

A large, detailed sculpture of a mammoth stands in a modern museum gallery. The mammoth is dark brown with textured fur and large, curved tusks. It is surrounded by people of various ages, including a child in a pink shirt and a person in a wheelchair. In the background, a large, curved, light-colored structure with a blue accent is visible. A red banner with text in multiple languages is on the left. The scene is brightly lit with high ceilings and large windows.

# Spotlight on Arts Audiences

## Winter 2025 – what are we seeing?

# Thank you to our generous partners

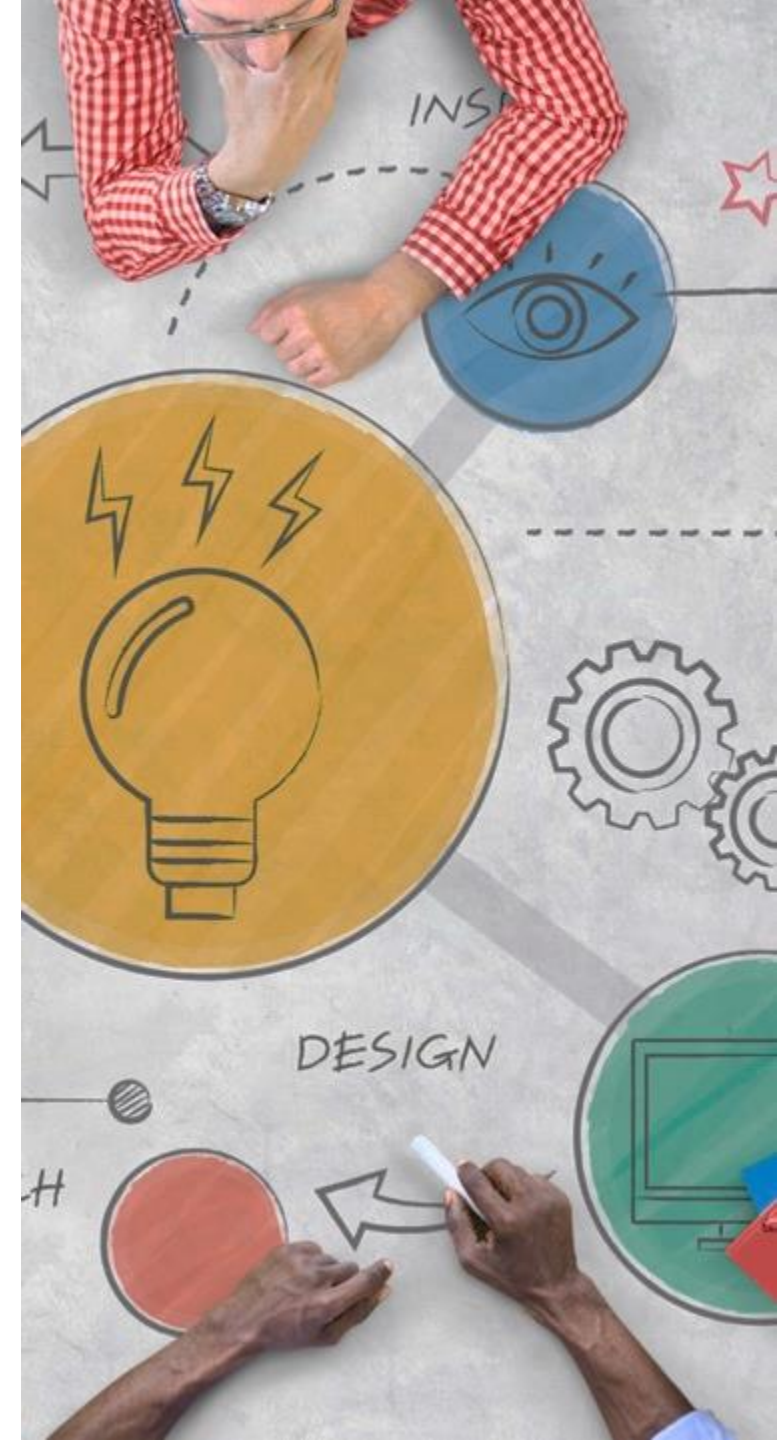
This initiative is being funded by arts funders who are keen to use data to drive engagement and growth strategies across Alberta.

**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  
**Edmonton only (n=400)**

**+/- 4.9%**



**January**  
**17 - 27<sup>th</sup>**



**Representative**  
**sample of Arts**  
**Interested**  
**Edmontonians**



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 Edmontonians been hearing?

