

An abstract background graphic composed of a grid of squares in various colors including white, light gray, orange, yellow, green, brown, red, blue, and teal. The squares are arranged in a way that creates a sense of depth and movement, with some squares appearing to overlap others.

Calgary Engagement Survey

2022

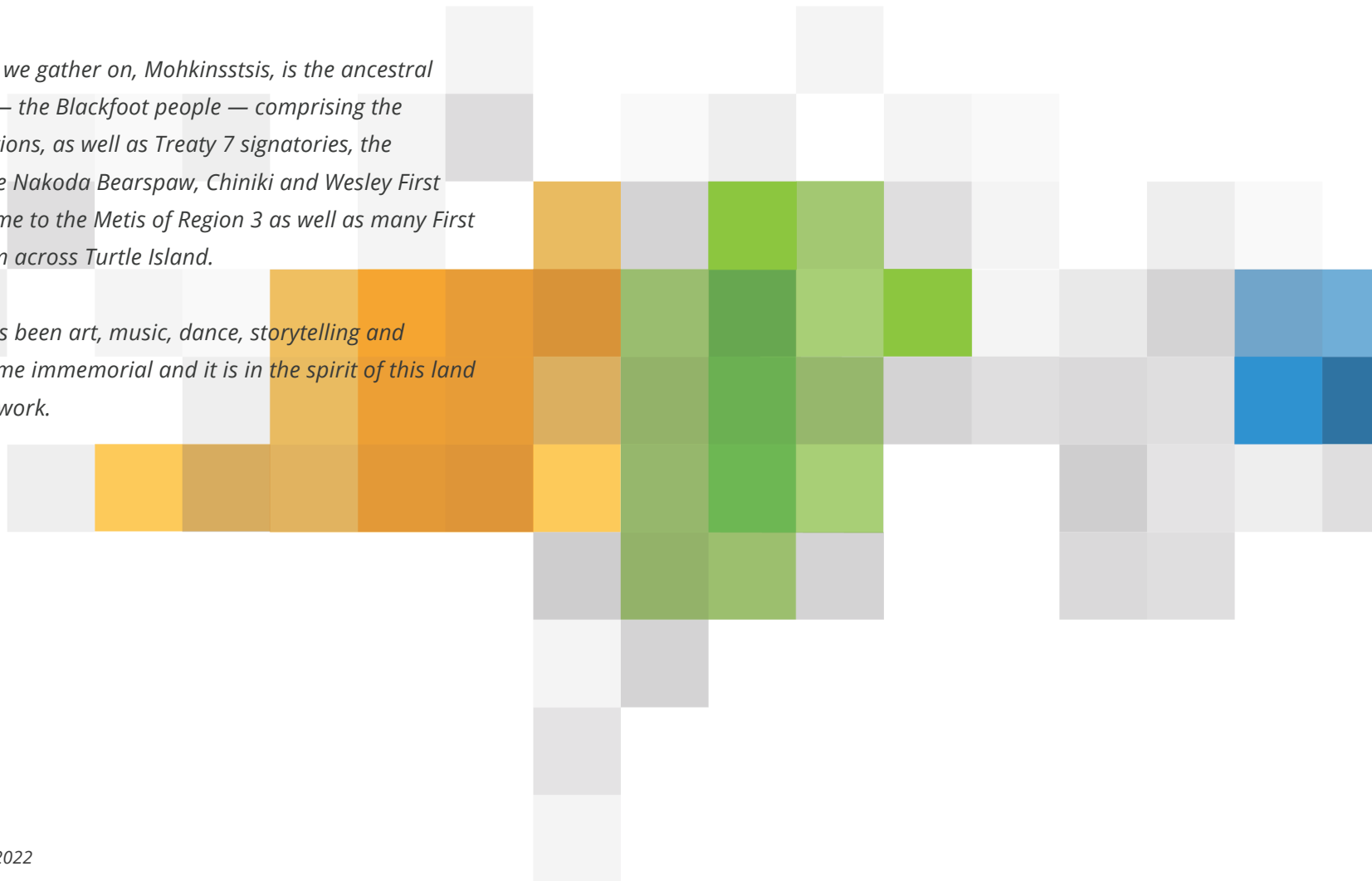
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Land Acknowledgment

We acknowledge that the land we gather on, Mohkingsstsis, is the ancestral territory of the Siksikaitsitapi — the Blackfoot people — comprising the Siksika, Kainai and Piikani Nations, as well as Treaty 7 signatories, the Tsuut'ina Nation, and the Îyâxe Nakoda Bearspaw, Chiniki and Wesley First Nations. Today this land is home to the Metis of Region 3 as well as many First Nations and Inuit peoples from across Turtle Island.

We acknowledge that there has been art, music, dance, storytelling and ceremony on this land since time immemorial and it is in the spirit of this land and its people that we do our work.



Methodology

As the city's designated arts development authority, Calgary Arts Development supports and strengthens the arts to benefit all Calgarians. We invest and allocate municipal funding for the arts provided by The City of Calgary and leverage these funds to provide additional resources to the arts sector. Our programs support hundreds of arts organizations, individual artists, artist collectives and ad hoc groups in Calgary.

Calgary Arts Development strives to increase and use our resources wisely, foster collaborative relationships and make the arts integral to the lives of Calgarians.

Through its many activities and programs, Calgary Arts Development supports individual artists, artist collectives and arts organizations in their efforts to forge even stronger connections with the community. Key to this is investing in continuing to understand how the community perceives and engages with various arts events and activities.

Since 2014, Calgary Arts Development has partnered with Stone-Olafson to better understand the degree and nature of how Calgarians are engaging with arts and culture in our community. Specific objectives include:

- Monitor overall engagement with the arts in Calgary;
- Determine the type of engagement — either in observation, attendance or creation;
- Understand community perceptions and interactions with arts and culture activities — ties/organizations;

- Understand how perceptions and interactions with the arts have changed during the COVID-19 pandemic; and
- Evaluate citizen perceptions of the benefits of the arts and culture sector to the city, their community or themselves.

The survey instrument and sampling plan were developed by Stone-Olafson in collaboration with Calgary Arts Development.

Research Methodology

The research was fielded online by Stone-Olafson using a consumer household sample with quotas established to ensure final outcomes are representative of the wider population in terms of age and gender. The sample has been weighted to be representative in terms of age and gender.

Within the sample, quotas were set to ensure representation by region within the city, including Northwest, Northeast, Southwest, Southeast and Centre City. The definition of Centre City reflects the alignment of the City of Calgary's *Centre City Plan*.

1,000 Calgarians participated in the research between April 29 and May 19, 2022. A sample of this size delivers an overall reliability rate of +/-3.01%

Summary

COVID-19 Survey Impact

While the original versions of the Citizen Engagement Survey were fielded biannually in 2016 and 2018, the global COVID-19 pandemic resulted in the decision to delay the next version of the survey. Changing contexts are altering the conditions under which Calgarians engage with the arts. The results of this survey show large audiences that are eager to return to live events though many individuals remain concerned about crowded gatherings and some will continue to prefer the online offerings they discovered while in lockdown.

The results of this survey show Calgarians continue to support the role arts and culture play in Calgary, while the ways in which individuals engage in the arts are shifting.

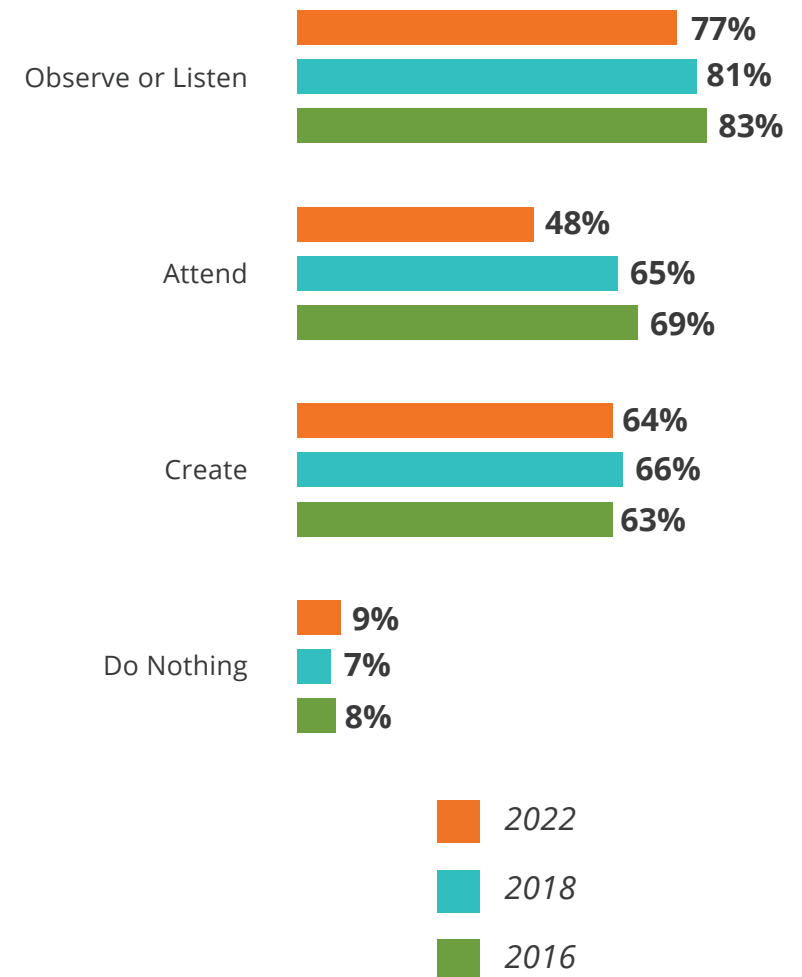
Calgarians engaging, but not as often as in 2018

While nine out of 10 Calgarians remain engaged in at least one of observing, attending, or creating, those who are engaged in two or more has declined since 2018. Attendance has fallen, leaving many who were previously immersed as now merely engaged.

One in three Calgarians report a weaker connection to the arts in the last 12 months.

91% of Calgarians remain engaged with the arts in at least one form (similar to 2018 levels), but how they are engaging is shifting. Fewer have been able to attend arts events — either due to COVID-19 or for economic reasons.

Types of Participation



COVID, cost and crowd concerns inhibit attendance

Primary concerns for not attending events are COVID-19, cost and crowds. These concerns are heightened for women and those older than 55. Older, longtime Calgarians and visible minorities in the suburbs engage the least, and indicated they engaged less than in 2018. COVID-19 and crowd concerns are the most frequent things that prevent them from attending live events.

Child-unfriendliness and time concerns were highlighted as challenges to attendance by parents.

Individuals who identify as culturally diverse or as individuals with disabilities had high rates of concern around physical access to programming.

Cost and comfort are key barriers impacting engagement

Economic hardship is very real for Calgarians. Reduced income and the rising cost of living has resulted in lower disposable income to spend on experiences.

- 37% of Albertans sustained income reduction/unemployment*
- 26% of Calgarians indicated that their income resulted in them not being able to afford the same events as before
- 41% of survey respondents indicated that their reduced income prevented them from planned future charitable giving
- 34% of Calgarians indicated that they didn't go to events because they were too expensive

Economic challenges have resulted in a drop in charitable giving, with a change in income being given as the primary reason for individuals not making a donation to a cultural organization.

Calgarians are not as comfortable in large crowds as before

COVID-19 aversion was listed as the number one reason that people aren't engaging, particularly for those aged 55+.

Concerns over not wanting to be in crowds was the third highest reason for lack of attendance, especially for women and those aged 55+.

Positive outlook on the role arts play in Calgary

Despite reduced participation rates, Calgarians continue to have a positive attitude about the role arts and culture play in the community and the importance of youth having access to arts opportunities. Significantly fewer people report feeling that arts and culture are not for them.

Most Calgarians, even those not highly engaged with the arts, value the role of the arts in creating a vibrant city. Making the city a better and more beautiful place to live are the top arts benefits for Calgarians. Many Calgarians recognize the value of the arts as an economic driver through an attraction for tourists (34%), the economic benefit it brings to the community (28%) and employment creation (22%). Only 6% of Calgarians do not believe the arts offer real benefits to the city as a whole.

An increasing number of Calgarians feel that developing local artists is a good thing for Calgary (92%), and that it is important that there are organizations dedicated to the development of the arts in Calgary (88%). Only a small percentage of Calgarians disagree with these views.

Online engagement

Observing and Listening (media-based) are now the most common forms of arts participation in Calgary.

Once Calgarians are able to fully engage in person, 55% report that they will prefer in-person activities over online activity. Only 16% indicate that they will continue to generally prefer online activities, with just 4% reporting that they will likely always prefer online activities over in-person events.

Public art

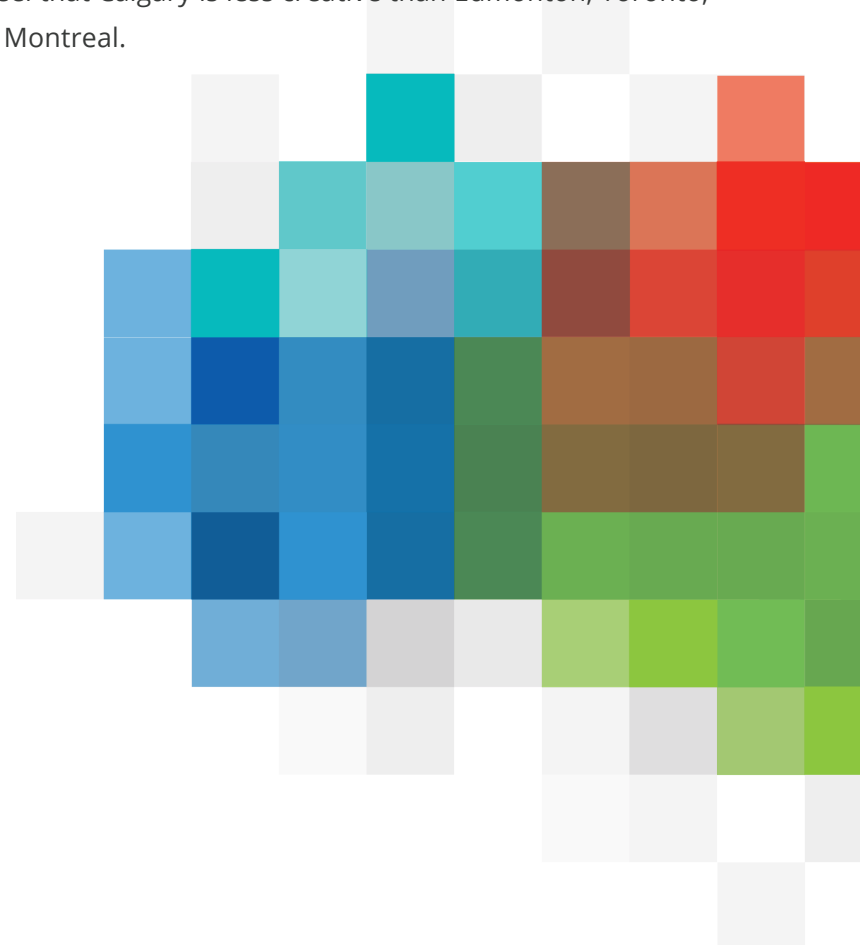
Despite negative media stories, over two-thirds of Calgarians (67%) report that they either moderately enjoy the public art available or enjoy it a lot. Only 10% of Calgarians don't enjoy the public art installations in Calgary. Only 6% of Calgarians aren't aware of public art pieces in Calgary and don't have an interest in exploring public art further.

