

Spotlight on Arts Audiences

Wave 3: Summer/Fall 2024
Edmonton results



Thank you to our generous partners

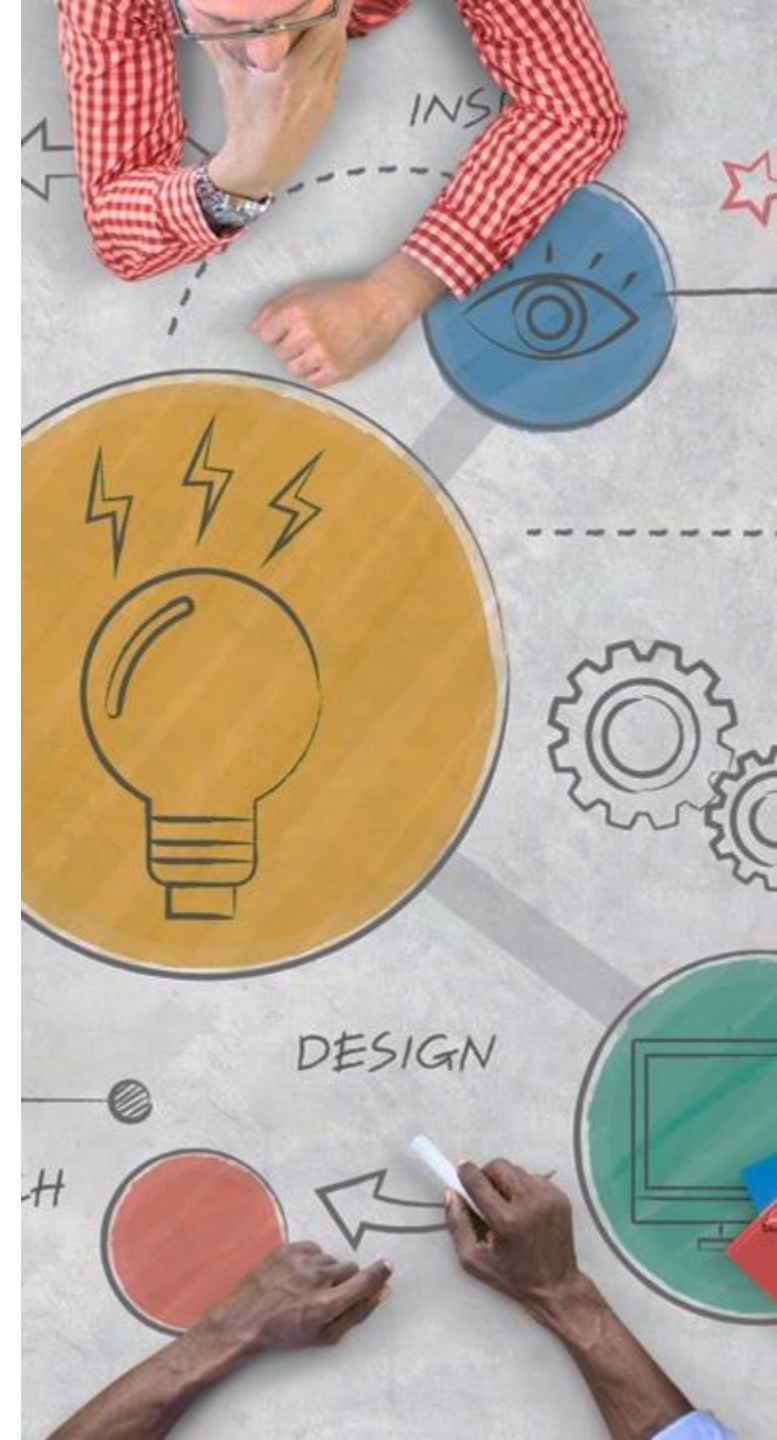
This initiative is being funded by arts funders who are keen to use data to drive engagement and growth strategies across Alberta.

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.



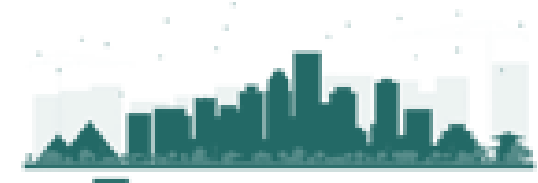
n=1,600

These are results
from **Edmonton**
only (n=400)

+/- 4.9%



August
5 - 15th



Representative
sample of Arts
Interested
Edmontonians



A reminder of what
we've learned so far

First, not all audiences will engage in the same way or to the same degree.....



IMMERSED: The **most active**, eager, and supportive.



ENGAGED: They are **active but not as enthusiastic**.



PASSIVES: They will need to be **inspired to engage more**.



INFREQUENT: They may be interested but **rarely** engage.



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

The competition for time is fierce: audiences only have 14 hours of free time a week to invest.

While some time is devoted to arts experiences, audiences **aspire to investing more.**

Audience growth will hinge on reaching audiences who need to hear about experiences in more personal terms.

1

Emotional benefits are key to garnering greater investments of time and dollars.

2

Audiences **want to see themselves in the activity**. Help them see it.

3

The market **craves flexibility**. Consider ways to meet their expectations by providing choice.

4

Philanthropic support will be a challenge but not impossible. **Evolve messages** past the personal motivations to show impact, create urgency & make it easy.

Exploring engagement this fall.



Back to School

Growing engagement through arts learning.



Making Choices

Understanding when decisions are made to engage.



