

Spotlight on Arts Audiences

Winter 2025 - what are we seeing?



Thank you to our generous partners

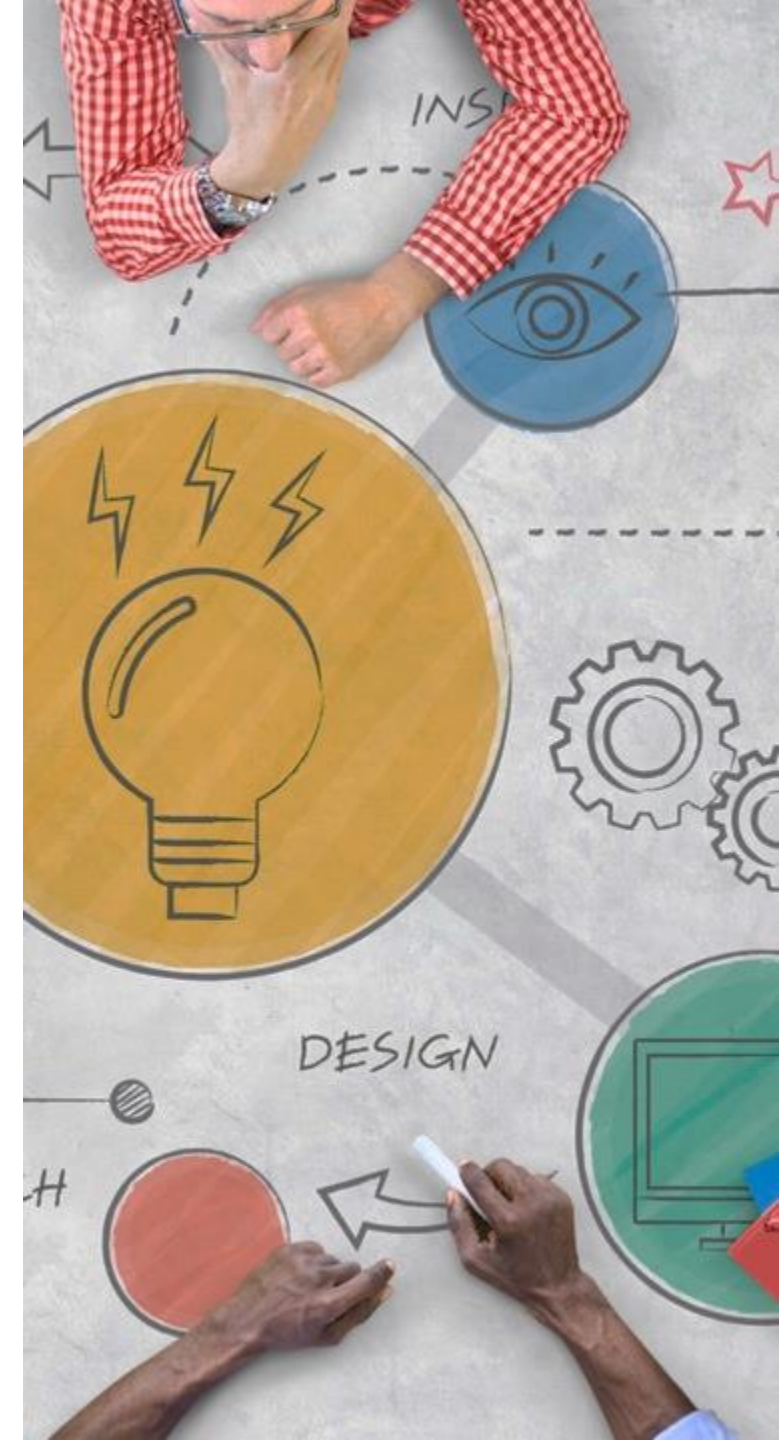
This initiative is being funded by arts funders who are keen to use data to drive engagement and growth strategies across Alberta.

**We thank them for their
generous support.**



The point of this work is to help leaders like you reach more people.

The data is yours to leverage and should be applied along with other inputs - put it to work!



Our approach.



n=1,600

These are results from
Calgary only (n=400)

+/- 4.9%



January
17 - 27th



Representative
sample of Arts
Interested
Calgarians

Outcomes do not replace findings from earlier phases.

A reminder of what we've learned so far.



Not everyone **engages to the same degree.**



There are **two currencies of engagement: time and money.**



Showing value for time and money is not about dollars and cents - it's about **emotional and personal resonance.**



Arts education can be a valuable way to attract more audiences but **it's about the benefits** more than the learning.



Affordability is a challenge that is not going away.



The planning window has shortened, and audiences are committing much closer to the event, but considering it way before.

What have Calgarians been hearing?