Calgarians are most likely to see public art as supporting the growth of the local arts community, while also bringing a sense of delight to everyday spaces and providing opportunities for people to experience art that enriches their everyday lives.

Calgarians continue to perceive Calgary as less creative than other cities

Fewer and fewer Calgarians agree that Calgary is a more creative and artistic city than our peer cities across the country. The majority of Calgarians responded that Calgary is not more creative than Edmonton, Toronto, Vancouver or Winnipeg.

Calgary, in fact, saw a continued decline that began in 2018 when comparing itself to other cities as a creative hub. The comparison to Winnipeg remained stable with 42% of Calgarians feeling that Calgary is more creative and artistic than the capital of Manitoba. Calgarians increasingly feel that Calgary is less creative than Edmonton, Toronto, Vancouver or Montreal.



How Calgarians are Engaging with the Arts

Engaging with arts and culture comes in many forms. To reflect the myriad ways Calgarians connect with the arts, this research looks at how Calgarians *observe or listen, attend, create or do nothing*.



Observe Or Listen

The spread of media outlets and digital access has increased so significantly that audiences can now curate their own arts experiences — on TV, online, in print and even over the radio. This category of engagement includes those who do at least one-third of all observing and listening activities on a regular basis.



Attend

Those who 'vote with their feet' and attend arts and culture events represent the next layer of engagement. This includes those who've attended any arts events at least three times.



Create

The ability to create art — from music to painting to writing and most other activities in between — constitutes the final layer of engagement. This includes those who report creating art (in any form) in the past year.



Do Nothing

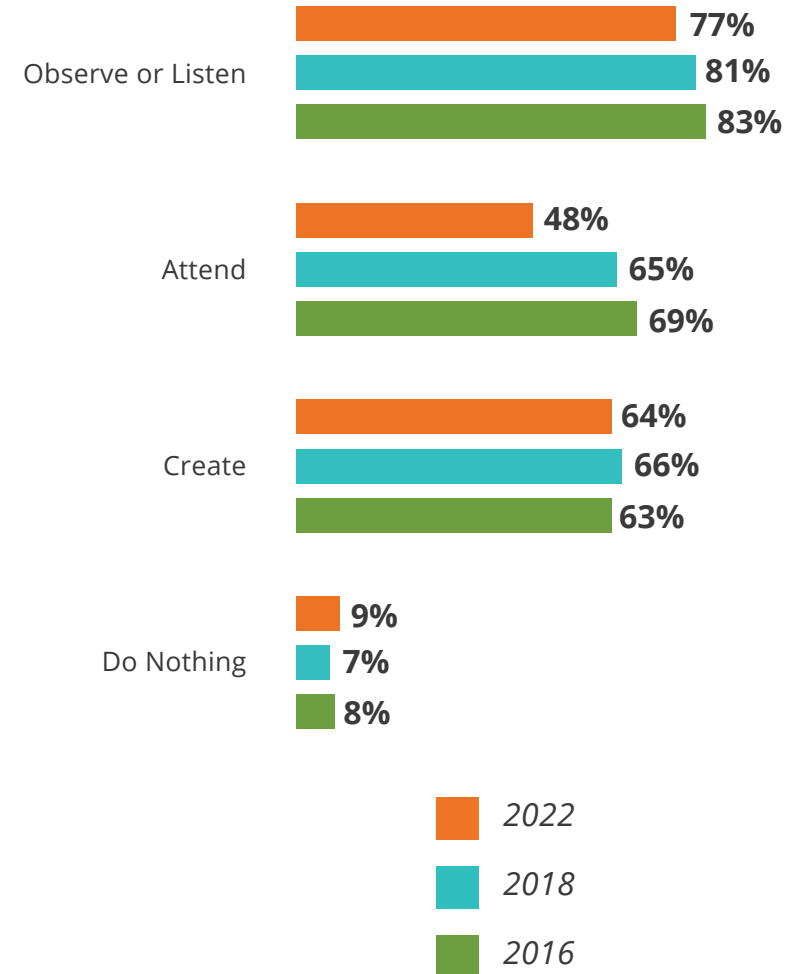
Finally, there will be some with no affinity for the arts whatsoever — they don't observe or listen, avoid attending and do not create in any form. This is the disengaged segment of the population.

This report explores these types of engagement by Calgarians, as well as their attitudes towards the arts sector.

Despite adverse conditions as a result of COVID-19 making it much more unlikely individuals were attending events in person in the past year, the vast majority of Calgarians (91%) continued to be connected to the arts in one form or another.

While attendance dropped off significantly, a large number of Calgarians (64%) continue to report personally being involved in a creative activity on a regular basis.

Types of Participation



Understanding audiences that engage with the arts in different ways

Not everyone will engage with the arts to the same degree. By understanding the degree to which people connect with the arts it is possible to understand audiences based on the level of their connection.

Calgarians have opportunities to participate in the arts by watching and listening, attending and creating. Understanding whether individuals are participating in just one form of engagement or multiple helps to better understand audiences based on levels of engagement. There are Calgarians who are immersed (do all three), engaged (tend to do only two out of the three), connected (only one of the three) or actually disconnected (do none of the three).

Levels of Engagement

Immersed

People who engage in the arts in every way (observe, attend + create).

Engaged

People who connect with the arts in two ways. Either watching or attending, creating and attending or watching and creating.

Connected

People who only engage with the art in one way. Either by watching only, attending only or creating only.

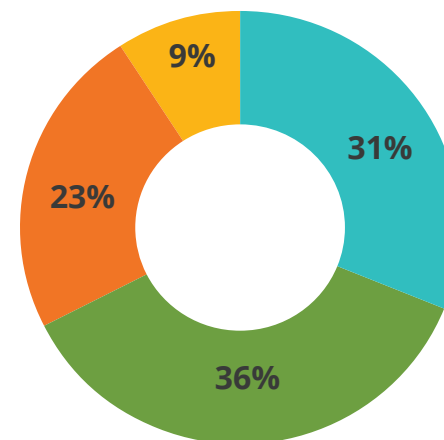
Disconnected

People who do not engage in any way.

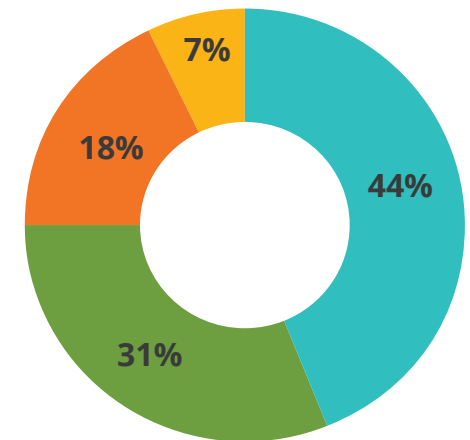
Each group has a slightly different profile and helps us identify opportunities to increase participation and remove barriers to arts engagement. While it is not realistic to expect all Calgarians to participate in all ways, the level of engagement stayed high through the pandemic, with 67% of Calgarians participating in the arts in two or more ways on a regular basis.

With all that's happened since the spring of 2020, it is not surprising that the depth of engagement has shifted. Audiences have simply not had access to many experiences and are now influenced by medical or economic variables. Despite these variables only 9% of Calgarians were disconnected from the arts, not participating in any way (7% in 2018).

2022



2018



Immersed

Snapshot of Calgarians immersed in the arts

Formerly the largest segment was *immersed* at 44%. In 2022 this segment dropped to 31%. These *immersed* Calgarians engage in all three forms of participation, they tend to be young and create and attend more than those less engaged.

- Young: 44% are 18-34, only 18% are over 55+
- Highly educated: 92% have post-secondary education
- Live downtown and have been in Calgary less than 10 years
- Leans female: slight female bias (49%), and a higher concentration of non-binary gender identity (5%)
- 28% have children

Beyond the demographics, Calgarians *immersed* in the arts:

- Are more resilient to the downtrend in arts engagement: while 78% of those immersed attended fewer events than before the pandemic, this was the highest participating rate among all groups
- Over half indicated that their connection to the arts stayed the same or even became stronger over the last 12 months
- Shared the same COVID-19, cost and crowd concerns as others and their next reason for not attending was that they simply couldn't find the time
- Are aware and engaged in arts events and public art: they know of and appreciate many of the public art installations in the city and believe it's an important part of the city
- Had the highest comfort levels for engaging in person with people and groups in their community
- Enjoy creative activities as a form of entertainment but also for a sense of accomplishment and community
- Shrank from the largest in 2018, to second largest in 2020, largely due to lower attendance

Engaged

Snapshot of Calgarians engaged in the arts

Now the largest segment (36%), those *engaged* participate in two forms of art, and tend to be less attendance-based than those immersed. This group is more like your average Calgarian in terms of age, geographic location and length of time living in Calgary.

- Balanced age range: this group does not skew younger or older
- Highly educated: 89% have post-secondary education
- Live all over: location and length of time follows Calgary population
- Highest share of parents: of those engaged, 38% have children at home
- Leans female: highest female bias (51%)
- Tend to be Observers and Listeners, and Creators

Calgarians *engaged* in the arts also share the following characteristics:

- This group is now the largest in Calgary due to a drop in attendance at live events from some of those who were previously immersed.
- This group prioritizes media and creation.
- About half of this group is comfortable engaging in public with people and groups in their community.

Connected

Disconnected

Snapshot of Calgarians connected or disconnected to the arts

The two groups of Calgarians that engage the least by only engaging regularly through one form of participation — *connected* (23%) — and those who do not engage at all — *disconnected* (9%) — make up a third of the population. Those disengaged don't find value in the arts, but those connected may have been previously engaged and then found their participation reduced during the pandemic.

- Skews older: 37-45% are over the age of 55
- Lower education: only 77% of those disengaged have completed post-secondary or more
- Suburb dwellers: less than 10% live downtown
- Lower income among those disengaged
- Longtime Calgarians: primarily those who've lived 10+ years in Calgary
- Those who engage in the arts in only one way are typically Observers and Listeners, with a traditional media bias

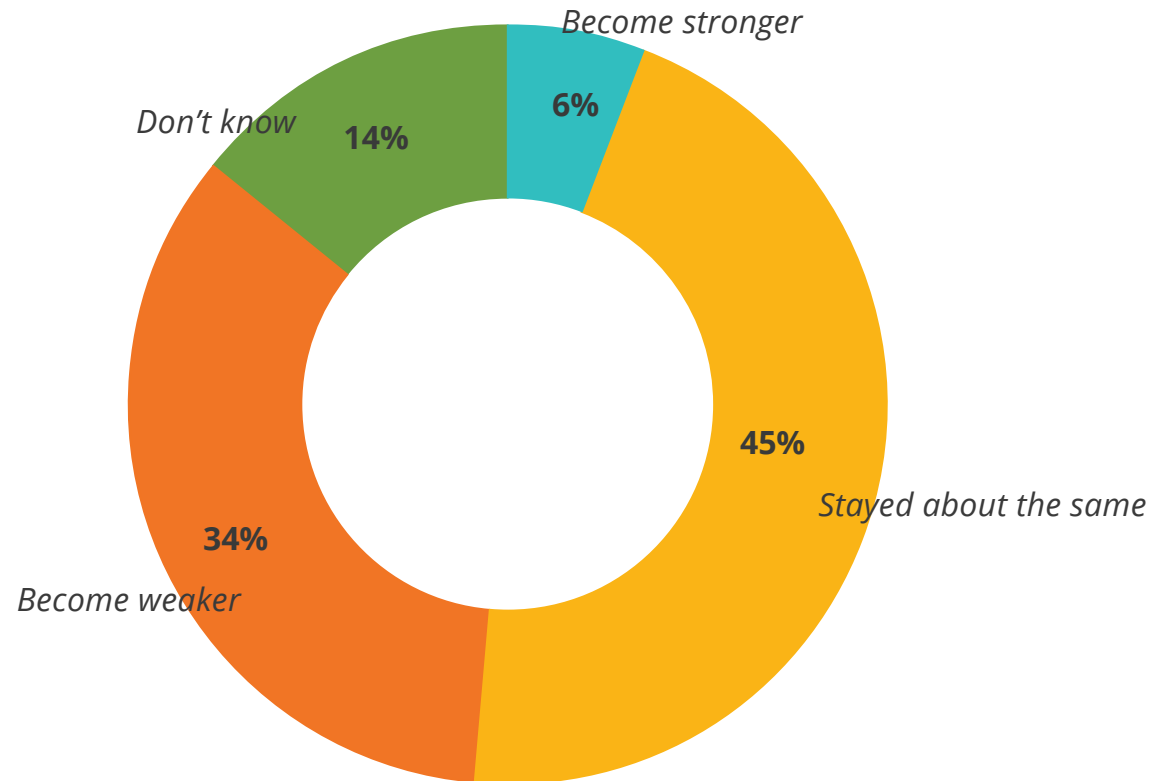
Calgarians who are *connected* or *disconnected* are also more likely to share the following perspectives and characteristics:

- Those who are disengaged don't find arts relevant to them, and wish to spend their time doing other things
- Those who are connected include those who were previously immersed or engaged, but engaged in less art than in 2018
- Previously, these were often those that didn't care, but now with COVID-19 and income concerns, it includes those who can't afford it or are uncomfortable engaging in groups
- Lowest comfort levels engaging with groups and their community
- Higher rates of indicating that arts aren't relevant to them

Connection to the Arts

With limited ability to participate in many arts activities during the pandemic, the feeling of connection to the arts has become weaker or remained the same for almost all Calgarians. Only those with the highest levels of participation have felt their connection to the arts become stronger.

In the past 12 months, has your feeling of being connected to the arts...