Feeling the Pinch

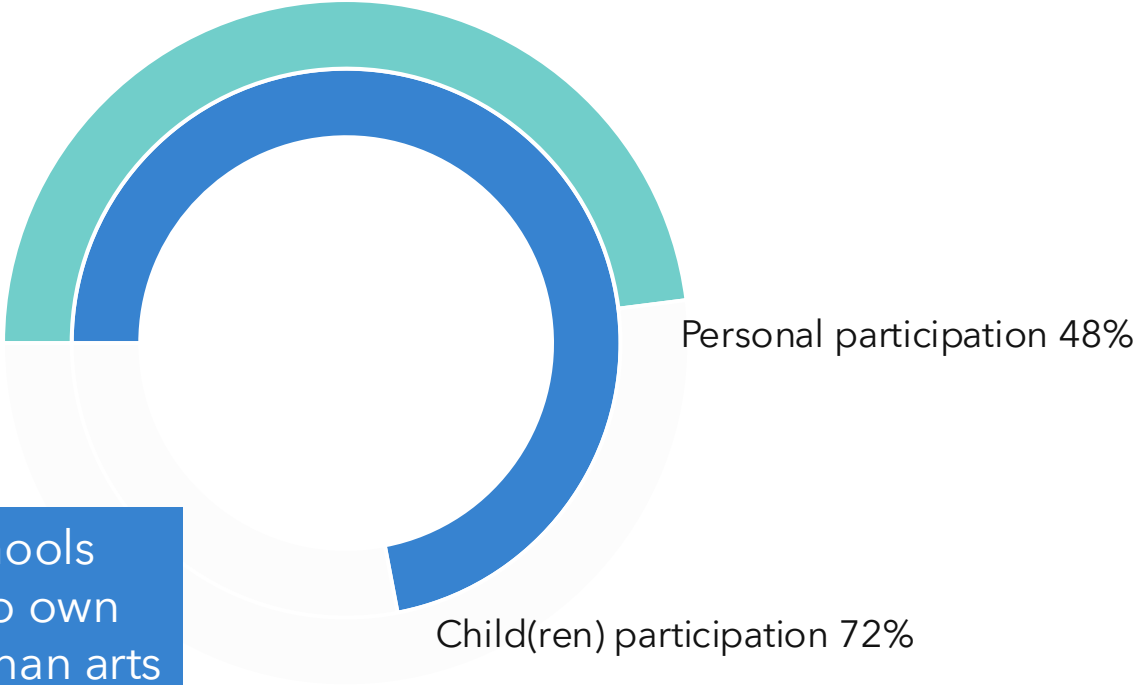
More on spending habits.

Engaging in Arts Education



Children are much more likely to be engaging in hands on learning in the arts than adults.

Participation in art classes or workshops
% in the past two years



And schools appear to own this more than arts organizations.



**Audiences clearly
see the value,**

96%

Developing creative
skills is a good thing.

96%

Important to connect to
creative side.

89%

Arts education is important
part development.

**and most see the
experiential benefits**

91%

Arts experiences make
this a better place to live.

68%

Some of the most fun I've had is
in creative activities/experiences

**and the personal
relevance.**

21%

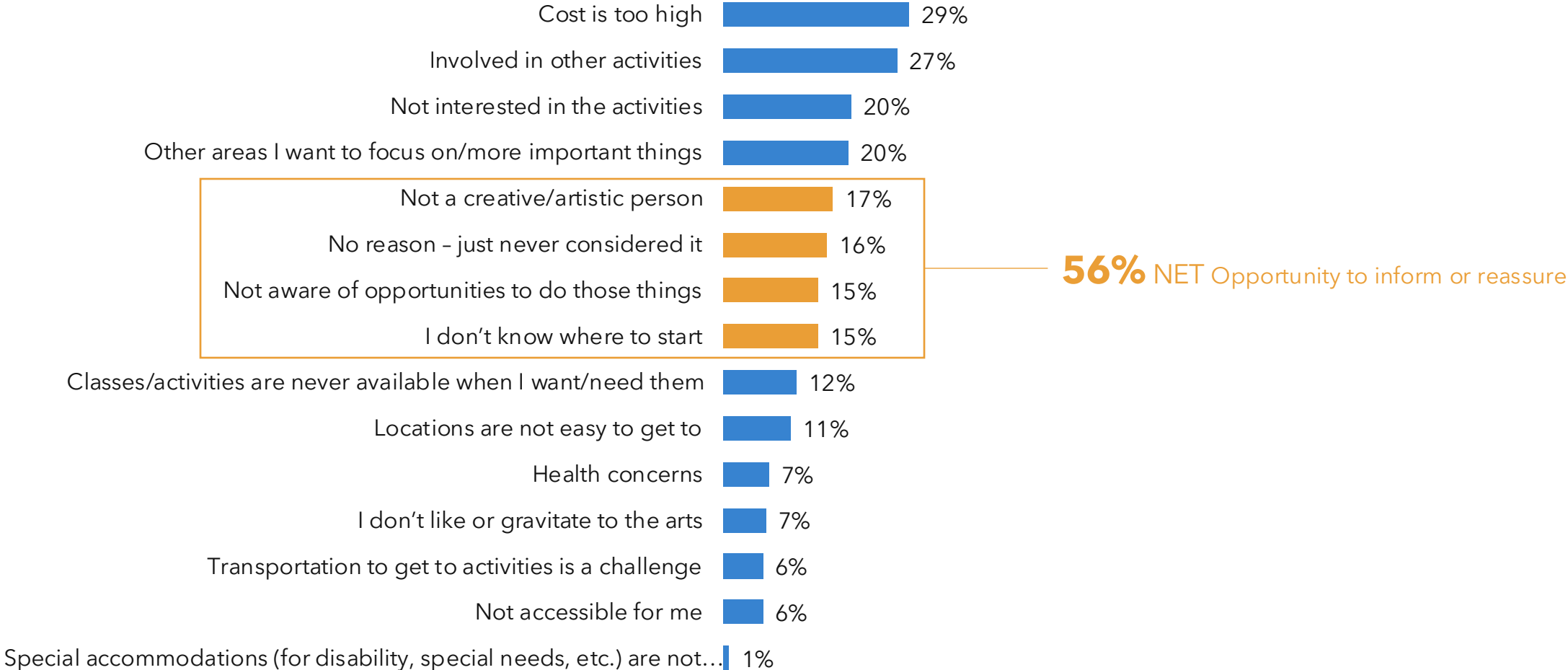
Arts experiences are for other
people - not really for me or my
family.

