

Social impacts of the performing arts:

***Is there something
special about
performing arts
attendance?***

***Part 2 of Kelly Hill's
presentation to the
Creative Trust***



November 10, 2008

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Quality of life

- ▶ A life that is “both meaningful and enjoyed”

Quality of Life, University of Toronto, www.utoronto.ca/gol.

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Social impacts

- ▶ **Social Effects of Culture: Exploratory Statistical Evidence**
 - Hill Strategies Research, March 31, 2008
- ▶ **Social Effects of Culture: Detailed Statistical Models**
 - Hill Strategies Research, July 23, 2008
- ▶ Data from Statistics Canada's 2005 General Social Survey
- ▶ in-depth telephone survey of about 10,000 Canadians, including over 2,200 Ontarians
- ▶ 15 years of age or older

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Social impacts

- ▶ **Social Effects of Culture: Exploratory Statistical Evidence**
- ▶ Relationship between four cultural activities
 - Reading books
 - Attending live performances
 - Visiting art galleries and
 - Attending movie theatres
- ▶ And various social indicators:
 - Volunteering and Donating
 - Neighbourhood Connections
 - Sense of Belonging
 - Social Activities
 - Labour Force Participation
 - Quality of Life

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Social impacts: “Attendee”

- ▶ Performing arts attendee
 - **at least one** concert or performance by **professional artists** of music, dance, theatre or opera (excluding cultural festivals) during the 12 months before the survey

- ▶ A low threshold
 - Cultural activities may have a cumulative effect.
 - Many cultural activities do not have explicit social goals.

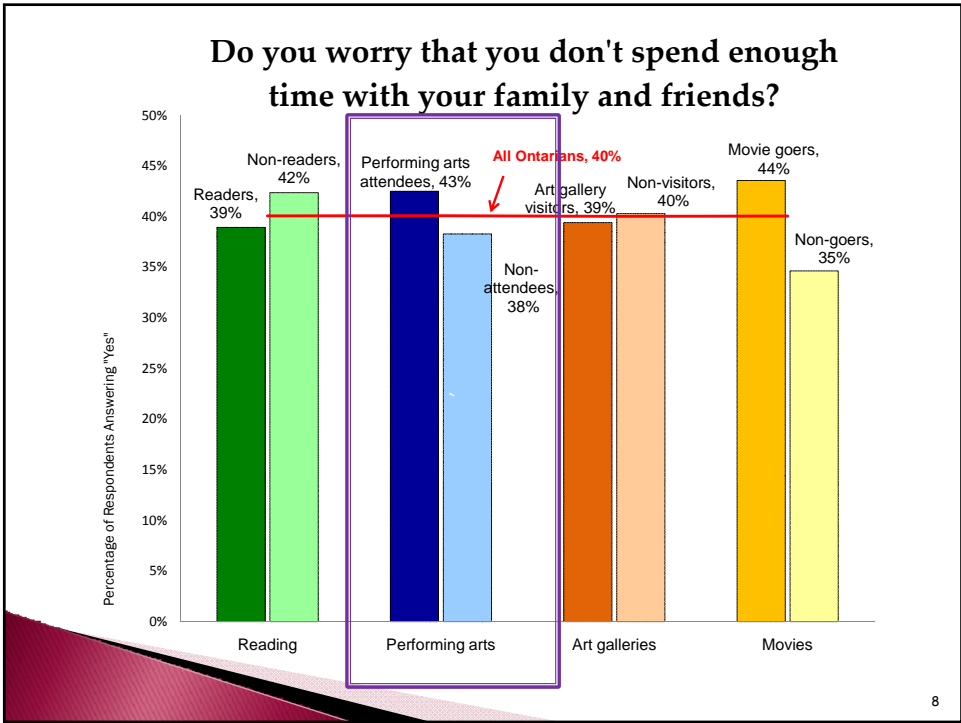
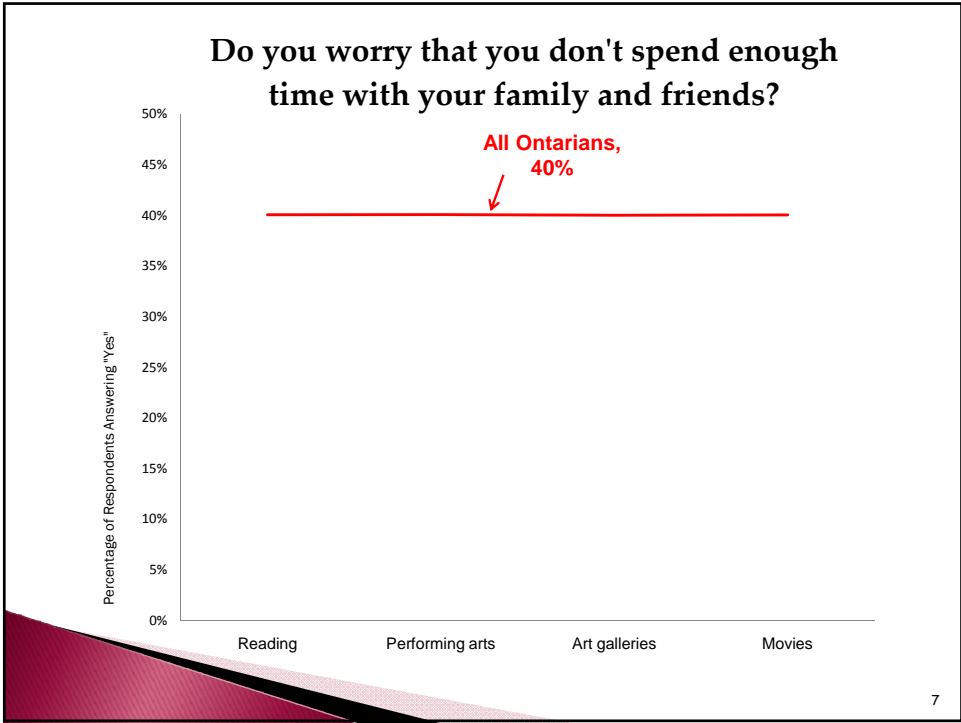
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Social networks

- ▶ Ties of family and friendship (social networks) “are the essence of social cohesion”.

