts. People’s level of activity attending or creating indicates this is not some kind of isolated or specialized activity. In simple terms, Calgarians of all walks of life participate in the arts and large swaths of the population see them as an important part of their community.

However, political engagement will have its challenges:

Intensity of support is not strong: Community attitudes are positive, but as mentioned earlier, they lack intensity. This lack of passion means there is likely widespread support but if trade-offs have to be made support for the arts may fall by the way-side.

The community is split on investing: Results show about 58% agree investing in the arts should be a priority for the local government—with only 11% strongly agreeing. This means there is a large proportion (42%) who do not see spending on the arts as a priority. Moreover, support is strongest among those under 34 (67%) and declines with age. Younger adults tend to participate in elections at much lower rates than older people. So, support for increased investments are not only split, but strongest among the constituencies least likely to participate in an election.

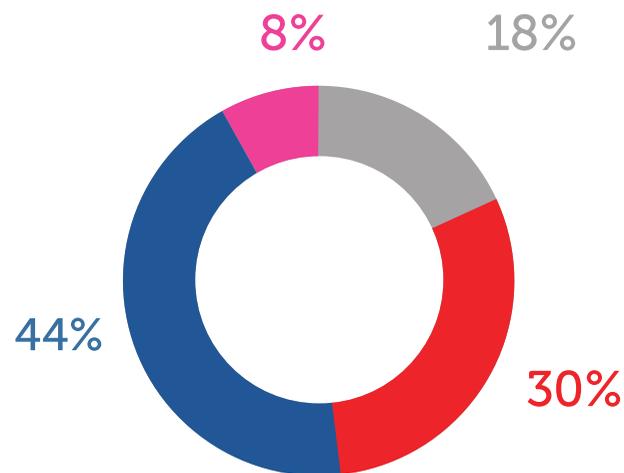
Other perceptions will be a challenge: We know general support is good, but there are some specific perspectives that need to be accounted for in considering how to raise the arts in future political conversations: notable proportions (44%) believe too much is spent on the arts in Calgary—this has climbed in the past two years from 34%. 75% also believe there are more than enough opportunities for people to connect with the arts—which would suggest weaker appetite to add more.

Executive Summary

More immersion in the arts

Using involvement as a defining attribute, it is possible to group the audience into four clear engagement segments. Outcomes show more Calgarians are immersed (connecting in all three ways) than ever. Detailed analysis shows the community can be grouped into four segments based on their level of engagement and activity. These segments are supported by their attitudes.

- **Disconnected Calgarians:** The 8% who do not engage in any meaningful way. While they generally see some value in the arts it is not something they are willing to really invest in, they believe Calgary currently supports the arts well.
- **Connected Calgarians:** The 18% of Calgarians who engage in only one way, either through media, attendance or creating. Their connections do not overlap and their attitudes are aligned with their limited participation: positive but not overly supportive.
- **Engaged Calgarians:** The 30% of Calgarians who undertake at least two types of arts related activities. This group holds very supportive attitudes on the whole. They spend more than most, but not as much as those who immerse themselves.
- **Immersed Calgarians:** The 44% who invest themselves completely with the arts—they engage in all types of activities—from media to attending and creating art themselves. They also tend to follow this up with extremely positive attitudes and significant spending levels. This group aligns city and community wellness with proliferation of the arts.



Disconnected
People who do not engage in any way.
(13% in 2014, 8% in 2016)

Connected
People who only engage with the arts in one way either by media only, attending only or creating only.
(26% in 2014, 18% in 2016)

Engaged
People who connect with the arts in two ways either through media and attending, creating and attending or media and creating.
(33% in 2014, 30% in 2016)

Immersed
People who engage in the arts in every way.
(29% in 2014, 44% in 2016)

Executive Summary

Attitudes and behaviours

The study shows strong levels of support for art education and artists. However, in general, men are less supportive of the arts than women.

- Artists and the arts are seen to have a very positive impact on Calgary. Women believe arts are key to a city's health and want local businesses to support the arts.
- Cultural diversity, city betterment and tourism are the top perceived benefits of the arts to Calgary.
- Neighbourhood communities are seen to benefit from the arts, making them better places to live.
- Individuals benefit from the entertainment and creativity the arts bring to their lives. Many of these benefits are more important to women than to men.
- One in four Calgarians volunteers or donates to arts or cultural organizations in Calgary.
- While there is a great deal of support for the arts in Calgary, there is work to be done. As an artistic and creative community, Calgary is perceived to be on par with Winnipeg and Edmonton, but behind Ottawa, Toronto, Vancouver and Montreal.

A snapshot of engagement



MEDIA



ATTENDANCE



CREATION

Calgary region	<ul style="list-style-type: none"> • NW 80% • NE 82% • SW 86% • SE 79% • Inner City 86% 	<ul style="list-style-type: none"> • NW 66% • NE 70% • SW 71% • SE 67% • Inner City 74% 	<ul style="list-style-type: none"> • NW 60% • NE 65% • SW 64% • SE 62% • Inner City 62%
Languages spoken at home	<ul style="list-style-type: none"> • English only: 84% • Other: 82% 	<ul style="list-style-type: none"> • English only: 67% • Other: 73% 	<ul style="list-style-type: none"> • English only: 65% • Other: 64%
Age	<ul style="list-style-type: none"> • 18–34: 89% • 35–54: 83% • 55+: 74% 	<ul style="list-style-type: none"> • 18–34: 80% • 35–54: 68% • 55+: 58% 	<ul style="list-style-type: none"> • 18–34: 76% • 35–54: 61% • 55+: 47%
Length of time in Calgary	<ul style="list-style-type: none"> • <5 yrs: 88% • 5–10 yrs: 90% • 10+ yrs: 81% 	<ul style="list-style-type: none"> • <5 yrs: 69% • 5–10 yrs: 72% • 10+ yrs: 69% 	<ul style="list-style-type: none"> • <5 yrs: 72% • 5–10 yrs: 76% • 10+ yrs: 59%

Executive Summary

Media-based arts engagement

Media consumption is the most frequent outlet of arts engagement—fully 83% connect with the arts through media formats. Not unlike everywhere else, trends in Calgary are shifting from traditional mediums to digital.

- Most Calgarians frequently listen to music, with the majority listening to the radio every day.
- Live music and stand-up comedy are top digital entertainment viewing choices.
- Digital consumption is most common among 18–34 year olds.

Media consumption is highest among:

- Those in the SW and Inner City—both at 86%.
- Women (84%).
- Those under 35 (89%) and declines steadily with age.
- Households with children in the home (86%).
- Newer Calgarians living in the city less than 10 years (90%).
- Voters—anyone voting in the most recent municipal (84%), provincial (84%) or federal (85%) elections.

Attendance-based arts engagement

Fully 69% connect with the arts by attending events. Calgarians are engaged in a wide variety of arts activities, with young Calgarians (18–34 years of age) being more engaged in the arts than any other group.

- Movies and live concerts/music are the events most attended.
- When planning to attend an arts event, online resources play an important role, especially among younger Calgarians.
- Attendance to live (ticketed) events garners the longest planning window.
- Looking forward, there is greatest interest in participating/attending live music within in the next year. Women are generally more interested in attending future arts events than men.
- Events that Calgarians plan to do more often in the next year include going to the movies and live music. Visual art and music are particularly popular among younger Calgarians.
- Not all arts engagement activities are as meaningful as others, with live music, movies and live theatre being the most personally meaningful arts engagement activities for Calgarians.

Arts attendance rates are fairly steady across demographic groups, but are slightly higher among:

- Residents in the inner city (74%) (Lowest in the NW and SE at 66%).
- Those under 35 (80%) and declines steadily with age to a low of 58% among those over 55.
- Households with children in the home (75%).

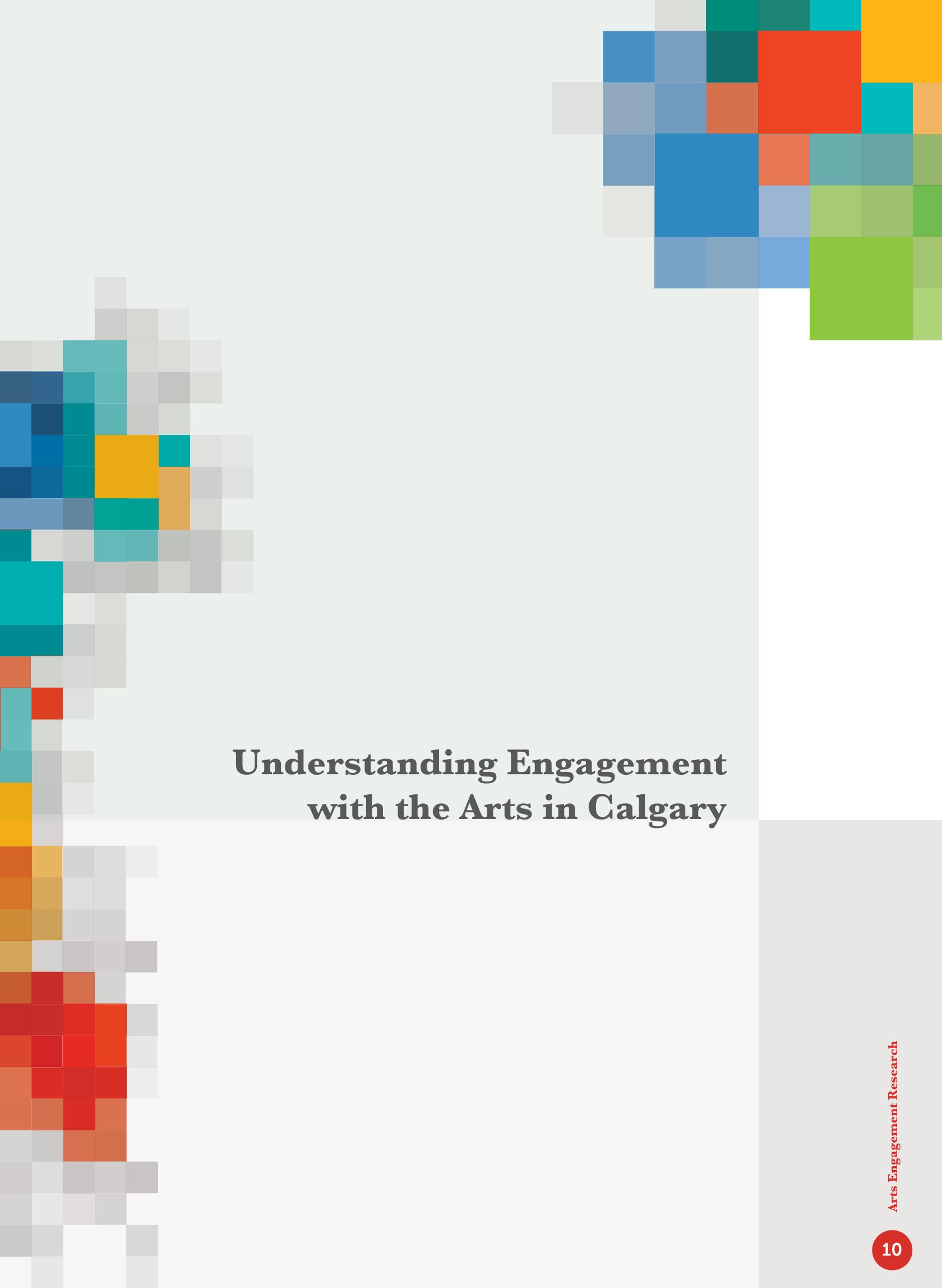
Executive Summary

Creation-based arts engagement

- A majority (63%) of Calgarians participate in at least one type of creation-based engagement.
- Photography, video and media sharing are the most popular creation engagement activities among Calgarians. Younger Calgarians are much more creatively engaged compared to other groups.
- Creation-based engagement occurs in a variety of different environments. Aside from at home, outdoor spaces are the most popular places for creation-based engagement. School and the library are popular creation locations for the engaged younger 18–34 year-old cohort.
- The most meaningful forms of creation-based engagement are producing and composing music and written materials.
- Open-mindedness is the most common shared trait among those that are involved in creation-based engagement.
- Different people are involved in creation-based engagement for different reasons however, learning, personal expression and fulfillment are the top reasons for involvement.
- The majority of Calgarians know at least one professional artist, with many knowing more than one.
- Friends and family members are the most common relationships to known artists and those living inner city are most likely to have an artist personal friend.

Demographic patterns of those who create art include:

- Highest creation rate in the NE at 65%—weakest in the NW at 60%.
- Higher among women (65%) than men.
- The youngest Calgarians (under 35) have the highest rate at 76%—declining with age.
- Higher in households with children (69%).
- Lowest among those who've lived in YYC more than 10 years (59%).



Understanding Engagement with the Arts in Calgary

Understanding how people engage with the arts

Overall, people engage with the arts in three different ways:

- **Media** engagement through observing, watching and listening to the arts (via media excluding live performances).
- **Attending** arts events.
- **Creating** art.

The degree to which people participate in one, two or three of these activities helps us understand how engaged they are with the arts.

Understanding the different ways people connect with the arts provides clarity about the nature of engagement. Below are the proportions of Calgarians who reported doing any of the following:



MEDIA

By definition this includes anyone who has done at least half of the media activities (reading, watching, listening) in the past month.



ATTENDANCE

By definition this includes those who have attended events and/or activities three or more times in the past year.