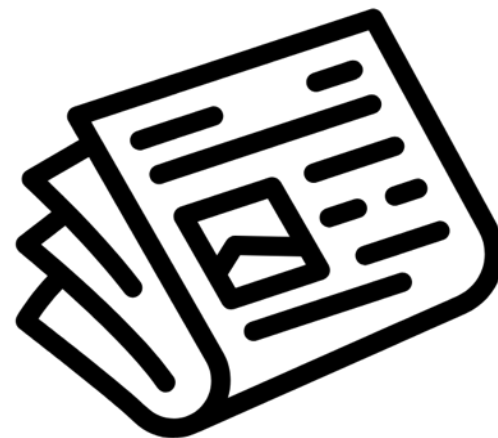
Edmontonians' wallets under siege from all levels of government

Edmonton area businesses bracing for immediate impact of U.S. tariffs

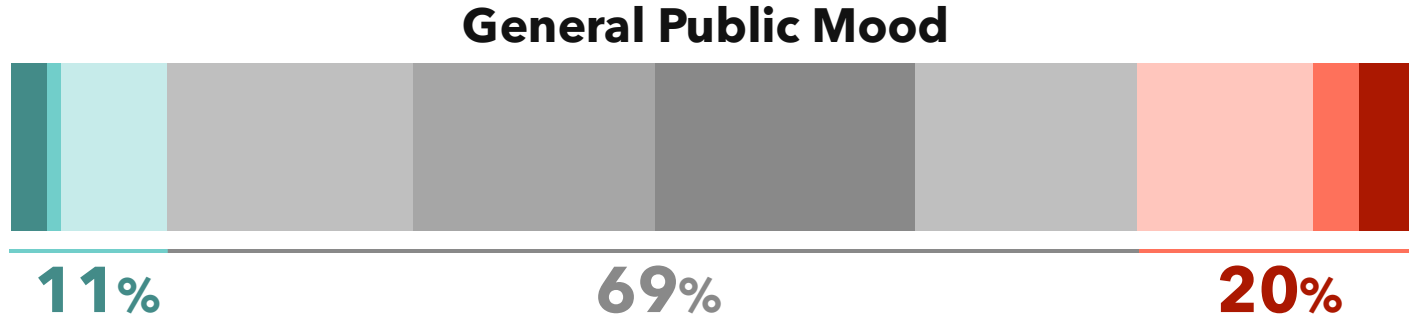
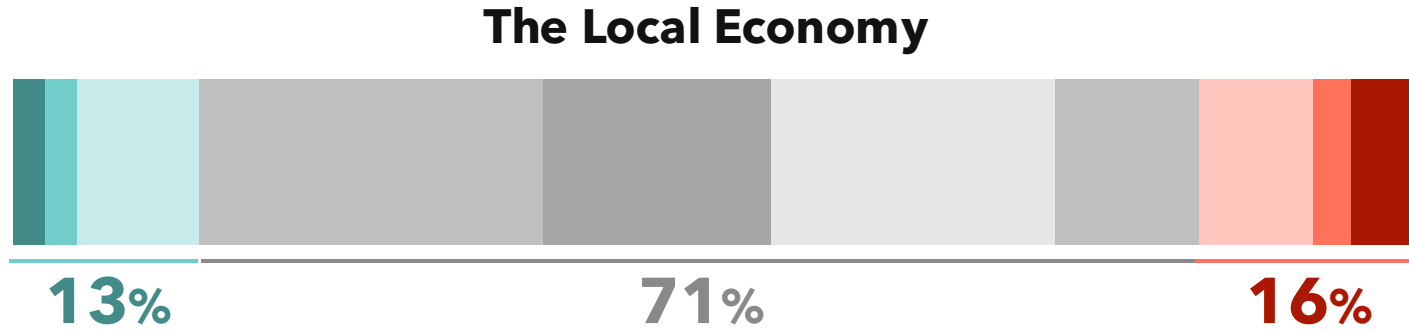
Edmonton mails out 2025 property assessment notices ahead of tax season

