

TORONTO ARTS STATS

2015

 #TOArts

THE ARTS MEASURE UP ...

Torontonians see the arts as having a positive influence in the neighbourhoods they live in, their individual lives and the city they call home. Starting in 2013, Toronto Arts Foundation and Leger have developed a partnership to explore public opinion about the arts.

Toronto Art Stats 2015 is a compilation of results from an online survey of just over 500 Toronto residents conducted in January 2015 through Leger’s online panel LegerWeb. In addition, information was gathered through three *Count Me In!* focus groups organized by North York Arts and East End Arts in neighbourhood settings in January and February 2015.

Building upon previous work, this year’s survey was expanded and participants were offered an opportunity to share their ideas via open-ended written responses. In addition, new questions were added to explore points of view about exposure to arts at a young age, the value artists bring to our city, and a deeper dive into the benefits of the arts. For the second consecutive year, the positive impact of the arts on quality of life in Toronto is supported by the research results.

The report touches on four themes:



Arts Engagement



Arts Impact



Arts Connection



Arts Funding

Torontonians see the arts as a way to attract tourists, improve the economy, create employment, and make the city more beautiful. The majority think professional artists have a job like anyone else and deserve appropriate compensation. They think children and youth should have opportunities to participate in the arts and see the arts as benefitting them personally by exposing them to new ideas. In short, they care about the arts and see it as an integral and valuable part of life.

An overwhelming 97% of Torontonians see at least one benefit of the arts to the City of Toronto. The results of our 2015 survey show that our vision of a Creative City: Block by Block is alive and well and supported by the residents of our city.

Margo Charlton
Research Manager
Toronto Arts Foundation

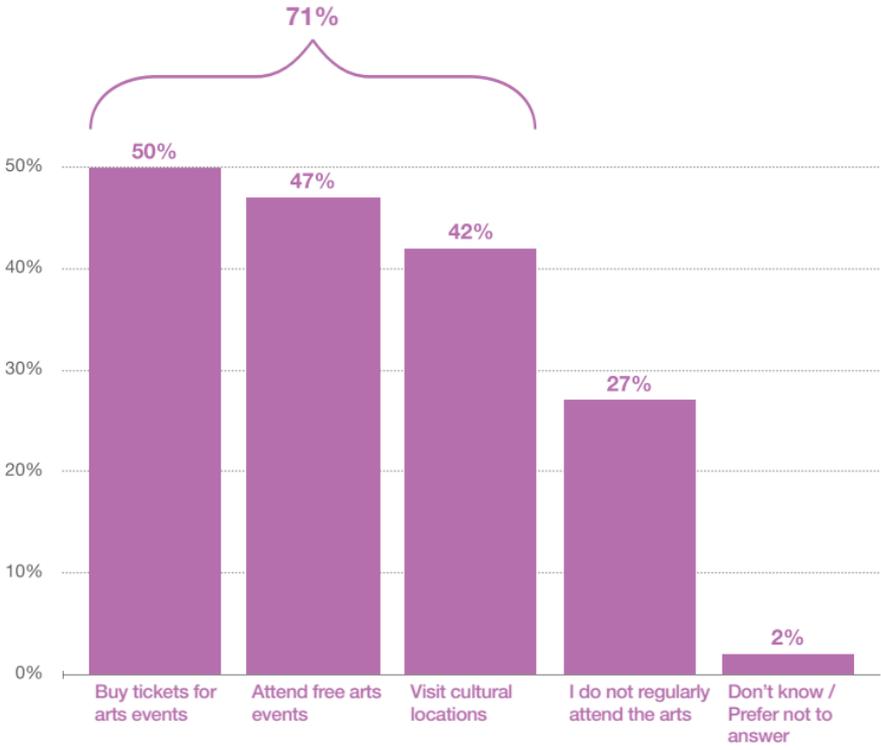
Claire Hopkinson
Director and CEO
Toronto Arts Foundation



**ARTS
ENGAGEMENT**

ARTS ATTENDANCE

71% of Torontonians are regular attendees of the arts.