Geopolitical uncertainty
looms as Calgary looks ahead

Calgary seeks affordability
measures and more
investment in budget

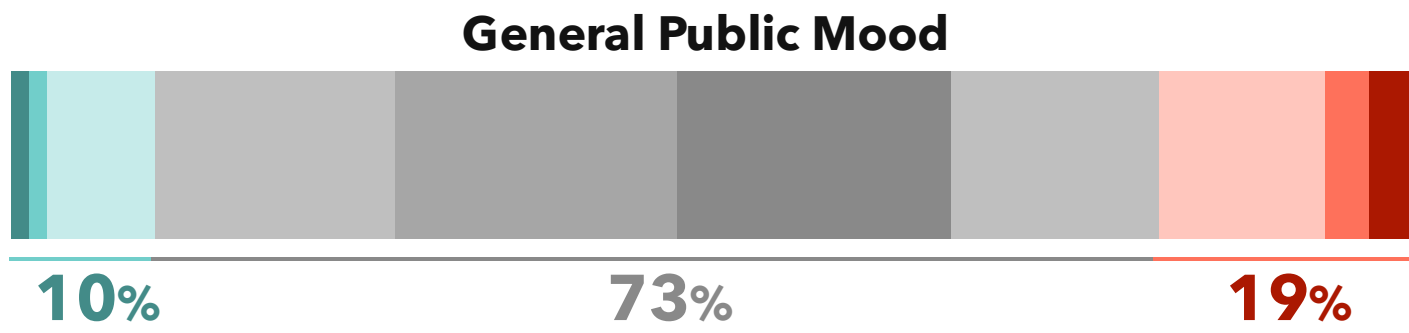
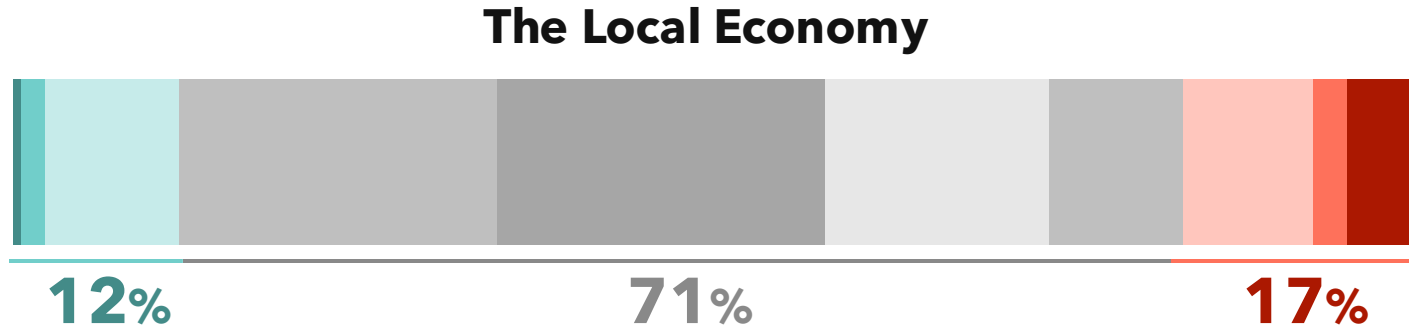
Budget adjustments passed by
Calgary city council; property
taxes to go up 3.6 per cent in 2025

