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***Spreading the Arts Bug:
Ontario performing arts evidence***

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Hill Strategies Research***

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Topics for discussion

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1. Arts attendance in Ontario
2. Frequency of attendance
3. What kind of people do you attract?
4. Marketing implications: Getting more bums in seats
5. Implications: Arts education
6. Are performing arts attendees good people???
7. Research gaps
8. Questions

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www.HillStrategies.com

- Free resources available via email and internet (www.hillstrategies.com)
- **Statistical Insights on the Arts**
 - 20 reports in the series (so far)
 - [Cultural and Heritage Activities in 2005](#)
 - [Provincial Profiles of Cultural and Heritage Activities in 2005](#)
 - [Volunteers in the arts and culture](#)
 - [Donors to arts and culture organizations](#)
 - [Consumer spending on culture](#)
 - [Artists in Canada](#)

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Arts Research Monitor

- Free monthly report
- Summaries and links to research evidence
- Free, categorized, searchable information at ArtsResearchMonitor.com

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ArtsResearchMonitor.com

- **Evidence basis for the arts ...**
 - Arts advocacy
 - Arts attendance & participation
 - Arts education
 - Arts funding & finances
 - Copyright and the arts
 - Creative class, cities, people, neighbourhoods
 - Diversity & immigration
 - Facilities
 - Human resources
 - Internet, technology & the arts
 - Miscellaneous resources
 - Nonprofit sector information
 - Organizational planning, management, governance & marketing
 - Partnerships
 - Provincial and local information
 - State of the artist: earnings, growth, etc.
 - Volunteers & donors
 - Women in the arts

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ArtsResearchMonitor.com

- **Evidence about arts disciplines**
 - Performing arts
 - Media arts
 - Reading, writing, publishing and literacy
 - Visual arts
- **Impacts of the arts**
 - Economic impacts
 - Social impacts
 - Arts and health

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Arts attendance stats

- Provincial Profiles of Cultural and Heritage Activities in 2005
 - Hill Strategies Research, released October 2
- A Profile of the Cultural and Heritage Activities of Canadians in 2005
 - Hill Strategies Research, released March 28
- Data from Statistics Canada's General Social Surveys of 1992 and 2005
- in-depth telephone surveys of about 10,000 Canadians, including over 2,200 Ontarians
- 15 years of age or older

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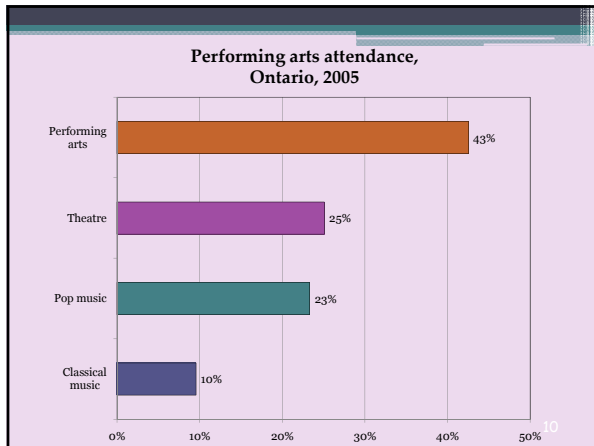
Arts attendance stats

- Repeat attendees are counted only once.
- The data includes attendance of provincial residents while travelling out of province or out of the country and excludes attendance by residents of other jurisdictions while travelling in Canada.
- So: the data on Ontario performing arts attendees represents the number of Ontario residents who attended at least one performance (anywhere) in 2005
 - not the total attendance at Ontario performing arts organizations.