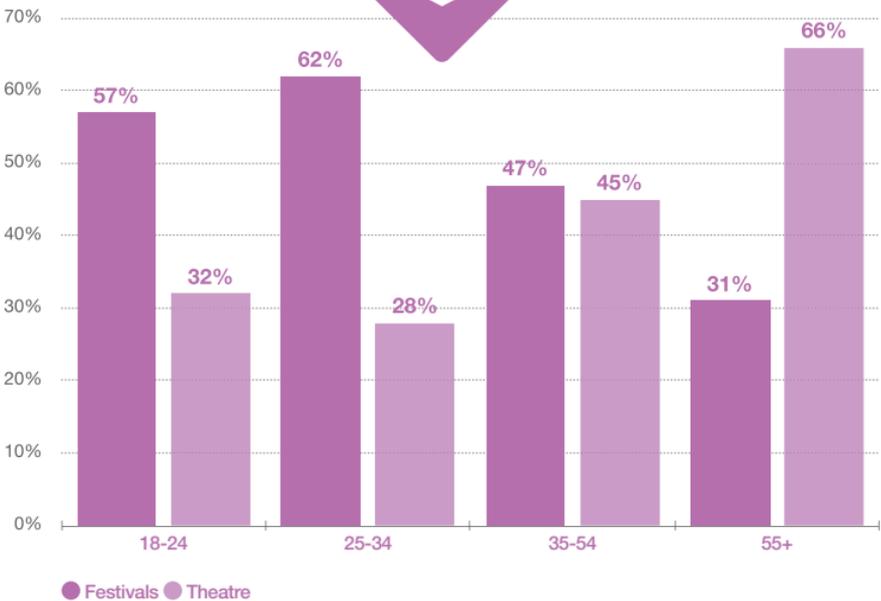
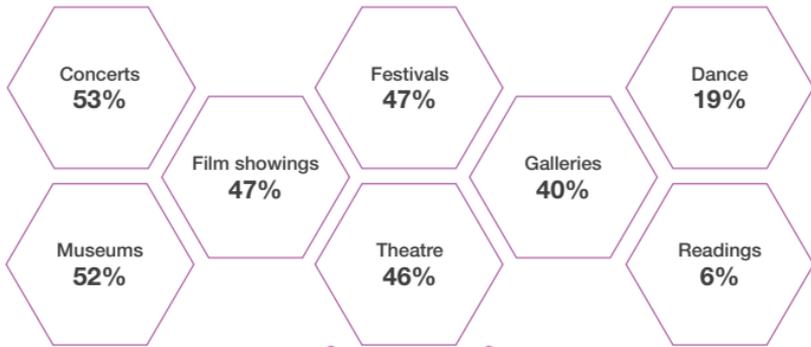
As seen in the 2014 research, roughly 7 in 10 Torontonians regularly engage in the arts.

Higher income households (\$100k+) are significantly more likely to be regular attendees of the arts (86% vs. 70%).

Torontonians over the age of 55 are significantly less likely than younger Torontonians to regularly attend arts activities (61% vs. 81% among those 54 and under.)

REGULAR ACTIVITIES

Events attended on a regular basis:



Among Torontonians who regularly attend arts activities – the top draws are Concerts (53%) and Museums (52%).

Theatre attendance is most popular among older Torontonians (55+) vs. Festivals which has the most appeal with 18-34 year olds.

ARTS ATTENDANCE:

Most popular locations

	My Neighbourhood	Outside my neighbourhood but not downtown	Downtown	Outside of Toronto
Festivals	28%	14%	53%	5%
Music Concerts	9%	5%	84%	2%
Dance	8%	7%	80%	5%
Theatre	7%	8%	78%	7%
Galleries	5%	8%	82%	6%
Museums	4%	3%	88%	5%
Book or Poetry Readings	28%	6%	66%	0%
Film Showings	29%	11%	59%	1%

○ Denotes attendance of 25% or greater

When Toronto arts attendees were asked where they are most likely to attend activities – downtown is the primary draw for Toronto residents. That said, festivals, book/poetry readings and film showings are likely to draw in local neighbourhood crowds.

In the focus groups, local artists were calling for more affordable local spaces to display their art within their neighbourhoods and residents were seeking community-based arts hubs as sites for performances, events and classes.

