




**Audience research
in action**

Performing arts stats in B.C.

**Kelly Hill
Hill Strategies Research**



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**Audience research
in action**

Performing arts stats in B.C.



Canada Council
for the Arts

Conseil des Arts
du Canada



40 YEARS
OF ARTS
COUNCIL

ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO



Canadian
Heritage

Patrimoine
canadien

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Topics for discussion



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



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www.HillStrategies.com

- Free resources available via email and internet (www.hillstrategies.com)
- *Statistical Insights on the Arts*
 - 18 reports so far
 - 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 report (10 times per year)
- 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



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Arts attendance in Canada

- *A Profile of Cultural and Heritage Activities of Canadians in 2005*
 - Hill Strategies Research, March 28, 2007
- Data from Statistics Canada's General Social Surveys of 1992, 1998 and 2005
- in-depth telephone surveys of about 10,000 Canadians
- 15 years of age or older



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Arts attendance in Canada

- Key findings
 - More Canadians read a book than go to a movie
 - Art galleries are increasingly popular with Canadians
 - Classical audiences increased slightly, not decreased
 - Canadians continue to support cultural activities



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Arts attendance in Canada

- Canadians continue to support cultural activities

- Overall, most cultural and heritage activities attracted roughly the same percentage of Canadians in 2005 as in 1992.
- Including the performing arts

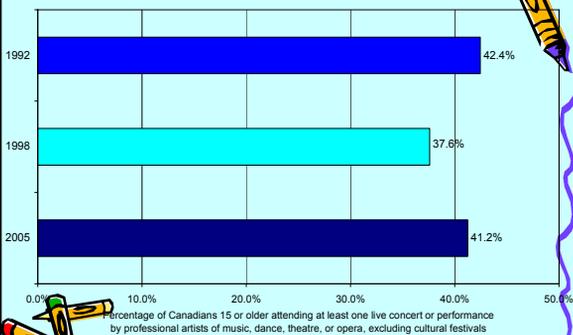
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Arts attendance in Canada

- In 2005, 41.2% of the population 15 or older attended a "concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals)"
- very close to the performing arts attendance rate in 1992 (42.4%)
- and a distinct increase from the 1998 rate (37.6%)

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Figure 9: Trends in performing arts attendance, 1992 to 2005



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Arts attendance in Canada

- Canadians continue to support cultural activities

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

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Arts attendance in Canada

- 9.0 million Canadians attended a performance in 1992
- 10.8 million Canadians attended in 2005
- a 19% increase
- (22.6% growth in the population 15 and older between 1992 and 2005)

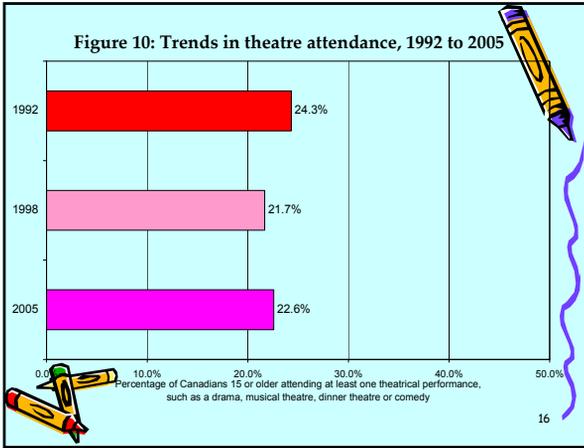
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Arts attendance in Canada

- Canadians continue to support cultural activities

- Overall, most cultural and heritage activities attracted roughly the same percentage of Canadians in 2005 as in 1992.
- Including pop music concerts
- Including theatre

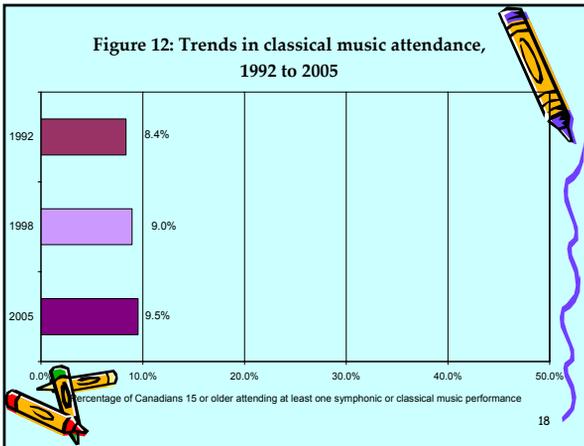
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Arts attendance in Canada

