

ARTS & CULTURE IN PUBLIC SPACE SURVEY



The Arts & Culture in Public Spaces Survey was created to understand how Torontonians feel about participating in arts and cultural activities happening in outdoor public spaces in light of the COVID-19 pandemic. The data presented here will help Toronto Arts Foundation, the City of Toronto and numerous community groups plan for arts activities and events happening in 2020 and 2021.

For the purposes of this survey, public space is defined as parks, streets, civic squares, gardens, sidewalks, beaches and boardwalks unless otherwise specified. This survey is the first in a series taking place over the next several months in order to track changes in behaviour and comfort.

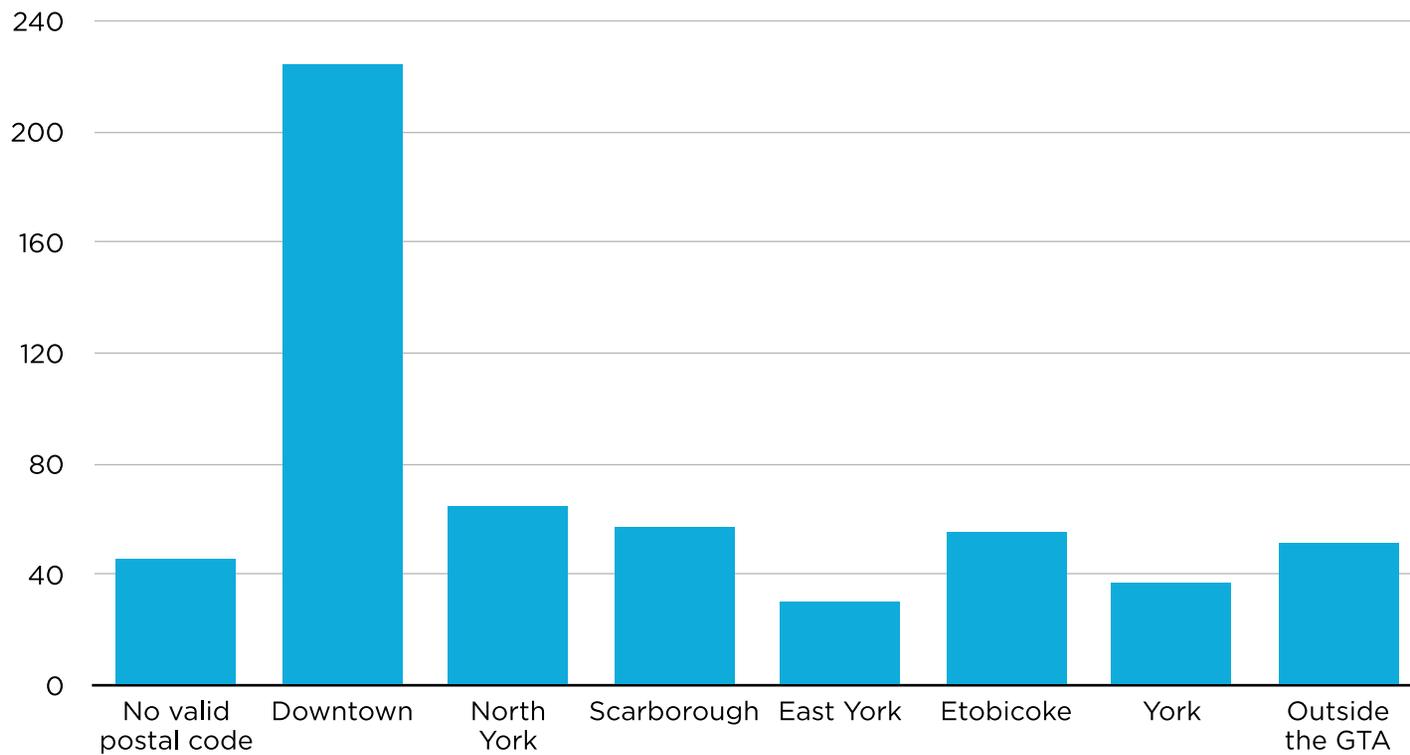
The Arts & Culture in Public Spaces Survey was open from June 17–July 6, 2020.