Calgary's quality of life
takes hit amid rising costs,
new report suggests

Calgary mayor says city is
prepared for U.S. tariffs



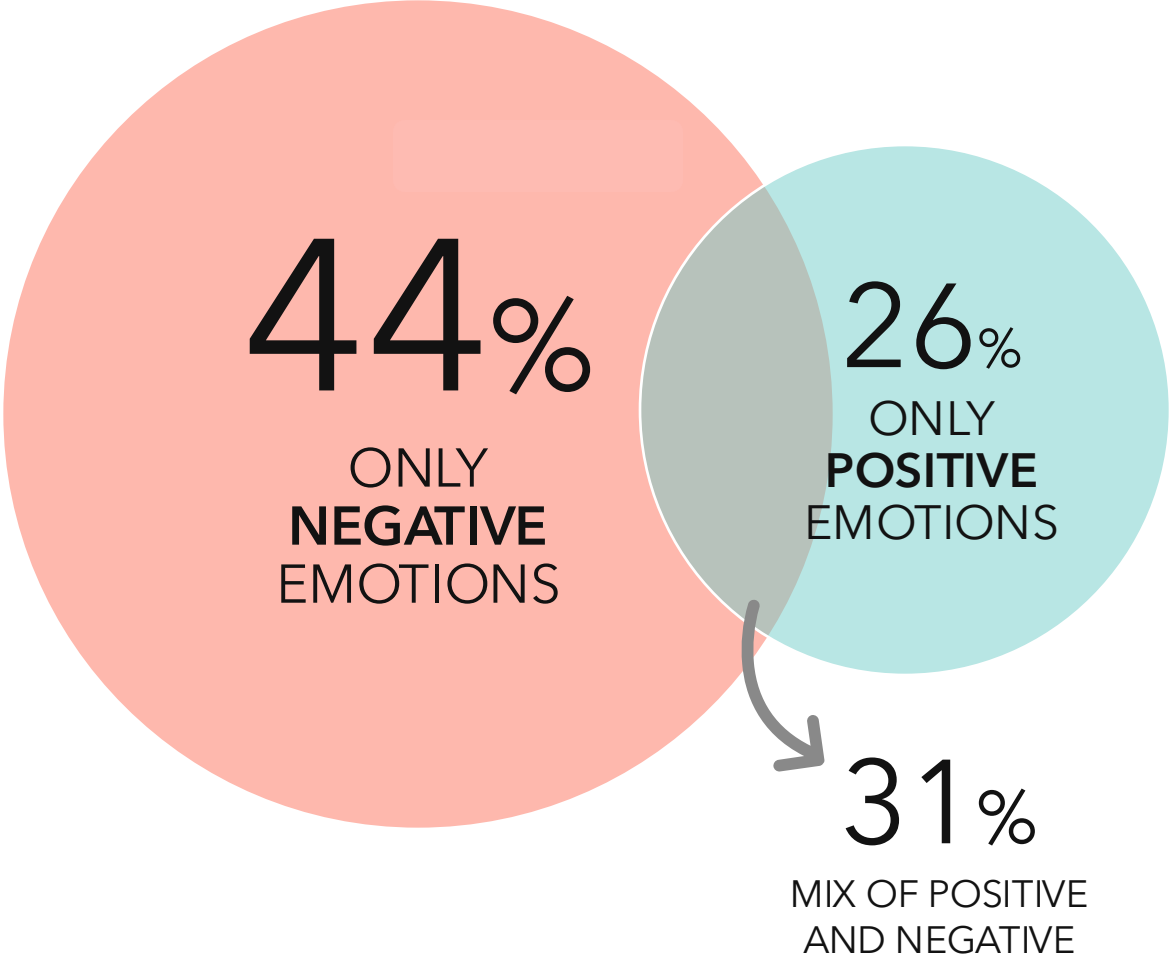
The current mood in Calgary is muted



10 - Very positive 9 8 7 6 5 4 3 2 1 - Very negative

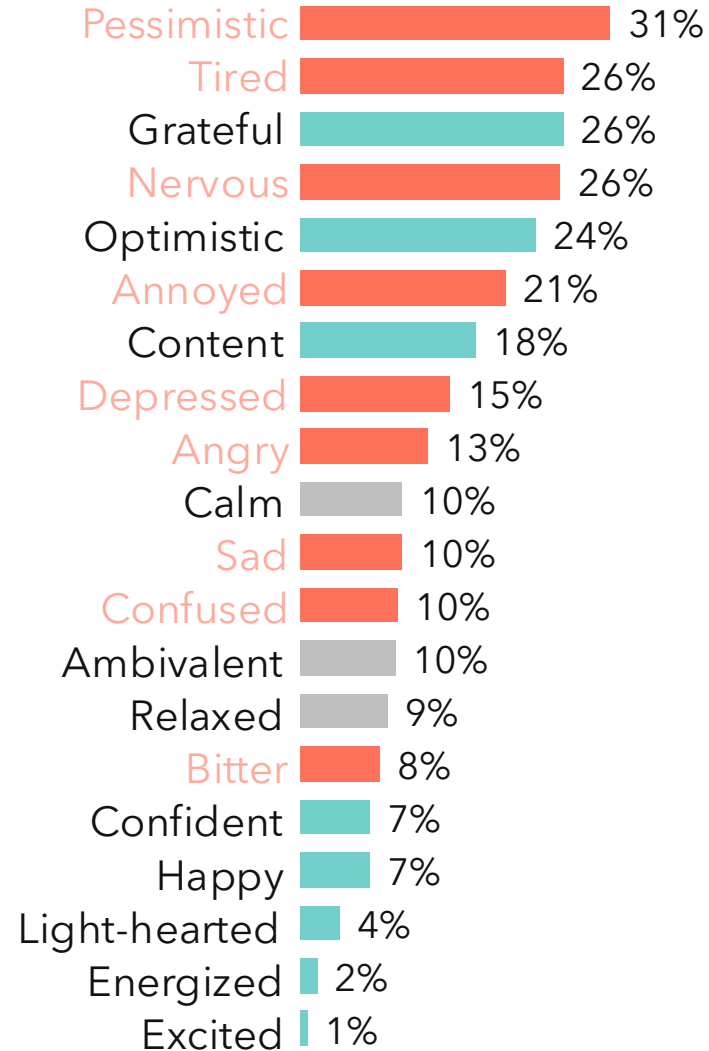
But a deeper dive suggested a more negative attitude