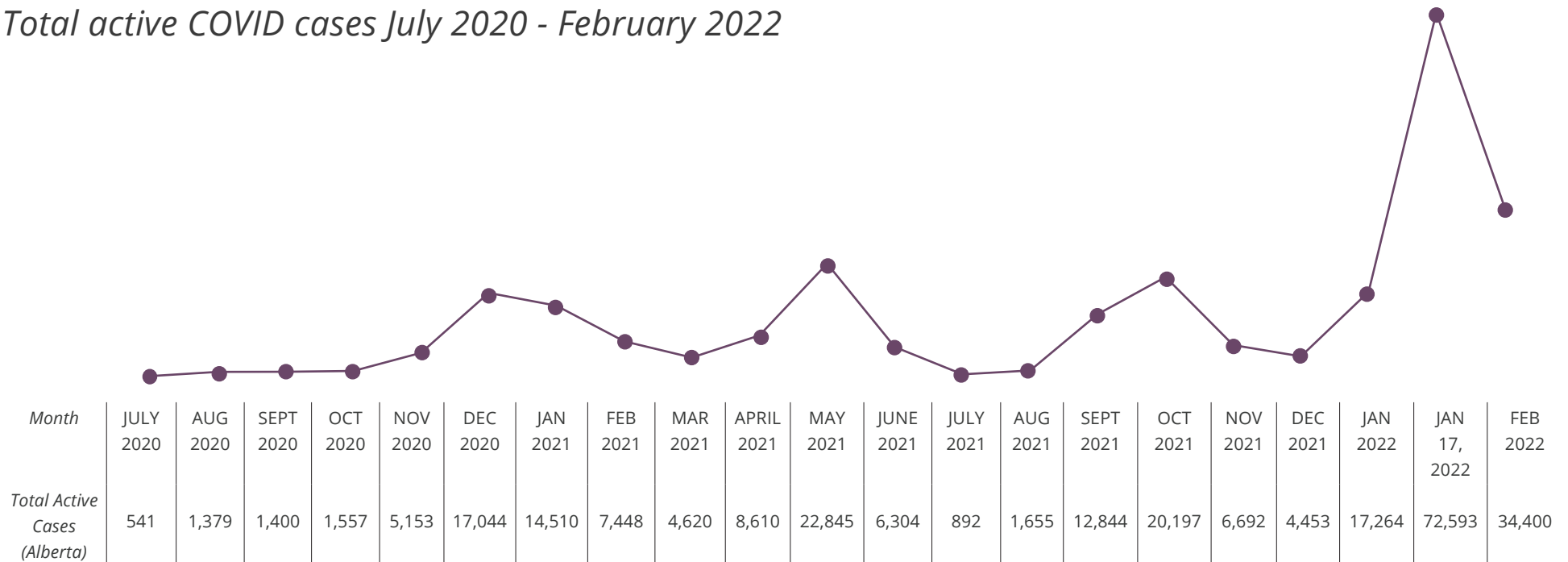
COVID-19 Impacts

While outside factors always affect participation in the arts, the impact of COVID-19 on the arts and culture community was devastating. The cultural sector had the highest reported job losses of any industry in Canada and has been the slowest to recover. Restrictions on gatherings presented the most obvious barrier to attendance during the pandemic. The sector has not yet returned to full programming, which will continue to affect what offerings are available to Calgarians.

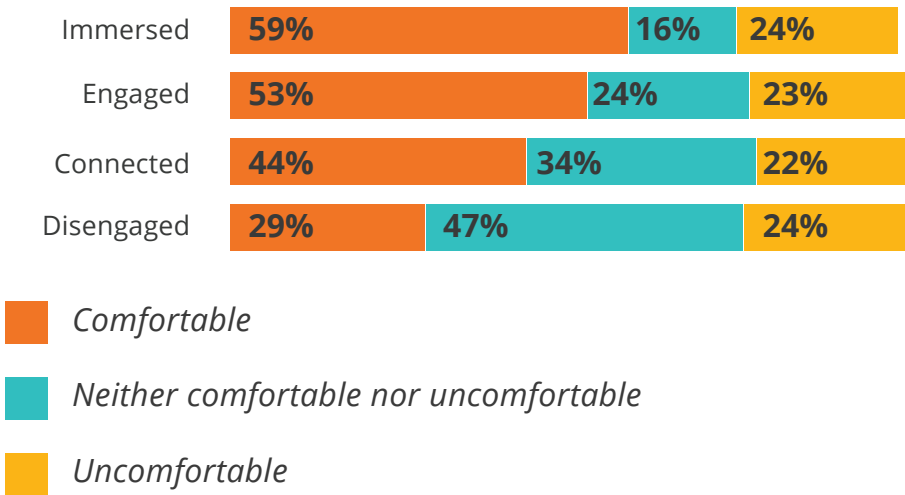
The total active cases and the uncertainty that creates alters how audiences are willing to engage in public activity. Only 51% of those surveyed report being comfortable engaging with people and groups in their community.

Results are consistent with other pandemic related research in the community and continue to show significant numbers of individuals who are less engaged simply because they are no longer as comfortable as they used to be in public spaces with others.

Total active COVID cases July 2020 - February 2022

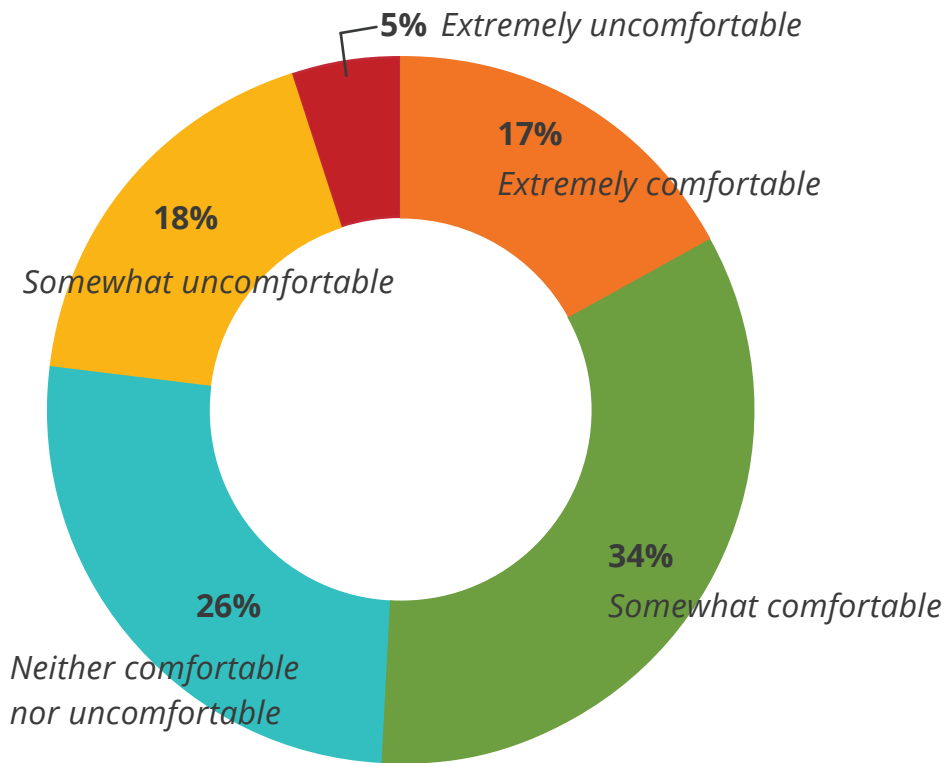


How comfortable are you with engaging with people and groups in your community by level of engagement



Unsurprisingly, those who are attending more live arts programming are generally those with higher levels of comfort engaging in group activity in the community.

How comfortable are you with engaging with people and groups in your community?



Comfort is not universal across the community. Women (49% comfortable) and those who self-report being from culturally diverse backgrounds (48% comfortable) reported lower levels of comfort with larger gatherings. Those over 55 and individuals with disabilities continued to report significantly more concern over COVID-19 than those who are younger.

Economic Factors

Personal economic factors are impacting Calgarians' ability to fully participate in the arts, more so than during previous survey periods. Over the long term, economic factors will be critical — they impact spending for longer than most expect.

The cost of living is going up in Canada — significantly. Middle to low-income earners have felt inflation pressures the most, but as interest rates rise, middle to higher income households will feel the pinch as well.

Economic impact on charitable giving

For individuals who are not making charitable donations to arts and culture organizations, income change has been the primary factor driving that decision. Only 5% of Calgarians already feel like the arts have sufficient funding.

For those who donate to the arts, the highest motivating factors continue to be supporting the arts generally, supporting organizations that benefit the community, and supporting organizations donors personally enjoy.

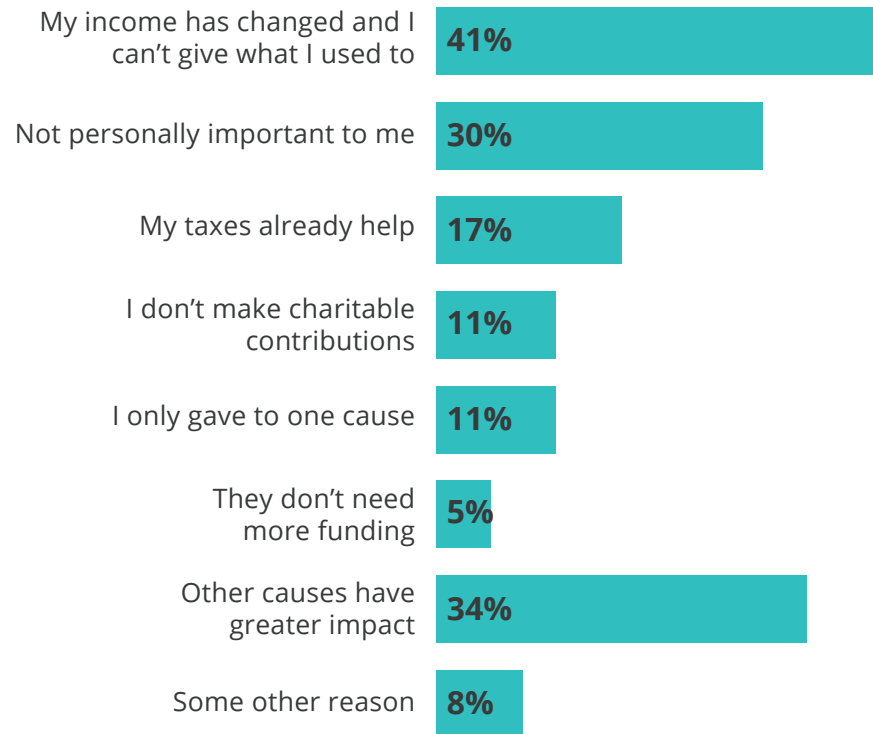
37% *Percentage who reported a sustained decrease in household income since the start of the pandemic.*

91% *Consumer confidence has sunk below pre-pandemic levels and this is only one of two regions with a pessimistic outlook. (100 is the baseline)*

5.9% *Unemployment remains high in Alberta — particularly for young adults, and still higher than the national average (5.1%). Our income and employment picture is starting to look like the rest of the country.*

186% *Consumer household debt levels are at record highs — meaning for every dollar of disposable (after tax) income Canadians have, they owe \$1.86 in debt. With interest rates on the rise to combat inflation this will pinch consumers even more.*

What are the reasons you did not make a charitable contribution to a culture organization?



Reason for donating to cultural organizations



Detailed Participation Findings

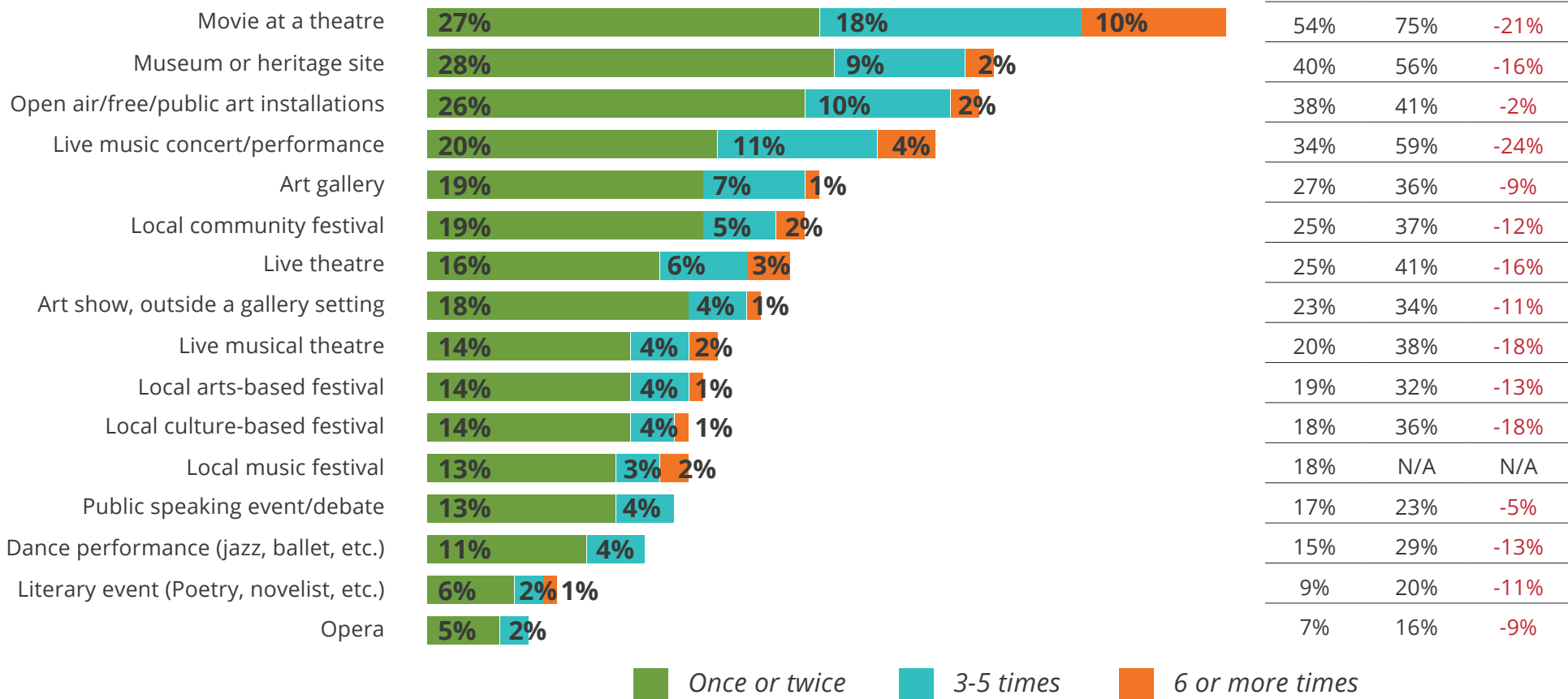
Engagement through attendance

Engagement through live attendance declined across all forms of participation measured. The largest declines took place for those attending live music (-24%) and movies at theatres (-21%). Despite the large drop in participation, attending a movie in a theatre is still the most common way Calgarians are attending in person (54%) followed by visiting a museum (40%). The lowest rates of decline in participation

were at open air events and public art installations (-2%), unsurprising given that these events were less impacted by indoor event and capacity restrictions.

