



Bringing the City Alive: A Survey of Arts in the GTA

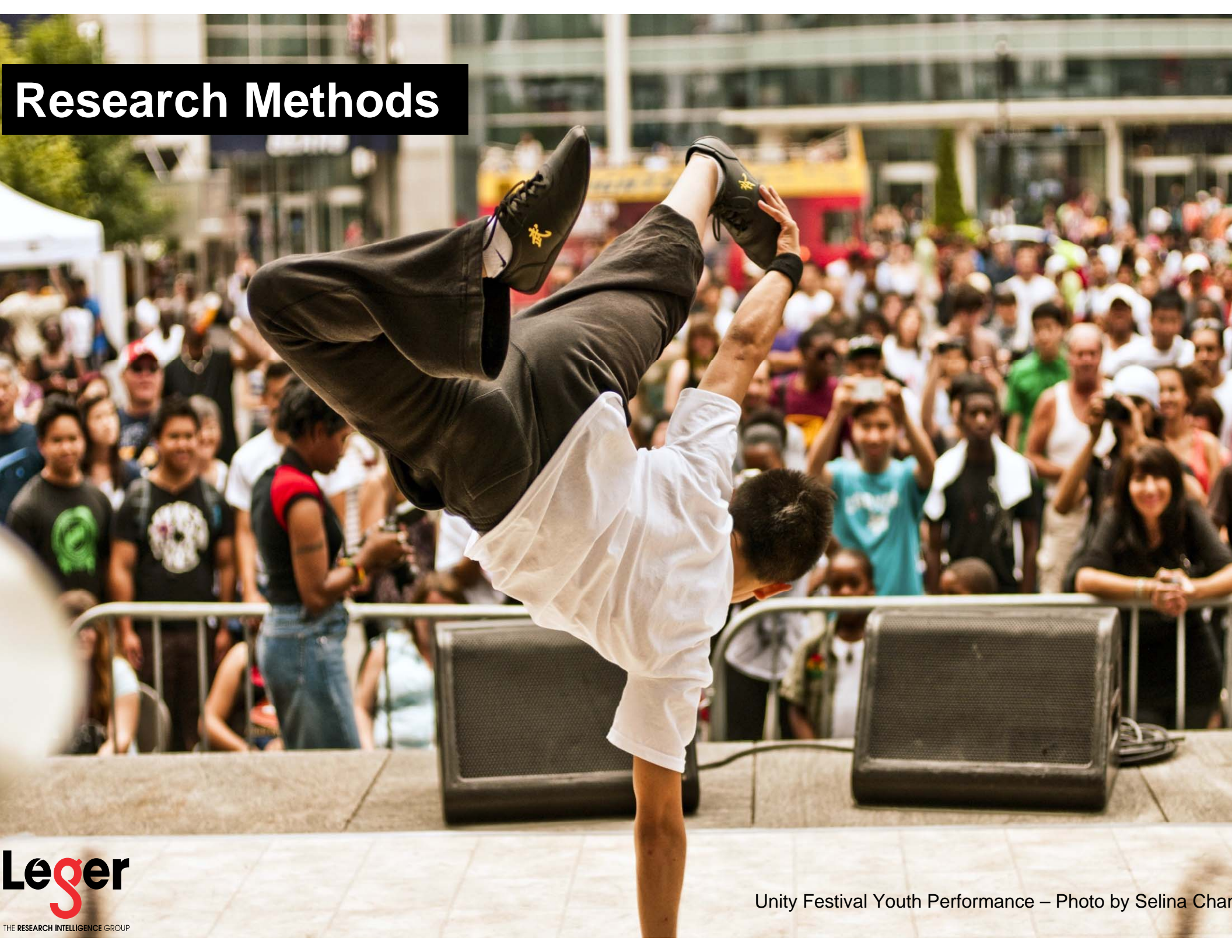
Art of the Danforth – photo by Kara Dillon

Erin Deviney
Senior Consultant, Communications & Public Affairs
edeviney@leger360.com
416.964.4117

Dave Scholz
Chief Marketing Officer
dscholz@leger360.com
416.964.4104



Research Methods





RESEARCH METHODS

4

In January of 2014, we spoke to GTA Residents about the arts which was defined as:

“The arts include a wide range of creative expression including: music, dance, theatre, film, visual arts, writing and crafts. In addition there are emerging art forms including: graphic arts, digital arts, rap, hip hop, and other urban dance forms.”

INSTRUMENT

A survey of 501 GTA residents over the age of 18 was completed online in January 2014 using Leger’s online panel, [LegerWeb](#).

A probability sample of the same size would yield a margin of error of +/- 5%, 19 times out of 20.

ONLINE PANEL

Leger’s online panel has approximately 460,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.



SURVEY AREAS



- Sections of the report differentiate between the GTA (Greater Toronto Area) and the City of Toronto.
- Greater Toronto Area is defined as the central City of Toronto and the four regional municipalities that surround it: Durham, Halton, Peel, and York.
- Metropolitan Toronto is the amalgamation of six municipalities –City of Toronto, Etobicoke, North York, Scarborough, York and East York. The amalgamated areas are commonly referred to as the City of Toronto.



RESEARCH BACKGROUND

In January 2013, a research study was undertaken by Leger on behalf of the Toronto Arts Foundation. 798 Ontario residents who either 'live in, work in or visit Toronto' were surveyed on their views of the arts in Toronto.