Social Cohesion and Multilevel Governance, A. Kearns and K. Forrest.

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Neighbourhood connections

- ▶ Many social interactions take place within neighbourhoods.

- ▶ People with “rich social connections” are more likely to:
 - Have housing
 - Have a job
 - Enjoy good health
 - Report that they are satisfied with their lives

Why Strong Neighbourhoods Matter: Implications for Policy and Practice, Strong Neighbourhoods Task Force, Toronto, 2004.

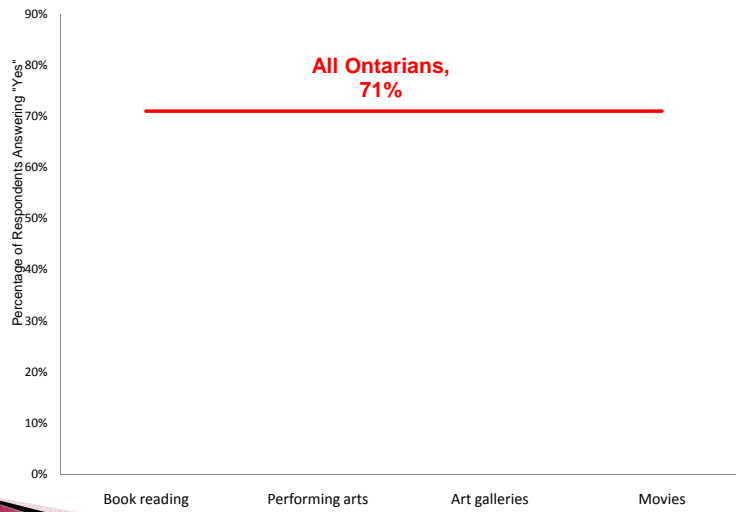
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Knowledge of neighbours

Would you say that you know...	All Ontarians	Perf arts attendees	Non-attendees
Nobody else in your neighbourhood	7%	7%	7%
A few of the people in your neighbourhood	48%	50%	47%
Many of the people in your neighbourhood	21%	20%	21%
Most of the people in your neighbourhood	24%	23%	25%

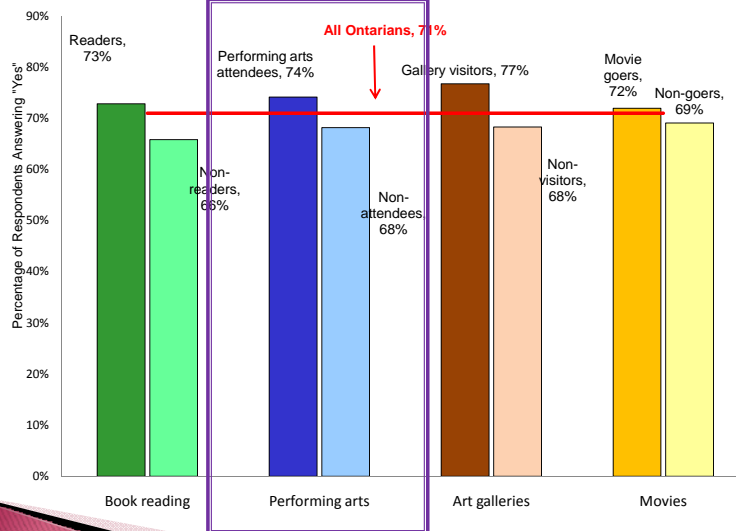
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In the past month have you done a favour for a neighbour?



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In the past month have you done a favour for a neighbour?



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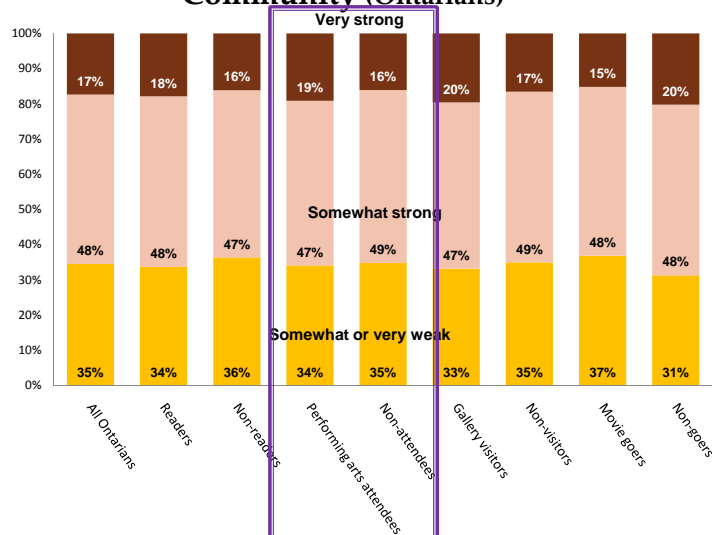
Sense of belonging

- ▶ Attachment and belonging can lead to social cohesion
- ▶ And a vibrant, high quality of life

Social Cohesion and Multilevel Governance, A. Kearns and K. Forrest.