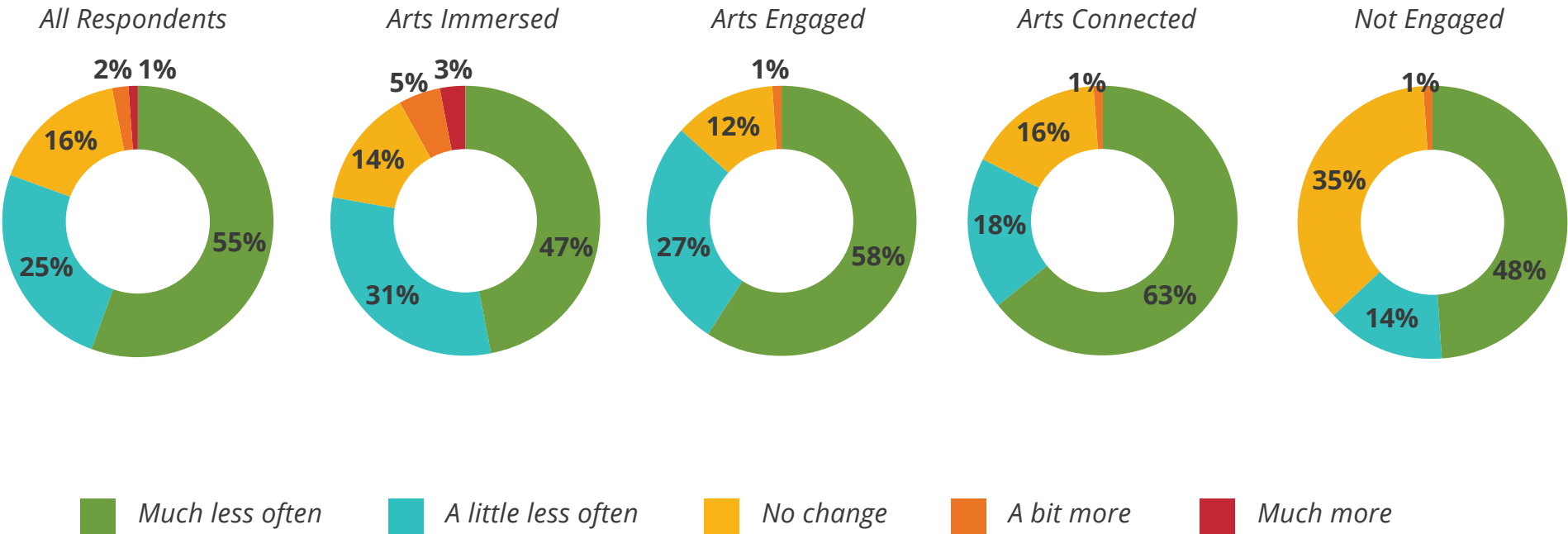
Individuals who reported being more averse to crowds were significantly less likely to attend live events. Other than attendance at movies, those with children attended fewer activities than those without children, which was not the case in 2018.

Participation in attendance-based activity



Calgarians across all levels of participation, whether they are *immersed* in the arts (all forms of participation), *engaged* in the arts (two forms of participation) or *connected* to the arts (one form of participation), are attending fewer events than before the pandemic. Lower in-person attendance is likely leading to the share of Calgarians falling from immersed to engaged. Overall, 80% of Calgarians reported attending fewer events.

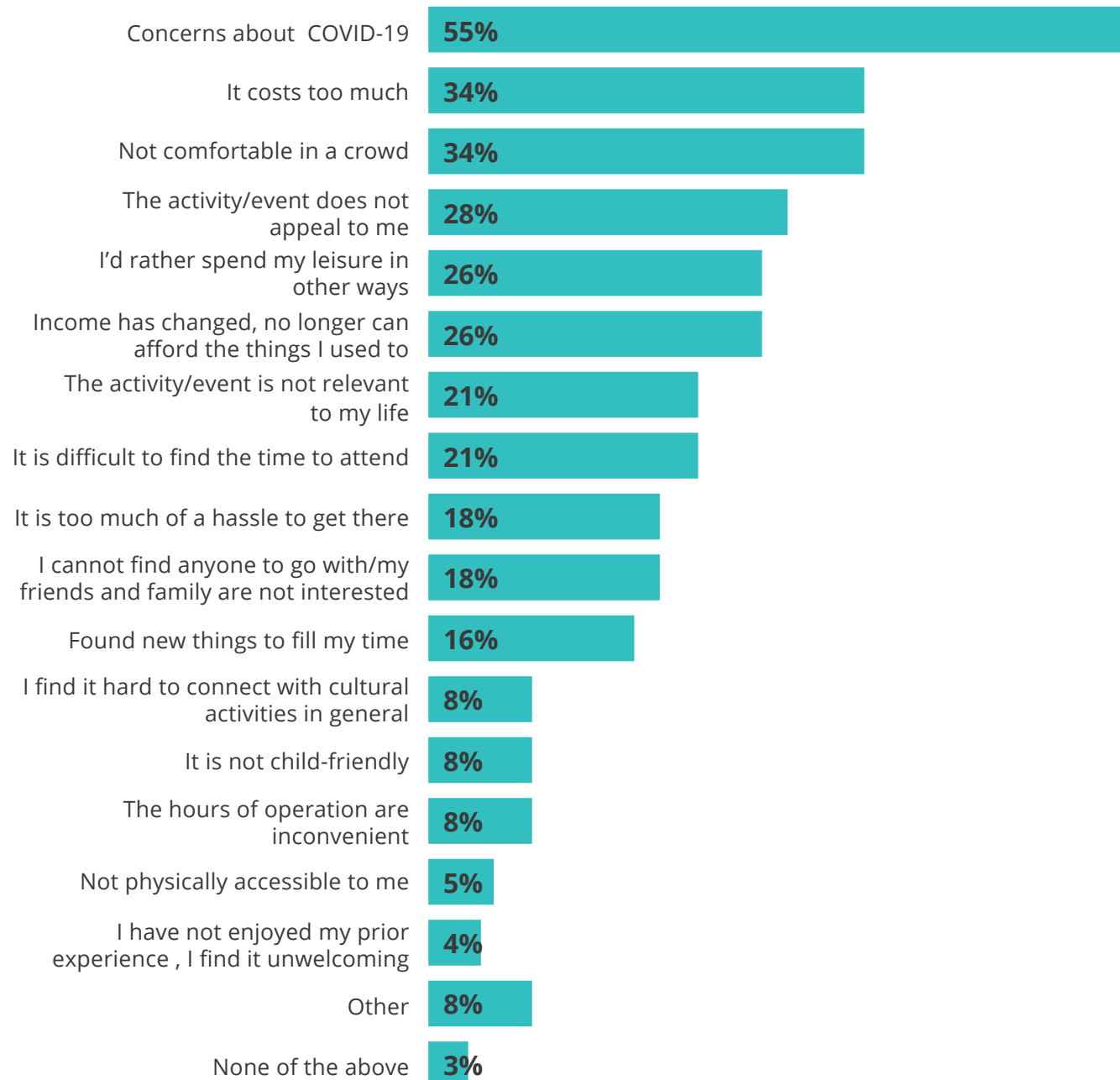
Change in attendance by level of engagement



Concerns about COVID-19 and cost were the primary factors that prevented individuals from engaging in cultural activities.

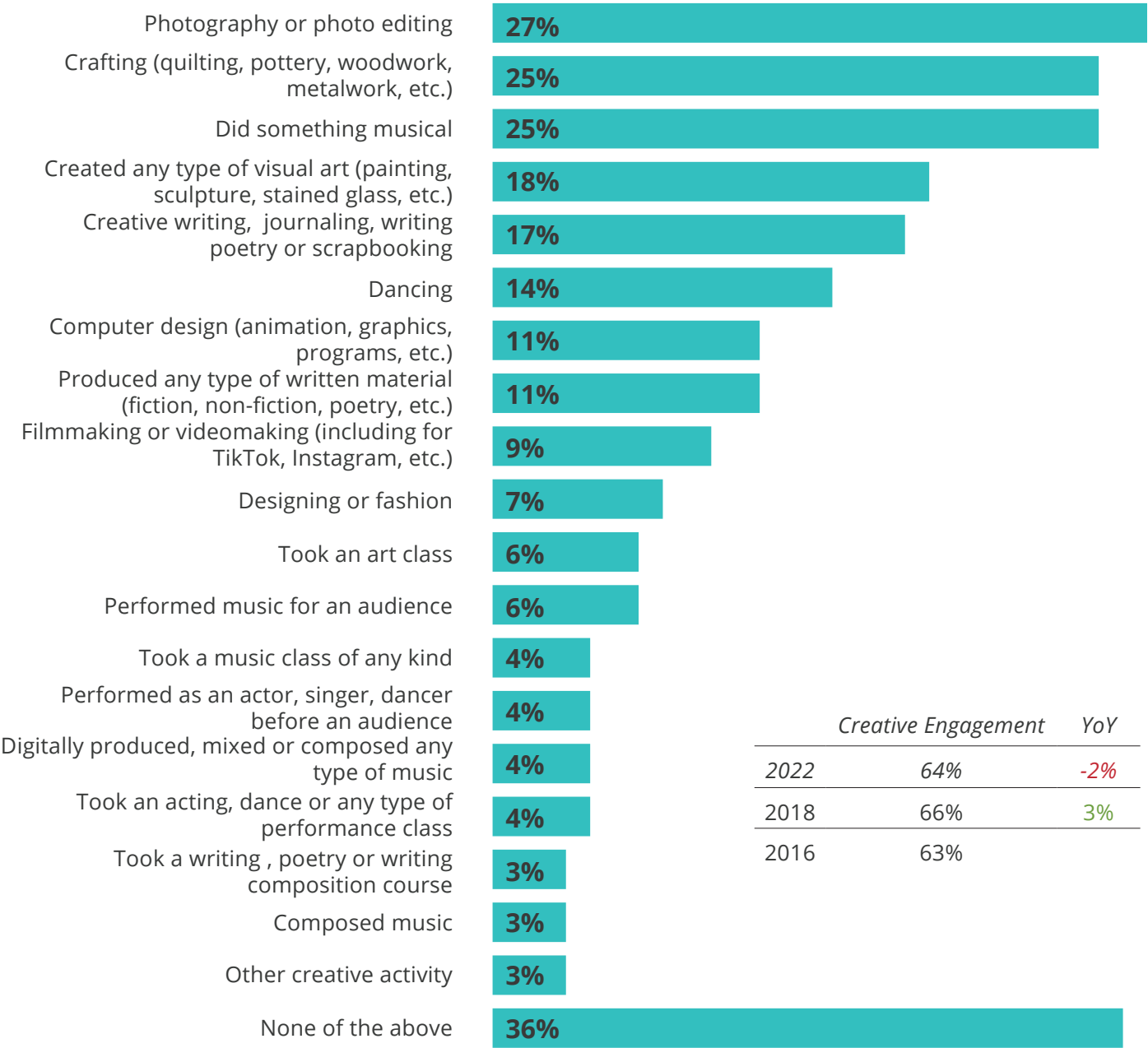
Since the onset of the COVID-19 pandemic many people have changed their habits in attending.

Factors preventing participation



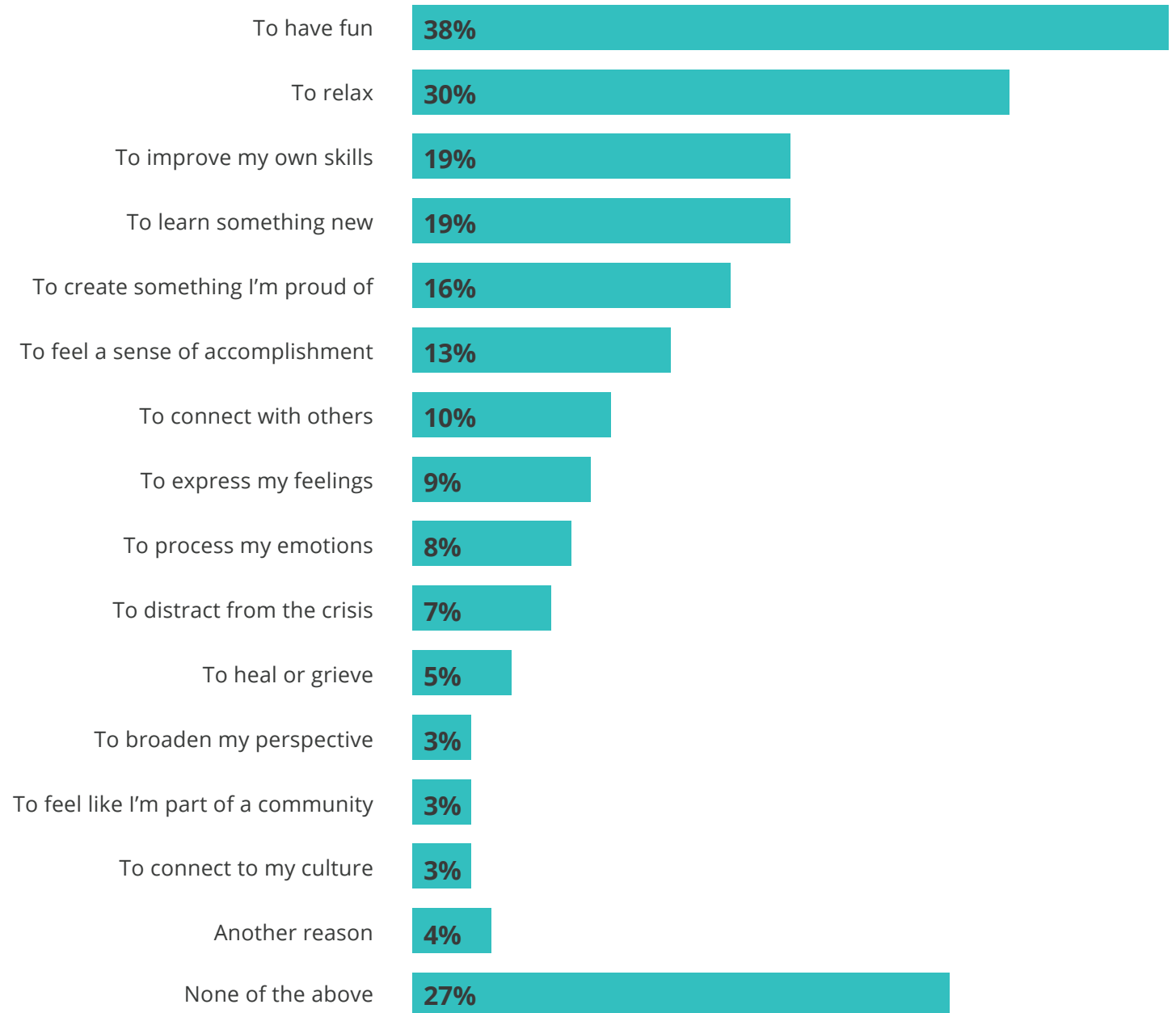
The majority of Calgarians (64%) in 2022 participated in the arts through the act of creation. The most common forms of participation are photography or photo editing (27%), crafting (25%) or doing something musical (25%).