51%

Appreciate the arts but don't
consider themselves creative

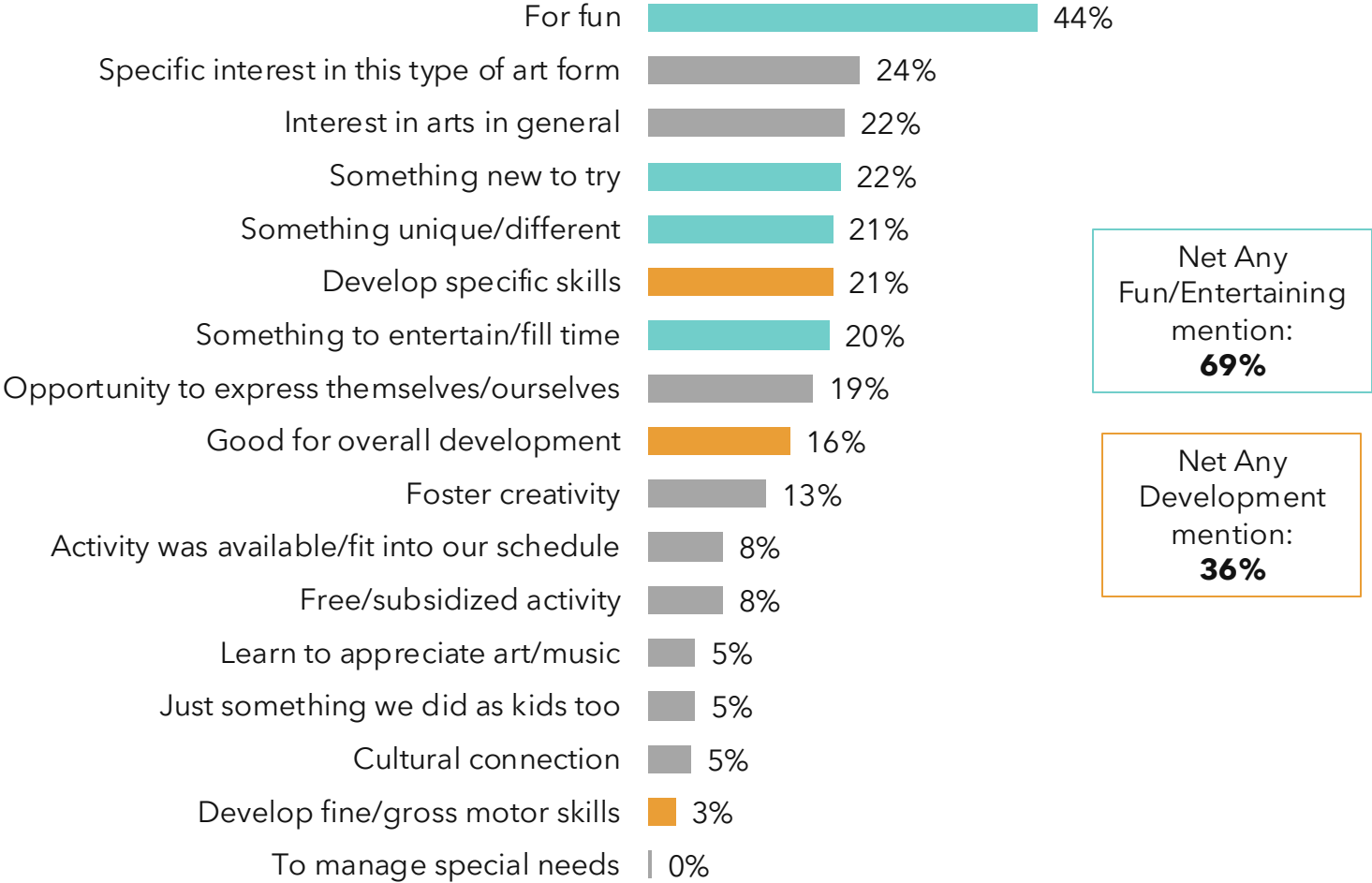
But why are 52% of adults still not participating?

Reasons for NOT participating in arts education activities



When it comes to participating in arts education, personal development takes a back seat to basic enjoyment.

Reasons for participating in arts education - % selected (top 3)



There are more benefits than just learning.



The ability to be creative myself and just doing something that is almost 'meditative'.

A sense of engagement and feeling like I'm part of the community.

When participating in an event, I often get a chance to relieve stress and learn new skills.

Love seeing others creativity and perhaps the option of learning new skills is available... I want something that lighten my spirit, leaves a smile on my face.

mental stimulation, sense of accomplishment, pride from creation, increased self-esteem and confidence, feeling of spiritual connection to something.

I enjoy learning or experiencing something new and out of the norm. I like to go with my spouse or friends / family so that we can discuss the experience as we go.



Back to School

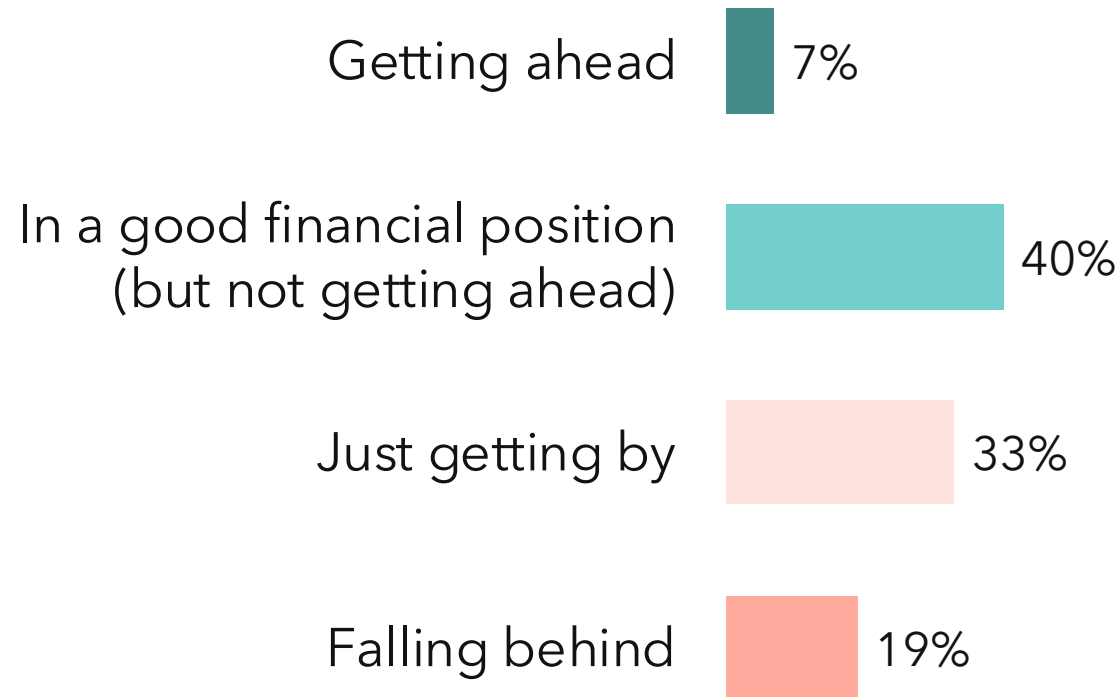
- ✓ Audiences understand the value and relevance, so a market exists.
- ✓ Too often the message is about the feature: development.
- ✓ Align with the benefits and motivations instead: **enjoyment, memorable, new.**