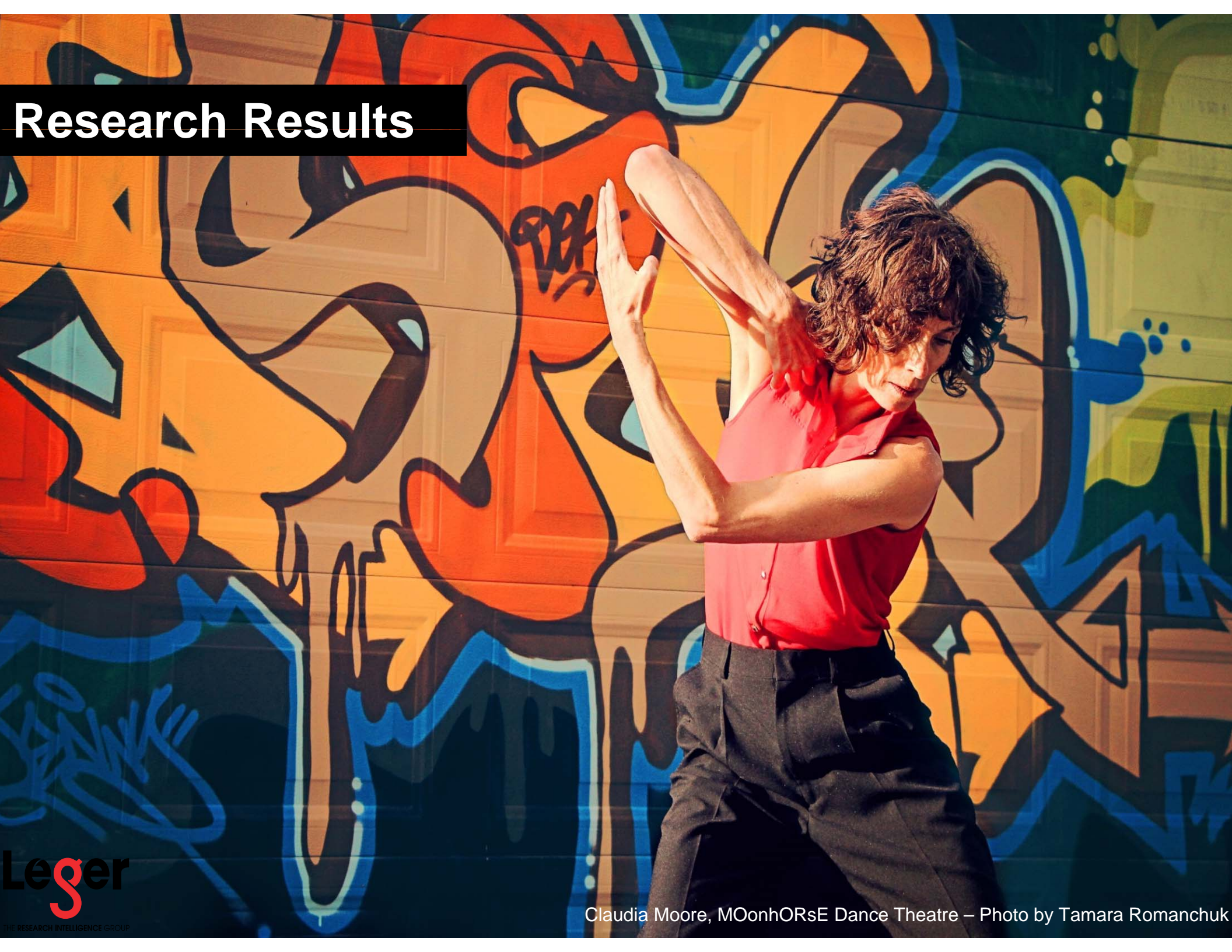
The results revealed how central the arts are to life in Toronto.

- 63% of GTA residents surveyed said that the city's arts and cultural activities are important in their decision to live in the GTA.
- 65% of those surveyed agree that the city's arts and cultural activities help companies attract and retain good employees.
- 65% of those surveyed showed support for the Toronto City Council Executive Committee's motion (January 10 2013) calling for a significant increase in direct arts investment.

NOTE: Results from this research can be seen in the appendix of this report.

The January 2013 research results gave a high level overview of how valued the arts are, not only by those who live in Toronto but also by those who access it. This year's, *Bringing the City Alive*, research study strives to look at the impact of the arts on the lives of GTA residents at an even deeper level by examining the impact of the arts on the city, the lives of individuals, the connection with culture and heritage and other metrics. The results, broken out in detail in this report, further support the attitudes shown by survey respondents in January 2013 –that the arts play a key role in Toronto's identity as a city and are important to its residents.

Research Results



The Report Touches on 4 Key Areas

8



Doris McCarthy Gallery - Photo by Toni Hafkenscheid

1.

- Arts Engagement

2.

- Arts Impact

3.

- Arts Connection

4.

