

# Spotlight on Arts Audiences

**Wave 2: Spring 2024**  
Edmonton results



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# 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.**



# A collaborative and evolving resource:

## Purpose & Objectives:

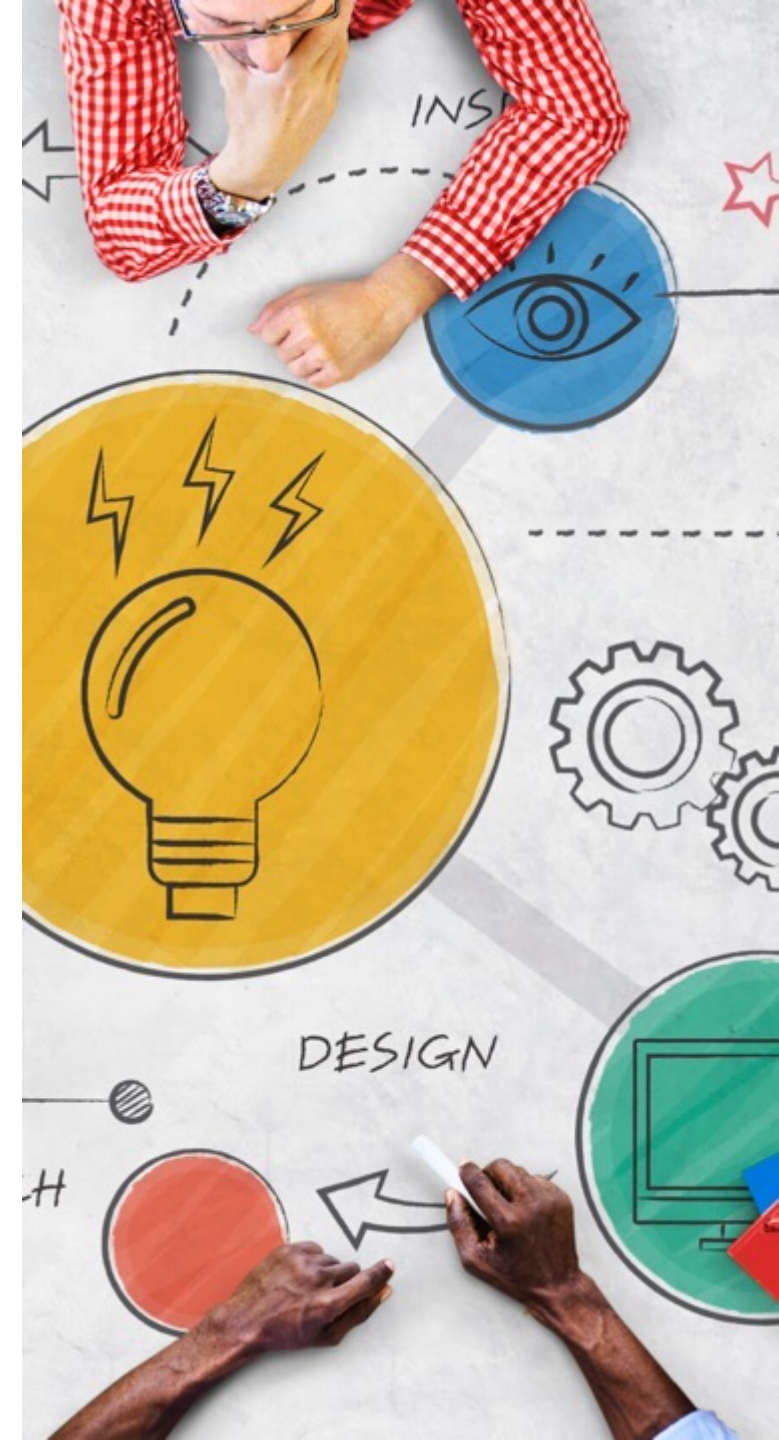
Alberta continues to be at a crossroads brought by a pandemic that has changed public life and re-shaped our economy. This is especially true in the arts sector which continues to experience a decline in engagement with events and activities. This work was developed for this sector exclusively. It builds upon research that began in 2020 but is designed to provide specific, relevant and reliable facts to support the leaders in the arts sector as they **build relevance and grow attendance**.

## Key topic areas for Wave 2:

- Exploring arts engagement and general perceptions
- Understand audiences' preferences for content, programming and ticket purchasing
- Understanding opportunities for increasing support and engagement

## How to use this report:

This work is designed to be shared. We encourage our partners to distribute and actively apply the insights to their business. The ultimate goal is to build on collaboration by sharing resources that can drive smart and focused engagement strategies.



# Research Approach:

**This report represents the second of six (6) waves of work.**

The survey was delivered to a representative sample of arts receptive Albertans, ages 18+. In order to qualify for the survey, respondents had to indicate interest in at least one art form.

A total of n=1,160 surveys were collected across the following regions:

- **Edmonton + area (n=400)**
- Calgary + area (n=400)
- Northern AB (n=120)
- Southern AB (n=120)
- Central AB (n=120)

**The survey was conducted between March 13<sup>th</sup> -21<sup>st</sup>, 2024.**

An approximate margin error for a typical sample size of n=1,160 is +/- 2.9% and for n=400 is +/- 4.9% (which is not typically applicable for online non-probability samples).

***This report focuses on the **Edmonton region** only. Results are shown alongside total results to provide a directional comparison to other areas of the province.***



# What is different in Edmonton?

**In short, very little!** Arts-interested individuals across Alberta have very similar behaviours when it comes to digital arts experiences, attitudes and interest in programming content, interest in a ticket bundling option for arts experiences, and charitable giving. There are very few regional differences this wave. A summary of what we learned is below:

- 1** **Arts-related online content can be the start of a journey.** Online content specific to the arts (and outside of mainstream offerings like Netflix and Spotify, as an example) is readily available and audiences are accessing. Understanding digital preferences and content preferences can kickstart programming decisions or be an opportunity to begin engagement close to home (that leads to an in-person experience). But live is the differentiator and reminding audiences what emotional benefits are derived from live performances is going to be key to driving in-person engagement (and moving beyond online engagement only).
- 2** **Reaching new audiences through diverse programming.** While the sentiment is strong for all arts audiences, visible minorities are even more keen to support arts experiences that showcase their own cultural groups. In fact, this audience is taking in online community meetings/discussions more often than other Albertans. This is one opportunity to expand into potentially new audiences.
- 3** **The market craves flexibility.** Whether it is the type of content (the preference being a mix of new works and familiar programming), interest in a ticket bundling package (giving flexibility to select performances of interest and the number of performances they can realistically take in), or even ways to support, audiences are looking for variety and choice.



# Engaging in Arts Experiences

# A reminder on engagement levels

Not everyone will connect with the arts in the same way. Understanding the degree to which people connect is a useful lens to understand how to reach different audiences.

## IMMERSED

This is a group that is **eager** to connect with the arts. They take in a **variety of arts** content and are active supporters of artists and art organizations.

## ENGAGED

They like arts experiences and **frequently** attend events or activities, consume arts content, make art, and support the arts.

## PASSIVES

This group makes up the largest proportion of Albertans. Their engagement with the arts is **occasional** and they attend arts events, watch arts content or pursue arts experiences.

## INFREQUENT

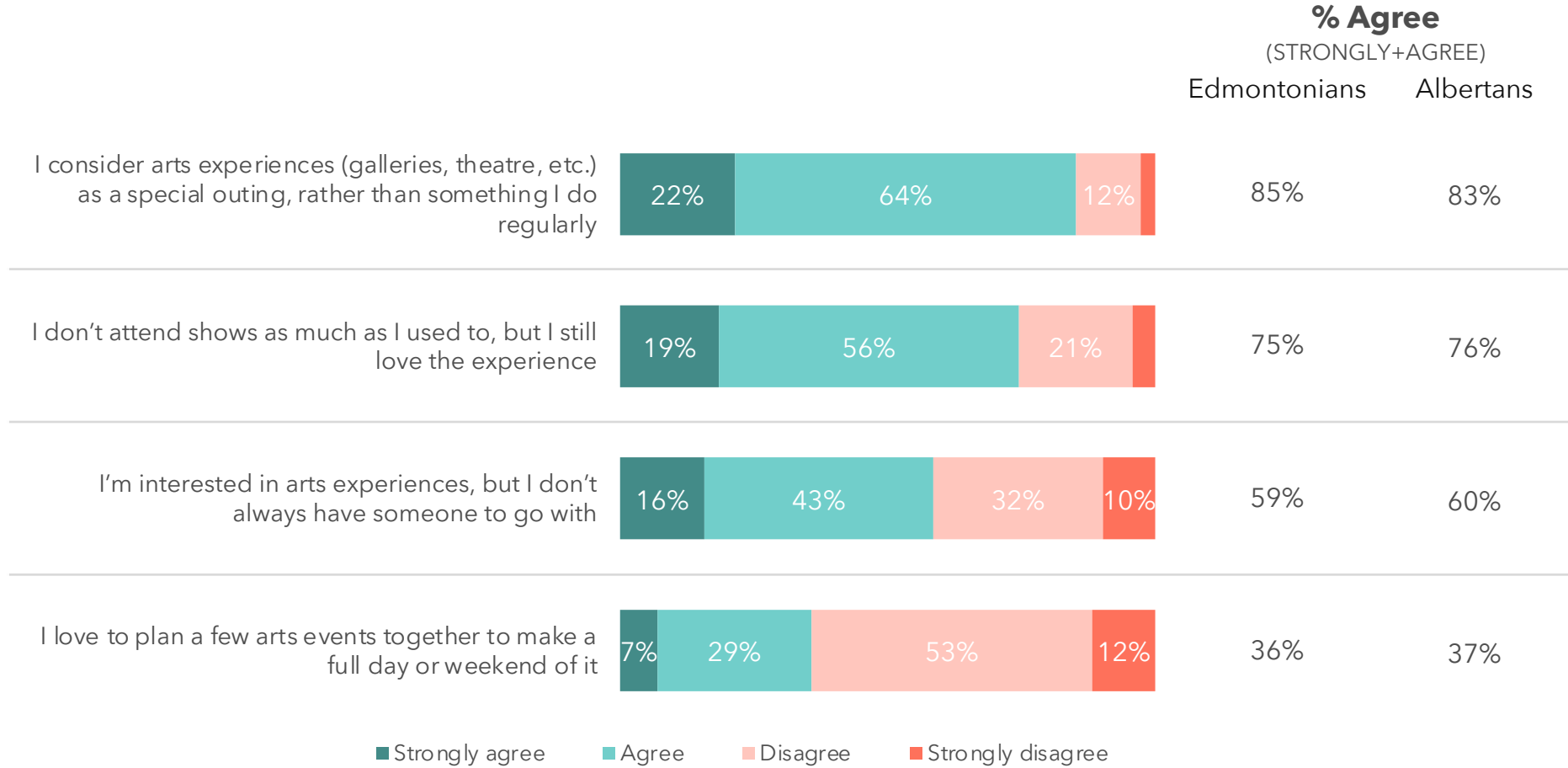
They have an interest in the arts but **rarely** attend arts events, consume arts content, make any type of art or take any classes.