CREATION

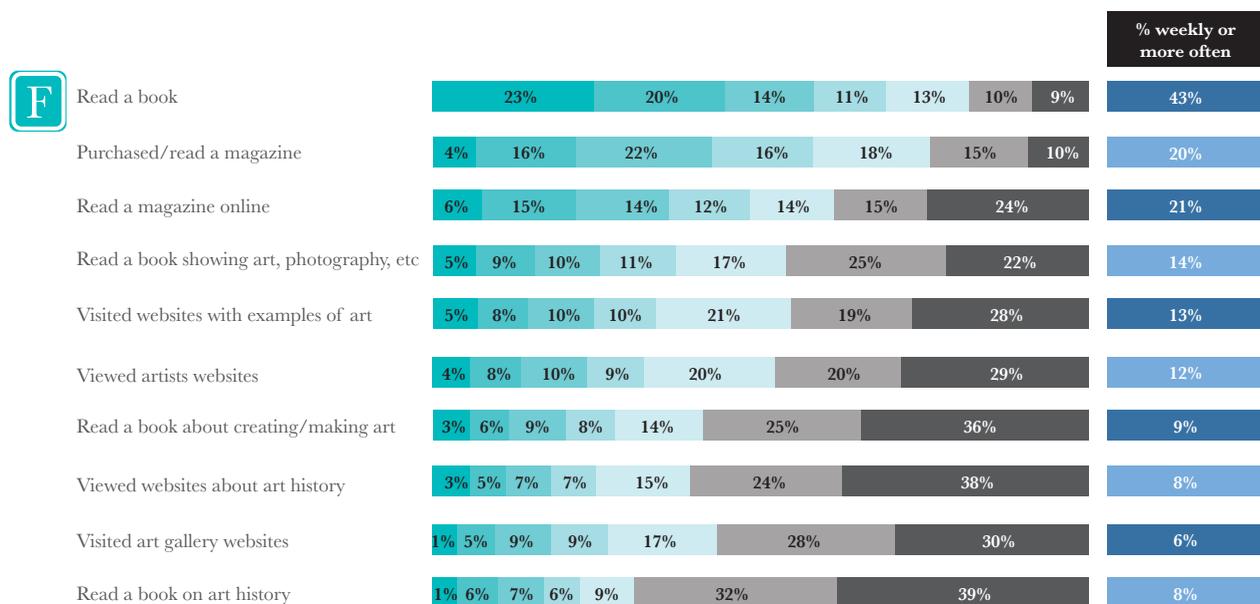
By definition this includes anyone who reported participating in any of the creation activities—from photography to making music or anything in between.



NONE

This reflects the proportion of people who participated in less than half of the media activities, none of the creation activities or few of the attendance activities.

Media-based engagement

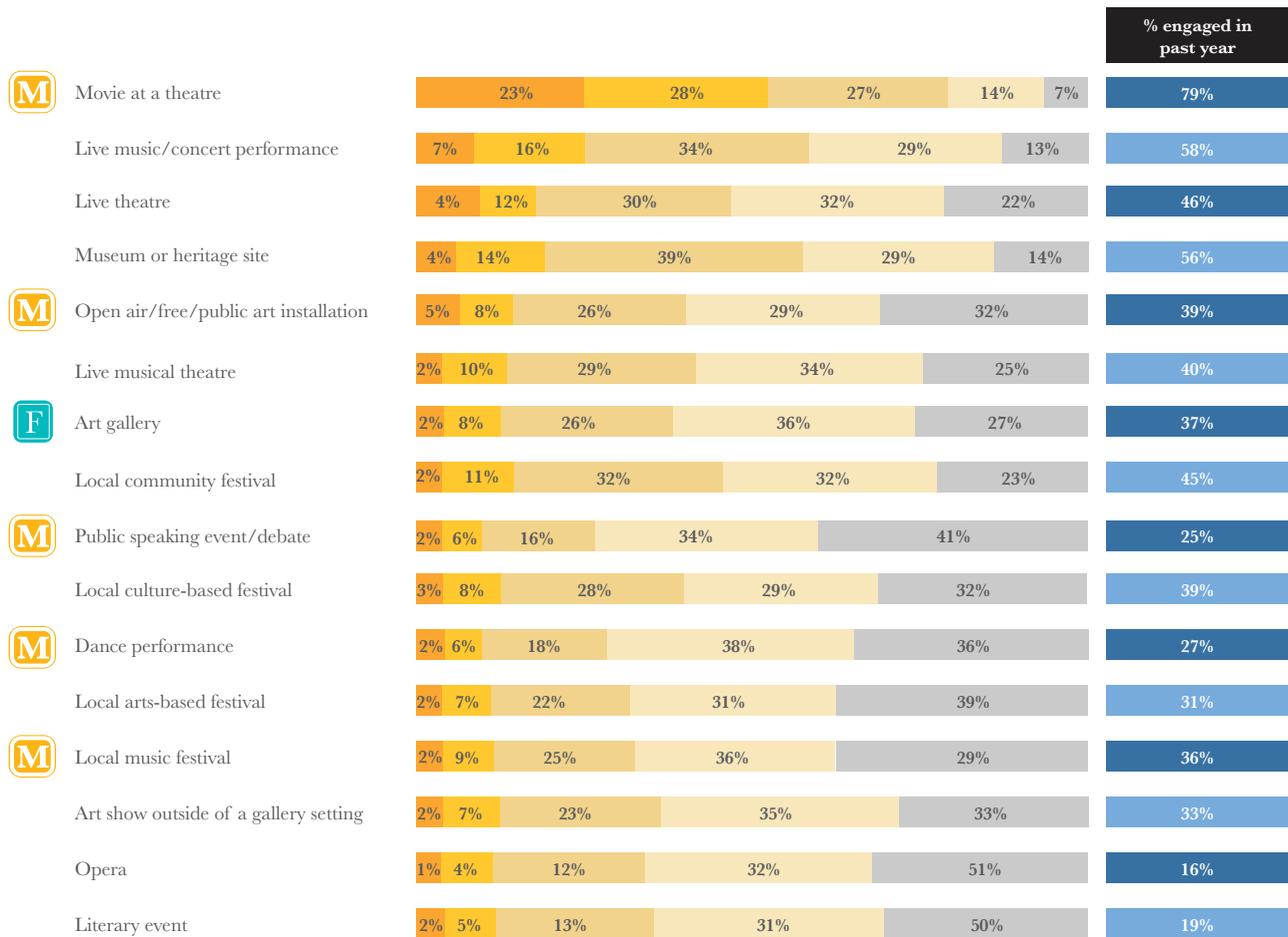


Base: All respondents (n=1047)

Q1. Over the past year how often have you done any of the following?

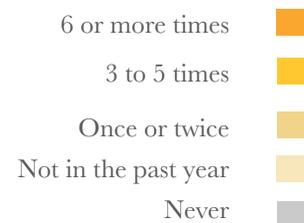


Attendance-based arts engagement

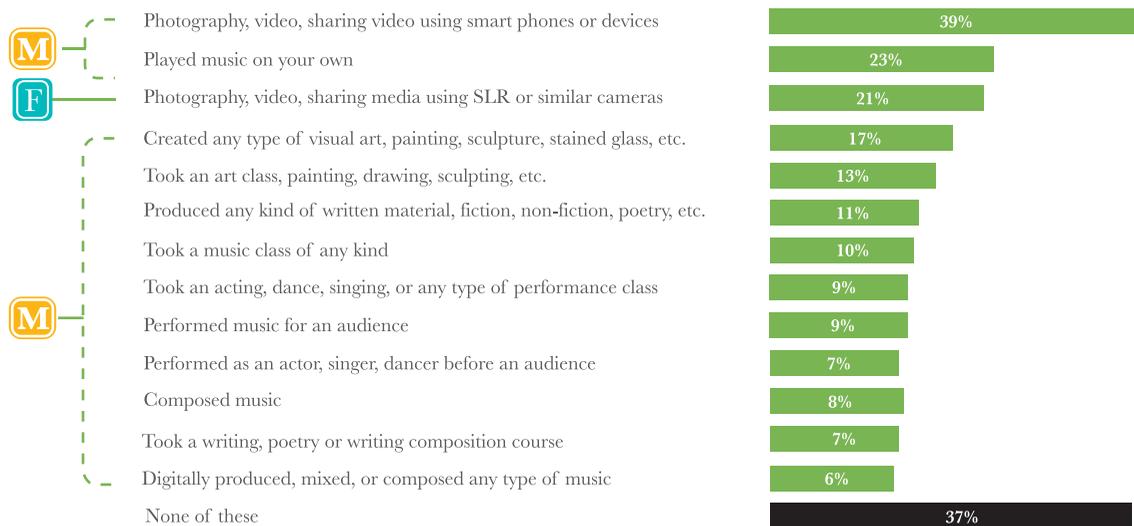


Base: All respondents (n=1047)

Q6. Over the past year, about how many times would you say you have engaged in any of the following activities? Please select one response for each.



Creation-based arts engagement



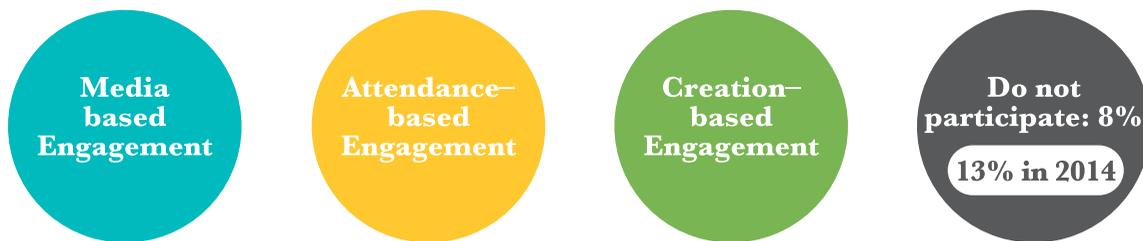
Base: All respondents ($n=1047$)

Q12. Participation in the arts takes on many forms. For many it includes actually playing music, writing or creating art on their own. Please indicate if you have done any of the following activities in the past year.

Understanding audiences that engage with the arts in different ways

Disconnected Engagement:

Audiences that do not engage with the arts in any meaningful way. While they do consume media they do so irregularly or infrequently. This group accounts for about 8% of the community.



Connected Engagement:

Audiences that engage with the arts only in one way—either media only, attending only or creating only. This group accounts for about 18% of the audience.

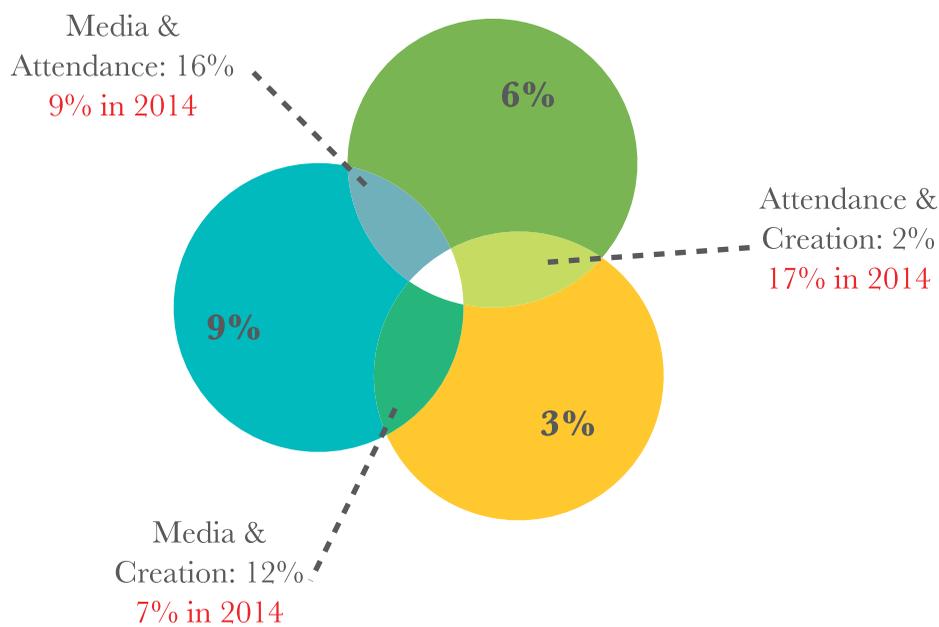


Understanding audiences that engage with the arts in different ways

Engaged Audiences:

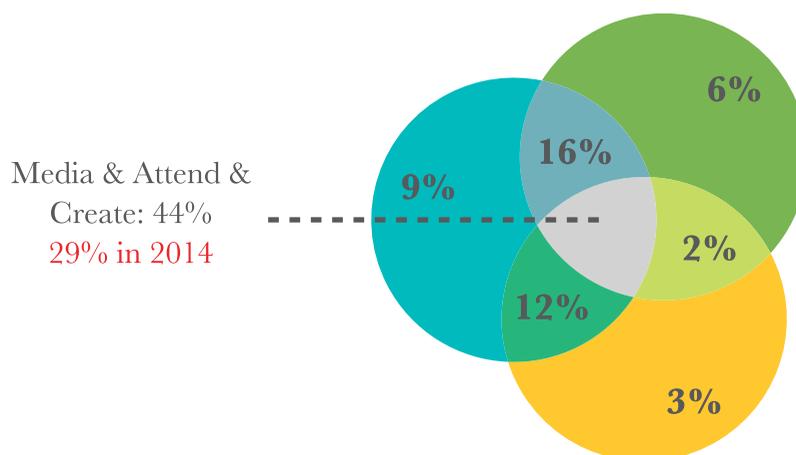
Audiences that engage with the arts in two different ways. This group accounts for about 30% of the audience.

Arts consumption through media and in-person attendance are the most popular forms of arts engagement among those who engage in two ways.

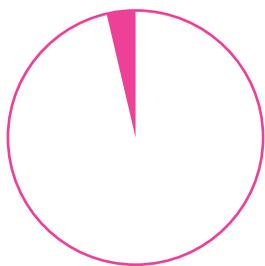


Immersed Audiences:

Audiences that engage with the arts in all three ways—media, attending and creating. This group accounts for about 44% of the audience.