Engagement through creation



Calgarians participating in the act of creation tend to skew younger (aged 18-34) and lower income. Individuals are engaging in creation activities to have fun (38%), relax (30%), improve their own skills (19%) and to learn something new (19%).

Reasons people create art



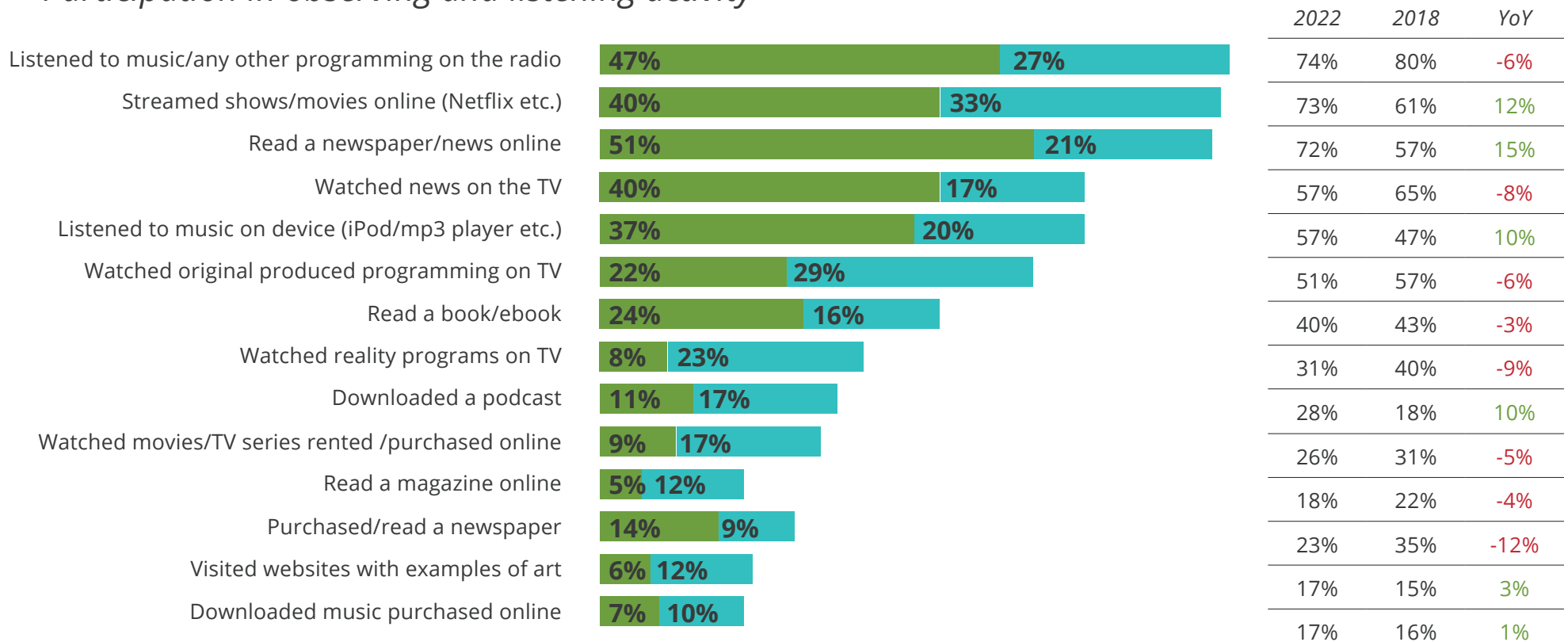
Engagement through observing and listening

Calgarians participate in the arts in many ways, and participation is not limited to those who attend live events or are engaged in the act of creation. We have a better understanding of how Calgarians consume artistic content by considering how people watch, read or listen to artistic and creative material. Most Calgarians are participating through observing or listening to creative content on a daily or weekly basis.

Digital access by consumers has increased so significantly that audiences can now curate their own arts experiences — on TV, online, in print and even over the radio. Increased digital access for creators has meant new ways to reach audiences and new revenue streams.

With many individuals continuing to work from home or in a hybrid work environment, it's not surprising to see participation through observing or listening has increased in many categories. Increased weekly consumption through streaming of television shows and listening to music and podcasts are all signs that audiences have a desire to curate content to consume when and where they prefer.

Participation in observing and listening activity



Those with a lower household income had increased rates of visiting art websites, reading a book showing art and photography, reading books about artmaking, and reading books on art history. Those with higher household incomes were more likely to read newspapers and magazines online and in physical formats.

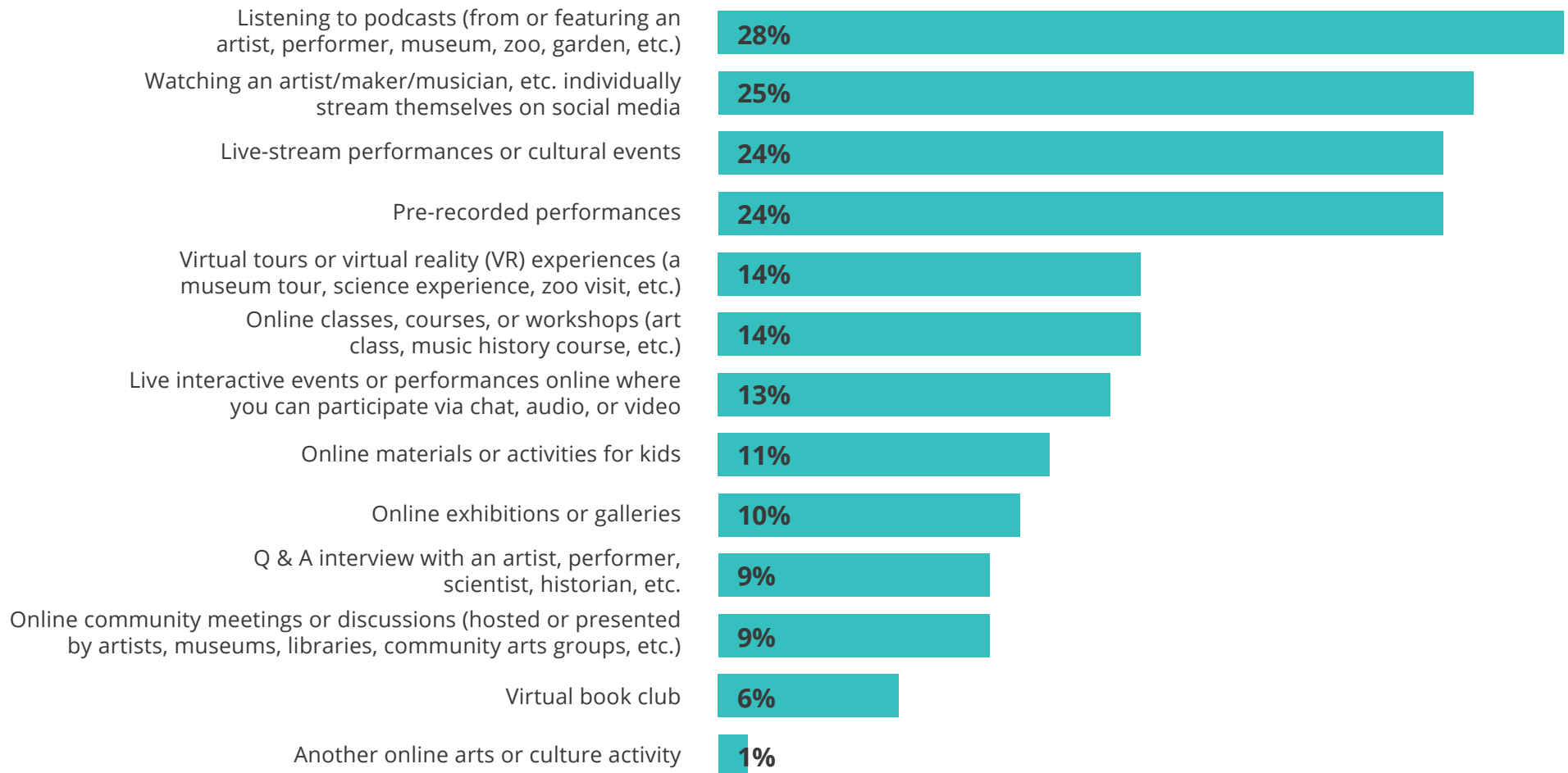
Younger individuals were more likely to read both fiction and non-fiction books as well as books about art and artmaking, while older individuals were more likely to be reading newspapers and magazines. Younger individuals were also more likely to visit art-related websites.

Online engagement in the arts

The pandemic resulted in many arts organizations being unable to produce live content regularly since March of 2020. While many artists and arts organizations were already producing online content, the Calgary Arts Professionals Survey and a study of Calgary Arts Development's operating grant clients found many of those who had and had not previously been producing online content making the pivot to digital.

Almost two-thirds of Calgarians (62%) reported that they were consuming digital creative content. 24% of respondents were aware of digital options but did not participate in them and 14% were not aware of any of these digital options.

Participation in online activity



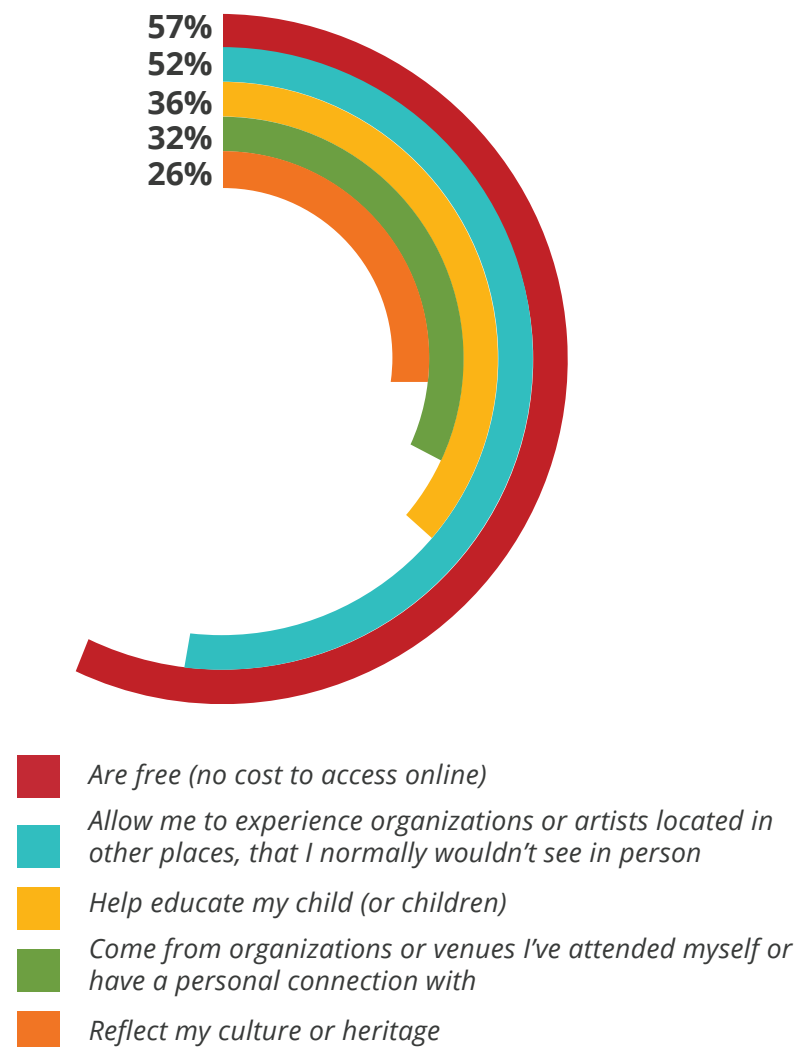
While there are still concerns about whether digital content is accessible for those with lower incomes, overall rates of participation from those who reported low household income was only slightly lower than those who reported higher household income. Those with lower household income did report the highest rates of participation in online classes, courses and workshops.

Across all participants, 74% report that everything they accessed online from arts and culture organizations during the pandemic was free. Only one-quarter of those who participated in online programming (26%) report that they paid for any of the online activities they enjoyed from arts or culture organizations during the pandemic.

Digital content does remove barriers related to physical accessibility of spaces, and individuals with disabilities report much higher levels of engagement — watching individual artists streaming their work on social media, viewing live-streamed performances, and participating in online classes — than those survey respondents who do not identify as individuals with disabilities.

While most consumers of online content think it's important that this content is free (57%), those who identify as being a visible minority and women particularly rate this as important. Those with children at home prioritize content that helps educate their children, and those who identify as a visible minority value online content from organizations they have a personal connection with and those that reflect their culture and heritage.