# Arts experiences are as a special outing for most Edmontonians

Edmontonians are very similar to the rest of Albertans in many of their attitudes towards experiencing events.



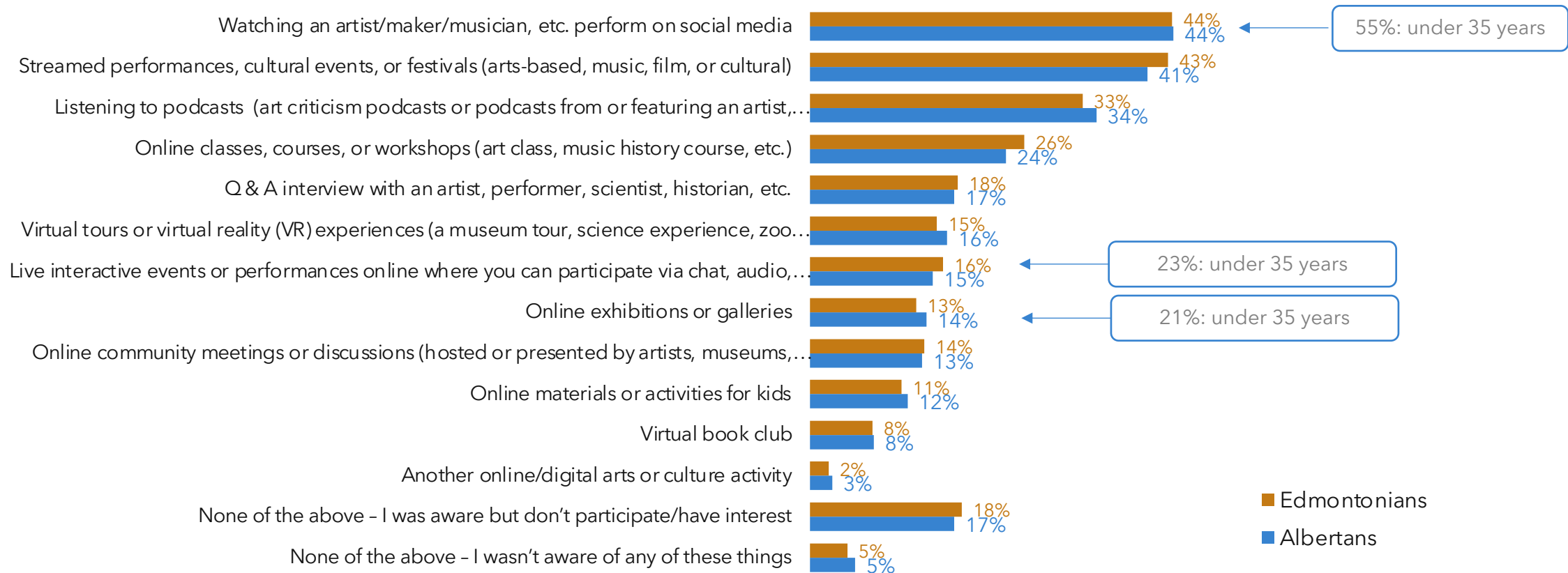
Base: Edmonton respondents (n=400); Albertan respondents (n=1,160)  
 Q12. Here are some statements that some people make about what types of performances or events they like to experience. Please indicate your level of agreement with each statement

# Is digital participation in the arts still prevalent?

**Edmontonians** are participating in digital arts experiences at remarkably similar rates as the rest of the province but there are specific activities that younger demographics participate in more - namely, watching performances on social media, online exhibits and live interactive events.



## Digital Arts Related Activities - % Participation



Base: Edmonton respondents (n=400); Albertan respondents (n=1,160)

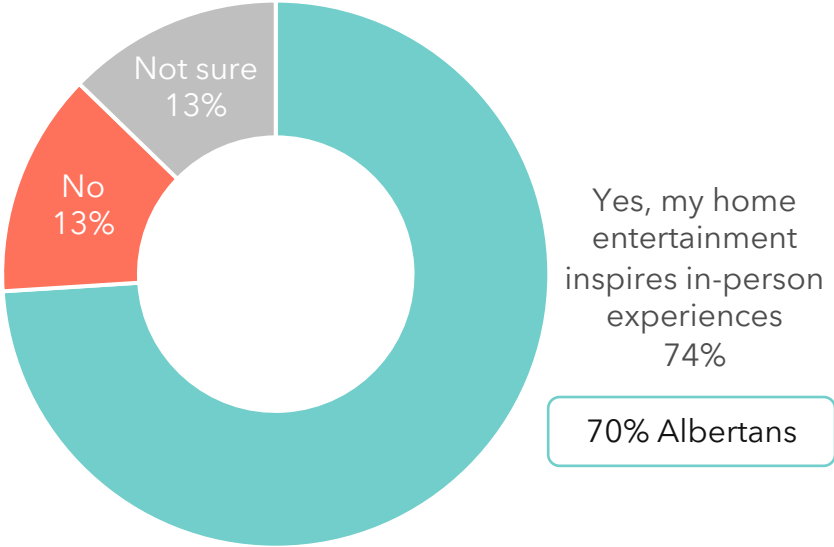
Q10. Thinking about arts-related activities specifically, which of the following do you participate in digitally? This might be via your computer, a streaming service, TV, mobile phone or tablet.



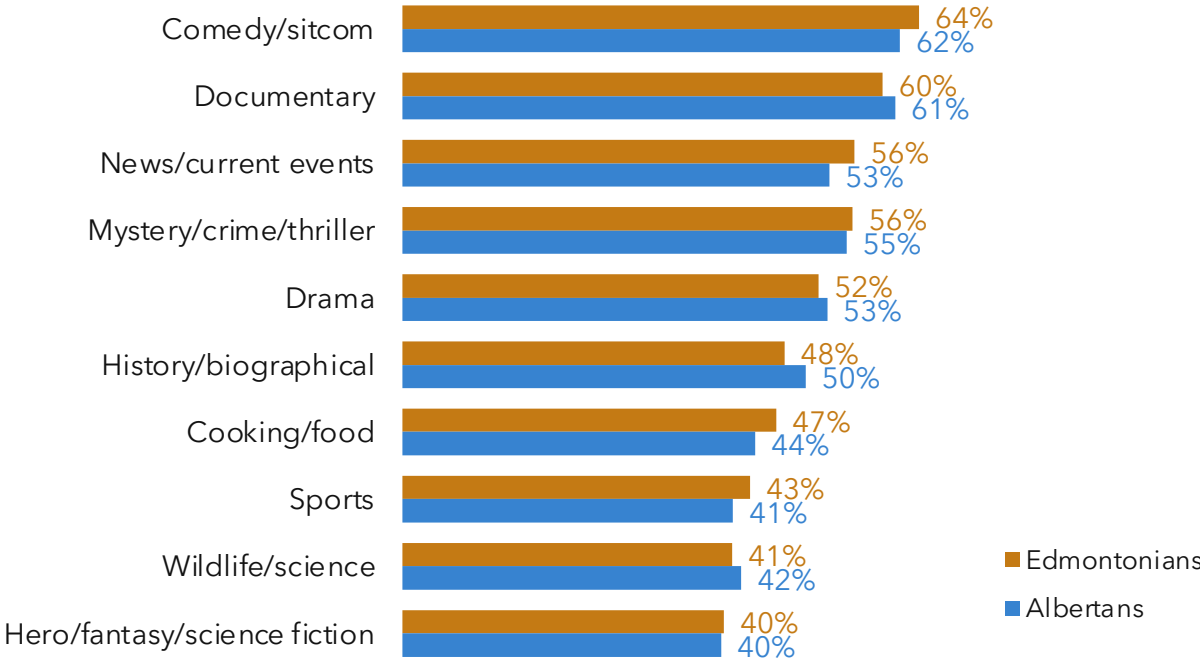
# At-home behaviours can influence interest in live events

Understanding at-home preferences can inform and help inspire Edmontonians who may want to take in live events. Interests align with others in the province, but they stand out slightly on preferences for comedies, current events and cooking/food.

## At home entertainment impact on in-person experiences



## % Genre - watch at home regularly (Top 10 genres for Edmontonians)



Base: Edmonton respondents (n=400); Albertan respondents (n=1,160)  
 Q11. At any point, has anything you've watched or listened to on TV, online or on the radio inspired you to think about live experiences you can see in person?  
 Q8. When it comes to entertainment and media, what types of content do you regularly watch at home?

