

Citizen Engagement with the Arts in Calgary

2025 Report: Draft Results

March 27th, 2025



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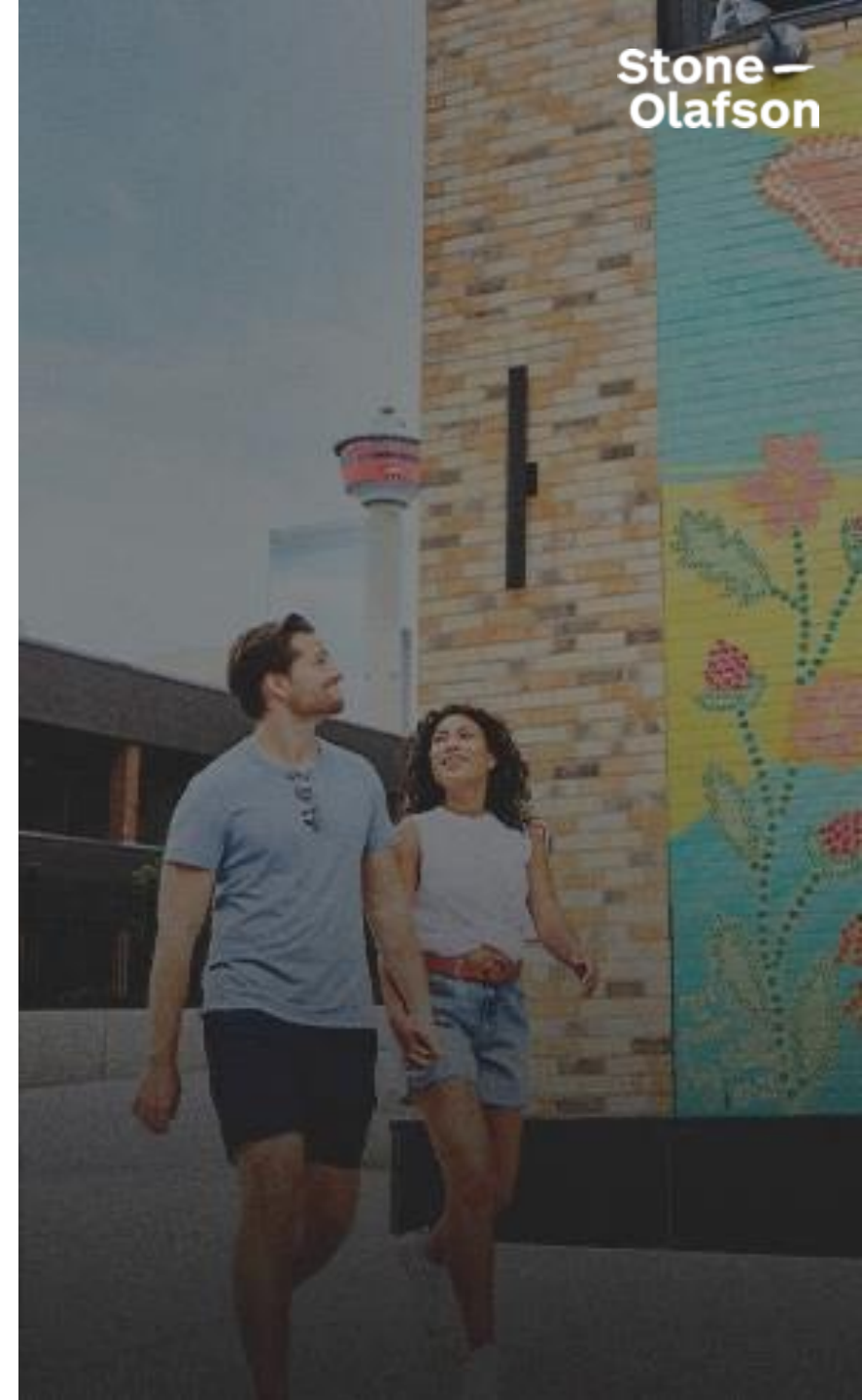
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Purpose and Objectives

Since 2014, Calgary Arts Development has conducted research to understand the degree and nature of engagement between Calgarians and the Arts Community.

Objectives include:

- Monitor overall engagement with the arts in Calgary;
- Determine the type of engagement - either in observation, attendance or creation;
- Understand community perceptions and interactions with arts and culture activities/organizations;
- Evaluate citizen perceptions of the benefits of the arts and culture sector to the city, their community, or themselves;
- **New for 2025:** Understand belonging and how the arts can play a role (or not) in fostering a stronger sense of belonging in different ways is a point of interest.



Research Approach

The survey instrument and sampling plan were developed in collaboration with Calgary Arts Development.

The research was fielded online using a consumer household sample with quotas established to ensure final outcomes are representative of the wider population in terms of age and gender.

- Within the sample, quotas were set to ensure representation by region within the city including Northwest, Northeast, Southwest, Southeast and Inner City (Downtown).
- The definition of inner city reflects the alignment of the City of Calgary's *Centre City Plan*.
- A total of 1,000 Calgarians participated in the research between February 24th and March 4th, 2025.
- A sample of this size delivers an overall reliability rate of +/-3.1%.
- Because the overall sample is representative in terms of age and gender, final data have not been weighted.
- Questions from previous implementations of this research (2022) are kept for tracking purposes where appropriate.

Current Contexts to Consider

Attitudes towards community and the arts are not immune to the circumstances around us. Understanding key market conditions helps us interpret findings for 2025:



Affordability: Recent research shows 57% of Albertans indicated their household's ability to spend on everything from household needs to discretionary items has decreased in the past two years. This means spending power has declined across the board.



Economic headwinds: There is a predicted slowdown in Alberta's GDP growth to 1.5% in 2024, with unemployment expected to rise. While inflation seems stable today, proposed US tariffs are expected to cause ongoing uncertainty.



Attendance trends: General attendance at arts events continues to rise post-pandemic but it is not equal across venues and art forms. Movie theatres, some major institutions, and festivals are still seeing lower visitation. Shifts in offerings, affordability challenges and the rise in streaming options have all impacted in-person attendance.



The arts and crafts boom: There is a rise in crafting and personal arts creation that is having a potentially massive impact on the overall arts landscape. Arts creation has become a way to relax and connect with others, rather than just a hobby.

What is the Creativity Comeback?

There are several data sets and research reports globally that have reported on the growth of crafting and personal arts creation in the last 1-3 years. Among them, the retailer Michael's launched its first-ever **Creativity Trend Report**, where 6 trends are shown to be shaping participation in arts creation activities (outlined below for interest).

Coined the "Creativity Comeback", there is a new emphasis on arts creation and crafting for more than just an artistic outlet, but also for serving a mainstream part of one's lifestyle that can deliver on social and emotional motivations.

Gateway crafts: an outlet for self-expression, relaxation, and for the enjoyment of trying something new. Often beginner friendly.

Emotional support crafts: Hands-on, mindful hobbies to slow down and combat stress and burnout.

DIY & Dine crafts: this craft is aimed at two things; social connections and replacing simple 'dinner and drinks' ways of getting to these social connections.

Manifesting with miniatures: the trend for miniature items sparks creativity.

Gift giving with love over labels: Gift giving has turned homemade. More consumers are choosing unique, handcrafted gifts over store-bought.

Dupe-it-Yourself décor: More are channeling their creativity into creating their own décor and embracing one-of-a-kind designs.

Issuu.com, Michael's 2025

Observations & Implications



The Story on One Page

1

Calgarians are engaging with the arts more overall

Those who are engaging in all three art forms has increased since 2022.

While media engagement is stable, increases in overall engagement are largely influenced by attendance and creation, which are both up significantly.

Two in five Calgarians report a stronger connection to the arts in the last 12 months.

2

Top concerns for not engaging in the arts are cost and time

Although attendance overall has increased (as would be expected with the end of the pandemic), specific forums like movies, live concerts/performance, and museums remain below pre-pandemic levels.

Spend is highest for media engagement. With streaming movies/TV shows being the most engaging format, Calgarians may be leaning to options that are on-demand or have no time constraints and provide better 'bang for your buck.'

3

The arts can enhance a sense of belonging

There is agreement that the arts can provide a sense of belonging and benefit a city.

Those who have the strongest sense of belonging tend to be arts-engaged but also community-engaged and while the two are linked, engagement in one area does not guarantee engagement in the other.

In short, there are multiple ways to enhance a sense of belonging - arts is just one avenue.

4

Calgary is arts friendly but has room to improve

Almost half feel that arts, entertainment, and culture options in Calgary are getting better. However, Calgary is still viewed as a weaker city for the arts compared to Toronto, Montreal and Vancouver (despite positive growth).

While there is still strong agreement that supporting the local arts scene and artists is important in Calgary, there has been a decline among those who agree that Calgary is a good place to be an artist.

1. Calgarians are engaging more overall, largely driven by attendance and creation art forms

The last time arts engagement was measured in 2022, we were still dealing with the aftermath of COVID-19, which had a massive impact on attendance and participation. Fast forward to 2025, and engagement across all three key categories—observing/listening, attending, and creating—has risen.

- **Attendance is bouncing back but not for everyone.** Attendance levels are getting closer to pre-pandemic numbers but it's not a full comeback across the board. While some areas have recovered well, others—like movie theatres, museums, and live music are still struggling. A big reason is cost but the proliferation of other entertainment options (like streaming and online content) that are often more affordable and easier to access also plays a role.
- **Creative activities are more than just a hobby.** The rise in creating is aligned with recent trends. Self-directed activities like crafting, puzzles, and DIY projects surged during the pandemic, and they haven't faded away. Instead, they've become part of people's routines, often as a way to relax, de-stress, or even connect with others. This trend isn't just about accessibility and affordability—it's about fulfilling deeper emotional and social needs.

2. Cost and time constraints create a changed landscape

While traditional arts engagement is recovering, the landscape has changed. And while personal creativity plays a bigger role in everyday life, people are also more selective about where they spend their time and money.

- With rising costs and economic challenges affecting Calgarians (and Canadians in general), it's no shock that affordability is the biggest barrier to deeper involvement in the arts. But cost isn't the only factor.
- Lack of time and interest are the next biggest factors and cannot be overlooked. Recent research conducted in 2024 (Stone-Olafson, *Spotlight on Arts Audiences Wave 2*) suggests that the average Albertan only has 16 hours a week of discretionary time available and as the number of entertainment options continues to proliferate (including at-home options), the competition for people's time is becoming fiercer. This means arts organizations need to offer real **value for money**, and not just in terms of price. The challenge isn't just about affordability—it's about proving that an experience is **worth** someone's limited time and attention.



3. The arts can enhance a sense of belonging

Only about a third of Calgarians feel a strong sense of belonging to their city today. This is higher for certain audiences, including those more arts-inclined, younger audiences, and those newer to Calgary. But what actually fosters belonging?

- **The Role of the Arts.** Over half (58%) of Calgarians acknowledge that the arts can enhance their sense of belonging, with this belief being even more pronounced among those deeply involved in the arts. However, the arts alone don't create belonging—it's just one factor among many.
- **Community Engagement and Belonging.** A broader look at community involvement—through voting, volunteerism, participation in activities, and neighbourhood connections—reveals a clear trend: those who are more engaged in their communities also feel a stronger sense of belonging, regardless of their involvement in the arts.

While many Calgarians view their city as welcoming and diverse, the intensity of these feelings is often lukewarm. Additionally, 41% of residents report feeling uncomfortable in the city at times—a sentiment that is actually highest among those most immersed in the arts.

These findings don't point to a divided city but do highlight opportunities to strengthen community bonds. The arts can play a role in fostering belonging, but they don't automatically create it at the city-wide level. Ultimately, arts experiences may be more effective at fostering connections in the moment rather than contributing to a lasting sense of city-wide belonging. This suggests that the role of the arts in Calgary may be more about **community building over city building.**



4. Calgary sees improvements in perceptions of being art friendly

Growing optimism about the arts scene: Perceptions of arts and entertainment options in Calgary are improving – nearly half say they are getting better. Compared to other Canadian cities, Calgary’s reputation in the arts is also getting better, though it still trails behind major cultural hubs like Toronto, Montreal, and Vancouver.

The proportion of those whose connection to the arts has strengthened is growing and there is also a developing sense that the arts promotes pride in the city and creates community interaction. These are all positive indicators of how Calgary is positioned as an arts-friendly city and is demonstrating more optimism than what we hear in other Canadian communities.

But, there are concerns about artistic development: Despite these positives, there’s a noticeable dip in perceptions of Calgary as a place for artistic development. Perceptions about Calgary as having a vibrant festival scene and opportunities to develop artists have all softened. Additionally, only half of respondents think Calgary is a good place to be an artist—a significant 11% drop.

Overall, there’s a sense of optimism about Calgary’s arts scene, but challenges remain. While the arts are seen as beneficial to the city as a whole, individual artists and the artistic community may be feeling less supported. This creates some tension: **enthusiasm is growing, but barriers to deeper engagement still exist.**



Overall Arts Engagement



Definitions of how people can engage with the arts

Engaging with arts and culture comes in many forms – some much more passive than others. To reflect the myriad of ways Calgarians connect with the arts, this research looks at whether they:



Observe or Listen

The spread of media outlets and digital access has increased so significantly audiences can now curate their own arts experiences – on TV, online, in print or even over the radio. This category of engagement includes those who **do at least a third of all activities on a regular basis.**



Attend

Those who ‘vote with their feet’ and attend arts/culture events represent the next layer of engagement. This includes those who’ve **attended at least three arts events in the past year** (2022: *one event at least three times*).



Create

The ability to create art – from music to painting to writing and most other activities in between constitutes the final layer of engagement. This includes those who report **creating at least three types of art (in any form) in the past year** (2022: *create only one type of art*).



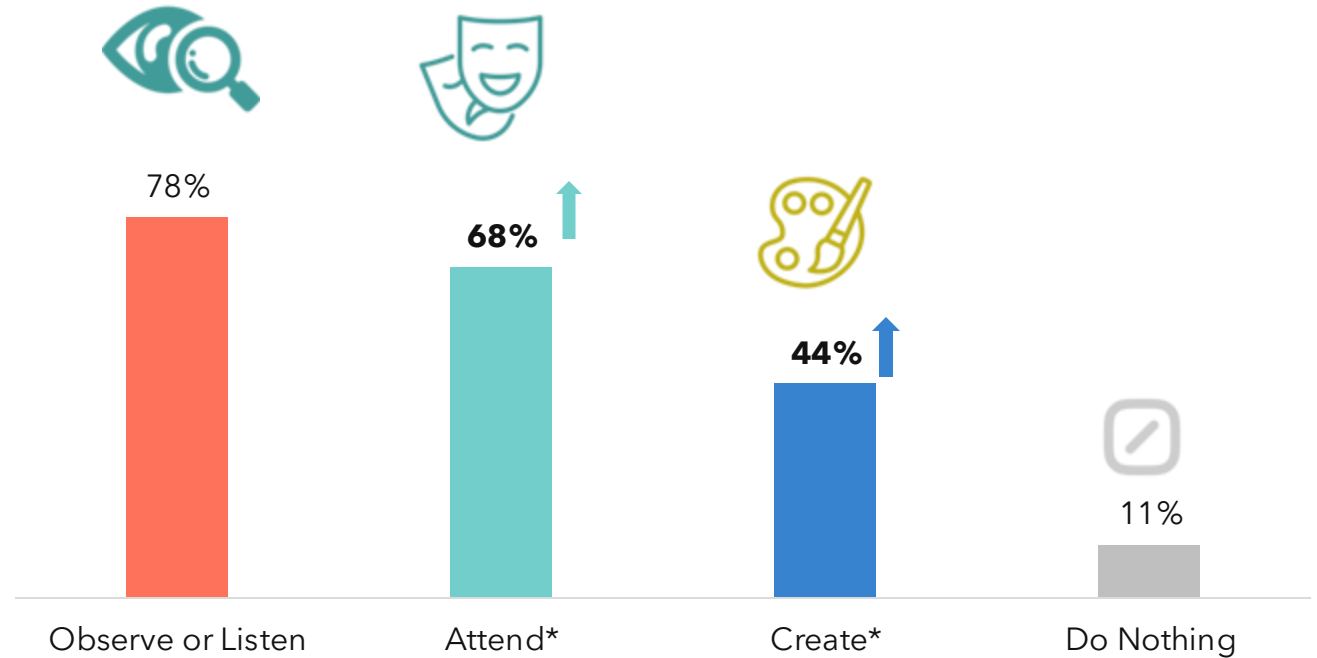
Do Nothing

Finally, there will be some with no affinity for the arts whatsoever – they don’t observe or listen, avoid attending, and do not create in any form. This is the disengaged segment of the population.

Important Note for 2025: Definitions of how people engage in a category are based on the average number of activities participated in. For 2025, the definitions have been updated to reflect the most current behaviour patterns. Relative to 2022, the frequency of participation in the Attend and Create categories has increased and as such, the definitions for these have been modified.

To what degree are locals doing these artistic activities?

- Nearly all Calgarians (89%) are connected to the arts in one form or another.
- The largest form of engagement continues to be through **observation** or **listening**. However, attendance and creation forms of engagement have both increased significantly in the past few years.
- A comparison to previous years is not provided (given the modified definitions), but even applying the new definitions shows a distinct shift in these two categories.