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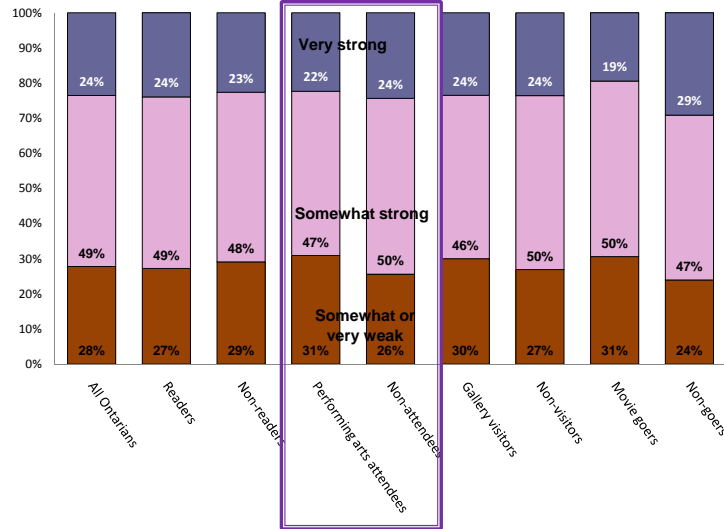
Sense of Belonging to Local Community (Ontarians)



"How would you describe your sense of belonging to your local community?
Would you say that it is: very strong, somewhat strong, somewhat weak or very weak?"

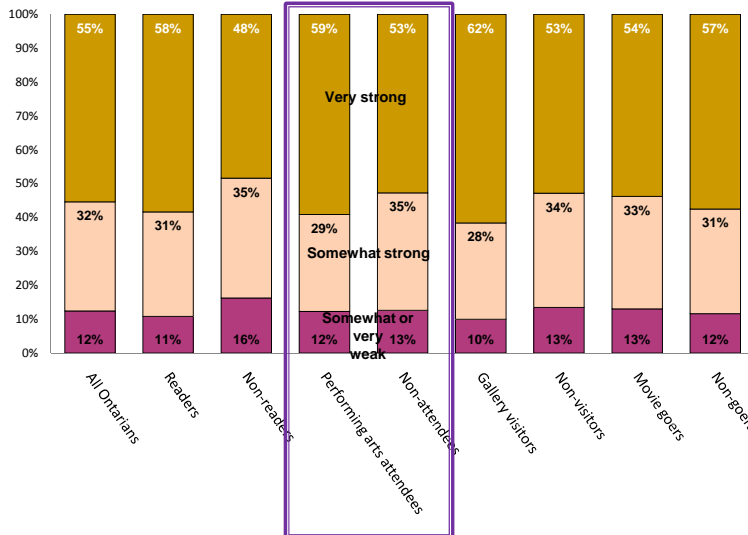
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Sense of Belonging to Ontario



"How would you describe your sense of belonging to your province?
Would you say that it is: very strong, somewhat strong, somewhat weak or very weak?"

Sense of belonging to Canada (Ontarians)



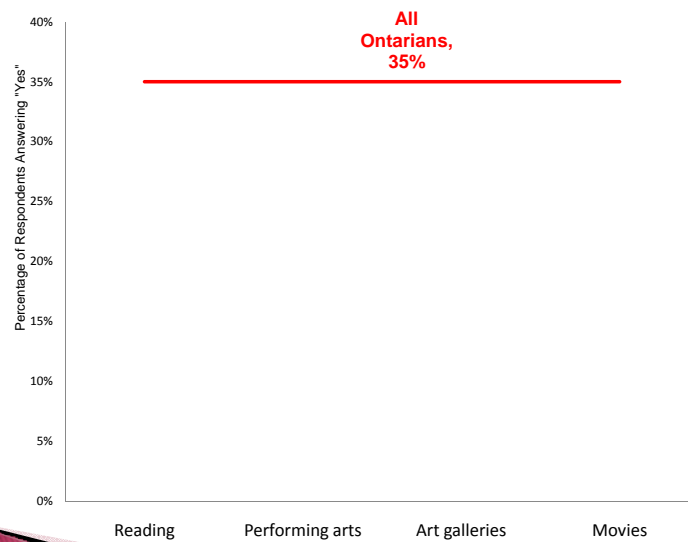
"How would you describe your sense of belonging to Canada?
Would you say that it is: very strong, somewhat strong, somewhat weak or very weak?"

Trapped in a daily routine

- ▶ Help productivity?
- ▶ Happiness?
- ▶ Quality of life?