- Arts Funding

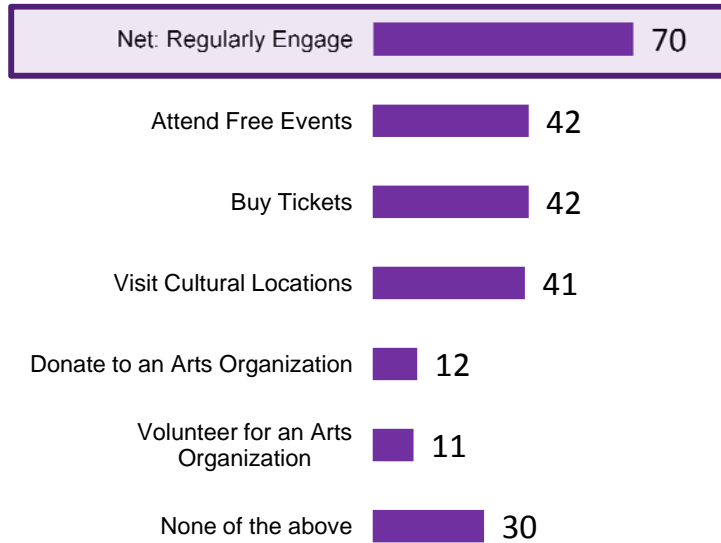
Arts Engagement



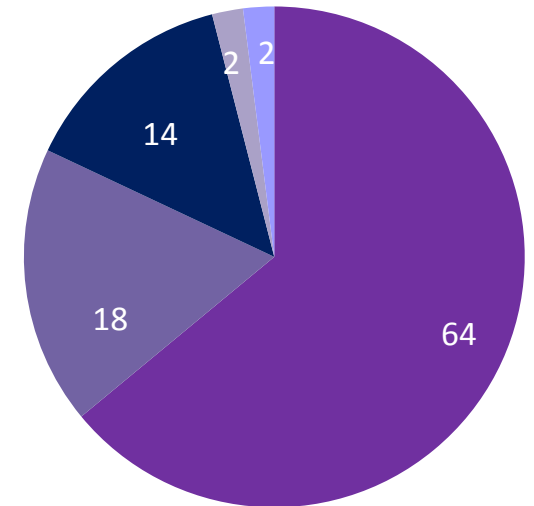


70% of GTA residents regularly attend, volunteer, or donate to the arts

% Saying I regularly....



**Where are you most likely to attend?
% Saying**



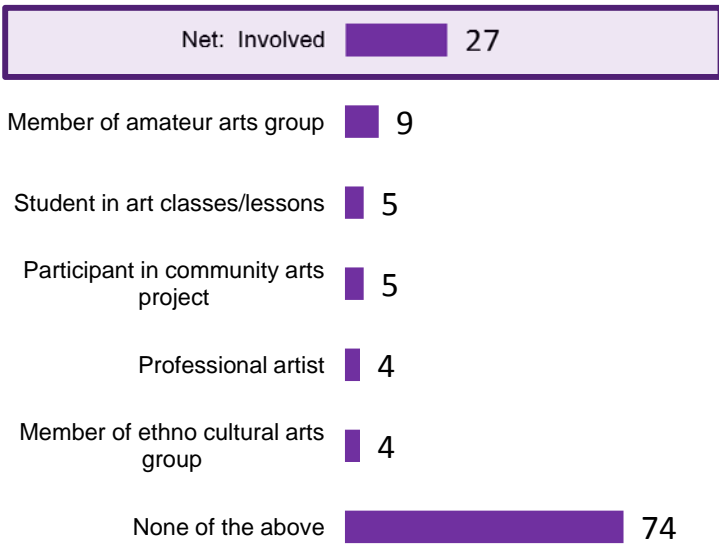
- Downtown
- In my own neighbourhood
- Other neighbourhoods in Toronto
- Ontario outside of Toronto
- Outside of Canada

70% of GTA residents regularly engage in the arts whether through attendance, volunteerism or donation. Among those who attend the arts, downtown is still the primary draw for GTA residents – 64% cite downtown as the place they are most likely to attend. That said, local neighbourhoods still have appeal – with 32% stating a preference for neighbourhood-based events.



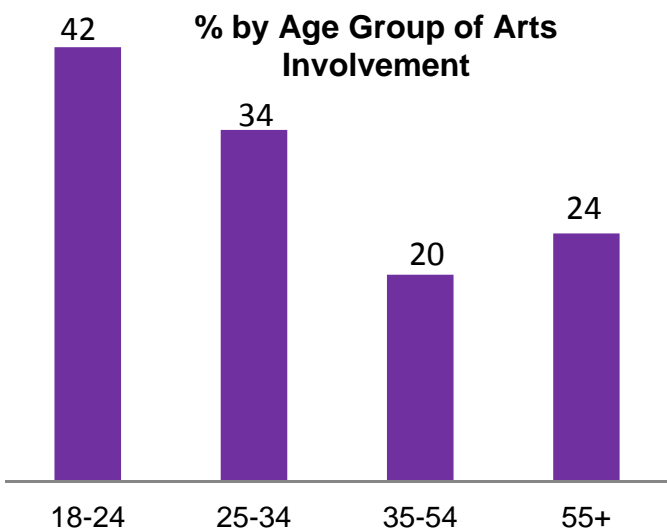
One in four GTA residents engage in creative activities.

Current Involvement in the Arts (%)



Although 70% of GTA residents regularly engage in the arts whether through attendance, volunteerism or donation, 27% of those surveyed take their involvement to an even deeper level. Top choices for creative endeavours were membership in an amateur arts group, taking art classes or participating in a community arts project.

Survey participants under 34 are more likely to be involved in the arts than those over 35.



The Arts Improve Our City & Our Lives





A majority of GTA residents agree that the arts make our city a better place.

A majority of GTA residents agree that the arts bring important benefits to the city. The perceived benefits of the arts are varied ranging from tourism, to showcasing Toronto as a great place to live and others.

City of Toronto residents are significantly more likely to agree with this statement than residents of neighbouring regional municipalities (79% vs. 70%).