Thank you to the donors and sponsors of Arts in the Parks, an initiative of Toronto Arts Foundation, who made this survey possible. Your contributions are helping Toronto's artists prepare for working in public spaces during these challenging times.



RESPONDENT LOCATION BASED ON POSTAL CODE

565 Respondents



“Outside the GTA” consists of York, Peel and Durham regions

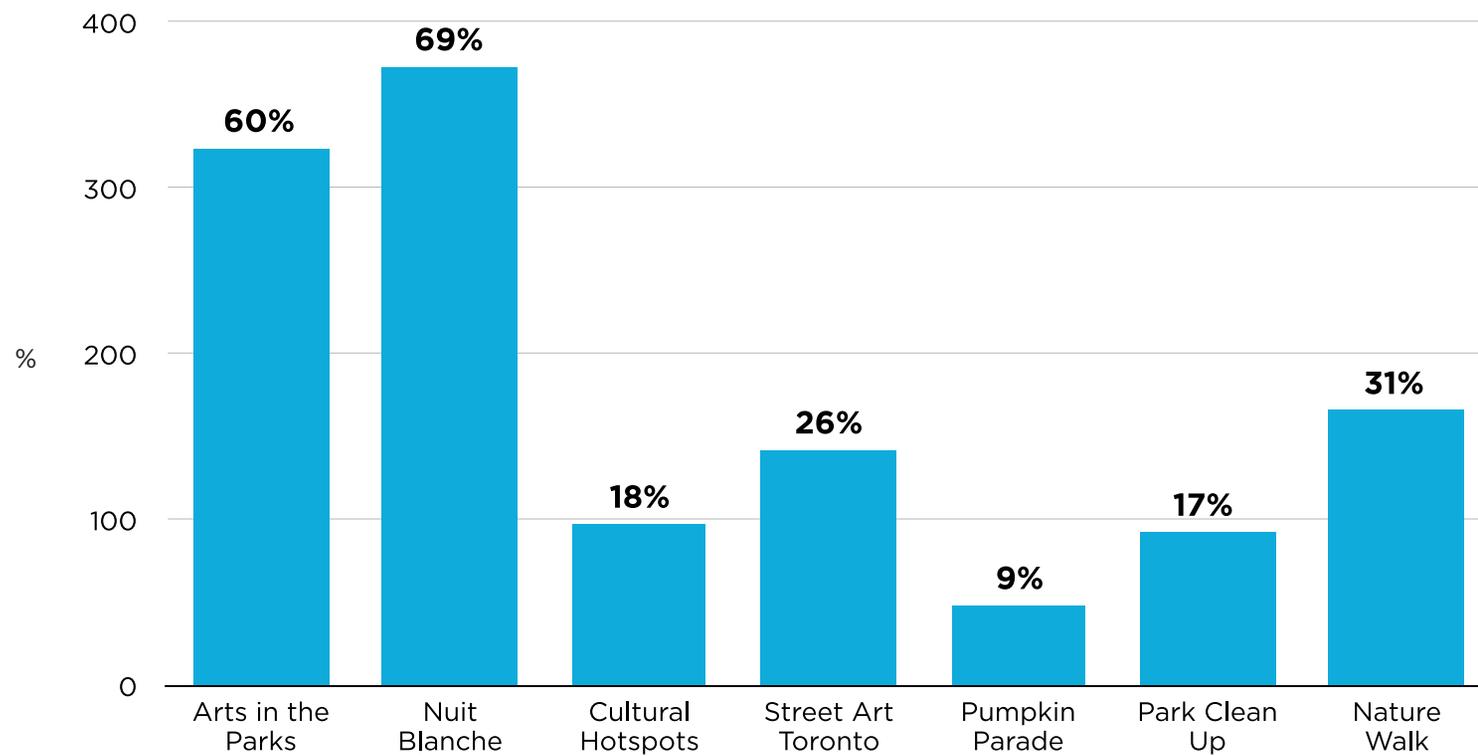
KEY FINDINGS

- ▶ 40% of respondents live in Downtown Toronto
- ▶ 95% of respondents have participated in a previous public event in an outdoor space at least once
- ▶ 48% of respondents visit a public space 1-3 times a week, 20% every day and 10% never
- ▶ 79% of respondents visit a local business 1-3 times a week, 4% every day and 7% never
