




**1**

## Spreading the Arts Bug: Ontario performing arts evidence

**Kelly Hill**  
Hill Strategies Research

Presented at Ontario Contact  
Mississauga, October 18, 2007

---

---

---

---

---

---

---

---

**2**

### Topics for discussion

**Q**  
**u**  
**e**  
**s**  
**t**  
**i**  
**o**  
**n**  
**s**

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

---

---

---

---

---

---

---

---

**3**

www.HillStrategies.com

- Free resources available via email and internet ([www.hillstrategies.com](http://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*

---

---

---

---

---

---

---

---

4

### **Arts Research Monitor**

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

---

---

---

---

---

---

---

---

5

### **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

---

---

---

---

---

---

---

---

6

### **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

---

---

---

---

---

---

---

---

7

### 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

---

---

---

---

---

---

---

---

8

### 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.

---

---

---

---

---

---

---

---

9

### 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

---

---

---

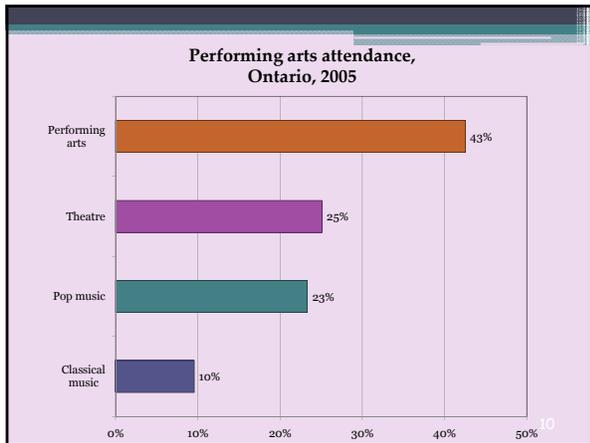
---

---

---

---

---




---



---



---



---



---



---



---

11

### 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)

---



---



---



---



---



---



---

12

### Performing arts trends in Ontario

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