- Canadians continue to support cultural activities***
- Fears of a general decline of classical audiences ...
... are unfounded

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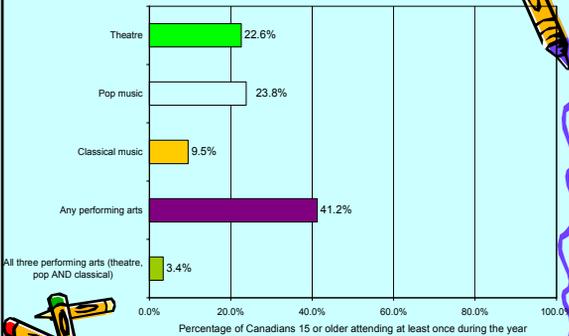


Arts attendance in Canada

- 22.6% of the population 15 or older attended a **theatrical performance** such as a drama, musical theatre, dinner theatre, comedy (5.9 million Canadians);
- 23.8% attended a **popular musical performance** such as pop/rock, jazz, blues, folk, country and western (6.2 million Canadians); and
- 9.5% attended a **symphonic or classical music performance** (2.5 million Canadians)

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Figure 1: Performing arts attendance by Canadians in 2005



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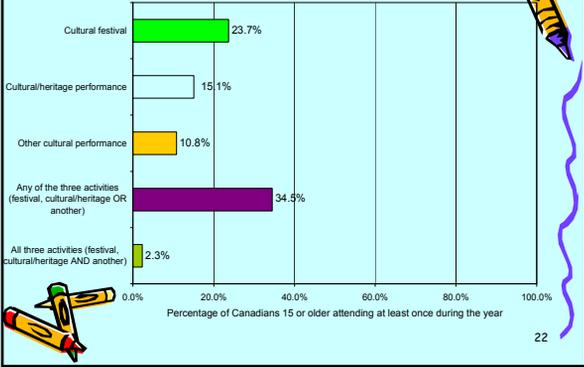
Arts attendance in Canada

Three other survey questions about performing arts attendance

- 23.7% of the population 15 or over attended a **cultural or artistic festival**
 - (film, fringe, dance, jazz, folk, rock, buskers or comedy) (6.2 million Canadians);
- 15.1% attended a performance of **cultural/heritage music, theatre or dance**
 - (e.g. Aboriginal Peoples, Chinese, Ukrainian) (3.9 million Canadians)
- 10.8% attended another kind of **cultural performance**.
 - (includes dance, opera, other) (2.8 million Canadians)

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Figure 2: Festival, cultural/heritage performance and other performance attendance by Canadians in 2005

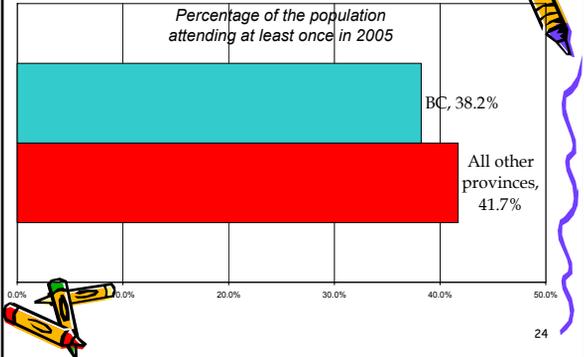


British Columbia performing arts attendance

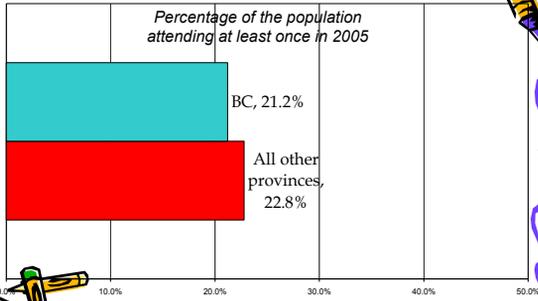
(Custom data prepared for this conference)



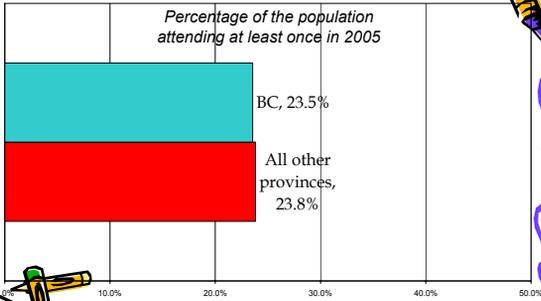
Performing arts attendance rates, BC vs average of all other provinces