# Content Preferences and Informing Programming

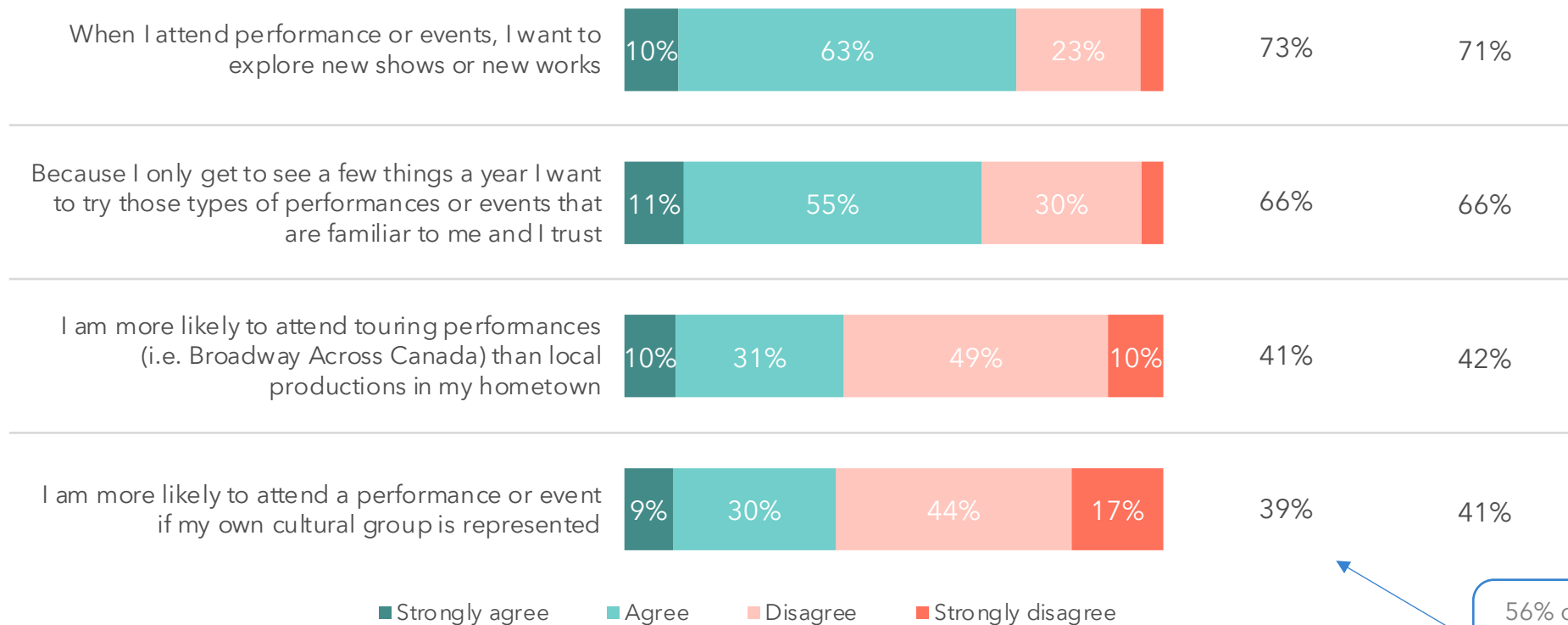
A hand is shown hovering over a DJ mixer. The mixer has several glowing red and blue lights, and the hand is positioned as if about to touch one of the controls. The background is dark with some blurred lights.



# Edmontonians are interested in new works as well as what is familiar to them

This sentiment is similar to others in Alberta and may appear to provide limited guidance to arts organizations, but the soft levels of agreement suggest audiences are willing to experience a variety of works. Culturally diverse works are also of interest among those in visible minority communities.

**% Agree**  
(STRONGLY+AGREE)  
Edmontonians    Albertans

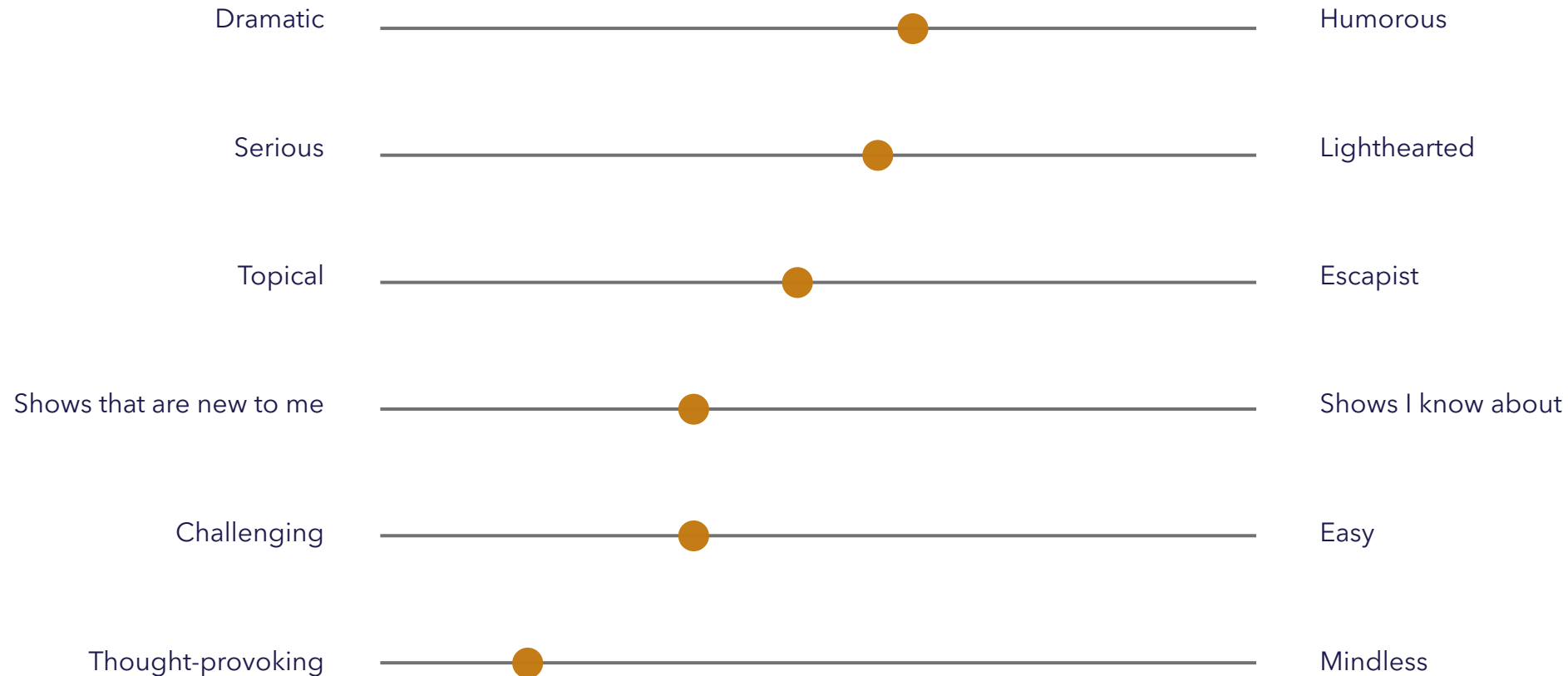


56% of those who are visible minorities in Edmonton agree

# Variety and emotive: like the rest of the province, Edmonton audiences are looking for a mix of content

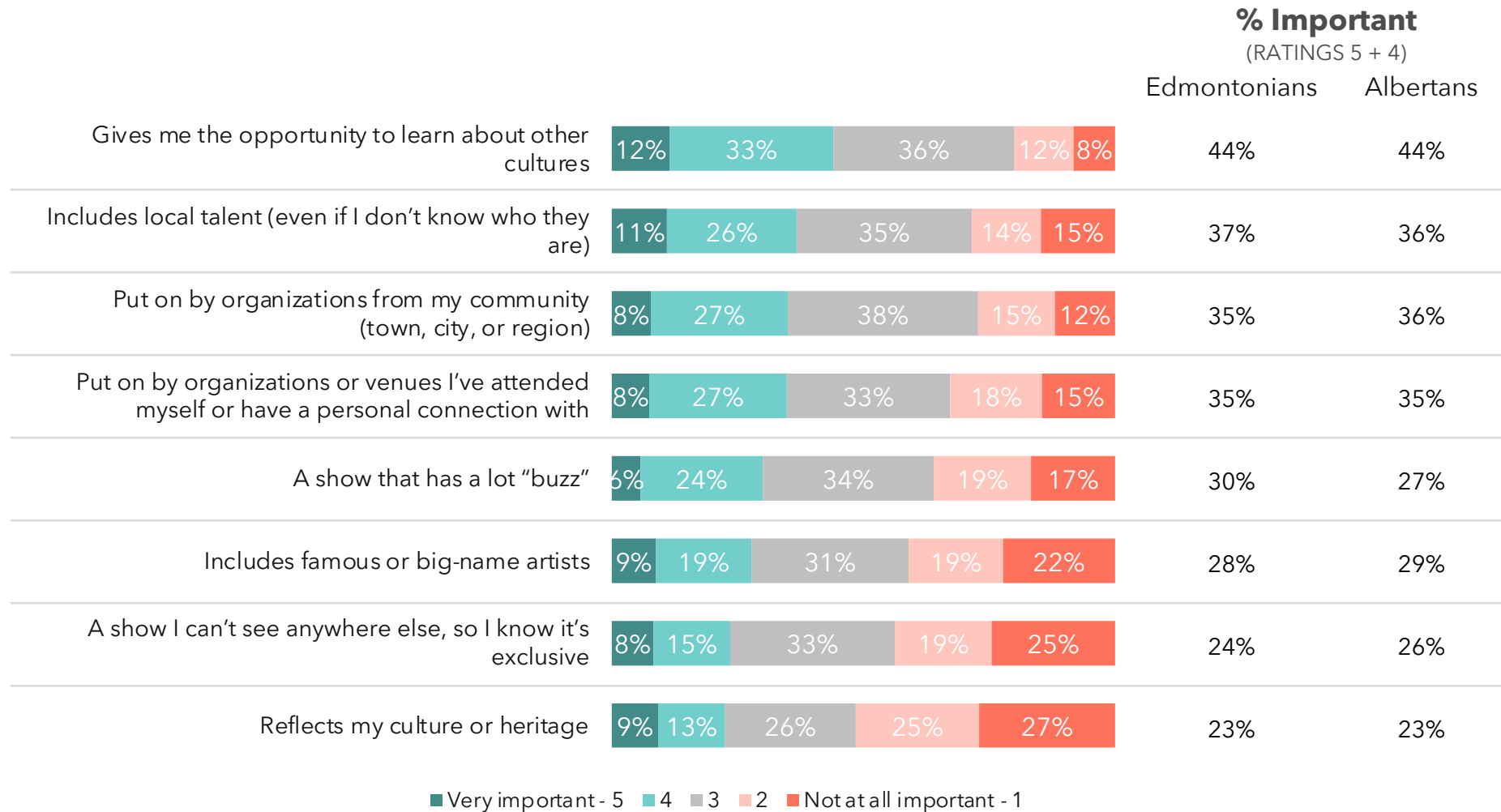


## What do they want to see?



# In terms of show elements, local talent and cultural representation are most important

In Edmonton, these are even bigger differentiators among minority communities (both visible minorities and LGBTQ2S+).



Among:  
LGBTQ2S+ (66%)  
Visible minorities (52%)

Greater importance among visible minorities with 37% say it is important to see their culture or heritage represented

# Memberships and Ticket Bundling Options

A man with glasses and a beard, wearing a white short-sleeved shirt and a black vest with gold sequins, is juggling three orange balls. He is looking intently at the balls. The background is a blurred crowd of people, suggesting a social event or party.

