

Performing arts attendance in Ontario

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Topics for discussion

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1. Performing arts attendance in Ontario
2. Frequency of attendance
3. What kind of people do you attract?
4. Marketing implications
5. **End of part 1: Break time**
6. Social impacts of the performing arts
7. Suggestions for marketing
8. Questions

www.HillStrategies.com

- Free resources available via email and internet (www.hillstrategies.com)
- **Statistical Insights on the Arts**
 - 23 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*

Arts Research Monitor

- Free report (10 times per year)
- Summaries and links to research evidence
- Free, categorized, searchable information at ArtsResearchMonitor.com

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

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

Audience research needs

- Brief introduction of yourself
- What do you know about your attendees / audiences / public?
- What do you want to know?

Arts attendance stats

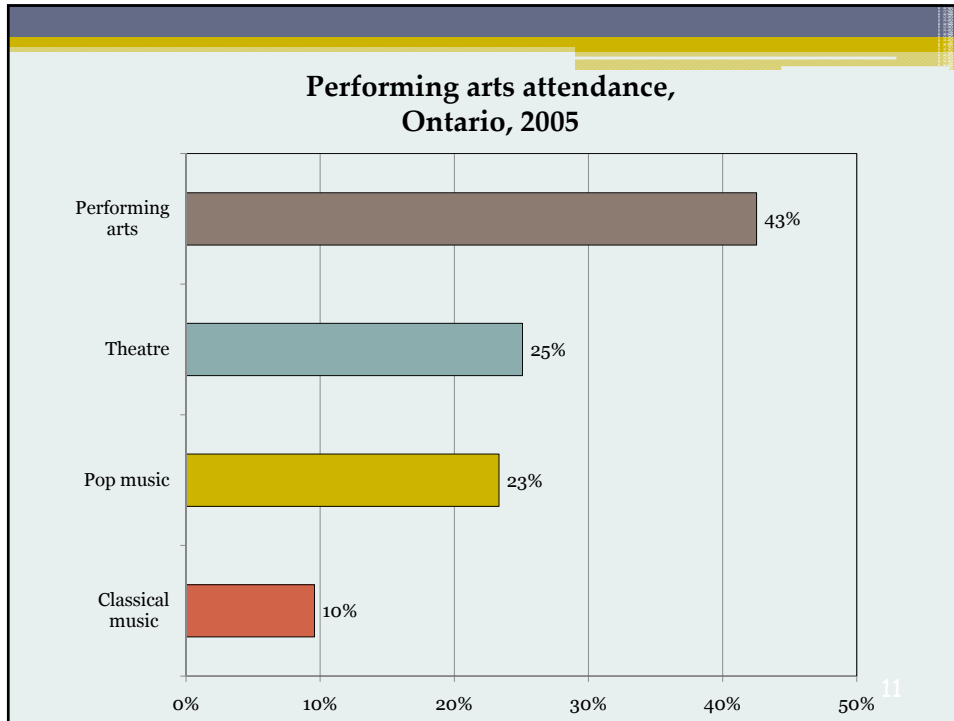
- *Provincial Profiles of Cultural and Heritage Activities in 2005*
 - Hill Strategies Research, released October 2, 2007
- *A Profile of the Cultural and Heritage Activities of Canadians in 2005*
 - Hill Strategies Research, released March 28, 2007
- Data from Statistics Canada's General Social Surveys of 1992 and 2005
- in-depth telephone surveys of about 10,000 Canadians, including over 2,200 Ontarians
- 15 years of age or older

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.