Photo by Josef Timar



Top 5 benefits of the arts stated by those who agree

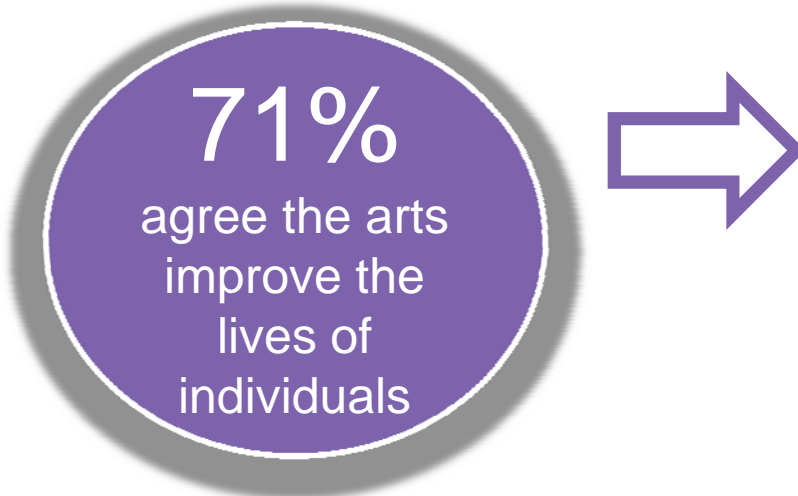




A majority of GTA residents agree that the arts improve the lives of individuals.



Top 5 Benefits of the arts stated by those who agree



Arts maintain cultural traditions
79%

Provide entertainment and enjoyment
74%

Strengthen the connection with others
68%

Help build skills
58%

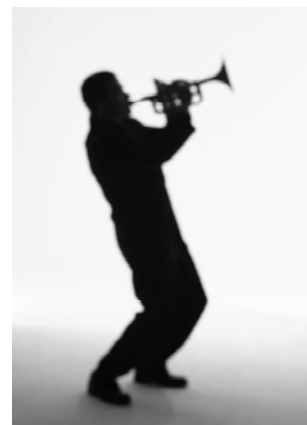
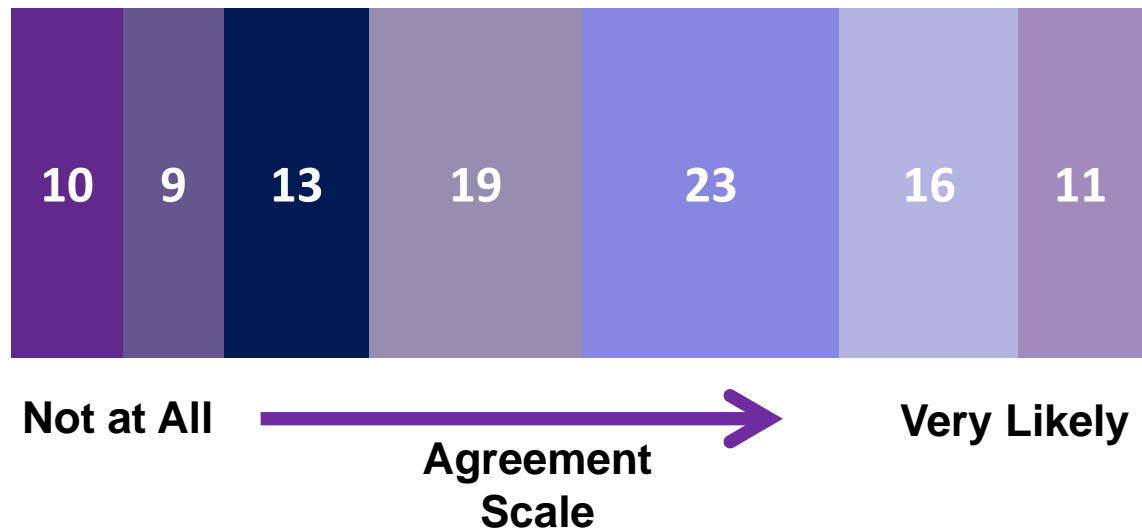
Help build self-esteem & confidence
54%

Base size: 353



One-half of GTA residents see the arts as an activity of choice for out of town guests.

Likelihood of Taking an Out of Town Visitor to an Arts Activity (%)



Top 5 Picks for Out of Towner Activities

- Museums (70%)
 - Festivals (69%)
 - Galleries (62%)
 - Concerts (61%)
 - Theatre (52%)
- Base size: 246

One-half of GTA residents show a likelihood to take out of town visitors to an arts activity. Even among people who do not regularly attend the arts, 21% state a likelihood to take out of town guests to an arts activity.

Residents of the City of Toronto are significantly more likely than residents of the neighbouring regional municipalities to take out of town visitors to the arts (54% vs. 44%)

Among those who regularly attend the arts, 61% show a likelihood of taking out of town guests to an arts activity.



83% of GTA residents said that they face barriers to attending or participating in the arts.

Top Barriers to Arts Attendance

Cost 56%

I'm too busy 35%

Too far from where I live 27%

I don't know what's going on 20%

The venue is not accessible to those with physical challenges 6%

I don't feel welcome 5%

Only 17% of GTA residents said that there were no barriers to their arts attendance and participation. Residents over the age of 55 were most likely to see no barriers (29%) which is not surprising given that cost and lack of time are the primary barriers.

GTA residents without children are significantly less likely to see barriers to attending the arts (78% vs. 91%).

Encouragingly, the arts appear to be inclusive with only 5% of respondents saying that they 'don't feel welcome'. The feeling of being unwelcome, is significantly higher among those under 34 versus those over 35.



Red Dress Productions
Photo Rafaela Dominici

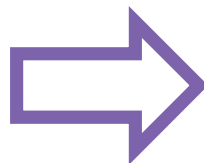
Engaging with Culture and Heritage





44% of GTA residents take a strong interest in the arts and cultural traditions of their heritage.