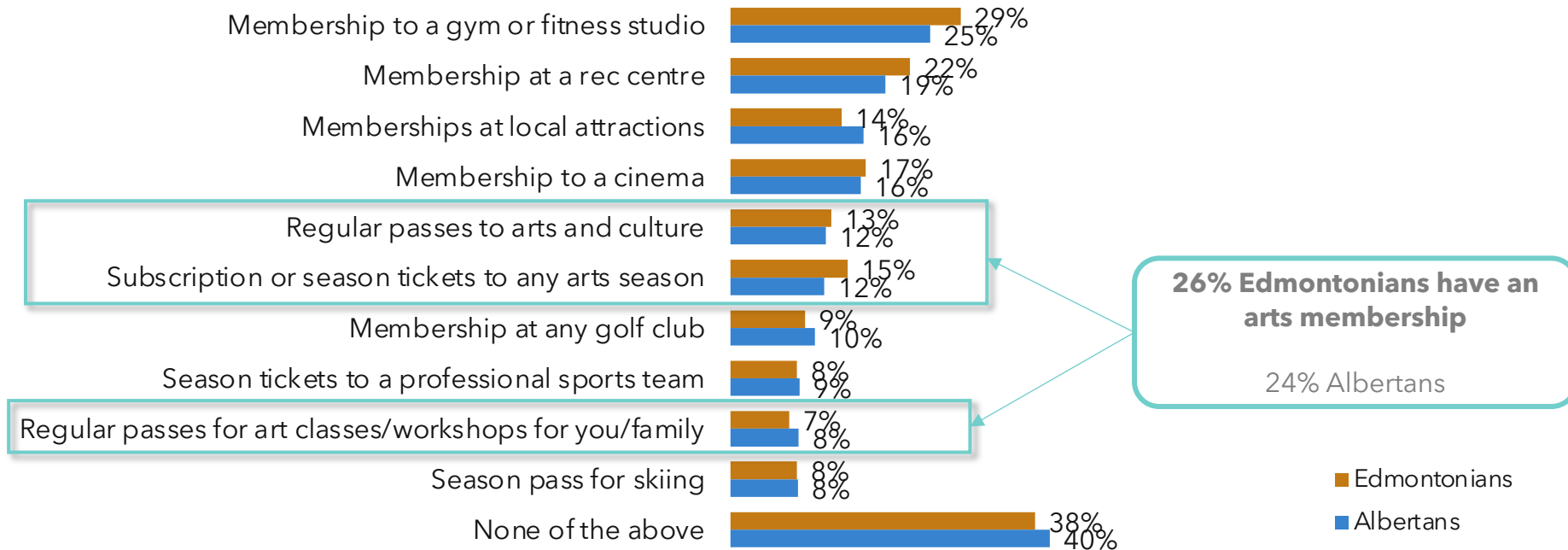




# While a majority of Edmontonians hold memberships, they are most common at fitness or recreation facilities

Engagement in these types of activities is often quite regular. Arts memberships or season tickets are much less common overall (Wave 1 research indicated this is also on the decline). The pattern in Edmonton is similar to the rest of the province.

## % Selected - Type of membership



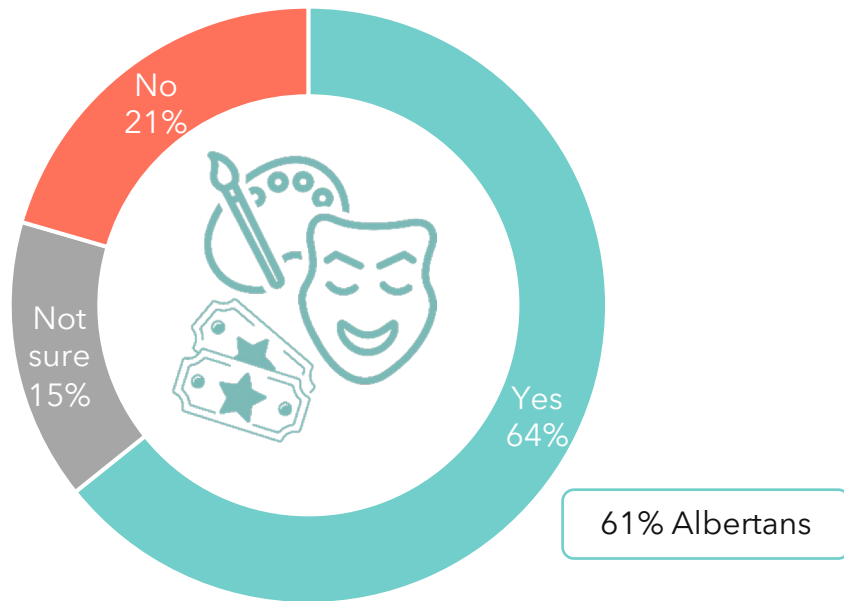
Base: Edmonton respondents (n=400); Albertan respondents (n=1,160)

Q15. Looking at the list below, do you have a membership, subscription, season pass, or something similar to any of the following?

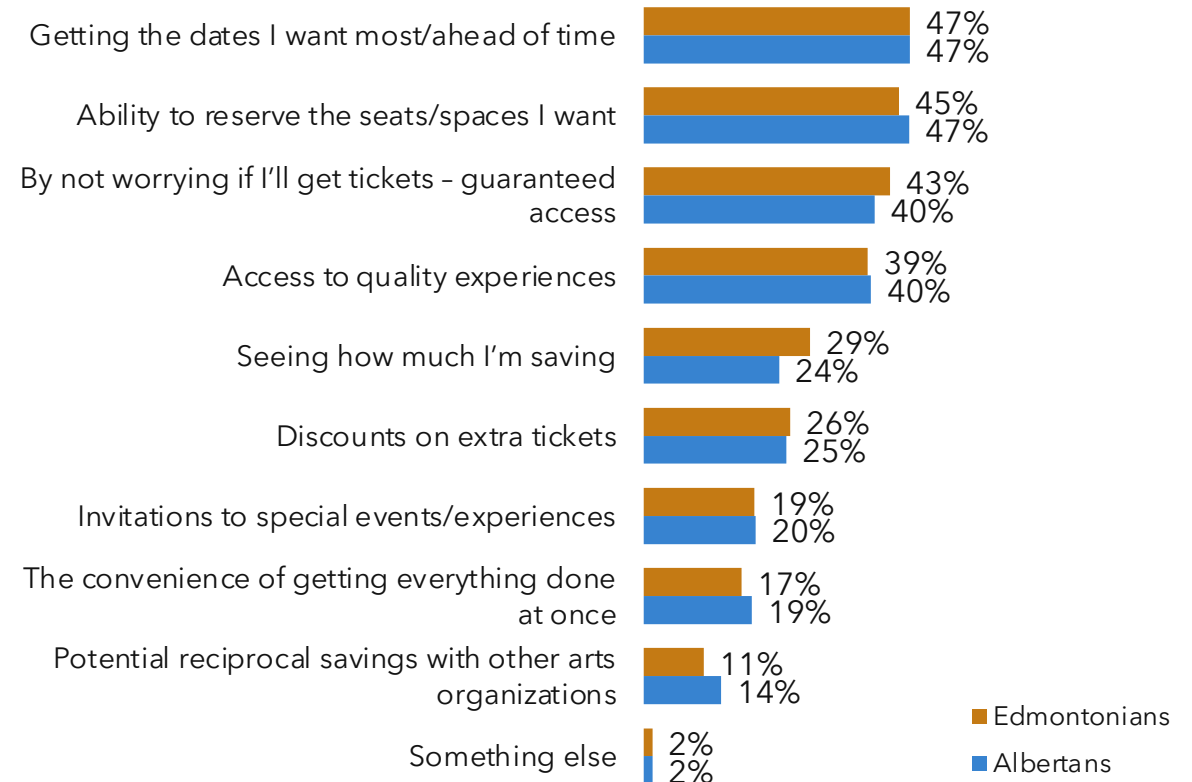


# Bundling ticket options offer inherent value and flexibility

## Consider an Arts Ticket Bundle



## % Selected Benefits - Top 3



Q16. Thinking about the arts, would you ever consider buying something that gives you access to more than one show but may not commit you to all performances in a season (similar to a ticket bundle, but not a full subscription)? Edmonton respondents (n=400), All Alberta respondents (n=1,160)

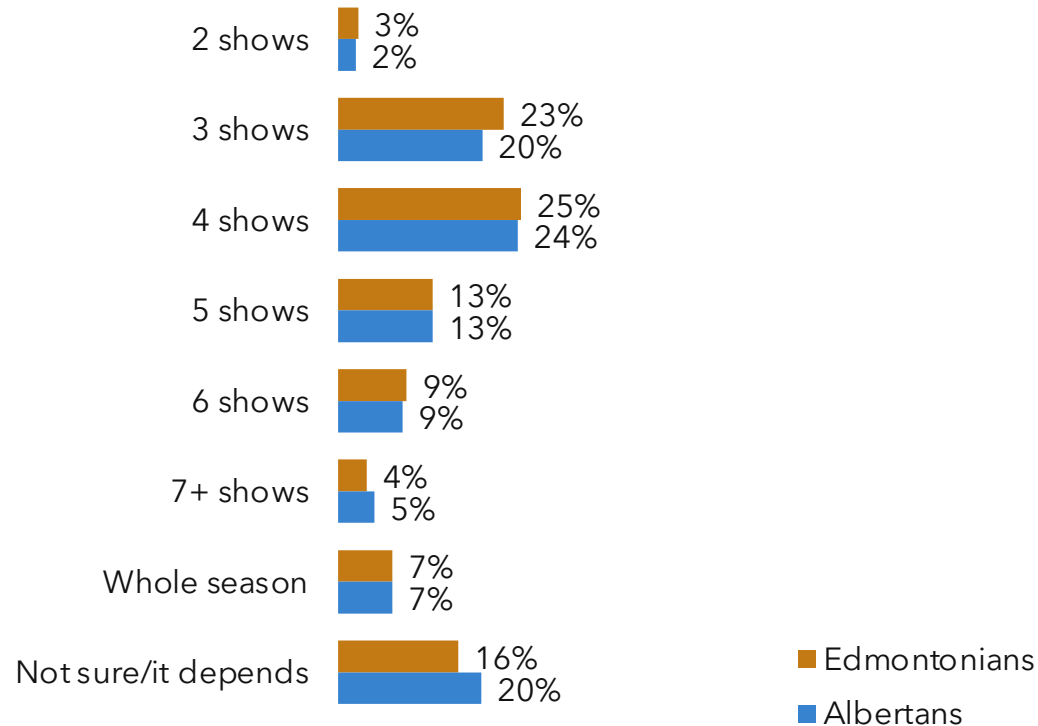
Q21. When you think about paying for this type of multi-show option, what benefits do you value most? Please select up to 3. Base: Would consider an art ticket bundle: Edmonton (n=257), Alberta (n=707)