TOP 5 SOURCES OF ARTS INFORMATION



57%

from friends,
colleagues
or family
members



51%

print media



46%

social media



40%

TV



37%

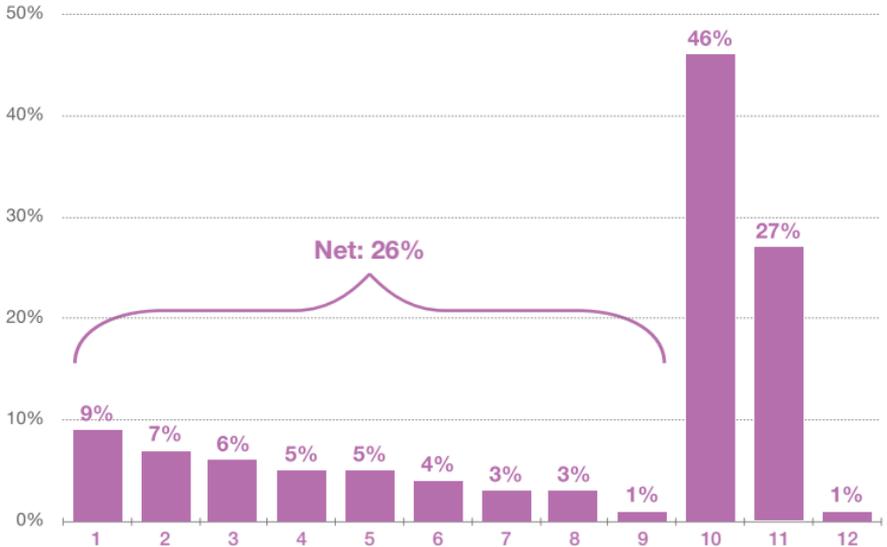
radio

Word of mouth is the most common medium for Torontonians to learn about arts in Toronto (57%). Print media continues to have a strong influence on people learning about arts activities in Toronto with just over one-half of Torontonians looking to print media for information (51%). Unsurprisingly, older Torontonians are significantly more likely to use “traditional media sources” such as print and mailing lists whereas younger residents are turning most towards social media.

The focus group revealed that even among those actively engaged in the arts – there was a demand for better sources to learn about what was going on in both local and citywide arts communities.

DEEPER ARTS INVOLVEMENT

26% of Torontonians are engaged in the arts beyond attendance



On par with the 2014 results, roughly one-quarter of Torontonians are regularly engaged in the arts at a deeper level.

1. Donate to an arts organization
2. A member of an amateur arts group
3. A student enrolled in arts classes or lessons
4. Volunteer for an arts organization
5. A participant in a community arts project
6. A practicing professional artist
7. Work for an arts organization
8. A member of an ethno cultural arts group
9. Other
10. Not currently involved in the arts
11. None of the above
12. Don't know / Prefer not to answer



**ARTS
IMPACT**

ARTS MAKE AN IMPACT

69% of Torontonians appreciate the contribution that Toronto artists make to our city. The impact of the arts is lifelong for many and is not exclusively restricted to those creating art but also those engaging in it.

“The arts are a very big part of life and our world. Without the arts the world would be a very sad, bland place to live. Life is art. It’s everywhere.”

North York Focus Group Participant

The focus groups qualitatively revealed the potential for lifelong impact through early arts exposure. A number of participants could recall a specific moment/exposure which opened their lives to the arts – for many this was as a child, supporting the benefit of early arts exposure.

In the broader survey, among those who were exposed to arts at a young age – 68% state that it had an impact on their lives including increased confidence, enrichment, open-mindedness and a greater sense of appreciation for the work that artists produce.

ARTS ATTITUDES & BEHAVIOURS

69% of Torontonians appreciate the contribution Toronto artists make to our city.

69%

I appreciate the contribution Toronto artists make to our city.

47%

I take a strong interest in the arts and cultural traditions of my own heritage.

46%

I seek out a broad range of artistic activities including those from cultural traditions that I'm not familiar with.

43%

I would like to get more involved in the arts in Toronto.

43%

The arts were an important part of my household growing up.

40%

I was involved in the arts as a child or teenager.

While a quarter of Torontonians are actively engaged in the arts, nearly 7 in 10 Torontonians appreciate the contribution that Toronto artists make to our city.