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



Arts attendance questions

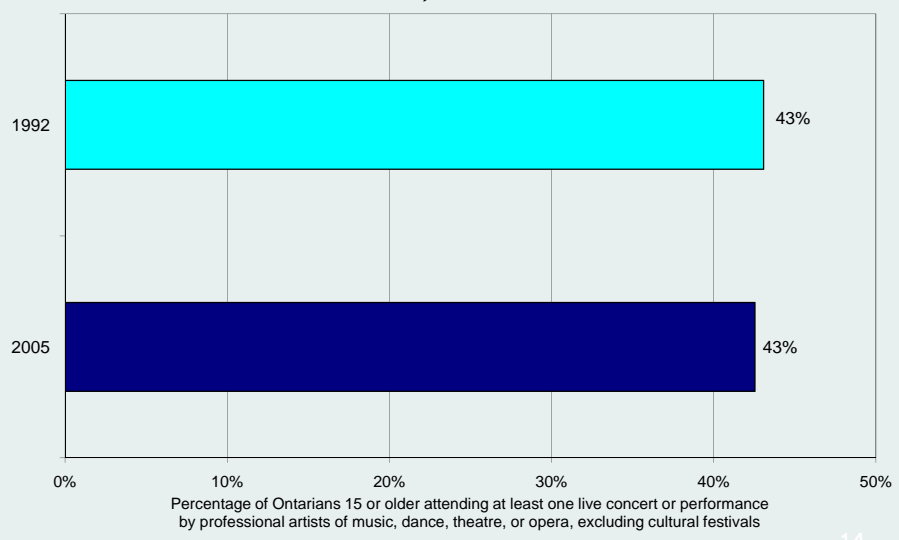
- 25% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (2.5 million Ontarians);
- 23% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (2.4 million Ontarians); and
- 10% attended a symphonic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

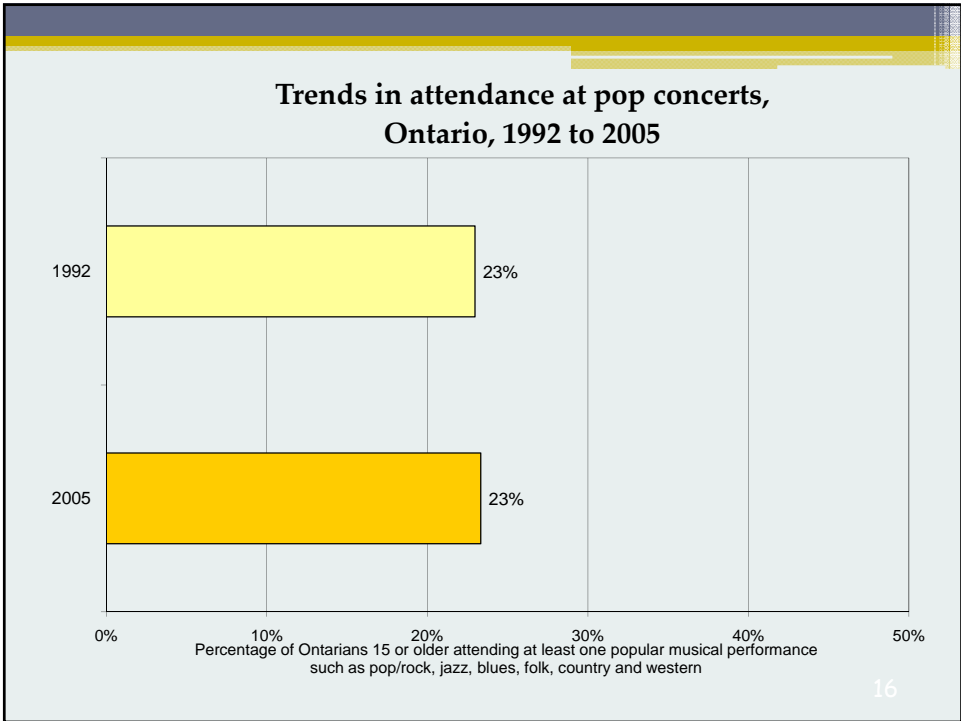
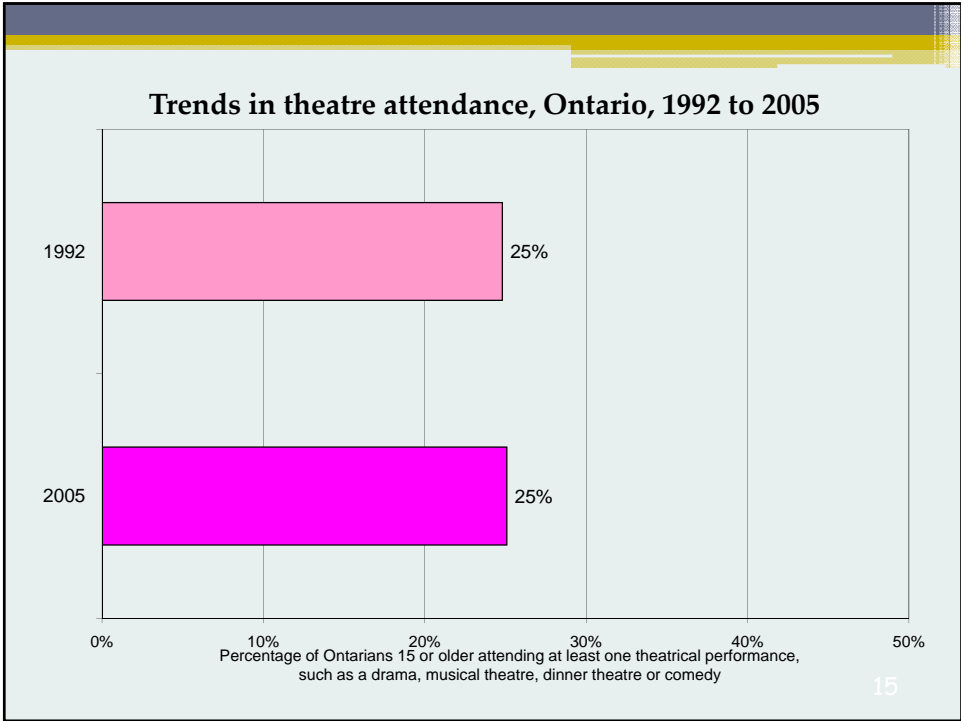
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Performing arts trends in Ontario