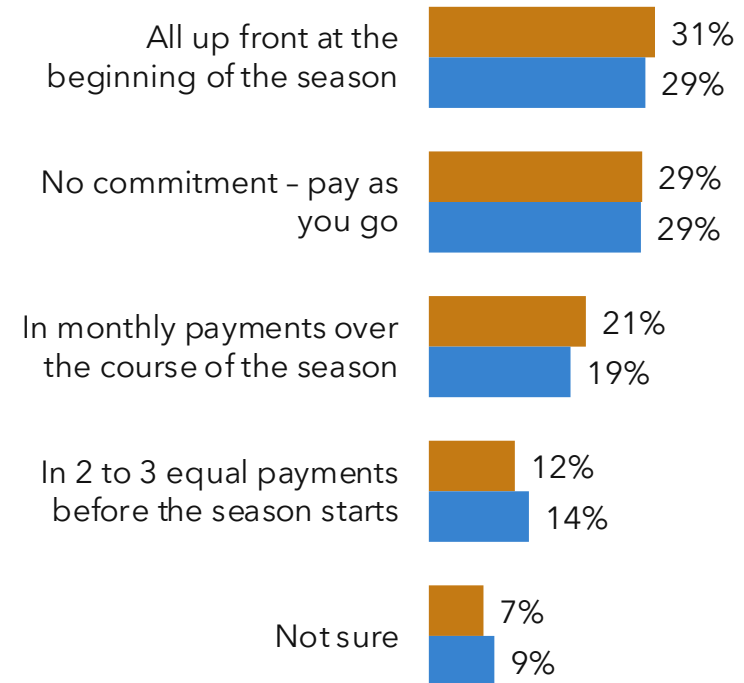
# What makes up the ideal ticket bundle?

Most in Edmonton are looking for three to four events in a package and payment preferences are split.

## Number of experiences



## Preference for payment

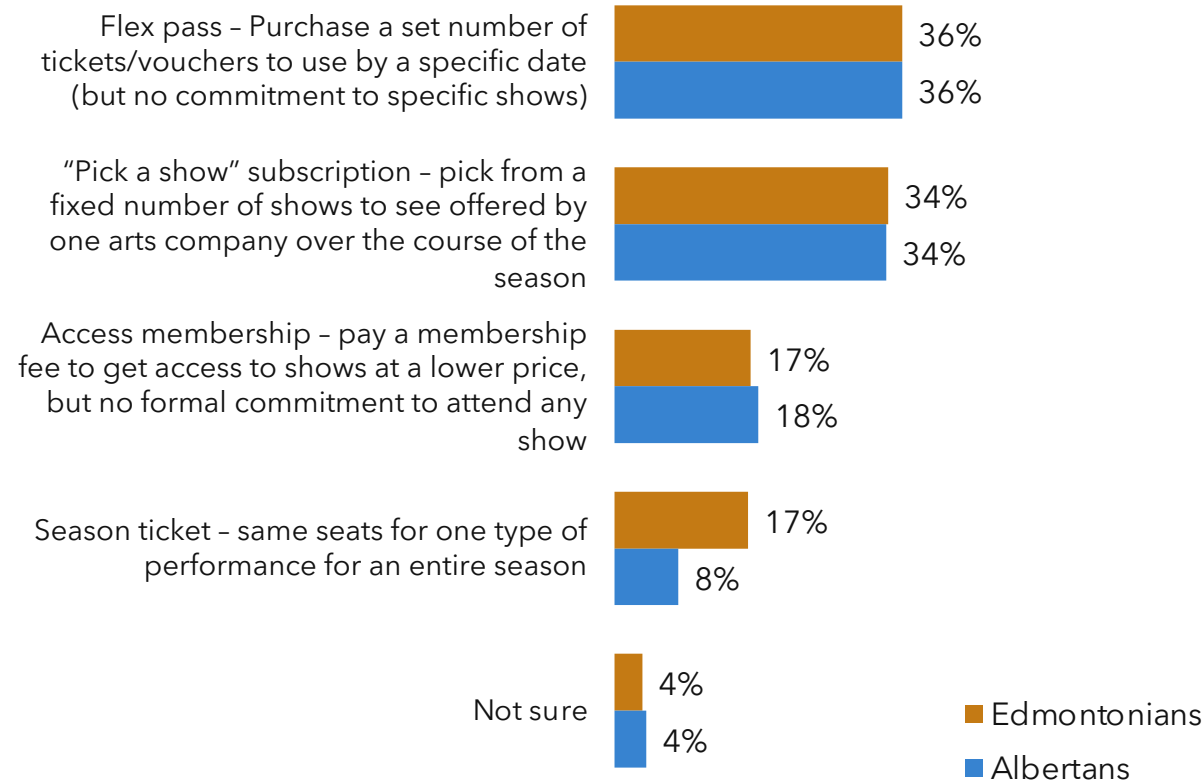


Base: Would consider an art ticket bundle: Edmonton (n=257), Alberta (n=707)  
 Q17. If you did commit to more than one performance, how many shows would you like to have access to?  
 Q20. Given that this type of commitment beyond one show, how would you most prefer to pay for this?

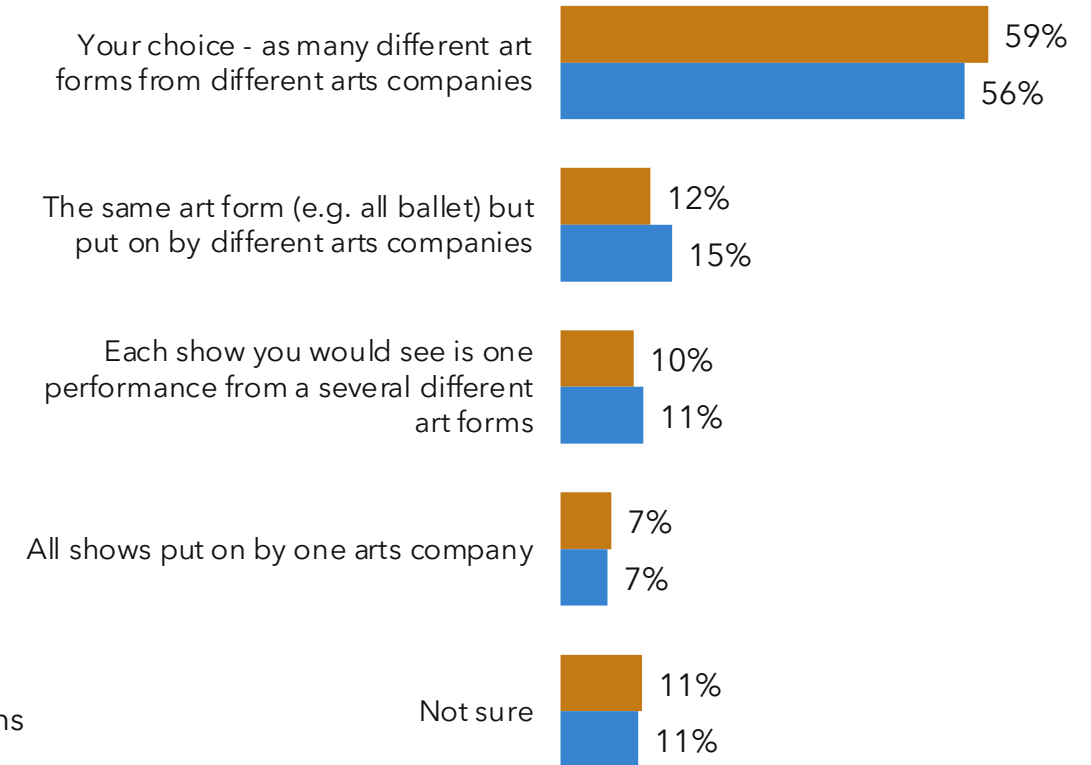
# The ability to have choice is apparent in Edmonton



## Bundling preference



## Types of experiences



Base: Would consider an art ticket bundle: Edmonton (n=257), Alberta (n=707)

Q18. Below are some options that offer different flexibility in the number of shows you might attend. Which of these do you prefer most?

Q19. Now, below are a few options for types of experiences you can build with this type of multi-show option. Which of these would you prefer?