Toronto households with children under the age of 18 are significantly more likely to take a strong interest in the arts and cultural traditions of their heritage (58% vs. 43%), and to get more involved in the arts in Toronto (52% vs. 39%) as well as having been involved in the arts as a young person (49% vs. 37%).

IMPORTANCE OF THE ARTS

81% of Torontonians see arts education programs in schools as being important.

81% Arts education programs in schools

80% Opportunities for children and youth to participate in the arts

76% Opportunities for families to attend arts events in their own neighbourhood

74% Exposure to the arts at an early age



% saying 5, 6 or 7 on a 7-point scale

Torontonians value the role the arts play in the lives of children and youth both in school and community settings.

81% of Torontonians view arts education programs in school as important and 80% see youth/child participation in the arts as important.

Unsurprisingly, regular attendees of the arts are significantly more likely to rate all of these attributes as being important.

That said, parents and non-parents are equally likely to rate all four statements as being important.

IMPACT OF EARLY ARTS INVOLVEMENT

Responses from public survey participants to the question:

Did your early involvement in the arts have an impact on your life?

More open to life and what it has to offer and to also grow to respect the hard work and time that people put into it.

It has given me an appreciation for the various ways that arts can be both entertaining and thought-provoking.

I gained a great appreciation for the hard work artists do and how much they contribute to my quality of life.

It helped to shape my talents, interests, and preferences that I have as an adult, and put me in tune with my creativity and spirituality.

Gave me confidence, allowed me to express myself and brought me into contact with all sorts of people from different backgrounds.

BARRIERS TO ARTS ATTENDANCE

87% of Torontonians indicate at least one barrier to arts attendance.



63%
Cost



40%
Too busy



30% They are too far away from where I live



16%
Poor public transportation



15%
Don't know what's going on



11% Lack of variety in arts programming or events



7%
Don't feel welcome



7%
Lack of child-friendly events



6% The venue is not accessible to people with disabilities

Nearly 9 in 10 Torontonians see at least one barrier to arts attendance.

Similar to the 2014 survey results, cost, lack of time and distance are the top perceived barriers to arts attendance.

As was heard in the focus groups, transportation (both cost and accessibility of) is a sizeable barrier to those living outside the downtown core.

The image features a bold, abstract graphic design. The background is a solid purple color. A large, white, rounded rectangular shape is positioned in the upper right quadrant. Overlapping this white shape and extending downwards is a large, black, rounded rectangular shape. The text 'ARTS CONNECTIONS' is printed in a bold, purple, sans-serif font, centered within the white area.

**ARTS
CONNECTIONS**

ARTS ADD VALUE

Torontonians see a wide variety of benefits that the arts bring to our city – from economic benefits such as tourism and creating employment, to highlighting Toronto’s cultural diversity all the way to generally making our city a better place to live.

“The arts bring people together.”