44% take a strong interest in the arts and cultural traditions of their heritage

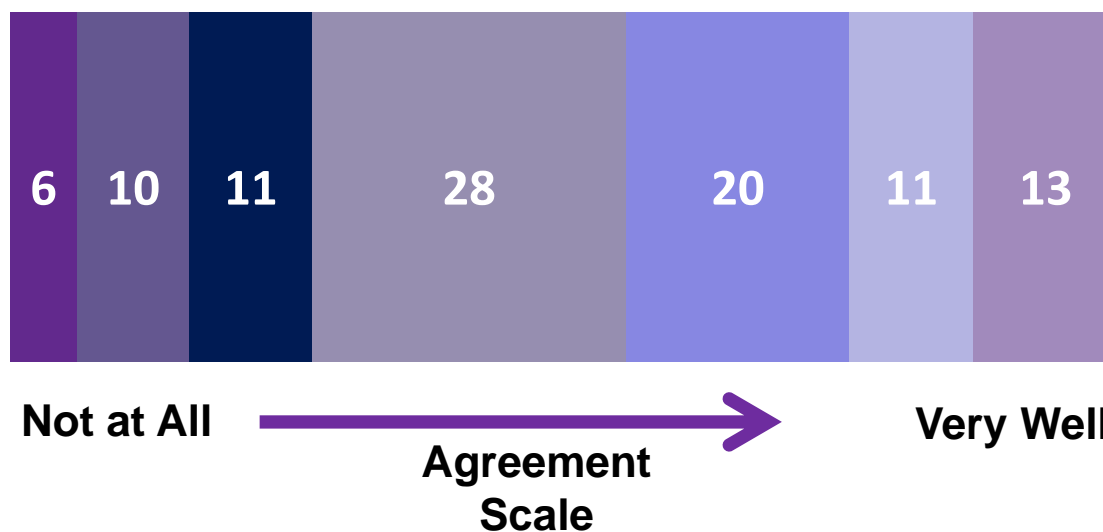


Just under one-half of GTA residents take a strong interest in the arts and cultural traditions of their heritage.

Those with children are significantly more likely to say that this statement fits them very well (scoring a 6 or 7 out of 7) versus those without children (32% vs. 20%).

City of Toronto residents take a greater interest in the arts connected to their heritage compared to residents in the neighbouring regional municipalities (51% vs. 37%).

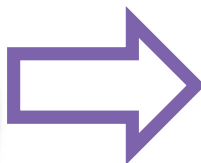
I Take a Strong Interest in the Arts & Cultural Traditions of My Heritage(%)





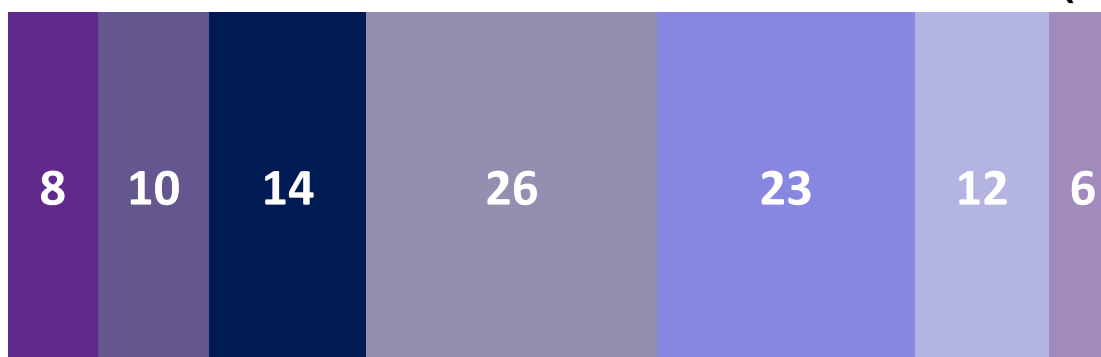
42% of GTA residents seek out diverse cultural experiences.

42% seek out a broad range of activities including those from cultural traditions that they are not familiar with



Toronto is a city renowned for its multiculturalism. Just under one-half of GTA residents seek to experience new cultures through arts activities.

I seek out a broad range of activities including those from cultural traditions that I'm not familiar with (%)