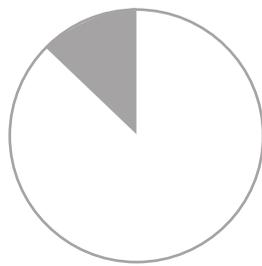
Profile of Arts Engagement Segments Found in YYC



8%
of the Market

Disconnected

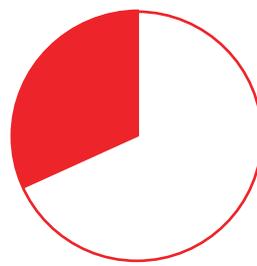
- Skew more male (**54%**)
- **69%** are over 45 years of age
- More likely to be divorced (**17%**)
- More likely to be retired (**28%**)
- Lower education levels (**32%** have high school or less)
- **89%** have lived in YYC for more than 10 years
- Average annual spending: **\$169**



18%
of the Market

Connected

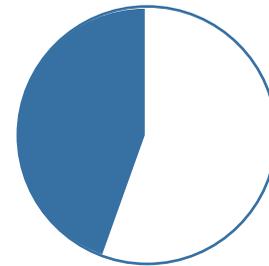
- **64%** are over 45 years of age
- Less likely to have children at home (**18%**)
- **27%** are retired
- Average education levels
- **81%** have lived in YYC for more than 10 years
- **22%** have a second language at home
- Average annual spending: **\$276**



30%
of the Market

Engaged

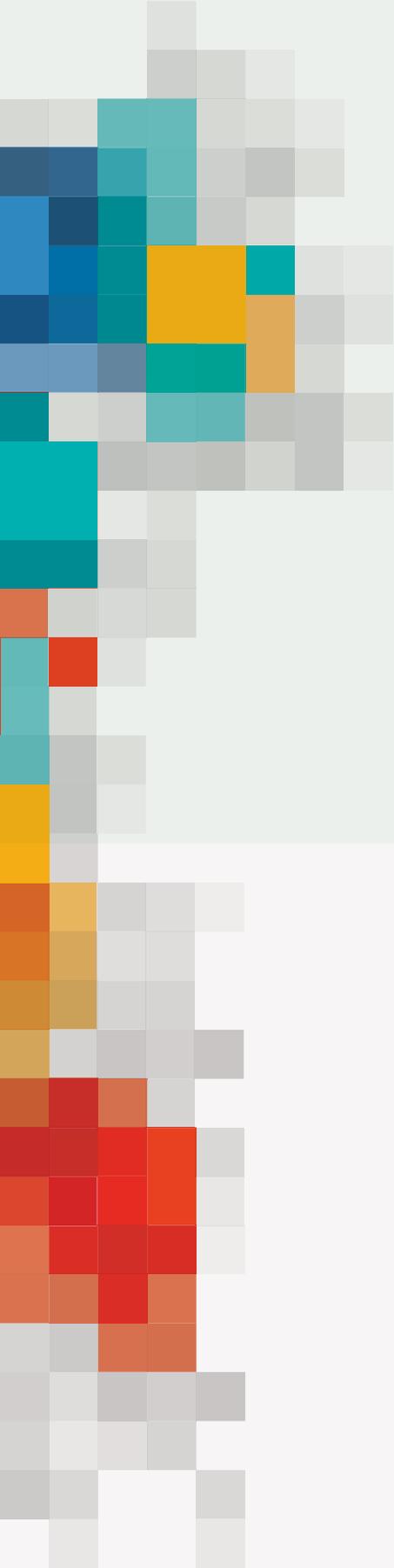
- Skew more male (**55%**)
- Middle age audience (**49%** are 35 to 54 years)
- High incidence of families (**28%**)
- **17%** are students
- Average education levels
- **48%** employed full-time
- **39%** speak a second language at home
- **17%** volunteer or donate to the arts
- Average annual spending: **\$384**



44%
of the Market

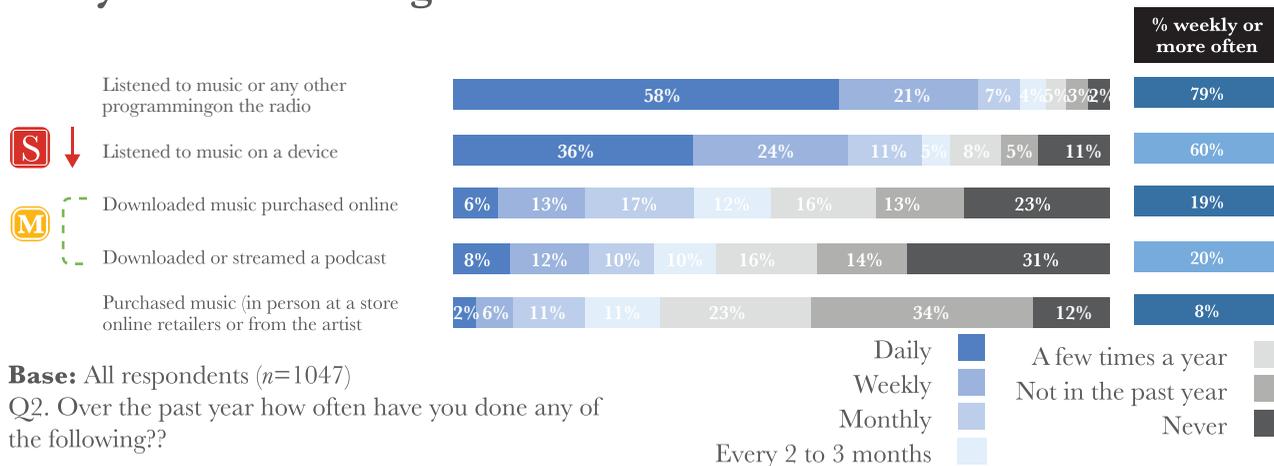
Immersed

- Much younger audience (**46%** under 34, **67%** under 44 years)
- Much higher incidence of families (**32%**)
- **48%** employed full-time
- Educated—**21%** have completed at least some post-graduate work
- **44%** volunteer or donate to the arts
- Higher cultural diversity—**41%** speak other languages at home
- Average annual spending: **\$789**

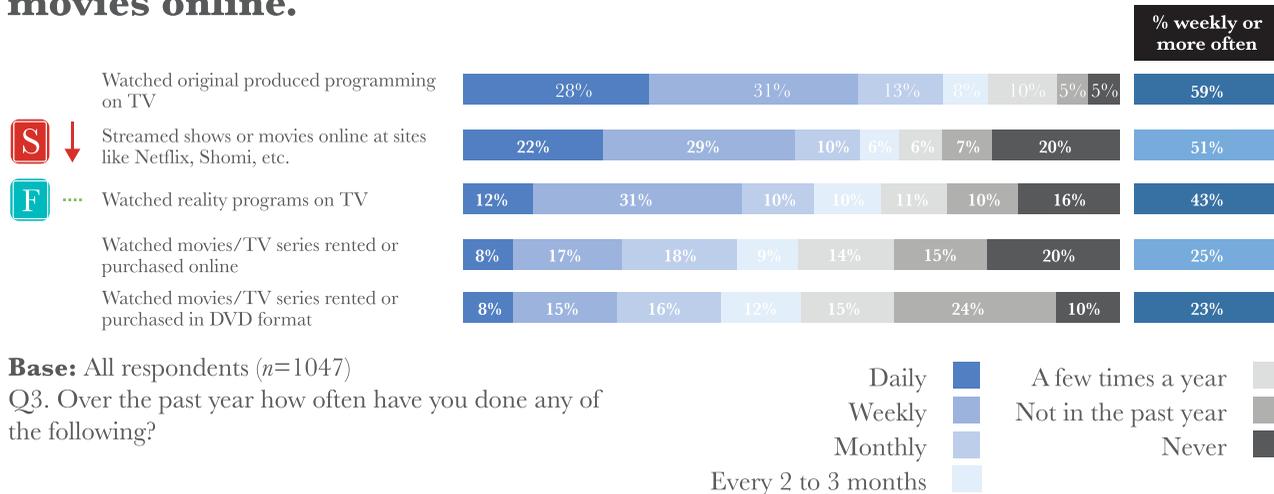


Arts Through Media

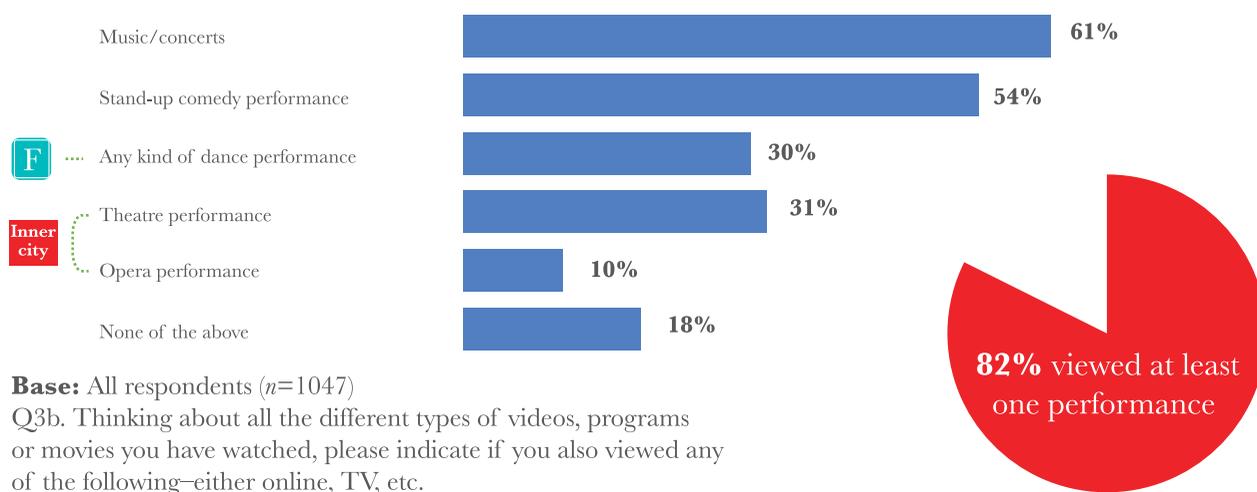
Most Calgarians frequently listen to music, with the majority listening to the radio every day. Younger Calgarians are most likely to consume digital media.



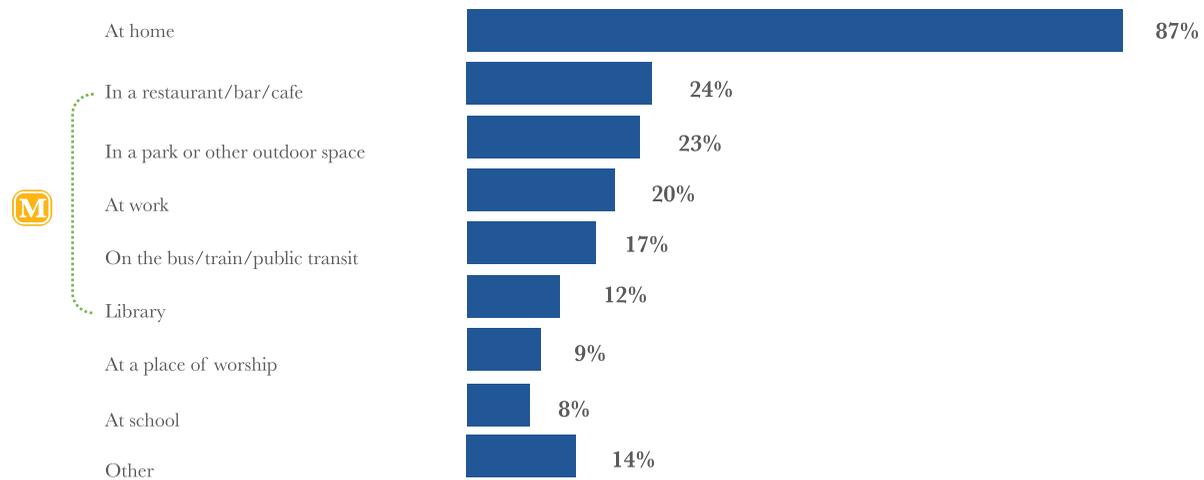
Most Calgarians frequently watch original programming on TV. Older Calgarians (55+) are less likely to stream shows or movies online.



Live music and stand-up comedy are top digital entertainment choices.



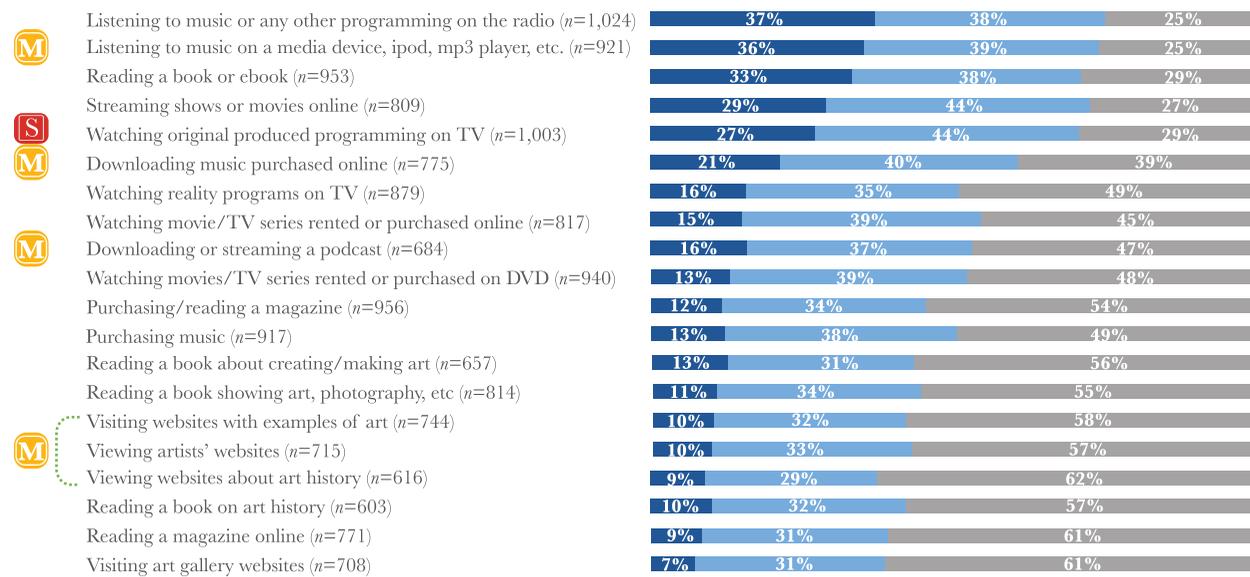
Aside from home, arts engagement through media happens at a wide variety of locations. Younger Calgarians especially engage in arts activities in a variety of locations.