---



---



---



---



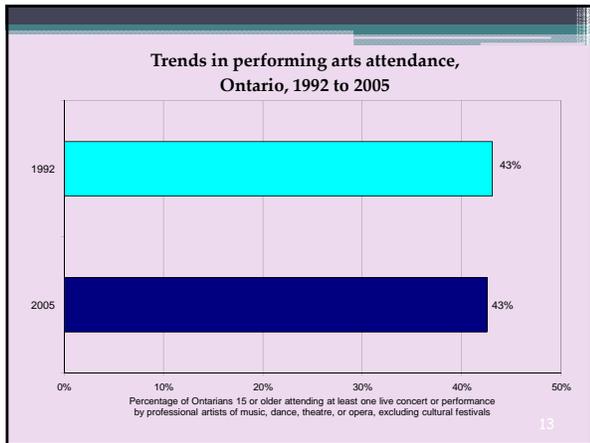
---



---



---




---



---



---



---



---



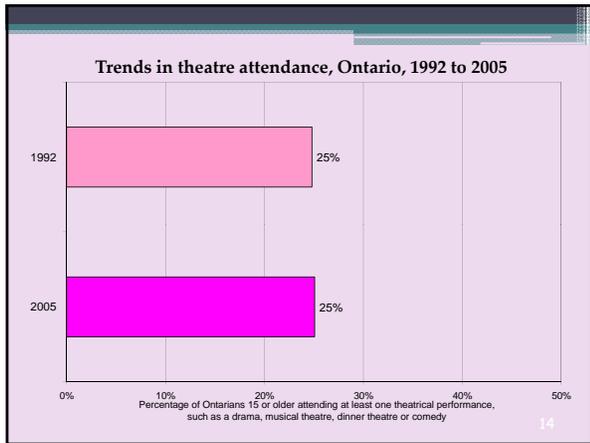
---



---



---




---



---



---



---



---



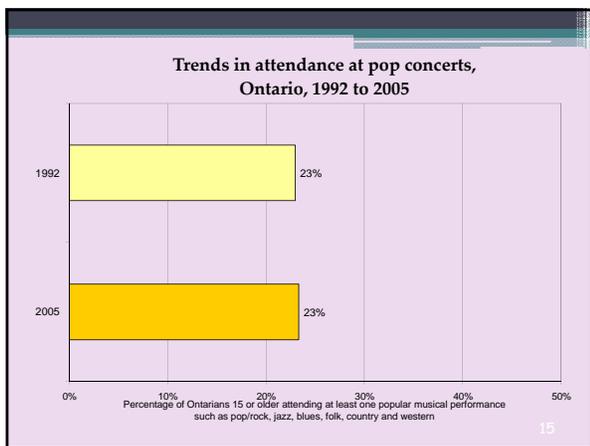
---



---



---




---



---



---



---



---



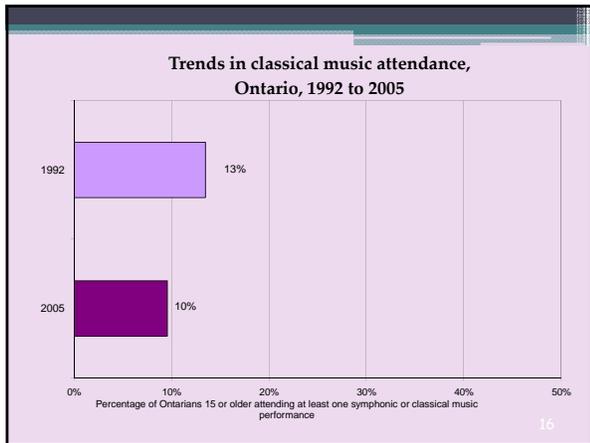
---



---



---




---

---

---

---

---

---

---

---

---

---

17

### 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.

---

---

---

---

---

---

---

---

---

---

18

### 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

---

---

---

---

---

---

---

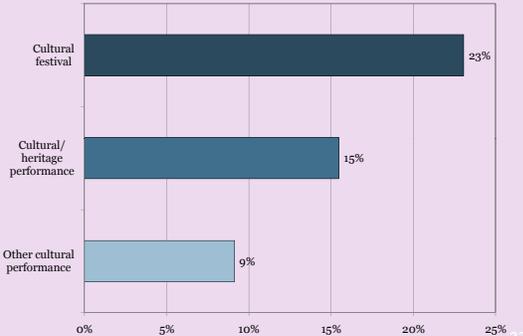
---

---

---

#### 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

---



---



---



---



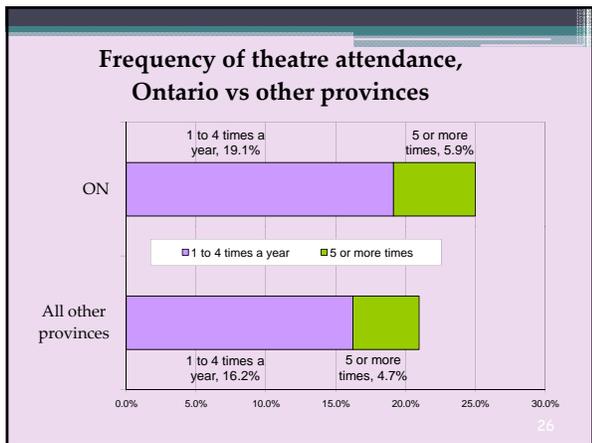
---



---



---




---



---



---



---



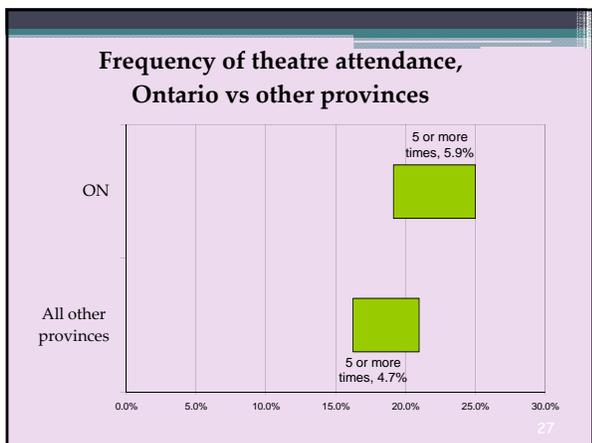
---



---



---




---



---



---



---



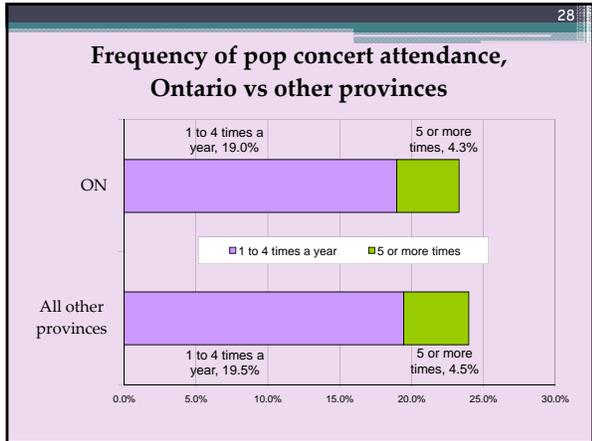
---



---



---




---

---

---

---

---

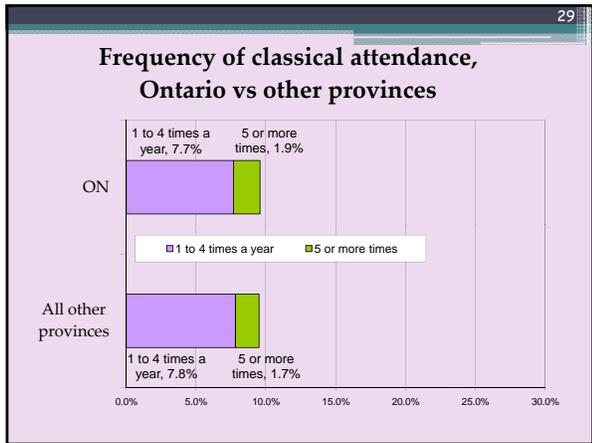
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

30

**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?

31

---

---

---

---

---

---

---

---

## 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

32

---

---

---

---

---

---

---

---

## Predicting Ontario performing arts attendance

*7<sup>th</sup> 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

33

---

---

---

---

---

---

---

---