Not at All



Agreement
Scale

Very Well

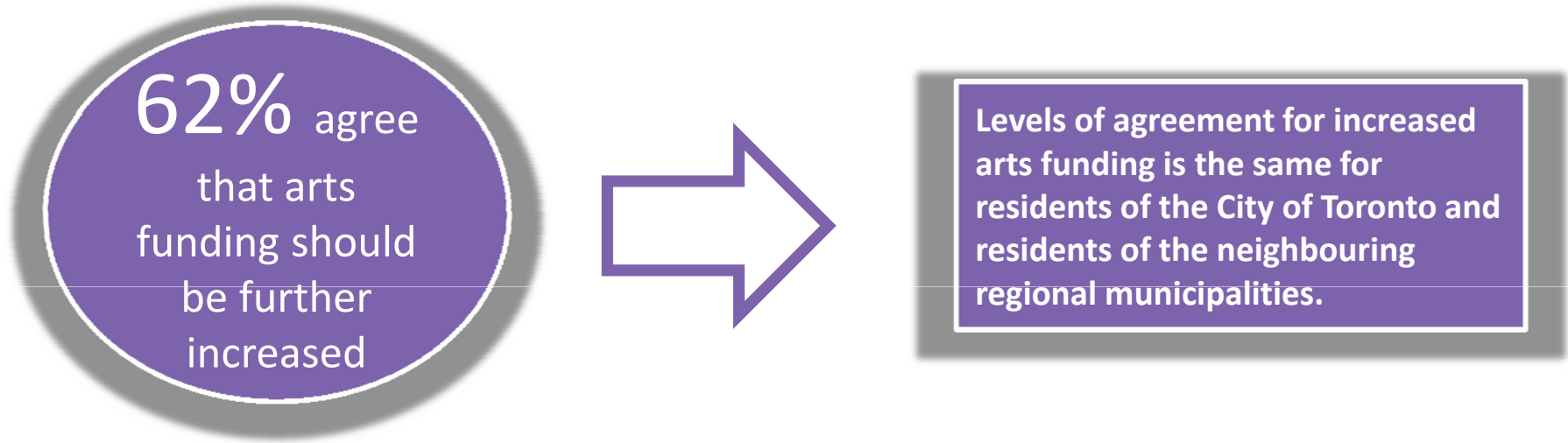
Funding the Arts



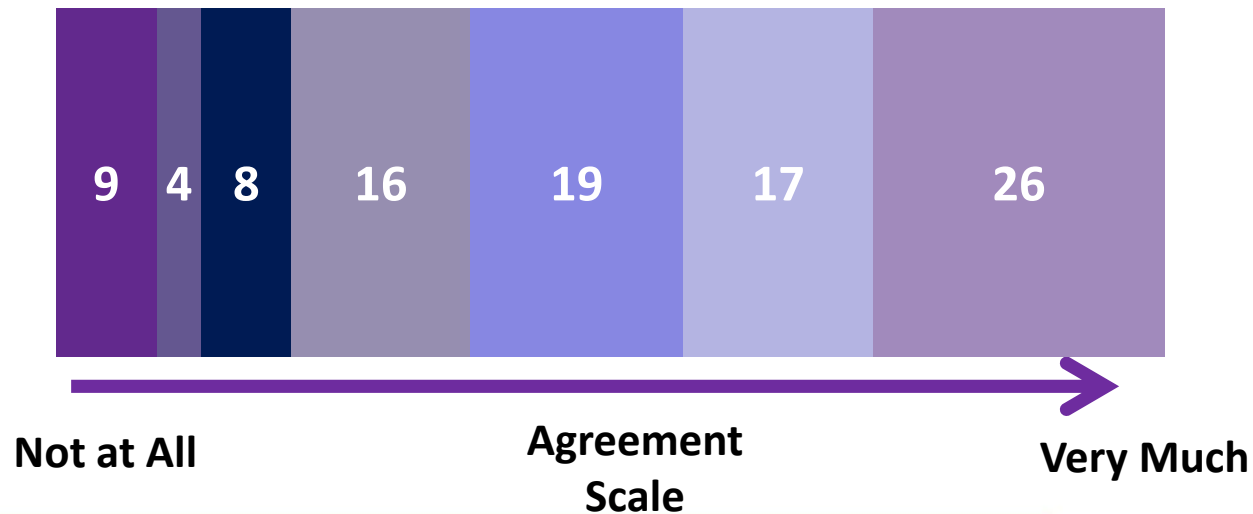
Toronto Fringe Festival 2011 – photo by Jona Stuart



A majority of Toronto residents agree that funding for the arts should be increased.



Funding for the arts should be further increased (%)





RESEARCH HIGHLIGHTS

22

In both the 2013 and 2014 studies conducted on behalf of the Toronto Arts Foundation, a common thread is the support for, and appreciation of, the arts in Toronto.

2014 results reveal that GTA residents, both City of Toronto residents and neighbouring regional municipalities, are highly engaged in, and are strong supporters of the arts:

- GTA residents feel that the arts bring benefits to the community (74%) and improves the quality of life of individuals (71%);
- A majority of GTA residents engage with, connect with and show support for the arts (70%) and a quarter engage at a deeper level with the arts via groups, community projects etc (27%);
- Roughly 40% of GTA residents see the arts as a mechanism to engage in their own heritage (44%) and as a way to explore cultures that they are unfamiliar with (42%);
- Lastly, 62% of City of Toronto residents agree that funding for the arts in Toronto should be further increased.

Appendix: 2013 Research Results



Art of Time Ensemble, Sergeant Pepper Show - Craig Northey, John Mann, Steven Page, and Any Maize – Photo by John Lauener



RESEARCH METHODS (January 2013)

24

INSTRUMENT

- A survey of 798 Ontarians who live, work in or visit Toronto was completed online between January 15 and January 17, 2013 using Leger's online panel, **LegerWeb**.
- A probability sample of the same size would yield a margin of error of +/- 3.5%, 19 times out of 20.

ONLINE PANEL

- Leger's online panel has approximately 400,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.
- Panel members are randomly selected to receive email invitations to the individual surveys.
- We ensure the protection of privacy via the usage of unique URLs and respondent IDs in combination with survey IDs.

QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.