BOX OFFICE

Understanding Spending and Affordability



Financial optimism continues to wane in Edmonton. And how people feel about their finances shapes how they engage.



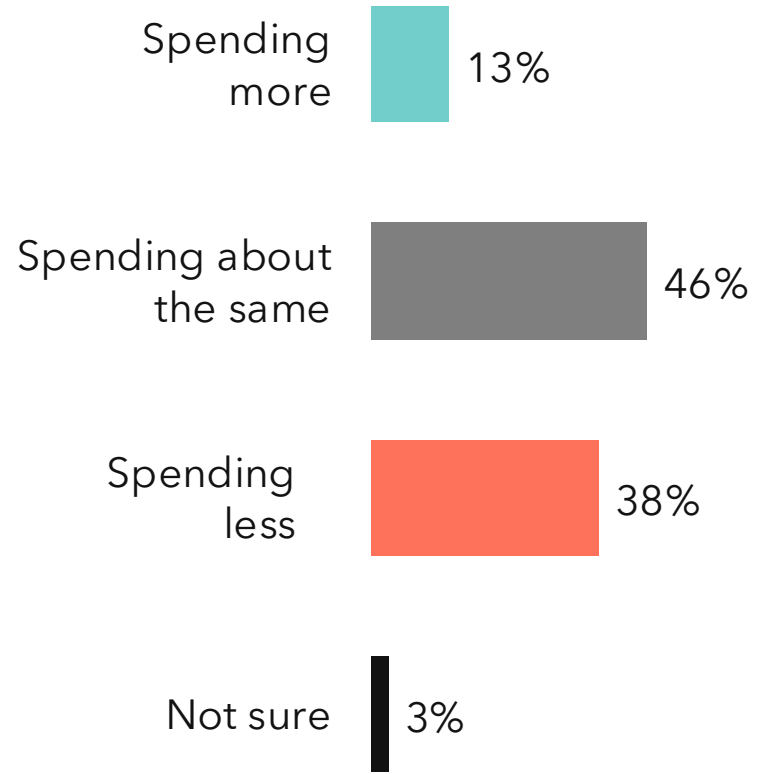
- Stricter budgets with set limits.
- Increased desire for flexibility.
- Focus on lower cost.
- Less likely to commit.

Spending habits are shifting.

How does that compare to last year?

How much are they spending?
\$207

How much on the arts?
\$60



How about next year?

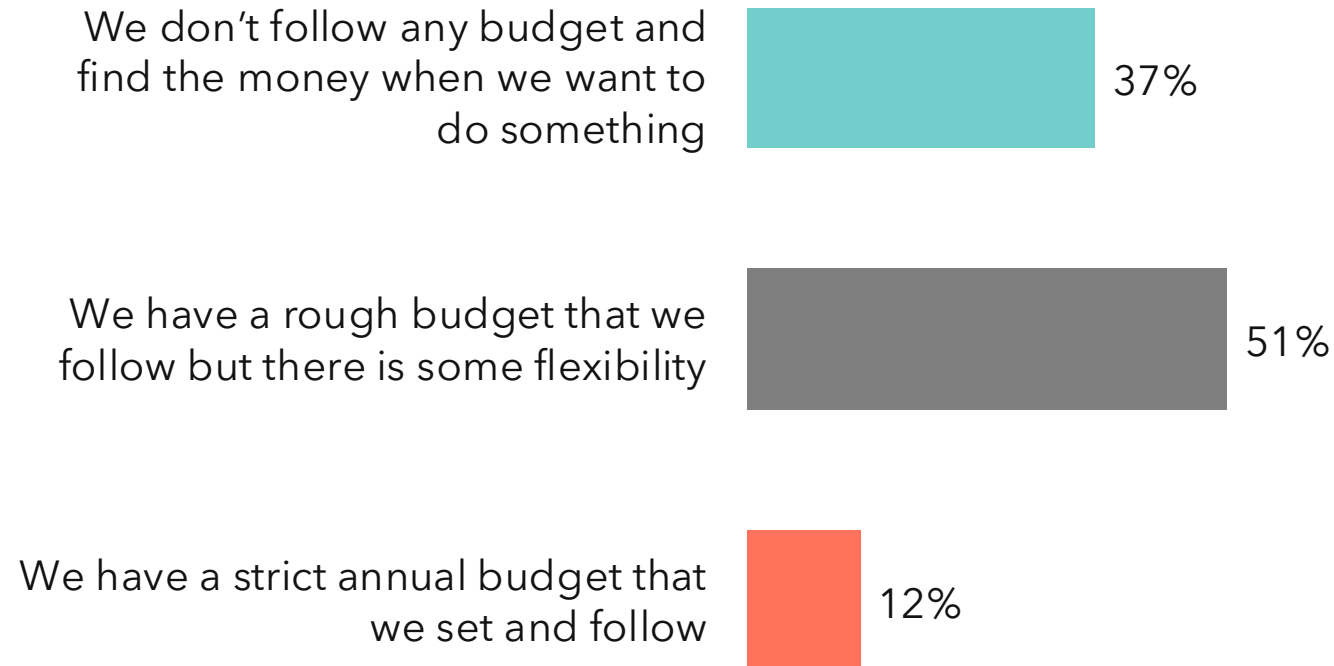
10% extremely or very likely to spend more.