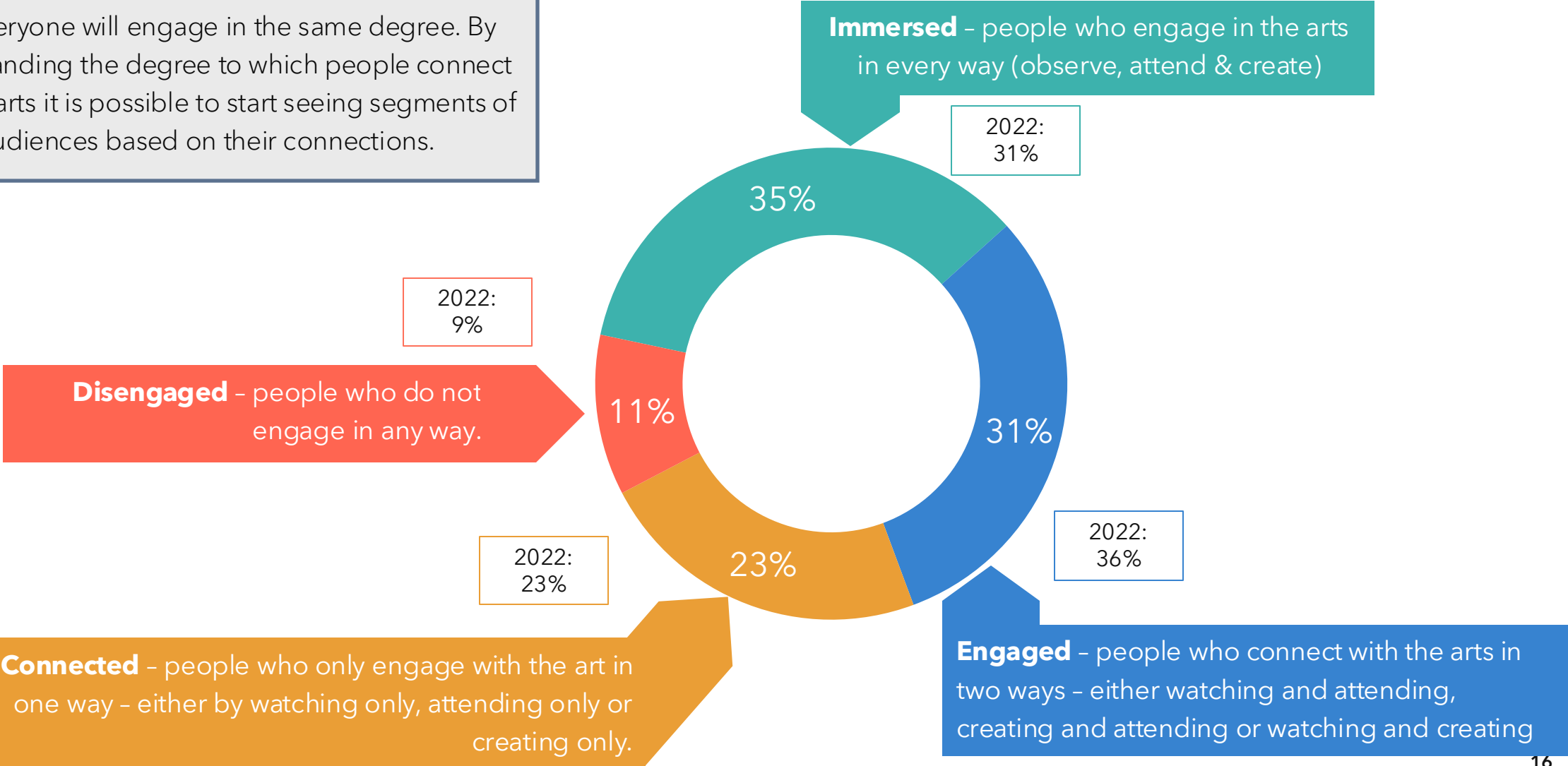


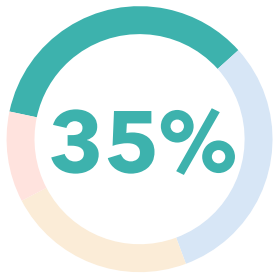
What's driving the shift?

- The increase in attendance is not unexpected because the previous measurement in 2022 was in the immediate post-Covid period and the adjustment to returning to in-person events was still underway.
- The shift in creation-based activities is more interesting and there has been a rise in self-directed and creative activities noted in the public sphere, which is being reflected here.

Understanding audiences that engage with the arts in different ways

Not everyone will engage in the same degree. By understanding the degree to which people connect with the arts it is possible to start seeing segments of audiences based on their connections.





IMMERSED

What they look like

Young: 53% are 18-34, only 14% are over 55

Highly educated: 90% have post-secondary schooling

More likely to have been living in Calgary **less than 10 years** (39%)

More likely to have **kids at home** (39%)

Observe, attend and create more than those less engaged

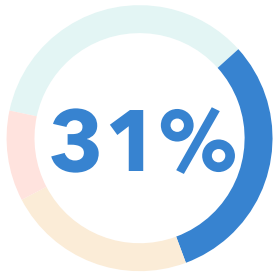


What they're like, how they think

- This group came back to be the largest segment in 2025 (from second largest in 2022 and largest in 2018), due to higher attendance and creation behaviours.
- Those immersed display a **strong connection and relationship with the arts:** They spent an average of \$563 in the past year engaging in either media, attending, creating or donating. Most (85%) enjoy public art installations. Almost half indicated that their connection to the arts became stronger over the last 12 months.
- Immersed individuals are more likely to feel a **strong sense of belonging in Calgary.** They are more likely to view Calgary as better than all other cities asked about. They are more likely to view Calgary as a city of collaborative people and ideas, and nearly two-thirds (62%) feel that Arts & Culture in Calgary is getting better. However, there is tension that exists as this group is also most likely to feel **uncomfortable in the city at times.**
- Still, this group is **more engaged in the community as a whole.** They are more likely to have volunteered, donated, attended a community meeting, attend a rally, or participated in a community club than those less engaged. They belong to an average of 2.2 community groups/clubs compared to 1.5 on average for the population. They are also more likely to feel a sense of belonging in their neighbourhood, agree that their community is diverse, and have a sense of loyalty to their community. Their views on arts in the community are also amplified compared to other less engaged groups.

PROFILE

Now again the largest segment, those IMMERSED engage in all three forms of art, tend to be young, highly educated, newer to Calgary, as well as observe, attend, and create more than those less engaged



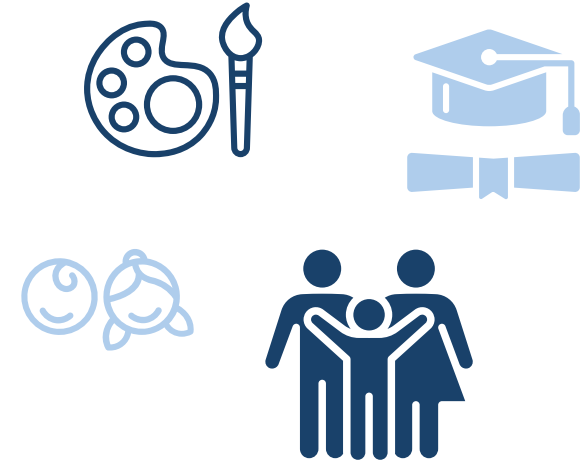
ENGAGED

What they look like

Higher representation of those **middle-aged** 35-54 (42%)

Follows the Calgary population for other demographics including: around one-third having children at home, being highly educated (86% having some university or more), living all over Calgary, with almost three-quarters living in the city for more than 10+years.

A mix of observers, listeners, and creators



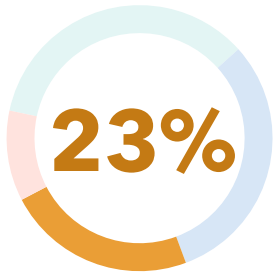
What they're like, how they think

- This group prioritizes media and attendance. With a slightly higher spend last year on average for the arts (\$398), it had the highest media spend (\$199), even higher than those who are immersed.
- More than seven-in-ten (71%) feel their engagement with the arts has remained the same as last year.
- This group is fairly engaged in their communities, but most often in only one way (whether they voted, volunteered, donated, attended a community meeting, attend a rally, or participated in a community club). They belong to an average of 1.4 community groups or clubs (which is the average overall).
- Engaged individuals have the highest agreement that Calgary is a welcoming city (87%).

PROFILE

Those **ENGAGED** engage in two forms of art, and tend to be less attendance-based than those immersed

Most demographics follow the Calgary population - this group is your average Calgarian



CONNECTED

What they look like

Skews older: 55% are over the age of 55

Leans male: Slightly higher male bias (52%)

Lowest share of parents: Only 21% have children at home

Lower education and income: lowest rates of education and lower income levels than immersed/engaged.

Higher proportion of those who've lived **10+ years in Calgary**

Those who engage with a single art form primarily are Observers and Listeners, with a traditional media bias.



PROFILE

Those that still engage in the arts but in a much more limited fashion.

What they're like, how they think

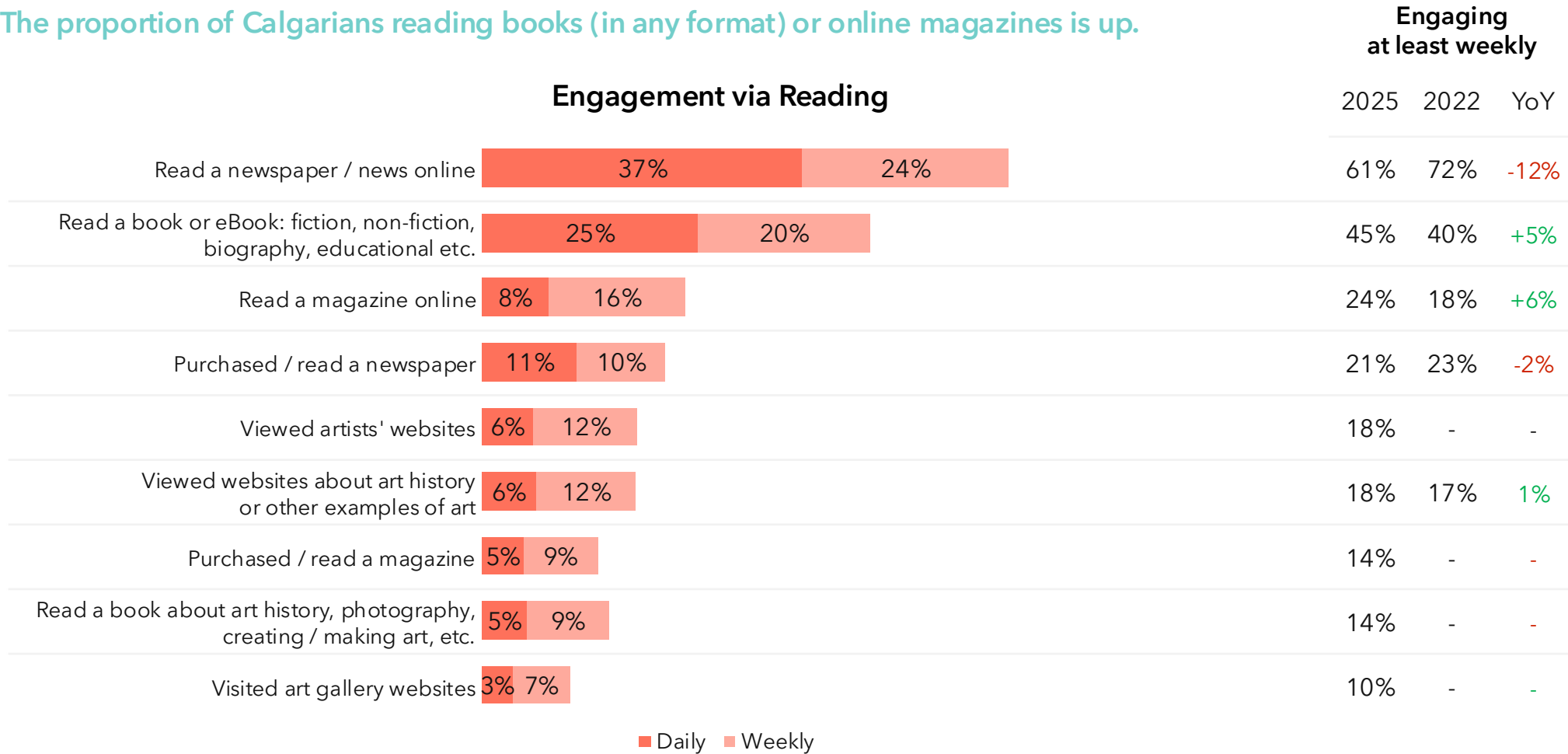
- They are most likely to indicate their connection to arts & culture has become weaker over the past 12 months and more likely to indicate that arts & culture are more for other people.
- A top reason they do not donate to the arts is because it is not personally important to them, or other causes have a greater impact.
- This group has lower rates of community involvement and community support overall. Only about one-quarter feel a sense of connection to their neighbourhood and the city.



Observing/Listening to the Arts

Newspaper and books remain the most popular forms of reading-based engagement, but reading news (in any format) is lower than 2022 levels

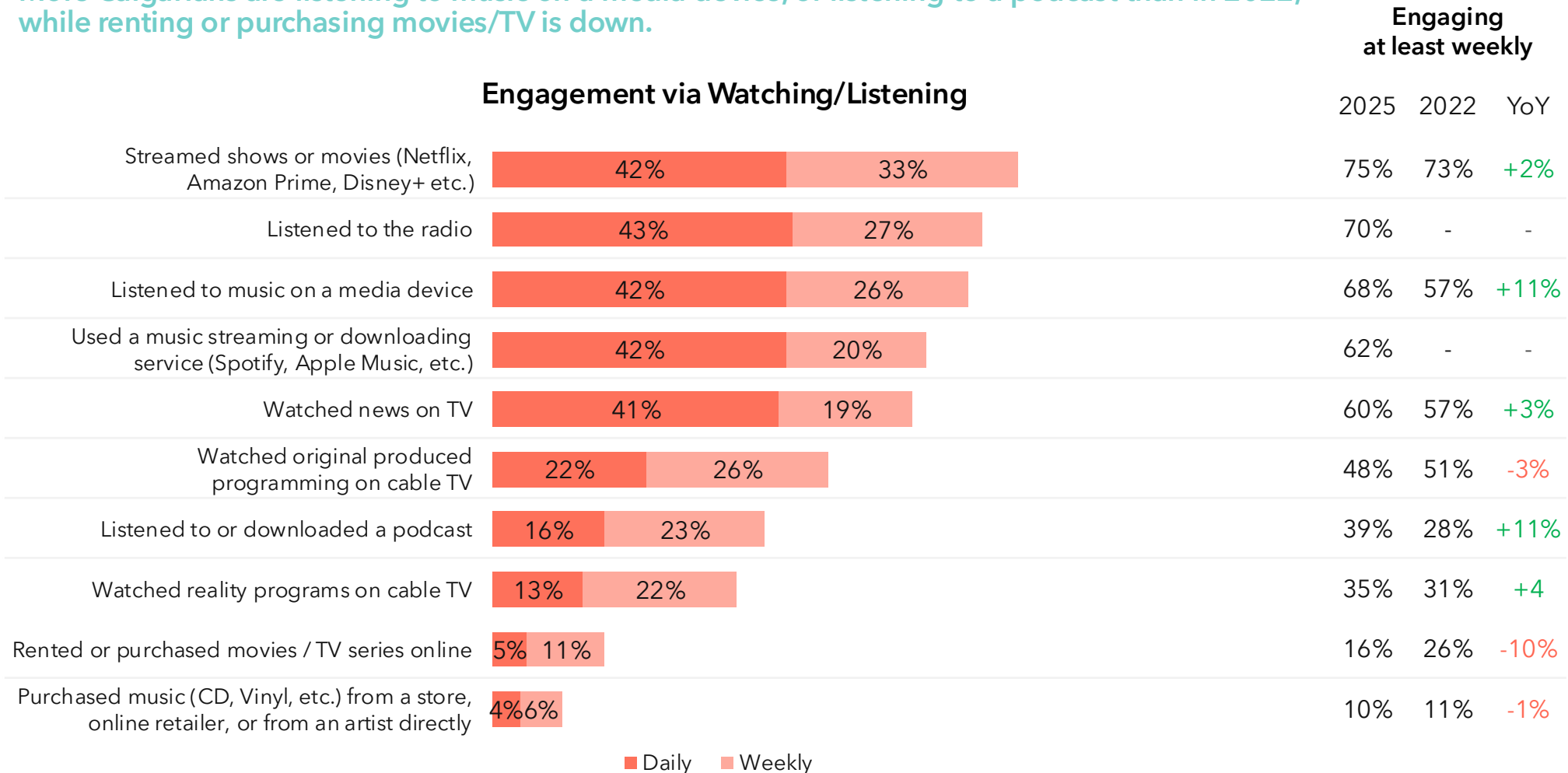
The proportion of Calgarians reading books (in any format) or online magazines is up.



Base: All respondents (n=1000)
Q4. How frequently, if at all, have you been doing any of the following activities during the past year?

Streaming shows or movies, or listening to the radio are the most frequent forms of watching/listening

More Calgarians are listening to music on a media device, or listening to a podcast than in 2022, while renting or purchasing movies/TV is down.

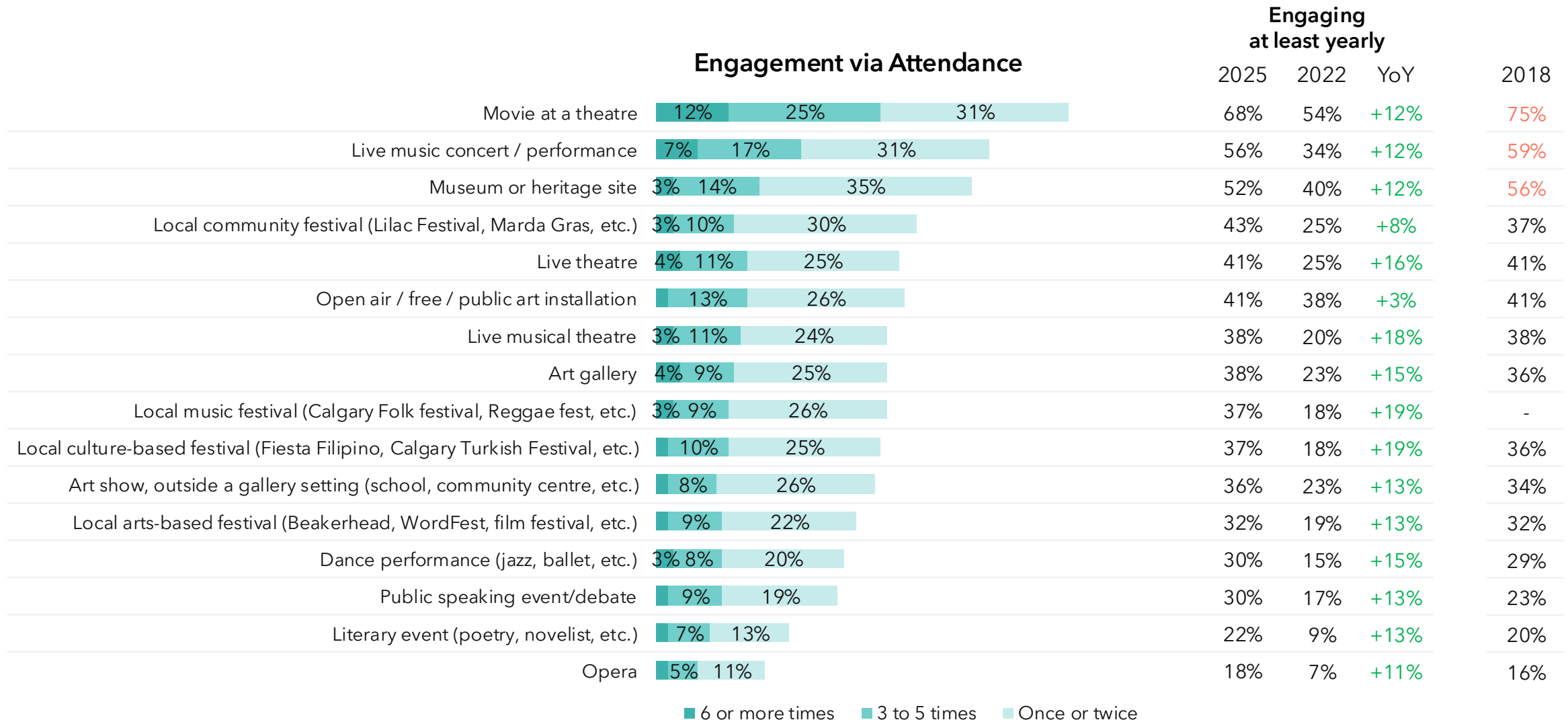


BOX OFFICE

Attendance in the Arts



Attendance is up across the board post-pandemic but the top three activities, especially movies, have not fully recovered



Base: All respondents (n=1000)
Q6. Over the past year, about how many times would you say you have attended any of the following activities?