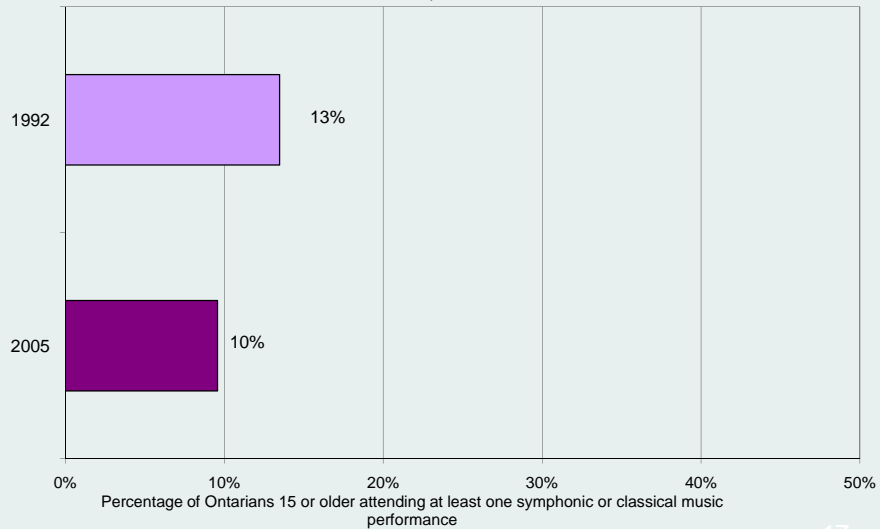
- How do the 2005 figures compare with a similar survey in 1992?

Trends in performing arts attendance, Ontario, 1992 to 2005





Trends in classical music attendance, Ontario, 1992 to 2005



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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.