49% Unlikely

41% on the fence

Many budgets aren't strict – there is flexibility and an open-mind with budgeting

Budget for discretionary experiences and activities



Attitudes about spending reveal a hesitant consumer base.

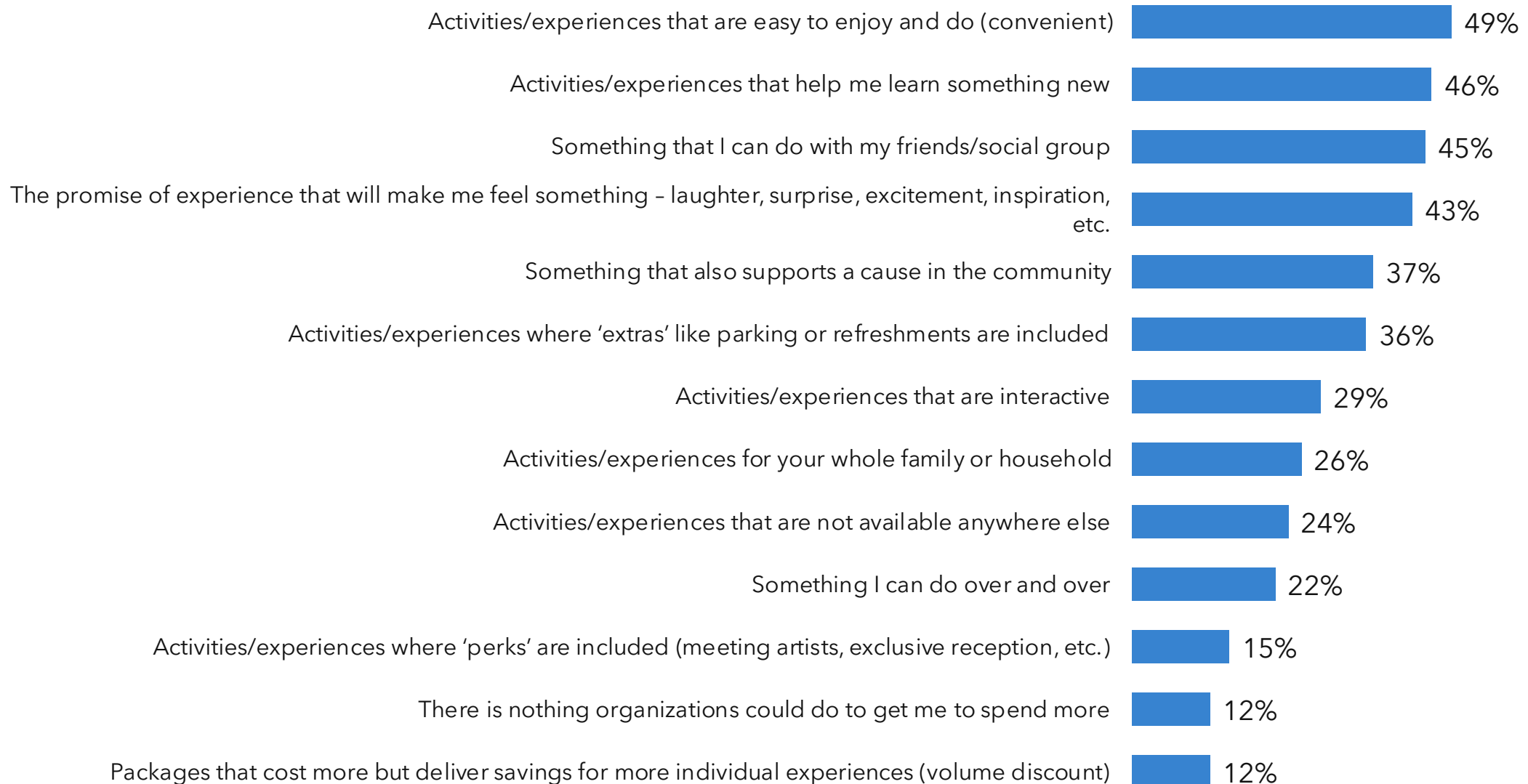
Only a small proportion (**36%**) are deciding on price alone.

83% first find something they want to do, then find a price option that fits.

Many (**86%**) are willing to spend but it must be appealing and unique.

Many (**66%**) are trying to get many experiences at lower prices.

Messages that are likely to compel spending have more to do with value than price.

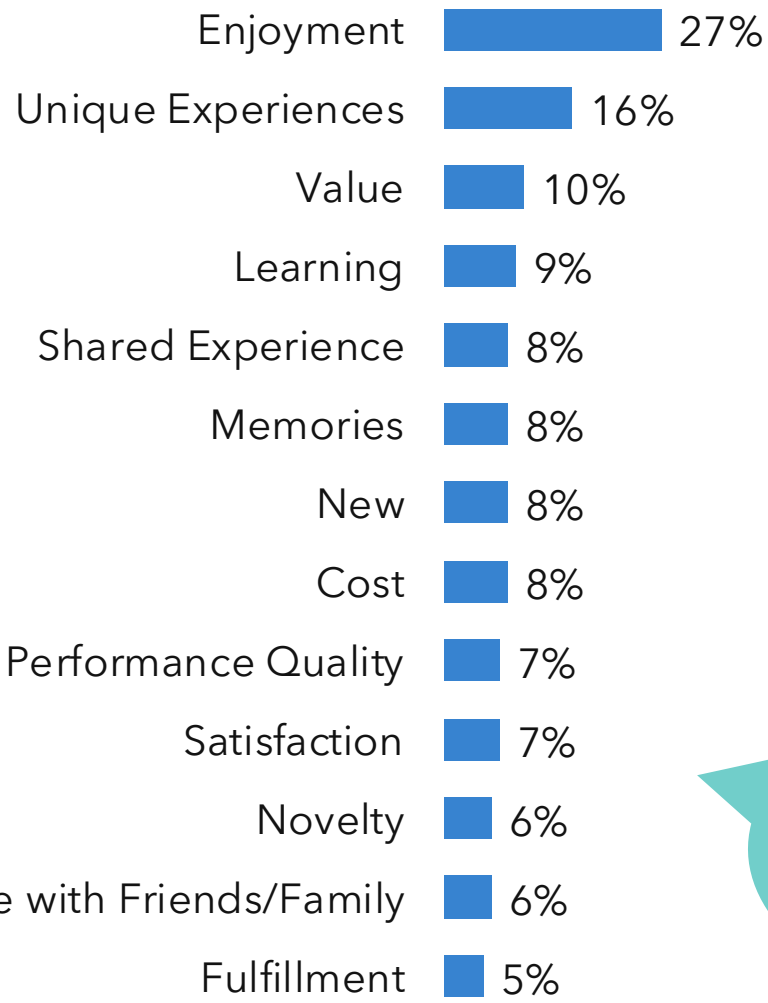


How do audiences judge if something is worth their time and money?