# Understanding Support for the Arts

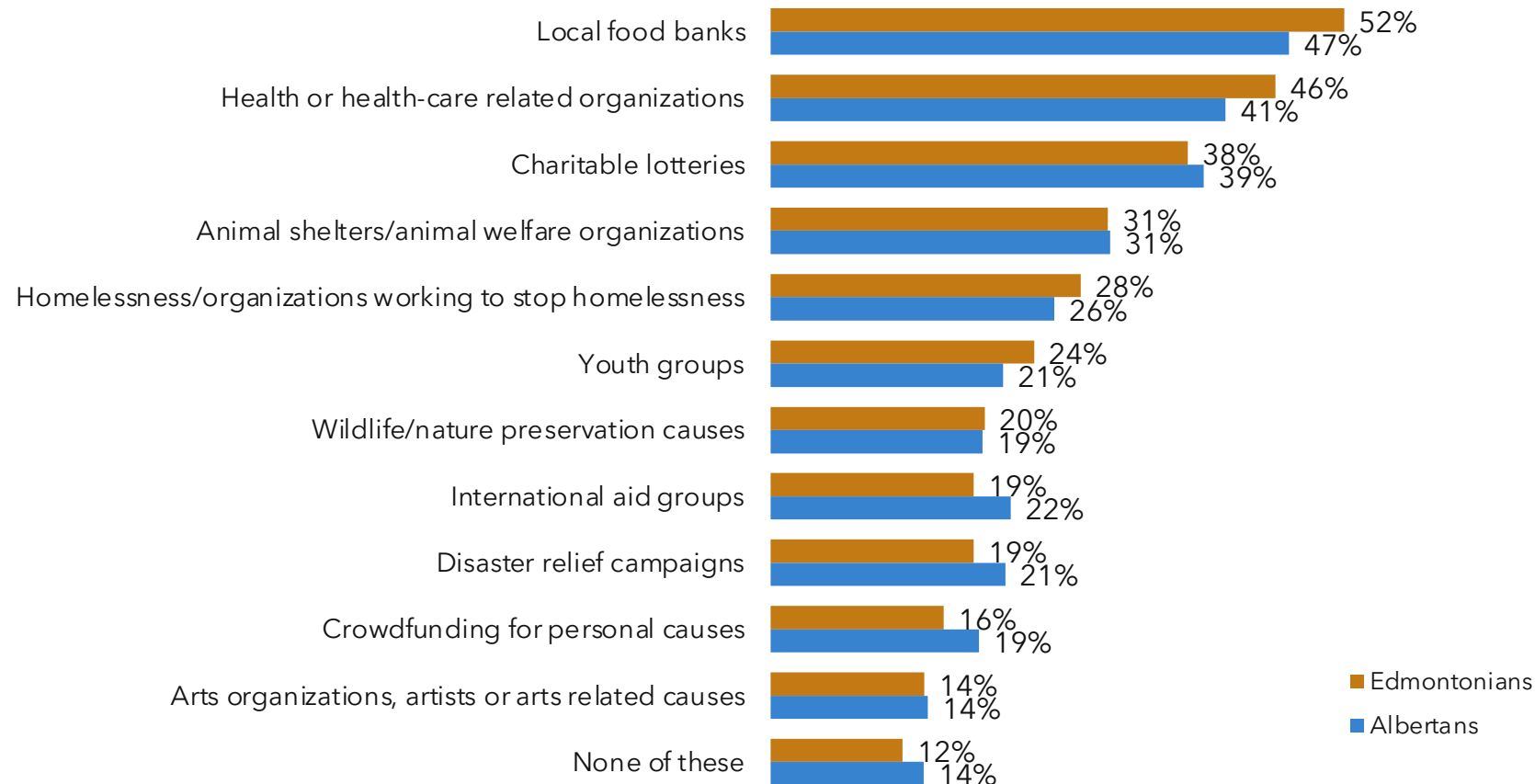


# Arts are a lower priority for Edmontonians

88% of arts-interested Edmontonians report supporting charitable causes. They tend to lean towards supporting social services like food banks, healthcare, homelessness, and youth slightly more than the rest of the province.



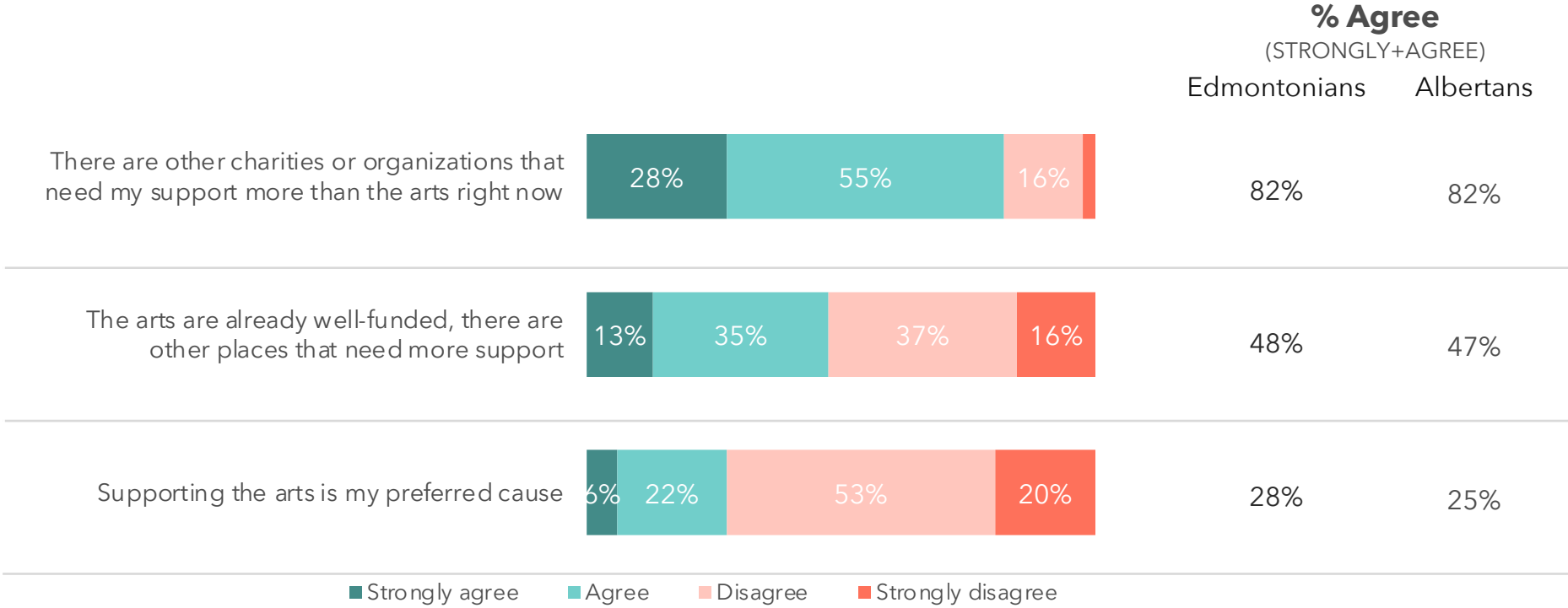
## Causes Supported



Alberta remains one of the most charitable provinces in Canada, donating an average of \$3,180 per donor (second on average annual amount).



# Edmontonians agree with the rest of the province that they see a greater need in other areas than the arts



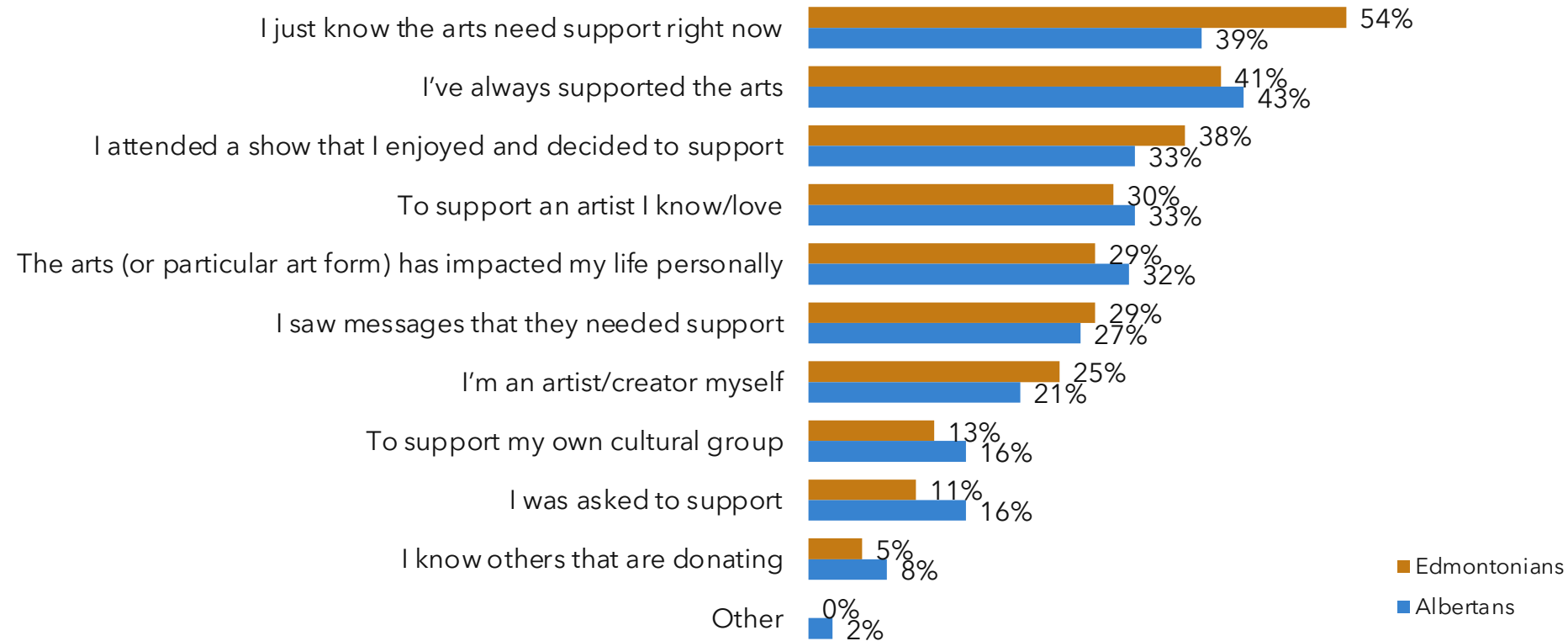
Base: Edmonton respondents (n=400), All Alberta respondents (n=1,160)  
 Q28. Below are a few statements about supporting the arts. Please indicate your level of agreement with each.



# Among those who do support the arts, Edmontonians are more likely to acknowledge the current need

But **personal relevancy** is still key to encouraging support: those who personally know an artist, have a personal connection or have seen a compelling performance are more likely to support.