- ▶ Respondents want to know the number of people at an event before deciding if they will attend. They also want to know what kind of Personal Protective Equipment (PPE) is available
- ▶ 63% of respondents bring hand sanitizer and masks with them when out in public
- ▶ Fewer than 6% of respondents say there are no policies or procedures that will give them a stronger sense of comfort while at events in public spaces
- ▶ 49% of respondents are not very confident/not at all confident that people will follow social distancing guidelines while in a public space
- ▶ 92% of respondents are engaging with arts activities online through platforms such as podcasts and live streams



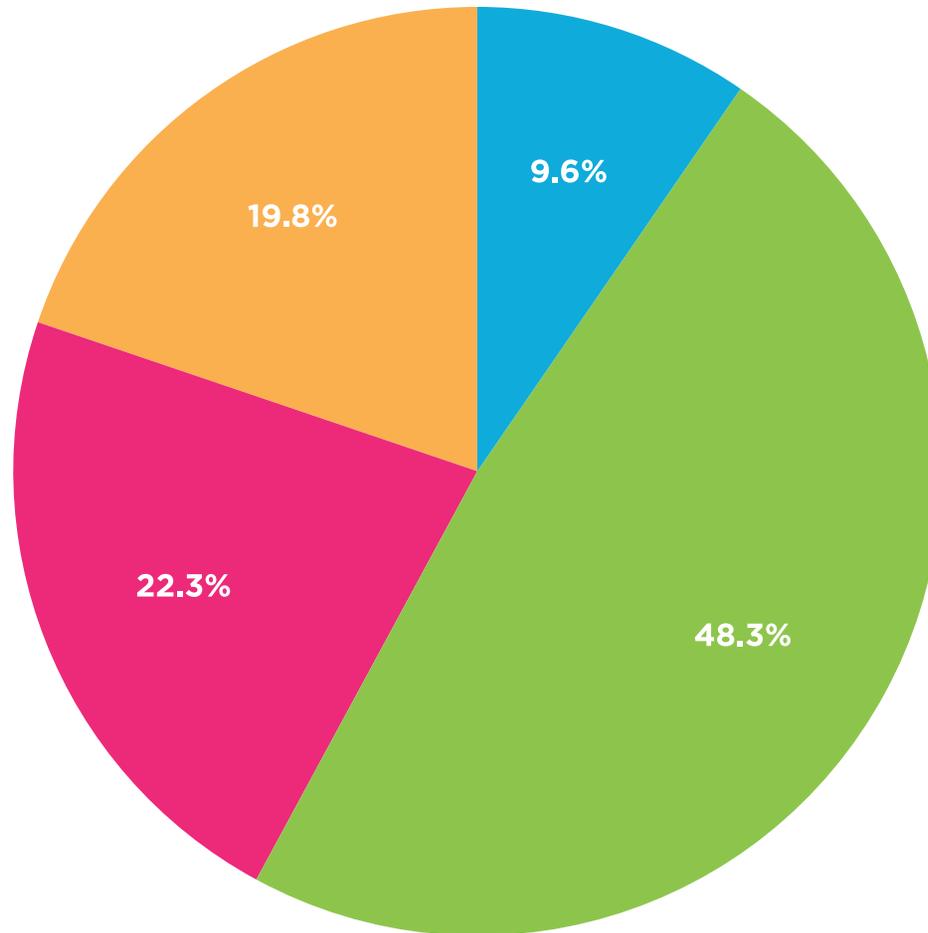
HAVE YOU EVER PARTICIPATED AND/OR ATTENDED ANY OF THE FOLLOW EVENTS/ACTIVITIES?