Edmontonians worried over food prices as Trump tariffs loom

Edmonton tax increase still outstrips inflation, growth



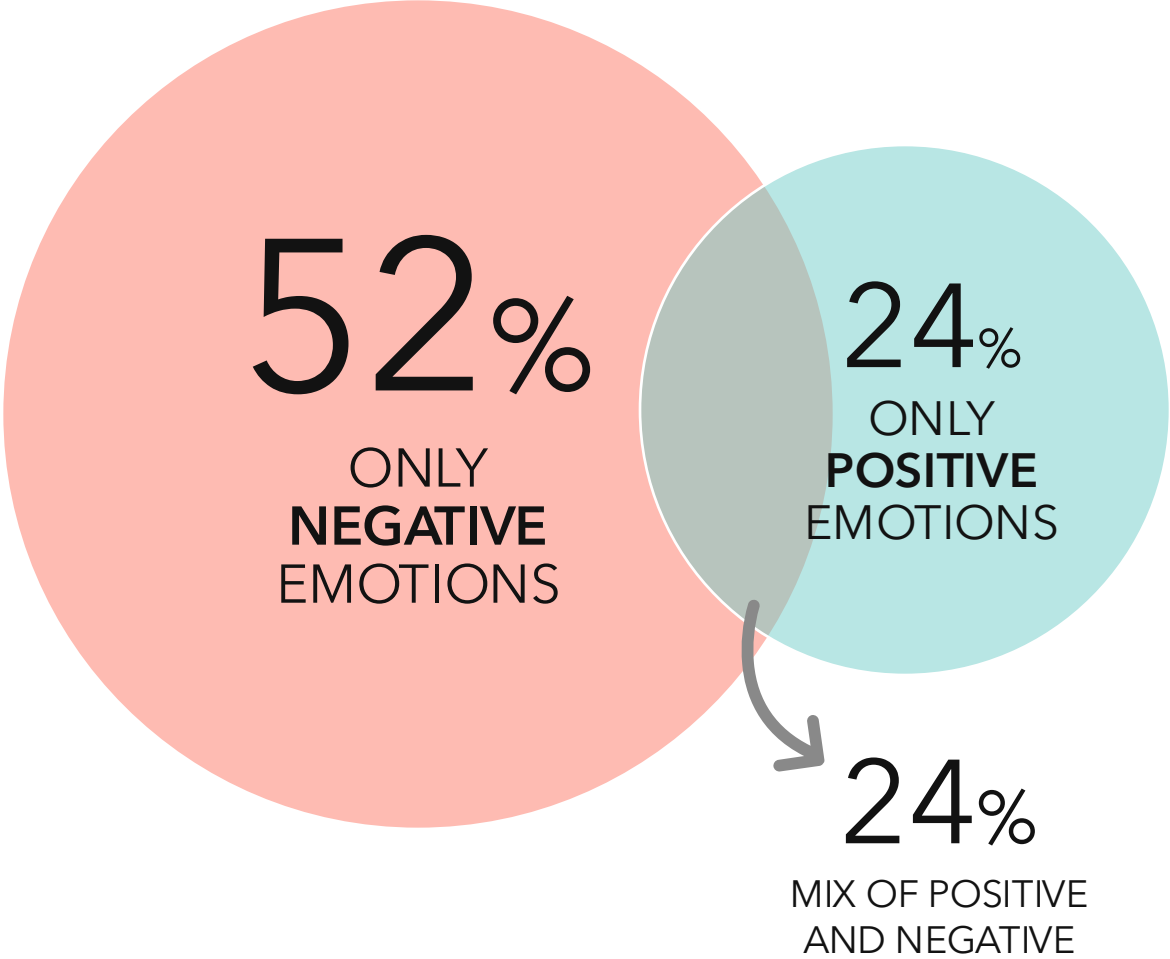
# The current mood in Edmonton is muted



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