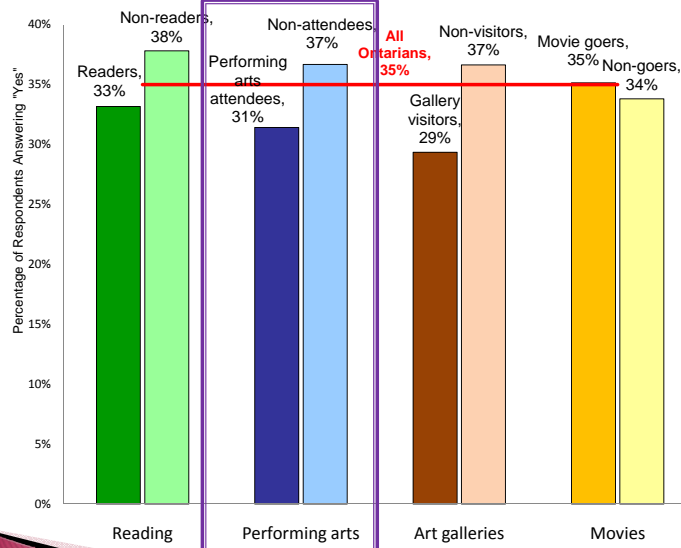
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Do you feel trapped in a daily routine? (Ontario)



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Do you feel trapped in a daily routine? (Ontario)



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Volunteering and donating

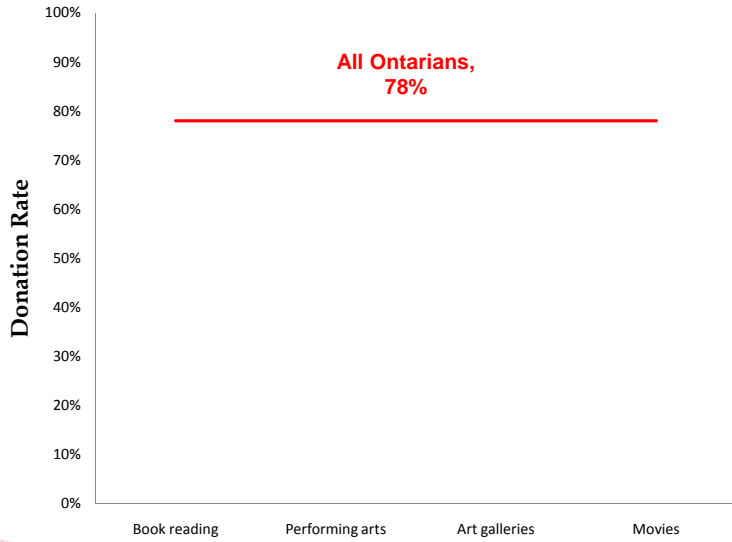
- ▶ Help “build stronger and safer communities”.
- ▶ Help form “strong community bonds”.
- ▶ Help form relationships between people who might not otherwise find each other.

Volunteerism: Citizenship in Action, Ontario Ministry of Citizenship and Immigration, 2007.

Measures of Australia's Progress, 2004, Australian Bureau of Statistics.

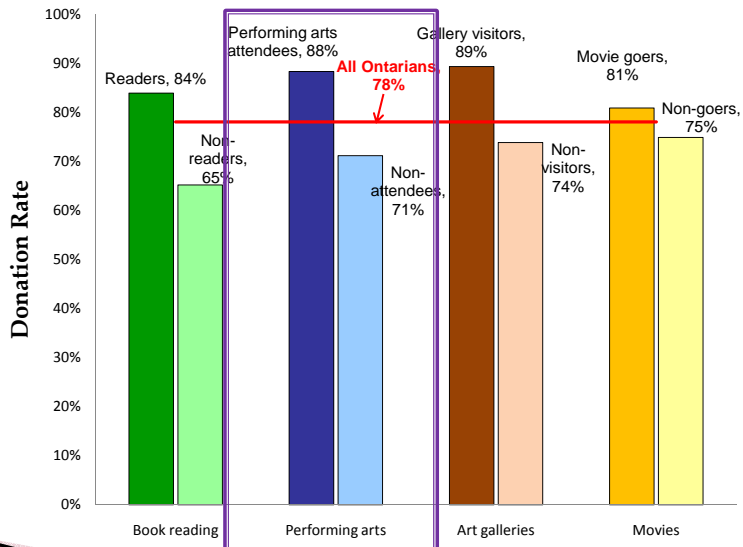
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Cultural Activities and Donating (Ontario)