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

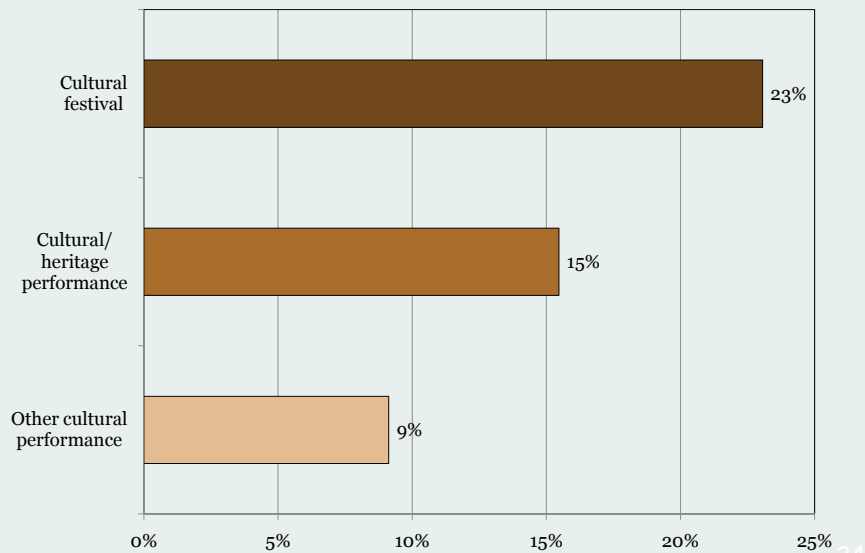
- 3.4 million Ontarians attended a performance in 1992
- 4.3 million Ontarians attended in 2005
- a 26% increase
 - 28% growth in the population 15 and older between 1992 and 2005

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

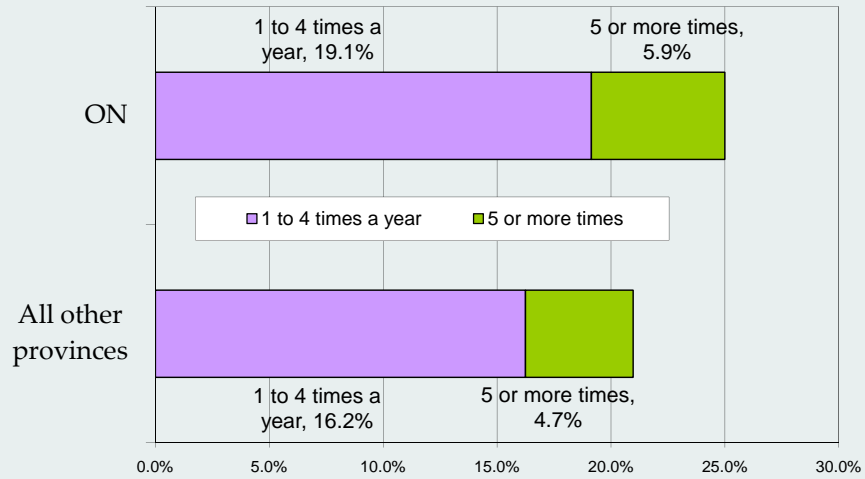


Arts attendance in Ontario

- 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

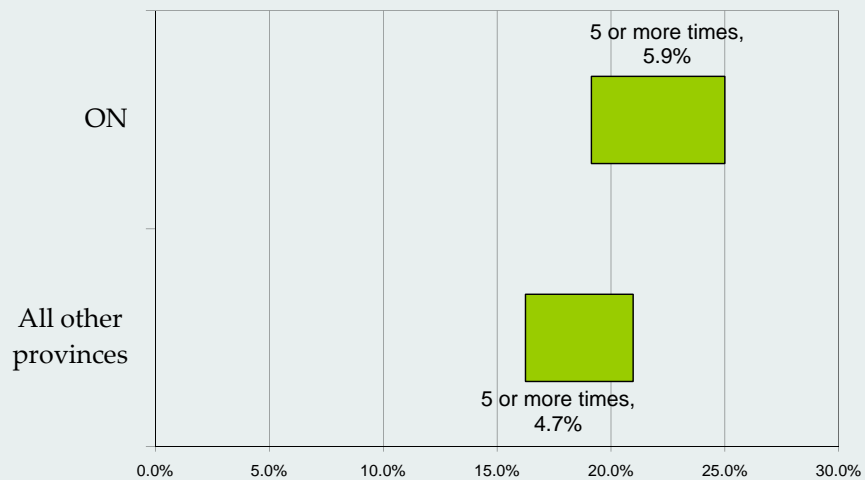
Frequency of Ontarians' performing arts attendance