Current State of Mind

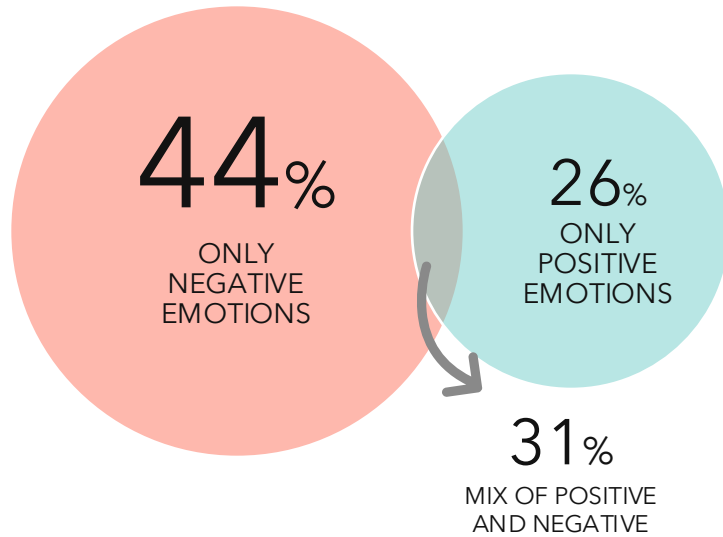


So, how are Calgarians feeling?