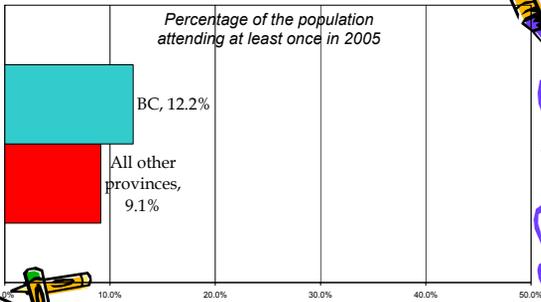
Theatre attendance rates, BC vs average of all other provinces



Pop concert attendance rates, BC vs average of all other provinces



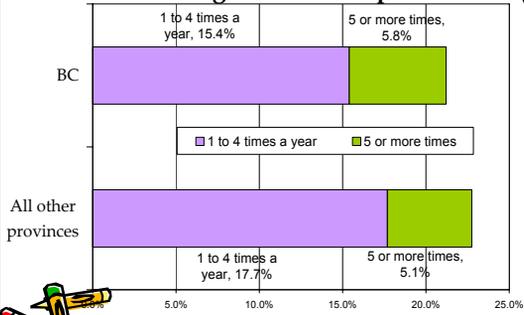
Classical concert attendance rates, BC vs average of all other provinces



Frequency of British Columbia performing arts attendance

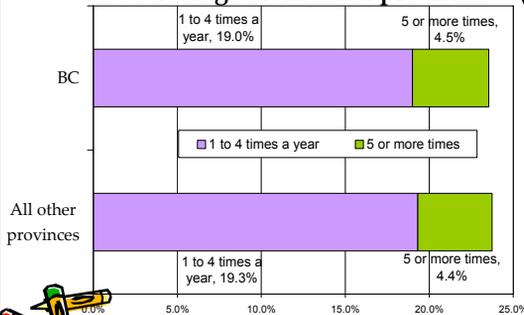
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Frequency of theatre attendance, BC vs average of all other provinces

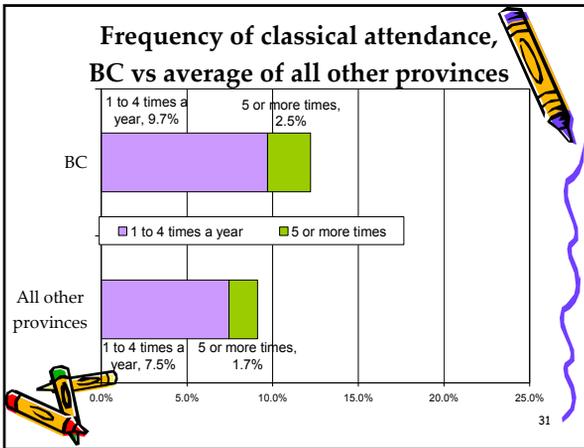


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Frequency of pop concert attendance, BC vs average of all other provinces



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What kind of people do you attract?

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Separating B.C. 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 B.C. 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 40%, Men 36%
- Correct: Women 40%, Men 64%
- Overall: correct 52% of the time

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Predicting B.C. performing arts attendance

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

Attendance rate by frequent newspaper readers

- 41% if read at least 3 newspapers per week
- 33% if did not (i.e., correct 67%)
- Overall: correct 49% of the time

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Predicting B.C. performing arts attendance

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

Attendance rate by sex

- 40% if female
- 36% if male (i.e., correct 64%)
- Overall: correct 52% of the time

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Predicting B.C. performing arts attendance

5th best:

Attendance rate by age

- 36% if over 55
- 39% if under 55 (i.e., correct 61%)
- Overall: correct 54% of the time



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Predicting B.C. performing arts attendance

4th best:

Attendance rate by education

- 45% if college/university graduate
- 33% if not (i.e., correct 67%)
- Overall: correct 57% of the time



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Predicting B.C. performing arts attendance

3rd best:

Attendance rate by book readers

- 46% if read a book
- 20% if did not read a book (i.e., correct 80%)
- Overall: correct 57% of the time



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Predicting B.C. performing arts attendance

2nd best choice:

Attendance rate by income

- 48% if household income \$60k or more
- 33% if other incomes (i.e., correct 67%)
- Overall: correct 60% of the time