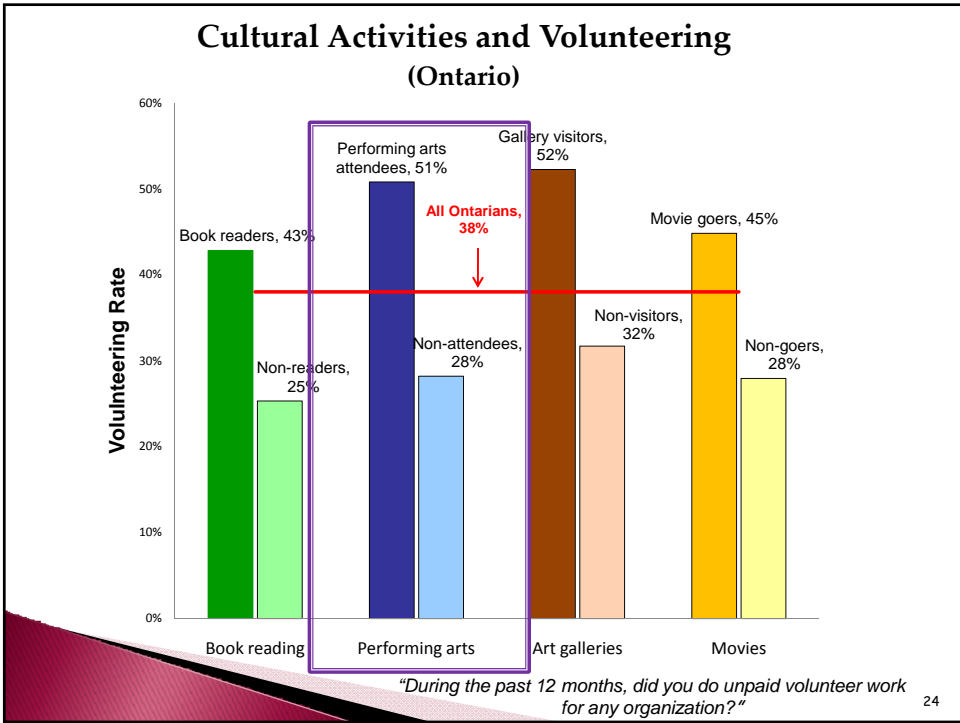
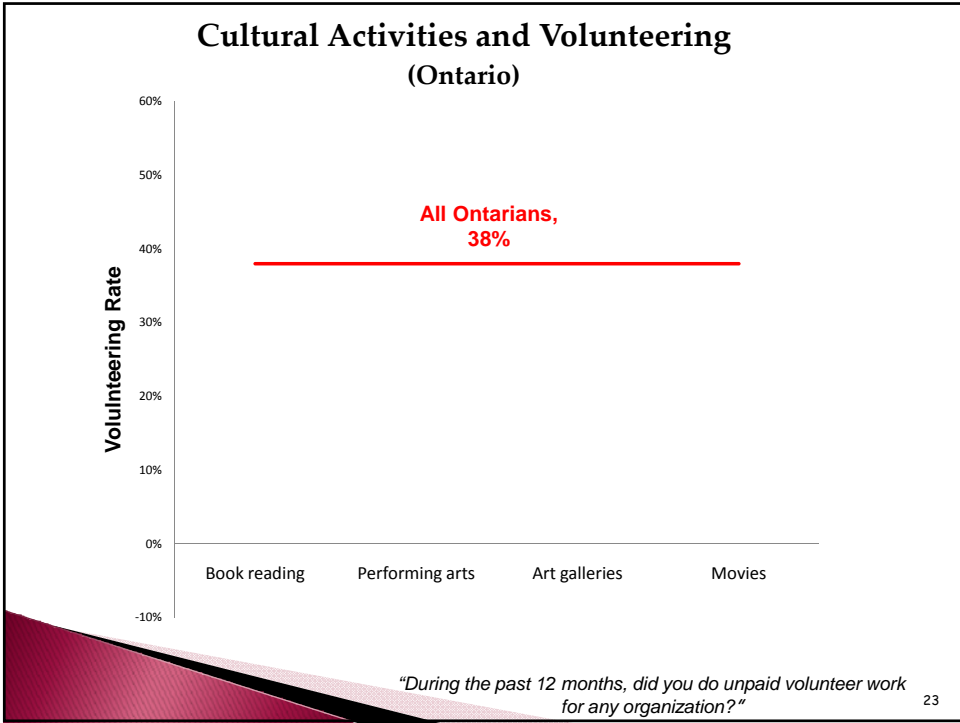


"During the past 12 months, did you donate money or goods to any organization or charity?
Do not include membership fees or dues."

Cultural Activities and Donating (Ontario)



"During the past 12 months, did you donate money or goods to any organization or charity?
Do not include membership fees or dues."



Health and well-being

- ▶ ... lead to a high quality of life
- ▶ Music has been shown to:
 - Lower the blood pressure of pregnant women
 - Stimulate an unborn child's heartbeat (a sign of good health)
 - Decrease the perceptions of pain in rheumatoid arthritis sufferers
 - Reduce the intensity of pain after some surgeries
 - Lessen the requirement for sedatives and analgesics following some surgeries and procedures

The Impact of the Arts: Some Research Evidence, Arts Council England, 2004.