540 Respondents



CURRENTLY, HOW OFTEN DO YOU VISIT PUBLIC SPACES SUCH AS PARKS, CITY SIDEWALKS, CIVIC SQUARES, BEACHES, ETC.?

561 Respondents

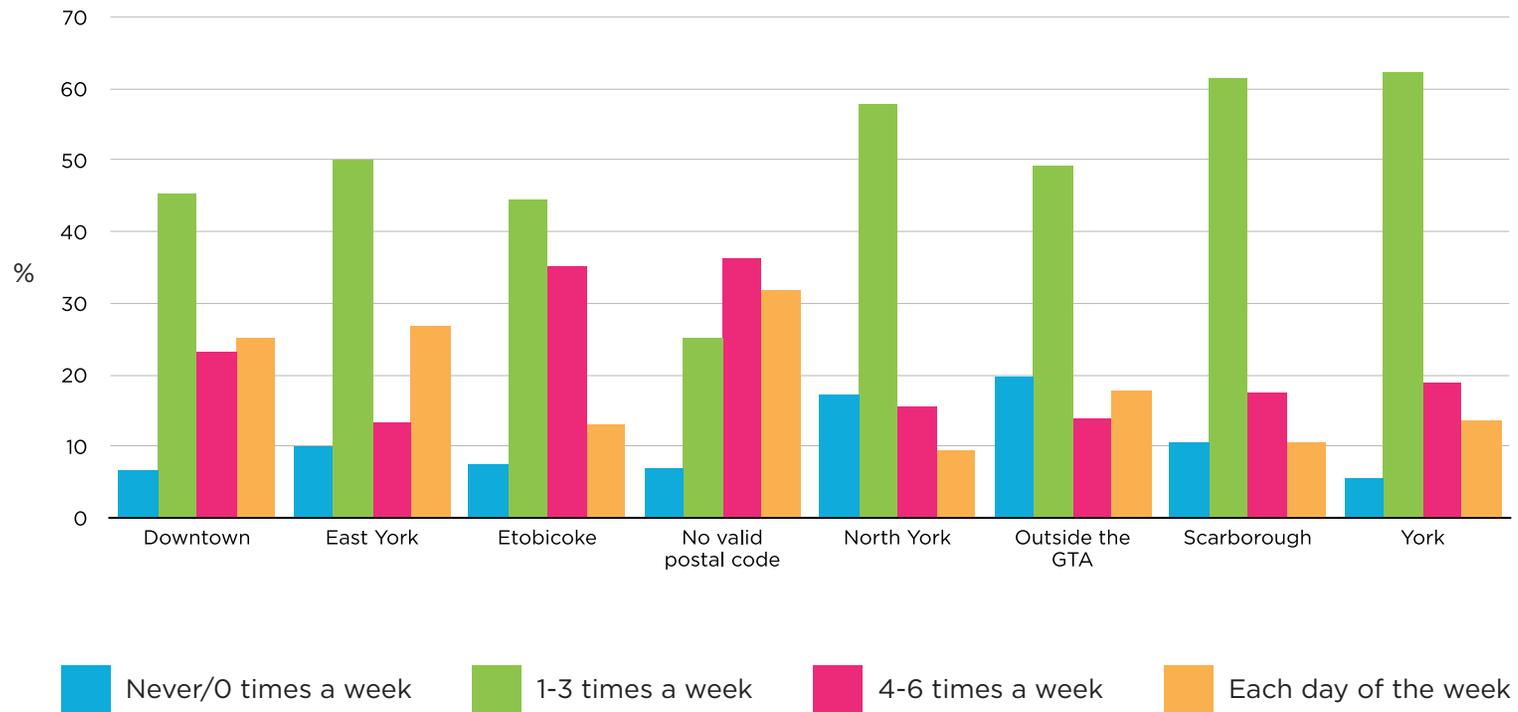


- Never/0 times a week
- 1-3 times a week
- 4-6 times a week
- Each day of the week