IMPACT OF ART AND CULTURE ON PEOPLE LIVE IN, WORK IN OR VISIT TORONTO

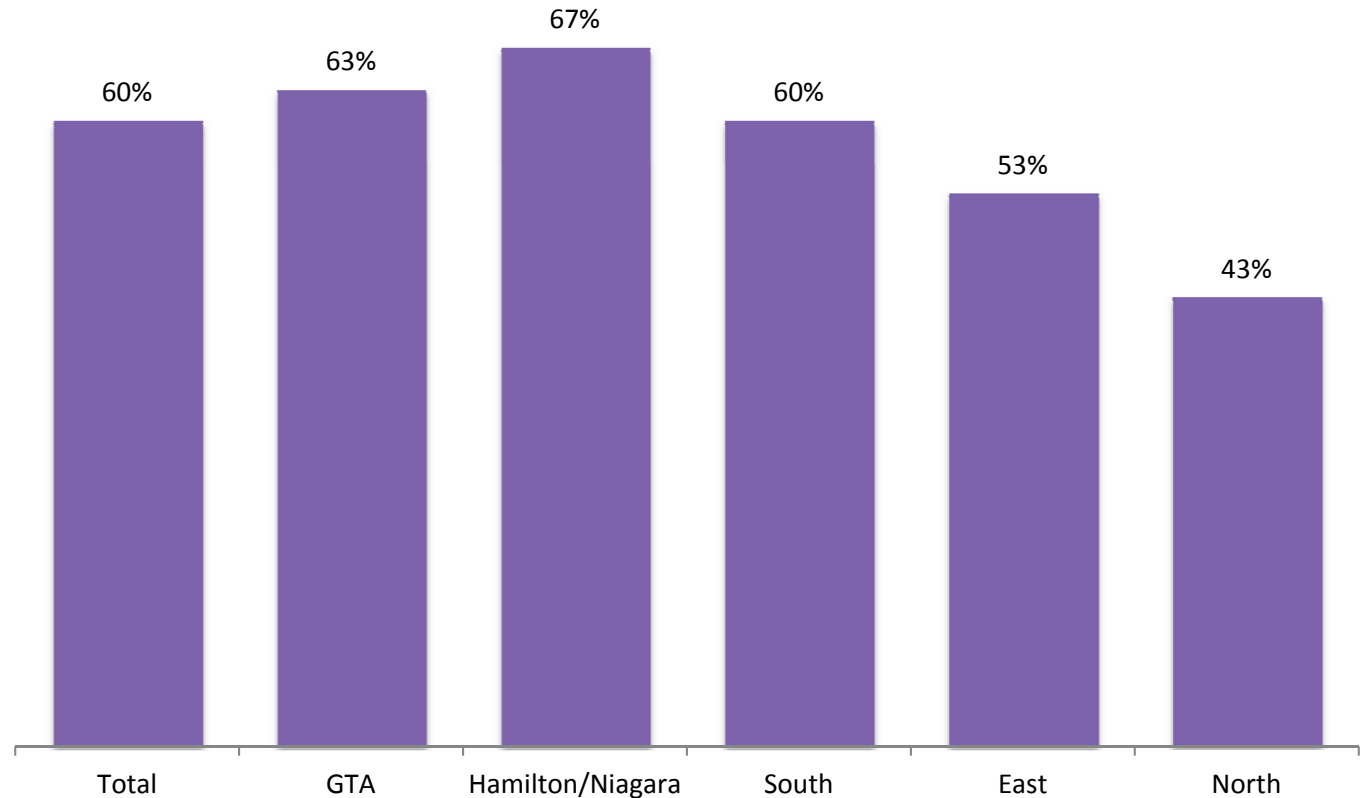
60% of Ontarians surveyed live, work, or visit Toronto because of its arts and culture

Six in ten Ontarians who live, work in, or visit Toronto say that the city’s arts and cultural activities are important in their decision to do so. Respondents who live in Northern or Eastern Ontario are more likely to disagree (50% vs. 33% of the GTA, Hamilton/Niagara, and Southern Ontario). Sixty-nine percent of those who live in Toronto agree, as do 78% of people who own a condo in the city.

How strongly do you agree or disagree: “Toronto’s arts and cultural activities are important in my decision to live, work in or visit Toronto”?



Opera Atelier , Vasil Garvanliev and Peggy Dye - Photo by Bruce Zinger





IMPACT OF ARTS AND CULTURE ON BUSINESS

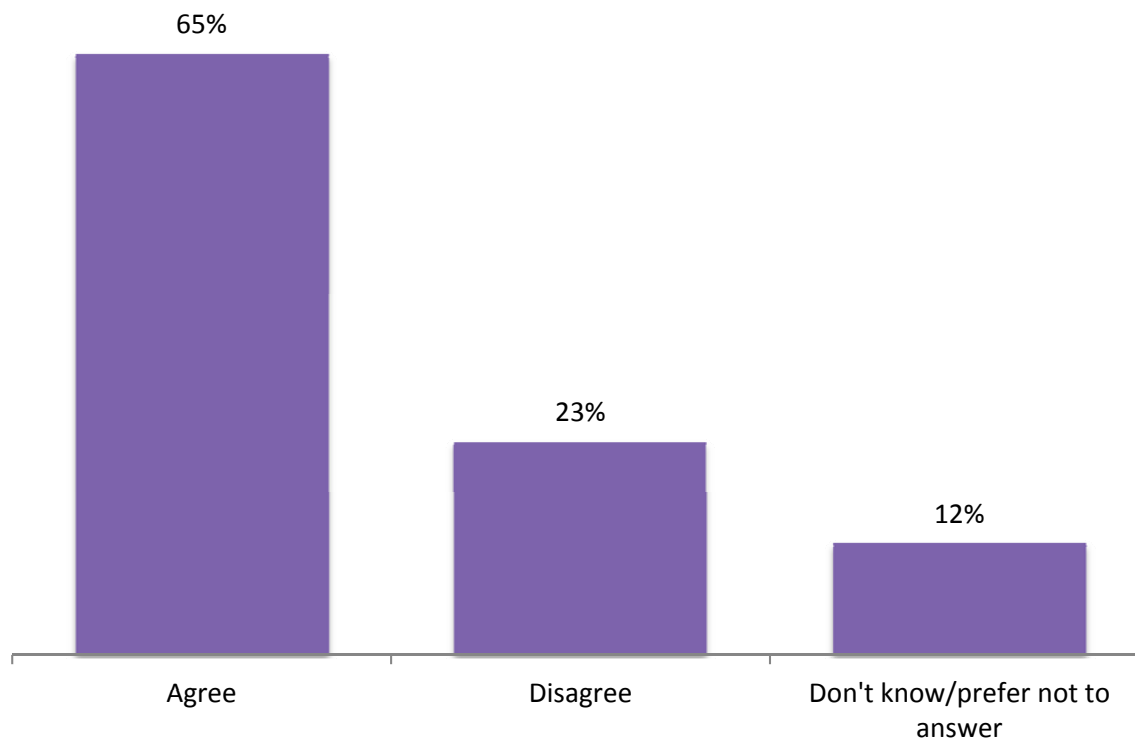
65% of Ontarians who have experience working or doing business in Toronto think that the city's arts and culture help attract and retain good employees

Among those with experience working or doing business in Toronto, 65% agree that the city's arts and cultural activities help companies attract and retain good employees. Men are more likely to disagree than women (28% vs. 19%).