Good quality event, feeling of enjoyment, not disappointed with price per experience delivered.

They impact me on an emotional or intellectual level.

If it is exceptionally well done or structured.



Good quality event, feeling of enjoyment, not disappointed with price per experience delivered.

Something the whole family will enjoy.

What will I get - will I be inspired or informed or will I have fun stories to tell or something to take away with me.



Feeling the Pinch

\$ Affordability is a challenge that is not going away.

\$ Spending is constrained, but it is happening. Interest drives the decision, not the wallet.

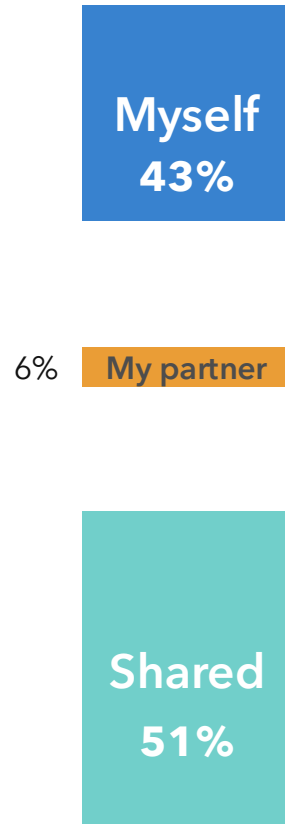
\$ Lower price helps, but the conversation starts with showing value & benefit more than price on its own.

A woman with red hair is sitting on a grey couch, holding a baby in her arms. A toddler is sitting next to her, looking at a tablet computer. The woman is also looking at the tablet. The background is a blurred living room.

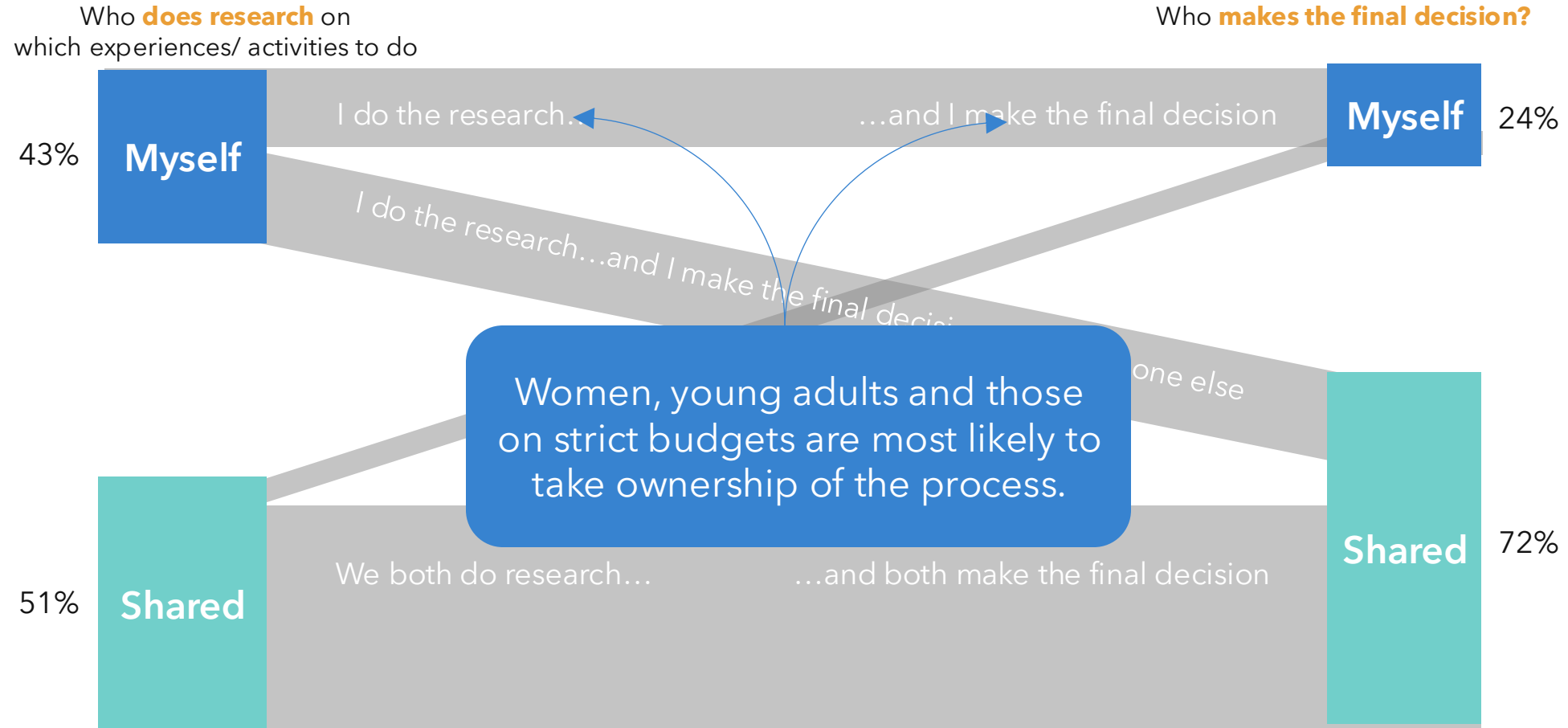
Decision Making and Last-minute Activities

Not everyone approaches the planning process the same way.