## Reasons for support arts organizations

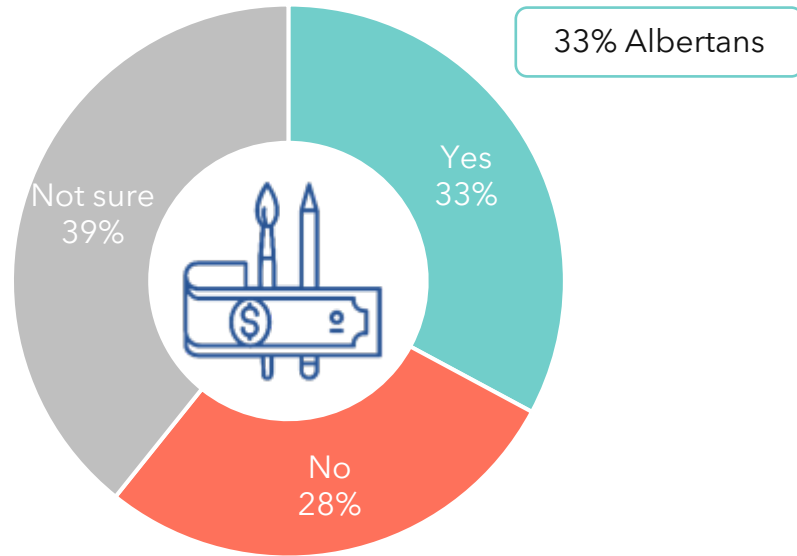




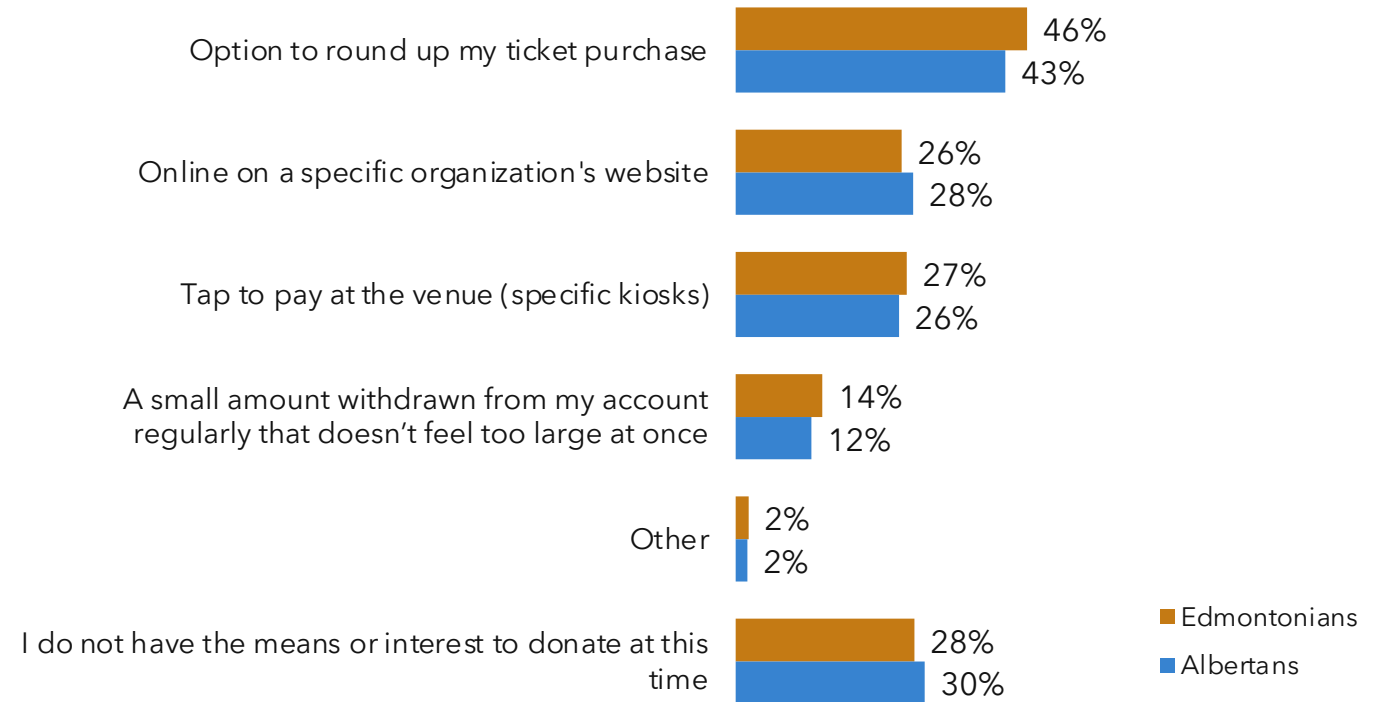


# A third of Edmontonians are willing to consider donating and there are some simple methods to encourage donations

## Arts Support Consideration



## Preferred Method of Donation

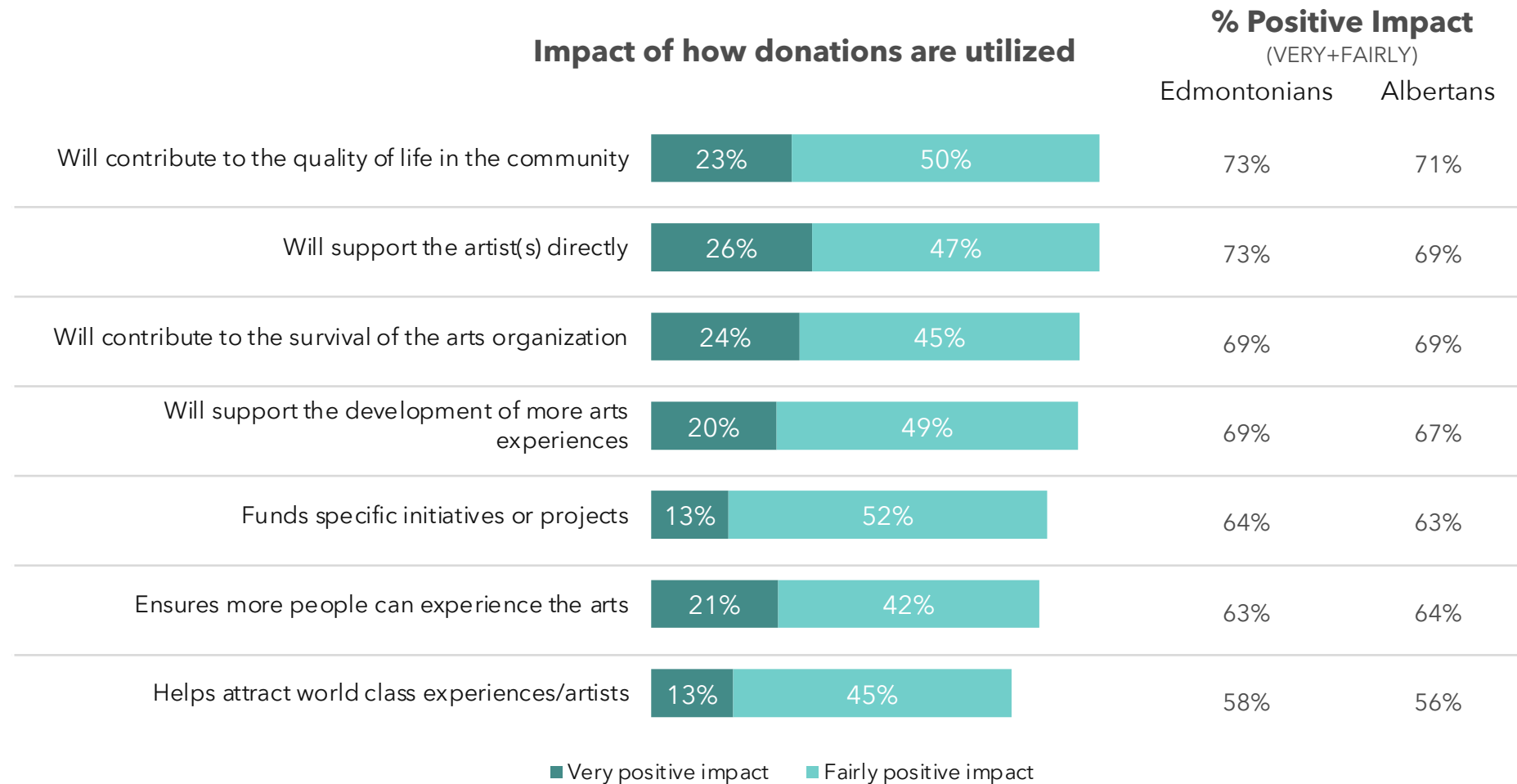


Q23. Would you ever consider donating money to show financial support for an arts organization, artist or related cause? Base: Household doesn't currently support arts organization: Edmonton (n=344), Alberta (n=994)  
 Q24. There are many ways to donate to an arts-based organization, some are listed below. How would you be willing to donate? Base: Would consider supporting arts organizations or unsure: Edmonton (n=248), Alberta (n=703)



# Supporting the community and artists within it has the greatest impact on donations

Messaging that will have the greatest impact on donation support should focus on community and personal relevancy.

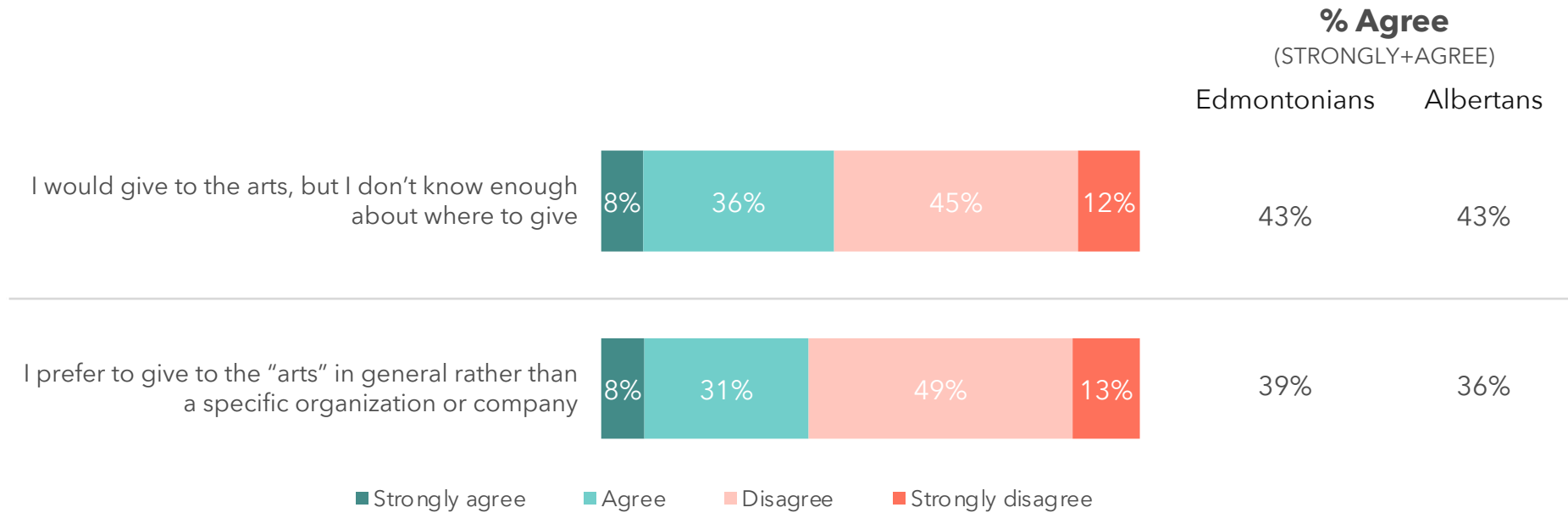


Base: Edmonton respondents (n=400), All Alberta respondents (n=1,160)

26. Below are ways arts organizations utilize support they receive. What impact, if any, does knowing each have on your decision to support an arts organization?