What is important for online participants



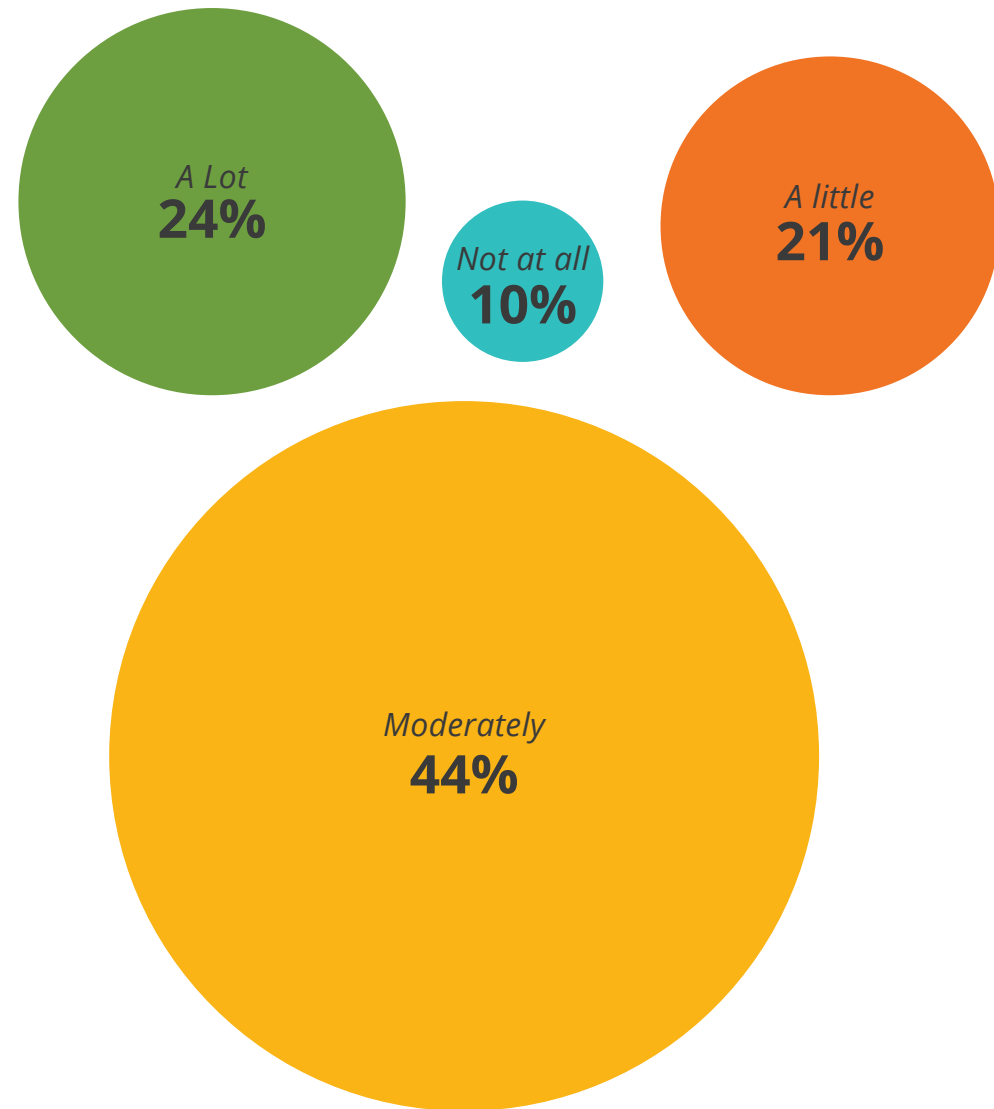
55% report that once Calgarians are able to fully engage in person they will prefer in-person activities over online activity. Only 16% indicate that they will continue to generally prefer online activities, with just 4% reporting that they will likely always prefer online activities over in-person events.

Public Art

In March 2021, The City of Calgary announced Calgary Arts Development as the future steward and operator for Calgary's public art program. Since that time, Calgary Arts Development has been working with The City on the three-year transition of the program. While Calgary Arts Development works to create a public art program that is engaging, relevant and accountable, it's important to understand what the current perceptions of public art in Calgary look like.

While 21% of Calgarians only enjoy a little of the public art available, over two-thirds of Calgarians (67%) either moderately enjoy the public art available or enjoy it a lot. Only 10% of Calgarians don't enjoy the public art installations in Calgary. Those who attend events are much more likely to be aware of and enjoy public art in the city.

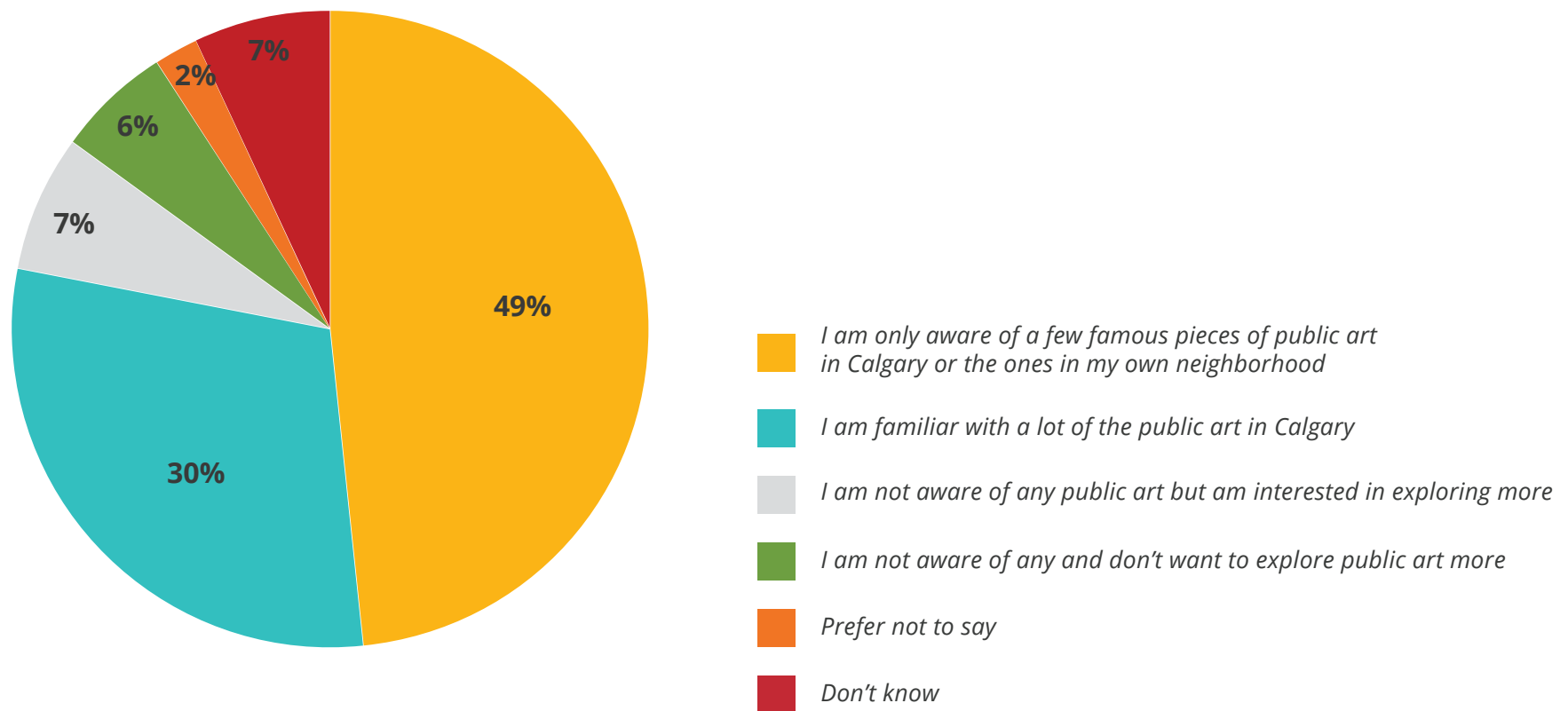
How much do Calgarians enjoy public art



Those who don't vote are more likely to have little to no awareness or enjoyment of public art installations. Those who are more involved in public art are also more involved in civic life.

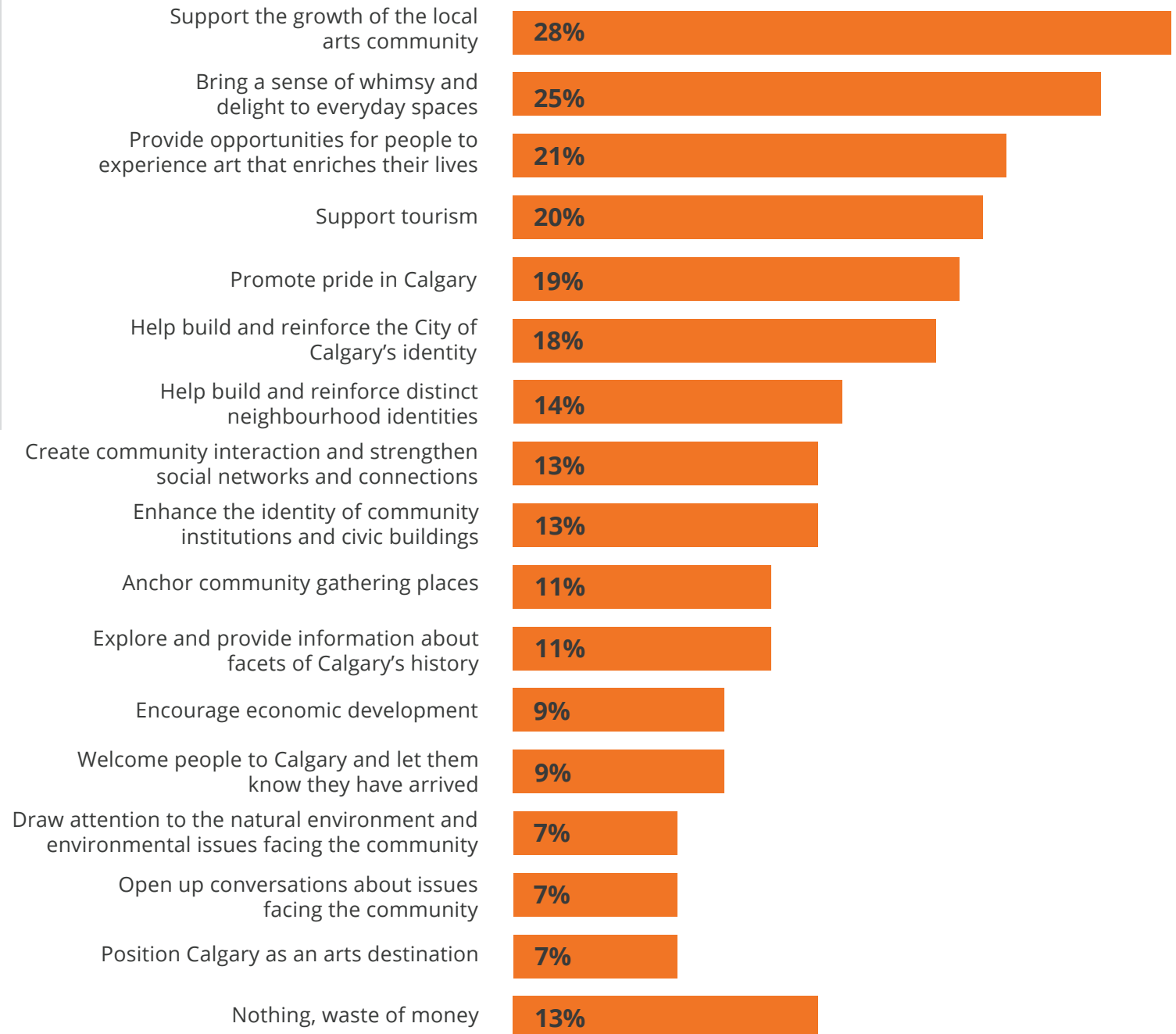
Only 6% of Calgarians aren't aware of public art pieces in Calgary and don't have an interest in exploring public art further.

Which best describes your connections to public art installations?



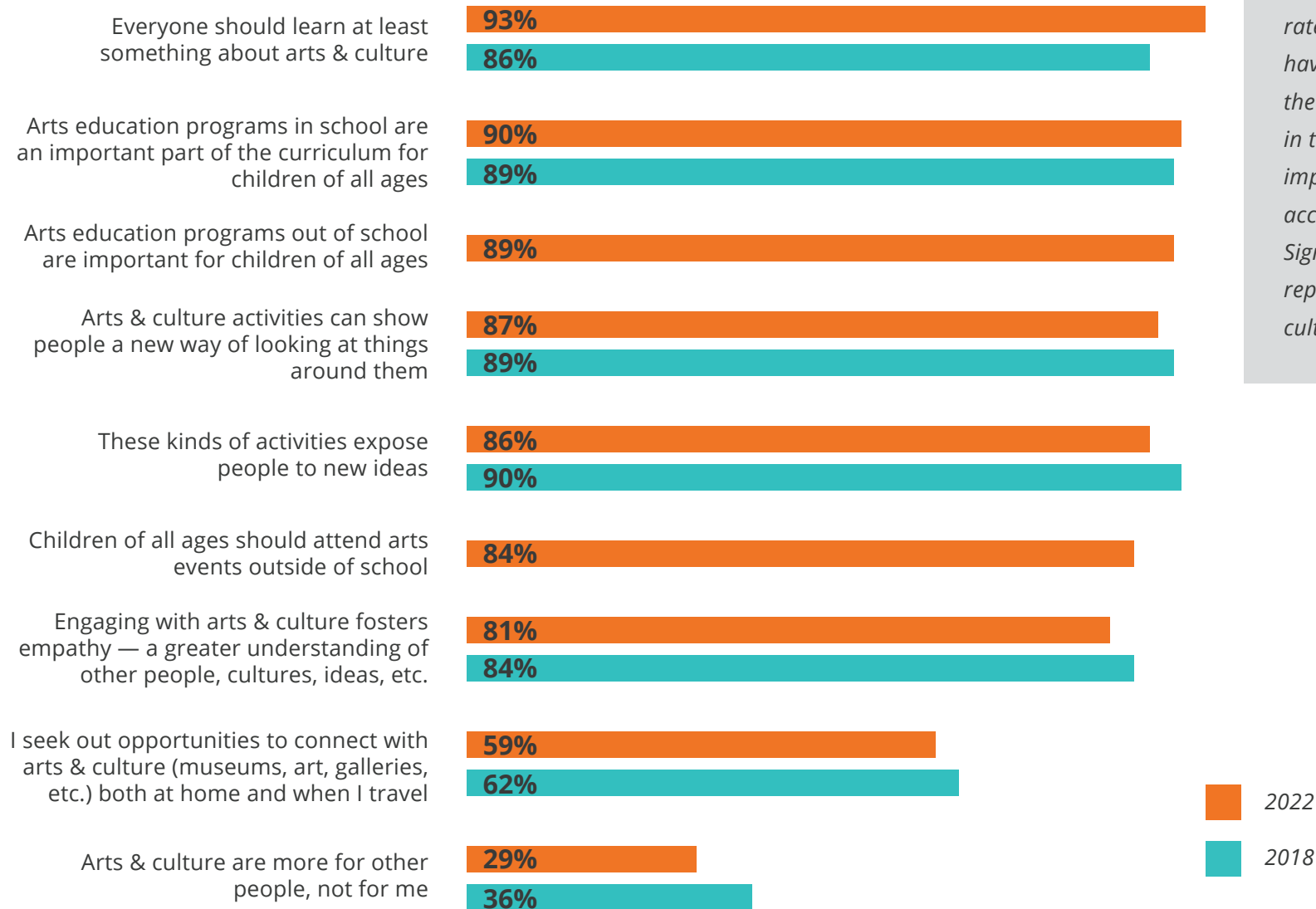
Calgarians are most likely to see public art as supporting the growth of the local arts community, while also bringing a sense of delight to everyday spaces and providing opportunities for people to experience art that enriches their lives. Despite a persistent narrative by some, only 13% of Calgarians don't see value in the role public art plays in Calgary.