Creation in the Arts



More Calgarians are creating in 2025 vs. 2022, engaging in a variety of activities

Calgarians engage in up to 4 different activities in the past year, on average, which may be part of an overall trend towards more creation-based hobbies and activities.

Engagement via Creating

	2022	YoY
Photography or photo editing	31%	4%
Did something musical	30%	5%
Crafting	28%	3%
Creative writing, journaling, writing poetry, or scrapbooking	22%	5%
Dancing	19%	5%
Created any type of visual art	16%	-2%
Computer design	15%	4%
Filmmaking or videomaking	15%	6%
Produced any type of written material	14%	3%
Took an art class	13%	7%
Designing or fashion	13%	6%
Took a music class of any kind	10%	6%
Performed music for an audience	10%	4%
Took an acting, dance, or any type of performance class	9%	5%
Took a writing, poetry or writing composition course	8%	5%
Composed music	7%	4%
Performed as an actor, singer, dancer before an audience	7%	3%
Digitally produced, mixed or composed any type of music	7%	3%
Other creative activity	2%	-1%
None of the above	27%	-9%

	2025	2022
Any creative engagement	73%	64%
YoY	+9%	-2%

Mean: 3.8 activities

Base: All respondents (n=1000)

Q7. Participation in the arts can take on many forms. For many it includes actually playing music, writing or creating art on their own. Please indicate if you have done any of the following activities in the past year. Please select all that apply.

Having fun remains the most popular reason to create, followed distantly by relaxing or improving skills

All reasons for participating are more magnified since 2022, but this is especially the case for having fun, improving skills, expressing feelings, and connecting with others.

Reasons for Engagement via Creation		2022	YoY
To have fun	47%	38%	+9%
To relax	32%	30%	+2%
To improve my own skills	29%	19%	+10%
To learn something new	24%	19%	+5%
To create something I'm proud of	22%	16%	+6%
To express my feelings	19%	9%	+10%
To connect with others	18%	10%	+8%
To feel a sense of accomplishment	17%	13%	+4%
To process my emotions	12%	8%	+4%
To distract from real world events	10%	7%	+3%
To broaden my perspective	9%	3%	+6%
To heal or grieve	8%	5%	+3%
To connect to my culture	8%	-	+5%
To feel like I'm part of a community	8%	3%	+5%
Another reason	4%	4%	+0%

Base: Those who engaged in any creation activity in the past year (n=733)
 Q8. What are the most important reasons you've done those creative activities within the past year? Please select up to three only.

TICKETS

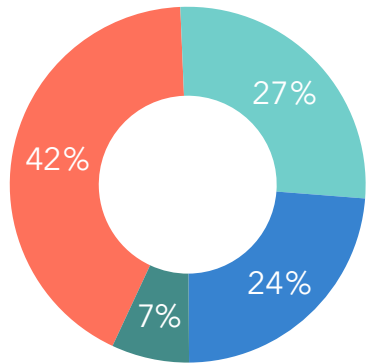
Arts Spending Habits



Calgarians spend the most on media, followed by attendance. Overall spend is down slightly from 2018

Although media and attendance spend are down, creation spend is up significantly. Spend is proportionate to level of overall engagement in the arts, except that the Engaged spend more on media than the Immersed.

Average spend on the Arts in the Past Year



	2025	2018	YoY
Media	\$156	\$164	-5%
Attending	\$100	\$123	-19%
Creating	\$87	\$68	+28%
Donating	\$26	\$22	+18%
Total	\$369	\$378	-2%

	Disengaged	Connected	Engaged	Immersed
Media	\$53	\$118	\$199	\$176
Attending	\$11	\$37	\$110	\$161
Creating	\$7	\$21	\$71	\$171
Donating	\$0	\$3	\$19	\$56
Total	\$72	\$179	\$398	\$563

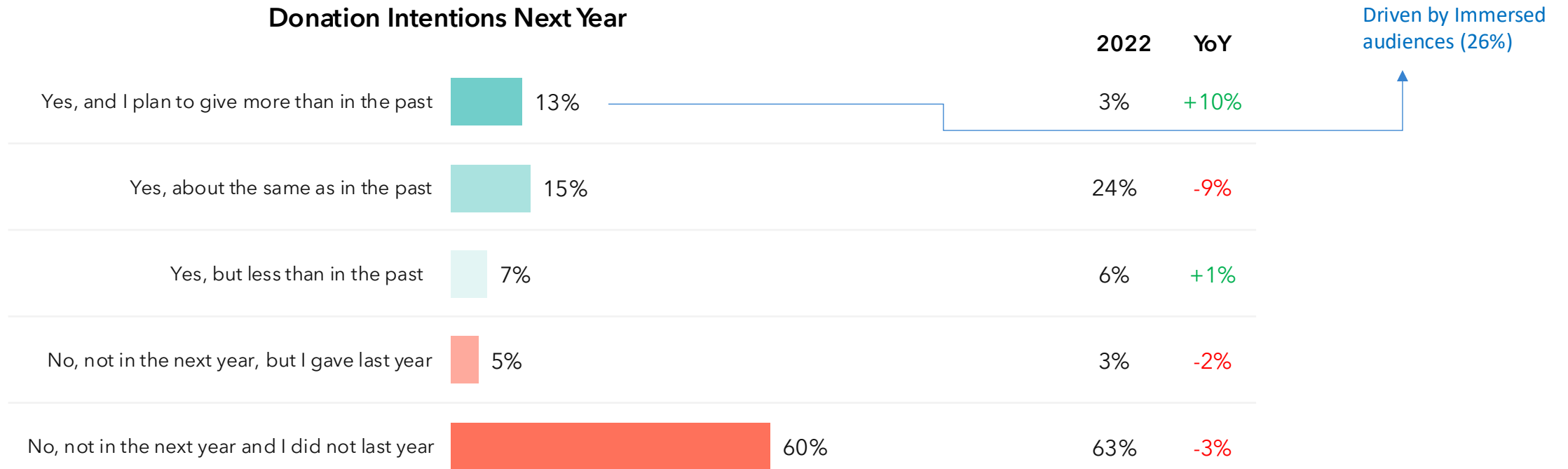
NOTE: Spending not asked in 2022

Base: All respondents (n=1000)

Q13. Thinking back over the past year, how much would you estimate you have spent participating in the arts over the past year? Please enter a whole dollar amount (do not enter cents).

One-in-three plan to donate to the arts in the next year

The proportion of those who plan to give more is up. Despite affordability challenges, there is a recognized need to support for some audiences.



Top reasons for donating include personal importance, supporting artists, and benefits to the community

Reasons related to supporting an organization (i.e., mission and potential) are up from 2022, while reasons related to community and enjoyment are down.

Reasons for Making Charitable Contribution		2022	YoY
Supporting the arts is important	36%	39%	-3%
Want to support artists	33%	29%	+4%
Supporting organizations that benefit community	29%	36%	-7%
Supporting organizations that I enjoy	25%	35%	-10%
Believe in mission	24%	18%	+6%
Helping an organization achieve its potential	23%	14%	+9%
Admire the organization	20%	16%	+4%
Tax deductibility	16%	21%	-5%
Helping organizations face funding challenges	15%	20%	-5%
Benefits received in exchange for contribution	12%	6%	-6%
Leaving a legacy	10%	6%	-4%
Worried about its funding	8%	12%	-4%
Some other reason	1%	2%	-1

Base: Those who made a charitable contribution to a culture organization in the past year (n=352)
Q15. Which of the following best explain your motivations for supporting cultural organizations with donations?

Current financial position is the main reason for lack of charitable contribution

And while financial reasons reflect a general concern about affordability, the lack of personal relevance/lack of urgency over other causes also hampers contributions.

Reasons for <u>not</u> making Charitable Contribution		2022	YoY
I'm not in a financial position to donate right now	46%	-	-
Other causes have greater impact	23%	34%	-11%
My income has changed and can't give what I used to	21%	41%	-4%
Not personally important to me	20%	30%	-10%
I didn't think of it	15%	-	-
My taxes already help	9%	17%	-8%
I don't make charitable contributions	7%	11%	-4%
I only gave to one cause	6%	11%	-5%
They don't need more funding	5%	5%	NC
Some other reason	4%	8%	-4%
Prefer not to say	5%	-	-

Net
Financial/Income
related
55%

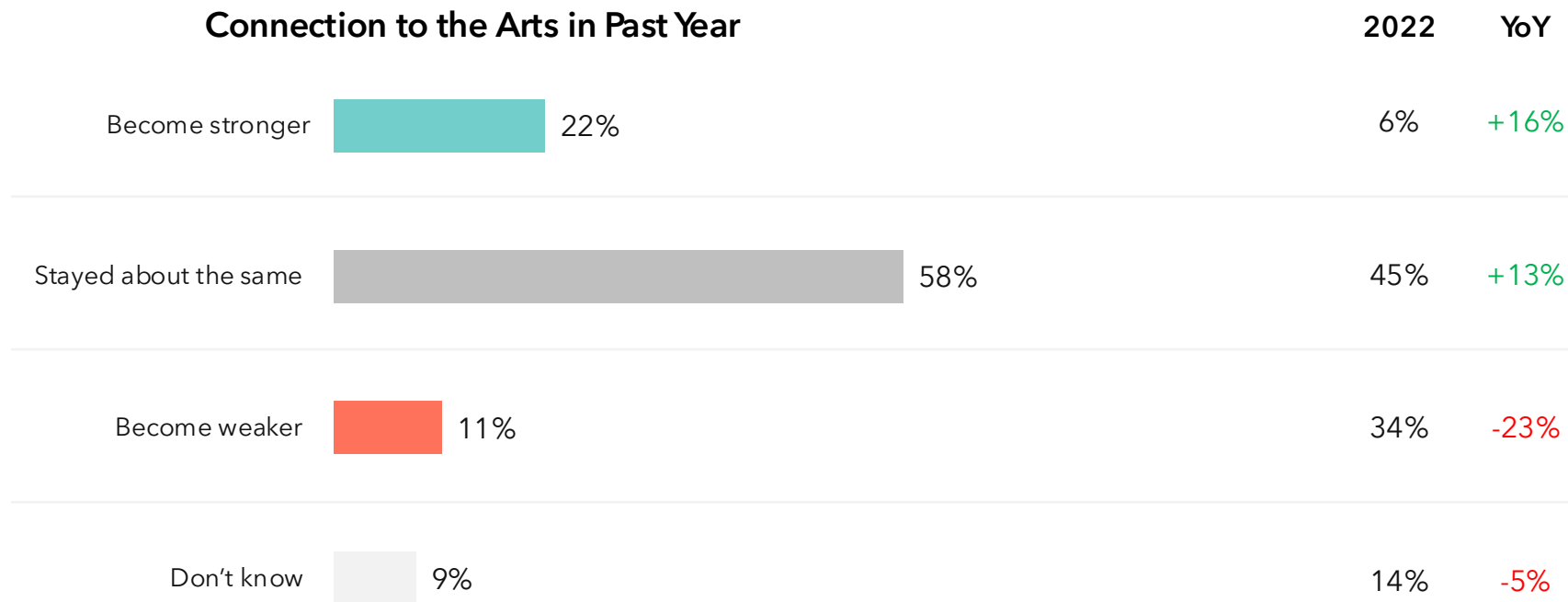
Base: Those who did not make a charitable contribution to a culture organization in the past year (n=648)
Q16. What are the reasons you did not make a charitable contribution to a culture organization?

A woman with red hair is sitting on a brown couch. She is holding a baby in her left arm. To her left, a young child with blonde hair is holding a tablet computer. The woman is looking at the tablet with a slight smile. The background is a blurred living room with a wooden counter and various items.

Connection with the Arts

Connection to the arts has improved post-pandemic

Only one-in-ten feel their connection has become weaker.



Base: all respondents (n=1000)
Q9. In the past 12 months, has your feeling of being connected to the arts...

Cost remains the biggest barrier to engaging in the arts and is up from 2022

Time related factors are next biggest barriers, followed by convenience/accessibility related factors. Because of the economic headwinds in 2025, the concerns over affordability are not unexpected.

Barriers to Arts & Culture Engagement

		2022	YoY
It costs too much	43%	34%	+9%
Income has changed, no longer can afford all the things I used to	28%	26%	+2%
It is difficult to find the time to attend	26%	21%	+5%
I'd rather spend my leisure time in other ways	24%	26%	-2%
The activity or event is not relevant/appeal to me	21%	21%	NC
I cannot find anyone to go with	20%	18%	+2%
It is too much of a hassle to get there	19%	18%	+1%
Found new things to fill my time	14%	16%	-2%
The hours of operation are inconvenient	13%	8%	+5%
I find it hard to connect with cultural activities in general	11%	8%	+3%
Not physically accessible to me	10%	5%	+5%
It is not child-friendly	5%	8%	-3%
I have not enjoyed my prior experience - I find it unwelcoming	5%	4%	+1%
Other	4%	8%	-4%
None of the above	10%	3%	+7%

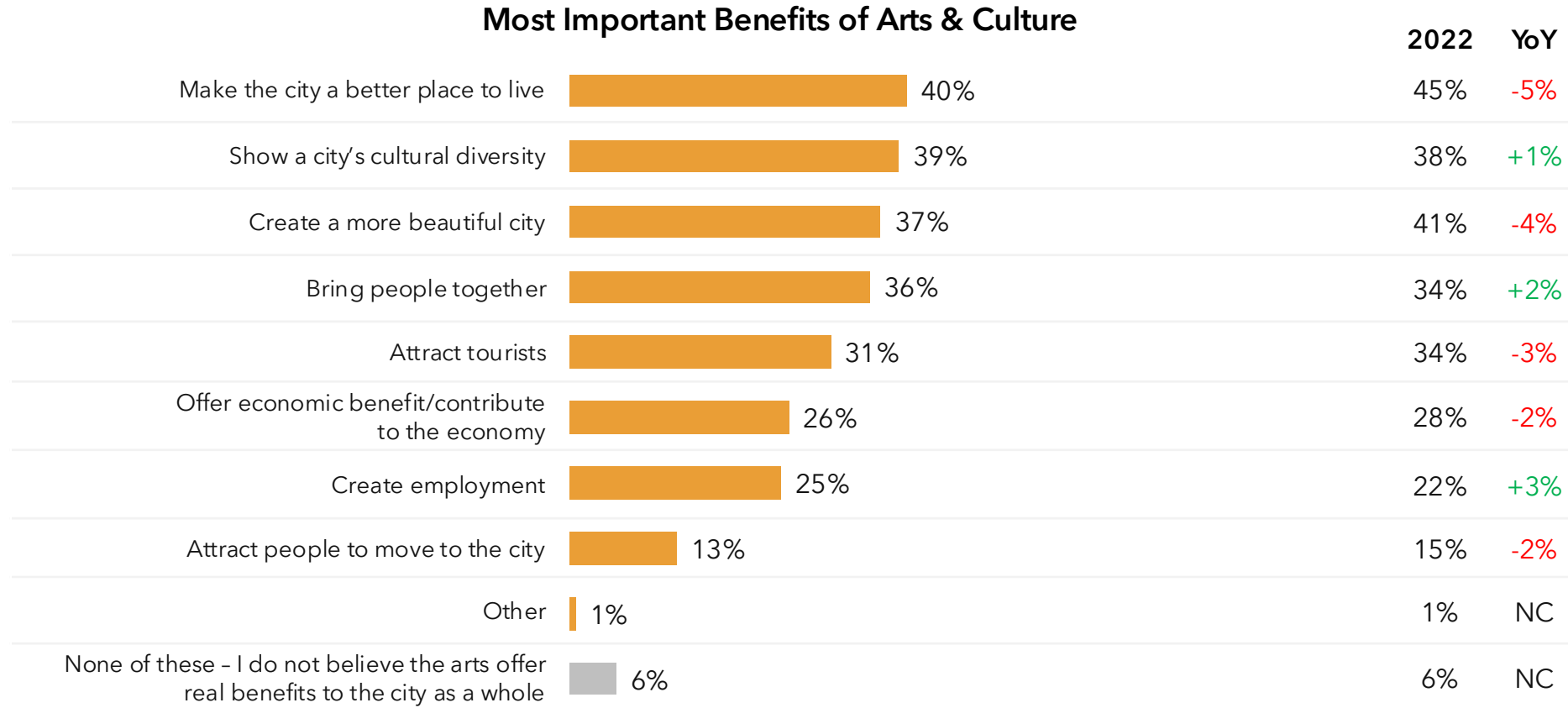
Net Cost	53%
Net Time	52%
Net Convenience	48%
Net Relevance	30%

Base: All respondents (n=1000)

Q10. Which of the following factors, if any, have prevented you from engaging with arts and culture activities? Please select all that apply.