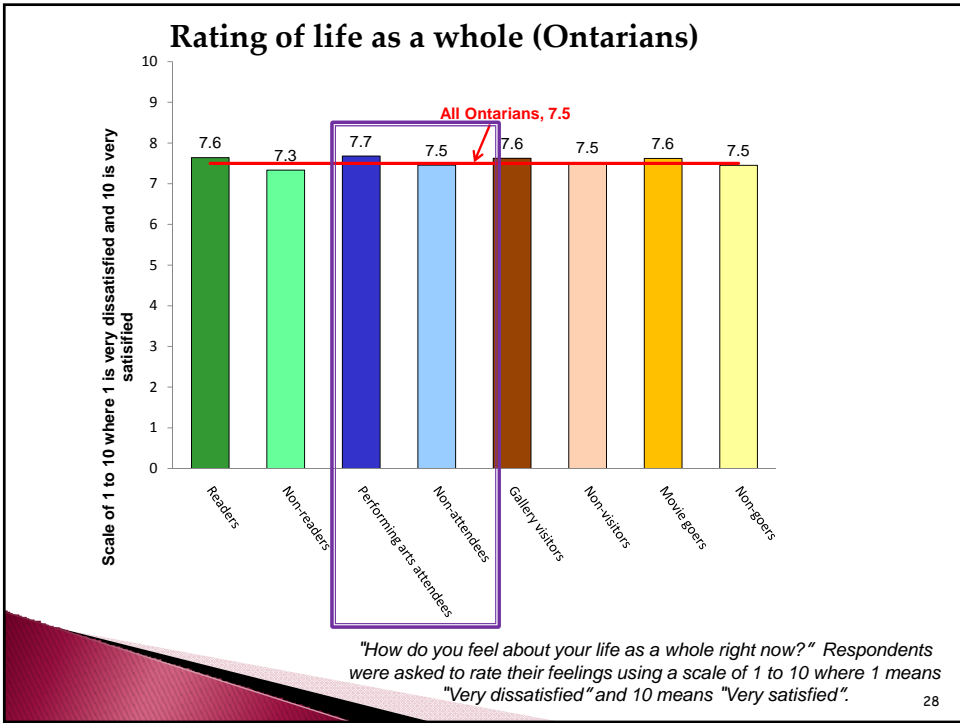
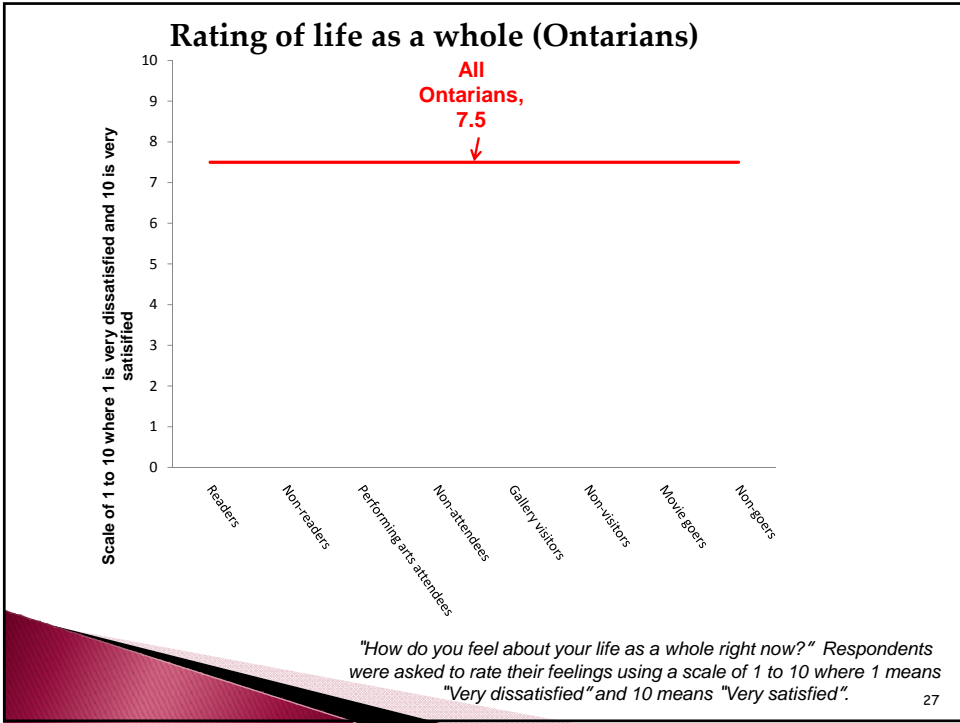
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Health (self-assessments)

Would you say that your health is ...	All Ontarians	Perf arts attendees	Non-attendees
Poor	4%	2%	5%
Fair	11%	9%	13%
Good	33%	31%	34%
Very good	36%	39%	34%
Excellent	17%	20%	14%

"In general, would you say that your health is excellent, very good, good, fair or poor?"

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Cultural participation

- ▶ An important form of civic engagement

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Cultural participation

- ▶ Does cultural participation **always** foster or strengthen social ties?
 - Do people have a higher quality of life because they participate in the arts?
 - Or do those with a higher quality of life tend to participate more in the arts?
 - Or are they mutually reinforcing?

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Social impacts

- ▶ *Social Effects of Culture: Detailed Statistical Models*
- ▶ Builds on the *Exploratory Statistical Evidence* report
- ▶ Examines whether cultural activities have an impact on social indicators *above and beyond demographic information*
- ▶ Models provide pan-Canadian data (i.e., no Ontario-specific models have been constructed)

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Social impacts

- ▶ *Social Effects of Culture: Detailed Statistical Models*
- ▶ 11 cultural activities (not just 4), including...
 - Theatre
 - Pop music
 - Classical music
 - Performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian)

Models of six social indicators:

- Doing a favour for a neighbour;
- Very strong sense of belonging to one's province;
- Very strong sense of belonging to Canada;
- Feeling trapped in a daily routine;
- Donating; and
- Volunteering.

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Favour for a neighbour (Performing arts detail)

% who have done a favour for a neighbour in the past month	Attendees	Non-attendees
All Ontarians	71%	
Performing arts	74%	68%
Theatre	77%	68%
Pop music	75%	70%
Classical music	78%	70%

"During the past month, have you done a favour for a neighbour?"

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Model to predict doing a favour for a neighbour (all Canadians)

- ▶ After adjusting for important demographic factors (and other cultural factors)...
- ▶ Attendees at performances of cultural/heritage music, theatre or dance: 34% more likely to do a favour for a neighbour than non-attendees.
- ▶ Only performing arts activity to have a statistically significant impact.

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Very strong sense of belonging to Ontario (Performing arts detail)

% having a very strong sense of belonging to their province	Attendees	Non-attendees
All Ontarians	24%	
Performing arts	22%	24%
Theatre	24%	23%
Pop music	16%	26%
Classical music	27%	23%

*"How would you describe your sense of belonging to your province?
Would you say that it is: very strong, somewhat strong, somewhat weak or very weak?"*

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Model to predict having a very strong sense of belonging to one's province (all Canadians)

- ▶ After adjusting for important demographic factors (and other cultural factors)...
- ▶ None of the performing arts activities have a statistically significant impact.