# But a deeper dive suggested a more negative attitude

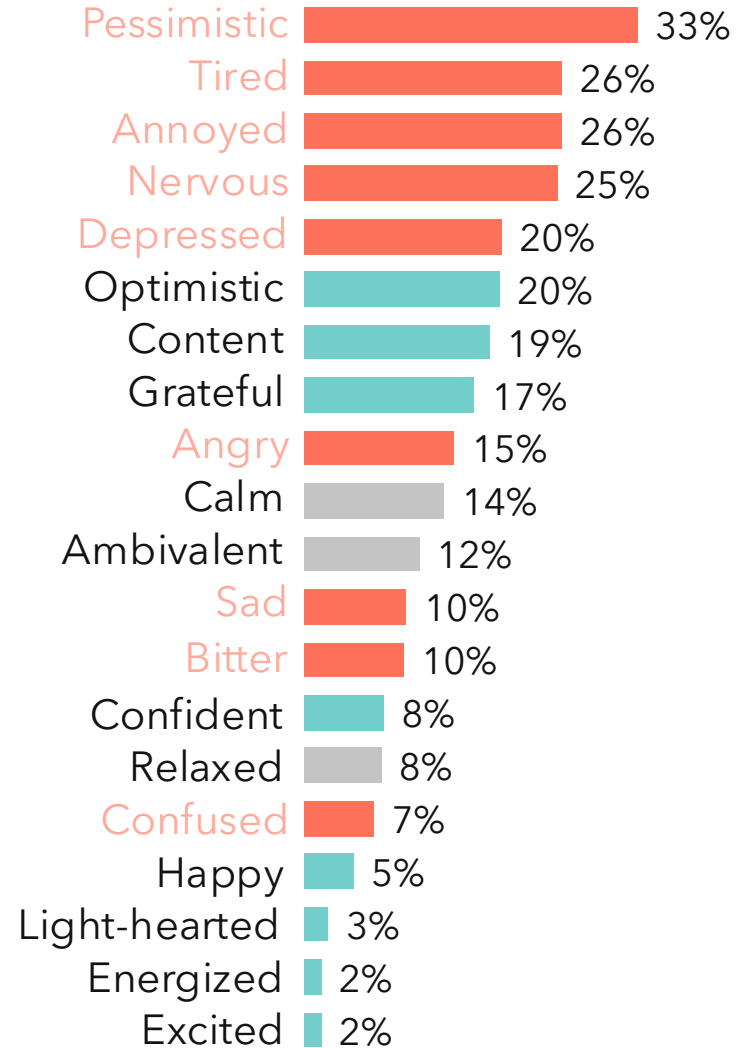
## Current State of Mind



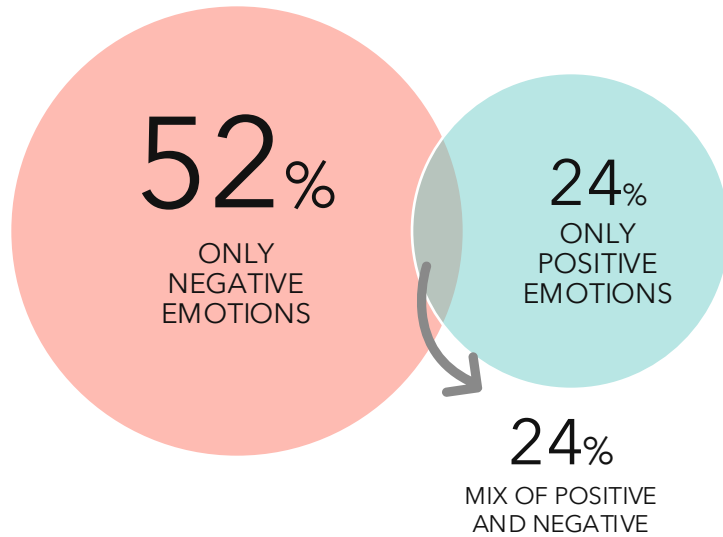


# So, how are Edmontonians feeling?

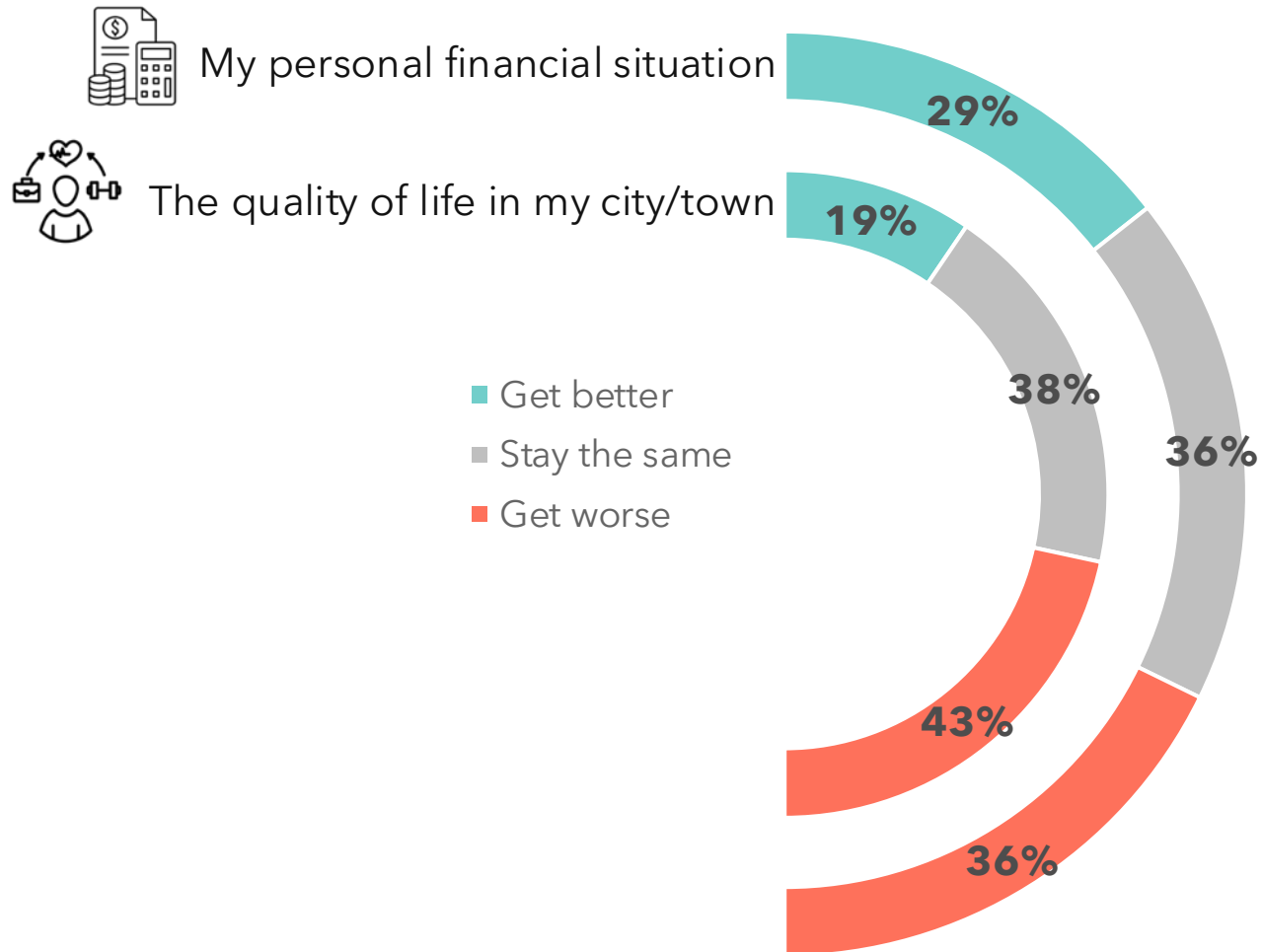