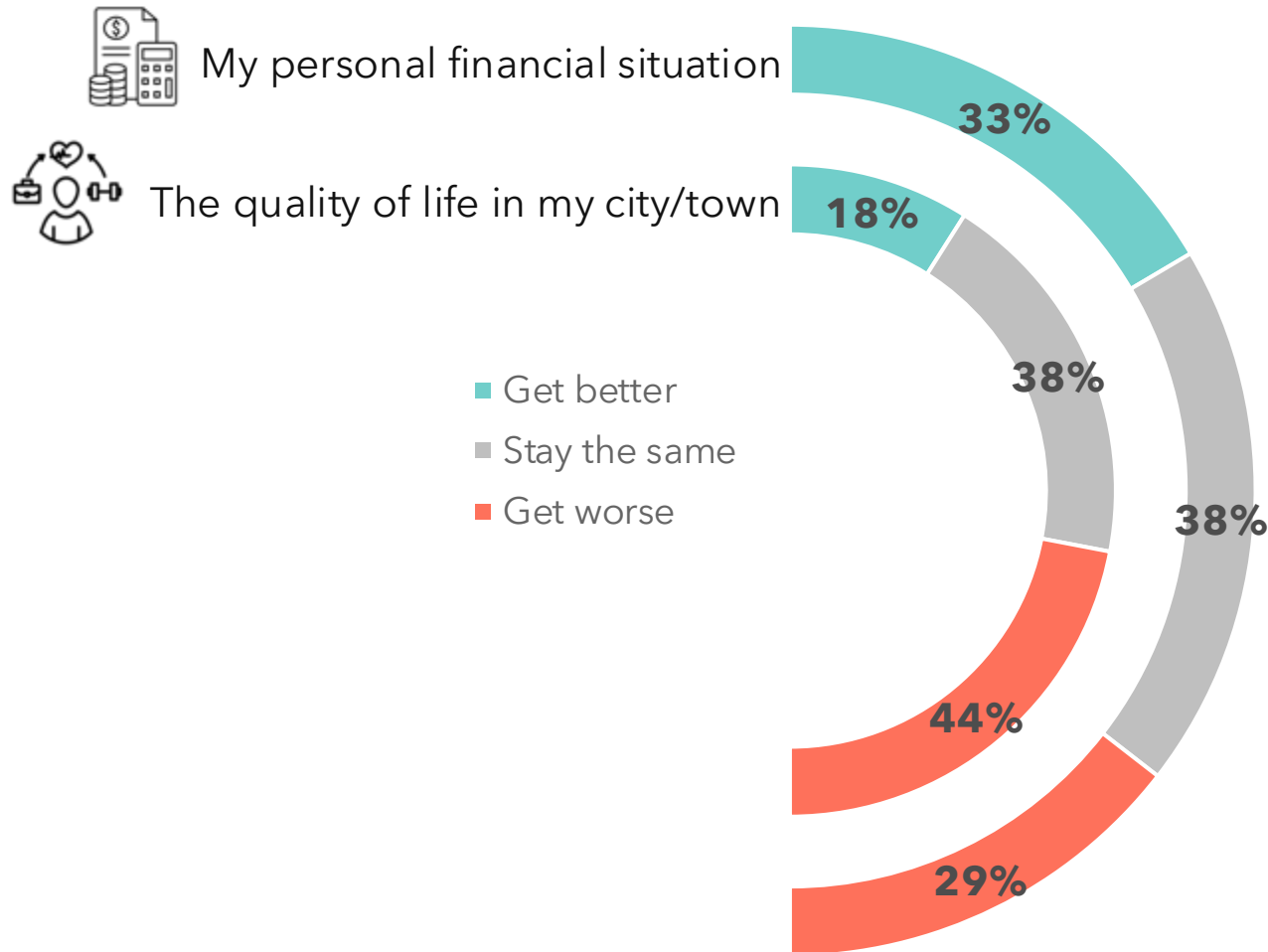
Feelings Towards Life and Community



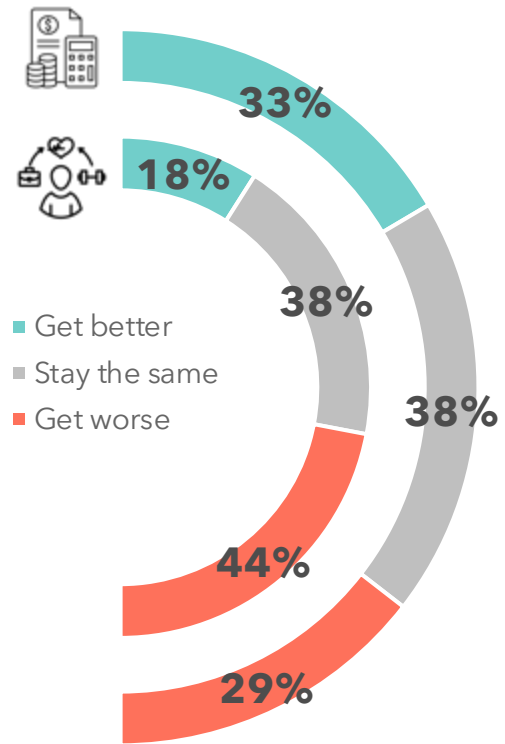
Current State of Mind



And while there are pockets of optimism, more think quality of life and finance will worsen instead of improve in the next year



Attitudes reinforce that arts and culture experiences are essential to the quality of life in the community



90%

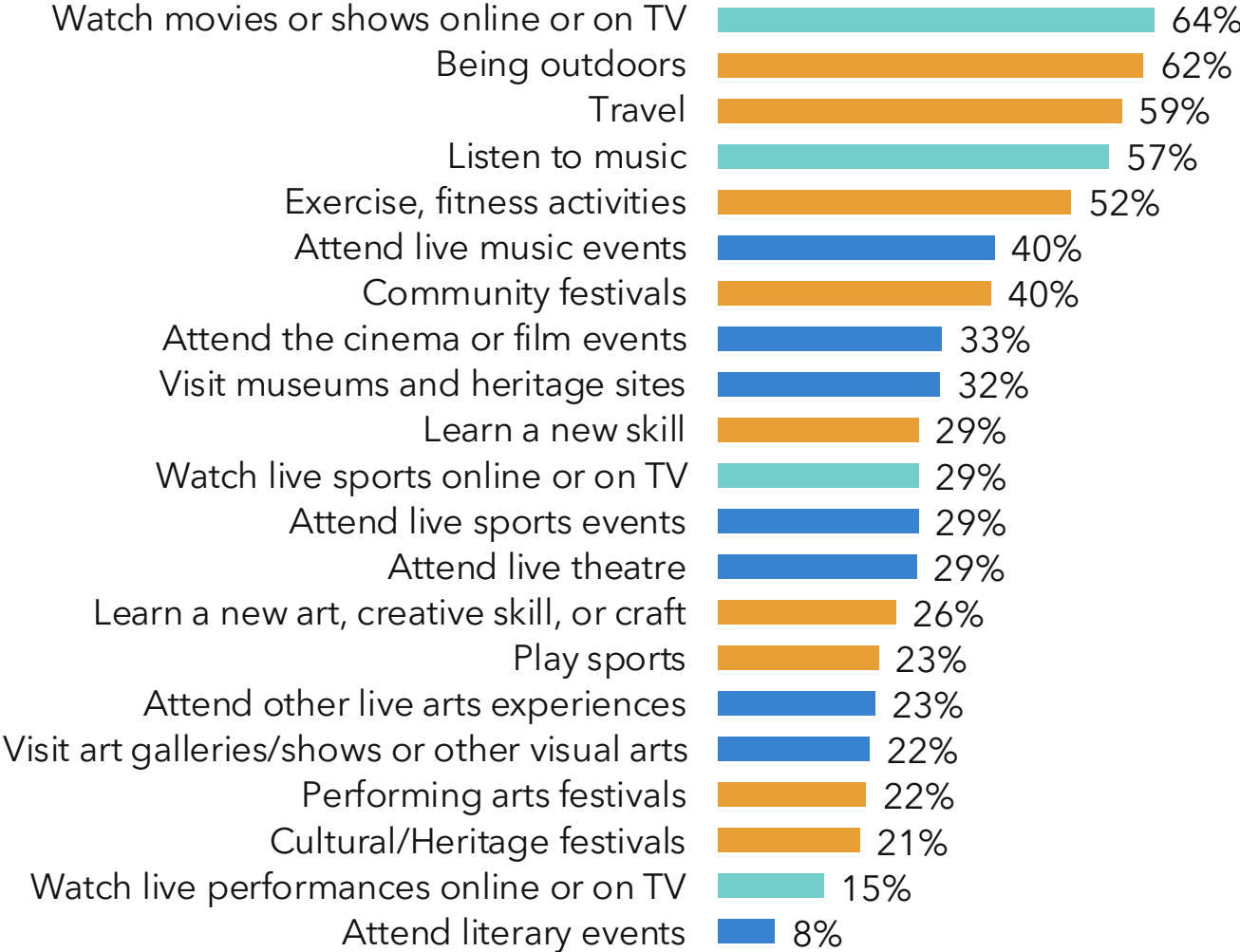
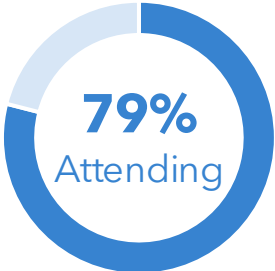
Having **arts and culture experiences** available is essential for a **good quality of life** in our community

87%

A strong **arts and culture scene** is essential to a **vibrant city or community**

What benefits can the arts
provide?