Base: All respondents (n=1047)

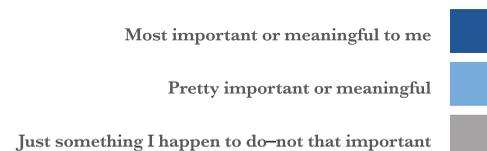
Q4. Thinking about the different ways where you listen, read or watch the arts, where do you typically engage in these activities?

Listening to music, reading and watching shows or movies are amongst the most meaningful media based activities.

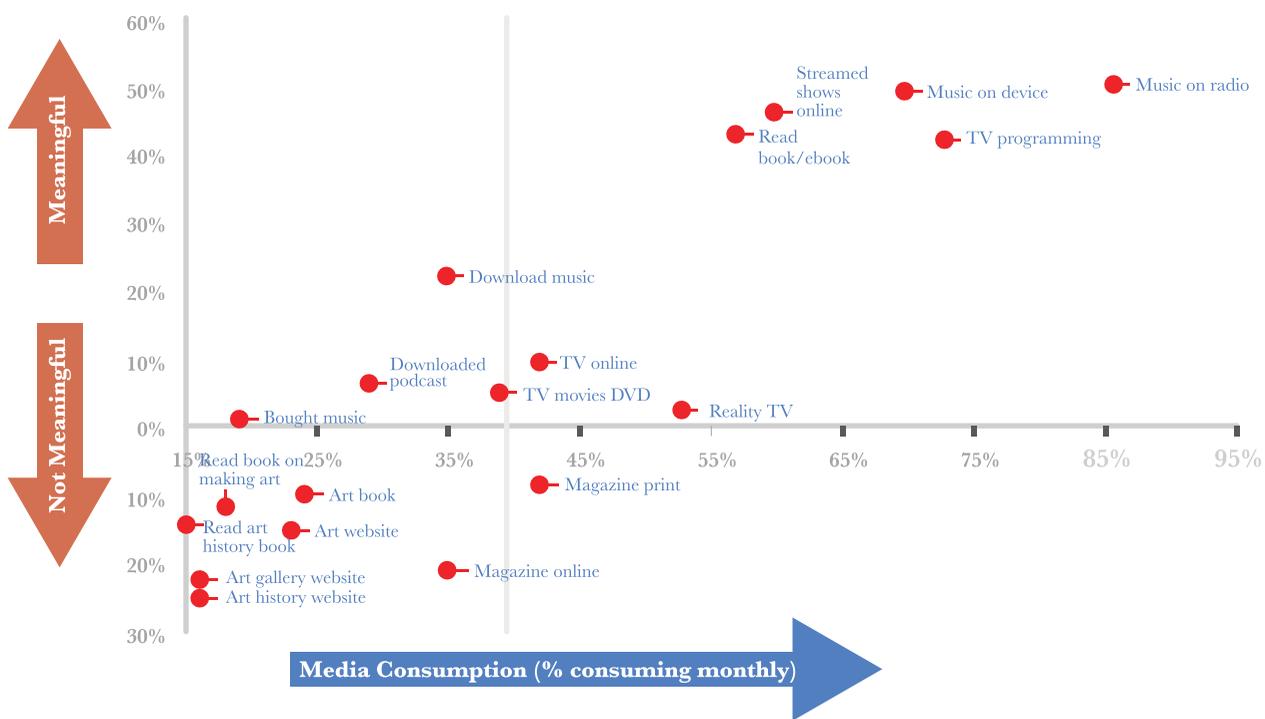


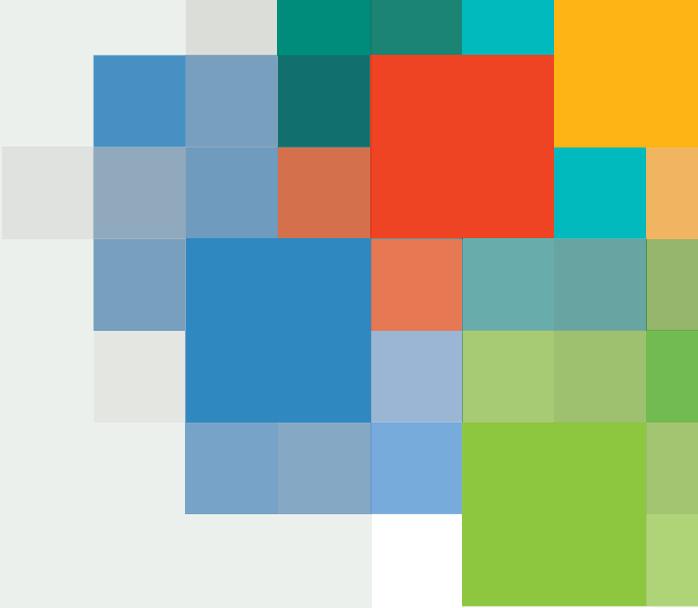
Base: All respondents (n=1047)

Q5. People use all sorts of media forms to connect with the arts. Of the ones you do, which are most meaningful or important to you personally?



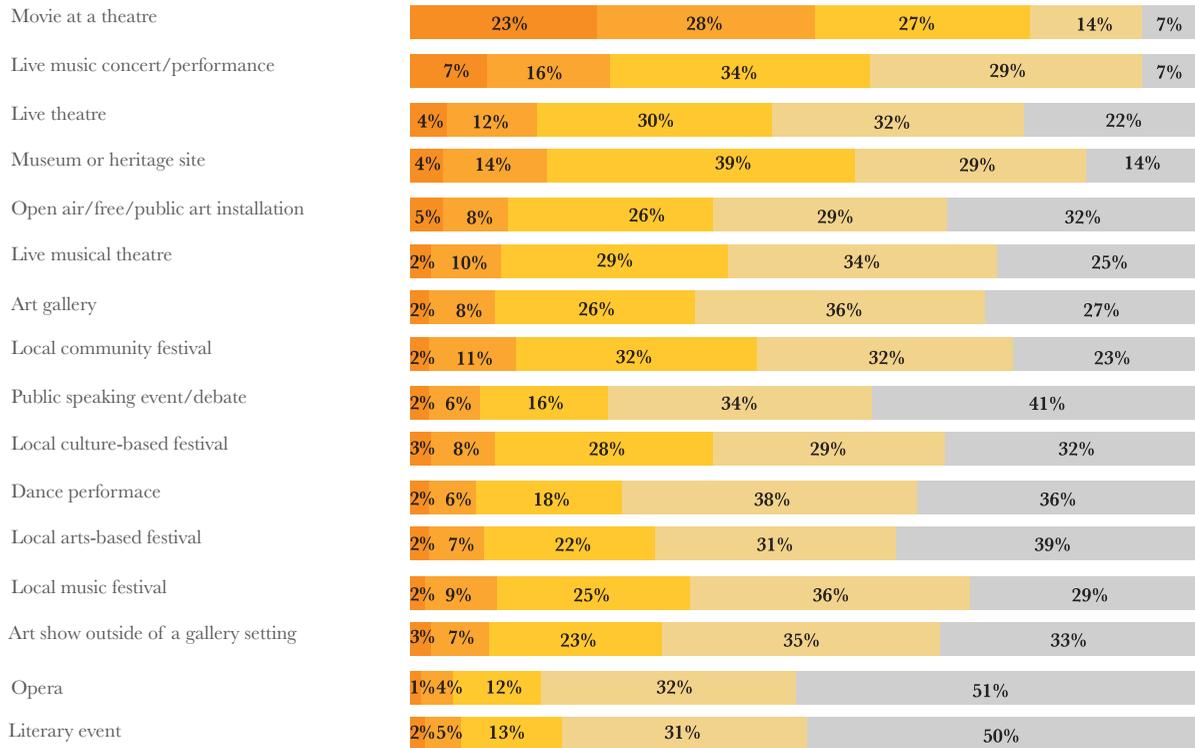
Frequency of media consumption correlates with meaningfulness





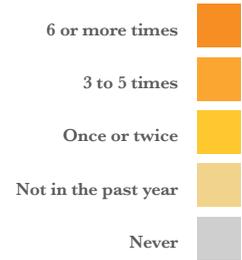
Arts Attendance

Live music and theatre performances are amongst the most commonly attended activities.

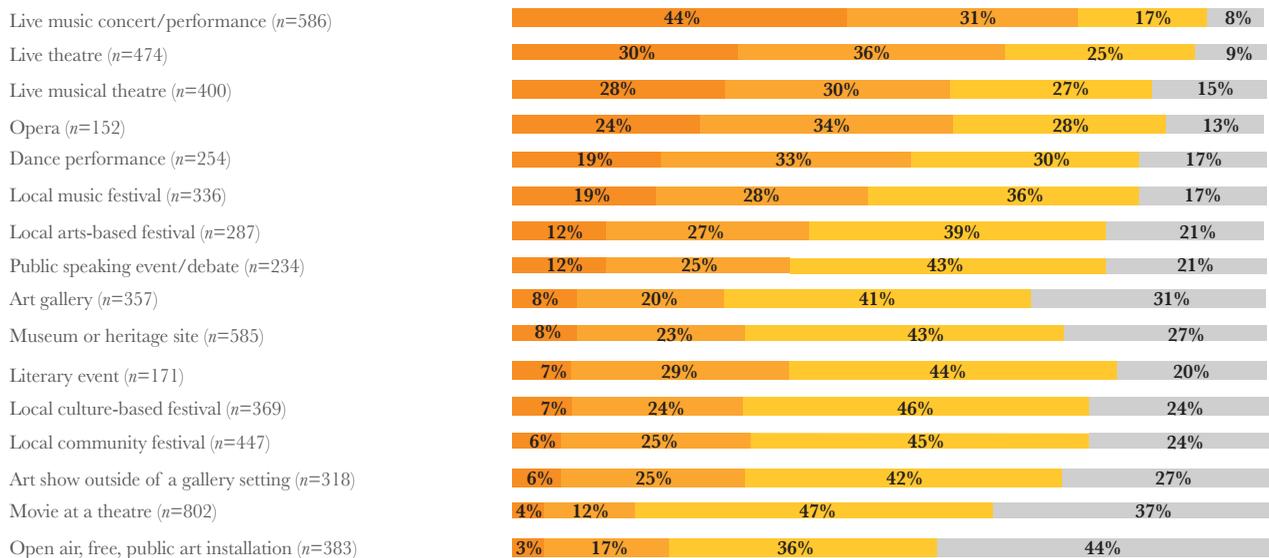


Base: All respondents (n=1047)

Q6. Over the past year, about how many times would you say you have engaged in any of the following activities?

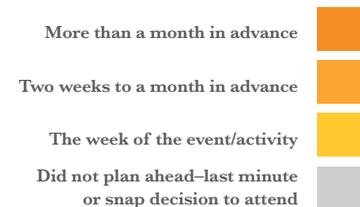


Attendance to live (ticketed) events garner the longest planning window.

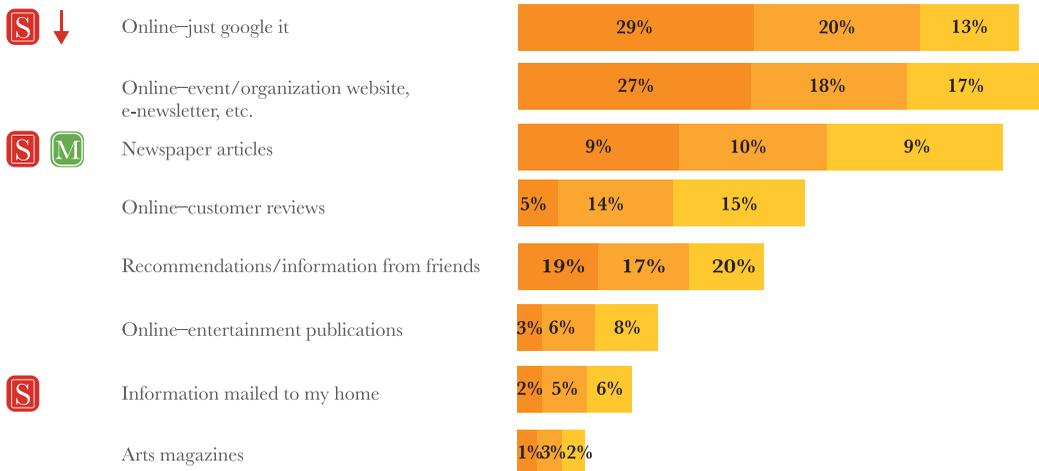


Base: All respondents (n=1047)

Q7. How far in advance do you typically plan to attend?

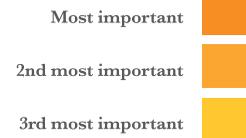


Online resources are key to planning arts engagement, especially among younger Calgarians.

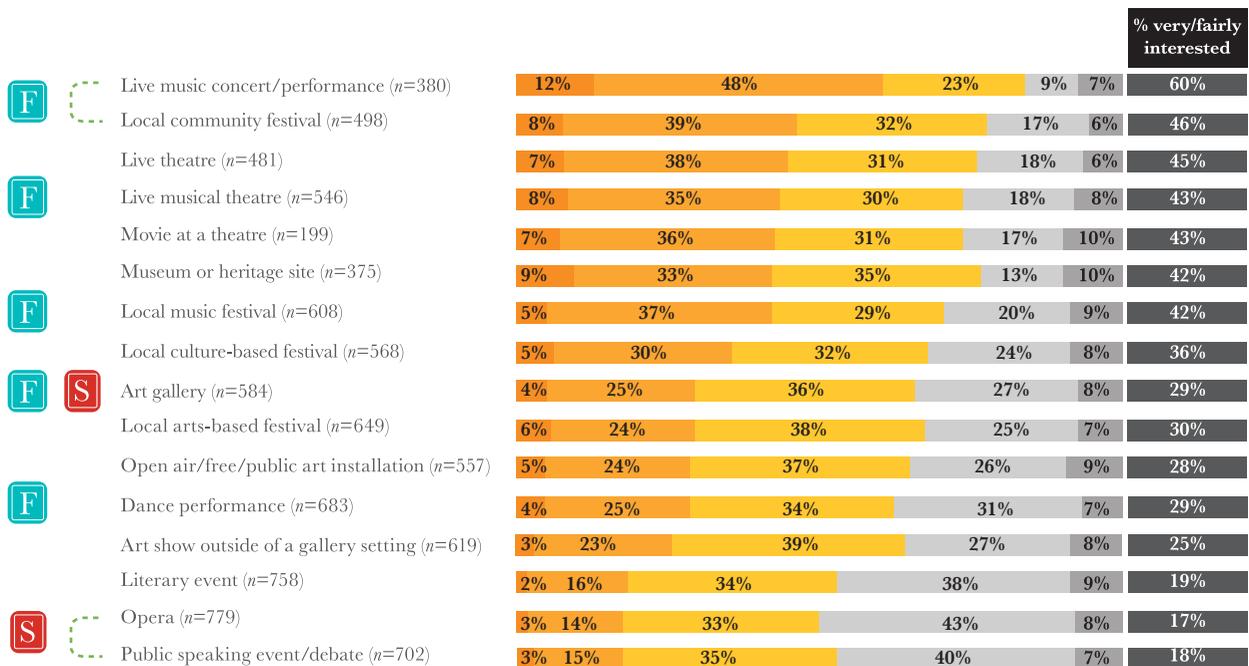


Base: All respondents (n=1047)

Q8. What information sources do you consult are most important in helping you finalize a decision to attend events?