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Very strong sense of belonging to Canada (Performing arts detail)

% having a very strong sense of belonging to Canada	Attendees	Non-attendees
All Ontarians	55%	
Performing arts	59%	53%
Theatre	63%	53%
Pop music	56%	55%
Classical music	63%	54%

*"How would you describe your sense of belonging to Canada?
Would you say that it is: very strong, somewhat strong, somewhat weak or very weak?"*

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Model to predict having a very strong sense of belonging to Canada (all Canadians)

- ▶ After adjusting for important demographic factors (and other cultural factors)...
- ▶ Theatre attendees: 16% more likely to have a very strong sense of belonging to Canada than non-attendees.
- ▶ Only performing arts activity to have a statistically significant impact.

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Trapped in a daily routine (Performing arts detail)		
% who feel trapped	Attendees	Non-attendees
All Ontarians	35%	
Performing arts	31%	37%
Theatre	29%	36%
Pop music	30%	36%
Classical music	23%	36%

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- ### **Model to predict being trapped in a daily routine (all Canadians)**
- ▶ After adjusting for important demographic factors (and other cultural factors)...
 - ▶ Classical music attendees: 26% less likely to feel trapped in a daily routine than non-attendees.
 - ▶ Theatre attendees: 13% less likely to feel trapped in a daily routine than non-attendees.

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Donation rates (Performing arts detail)

% who donate	Attendees	Non-attendees
All Ontarians	78%	
Performing arts	88%	71%
Theatre	92%	73%
Pop music	87%	76%
Classical music	91%	77%

*"During the past 12 months, did you donate money or goods to any organization or charity?
Do not include membership fees or dues."*

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Model to predict donating (all Canadians)

- ▶ After adjusting for important demographic factors (and other cultural factors)...
- ▶ Theatre attendees: 41% more likely to donate than non-attendees.
- ▶ Only performing arts activity to have a statistically significant impact.

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Volunteer rates (Performing arts detail)

% who volunteer	Attendees	Non-attendees
All Ontarians	38%	
Performing arts	51%	28%
Theatre	56%	31%
Pop music	51%	34%
Classical music	62%	35%

"During the past 12 months, did you do unpaid volunteer work for any organization?"

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Model to predict volunteering (Cda)

- ▶ After adjusting for important demographic factors (and other cultural factors)...
- ▶ **10 different cultural activities are significant positive factors**
- ▶ Classical music attendees: 47% more likely to volunteer than non-attendees.
- ▶ Theatre attendees: 46% more likely than non-attendees.
- ▶ Cultural festival attendees: 40% more likely than non-attendees.
- ▶ Attendees at performances of cultural/heritage music, theatre or dance: 31% more likely to volunteer than non-attendees.
- ▶ Pop music attendees: 17% more likely to volunteer than non-attendees.

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Social impacts: Model summaries



Summary of performing arts impacts

Social Effects of Culture: Detailed Statistical Models

Cultural festival	
Favour for a neighbour	not significant
Belonging to province	not significant
Belonging to Canada	not significant
Donation rates	not significant
Volunteer rates	positive
Trapped in routine	not significant

Statistical model findings after adjusting for important demographic factors (and other cultural factors).

Summary of performing arts impacts

Pop music attendance	
Favour for a neighbour	not significant
Belonging to province	not significant
Belonging to Canada	not significant
Donation rates	not significant
Volunteer rates	positive
Trapped in routine	not significant

Statistical model findings after adjusting for important demographic factors (and other cultural factors).

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Summary of performing arts impacts

Attendance at performances of cultural/heritage music, theatre or dance	
Favour for a neighbour	positive
Belonging to province	not significant
Belonging to Canada	not significant
Donation rates	not significant
Volunteer rates	positive
Trapped in routine	not significant

Statistical model findings after adjusting for important demographic factors (and other cultural factors).

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Summary of performing arts impacts

Classical music attendance	
Favour for a neighbour	not significant
Belonging to province	not significant
Belonging to Canada	not significant
Donation rates	not significant
Volunteer rates	positive
Trapped in routine	positive

Statistical model findings after adjusting for important demographic factors (and other cultural factors).

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Summary of performing arts impacts

Theatre attendance	
Favour for a neighbour	not significant
Belonging to province	not significant
Belonging to Canada	positive
Donation rates	positive
Volunteer rates	positive
Trapped in routine	positive

Statistical model findings after adjusting for important demographic factors (and other cultural factors).

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Suggestions



Social impacts: A slogan?