## Feelings Towards Life and Community



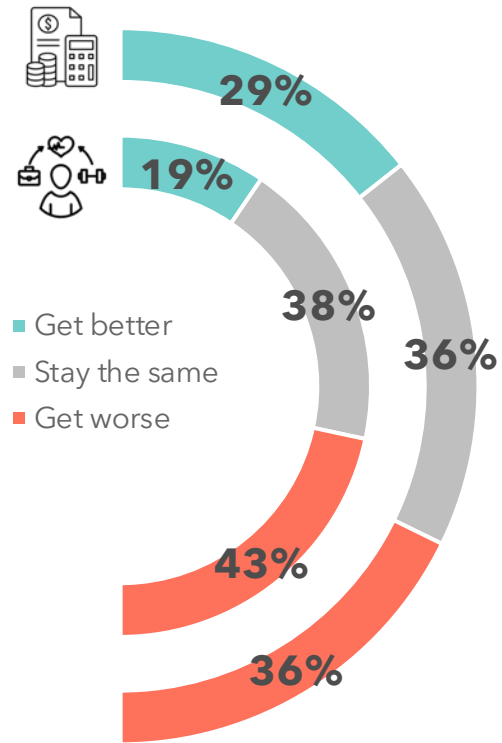
## Current State of Mind



# 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



88% Having **arts and culture experiences** available is essential for a **good quality of life** in our community