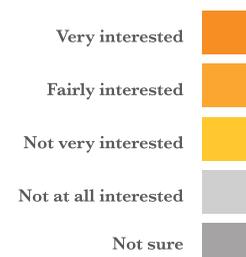


Interest is highest for participating/attending live music in the next year. Women are generally more interested in events.



Base: All respondents (n=1047)

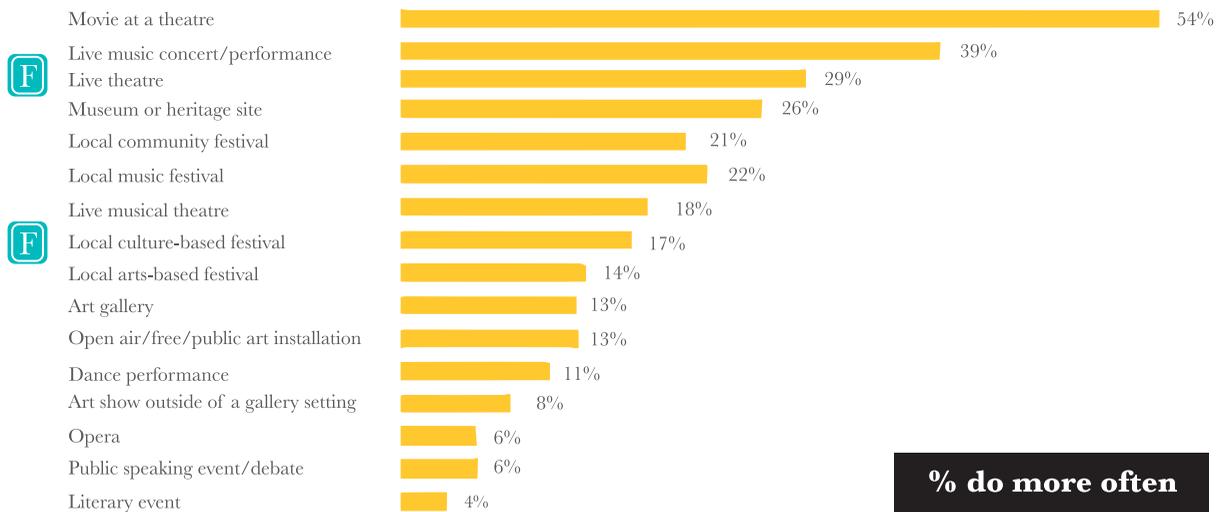
Q9. Thinking ahead to the next year, how interested are you in participating/attending any of the following?



Movies and live music are arts activities Calgarians plan to do more often in the coming year. Art and music are popular among younger Calgarians.

When it comes to attendance young adults (18-34) stand out for higher levels of participation for just about every activity.

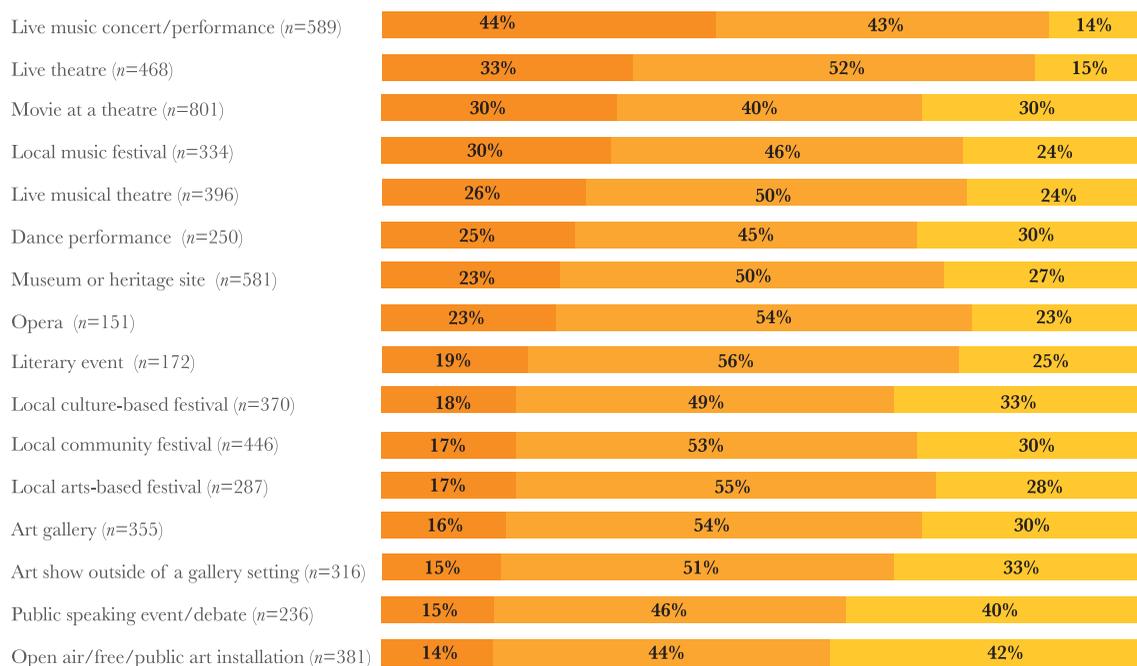
Inner city residents also attended arts festivals, art galleries and open air installations at higher rates.



Base: Done in past (*n*=variable)

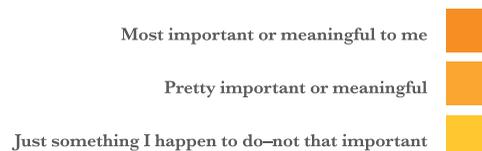
Q10. Thinking of the things you've attended in the past year, which ones would you like to do more often?

Live music, movies and live theatre are the most personally meaningful arts engagement activities for Calgarians.



Base: Done in past (*n*=variable)

Q11. People attend all sorts of events related to the arts. Of the ones you attend, which are most meaningful or important to you personally?



Factoring participation into meaningfulness

By factoring attendance into the discussion of meaningfulness it is possible to attain some sense of the meaning of each activity for the community as a whole.

For this analysis we have factored overall meaning (Most important/meaningful pretty important/meaningful) by attendance.

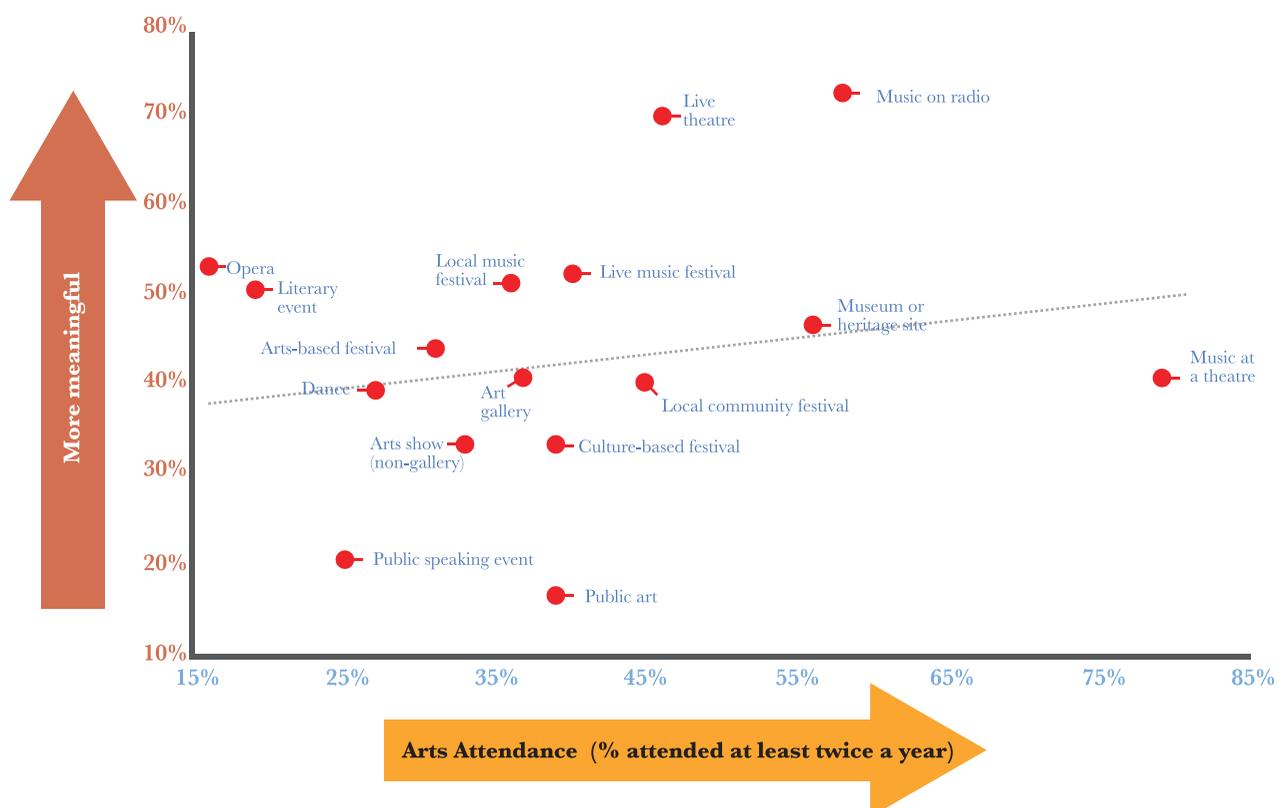
For example, 87% of those who attended live music (56% of the population) said it was important/meaningful we arrive at a community meaning of 49%.

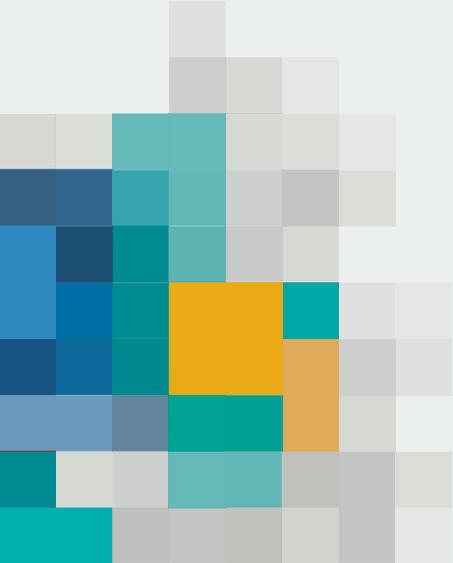
Movie at a theatre	54%
Live music concert/performance	49%
Museum or heritage site	41%
Live theatre	38%
Local community festival (e.g. Lilac Festival, Marda Gras, etc.)	30%
Live musical theatre	29%
Local music festival (e.g. Calgary Folk Festival, ReggaeFest, etc.)	24%
Art gallery	24%
Local culture-based festival (e.g. Fiesta Filipino, Calgary Turkish Festival, etc.)	24%
Open air/free/public art installation	21%
Art show outside of a gallery setting (at a school, community centre, etc.)	20%
Local arts-based festival (e.g. Beakerhead, WordFest, CIFF, etc.)	20%
Dance performance (jazz, ballet, etc.)	17%
Public speaking event/debate	14%
Literary event (e.g. poetry, novelist, etc.)	12%
Opera	11%

Base: Done in past (n =variable)

Q11. People attend all sorts of events related to the arts. Of the ones you attend, which are most meaningful or important to you personally?

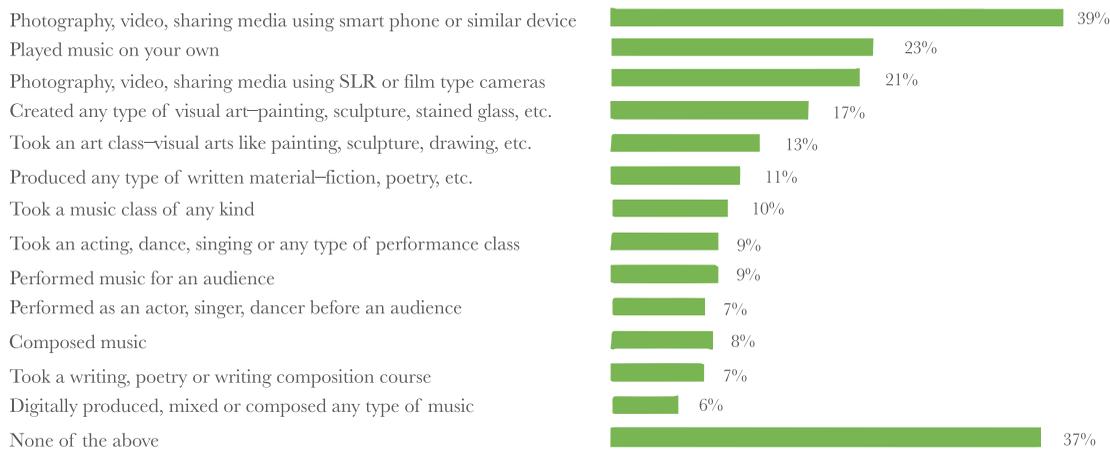
There is a weak correlation between attendance and meaningfulness.