***Break out of your daily routine!
Take in a performance!***

#1 Suggestion

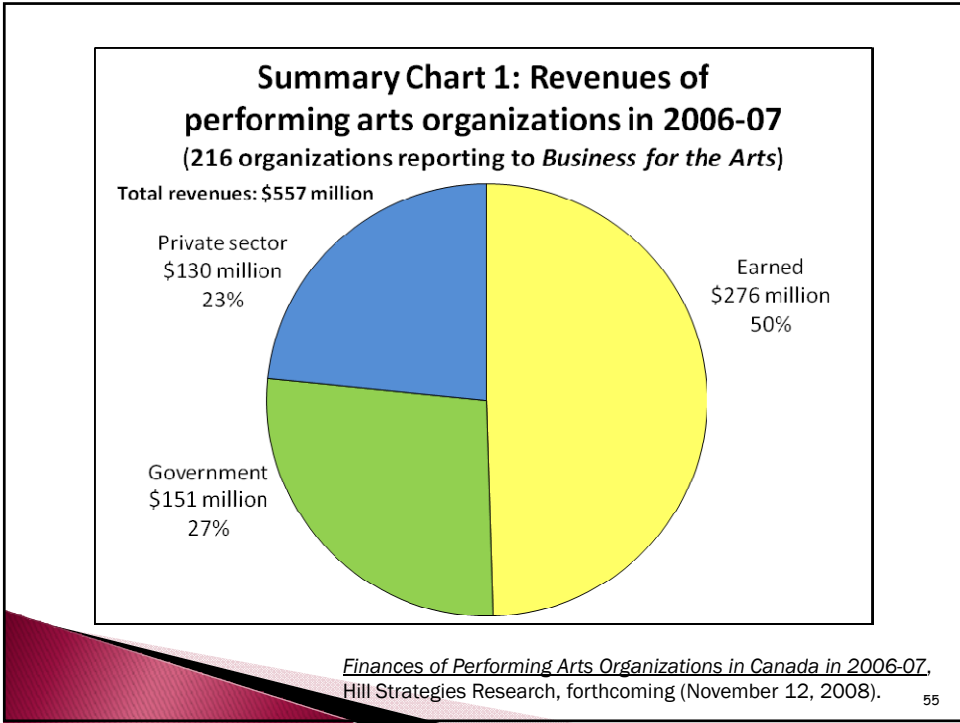
- ▶ Pay attention to motivations and benefits.

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Why does this matter?

- ▶ Because attendees care about what they “get” in return for their \$.
- ▶ Because many donors care about social impacts.
- ▶ And you care about attendees and donors.

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- Growth in performing arts organization revenues**
- ▶ Private sector revenues grew the fastest between 1996-97 and 2006-07.
 - ▶ Fundraising from individuals is increasingly important.
 - ▶ Substantial shift in corporate funding from donations to sponsorships.
- Finances of Performing Arts Organizations in Canada in 2006-07*, Hill Strategies Research, forthcoming (November 12, 2008). 56

Key questions: attendees

- ▶ What are your attendees' motivations?
- ▶ What benefits are most important for your attendees?
- ▶ Do most people have the experiences they hoped to have?

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Motivations

- ▶ Performing arts (American research)
 - the desire to socialize with family or friends
 - the emotional rewards of attendance
 - the desire to experience high-quality art

Motivations Matter: Findings and Practical Implications of a National Survey of Cultural Participation, Wallace Foundation, 2005

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Motivations

► Theatre (Ottawa, La Nouvelle Scène)

- (7 different motivations are “very important” for 60% or more of survey respondents!)
- Being entertained
- Gaining knowledge or learning something new
- Experiencing high quality theatre
- To see my (Francophone) culture expressed on stage
- Wanting to socialize with family or friends
- Wanting to support a local organization
- Being exposed to new experiences during a performance

Étude de marché de La Nouvelle Scène, Hill Strategies Research, 2008
(translation from French by Kelly Hill)

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Motivations

“Having a good time
while breaking out of
my routine.”

“Enlightenment at a
reasonable price.”

“My motivations change from one
play to another, from one day to
another. Sometimes, I want to
discover new things. Sometimes, I
want to be challenged by the play.”

Survey respondent comments, *Étude de marché de La
Nouvelle Scène*, Hill Strategies Research, 2008 (translation
from French by Kelly Hill)

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Motivations

- ▶ Folk festivals (*Ontario Council of Folk Festivals*)
 - Wanting to experience high quality music
 - Finding it emotionally rewarding

Ontario Council of Folk Festivals: Visitor Survey, Hill Strategies Research, 2008 (in progress)

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Personal and social benefits

- ▶ Folk festivals (Ontario)
 - High-quality artistic experience
 - Local community vibrancy and quality of life
 - Artists' careers and the music community

- Lesser percentages:
 - Social experience
 - Economic development

Ontario Council of Folk Festivals: Visitor Survey, Hill Strategies Research, 2008 (in progress)

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Key questions: donors

- ▶ What are your donors' motivations?
- ▶ What benefits are most important for your donors?

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Suggestions

Major University Presenters' Value & Impact Study, Presentation by Alan Brown and Jennifer Novak at the Arts Presenters Conference, January 11, 2008

An interesting conclusion...

- ▶ An individual's "readiness to receive" influences the nature and extent of benefits
 - Anticipation has predictive power over all impacts
 - Context and relevance are important

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Suggestions

Major University Presenters' Value & Impact Study, Presentation by Alan Brown and Jennifer Novak at the Arts Presenters Conference, January 11, 2008

What you can do...

- ▶ Pre-performance context-building and engagement

- ▶ Create anticipation via messages
 - Often, the marketing message is the only context that audiences have

- ▶ Deepen relationships with artists to maximize attendees' benefits

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Suggestions

Add value to the arts experience...

- ❖ Strengthen your **connections** with audiences
- ❖ Reinforce the **relevance** of what you do
- ❖ Develop a better **understanding and marketing of the values** that people derive from your activities;
- ❖ Attempt to **improve access** to arts programs;
- ❖ Develop **new programs and partnerships** with other organizations that fill specific value needs.

Modified from *The Values Study: Rediscovering the Meaning and Value of Arts Participation*, Connecticut Commission on Culture and Tourism, Sept. 2004
(See *Arts Research Monitor* Vol. 4 No. 1 for more info.)

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Conclusion

- ▶ The more you know about your audiences (and donors)...
- ▶ ...the better you'll be able to assess their needs
- ▶ ...and match them to your organization's mission and vision.

Audience Research Made Easy: A Guide for Small to Medium Performing Arts Organizations, Australia Council and Arts Victoria, 2005.

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Thank you for your time!

Questions?

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