

### ABOUT

Toronto Arts Foundation's Art Stats presents the results of a public opinion poll about the arts. **Art Stats 2018** focuses on why the arts matter to Torontonians. What we discovered is that most Torontonians are optimistic about their city and believe the arts add to their quality of life. While they may be concerned about transit and housing and many worry about taxes and crime, almost all Toronto residents recognize the value of living in a city that supports the arts.

Art Stats 2018 is made possible thanks to Toronto Arts Foundation's partnership with Leger, the largest Canadian-owned polling research and marketing firm.

### HOW TO USE ARTS STATS 2018

Since 2013, Toronto Arts Foundation has looked at public opinion about the arts to gain a better understanding of Toronto's arts ecology and how we can make improvements as a sector at large.

Art Stats 2018 is a useful advocacy tool that artists, arts enthusiasts and arts organizations can use when making the case for the arts. This can include, but is not limited to demonstrating:

- **Public support for the arts**

Nearly 90% of Torontonians believe that the arts make Toronto a better place to live, with 71% specifying it's because the arts engage people with new ideas.

- **Public support for increased arts funding on behalf of the City of Toronto**

80% of Torontonians think the municipal government should provide more resources for the arts.

- **Public support for mayoral and city council candidates who have a strong arts platform**

The majority of Torontonians want their mayoral and city council candidates to be arts supporters (71% and 65% respectively).

- **Public support for increasing arts access in areas outside of the downtown core**

77% of Torontonians would like to see more opportunities to attend the arts in every Toronto ward.



## GET THE WORD OUT

Tweet your favourite stats, post to Facebook and Instagram, include a description of Arts Stats 2018 in your next newsletter, or mention key stats in your next speech. Keep a copy of Arts Stats 2018 to reference the next time you speak to your local representative.

Create your own messaging, or use some of the sample posts below.

## TWITTER

Did you know that nearly 90% of Torontonians believe that the arts make Toronto a better place to live? @TOArtsFdn's #ArtsStats 2018 shows that the arts matter to Torontonians. Read more: <https://bit.ly/2NpDRgg>

.@TOArtsFdn's #ArtsStats 2018 shows that the arts matter to Torontonians! Spread the word about this useful arts advocacy tool: <https://bit.ly/2NpDRgg>

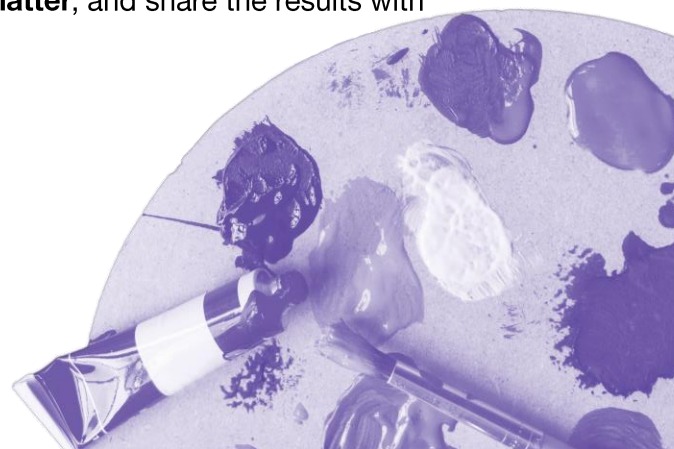
The majority of Torontonians want their mayoral and city council candidates to be arts supporters (71% and 65% respectively), states @TOArtsFdn's #ArtsStats 2018 <https://bit.ly/2NpDRgg>

## FACEBOOK AND INSTAGRAM

Did you know that nearly 90% of Torontonians believe that the arts make Toronto a better place to live? Toronto Arts Foundation has released the results of Arts Stats 2018, a public opinion survey about the arts. The numbers are impressive, and show that the arts matter greatly to Torontonians. Download a copy of Arts Stats for yourself, and share the good news! <https://bit.ly/2NpDRgg>

## NEWSLETTER

Toronto Arts Foundation's Arts Stats 2018 shows that the arts matter to Torontonians. This annual public opinion survey, compiled in partnership with Leger, is a useful advocacy tool that demonstrates overwhelming public support for the arts. Among the findings, the survey reveals that nearly 90% of Torontonians believe that the arts make Toronto a better place to live, and 80% of Torontonians think the municipal government should provide more resources for the arts. Download a copy of **Arts Stats 2018: why the arts matter**, and share the results with your local representatives. <https://bit.ly/2NpDRgg>



## **ABOUT TORONTO ARTS FOUNDATION**

Toronto Arts Foundation is a charitable organization that sparks creative connections, spotlights artistic excellence and supports vibrant cultural growth through private sector investment.

## **CONTACT**

For more information about Toronto Arts Foundation's research, publications and evaluation, including Arts Stats 2018, contact: **Margo Charlton, Research and Impact Manager**, [margo@torontoartscouncil.org](mailto:margo@torontoartscouncil.org) or **416-392-6802 x201**