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Performing arts attendance in Ontario

- In 2005, 43% of the population 15 or older attended a “concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals)”
- 4.3 million Ontarians



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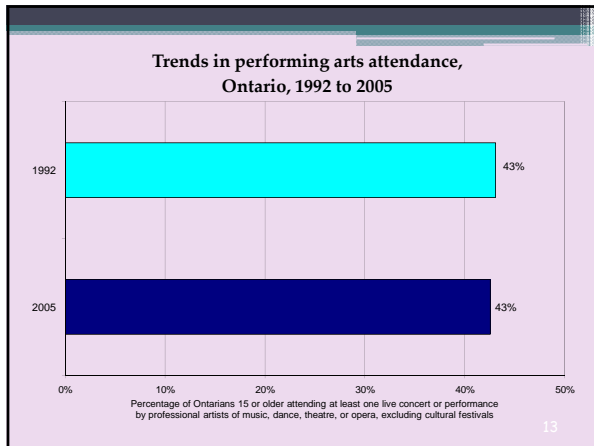
Arts attendance questions

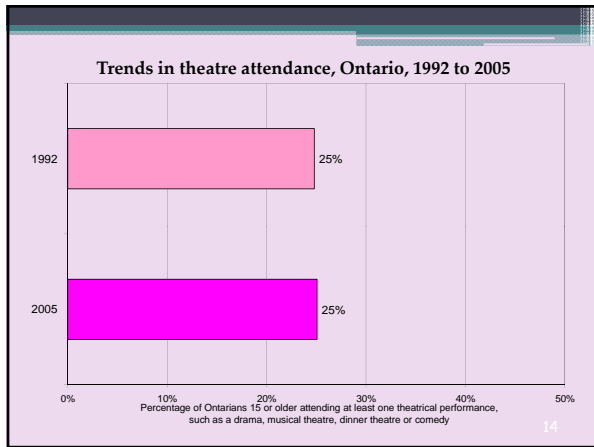
- 25% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (2.5 million Ontarians);
- 23% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (2.4 million Ontarians); and
- 10% attended a symphonic or classical music performance (900,000 Ontarians)

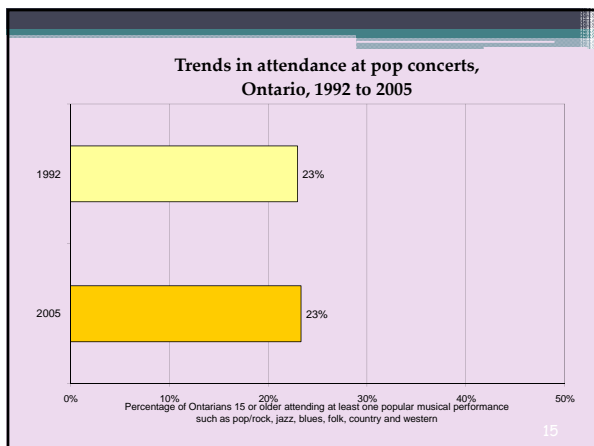
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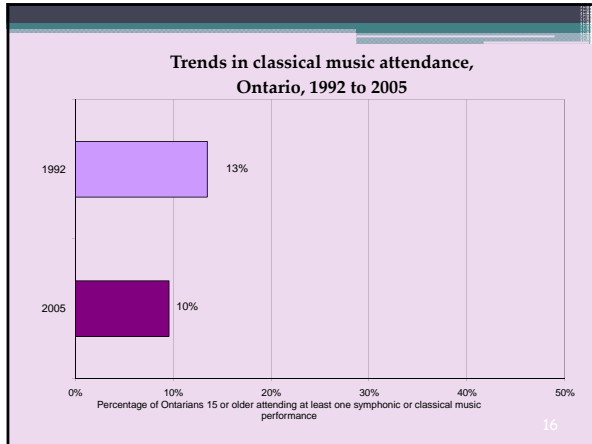
Performing arts trends in Ontario

- How do the 2005 figures compare with a similar survey in 1992?









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Arts attendance trends

- What about other types of cultural activities?
- Many cultural and heritage activities attracted a larger percentage of Ontarians in 2005 than in 1992:
 - cultural/heritage performances (such as Aboriginal dance, Chinese opera, or Ukrainian dance)
 - museums
 - public art galleries
 - historic sites
 - book reading
 - movies and
 - videos.