Role of Public Art in Calgary



General Attitudes

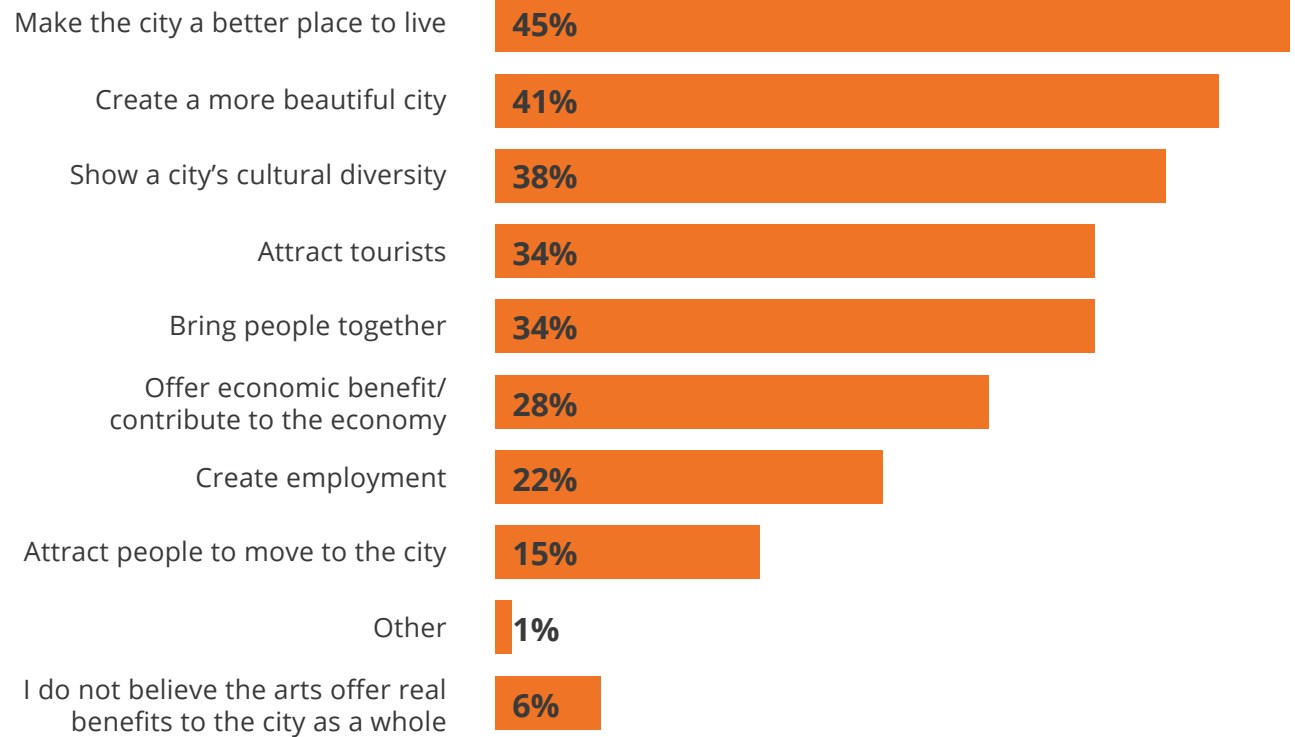
General attitudes about arts and culture (Net agree %)



Despite reduced participation rates, Calgarians continue to have a positive attitude about the role arts and culture plays in the community and the importance of youth having access to arts opportunities. Significantly fewer people report feeling that arts and culture is not for them.

The majority of Calgarians hold a positive view of the arts. Making the city a better and more beautiful place to live are the top art benefits for Calgarians. Many Calgarians recognize the value of art as an economic driver either through an attraction for tourists (34%), the economic benefit it brings to the community (28%) or employment creation (22%). Only 6% of Calgarians do not believe the arts offer real benefits to the city as a whole.

The benefits of the arts in Calgary



Most Calgarians, even those not highly engaged with the arts, believe the arts play a valuable role in creating a vibrant city.

Art and culture perceptions

Arts & culture experiences help bring people from diverse backgrounds together as a community

89%

A strong arts & culture scene is key to creating a vibrant, safe and prosperous city

82%

Calgary has a strong and vibrant festival scene

78%

I favour businesses that support the arts

67%

Too much is spent on arts in Calgary — if people want art they can pay for it themselves

36%

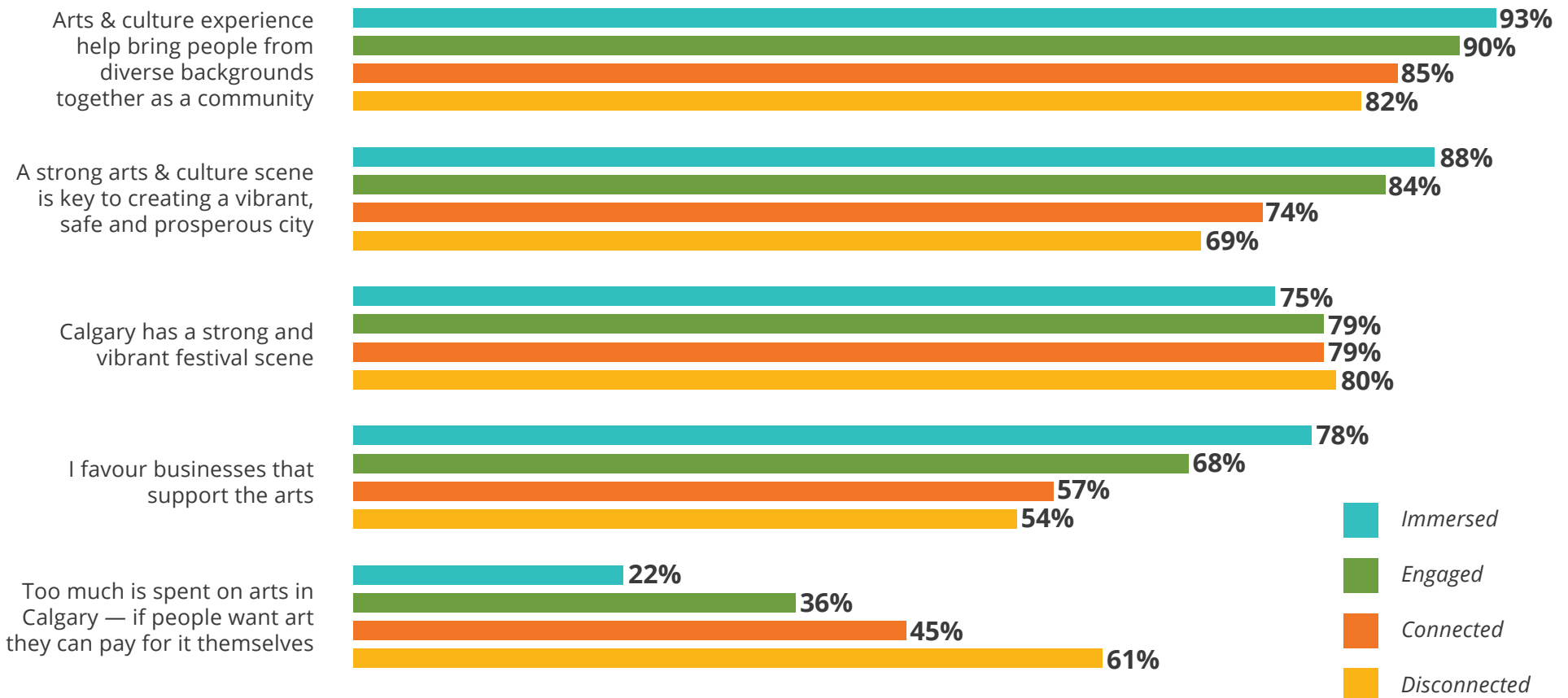
When looking at perceptions of how the arts contribute to the city by individual levels of participation in the arts, even those *disengaged* from arts participation feel that arts and culture help bring people from diverse backgrounds together as a community (82%) and that a strong arts and culture scene are key to creating a vibrant, safe and prosperous city (69%).

Those most engaged in the arts have the strongest positive sentiment regarding almost all ways the arts contribute to communities aside from

the feeling that Calgary has a strong and vibrant festival scene. Those most engaged in the arts are least likely to agree that Calgary's festival scene is thriving (75%), indicating that they want even more opportunity to participate in these types of events.

Only 36% felt that too much is spent on the arts in Calgary and that if people want art they can pay for it themselves. This is significantly lower than in either 2016 (44%) or 2018 (45%). Almost two-thirds of Calgarians (64%) disagreed that too much is spent on the arts.

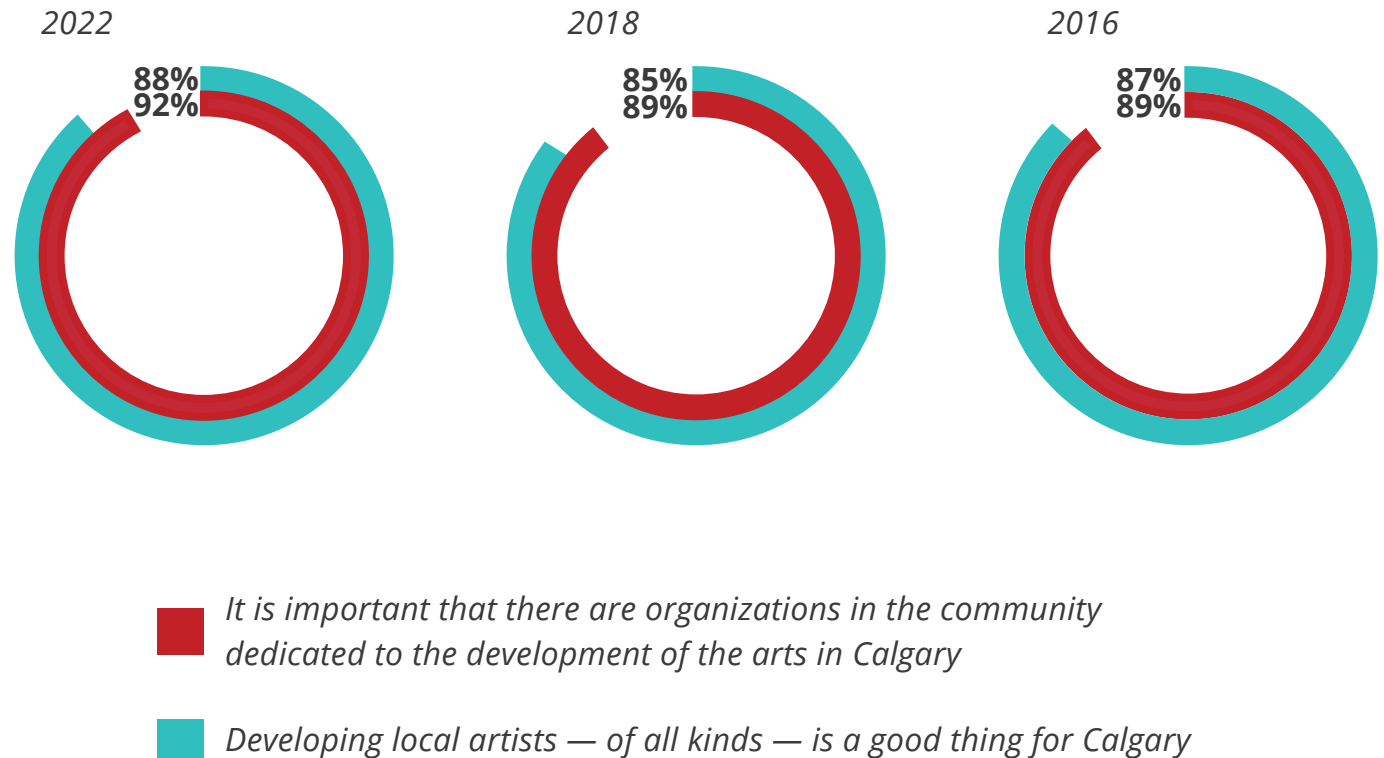
Perceptions by level of engagement



Developing the Arts in Calgary

An increasing number of Calgarians feel that developing local artists is a good thing for Calgary (92%), and that it is important that there are organizations dedicated to the development of the arts in Calgary (88%). Only a small percentage of Calgarians disagree with these statements.

Perceptions on arts development in Calgary

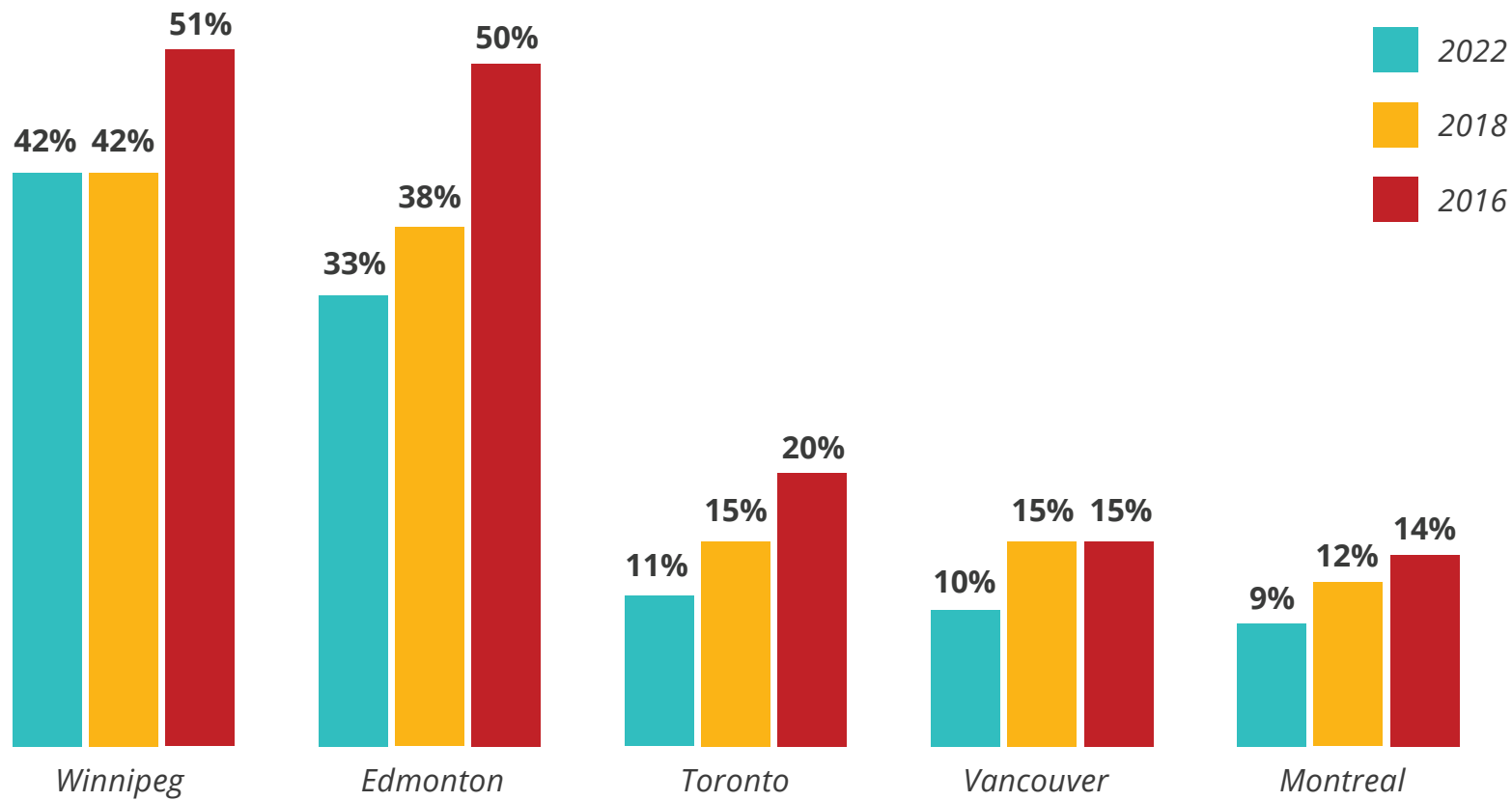


Calgary vs. Other Cities

Fewer and fewer Calgarians agree that Calgary is a more creative and artistic city than our peer cities across the country. The majority of Calgarians responded that Calgary is not more creative than Edmonton, Toronto, Vancouver or Winnipeg.