Arts Creation

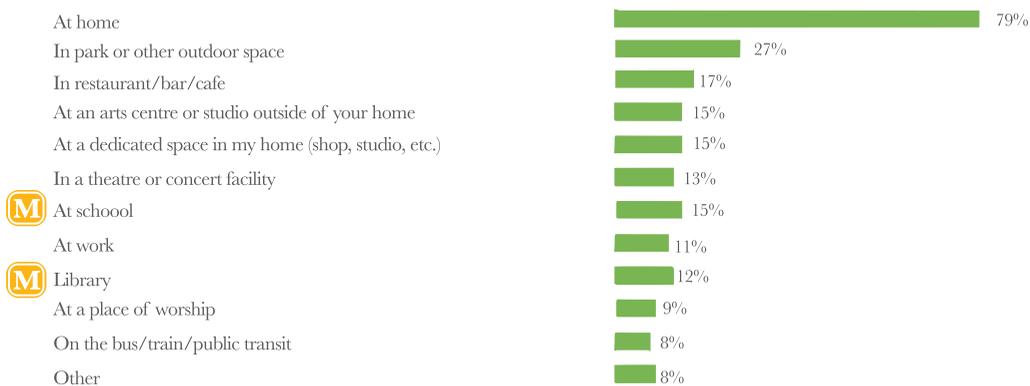
What kinds of arts creation activities do people engage in?



Base: All respondents ($n=1047$)

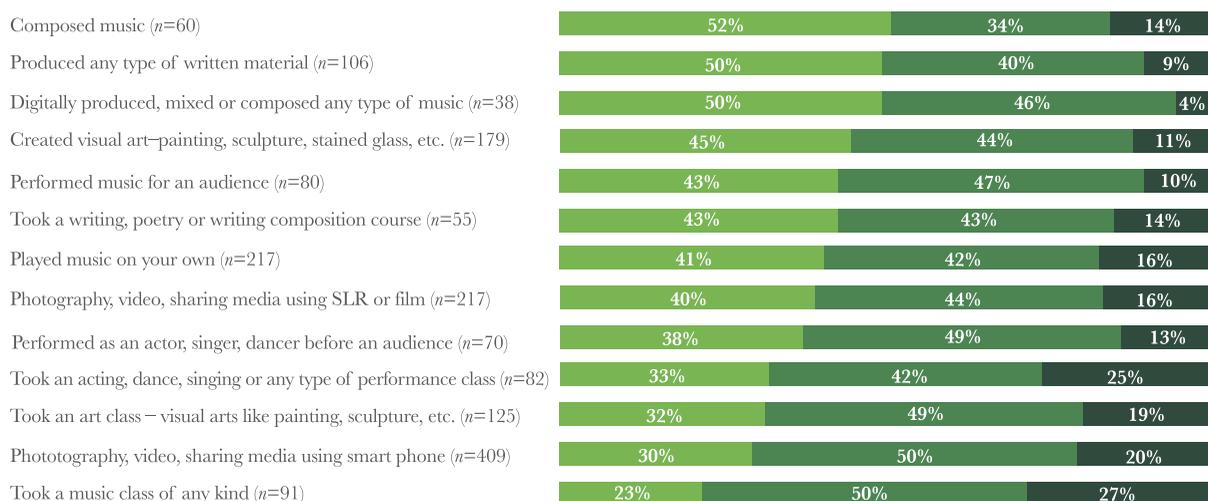
Q12. Participation in the arts takes on many forms. For many it includes actually playing music, writing or creating art on their own. Please indicate if you have done any of the following activities in the past year.

Outdoor spaces are the most popular place for arts creation, aside from home. School and the library are popular locations for the engaged younger cohort.



Base: Participate in ($n=$ variable) Q13. Where do you do you typically engage in these activities?

While all arts participation is meaningful, producing and composing music and written materials are the most meaningful.



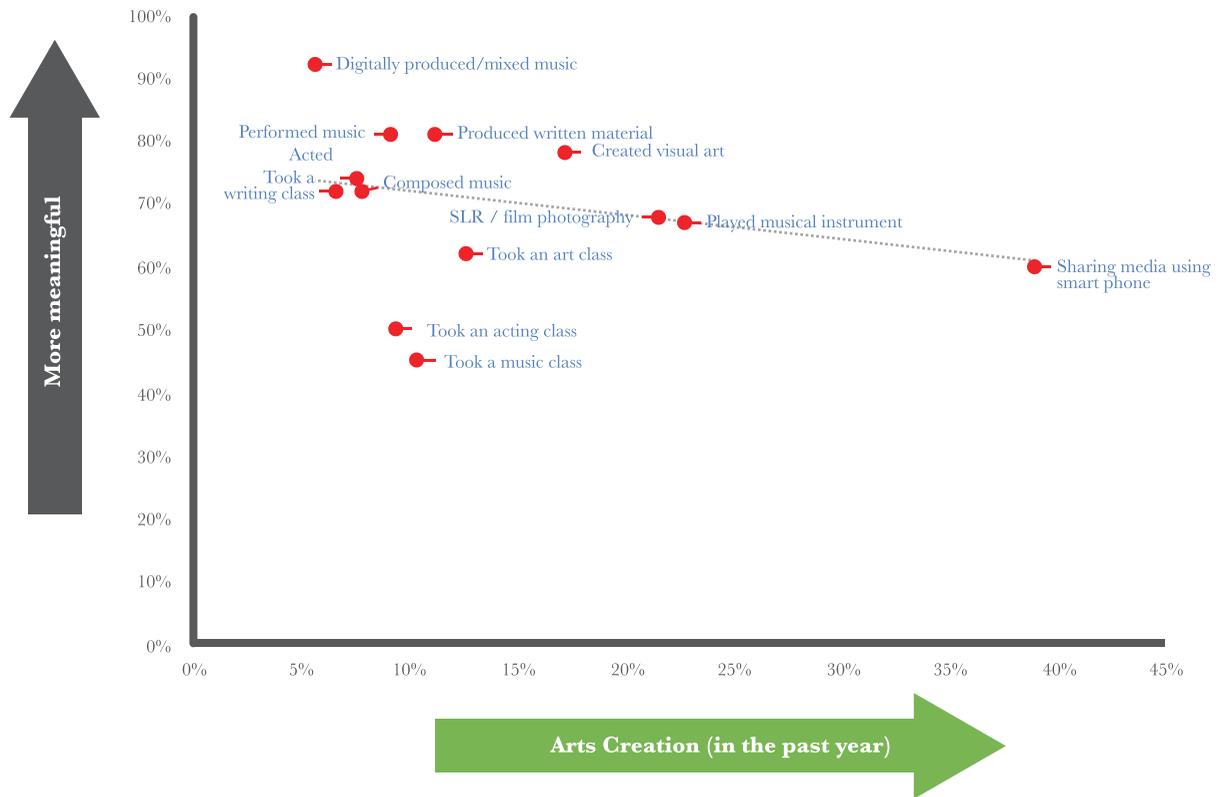
Base: Participated in ($n=$ variable)

Q14. Participation in the arts takes on many forms.

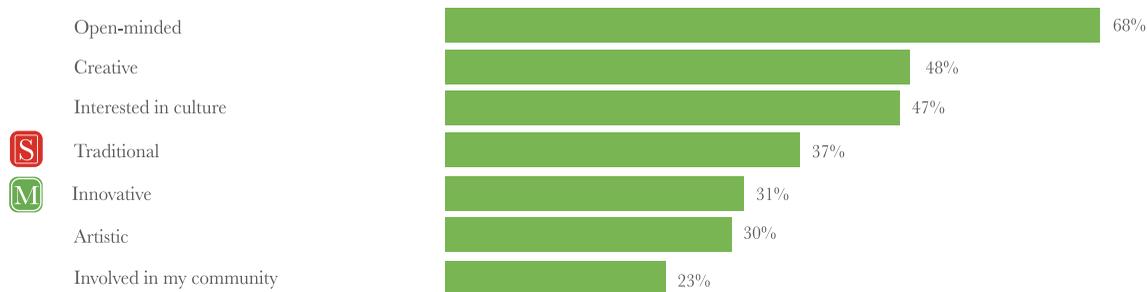
For many it includes actually playing music, writing or creating art on their own. Please indicate if you have done any of the following activities in the past year.

Most important or meaningful to me ■
 Pretty important or meaningful ■
 Just something I happen to do—not that important ■

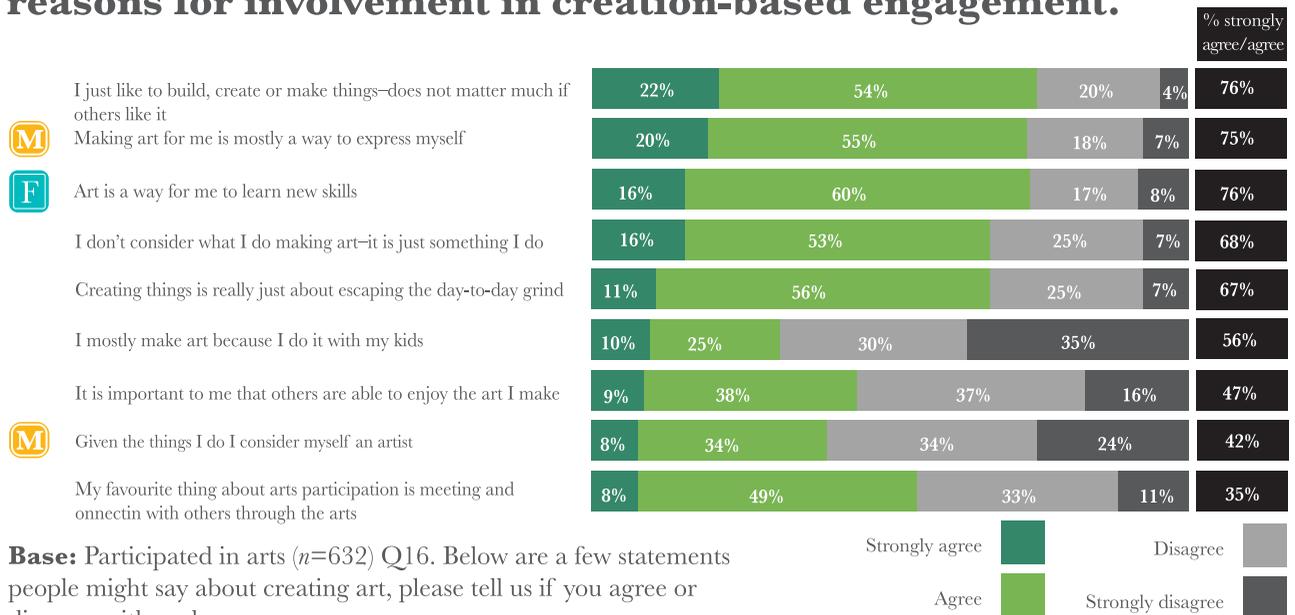
For those who undertake a creative practice, meaningfulness is very high.

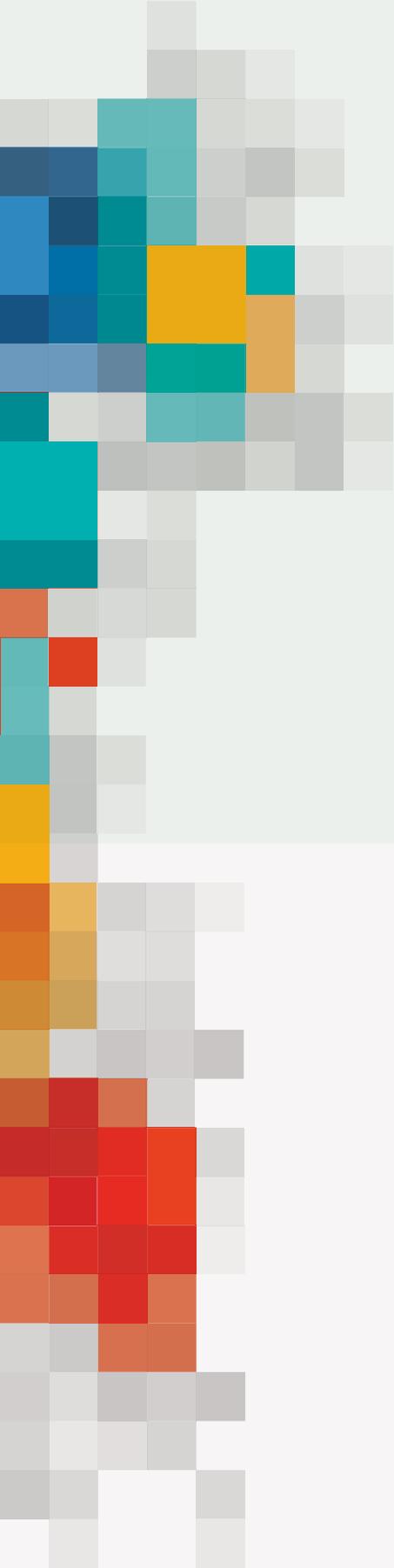


Open minded-ness is the most common shared trait among those that are involved in creation based engagement.



Learning, personal expression and fulfillment are the top reasons for involvement in creation-based engagement.

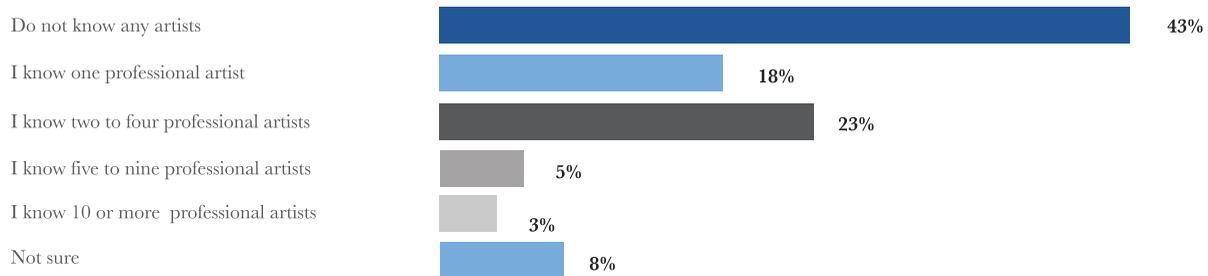




Attitudes & Behaviours Towards The Arts

The majority of Calgarians know at least one professional artist, with many knowing more than one.