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Predicting B.C. performing arts attendance

Best choice:

Attendance rate by art gallery visitors

- 67% if visited an art gallery
- 26% if did not visit (i.e., correct 74%)
- Overall: correct 72% of the time



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Performing arts attendance rates of B.C. cultural participants

All cultural questions are better than a strategy targeting the overall population

- ❖ Festival: 71% (i.e., percentage of festival-goers attending other performing arts events)
- ❖ Cultural/heritage performance: 69%
- ❖ Art gallery: 67%
- ❖ Other museum: 67%
- ❖ Historic site: 59%
- ❖ Zoo, aquarium, gardens, etc.: 58%
- ❖ Library: 54%
- ❖ Movie: 52%
- ❖ Conservation area: 49%
- ❖ Book: 46%
- ❖ Downloaded music: 46%
- ❖ Music on CD: 42%
- ❖ Video: 42%
- ❖ Overall B.C. population: 38%



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Performing arts attendance rates of B.C cultural participants

9 cultural questions are better than the best demographic question

- ❖ Festival: 71%
- ❖ Cultural/heritage performance: 69%
- ❖ Art gallery: 67%
- ❖ Other museum: 67%
- ❖ Historic site: 59%
- ❖ Zoo, aquarium, gardens, etc.: 58%
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- ❖ Conservation area: 49% 48% if household income \$60k or more
- ❖ Book: 46%
- ❖ Downloaded music: 46% 45% if college/university graduate
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- ❖ Overall B.C. population: 38%



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Frequent theatre-goers

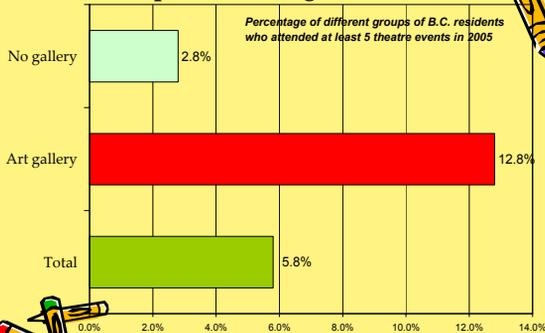
- 5.8% of all British Columbians attended 5 or more theatre events in 2005
- Only 2.8% of non-gallery-goers attended 5 or more theatre events
- Fully 12.8% of art gallery visitors attended 5 or more theatre events
 - Art gallery visitors are also frequent performing arts attendees



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Frequent theatre-goers in B.C.

Percentage of different groups of B.C. residents who attended at least 5 theatre events in 2005



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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, museums, zoos?
 - Brochures, etc. in libraries, reading series
 - Performances in art galleries?
 - Co-locations, co-productions & co-creations?
- Interrelatedness of the arts and cultural industries

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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)

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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?

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How to spread the bug?

- Develop a better understanding of **meaning, benefits and values** of participation for YOUR audience, your customers
 - Symphony goes in Victoria may have different benefits and value sets than those in Toronto

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

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How to spread the bug?

- Research findings have pointed to...*
- Importance of community venues in initiating people to the arts
 - Friends bring a friend

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

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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 for more details of these research findings.

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Impacts of community-based
arts programs
... on children in low-
income communities

National Arts and Youth Demonstration Project

*McGill University
Dept of Social Work*

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Comparison of arts participants vs.
control group of children

Children participated well
Children developed artistic skills
Children behaved well in a social
setting

*National Arts and Youth
Demonstration Project*



Comparison of arts participants vs.
control group of children

Increased confidence
Fewer emotional problems
Better conflict resolution skills
Improved problem-solving skills

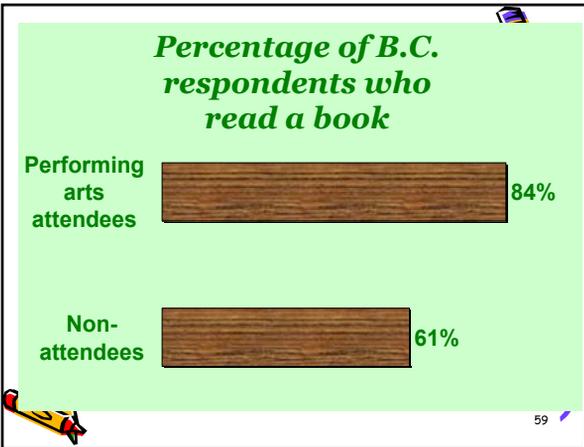
*National Arts and Youth
Demonstration Project*