- ▶ 9.6% of total respondents do not visit a public space
- ▶ Respondents are cautious of using public spaces, with only 18% of who have a valid postal code visiting a public space everyday
- ▶ 46% of respondents with a valid postal code visit public spaces 1-3 times a week
- ▶ 9% of respondents located in East York, Etobicoke, North York, Scarborough and York visit public spaces 4-6 times a week

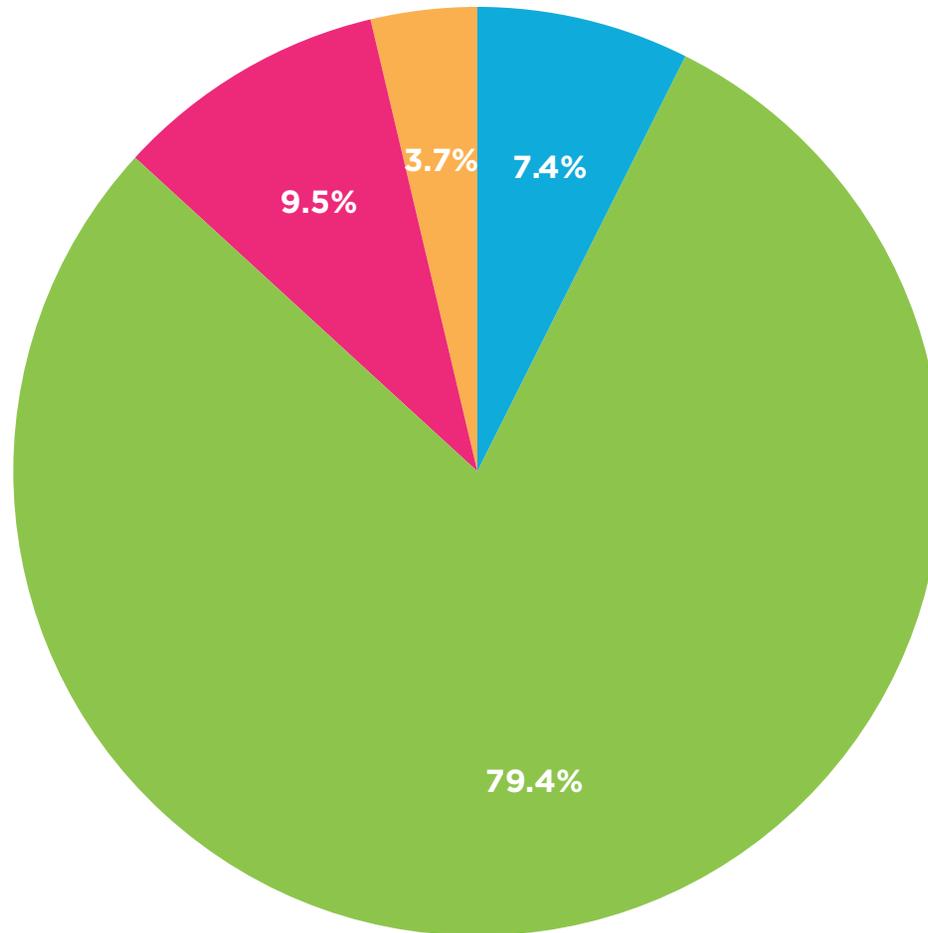
CURRENTLY, HOW OFTEN DO YOU VISIT PUBLIC SPACES SUCH AS PARKS, CITY SIDEWALKS, CIVIC SQUARES, BEACHES, ETC.?