## 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

34

---

---

---

---

---

---

---

---

## 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

35

---

---

---

---

---

---

---

---

## 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

36

---

---

---

---

---

---

---

---

## Predicting Ontario performing arts attendance

*3<sup>rd</sup> best:*

### Attendance rate by education

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

37

---

---

---

---

---

---

---

---

## Predicting Ontario performing arts attendance

*2<sup>nd</sup> 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

38

---

---

---

---

---

---

---

---

## 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

39

---

---

---

---

---

---

---

---

**Examined  
another way...**

40

---

---

---

---

---

---

---

---

**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%

41

---

---

---

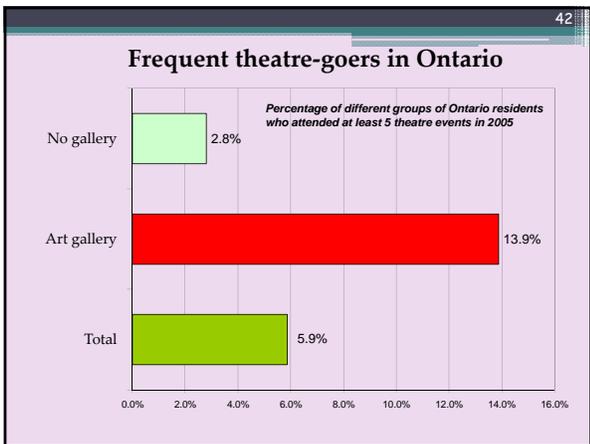
---

---

---

---

---




---

---

---

---

---

---

---

---

## 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

43

---

---

---

---

---

---

---

---

## 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.

44

---

---

---

---

---

---

---

---

## 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

45

---

---

---

---

---

---

---

---

### 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](http://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

See [www.ArtsResearchMonitor.com](http://www.ArtsResearchMonitor.com) for more details of these research findings.