Frequency of theatre attendance, Ontario vs other provinces



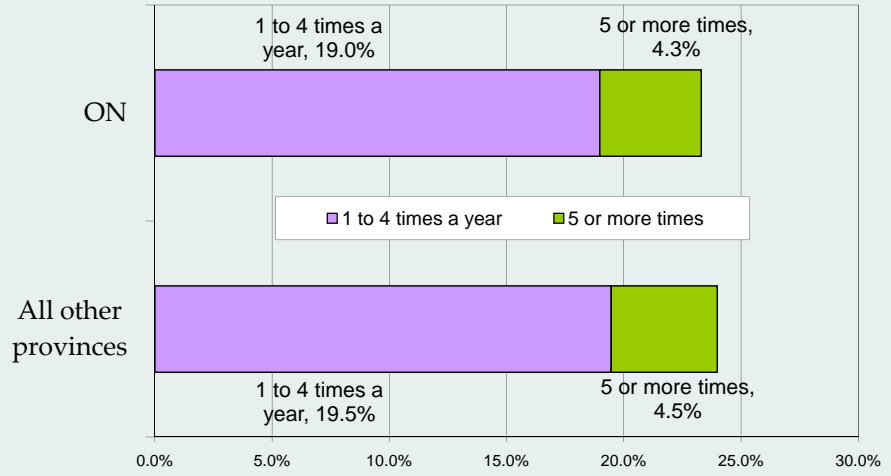
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Frequency of theatre attendance, Ontario vs other provinces

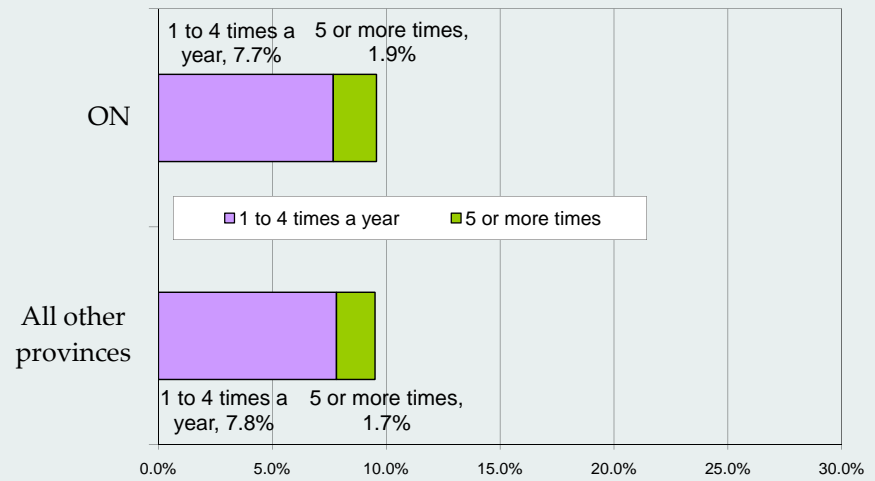


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Frequency of pop concert attendance, Ontario vs other provinces



Frequency of classical attendance, Ontario vs other provinces



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?

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

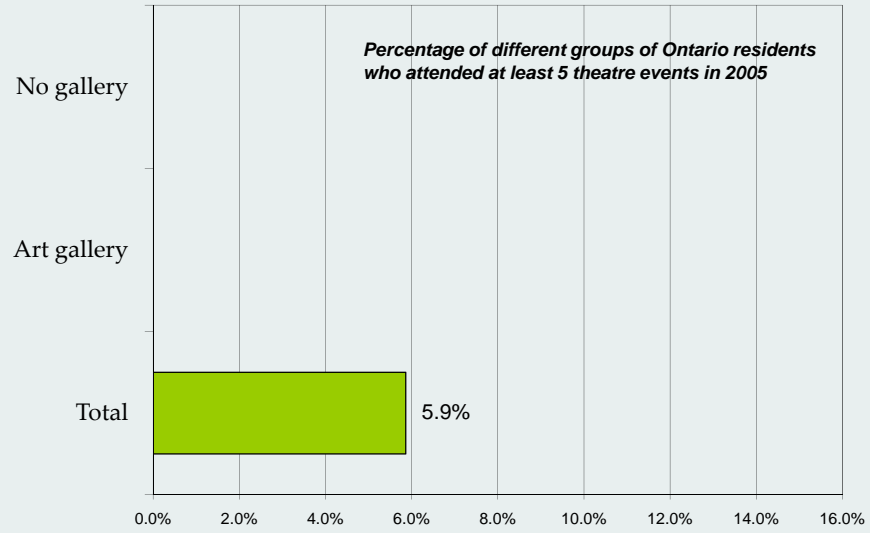
- ❖ Art gallery: 69%
- ❖ Other museum: 68%
- ❖ Festival: 68%
- ❖ Cultural/heritage performance: 65%
- ❖ Historic site: 63%
- ❖ Zoo, aquarium, gardens, etc.: 60%