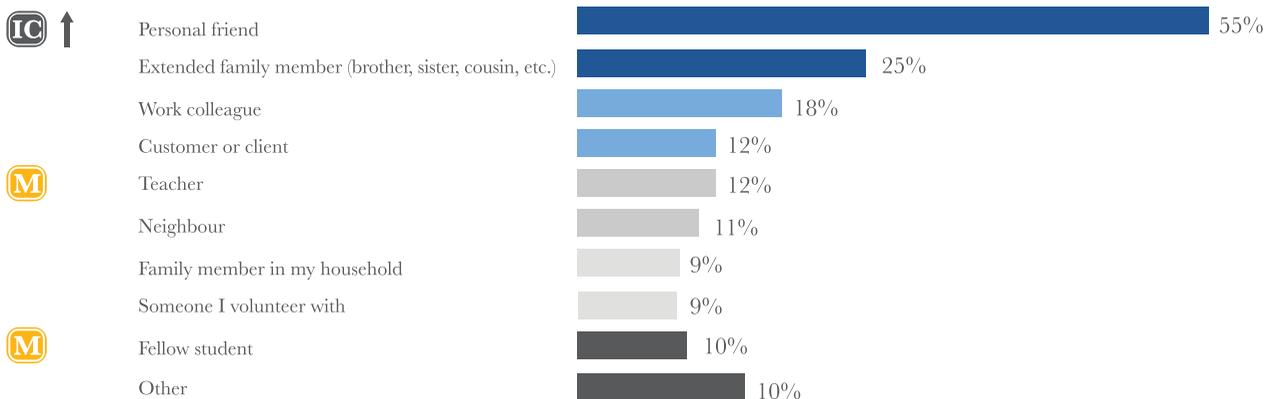
Knowing artists tends to be correlated with overall engagement with the arts. Those who are immersed are most likely to know artists personally (74%). Not surprisingly, only 31% of those who are disconnected know any professional artists.



Base: All respondents ($n=1047$)

Q17. Professional artists are those people who make money from their art—either as their primary income or simply to supplement their other forms of income. Do you personally know anyone like this?

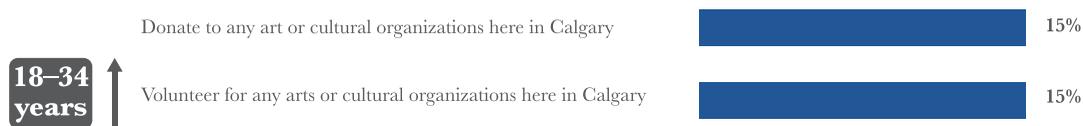
Friends and family members are the most common relationships to known artists. Those living inner city are most likely to have an artist personal friend.



Base: Know an artist ($n=515$)

Q18. How would you describe your relationship to these professional artists?

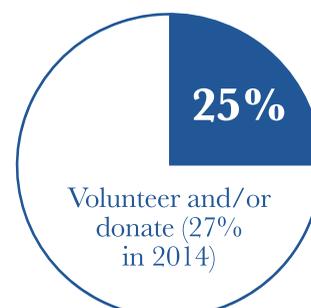
One in four Calgarians volunteers or donates to arts or cultural organizations in Calgary



18-34 years ↑

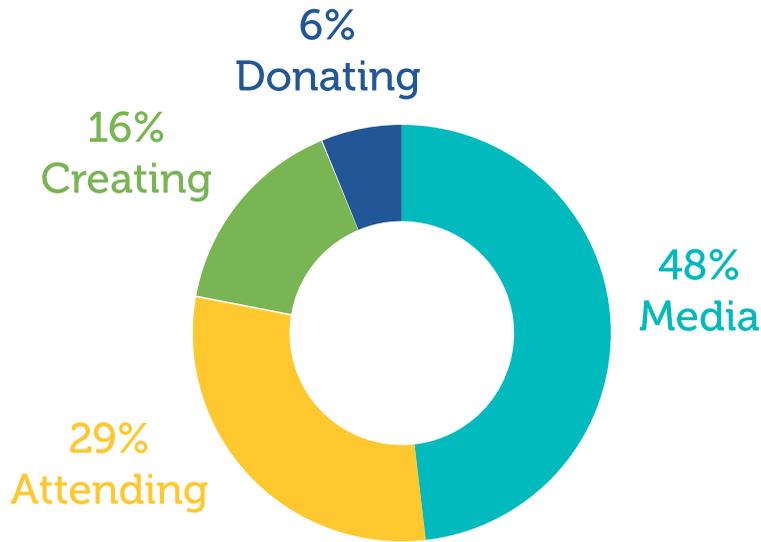
Base: All respondents ($n=1047$)

Q19. Do you do any of the following?



IC = Inner city

Spending has increased among those who are engaging—with the biggest jumps coming from spending on media engagement.

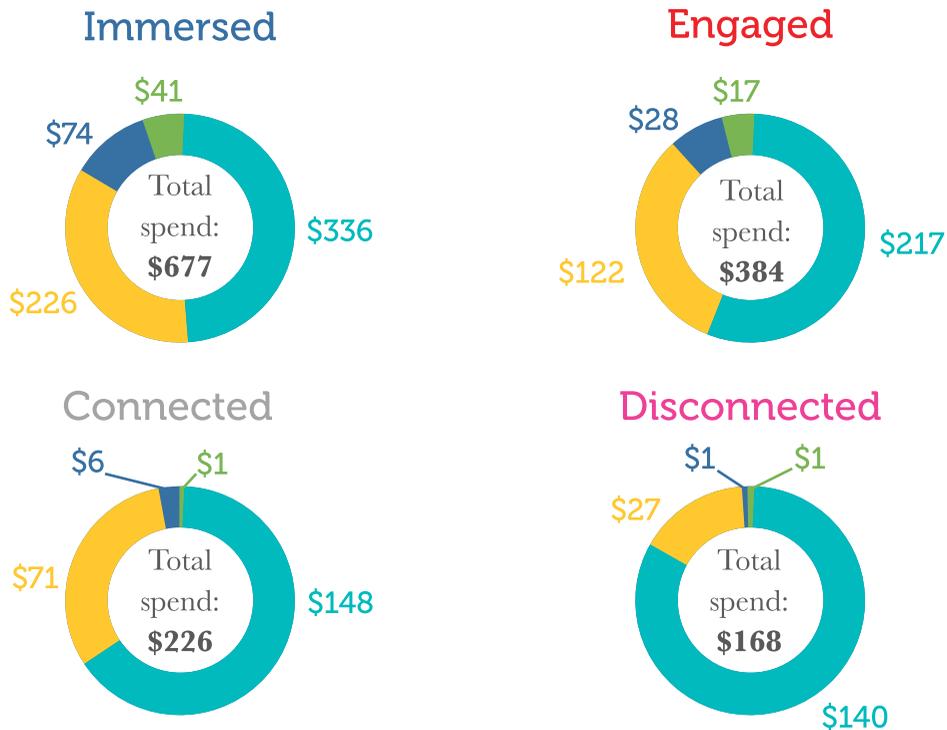


	2014	2016
Media	\$129	\$230
Attending	\$125	\$141
Creating	\$ 51	\$ 74
Donating	\$ 20	\$ 32
Total average	\$325	\$477

Base: All respondents ($n=1047$)

Q20. Thinking back over the past year, how much would you estimate you have spent participating in the arts over the past year?

Arts Spending by Segment

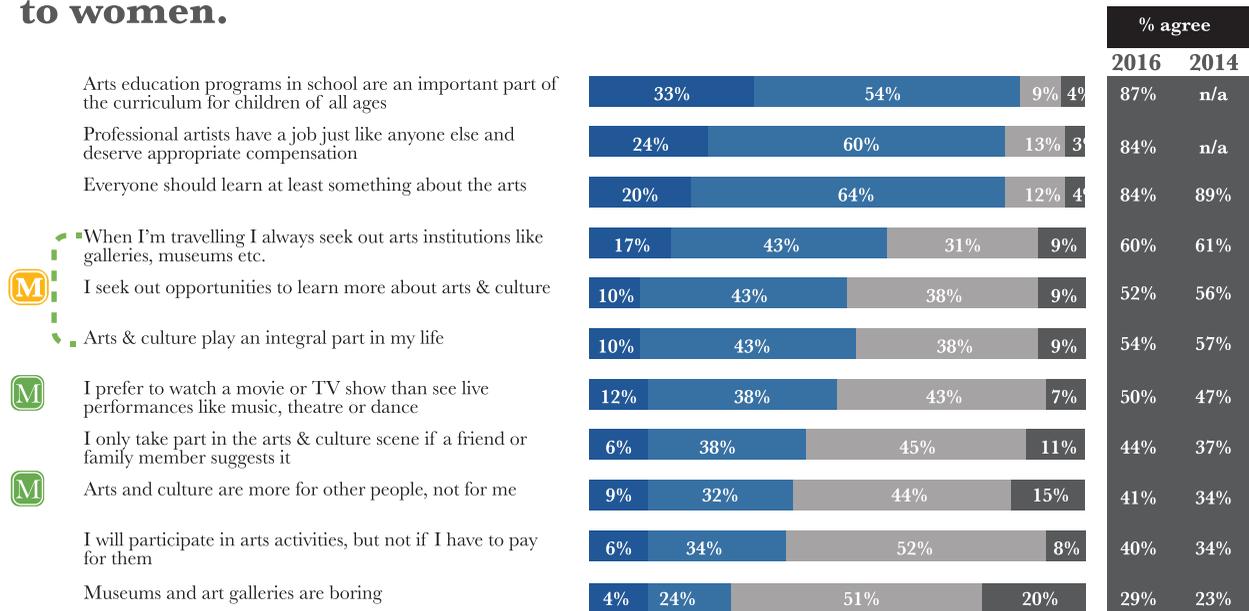


Base: All respondents ($n=1047$)

Q20. Thinking back over the past year, how much would you estimate you have spent participating in the arts?

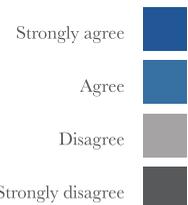


There are strong levels of support for art education and artists among Calgarians. Men are less keen on the arts compared to women.

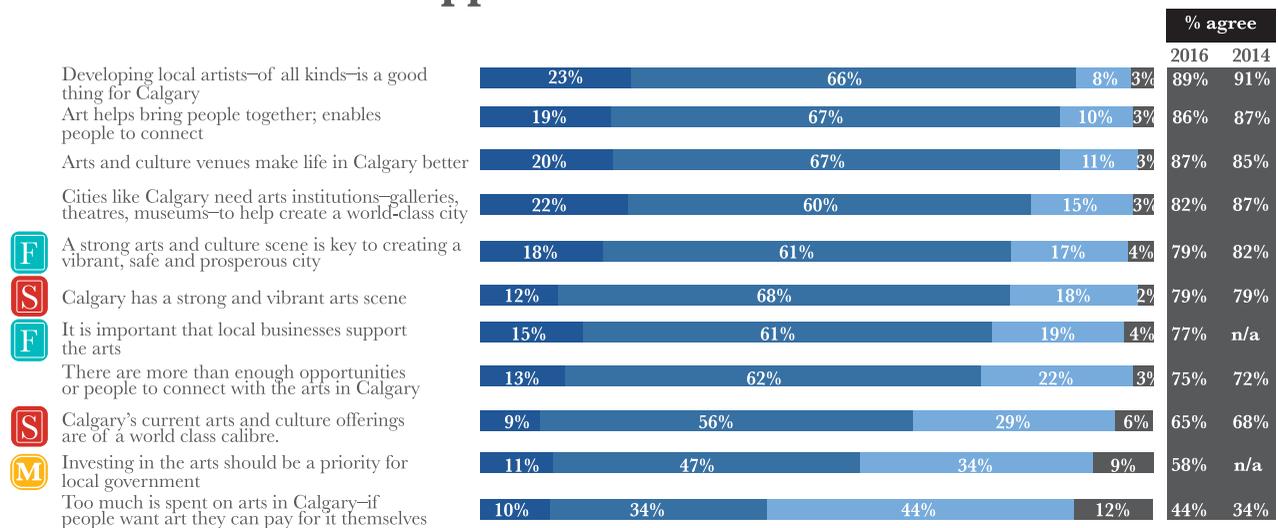


Base: All respondents (n=1047)

Q21. Below are a number of statements that different people might use to describe their feelings towards arts and culture in general. Please indicate the degree to which you agree or disagree with each statement for yourself personally.

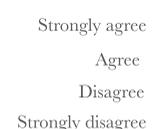


Artists and the arts are seen to have a very positive impact on Calgary. Women believe arts are key to a city's health and want local businesses to support the arts.

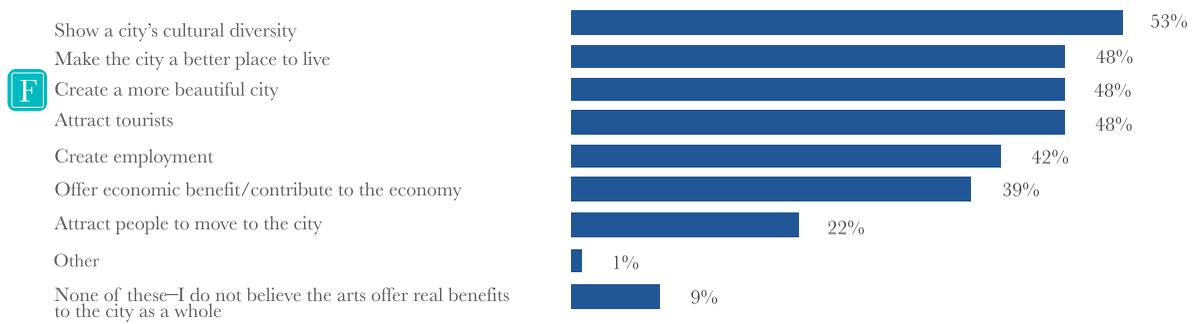


Base: All respondents (n=1047)

Q22. We have a few more statements for you to review—but these relate to the arts in Calgary specifically. Once again, please indicate the degree to which you agree or disagree with each one.