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Arts attendance trends

- Other cultural and heritage activities attracted a similar percentage of Ontarians in 2005 as in 1992:
 - **overall performing arts**
 - **theatre**
 - **popular music**
 - zoos and other heritage organizations
 - conservation areas and nature parks
 - magazine reading and
 - listening to music on CDs or other pre-recorded formats.

Arts attendance in Ontario

- Only two activities attracted a smaller percentage of Ontarians in 2005 than in 1992:
 - **classical music attendance** and
 - newspaper reading.

Population growth may float your boat

- population growth
→ → → → →
increase in number of Ontarians attending, visiting, reading, watching or listening **almost all cultural and heritage activities**
- Including the performing arts

Growing number of performing arts attendees

- 3.4 million Ontarians attended a performance in 1992
- 4.3 million Ontarians attended in 2005
- a 26% increase
- 28% growth in the population 15 and older between 1992 and 2005

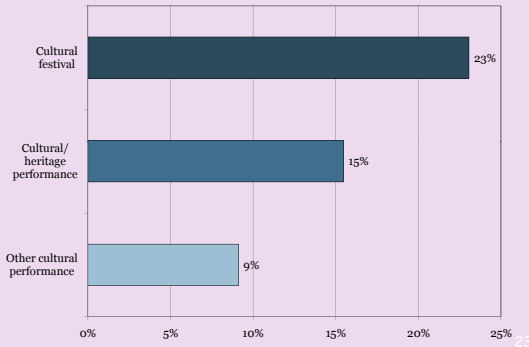
Arts attendance in Ontario

Three other survey questions related to performing arts attendance:

- 23% of the population 15 or over attended a cultural or artistic festival
 - (film, fringe, dance, jazz, folk, rock, buskers or comedy)
 - 2.3 million Ontarians
- 15% attended a performance of cultural/heritage music, theatre or dance
 - (e.g. Aboriginal Peoples, Chinese, Ukrainian)
 - 1.6 million Ontarians
- 9% attended another kind of cultural performance.
 - (includes dance, opera, circus other)
 - 920,000 Ontarians

Other attendance stats:

Festivals and performing arts, Ontario, 2005

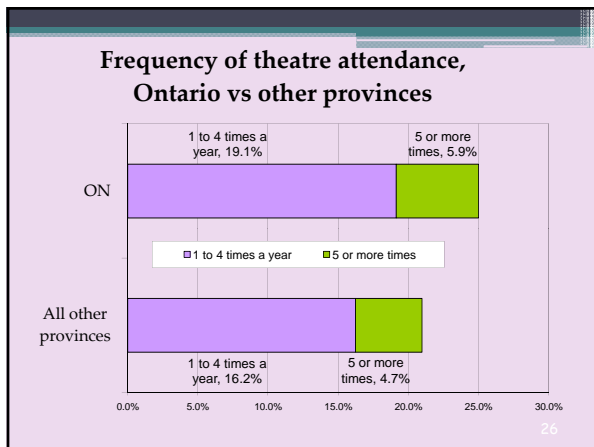


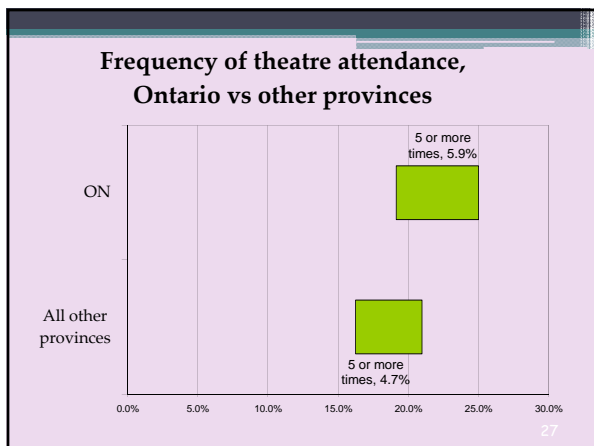
Arts attendance in Ontario

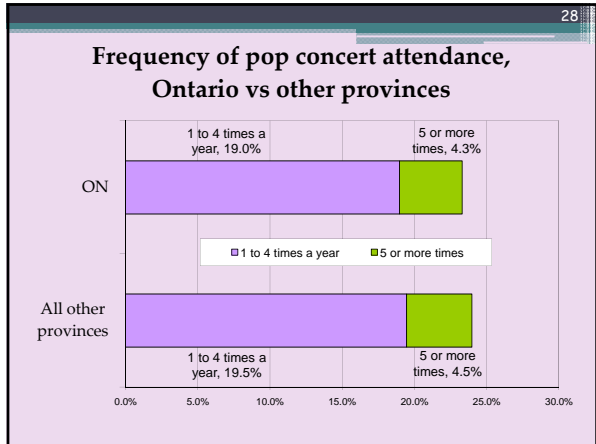
• Other findings

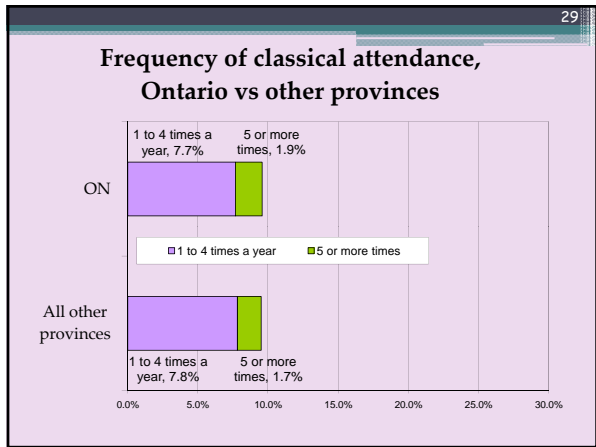
- More Ontarians read a book than went to a movie in 2005
- Art galleries increasingly popular
 - 19% in 1992 and 28% in 2005

Frequency of Ontarians' performing arts attendance









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What kind of people do you attract?

Separating Ontario performing arts attendees from non-attendees

What is the best question ...

- Q1. Are you female?
- Q2. Are you over 55?
- Q3. Did you visit an art gallery last year?
- Q4. Did you graduate from college or university?
- Q5. Did you read a book last year?
- Q6. Do you read a newspaper 3 times per week or more?
- Q7. Is your household income \$60,000 or more?

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Predicting Ontario performing arts attendance

What is the best question ...

- Calculations:
 - If respondent is female, you guess that she attended a performance during the year.*
 - If respondent is male, you guess that he did **not** attend a performance.*
- Attend rate: Women 43%, Men 42%
- Correct: Women 43%, Men 58%
- Overall: correct 51% of the time

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Predicting Ontario performing arts attendance

7th best (i.e., worst choice):

Attendance rate by frequent newspaper readers

- 45% if read at least 3 newspapers per week
- 38% if did not (i.e., correct 62%)
- Overall: correct 51% of the time

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Predicting Ontario performing arts attendance

6th best (i.e., second worst choice):

Attendance rate by sex

- 43% if female
- 42% if male (i.e., correct 58%)
- Overall: correct 51% of the time

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Predicting Ontario performing arts attendance

5th best:

Attendance rate by age

- 40% if over 55
- 44% if under 55 (i.e., correct 56%)
- Overall: correct 52% of the time

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Predicting Ontario performing arts attendance

4th best:

Attendance rate by book readers

- 50% if read a book
- 26% if did not read a book (i.e., correct 74%)
- Overall: correct 58% of the time

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Predicting Ontario performing arts attendance

3rd best:

Attendance rate by education

- 52% if college/university graduate
- 33% if not (i.e., correct 67%)
- Overall: correct 59% of the time

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Predicting Ontario performing arts attendance

2nd best choice:

Attendance rate by income

- 56% if household income \$60k or more
- 33% if other incomes (i.e., correct 67%)
- Overall: correct 61% of the time

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Predicting Ontario performing arts attendance

Best choice:

Attendance rate by art gallery visitors

- 69% if visited an art gallery
- 32% if did not visit (i.e., correct 68%)
- Overall: correct 68% of the time

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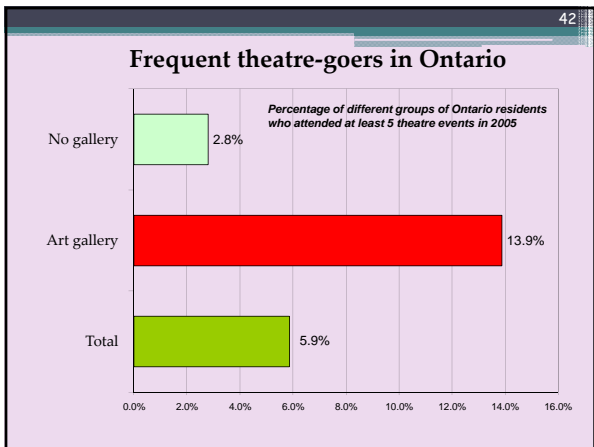
**Examined
another way...**

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Performing arts attendance rates for Ontarians who did other cultural activities

- ❖ Art gallery: 69%
- ❖ Other museum: 68%
- ❖ Festival: 68%
- ❖ Cultural/heritage performance: 65%
- ❖ Historic site: 63%
- ❖ Zoo, aquarium, gardens, etc.: 60%
- ❖ Movie: 55% 56% if household income \$60k or more
- ❖ Conservation area: 54%
- ❖ Downloaded music: 53%
- ❖ Book: 50% 52% if college/university graduate
- ❖ Music on CD: 48%
- ❖ Video: 46%
- ❖ Overall Ontario population: 43%

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Performing arts attendance - Key findings

- Art gallery and performing arts attendance are strongly related
- Those who get the arts go to a range of things
- Those who don't "get it" don't go

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Crossovers - An "arts bug"

- The divide between cultural participants and non-participants appears to be more significant than any demographic factor.
- It appears that there is an "arts bug" that, once caught, keeps people coming back for more.

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Crossovers - An "arts bug"

- This is both bad news and good news
 - Education levels rising: limited impact on cultural participation
 - Arts can attract people from various demographic groups: not elitist

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Crossovers - so what?

- Marketing implications
 - Performing arts marketing directed at art gallery visitors
 - Performance info at art galleries, festivals, museums, historic sites
 - Brochures, etc. in libraries, reading series
 - Performances in art galleries?
 - Co-locations, co-productions & co-creations?

- Interrelatedness of the arts and cultural industries

Crossovers - so what?

- Collaboration
 - rather than competition

- Make new alliances.
 - Collaborate with other groups that have similar goals and clientele.

- Joint advocacy (possibly arts education)

Crossovers - so what?

- Efforts to draw new arts attendees could pay off in higher participation in a range of cultural activities
 - Enlarge the pie and many organizations can reap the rewards

- How to spread the “arts bug” to more people?

How to spread the bug?

- Develop a better understanding of meaning, benefits and values of participation for YOUR audience, your customers
 - Theatre goers in Ottawa may have different benefits and value sets than those in Toronto

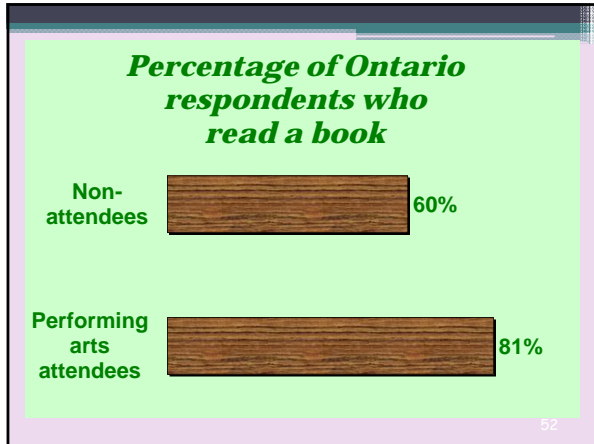
See www.ArtsResearchMonitor.com for more details of these research findings.