But nearly all Calgarians believe the arts provides benefits to a city

Making the city a better place to live remains a top benefit but has dropped since 2022 and is comparable to showing a city’s cultural diversity.

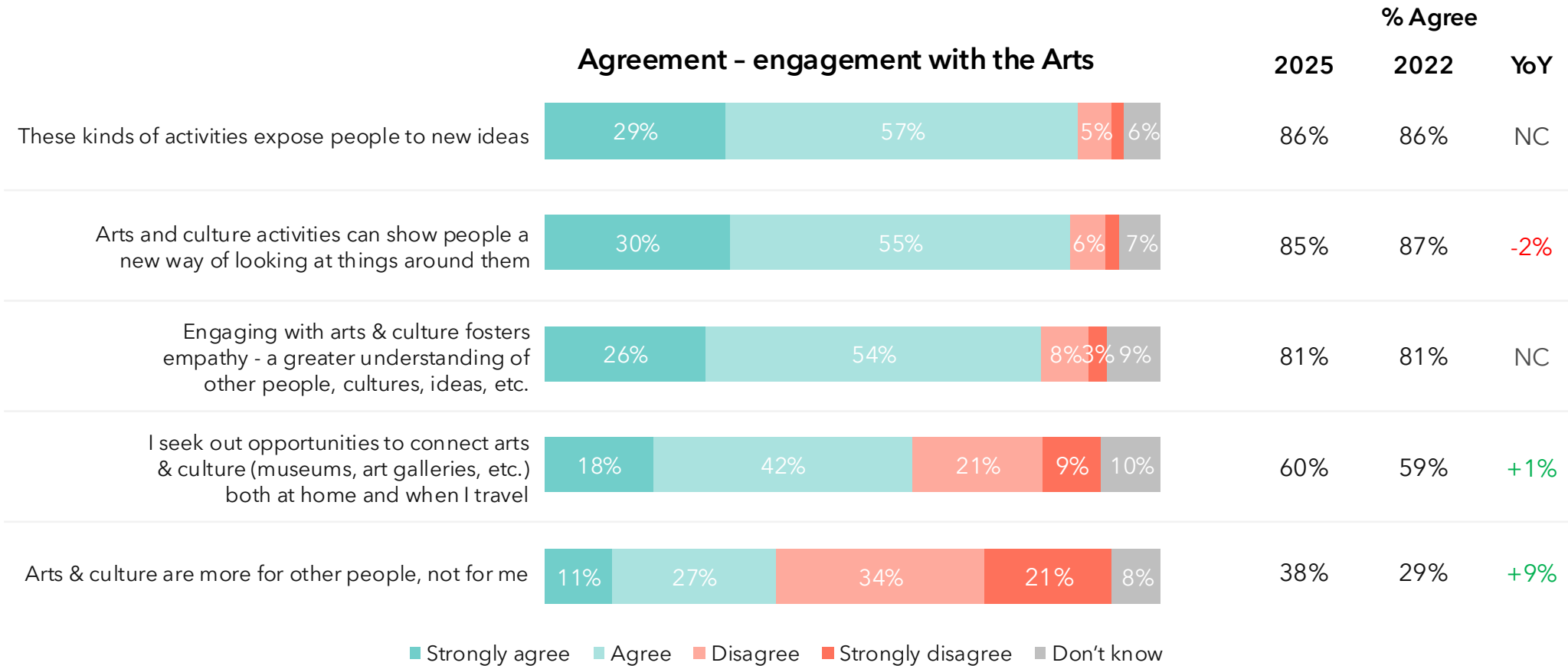


Base: All respondents (n=1000)

Q20. Some people say the arts offer many benefits to cities as a whole - some of the benefits are listed below. Of these which are most important to you?

And attitudes towards engagement with arts & culture activities are also very positive

Perceptions are stable overall, although more are reporting the arts is not for them. Still, this is consistent with 2018 levels (36%).

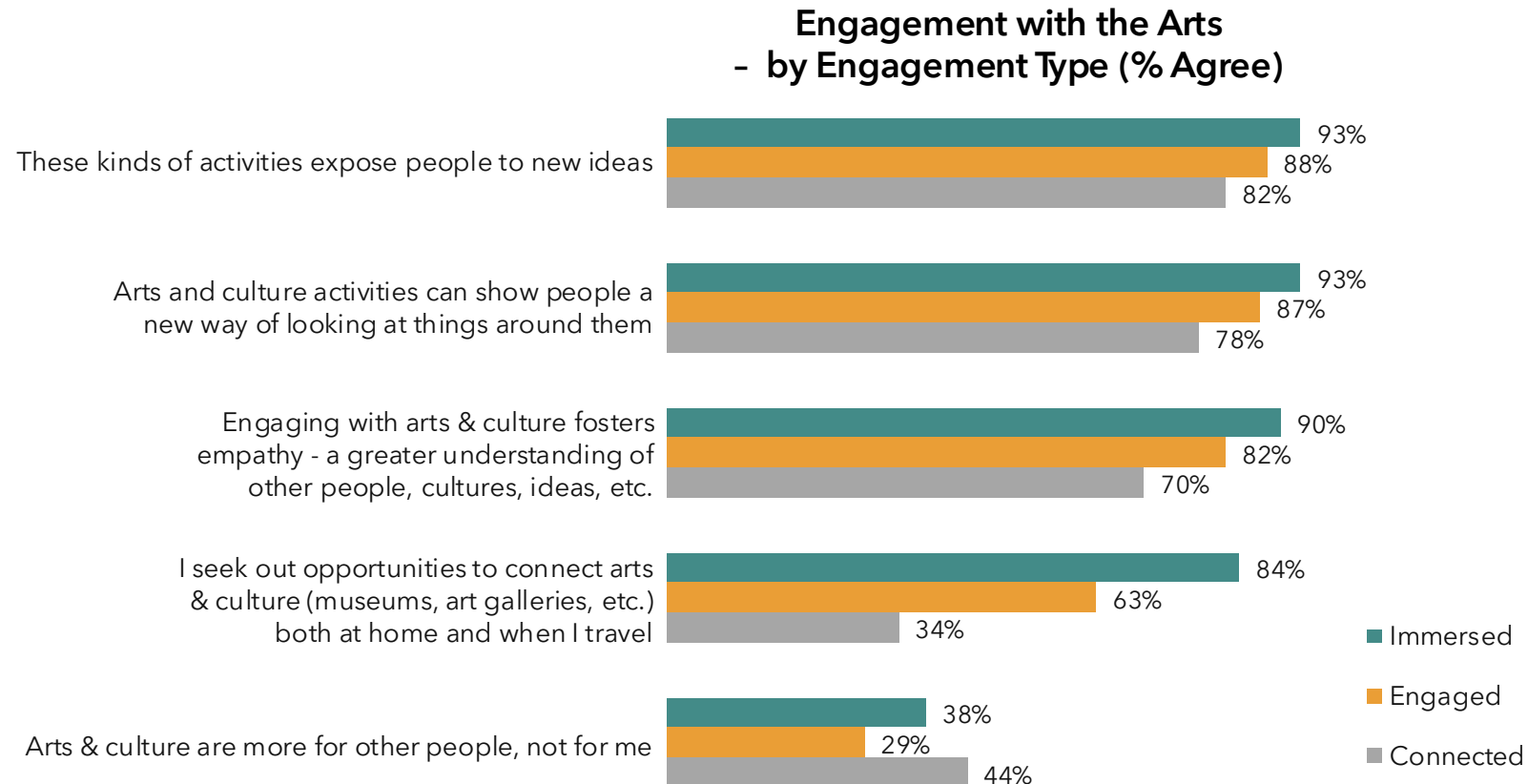


Base: All respondents (n=1000)

Q11. Below are a few statements people might make about engaging with arts and culture activities. Please review and tell us if you agree or disagree with each one.

Among specific audiences, Immersed individuals have even stronger positive views about engaging with the arts

This is especially when it comes to seeking out opportunities to connect.

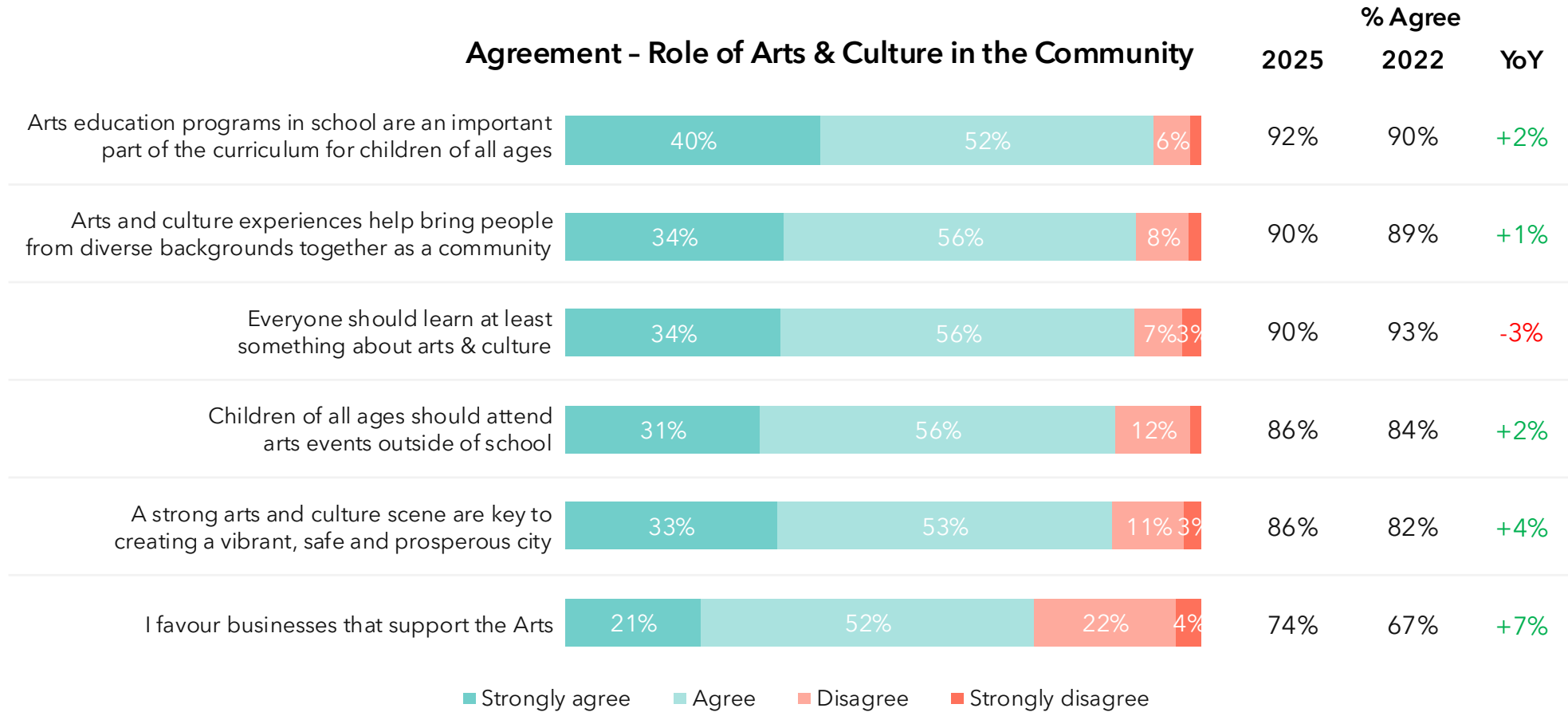


Base: Immersed (n=353), Engaged (n=308), Connected (n=229)

Q11. Below are a few statements people might make about engaging with arts and culture activities. Please review and tell us if you agree or disagree with each one.

Attitudes also show strong support for the role of arts education and arts in community building

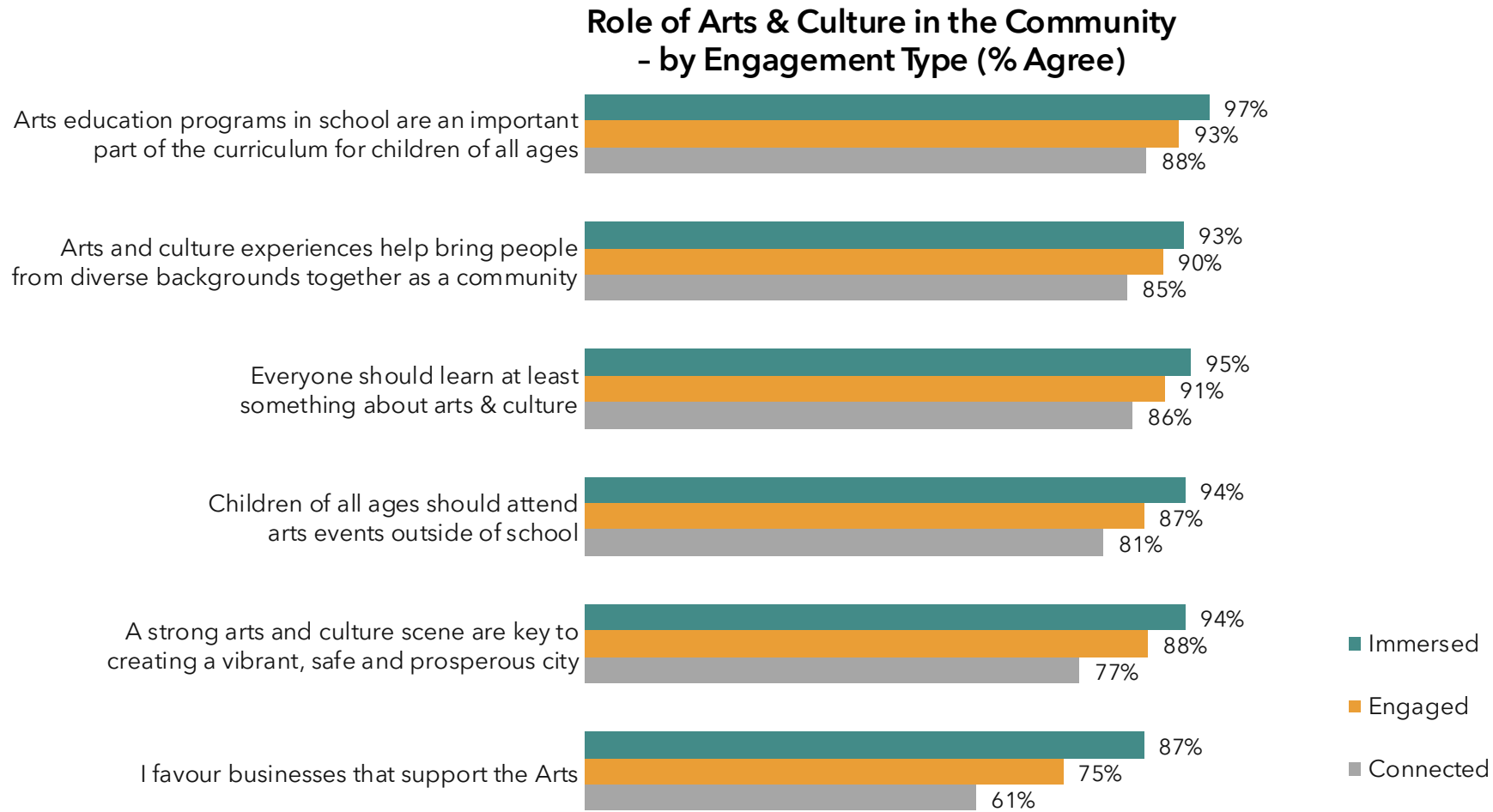
Favouring businesses that support the arts has increased vs. 2022.



Base: All respondents (n=1000)

Q17 Below are a number of statements that different people might use to describe their feelings towards arts & culture in the community. Please indicate the degree to which you agree or disagree with each statement for yourself personally.

The increase in those who favour businesses that support the arts is driven by more immersed individuals



Base: Immersed (n=353), Engaged (n=308), Connected (n=229)

Q17 Below are a number of statements that different people might use to describe their feelings towards arts & culture in the community. Please indicate the degree to which you agree or disagree with each statement for yourself personally.

Attitudes towards Arts in Calgary

More than two-in-five feel that arts in Calgary helps arts communities grow and thrive, brings joy to everyday spaces, and makes the city more welcoming

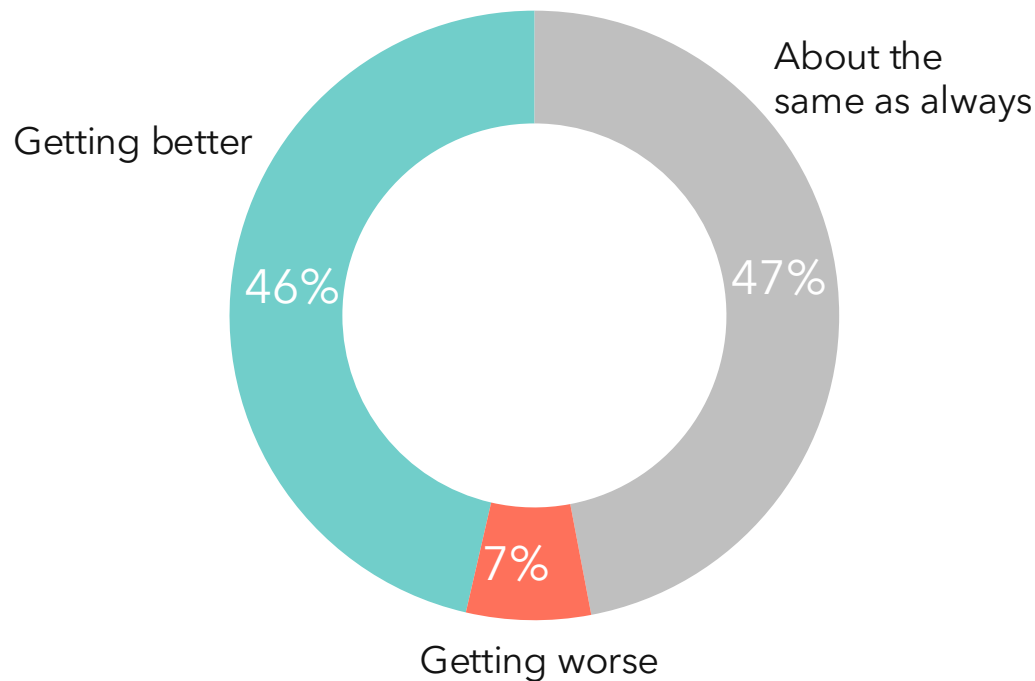
There is an overall increase in awareness of the role the arts plays in Calgary, compared to 2022.