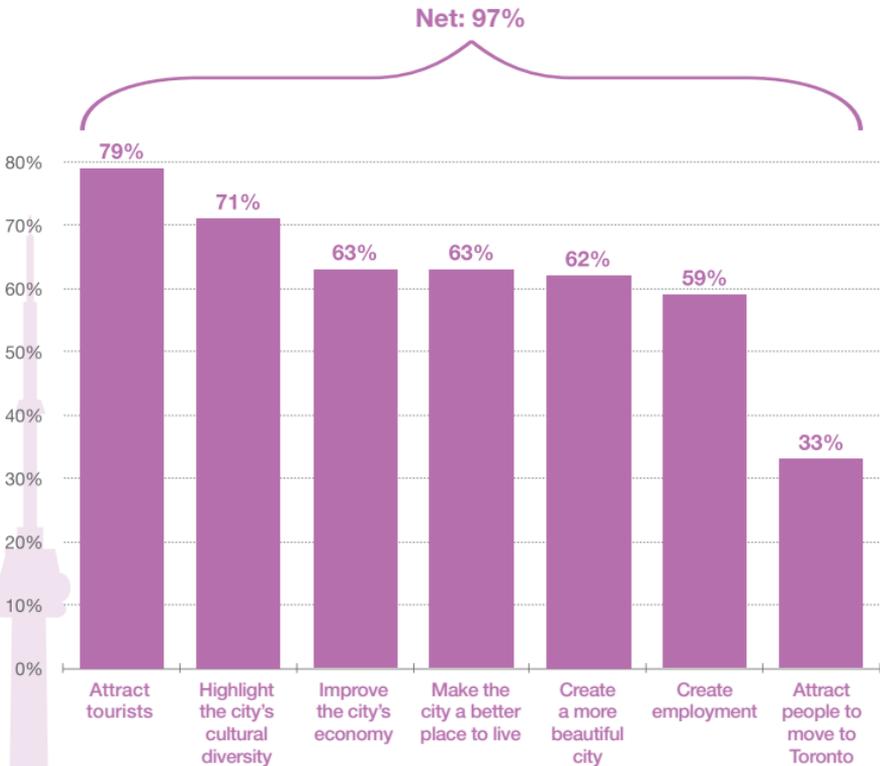
East End Focus Group Participant

A majority of Toronto residents see artists as adding value to society and 68% of Torontonians feel that support for the arts, either through local businesses or local government, should be a priority.

The focus groups revealed some of the challenges faced by artists and art educators in their own communities including a lack of ‘free spaces’ for artists to display their work and a lack of resources (financial and otherwise) to support community-based programs. That said, community based arts are highly valued by community members regardless of their scale or level of funding.

BENEFITS OF THE ARTS TO THE CITY

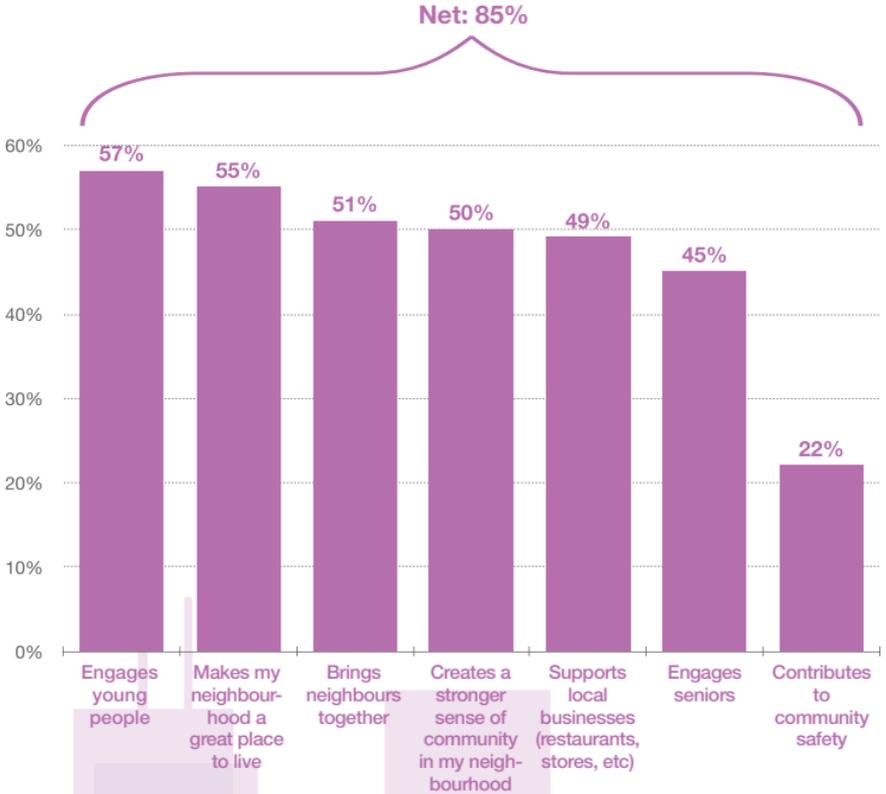
NET: 97% of Torontonians see at least one benefit of the arts to the city of Toronto.



Toronto residents identify the arts as adding value to the city by attracting tourists (79%), highlighting the city's cultural diversity (71%), and improving the economy (63%).

BENEFITS OF THE ARTS TO NEIGHBOURHOODS

NET: 85% of Torontonians see at least one benefit of the arts to their neighbourhood.