561 Respondents



CURRENTLY, HOW OFTEN DO YOU VISIT LOCAL BUSINESSES (E.G. GROCERY STORE, HARDWARE STORE, LCBO/BEER STORE)

557 Respondents

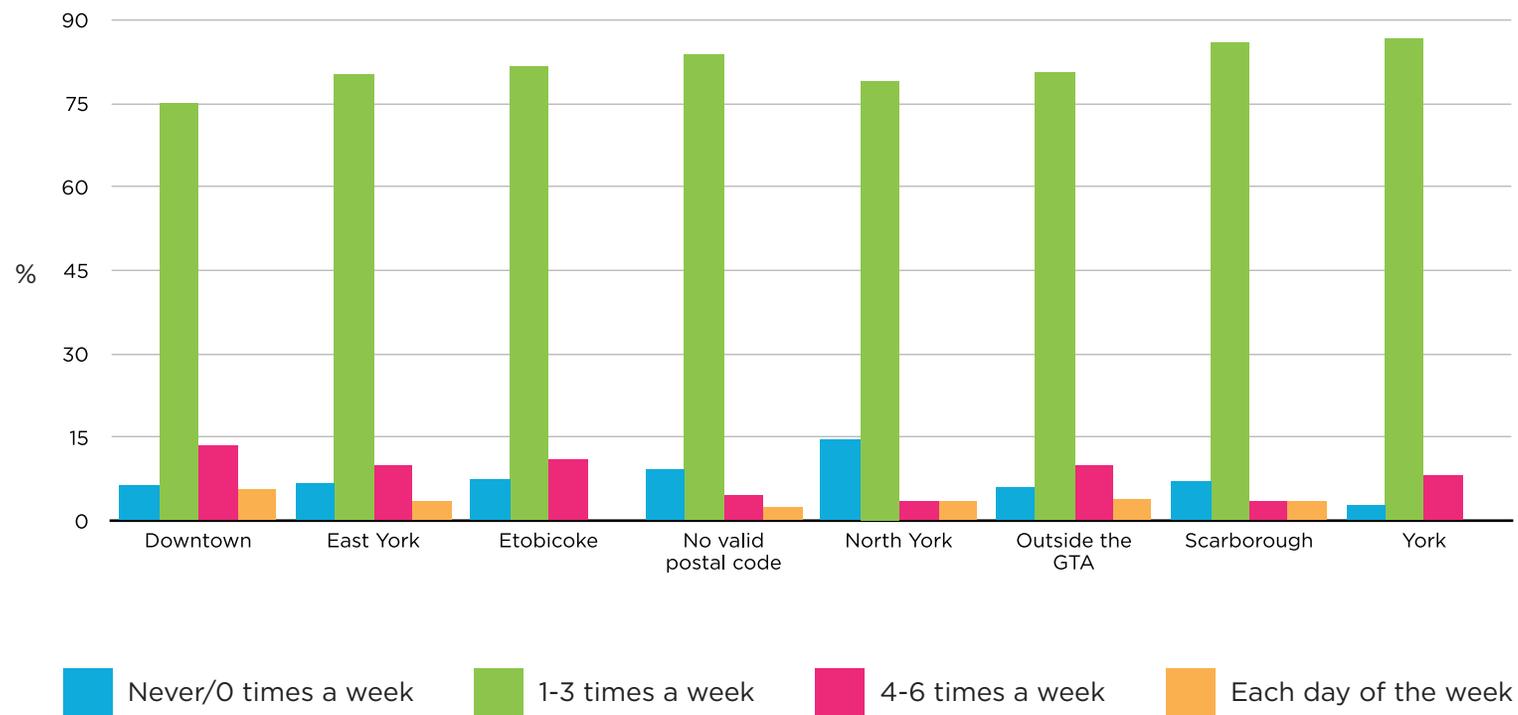


- Never/0 times a week
- 1-3 times a week
- 4-6 times a week
- Each day of the week

► Most respondents are hesitant about leaving their homes, with 87% of respondents going out less than 3 times per week for essential needs