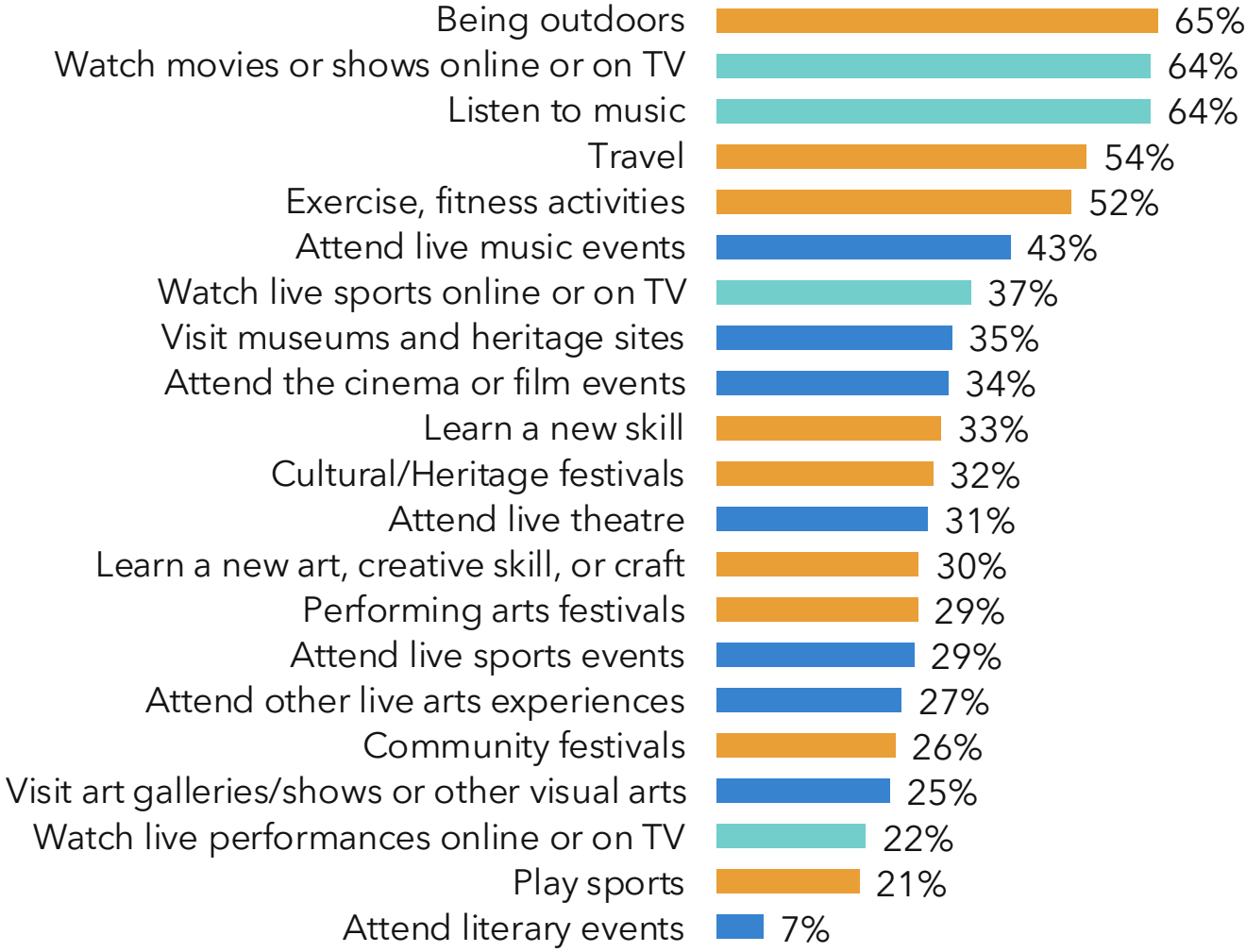
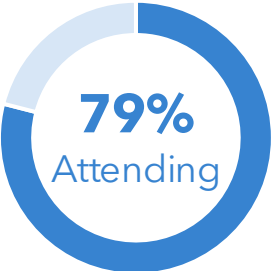
84% A strong **arts and culture scene** is essential to a **vibrant city or community**

60% I consider my **community** to have a **strong arts and culture scene**



What benefits can the arts provide?

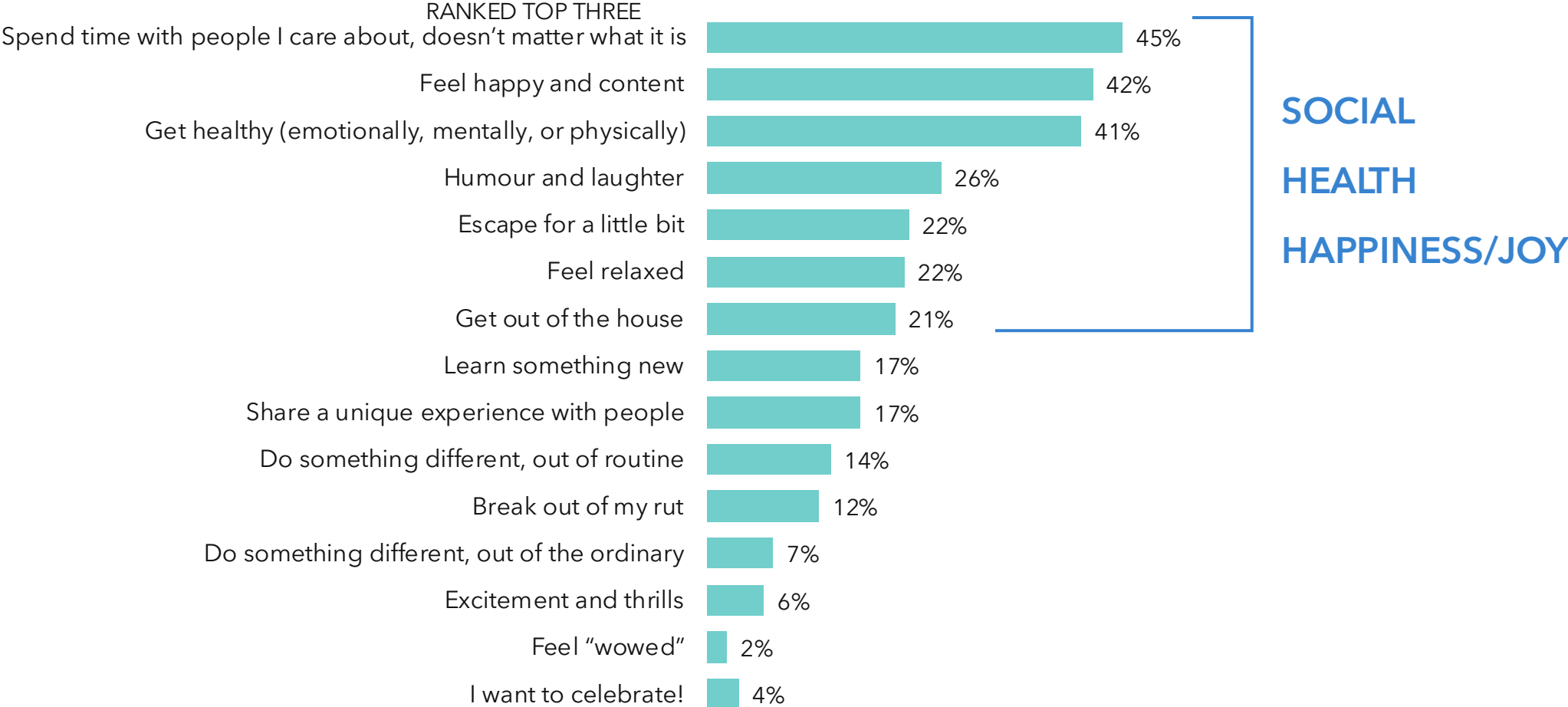
# First, how are Edmontonians engaging?