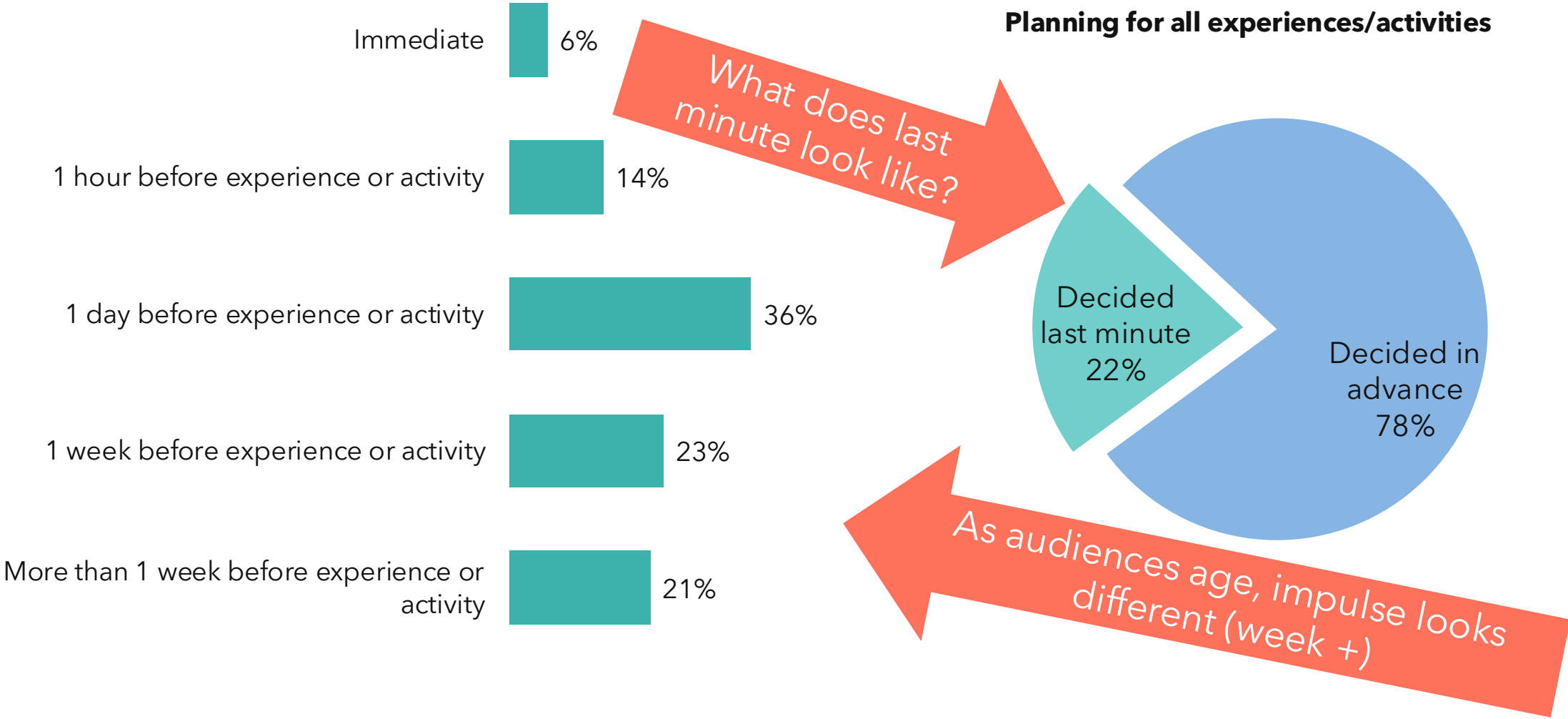
Who **does the research?**



In most cases, the final decision is shared. Just like the experience.