The Role of Arts in Calgary		2022	YoY
Helps our local arts community grow and thrive	43%	-	-
Brings joy and delight to everyday spaces	42%	-	-
Makes our city more welcoming to visitors	41%	-	-
Makes our neighbourhoods more appealing	37%	-	-
Promotes pride in the city	37%	19%	+18%
Makes our city attractive to other artists	37%	-	-
Adds energy and appeal to the downtown core	37%	-	-
Provides a wide range of arts experiences for Calgarians to participate in	36%	-	-
Creates community interaction and strengthens social networks	31%	13%	+18%
Allows our youth to connect to their communities better	27%	-	-
Encourages economic development	25%	9%	+16%
Draws attention to the natural environment and environmental issues	20%	7%	+13%
Opens up conversations about issues facing the community	20%	7%	+13%
None of these	9%	13%	-4%

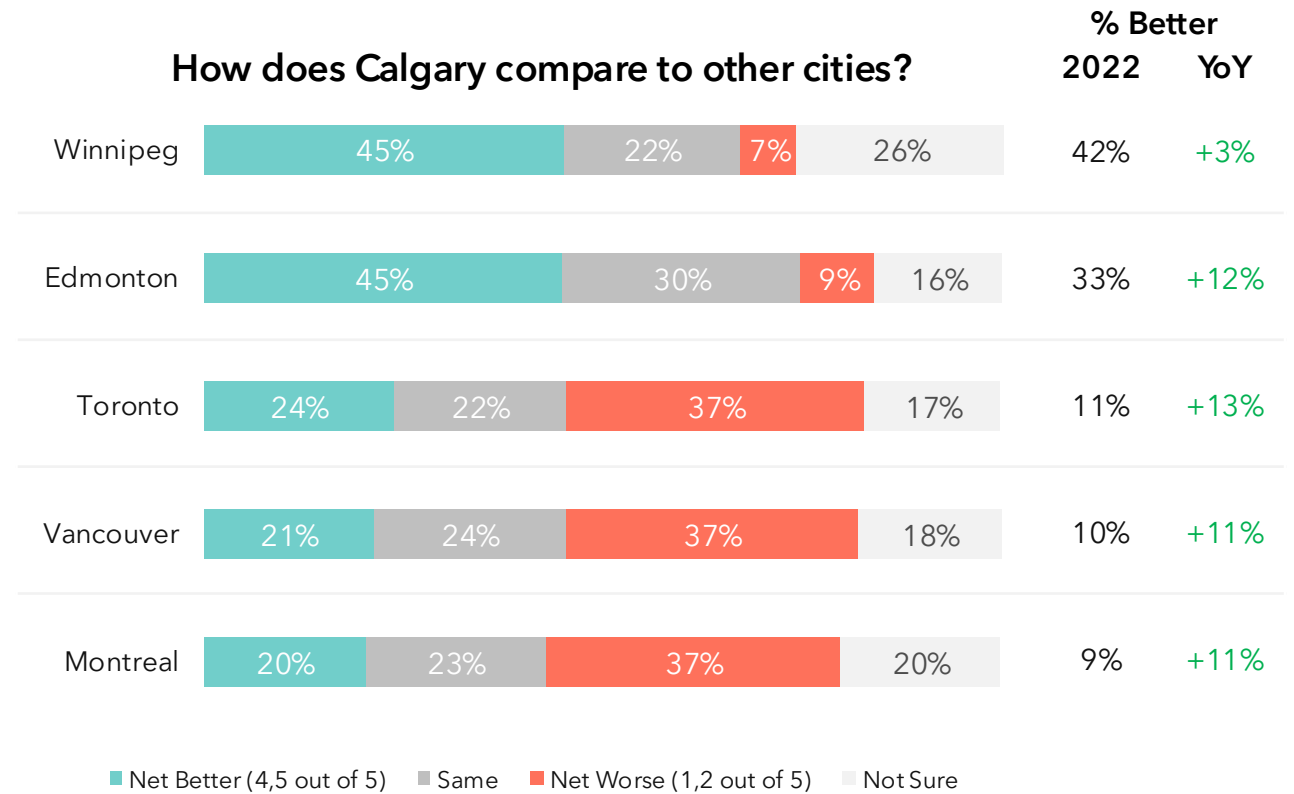
Base: All respondents (n=1000)
Q22. Which of the following best describe how you see the role of the arts in Calgary?

Nearly half feel arts & entertainment options are getting better in Calgary. Perceptions of Calgary being better than other Canadian cities have also improved.

Arts, entertainment and culture options in Calgary are...



How does Calgary compare to other cities?



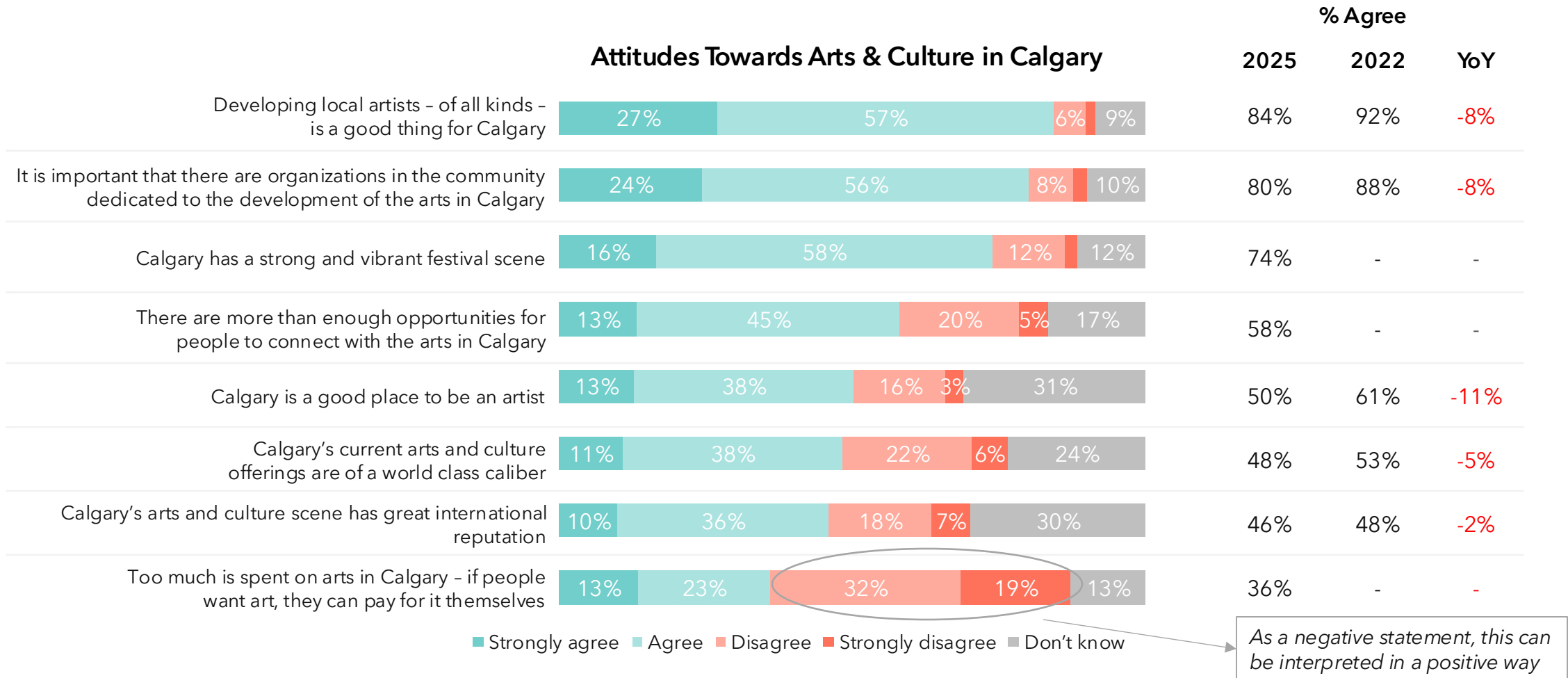
Base: All respondents (n=1000)

Q19. In terms of arts and culture, would you say Calgary is...?

Q18. How do you think Calgary compares with other Canadian cities when it comes to being a creative and artistic community? Please use a scale of 1 to 5 where 1 means Calgary is 'Much worse' than that city, 5 means Calgary is 'Much better' than that city, and 3 means Calgary is 'the same' as that city.

Despite drops from 2022, attitudes specific towards Calgary's art scene remain positive

Still, there is a lack of intensity in ratings that suggests some ambivalence in attitudes.

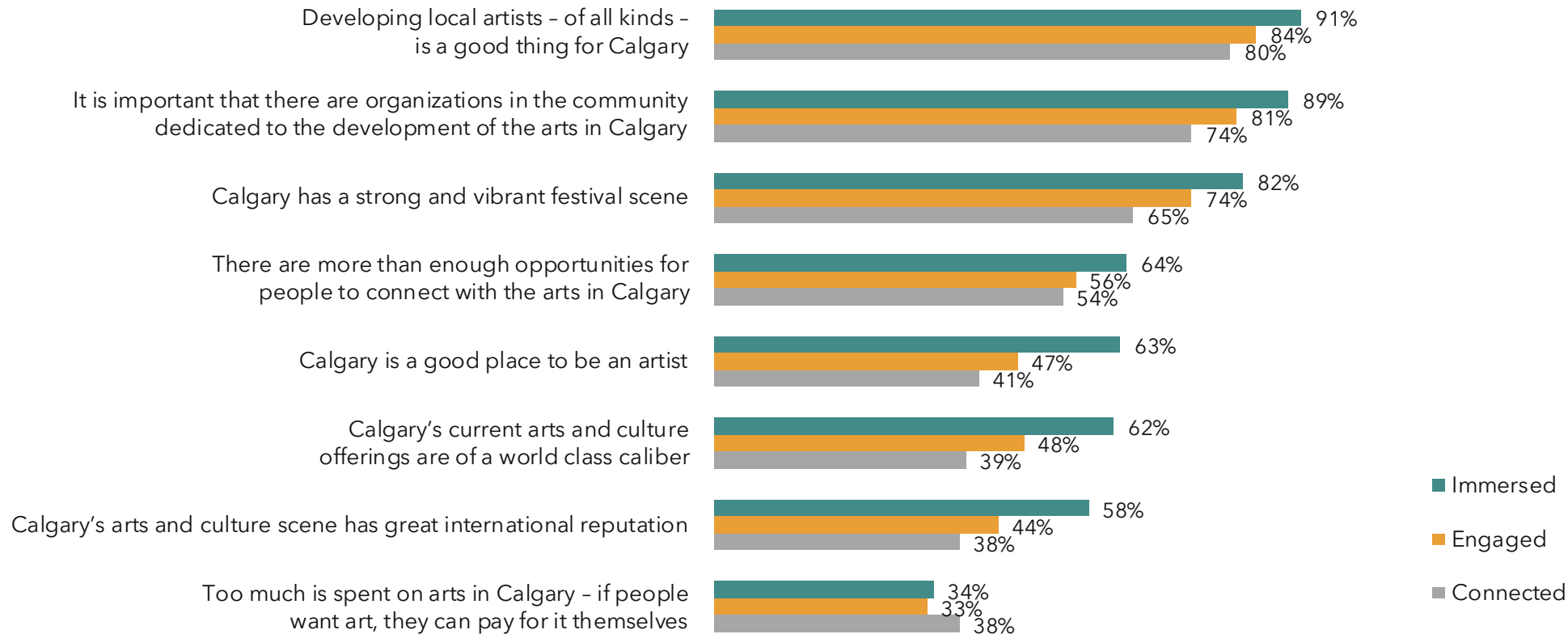


Base: All respondents (n=1000)

Q23. We have a few more statements for you to review - but these relate to the arts in Calgary specifically. Once again, please indicate the degree to which you agree or disagree with each one.

Immersed individuals have stronger views on arts & culture in Calgary, especially on being a good place to be an artist, being of world-class caliber, and having a great international reputation

**Attitudes Towards Arts & Culture in Calgary
- by Engagement Type (% Agree)**

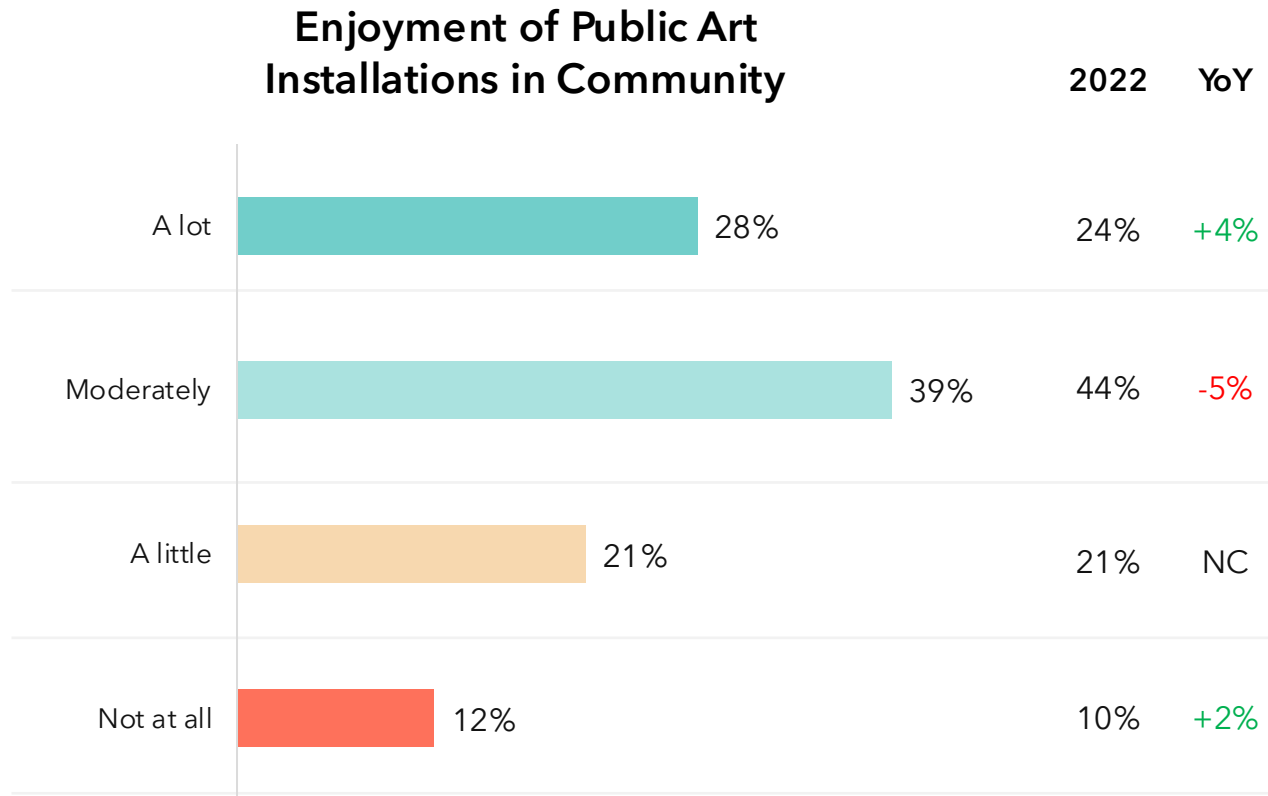


Base: Immersed (n=353), Engaged (n=308), Connected (n=229)

Q23. We have a few more statements for you to review - but these relate to the arts in Calgary specifically. Once again, please indicate the degree to which you agree or disagree with each one.

Most Calgarians enjoy public art installations, with more than one-in-four who enjoy them 'a lot'

The degree of enjoyment is slightly up from 2022.



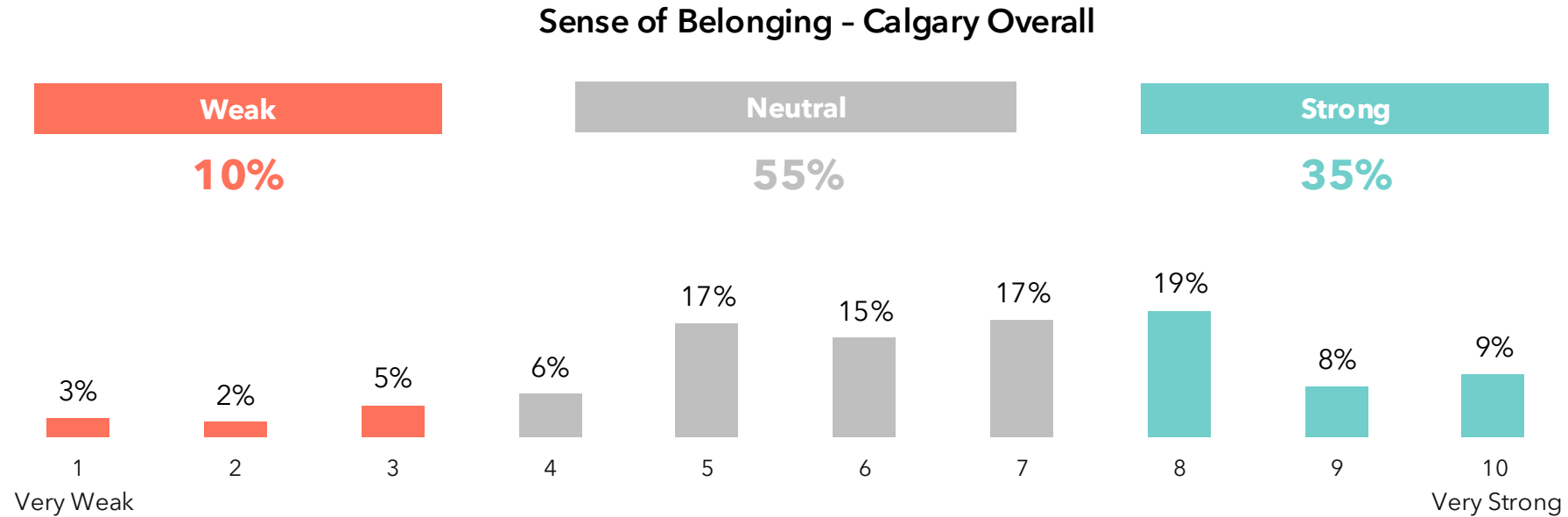
Base: All respondents (n=1000)
Q21. How much do you enjoy the public art installations in your community?