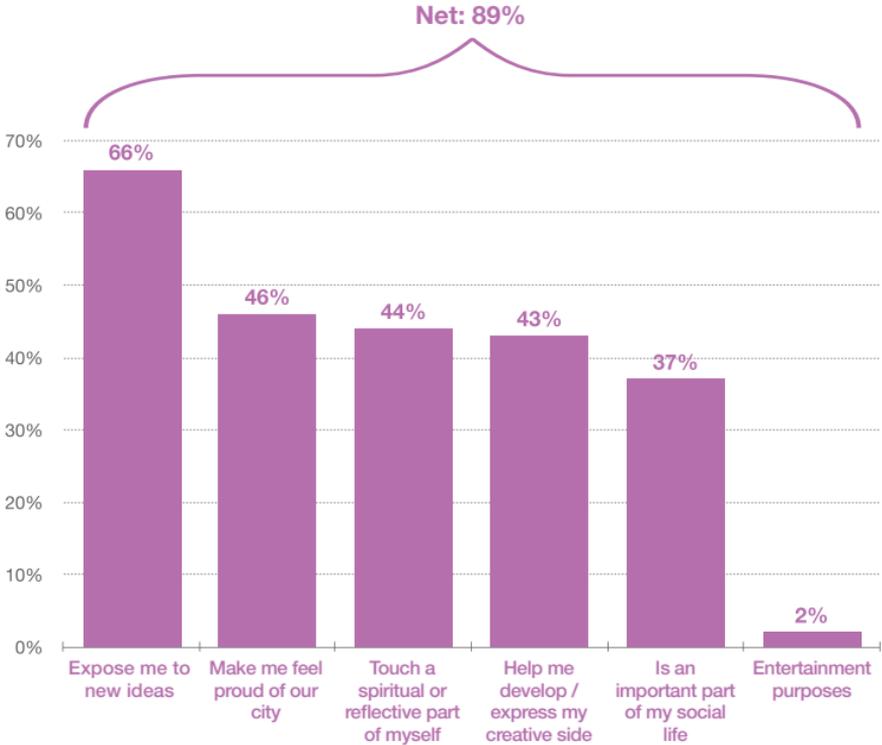


Toronto residents see significant benefits of the arts to the overall city but also highlight benefits to their own neighbourhood most notably engaging young people (57%), making their neighbourhood a great place to live (55%) as well as bringing neighbours together (51%).

Nearly one-quarter of Torontonians feel that the arts contributes to community safety (22%).

BENEFITS OF THE ARTS TO INDIVIDUALS

NET: 89% of Torontonians see at least one benefit of the arts to them personally.

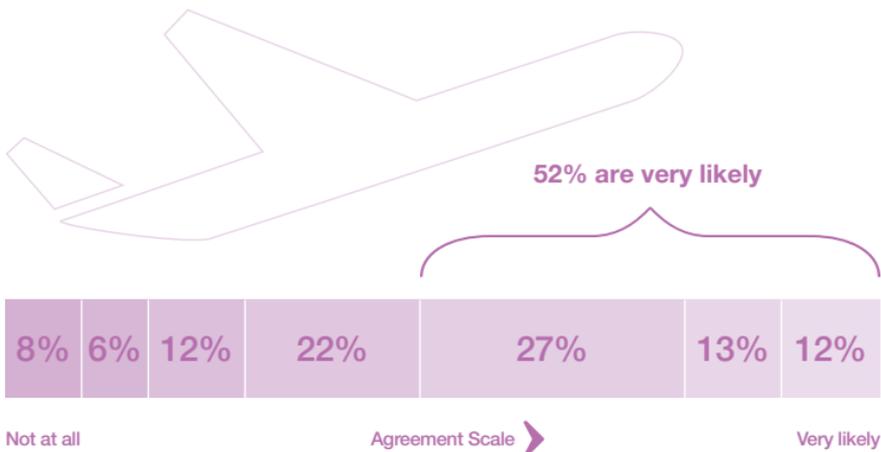


First and foremost, Torontonians cite exposure to new ideas as a benefit of the arts (66%).

Just under one-half of Torontonians (46%), say that the arts makes them feel proud about the city they live in and a comparable number say that the arts touches a spiritual or reflective part of themselves (44%).