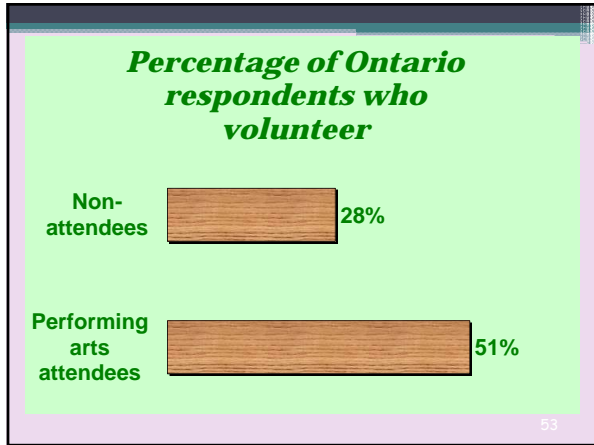
How to spread the bug?

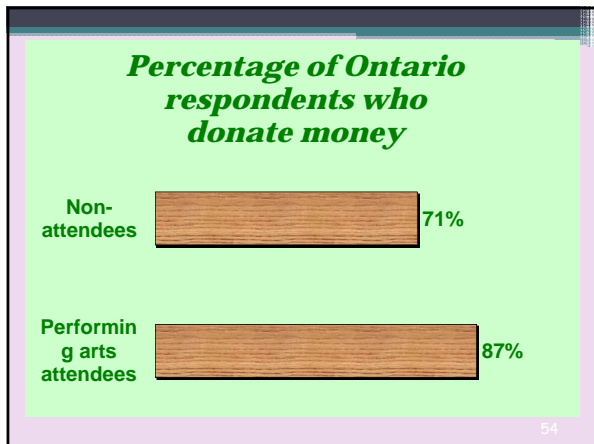
- Arts education
 - Clear impact of childhood arts experiences on adult participation
 - Clear impact of childhood arts experiences on overall quality of life

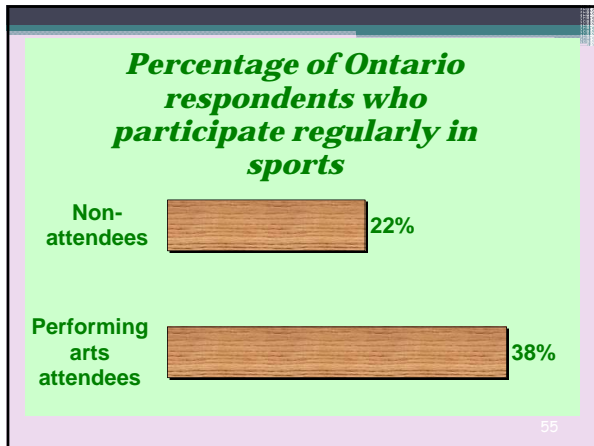
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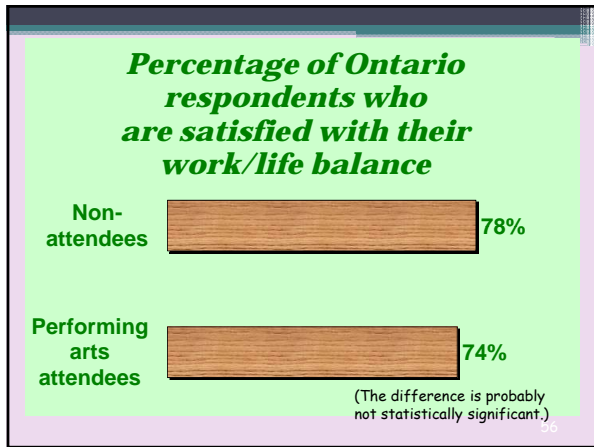
True or false?
 Performing arts attendees
 are good people...