- ❖ Movie: 55% 56% if household
income \$60k or more
- ❖ Conservation area: 54%
- ❖ Downloaded music: 53%

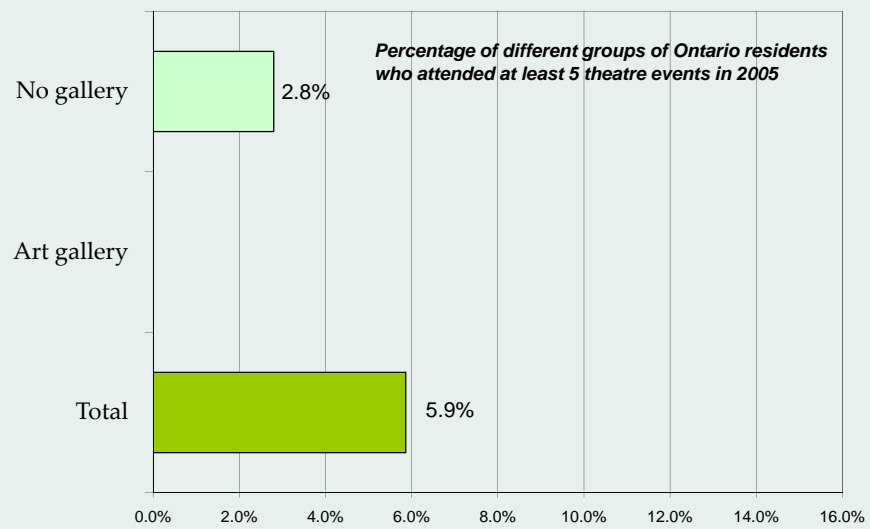
- ❖ Book: 50% 52% if college/
university graduate
- ❖ Music on CD: 48%
- ❖ Video: 46%
- ❖ **Overall Ontario population: 43%**

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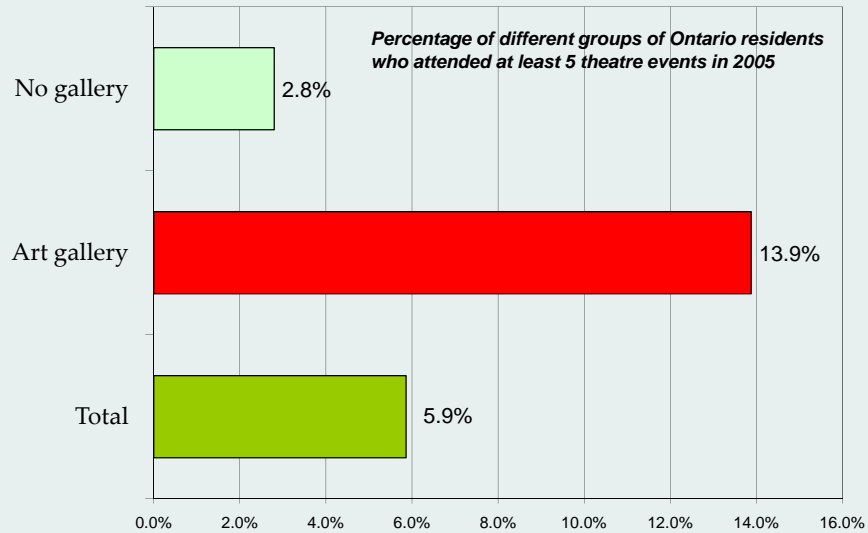
Frequent theatre-goers in Ontario



Frequent theatre-goers in Ontario



Frequent theatre-goers in Ontario



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

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.

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

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 opera attendees 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

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

End of part 1!!!