---

---

---

---

---

---

---

---

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

---

---

---

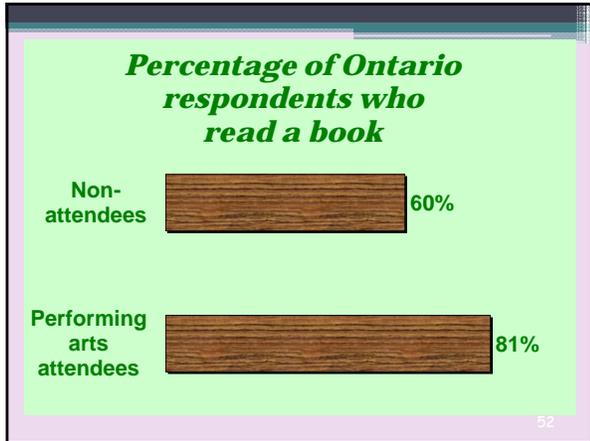
---

---

---

---

---




---

---

---

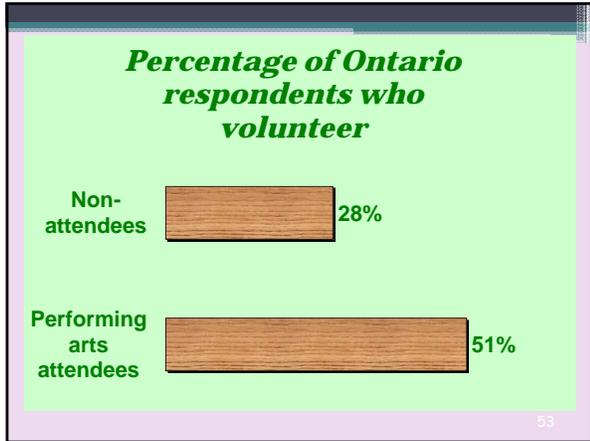
---

---

---

---

---




---

---

---

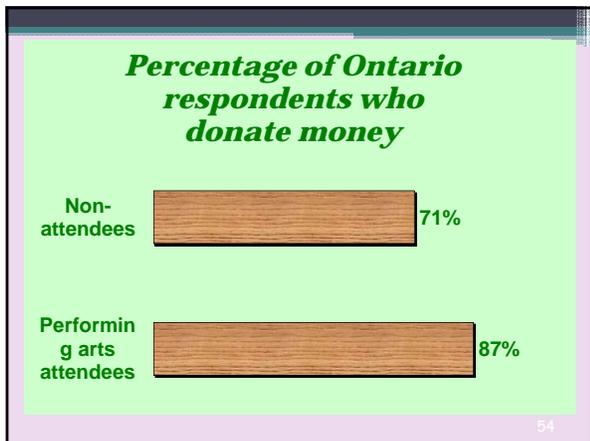
---

---

---

---

---




---

---

---

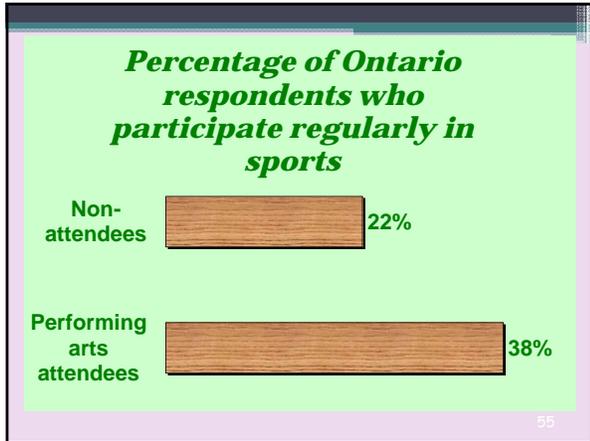
---

---

---

---

---




---

---

---

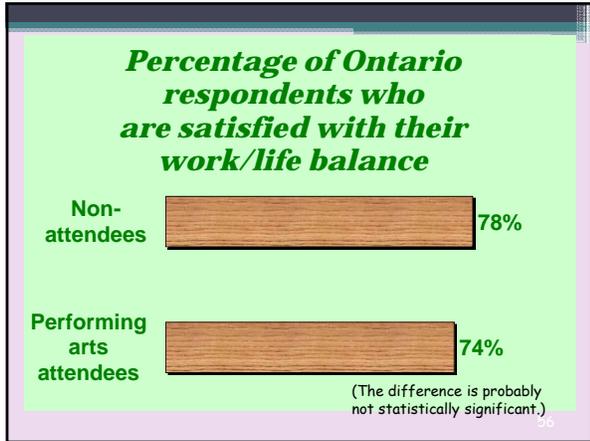
---

---

---

---

---




---

---

---

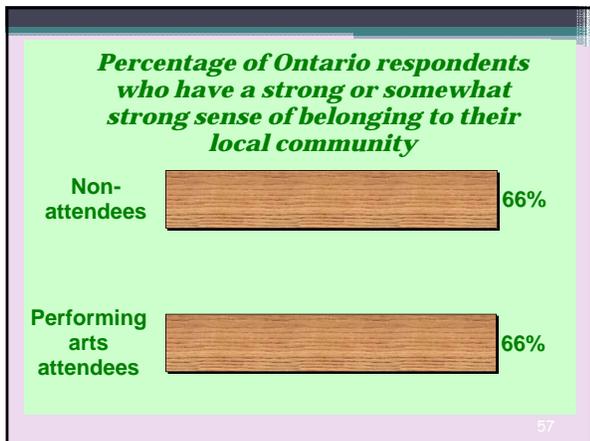