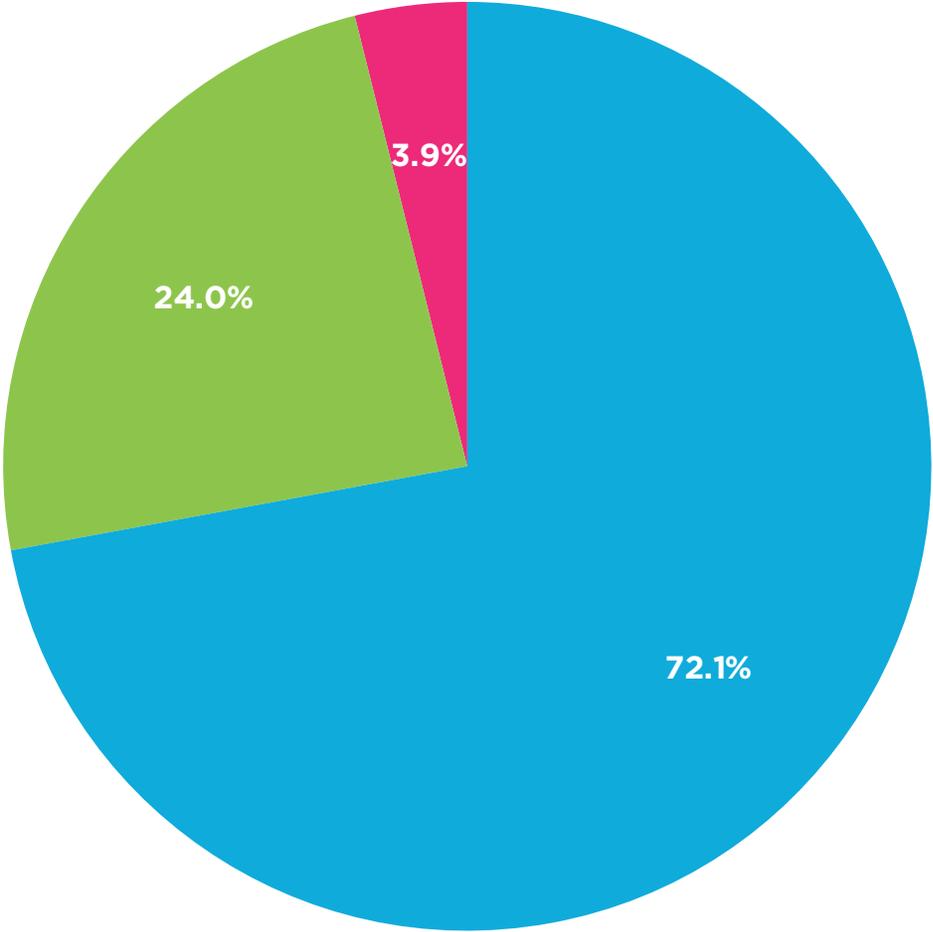
CURRENTLY, HOW OFTEN DO YOU VISIT LOCAL BUSINESSES (E.G. GROCERY STORE, HARDWARE STORE, LCBO/BEER STORE)

557 Respondents



WHEN YOU LEAVE YOUR HOME, IS IT USUALLY FOR ESSENTIAL NEEDS (E.G. GROCERY SHOPPING, WORK) OR FOR LEISURE ACTIVITIES (E.G. EXERCISE, PICNIC IN A PARK)?