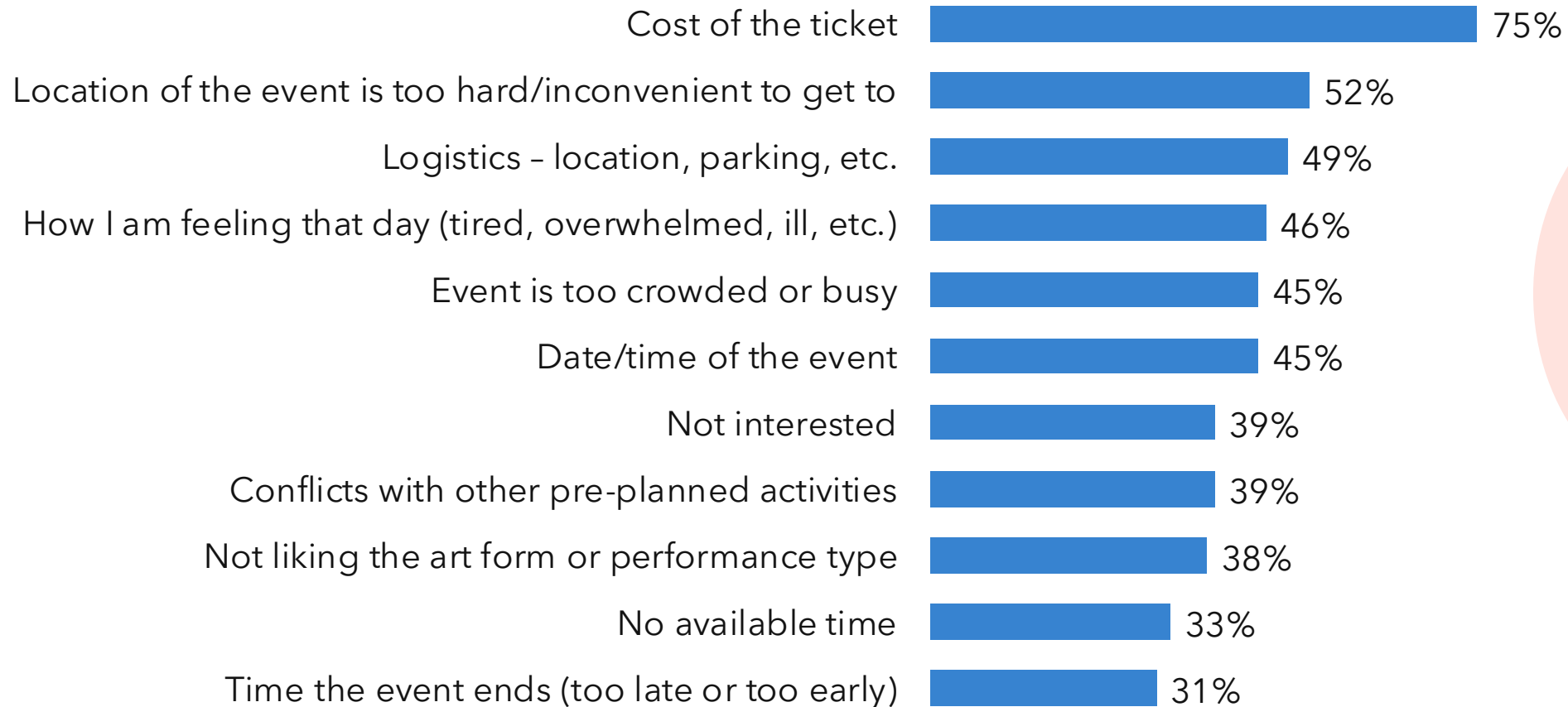


Consumers appear to make decisions in advance, but may be only committing at the very end.



While cost is an obvious factor, things like friction, overly crowded, and logistics are key too.

Factors that impact consideration



1% mention cost as the only reason to not consider an activity.

What are the top things that can inspire an impulse decision?

Shareable

Being invited by a friend or family member
61%

Promise of Quality

Knowing the experiences would be of high quality
29%

Savings

Seeing an offer that promised significant savings
21%

Uniqueness

Seeing an offer of a unique/exclusive experience
20%

Last-minute decisions

Other plans change to free up time
20%



Making Choices



Consumers may be making decisions later, but they are planning. The journey may not be shorter – just different.



Decisions and planning are also shared. You may have to show the **shared** benefits.



Persuasion can hinge on inspiration (shareable, quality, uniqueness) but also resolving barriers (value, friction, logistics)

The image features three dark silhouettes of people against a light, vertically-pleated background that resembles curtains. On the left, a person is seen from the back, walking towards the right. In the center, a person stands facing right, with their right arm raised and hand open. On the right, a person is seen from the back, walking towards the left, carrying a long, thin object (possibly a cane or umbrella) over their shoulder.

**What can you take away
from all this?**



Widening our reach and diversifying connections with audiences can be a matter of shifting consumer behaviour.

1. **Easy:** Besides cost, hassle is a key factor. Think of **all** the friction points.

Learn more >



Followed by [redacted] and 13.1K others

calgaryphil Where will I park? What if I clap at the wrong moment? Can I wear Crocs?

Taking in a performance at the #CalgaryPhil is meant to be a joyful — not stressful — experience. So don't worry, we've got you covered with the answers to a few of our most frequently asked concert questions.

(and, yes, you can wear Crocs 😊)



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- 2. Attractive:** Consumers may have less money to spend, but their decision journey starts with the inspiration of an experience. Help them see it.



Contemporary Kids: My Chess, My Rules

October 20 + 27

1-2:30 PM or 3-4:30 PM

Join us for the Chess making Workshop inspired by Marcel Dzama's exhibition [Ghosts of Canoe Lake](#).

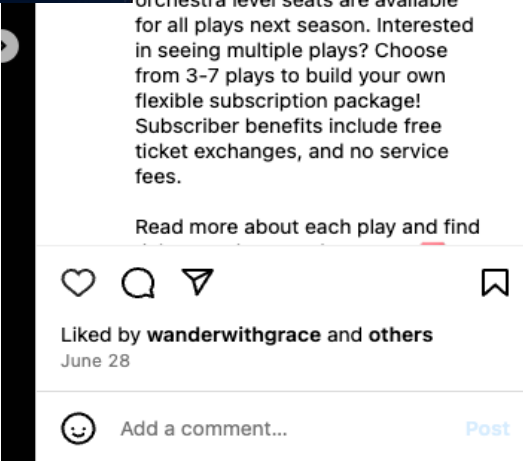
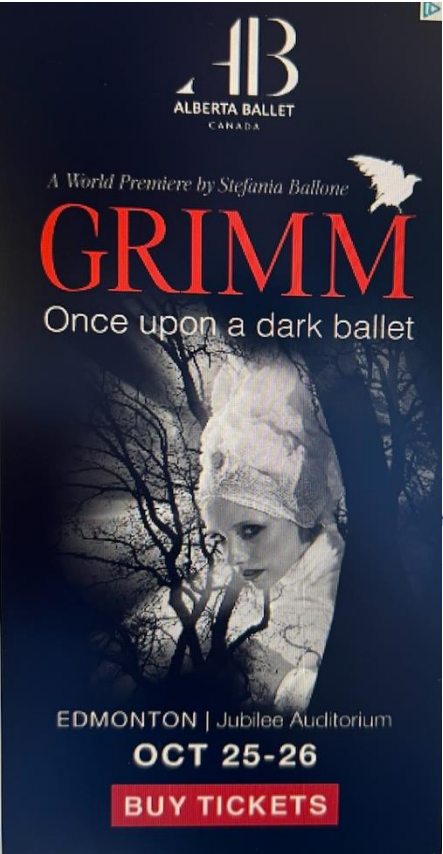
This hands-on workshop invites kids to design their own custom chess boards, create whimsical pieces, and invent fun new rules—like a king who loves to cook or a knight who enjoys dancing. Inspired by Marcel Dzama's video work, children will reimagine traditional chess, using their creations to tell unique stories and infuse the game with humour, fantasy, and personal flair.

Our free onsite Contemporary Kids programs invite children to learn about modern and contemporary art through unique and engaging art activities.

For children ages 5-12. Maximum group of 30 children, with one guardian per child. Questions? [Please visit our FAQ page](#).

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- 3. Social:** Not only are their key motivations social, but decision makers are sharing the decisions and planning as well. Show them the benefits are enjoyed together.



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Your input helps design future phases.