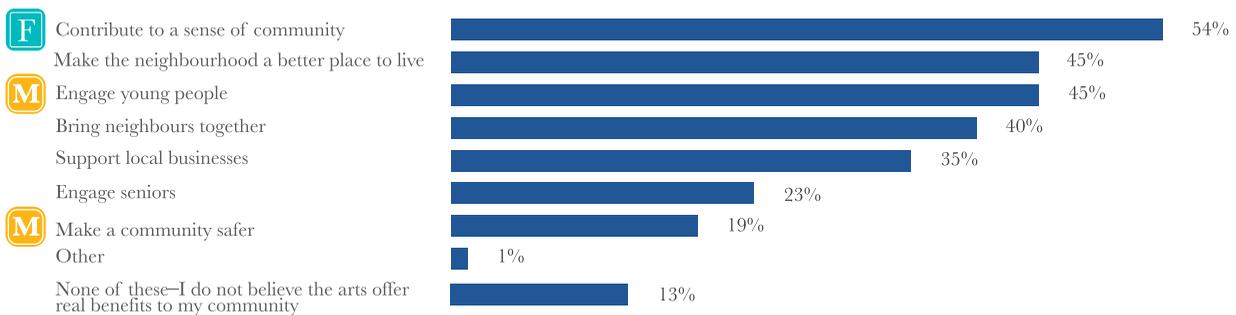
Cultural diversity, city betterment and tourism are the top perceived benefits of the arts to the city of Calgary.



Base: All respondents ($n=1047$)

Q23. Some people say the arts offer many benefits to cities as a whole—some of the benefits are listed below. Of these which are most important to you?

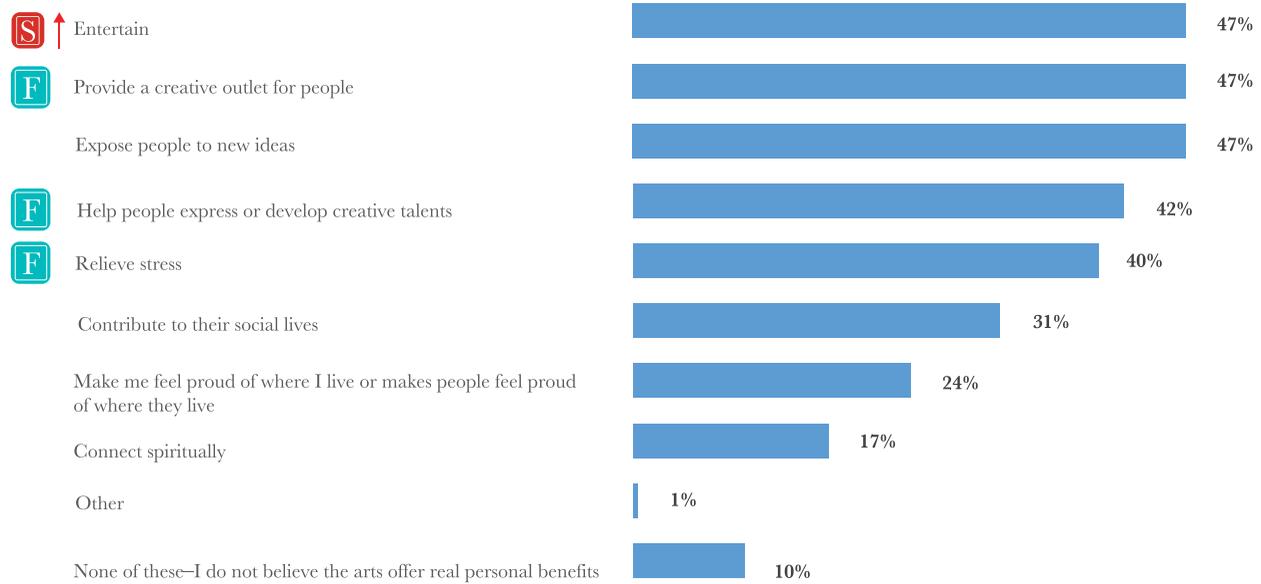
Neighbourhood communities are seen to benefit from the arts, making them better places to live, engaging people and bringing them together.



Base: All respondents ($n=1047$)

Q25. Some people say the arts offer many benefits to neighbourhood communities—some of the benefits are listed below. Of these which are most important to you? (select up to three)

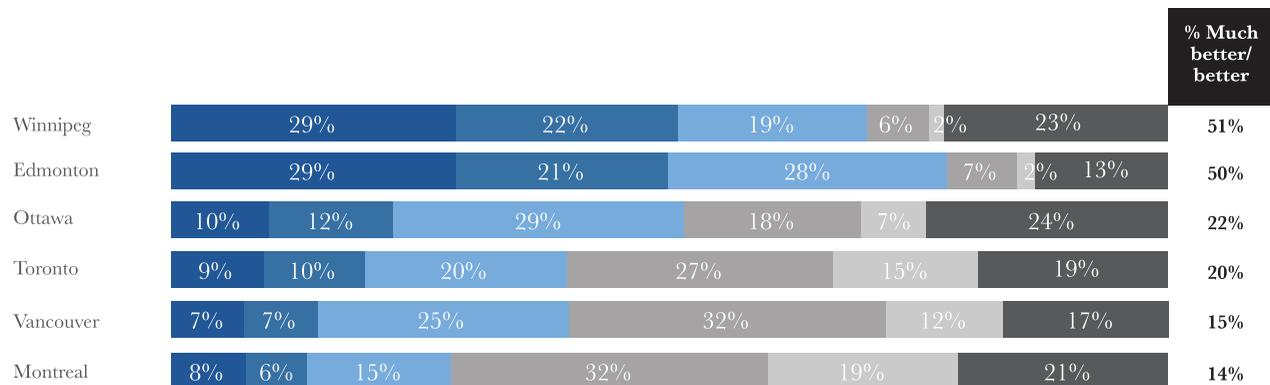
Individuals benefit from the entertainment and creativity the arts bring to their lives. Many of these benefits are more important to women.



Base: All respondents (n=1047)

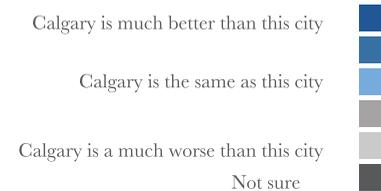
Q26. Some people say the arts offer many benefits to individuals. Of these which are most important to you?

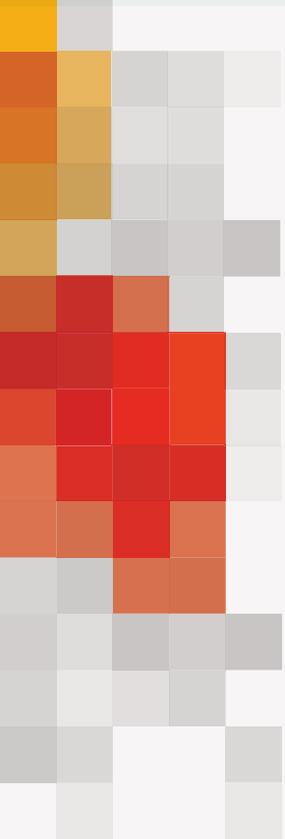
As an artistic and creative community Calgary is seen to be on par with Winnipeg and Edmonton, but behind Ottawa, Toronto Vancouver and Montreal.



Base: All respondents (n=1047)

Q24. How do you think Calgary compares with other Canadian cities when it comes to being a creative and artistic community? Please use a scale of 1 to 5 where 1 means Calgary is 'much worse' than that city, 5 means Calgary is 'much better' than that city, and 3 means Calgary is 'the same' as that city.

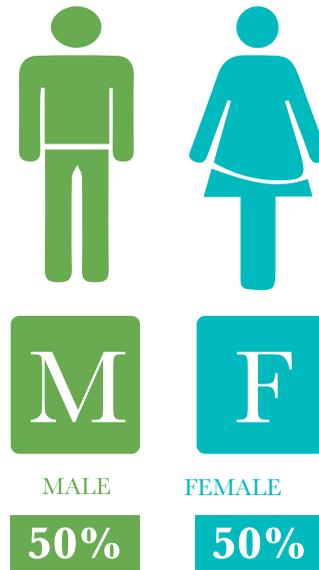




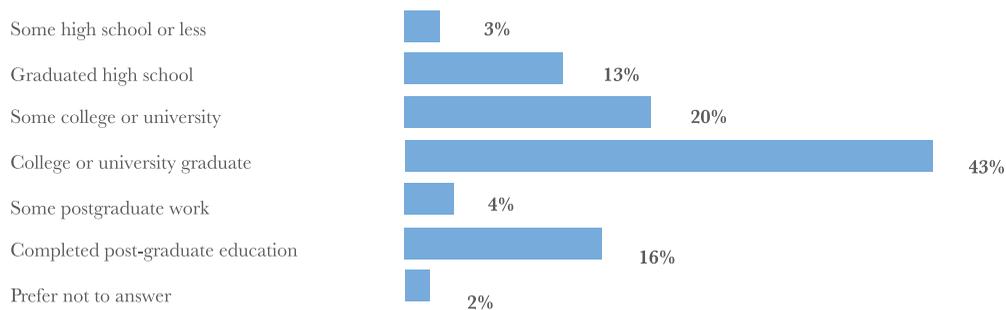
Demographic Profiles

Respondent Profile

Gender



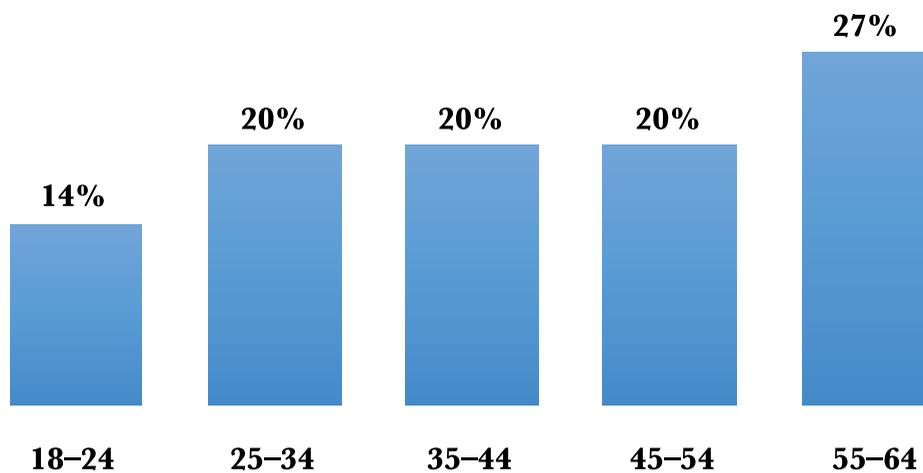
Education



Children



Age



Base: All respondents (n=1047)

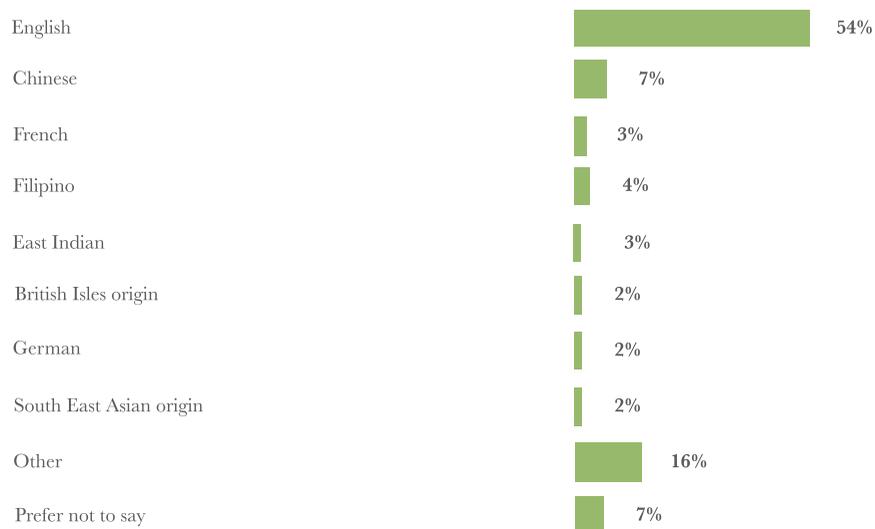
Length of Time in Calgary



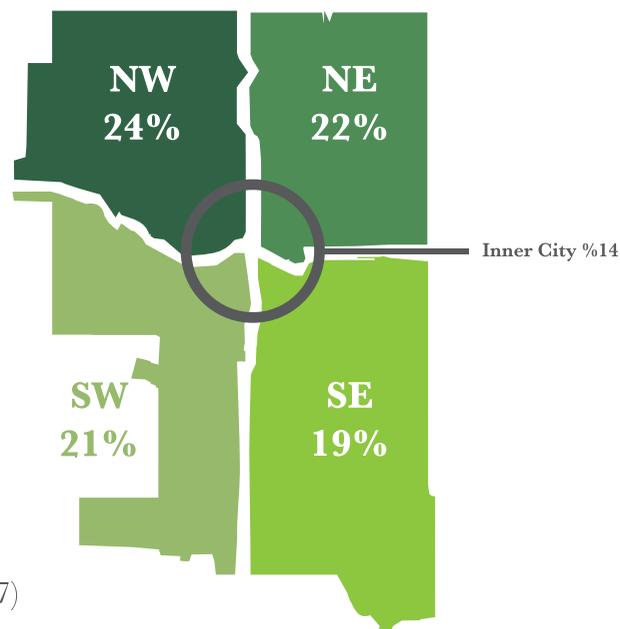
Voter Participation



Ethno cultural Background



Location in Calgary



Base: All respondents ($n=1047$)



The Calgarian Engagement Survey 2016, was commissioned by Calgary Arts Development and conducted by Stone–Olafson.