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

## Desired Outcome From Activities





## Level of interaction will vary based on their needs

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

Audiences are heavily looking to **learn something new** (99%) and want to **spend time with others** (98%).

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

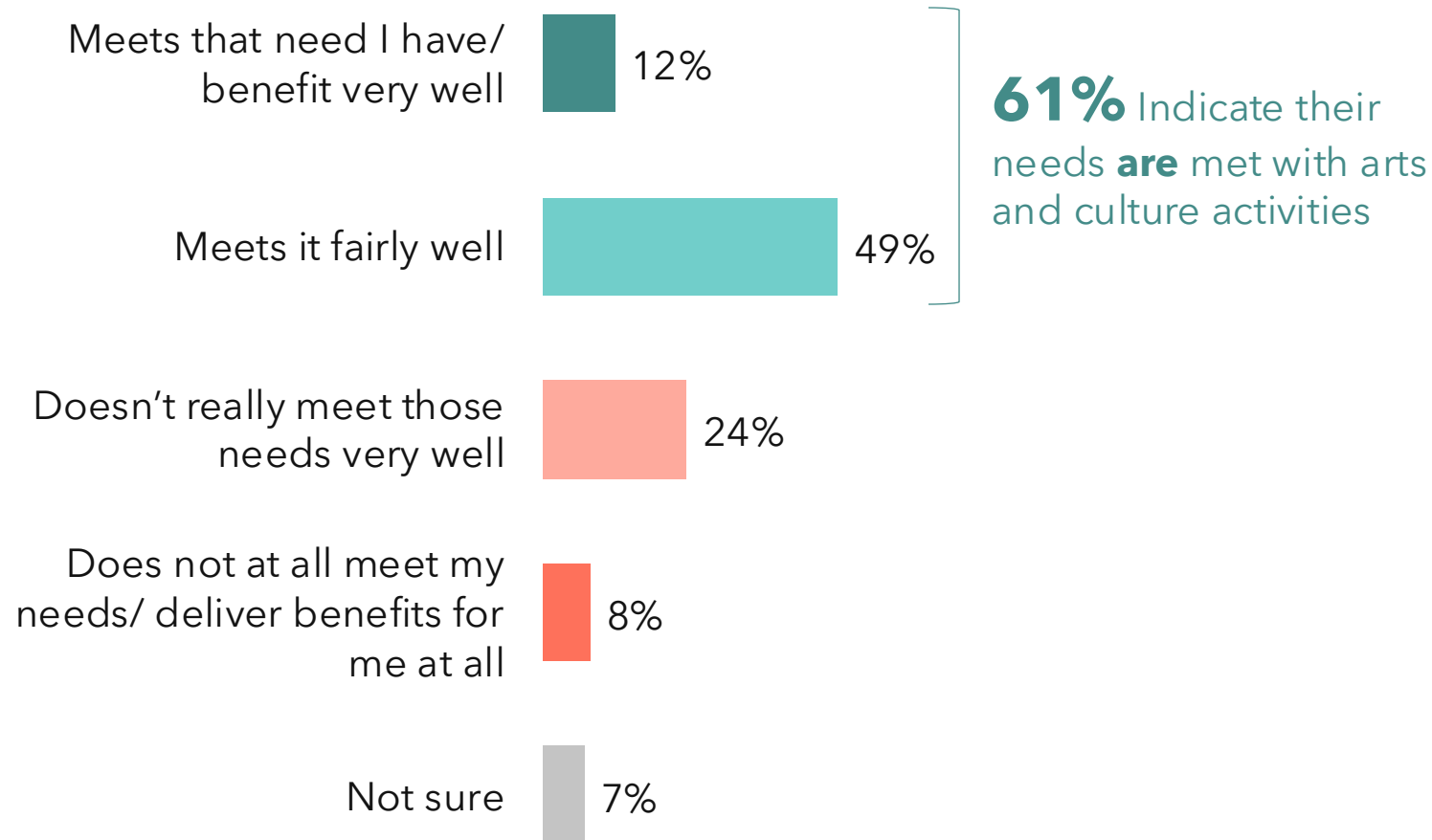
Motivations are more muted – they are most likely looking for **relaxation** (90%) and **happiness & contentment** (89%).