Calgary, in fact, saw a continued decline that began in 2018 when comparing itself to other cities as a creative hub. Only Winnipeg remained stable with 42% of Calgarians feeling that Calgary is more creative and artistic than the capital of Manitoba. Calgarians increasingly feel that Calgary is less creative than Edmonton, Toronto, Vancouver or Montreal.

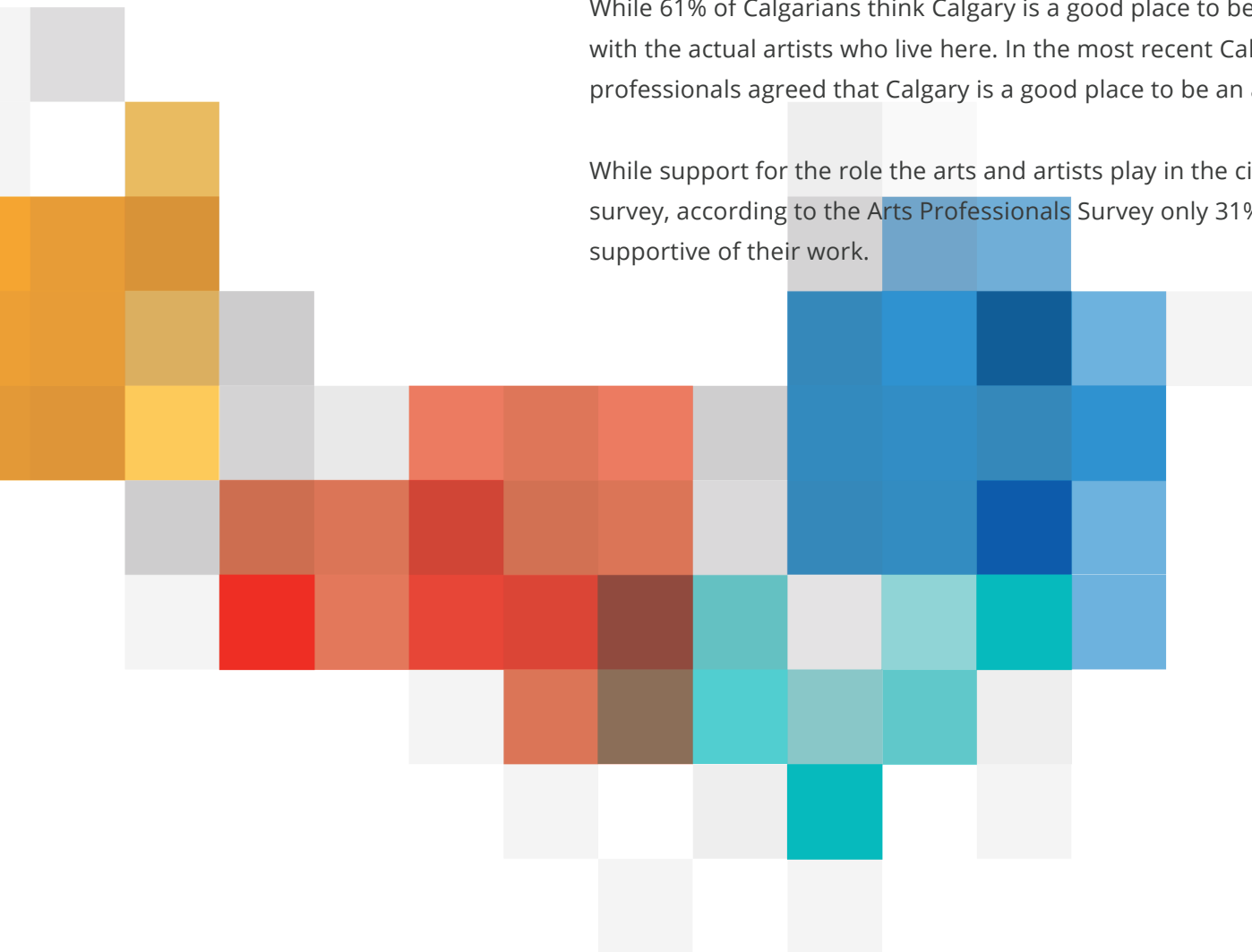
Calgary is a more creative and artistic city than... (% Agree)



Artists

While 61% of Calgarians think Calgary is a good place to be an artist today, that perception is not shared with the actual artists who live here. In the most recent Calgary Arts Professionals Survey only 30% of arts professionals agreed that Calgary is a good place to be an artist.

While support for the role the arts and artists play in the city remains strong in the citizen engagement survey, according to the Arts Professionals Survey only 31% of arts professionals feel that Calgary is supportive of their work.



Arts + Education

The majority of Calgarians see arts as an important part of education for children, and agree everyone should learn something about arts and culture. While during the pandemic in-person arts experiences were almost non-existent, even before the pandemic, cuts to arts education funding as well as funding for bussing made in-person arts experience for students increasingly difficult to access.



Arts education programs in school
are an important part of the
curriculum for children of all ages
90%

Children of all ages should attend
arts events outside of school
84%

Everyone should learn at least
something about arts and culture
93%

Arts education programs out
of school are important for
children of all ages
89%

Survey Participant Demographics

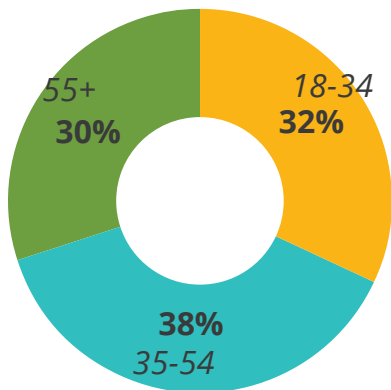
The survey instrument and sampling plan were developed by Stone-Olafson in collaboration with Calgary Arts Development.

The research was fielded online by Stone-Olafson using a consumer household sample with quotas established to ensure final outcomes are representative of the wider population in terms of age and gender. The sample has been weighted to be representative in terms of age and gender.

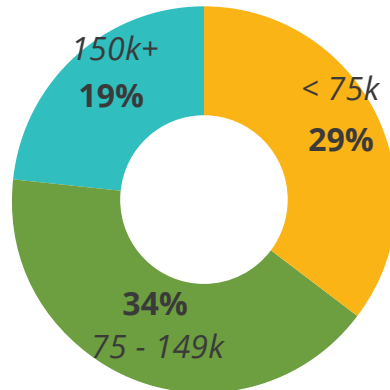
Within the sample, quotas were set to ensure representation by region within the city, including Northwest, Northeast, Southwest, Southeast and Centre City. The definition of Centre City reflects the alignment of the City of Calgary's *Centre City Plan*.

The following is a demographic breakdown of survey participants.

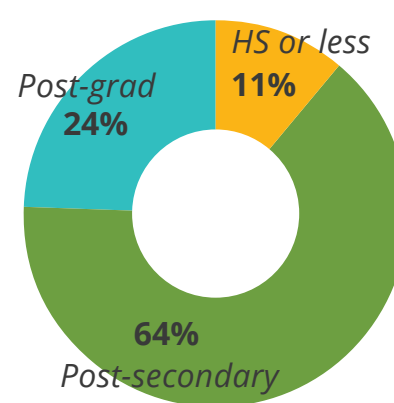
Age



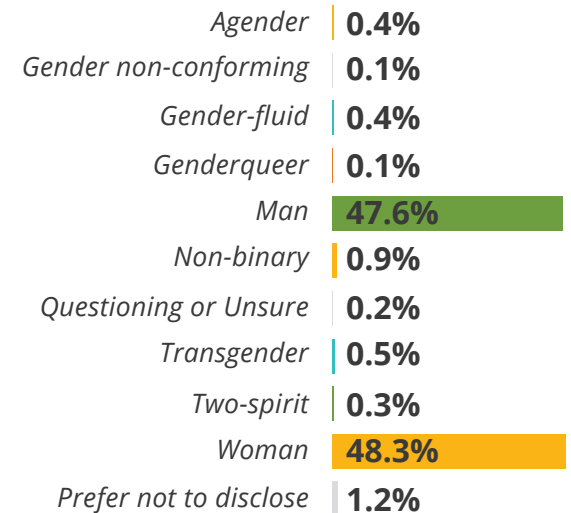
Income



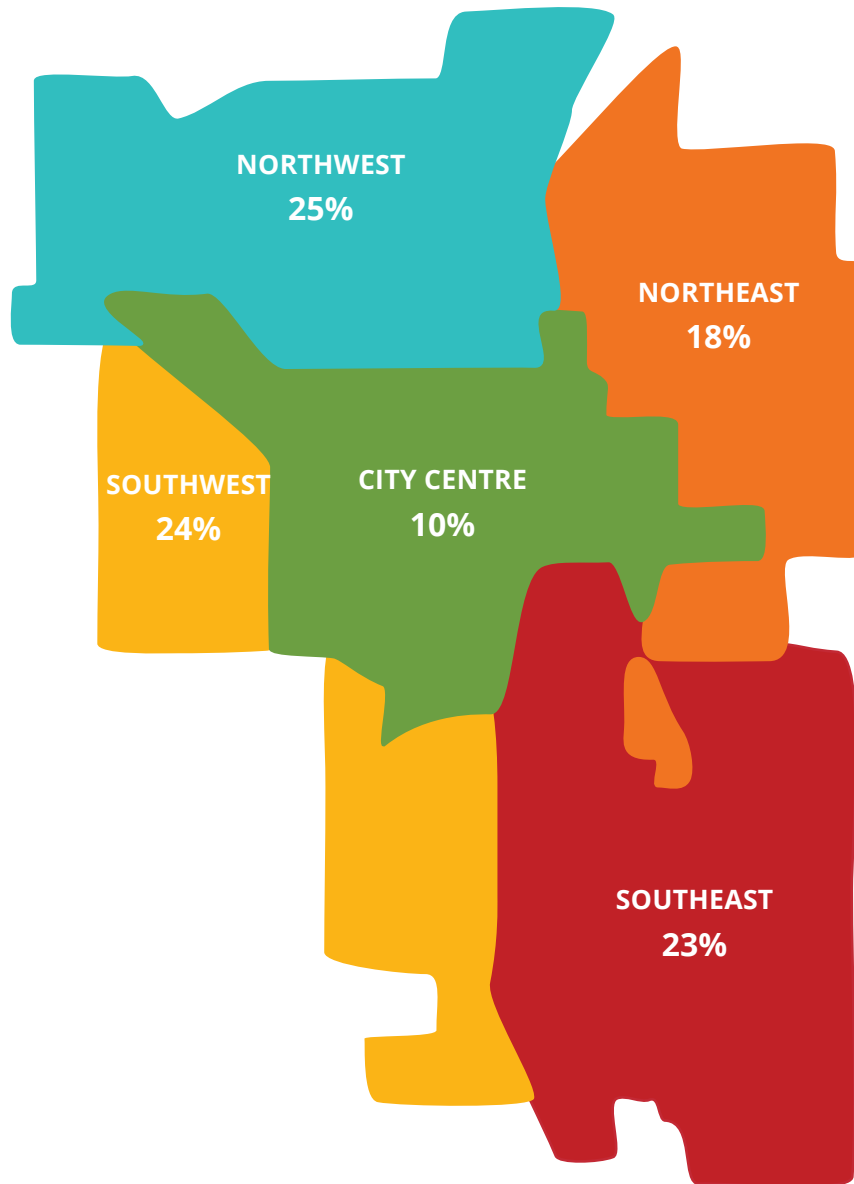
Education



Gender



Location



81% *Have spent more than 10 years in Calgary*

18% *Were born outside of Calgary*

18% *Have kids at home*

13% *Identify as having a mental illness or have someone in their home with a mental illness*

8% *Identify as having a physical disability or have someone in their home with a physical disability*

About Stone-Olafson

Stone-Olafson is a national research consulting firm with roots firmly planted in Calgary. We are proud supporters of Calgary Arts Development and the work they do for our community. We believe strongly in the power of the arts in driving a vibrant city and are proud to be working with some of the most creative and exciting organizations in the city. Since our inception over nine years ago our team of senior consultants has been focused on helping organizations know what people really think and then going beyond. We aren't interested in just delivering data and then walking away, we recommend how you can use what you learn and make it work for you.

For more information www.stone-olafson.com

About Calgary Arts Development

As the city's designated arts development authority, Calgary Arts Development supports and strengthens the arts to benefit all Calgarians. We invest and allocate municipal funding for the arts provided by The City of Calgary and leverage these funds to provide additional resources to the arts sector. Our programs support hundreds of arts organizations, individual artists, artist collectives and ad hoc groups in Calgary. Calgary Arts Development strives to increase and use our resources wisely, foster collaborative relationships and make the arts integral to the lives of Calgarians. We are a connector, facilitator, collaborator, champion, supporter, amplifier, investor, catalyst and opportunity-maker.

For more information www.calgaryartsdevelopment.com