How strongly do you agree or disagree: "Based on my experience working or doing business in Toronto, Toronto's arts and cultural activities help companies/organizations attract and retain good employees in the city"?



"Theremin Pendulum" by Gordon Monahan
Doris McCarthy Gallery - Photo by Toni Hafkenscheid





ARTS INVESTMENT MOTION

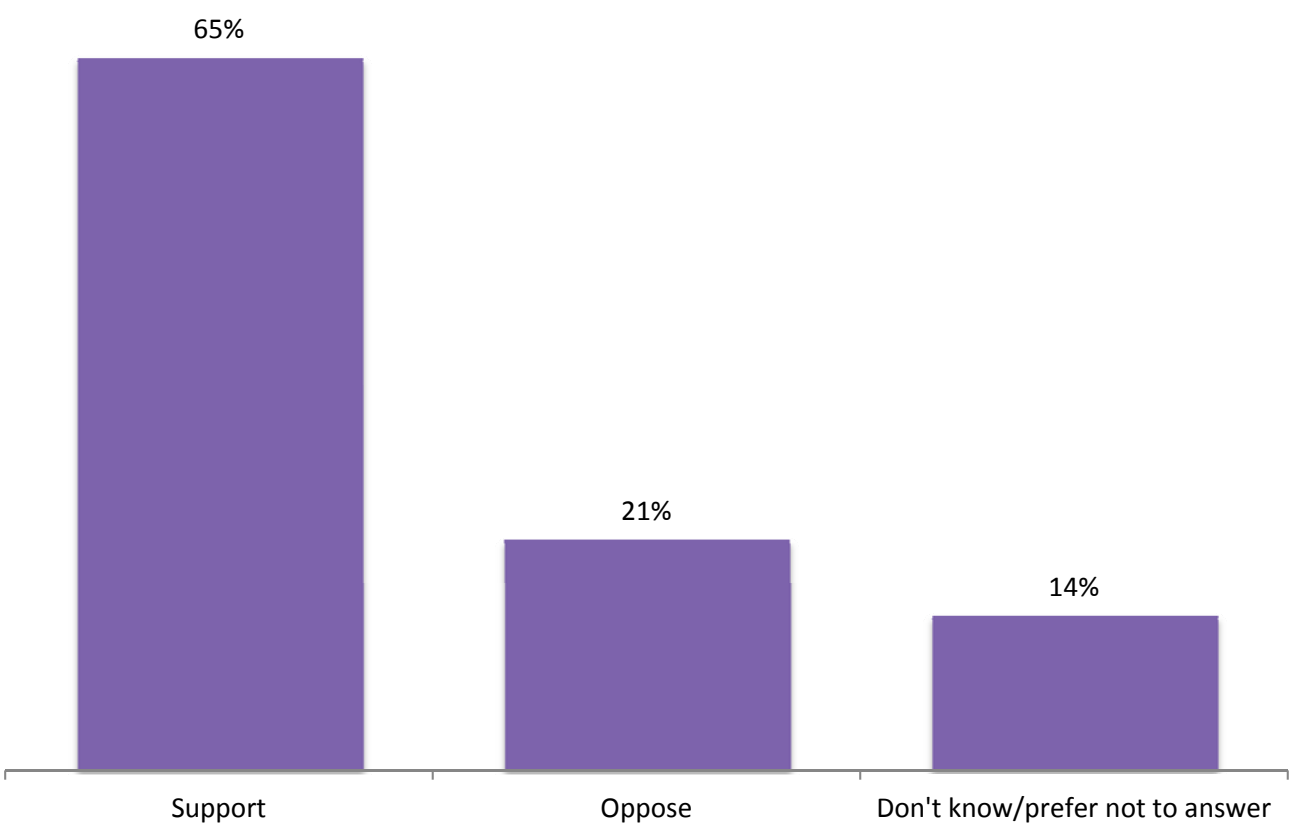
Most Ontarians surveyed support the arts motion

Considering the importance placed on Toronto's arts and cultural activities, it is not surprising that approximately two thirds of Ontarians who live in, work in, or visit Toronto support the direct arts investment motion, with only 21% opposing. Of those who live in Toronto, 73% support the motion, as do 82% of those considering purchasing a condo in Toronto within the next five years.

How strongly do you support or oppose the motion passed by City Council?



Iryna Gordon ,Toronto International Flamenco Festival - Photo by Levent Erutku



Q4. On January 10, 2013, the Toronto City Council Executive Committee passed a motion calling for a significant increase in direct arts investment which, if passed by City Council, will result in a \$6 million investment in the arts and culture sector in 2013. How strongly do you support or oppose the motion passed by City Council? Base: Ontarians who live in, work in, or visit Toronto (n=798).



Toronto Arts Foundation, a charitable organization, provides the opportunity for individuals, private and public foundations, corporations and government agencies to invest in and strengthen the arts in Toronto. We are powered by a vision: *Creative City: Block by Block*, a commitment to connect every Toronto neighbourhood to the transformative social and economic benefits of the arts. This goal is being realized through initiatives such as the fostering of Local Arts Service Organizations, the founding of the Neighbourhood Arts Network, and research initiatives.

For more information about Toronto Arts Foundation Research contact:

Margo Charlton

Research Manager

Toronto Arts Foundation

margo@torontoartscouncil.org

www.torontoartsfoundation.org