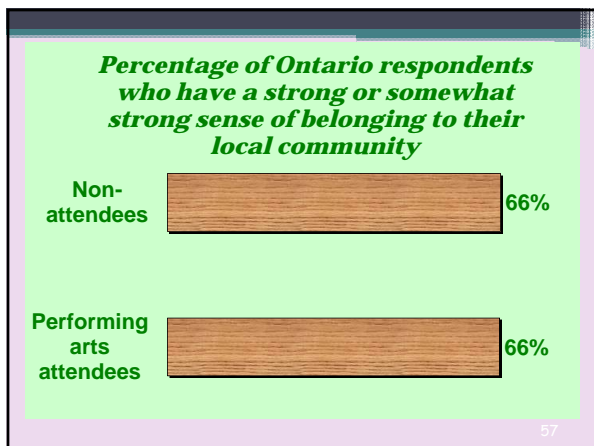


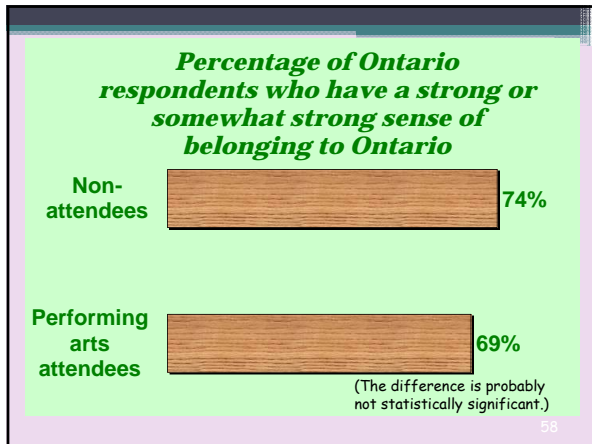


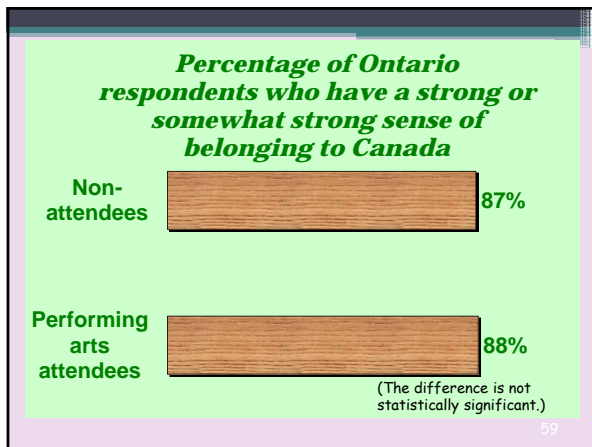












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Average spending on consumer goods and services (Canada)

High spenders on performing arts vs. others

- 65% more on household maintenance, repairs and replacement;
- 65% more on cellphone services;
- 134% more on garden supplies;
- 54% more on household appliances;
- 56% more on vehicle purchases; and
- 121% more on financial services.

→ Sponsorships

Source: *Performing Arts Spending in Canada*, Hill Strategies Research, *Statistical Insights on the Arts* series

Research gaps

- Motivations of Canadian arts attendees

- Importance of community venues in Canada

- Arts education

Research gaps

- Arts education
 - How many children receive arts education?
 - Which artforms, at what age?
 - Which children receive, which don't?
 - At school or elsewhere (or both)?
 - How many arts teachers are there in primary and secondary schools?
 - ... school librarians?
 - ... arts consultants in Boards of Education?

Research gaps

- Arts education
 - What role do (can) arts organizations play in arts education? For which children? How could this happen?
 - Are the benefits of arts education felt equally by different groups of children?
 - What are the benefits for different groups of adults?

Thank you for your time!



Questions???

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