Why do audiences **ATTEND**?

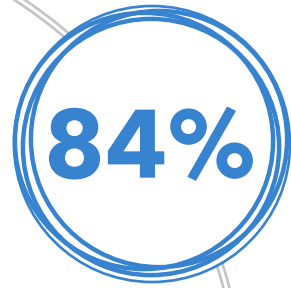
**Social** motivations are key – sharing **unique experiences** (87%) and **do something different** (85%).

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 Edmontonians 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 Edmontonians report that attending arts experiences often inspires them to seek other arts and creative outlets

68%

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

65%

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

65%

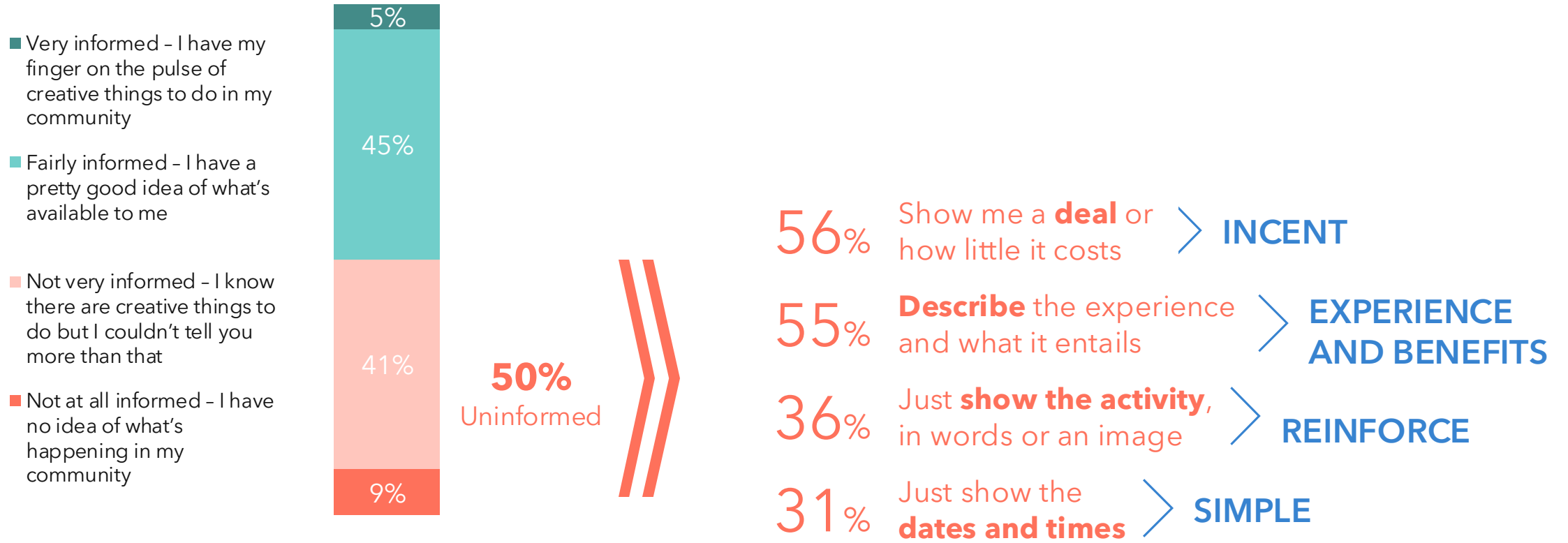
once I visit an arts experience, I am often **inspired to seek out other arts activities**

# 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



50%

In the news with interviews, reviews, etc.



46%

Community signage



41%

Specific websites



38%

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 **flexibles** 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: learn, social
- ATTEND: social, unique, out-of-routine
- OBSERVE: relaxation, contentment



Your input helps design future phases.