Arts and Belonging



One-in-three feel a strong sense of belonging in Calgary

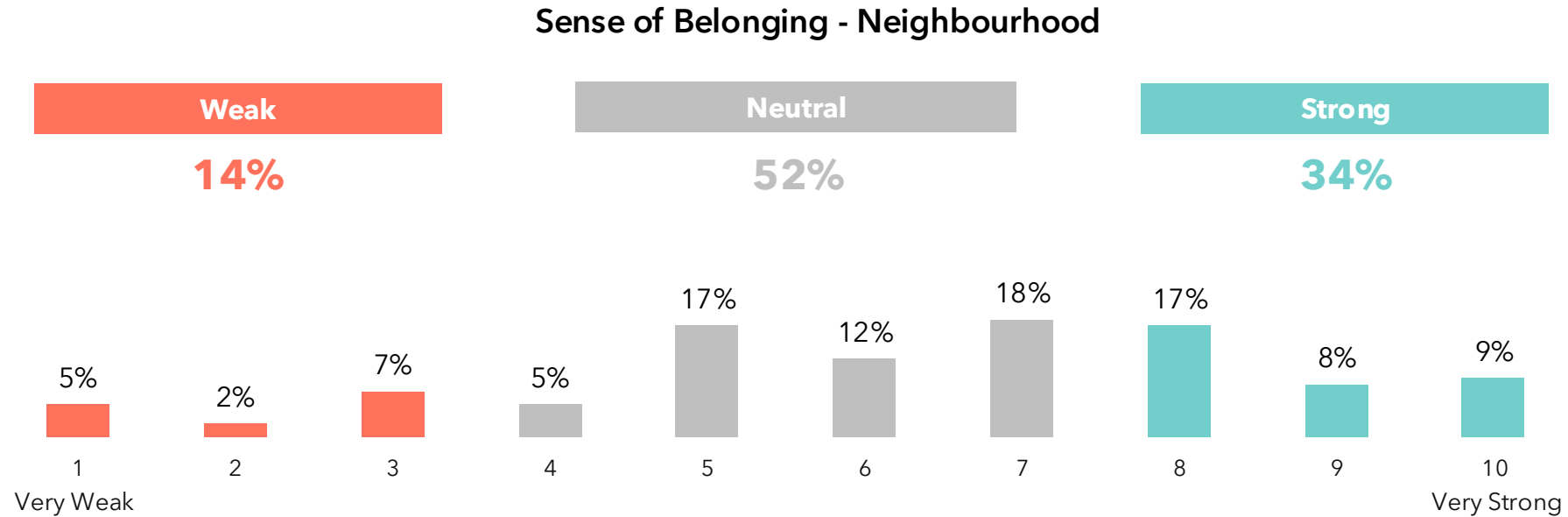
Across the city, NE Quadrant residents show an even higher sense of belonging (44%).



Base: All respondents (n=1000)

Q26. The idea of "belonging" is often about being part of a collective "we" and is a connection between an individual and their various communities. Taking everything into account, how would you rate your sense of belonging in Calgary overall?

A similar proportion of Calgarians feel a sense of belonging in their neighbourhood as they do in their city



Base: All respondents (n=1000)

Q26. The idea of “belonging” is often about being part of a collective “we” and is a connection between an individual and their various communities. Taking everything into account, how would you rate your sense of belonging in the neighbourhood where you live?

How does belonging differ?

Belonging is most impacted by arts engagement but also age, time in Calgary, and overall community involvement . Younger residents and those newer to Calgary are more likely to feel a stronger sense of belonging, overall and in their local neighbourhoods. What doesn't show any significant differences for belonging is among past voting patterns.

% Strong (top3box)	TOTAL (n=1000)	Arts Engagement				Age			Time in Calgary	
		Immersed (n=353)	Engaged (n=308)	Connected (n=229)	Disengaged (n=110)	18-34 (n=337)	35-54 (n=340)	55+ (n=323)	< 10 years (n=197)	10+ years (n=250)
Calgary Overall	35%	46% ↑	35%	27% ↓	20% ↓	44% ↑	34%	28% ↓	40%	34%
Neighbourhood you live in	34%	45% ↑	33%	26% ↓	20% ↓	39% ↑	33%	30%	39%	37%

% Strong (top3box)	TOTAL (n=1000)	Community Involvement			Income			Kids at Home	
		Engaged (n=786)	Somewhat (n=155)	Not engaged (n=59)	<\$75K (n=388)	\$75K-\$150K (n=333)	\$150K+ (n=175)	Yes (n=303)	No (n=697)
Calgary Overall	35%	37% ↑	30%	24%	32%	35%	49% ↑	42% ↑	33% ↓
Neighbourhood you live in	34%	37% ↑	28%	15% ↓	30%	35%	43% ↑	42% ↑	31% ↓

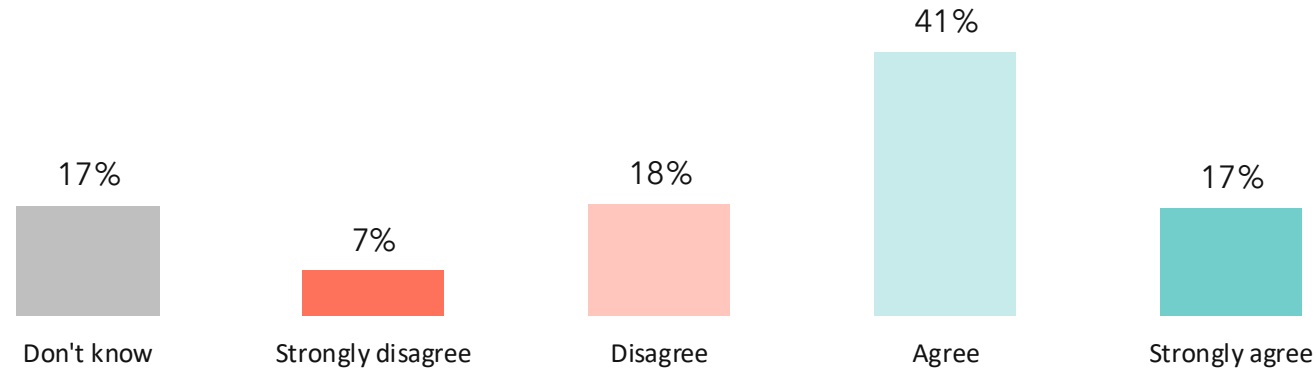
Base: All respondents (n=1000)

Q26. The idea of “belonging” is often about being part of a collective “we” and is a connection between an individual and their various communities. Taking everything into account, how would you rate your sense of belonging in the neighbourhood where you live?

But a strong majority (58%) believe that the arts can play a role in providing a sense of belonging

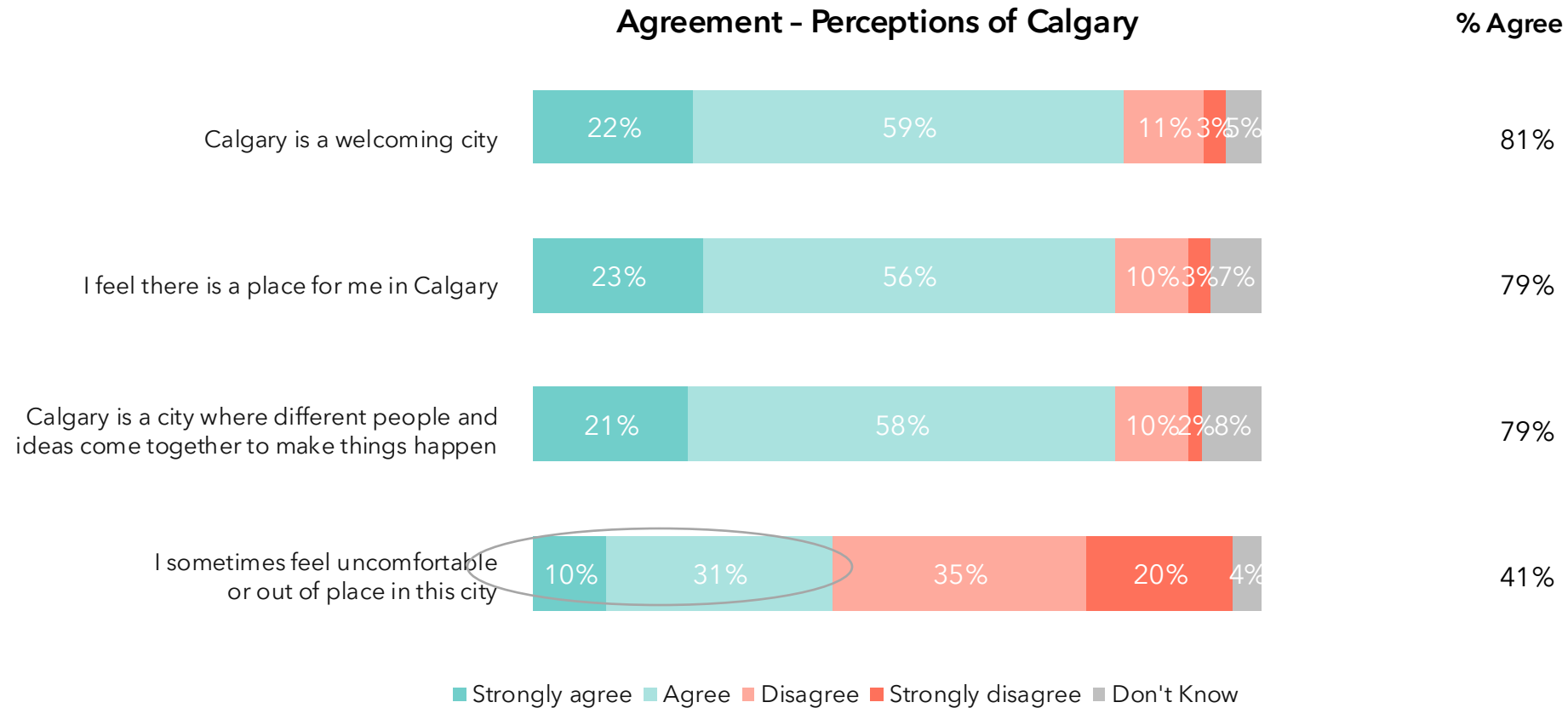
Agreement is stronger among 18–34-year-olds (76%), those in Calgary under 10 years (76%) and arts Immersed audiences (83%).

% Agree - Being involved in the arts gives me a sense of belonging



There is strong agreement that Calgary is welcoming, relevant, and vibrant

However, two-in-five admit to feeling uncomfortable at times and this group tends to be more arts-inclined and more diverse.



Who is more likely to be uncomfortable?

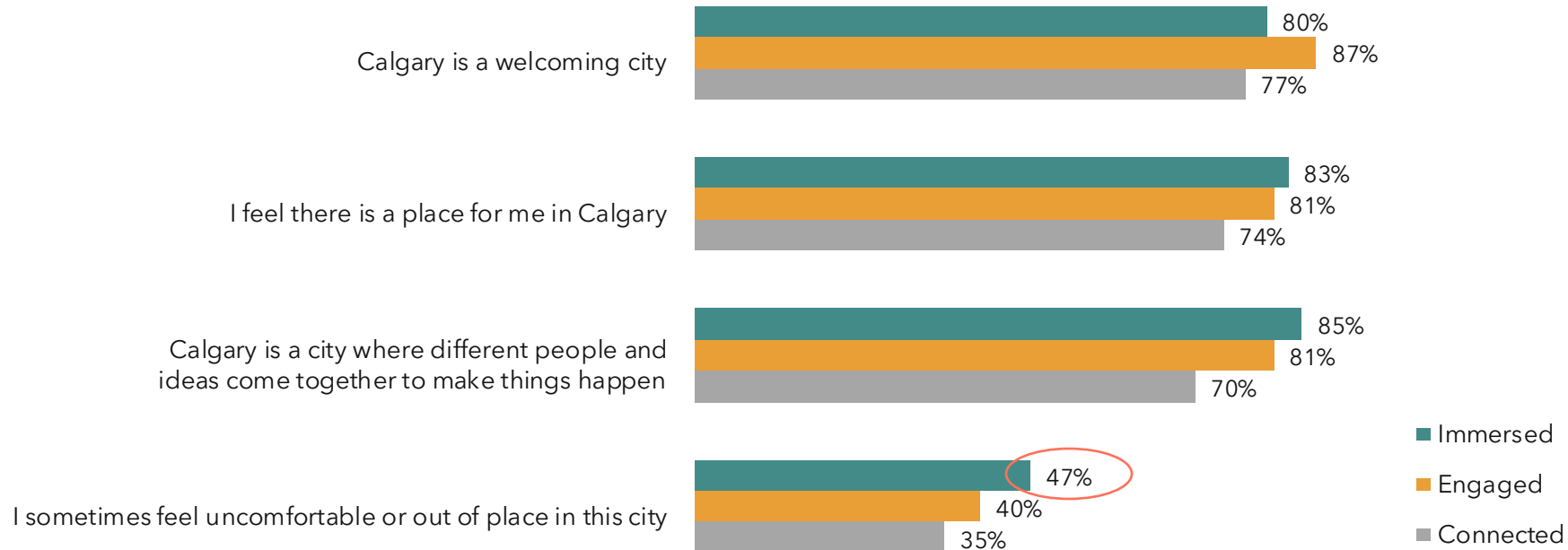
- Higher levels of diversity
- Arts Immersed
- Creation based (artists)

Base: All respondents (n=1000)
Q11/Q29. And here are a couple statements about Calgary as a whole. Please indicate your level of agreement with each one.

Engaged individuals have the strongest sense of Calgary being welcoming

And despite strong ratings among the Immersed audience for feeling like there is a place for them and that Calgary is a city where things happen, this group also feels some discomfort in the city.

**Attitudes Towards Calgary
- by Engagement Type (% Agree)**



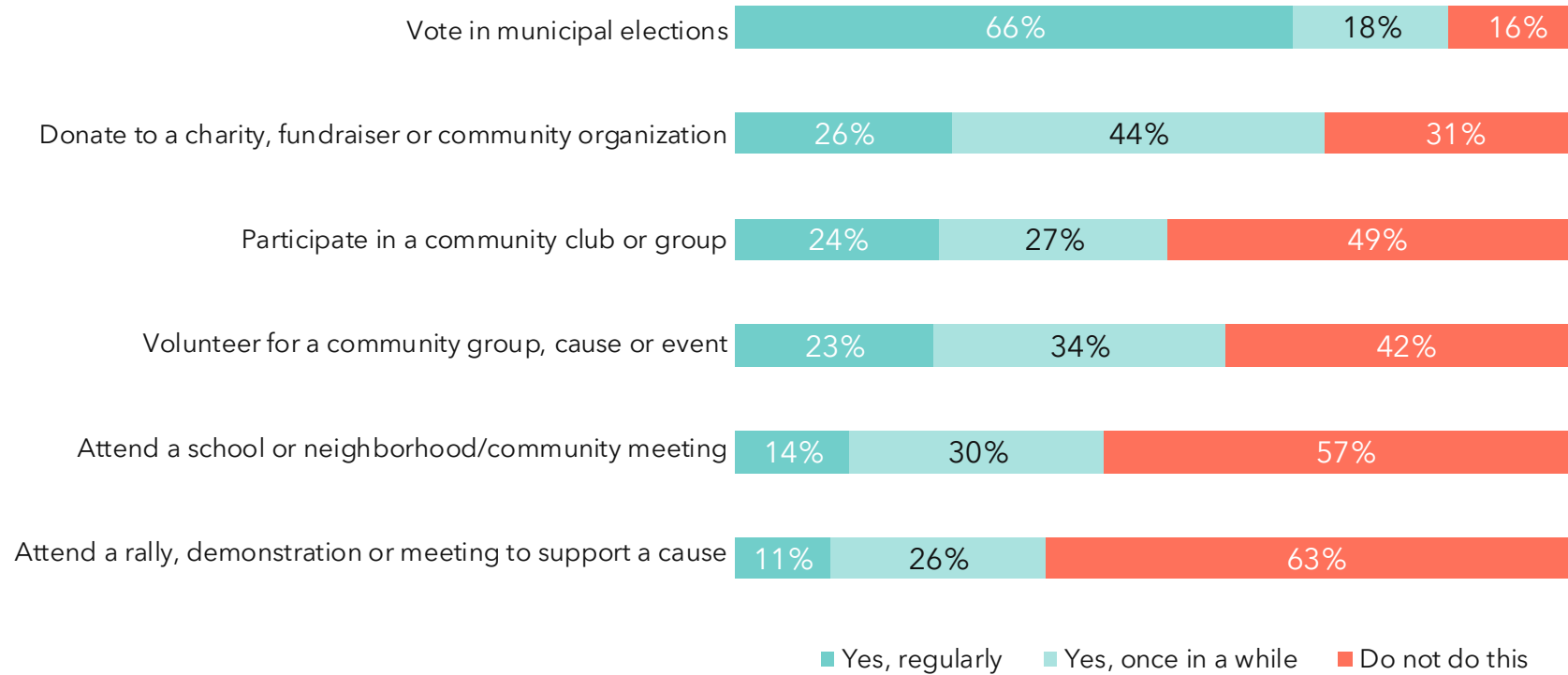
Base: Immersed (n=353), Engaged (n=308), Connected (n=229)

Q29. And here are a couple statements about Calgary as a whole. Please indicate your level of agreement with each one.