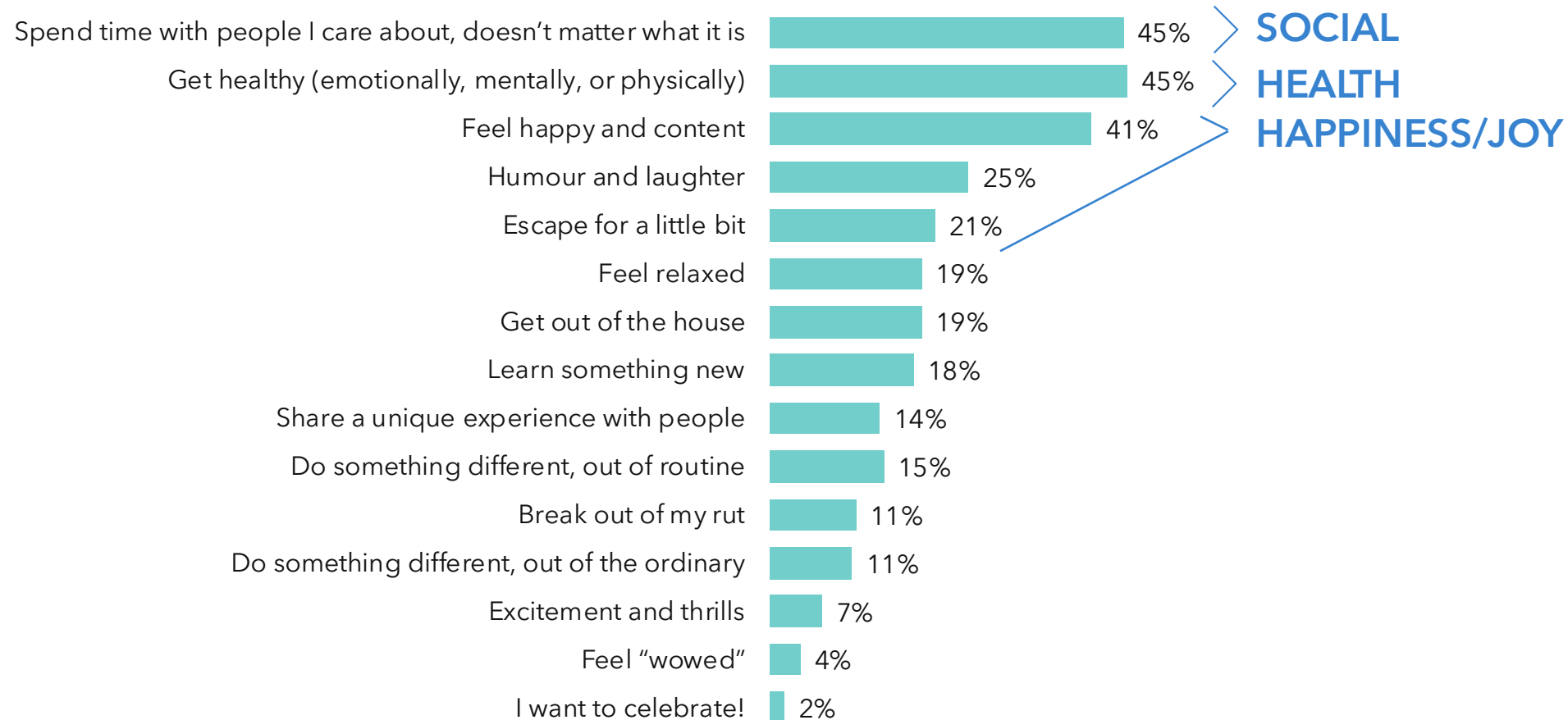
First, how are Calgarians engaging?



Regardless of activities, Calgarians are primarily looking for social benefits and positive emotional relief

Desired Outcome From Activities

RANKED TOP THREE



Calgarian's level of interaction will vary based on their needs

What do audiences get out of **ACTIVELY DOING** things?

Audiences are heavily looking to do something **out of routine** (98%) & do **unique** things (96%).

What do audiences get out of **OBSERVATIONAL** activities?