# There is a general lack of knowledge about how or where to give to the arts in Edmonton, consistent with the rest of the province



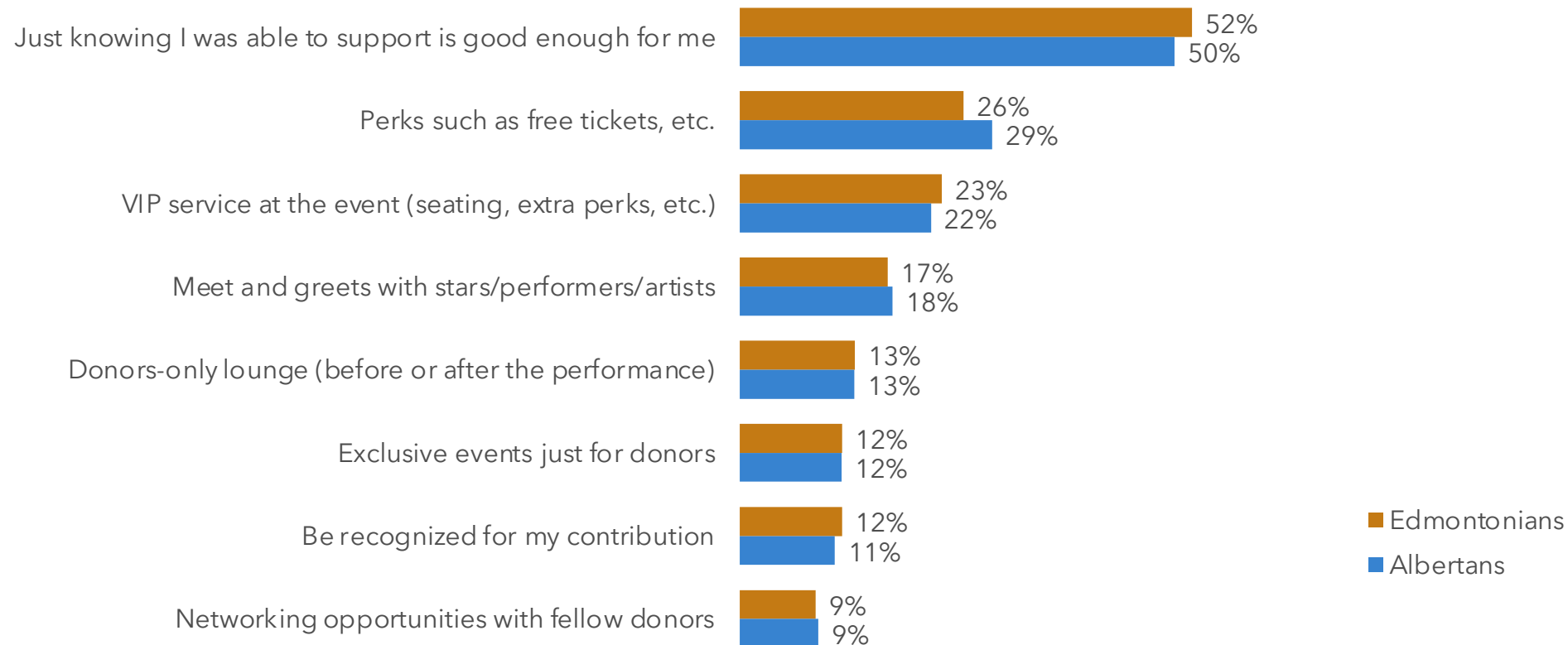
Base: Edmonton respondents (n=400), All Alberta respondents (n=1,160)  
Q28. Below are a few statements about supporting the arts. Please indicate your level of agreement with each.



# For many in Edmonton, the donation itself is reason enough to support

Most people that support do so because they see a need and over half of respondents in Edmonton indicate that would be sufficient for them. Still, perks and VIP services may tip the balance for some potential donors by creating a sense of exclusivity.

## Perceived Benefits to Donating

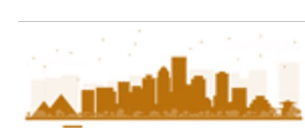


Base: Edmonton respondents (n=400), All Alberta respondents (n=1,160)

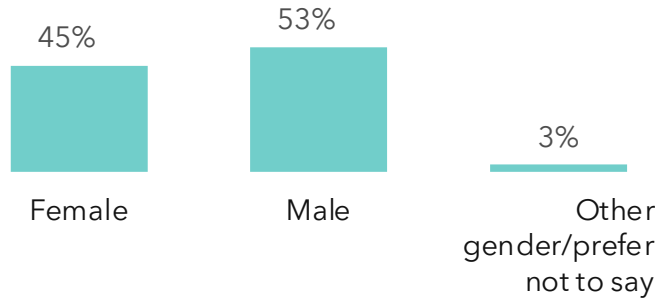
Q27. And, suppose you made a donation to a specific arts organization. Aside from small monetary donations, what types of benefits would you expect to receive in return?

# Respondent Profile

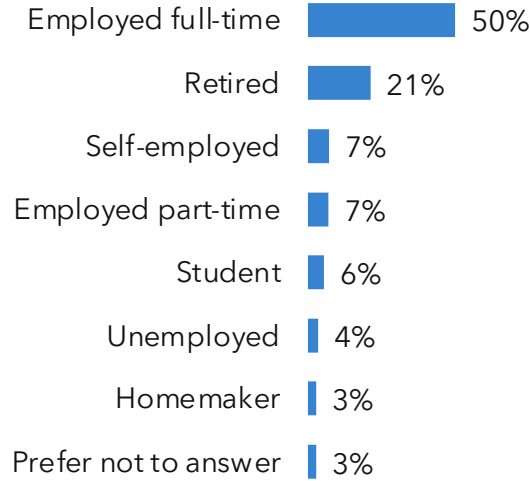
# Respondent Profile: Who We Heard From (Edmonton n=400)



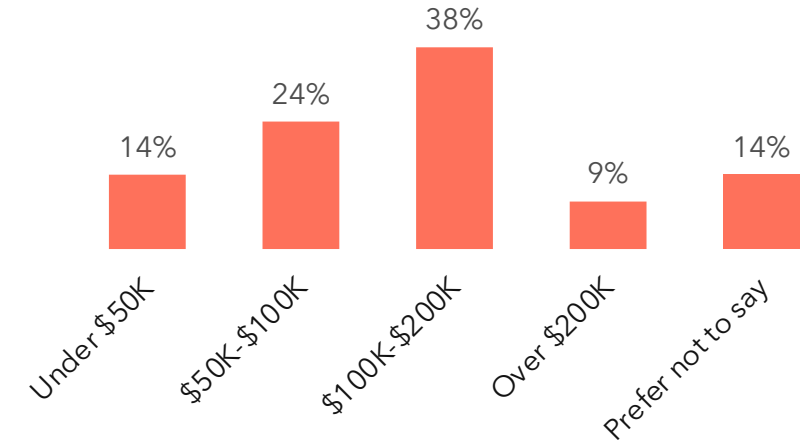
## Gender



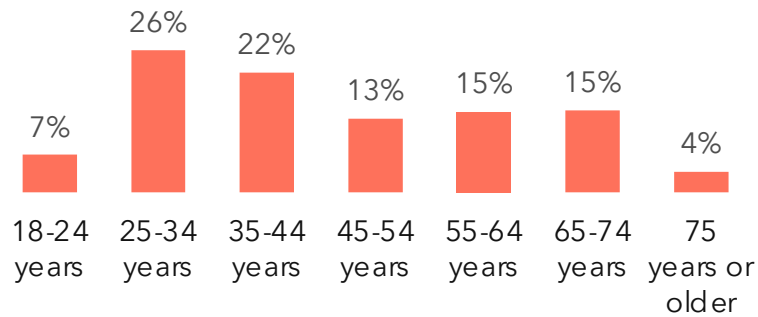
## Employment



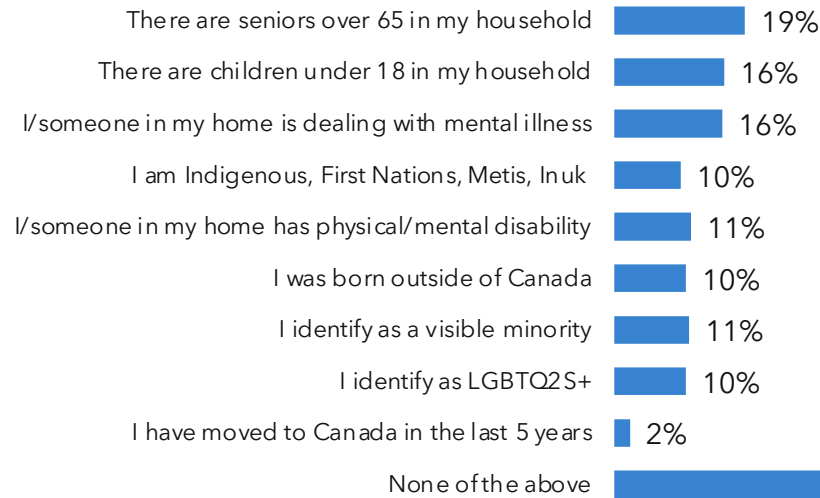
## HH Income



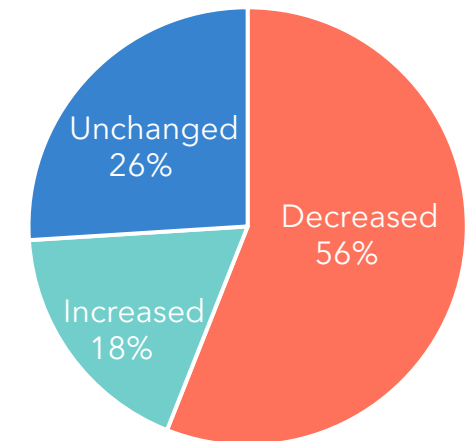
## Age



## Diversity/Identity



## Income Change - Past 3 Years



**Understanding people.**

It's what we do.

**Stone —  
Olafson**

**Questions or Comments?**

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