Understanding other forms of community engagement:

Two-in-three Calgarians vote regularly. More than half also engage in community in other ways, but on a much less regular frequency

Community Engagement



Those who are more likely to engage in these activities:

- Seek out opportunities to connect with arts & culture
- Higher % of arts Immersed
- Stronger sense of belonging

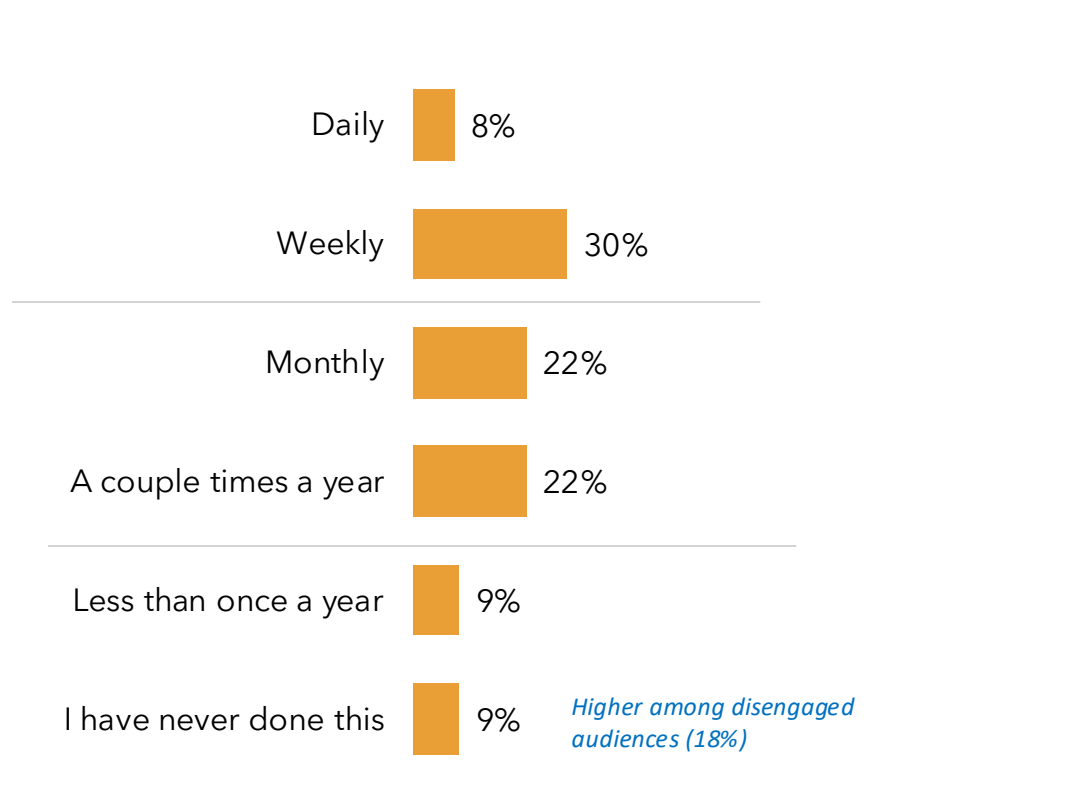
Base: All respondents (n=1000)

Q24. There are many ways that community engagement is expressed and how people interact with their community. Please indicate if you do any of the following.

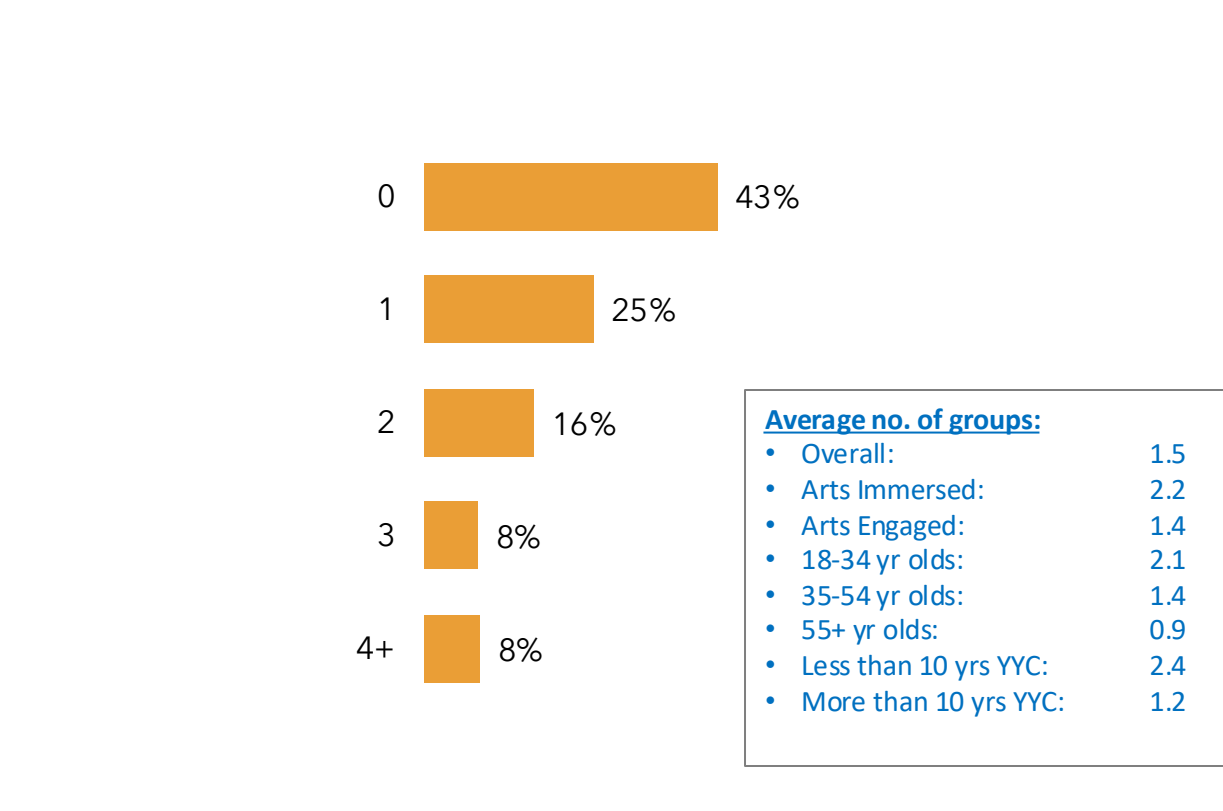
More than one-in-three interact at least weekly with their neighbours; community groups are also an indicator of belonging

Those who have higher rates of community engagement and a stronger overall sense of belonging tend to interact with their neighbours more regularly which suggests a clear link between involvement and belonging. Similarly, they are also involved in more clubs and groups.

Interaction with Immediate Neighbours



Number of Community Groups/Clubs



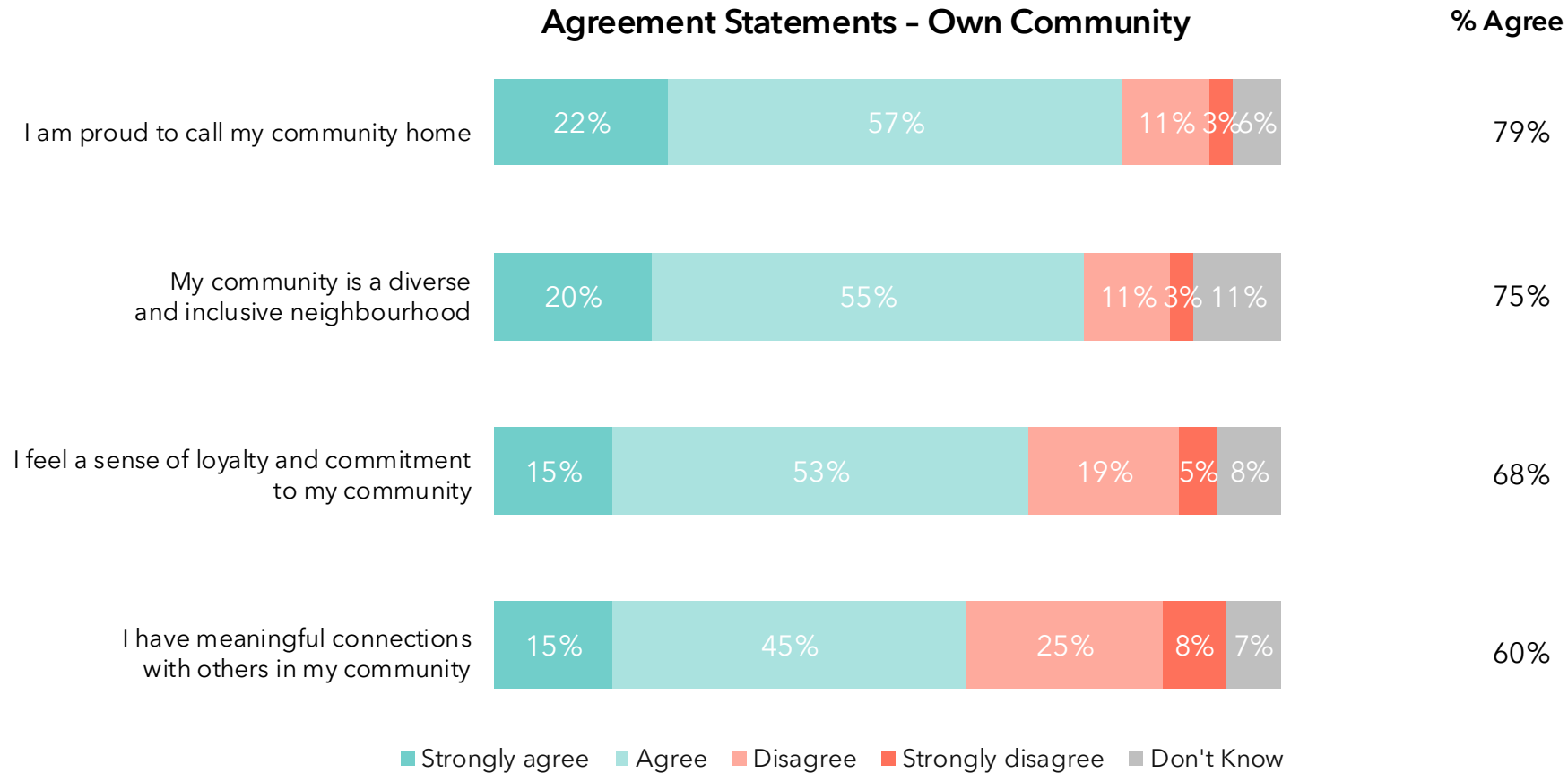
Base: All respondents (n=1000)

Q27. How often do you talk to or visit with your immediate neighbours? By immediate neighbours, we mean the 10 to 20 households that live closest to you.

Q25. How many formal or informal groups or clubs do you belong to in your community that meet at least monthly?

Over three-quarters of Calgarians are proud of their immediate communities, and find them diverse and inclusive

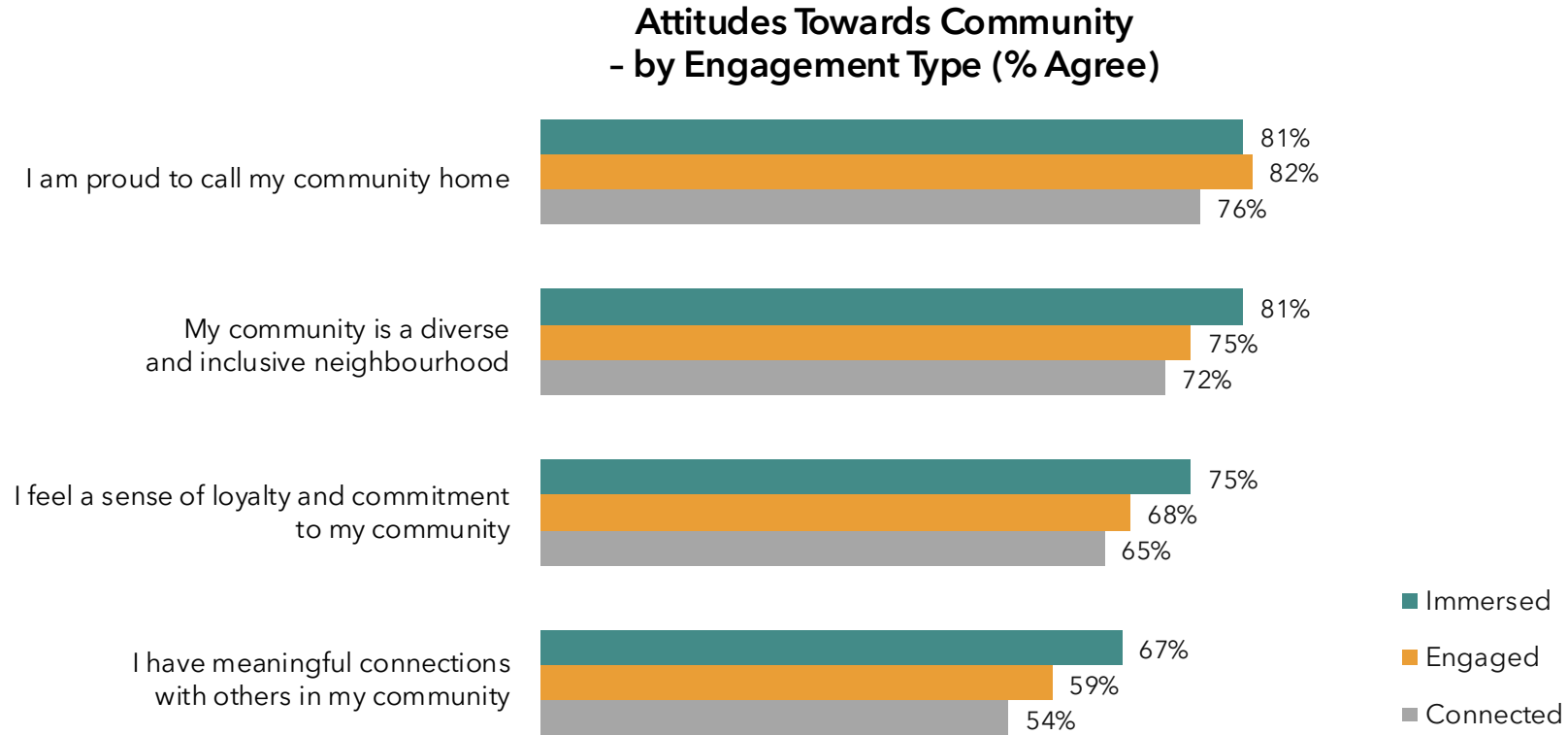
However, the intensity of these feelings are not strong and could be improved upon. SE Quadrant residents have even the strongest agreement on being proud to call their community home (86% agree).



Base: All respondents (n =1000)

Q28. Thinking about the community you live in, please tell us if you agree or disagree with each statement.

Immersed individuals have higher agreement on most community attitudes except on being proud to call their community home

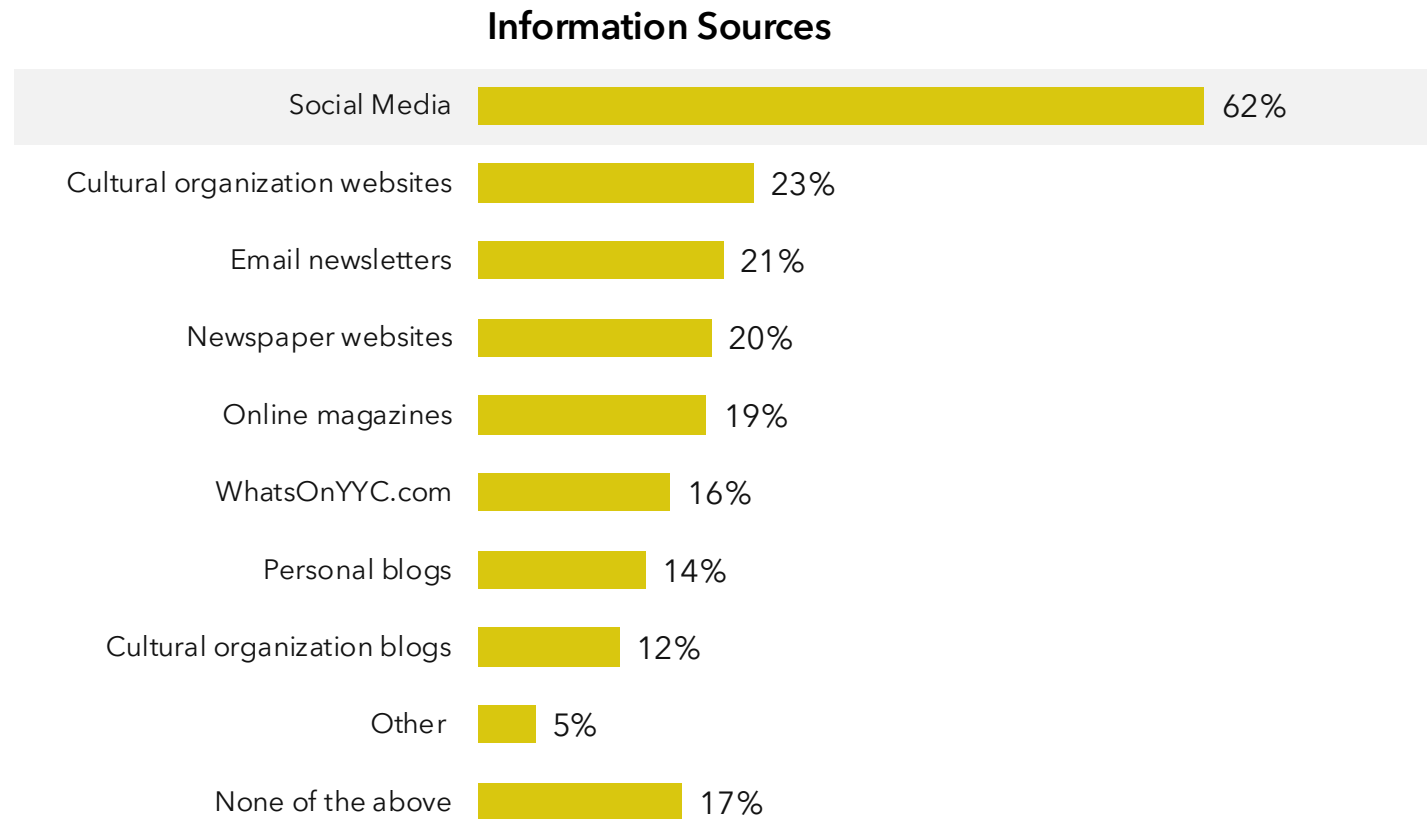


Base: Immersed (n=353), Engaged (n=308), Connected (n=229)

Q28. Thinking about the community you live in, please tell us if you agree or disagree with each statement.