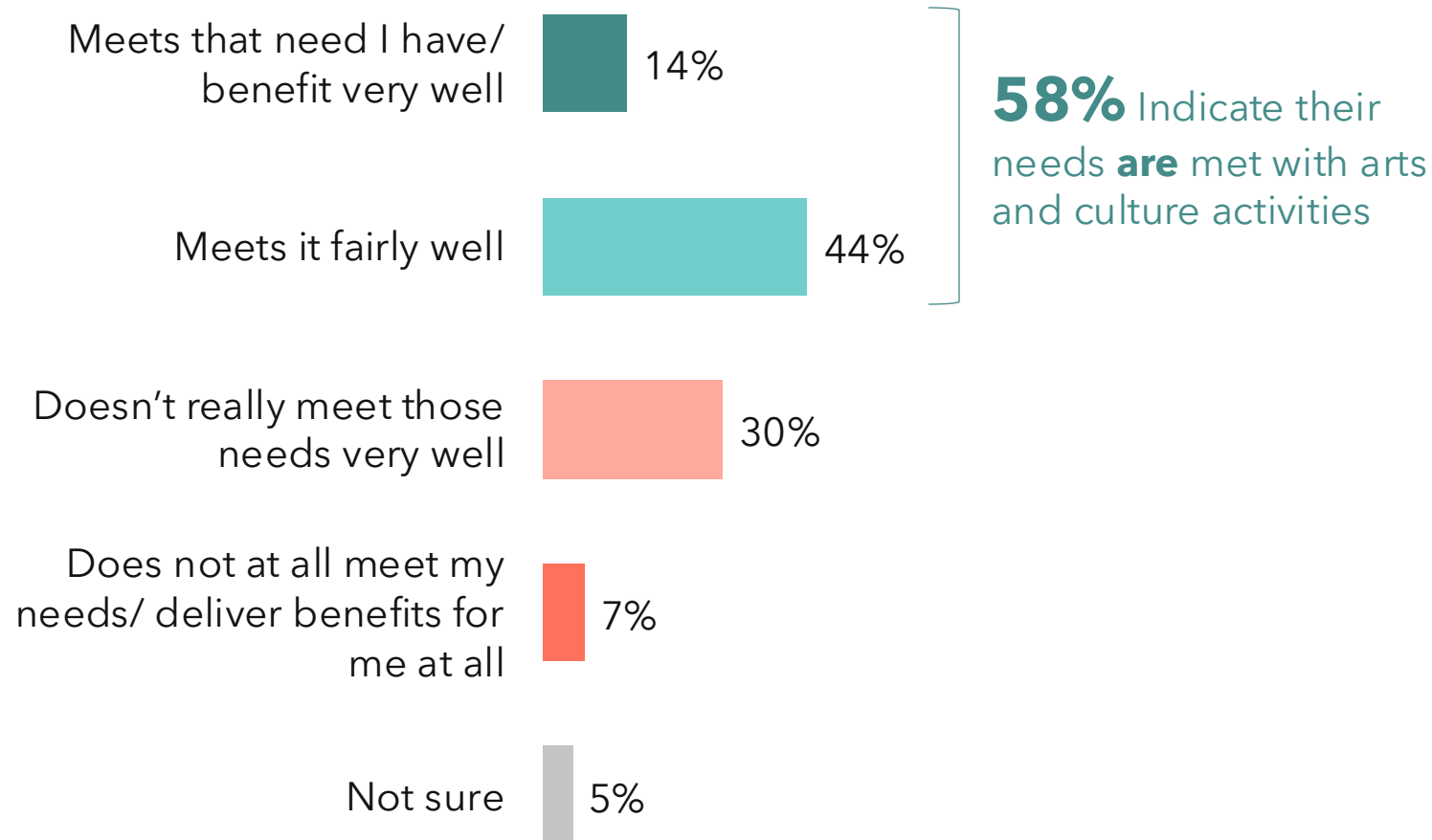
Motivations are more muted - they are most likely looking for **relaxation** (87%) **happiness & contentment** (87%).

Why do audiences **ATTEND**?

Social motivations are key - sharing **unique experiences** (84%) and **spending time with others** (84%). Finding **humour & laughter** (87%) is also prominent.

However, a gap exists between the benefits Albertans seek from the arts and how well those needs are being met.

Role of Arts and Culture to Achieve Outcomes



Most Calgarians are looking for new things to do and willing to try new arts experiences



love to be **surprised with new experiences** or things to do



are always **looking for things to get out and do**



are likely to **try new experiences**, especially when it comes to the arts

And most Calgarians report that attending arts experiences often inspires them to seek other arts and creative outlets

69%

when I attend a live arts event, I am **rarely disappointed**

67%

attending arts and culture experiences **inspires me to be more creative** in my own life