---

---

---

---

---




---

---

---

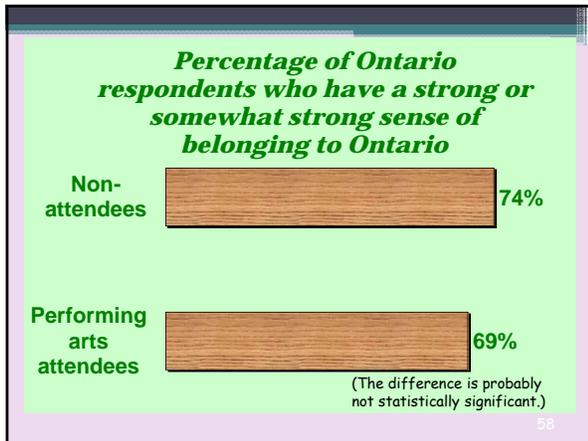
---

---

---

---

---




---

---

---

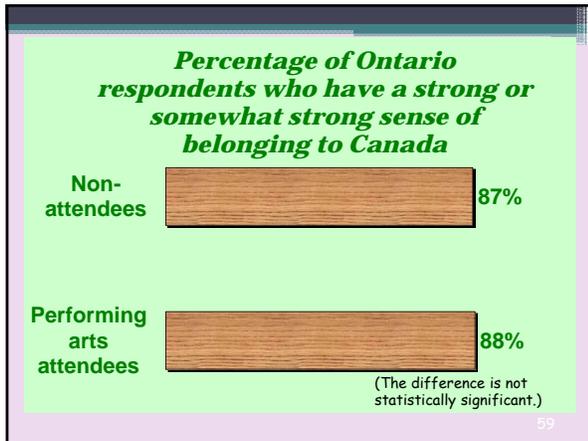
---

---

---

---

---




---

---

---

---

---

---

---

---

60

**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???*

**Hill Strategies Research**  
*Evidence for the Arts*  
 Hamilton, Ontario

[info@hillstrategies.com](mailto:info@hillstrategies.com)  
[www.hillstrategies.com](http://www.hillstrategies.com)  
 905-528-8891

---



---



---



---



---



---



---