Social media is the main source of information used to learn about the arts

However, social sources are curated by design and sometimes reaching newer or less connected audiences to the arts using this approach can be limiting. Around one-in-five seek out information from sources such as newspapers, magazines and websites.

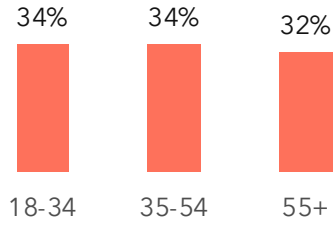


A person wearing a dark jacket and a backpack stands on a large rock in the foreground, looking across a river. In the middle ground, a modern bridge spans the river. The background features a city skyline with several high-rise buildings under a cloudy sky. The water reflects the buildings and the bridge. The overall scene is a mix of urban and natural elements.

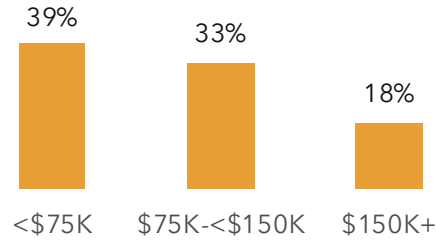
Respondent Profile

Respondent Profile (1/2)

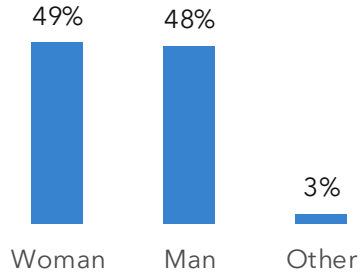
Age



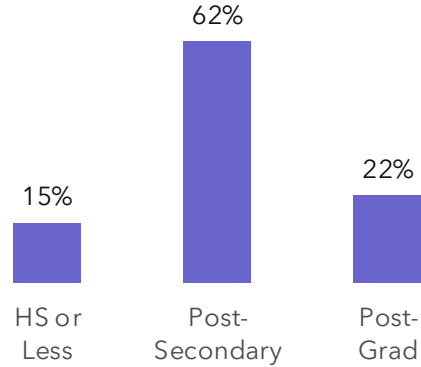
Income



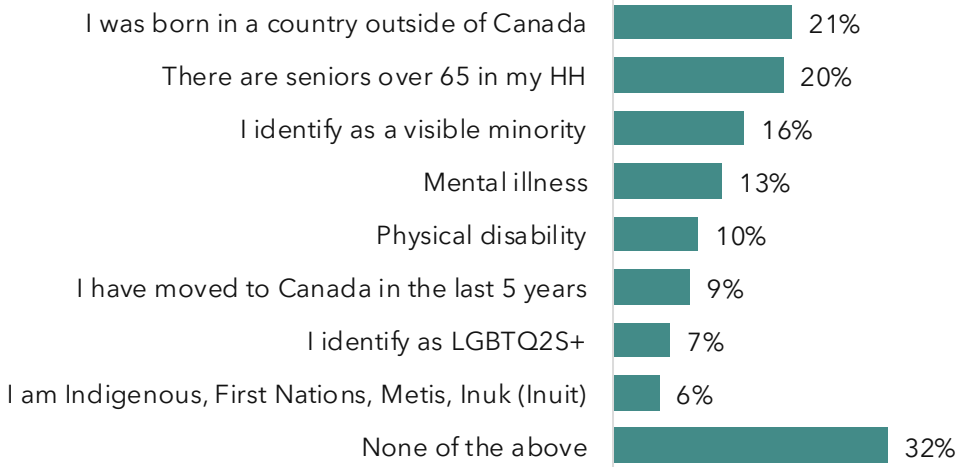
Gender



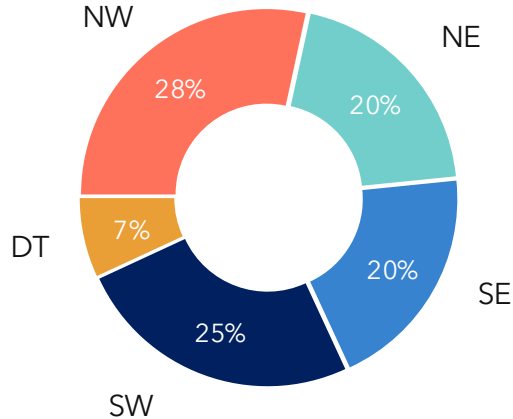
Education



Diversity

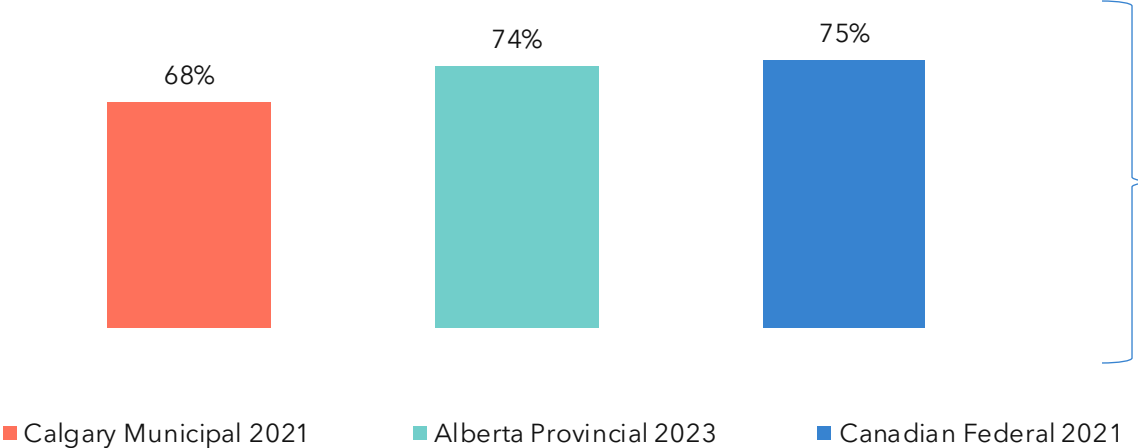


Location in Calgary



Respondent Profile (2/2)

% Yes Voted in Previous Elections



80% Voted in at least one previous election since 2021.

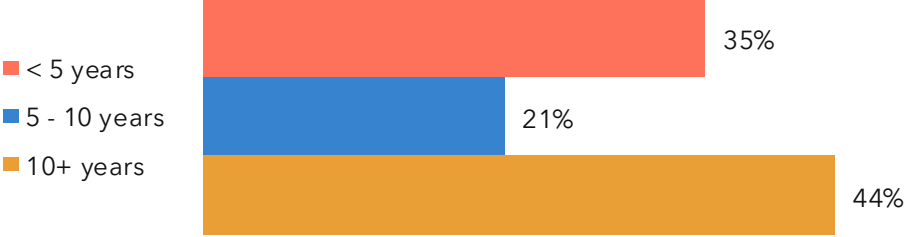
(note: voter rates are higher among survey respondents than election turnout rates, which suggests respondents are a more engaged audience than in the gen pop).

73% Have spent more than 10 years in Calgary

30% Have kids in the home

24% Are living with an impairment

Tenure lived in Neighbourhood



Appendix



Engagement via Reading

NET MONTHLY OR MORE OFTEN	TOTAL (n=1000)	GENDER		AGE			REGION					CHILDREN IN THE HOME	
		Man (n=482)	Woman (n=493)	18-34 (n=337)	35-54 (n=340)	55+ (n=323)	NW (n=284)	NE (n=200)	SE (n=197)	SW (n=250)	DT (n=69)	YES (n=303)	NO (n=697)
Read a newspaper / news online	73%	80% ↑	66% ↓	72%	72%	75%	76%	69%	68%	74%	81%	77%	71%
Read a book or eBook- fiction, non-fiction, biography, educational etc.	59%	55% ↓	62%	63%	64%	50% ↓	58%	60%	56%	57%	74% ↑	67% ↑	56% ↓
Read a magazine online	39%	43% ↑	35% ↓	47% ↑	39%	30% ↓	39%	43%	31% ↓	39%	46%	51% ↑	33% ↓
Purchased / read a newspaper	32%	39% ↑	25% ↓	37% ↑	26% ↓	32%	33%	37%	28%	25% ↓	39%	36%	30%
Viewed artists' websites	31%	34%	27% ↓	50% ↑	30%	11% ↓	27%	41% ↑	25%	28%	39%	46% ↑	24% ↓
Viewed websites about art history or other examples of art	31%	32%	28%	45% ↑	30%	15% ↓	27%	37% ↑	27%	29%	42%	45% ↑	24% ↓
Purchased / read a magazine	29%	33% ↑	25% ↓	38% ↑	25%	24% ↓	31%	35%	23%	25%	35%	40% ↑	25% ↓
Read a book about art history, photography, creating / making art, etc.	26%	30% ↑	23% ↓	40% ↑	27%	11% ↓	23%	35% ↑	18% ↓	28%	35%	42% ↑	20% ↓
Visited art gallery websites	20%	22%	18%	38% ↑	18%	4% ↓	16% ↓	29% ↑	14% ↓	20%	29%	34% ↑	14% ↓

Q4. How frequently, if at all, have you been doing any of the following activities during the past year?

Engagement via Observing/Listening

NET MONTHLY OR MORE OFTEN	TOTAL (n=1000)	GENDER		AGE			REGION					CHILDREN IN THE HOME	
		Man (n=482)	Woman (n=493)	18-34 (n=337)	35-54 (n=340)	55+ (n=323)	NW (n=284)	NE (n=200)	SE (n=197)	SW (n=250)	DT (n=69)	YES (n=303)	NO (n=697)
Streamed shows or movies (Netflix, Amazon Prime, Disney+ etc.)	85%	84%	85%	91% ↑	91% ↑	71% ↓	83%	85%	88%	84%	84%	92% ↑	81% ↓
Listened to the radio	84%	82%	84%	77% ↓	86%	86%	81%	85%	85%	82%	83%	88% ↑	81% ↓
Listened to music on a media device	78%	78%	77%	85% ↑	81%	67% ↓	76%	79%	76%	78%	84%	85% ↑	74% ↓
Used a music streaming or downloading service (Spotify, Apple Music, etc.)	71%	68% ↓	74%	92% ↑	77% ↑	43% ↓	68%	74%	69%	74%	74%	85% ↑	65% ↓
Watched news on TV	71%	72%	71%	64% ↓	66%	82% ↑	70%	74%	70%	72%	62%	71%	70%
Watched original produced programming on cable TV	61%	63%	59%	59%	61%	62%	59%	66%	61%	58%	59%	63%	59%
Listened to or downloaded a podcast	54%	56%	51%	65% ↑	57%	38% ↓	49%	58%	51%	54%	71% ↑	66% ↑	49% ↓
Watched reality programs on cable TV	45%	41% ↓	50% ↑	53% ↑	48%	34% ↓	43%	53% ↑	46%	41%	43%	56% ↑	41% ↓
Rented or purchased movies / TV series online	30%	34% ↑	27% ↓	47% ↑	31%	11% ↓	26%	37% ↑	28%	29%	39%	47% ↑	23% ↓
Purchased music (CD, Vinyl, etc.) from a store, online retailer, or from an artist directly	21%	26% ↑	15% ↓	34% ↑	20%	7% ↓	18%	29% ↑	17%	19%	25%	32% ↑	16% ↓

Q5. Over the past year how often have you done any of the following activities?

Engagement via Attendance

NET ONCE OR TWICE A YEAR OR MORE OFTEN	TOTAL (n=1000)	GENDER		AGE			REGION					CHILDREN IN THE HOME	
		Man (n=482)	Woman (n=493)	18-34 (n=337)	35-54 (n=340)	55+ (n=323)	NW (n=284)	NE (n=200)	SE (n=197)	SW (n=250)	DT (n=69)	YES (n=303)	NO (n=697)
Movie at a theatre	68%	66%	69%	81% ↑	73% ↑	49% ↓	68%	66%	68%	69%	68%	80% ↑	63% ↓
Live music concert / performance	56%	53%	57%	68% ↑	59%	39% ↓	59%	52%	50%	57%	64%	70% ↑	49% ↓
Museum or heritage site	52%	54%	50%	64% ↑	56%	36% ↓	50%	49%	46%	58% ↑	64%	65% ↑	47% ↓
Local community festival (Lilac Festival, Marda Gras, etc.)	43%	44%	41%	53% ↑	49% ↑	27% ↓	44%	39%	35% ↓	47%	61% ↑	52% ↑	39% ↓
Live theatre	41%	40%	41%	49% ↑	40%	33% ↓	40%	39%	37%	44%	49%	47% ↑	38% ↓
Open air / free / public art installation	41%	41%	39%	54% ↑	44%	23% ↓	39%	43%	31% ↓	42%	65% ↑	51% ↑	36% ↓
Live musical theatre	38%	38%	38%	50% ↑	37%	28% ↓	40%	40%	31% ↓	37%	52% ↑	50% ↑	33% ↓
Art gallery	38%	41%	35% ↓	52% ↑	40%	22% ↓	34%	41%	31% ↓	42%	59% ↑	50% ↑	33% ↓
Local music festival (Calgary Folk festival, Reggae fest, etc.)	37%	38%	36%	53% ↑	39%	20% ↓	39%	38%	30% ↓	36%	57% ↑	50% ↑	32% ↓
Local culture-based festival (Fiesta Filipino, Calgary Turkish Festival, etc.)	37%	38%	34%	51% ↑	40%	18% ↓	37%	43%	25% ↓	39%	41%	51% ↑	30% ↓
Art show, outside a gallery setting (school, community centre, etc.)	36%	37%	35%	49% ↑	41%	18% ↓	33%	42%	31%	38%	42%	52% ↑	29% ↓
Local arts-based festival (Beakerhead, WordFest, film festival, etc.)	32%	32%	31%	51% ↑	32%	13% ↓	32%	35%	27%	32%	42%	44% ↑	27% ↓
Dance performance (jazz, ballet, etc.)	30%	31%	29%	45% ↑	32%	13% ↓	29%	38% ↑	24% ↓	28%	43% ↑	45% ↑	24% ↓
Public speaking event/debate	30%	34% ↑	25% ↓	44% ↑	30%	15% ↓	29%	36%	25%	26%	42% ↑	39% ↑	26% ↓
Literary event (poetry, novelist, etc.)	22%	25% ↑	18% ↓	38% ↑	18%	9% ↓	23%	26%	16% ↓	20%	28%	31% ↑	18% ↓
Opera	18%	21% ↑	14% ↓	31% ↑	16%	6% ↓	20%	24% ↑	11% ↓	16%	20%	29% ↑	13% ↓

Q6. Over the past year, about how many times would you say you have engaged in any of the following activities?

Engagement via Creation

PARTICIPATED IN THE PAST YEAR	TOTAL (n=1000)	GENDER		AGE			REGION					CHILDREN IN THE HOME	
		Man (n=482)	Woman (n=493)	18-34 (n=337)	35-54 (n=340)	55+ (n=323)	NW (n=284)	NE (n=200)	SE (n=197)	SW (n=250)	DT (n=69)	YES (n=303)	NO (n=697)
Photography or photo editing	31%	30%	32%	37% ↑	33%	22% ↓	35%	35%	19% ↓	28%	45% ↑	31%	31%
Did something musical	30%	24% ↓	35% ↑	36% ↑	31%	22% ↓	29%	26%	30%	30%	39%	33%	28%
Crafting (quilting, pottery, woodwork, ceramics, knitting, metalwork, etc.)	28%	16% ↓	40% ↑	31%	29%	24%	29%	25%	30%	27%	36%	28%	28%
Creative writing, journaling, writing poetry, or scrapbooking	22%	16% ↓	27% ↑	30% ↑	22%	13% ↓	20%	24%	23%	20%	28%	25%	21%
Dancing	19%	14% ↓	25% ↑	27% ↑	21%	10% ↓	21%	22%	16%	18%	20%	25% ↑	17% ↓
Created any type of visual art	16%	12% ↓	20% ↑	25% ↑	14%	10% ↓	13%	19%	18%	15%	22%	17%	16%
Computer design	15%	16%	14%	24% ↑	17%	4% ↓	14%	18%	14%	15%	14%	21% ↑	12% ↓
Filmmaking or videomaking	15%	12%	16%	29% ↑	13%	2% ↓	14%	16%	13%	15%	20%	18%	13%
Produced any type of written material - fiction, non-fiction, poetry, etc.	14%	15%	11% ↓	18% ↑	13%	9% ↓	10%	15%	12%	16%	17%	13%	14%
Took an art class - visual arts like painting, sculpture, drawing, etc.	13%	13%	14%	23% ↑	13%	4% ↓	14%	12%	13%	14%	16%	20% ↑	10% ↓
Designing or fashion	13%	7% ↓	17% ↑	23% ↑	12%	2% ↓	12%	18% ↑	11%	8% ↓	20%	18% ↑	10% ↓
Took a music class of any kind	10%	12%	9%	17% ↑	10%	3% ↓	15% ↑	10%	8%	9%	6%	14% ↑	9% ↓
Performed music for an audience	10%	11%	9%	18% ↑	9%	3% ↓	12%	13%	10%	6%	9%	14% ↑	8% ↓
Took an acting, dance, or any type of performance class	9%	7%	10%	17% ↑	6%	3% ↓	7%	15% ↑	8%	8%	6%	13% ↑	7% ↓
Took a writing, poetry or writing composition course	8%	9%	7%	17% ↑	6%	1% ↓	9%	10%	6%	7%	7%	12% ↑	6% ↓
Composed music	7%	10% ↑	5% ↓	11% ↑	8%	2% ↓	5%	9%	8%	7%	10%	11% ↑	6% ↓
Performed as an actor, singer, dancer before an audience	7%	7%	6%	10% ↑	8%	2% ↓	7%	9%	6%	7%	6%	11% ↑	5% ↓
Digitally produced, mixed or composed any type of music	7%	9% ↑	4% ↓	12% ↑	6%	2% ↓	4%	10%	5%	7%	12%	9%	6%
Other creative activity	2%	2%	2%	1%	2%	3%	1%	1%	2%	3%	3%	0% ↓	3% ↑

Q7. Participation in the arts takes on many forms. For many it includes actually playing music, writing or creating art on their own. Please indicate if you have done any of the following activities in the past year.

↑ Significantly higher
↓ Significantly lower

Understanding people.

It's what we do.

**Stone —
Olafson**

Questions or Comments?

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