67%

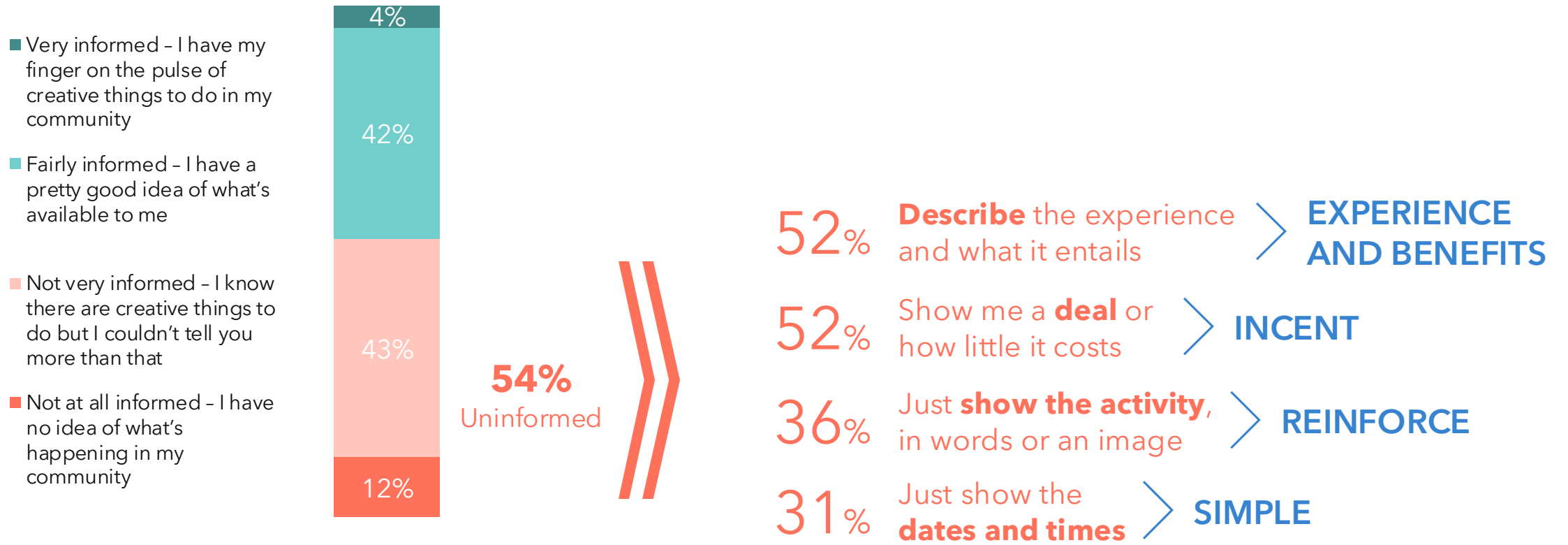
once I visit an arts experience, I am often **inspired to seek out other arts activities**

Informing and Inspiring Audiences



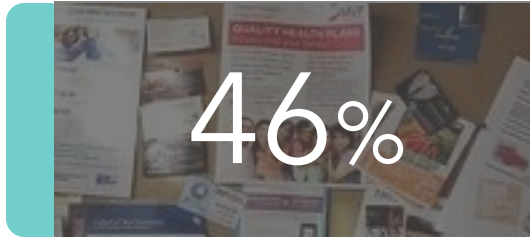
For those less informed, there is a need to communicate basics: lead with the promise of experience, benefits & value

"In the know" on Arts and Culture Experiences



How and where to capture attention (awareness)?

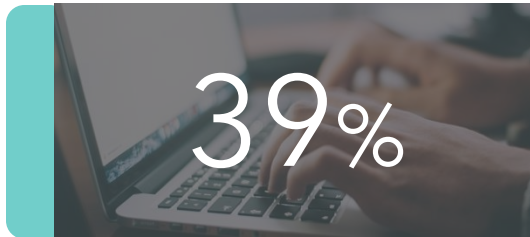
Channel Strategies to Get Attention



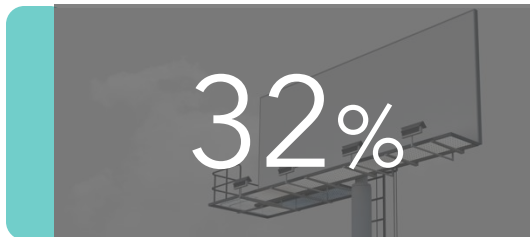
Community signage



In the news with interviews, reviews, etc.



Specific websites



Outdoor ads

What do I need to finally commit?

- Offer me deals to make it more affordable
- Make it easy to get there
- Provide me flexible dates and times to participate
- Make it easy for me to bring friends/family
- Tell me about the performers/artists and why they matter

What can you take away
from all this?



Mood is going to dictate your ability to engage your audiences.

And motivations of the audience will ultimately dictate what they choose to do.

So, how do we
engage those who
are receptive?

Be **empathetic**

Be **nimble** to
change

Get the **attention**
of Passives

Follow the sequence of messages that aligns with how passives are planning

Show the **experience** and **benefits** first

Make it **easy**

Make the **value** clear

Help them **see themselves** in the activity

There are considerations for the experience as well

Take a **holistic approach**. Critically review the ENTIRE experience.

- Digital tools that make it difficult
- Line-ups that increase angst

Adjust experiences to **reflect motivations** for **different kinds of activities**

- DO: escape, novelty
- ATTEND: social, positive, escape
- OBSERVE: contentment, relaxation

Your input helps design future phases.