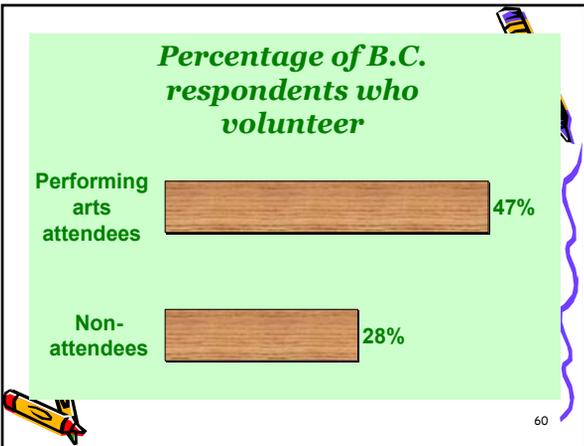


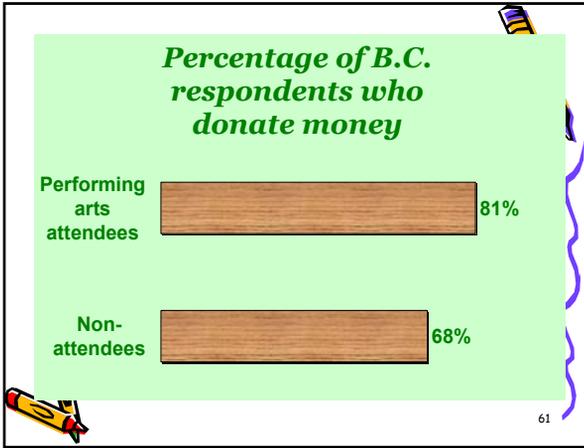
True or false?
Performing arts attendees
are good people...

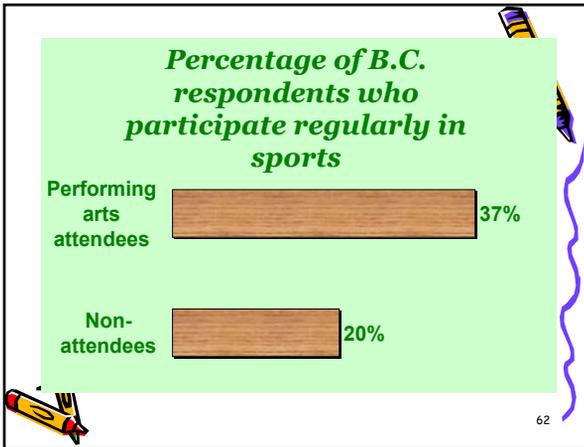


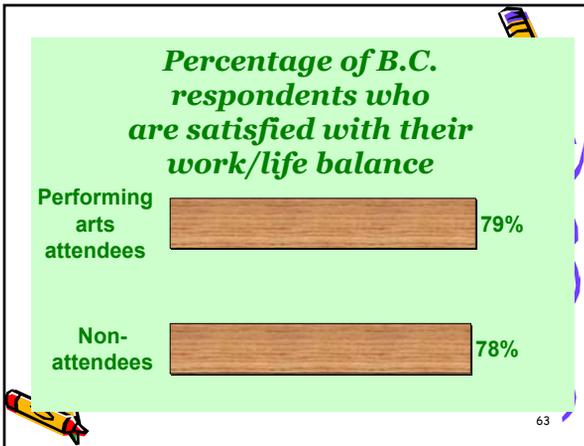
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Percentage of B.C. respondents who have a strong or somewhat strong sense of belonging to their local community



Percentage of B.C. respondents who have a strong or somewhat strong sense of belonging to British Columbia



Percentage of B.C. respondents who have a strong or somewhat strong sense of belonging to Canada



Percentage of B.C. respondents who vote

Performing arts attendees

Non-attendees

No data.

But my money is on attendees.

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Average spending on consumer goods and services

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

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Research gaps

- Importance of community venues in Canada
- Canadian arts attendance patterns: more analysis of 2005 data

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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?



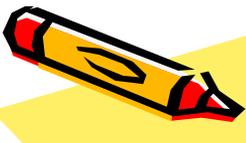
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Research gaps

- 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?



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Questions???

Hill Strategies Research info@hillstrategies.com
Evidence for the Arts www.hillstrategies.com
Hamilton, Ontario 905-528-8891

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