OUT OF TOWN VISITORS & THE ARTS

Likelihood of Taking an Out of Town Visitor to an Arts Activity



Top 5 Activities



52% of Torontonians state a likelihood to take out of town visitors to arts activities.

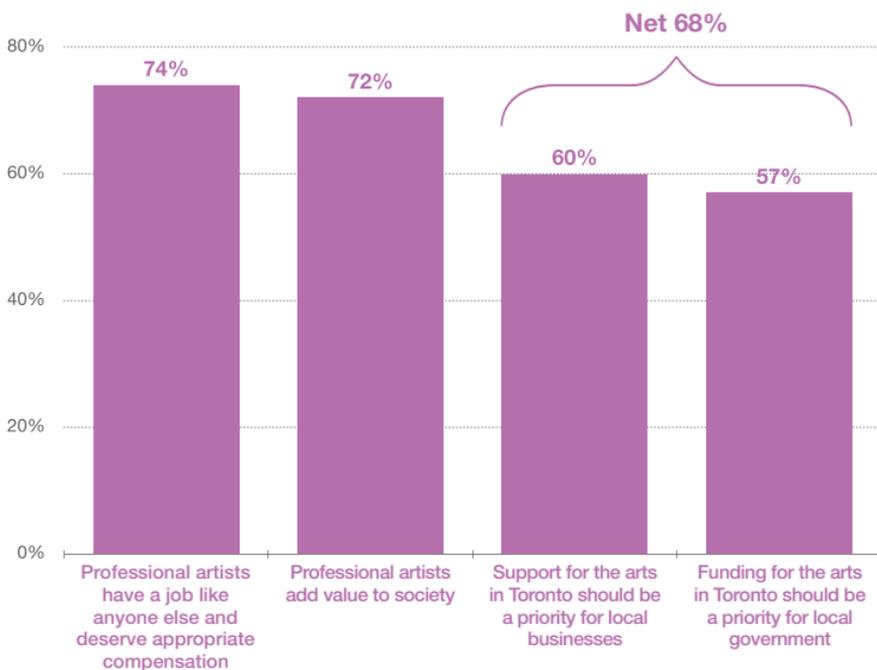
Top picks of artistic activities for out of town guests include museums, galleries and festivals.



**ARTS
FUNDING**

SUPPORT FOR THE ARTS & ARTISTS

A majority of Toronto residents see artists as adding value to society and feel they should be compensated appropriately.



% saying 5, 6 or 7 on a 7-point scale

Roughly 7 in 10 Torontonians agree that Toronto artists add value to our society and should be compensated appropriately.

WHY FUND THE ARTS?

57% of Torontonians agree that the arts should be a priority for local government. Why?

“The arts are a prime factor in making a city great.”

Quotes from
Public Survey Participants

“Artists enrich and add diversity to the city.”

“A healthy arts industry brings more money into the city.”

“(The arts) encourages tolerance of other opinions and groups.”

“(The arts) represent one of the most important aspects of urban life.”

METHODOLOGY

QUANTITATIVE RESEARCH

INSTRUMENT

A survey of 503 Toronto residents was completed online in January 2015 using Leger's online panel, LegerWeb.

A probability sample of the same size would yield a margin of error of +/-4.4%, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 475,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

QUALITATIVE RESEARCH

FOCUS GROUPS

Three focus groups were conducted in Toronto (two in the East End of Toronto and one in North York near Jane and Finch). Respondents were recruited directly by East End Arts and North York Arts. The only qualifier for participation in the groups was to be a resident of the neighbourhood. Highlights from the groups have been included within this report.

ACKNOWLEDGEMENTS

Toronto Arts Stats is a publication of Toronto Arts Foundation, compiled and edited by Margo Charlton and Erin Deviney with Sarah Gladki, Susan Wright and Michelle Parson. *Count Me In!* focus groups documented by Sarah Gladki.

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THE RESEARCH INTELLIGENCE GROUP

www.leger360.com

“If we were to appreciate and value artists as much as we do engineers – for the ways both contribute to the design of our society – then we may find a different synergy and harmony in our city.”

North York Focus Group Participant

[toronto▲artsfoundation.org](https://torontoartsfoundation.org)