417 Respondents



ACTIVITIES IN PUBLIC SPACE

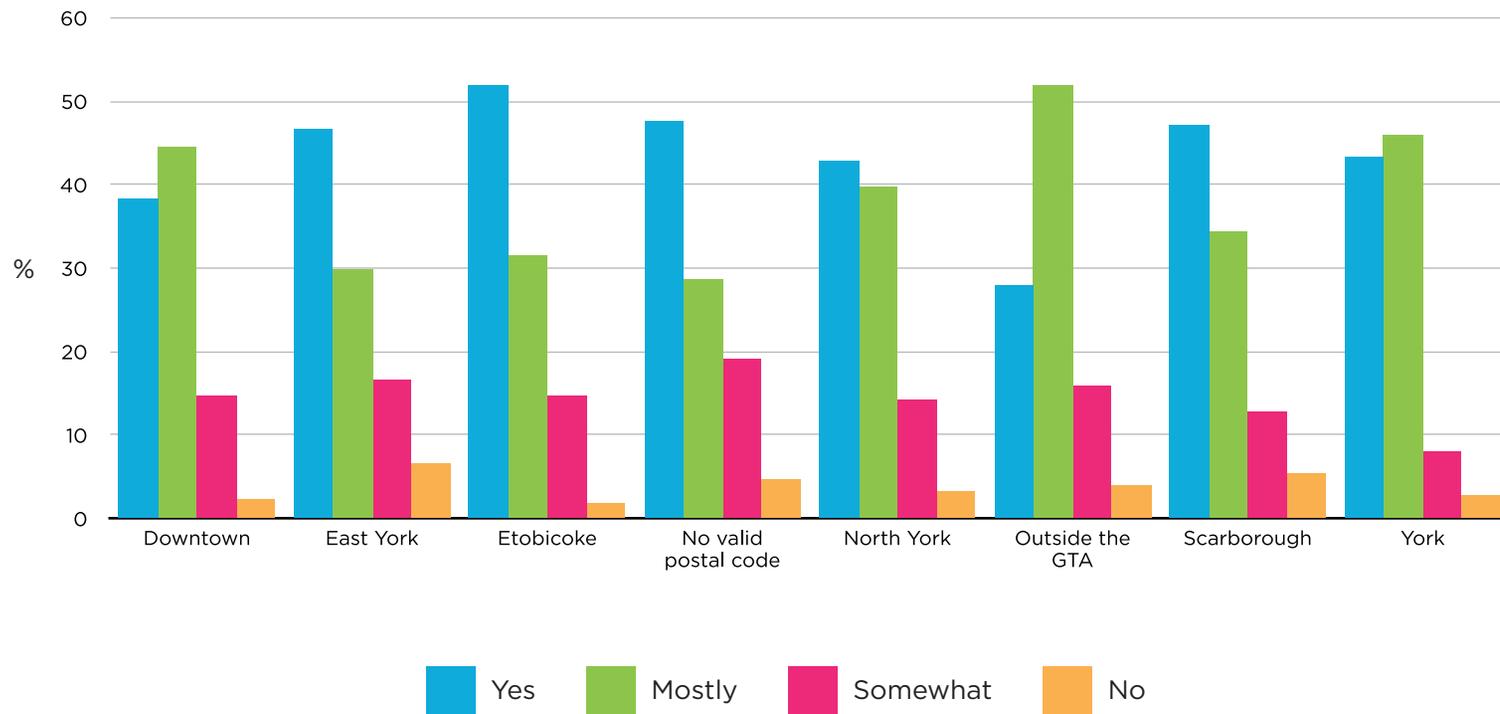
417 Respondents

- ▶ 41% of respondents leave their house most often for essential needs
- ▶ 29% of respondents leave their house for more often for leisure activities
- ▶ 21% of respondents leave their home equally for leisure and essential needs
- ▶ 42% of respondents stay local to their neighbourhood
- ▶ 18% of respondents feel they have either some or no access to public spaces in their neighbourhood
- ▶ Most leisure activities are exercise-related (e.g. walking, running, biking, etc.)



ARE THE PUBLIC SPACES YOU GO TO FOR LEISURE ACTIVITIES IN YOUR OWN NEIGHBOURHOOD?

553 Respondents



WHEN PROVINCIAL/MUNICIPAL GUIDELINES ALLOW, WHAT KIND OF ART-RELATED ACTIVITIES AND EVENTS IN PUBLIC SPACES WOULD YOU BE LIKELY TO ATTEND?

559 Respondents



WHAT KINDS OF SUPPORTS WOULD HELP YOU TO FEEL COMFORTABLE WHEN ATTENDING ART-RELATED ACTIVITIES AND EVENTS IN PUBLIC SPACE?

561 Respondents



WHAT INFORMATION IS IMPORTANT TO YOU IN DECIDING TO ATTEND EVENTS IN A PUBLIC SPACE?

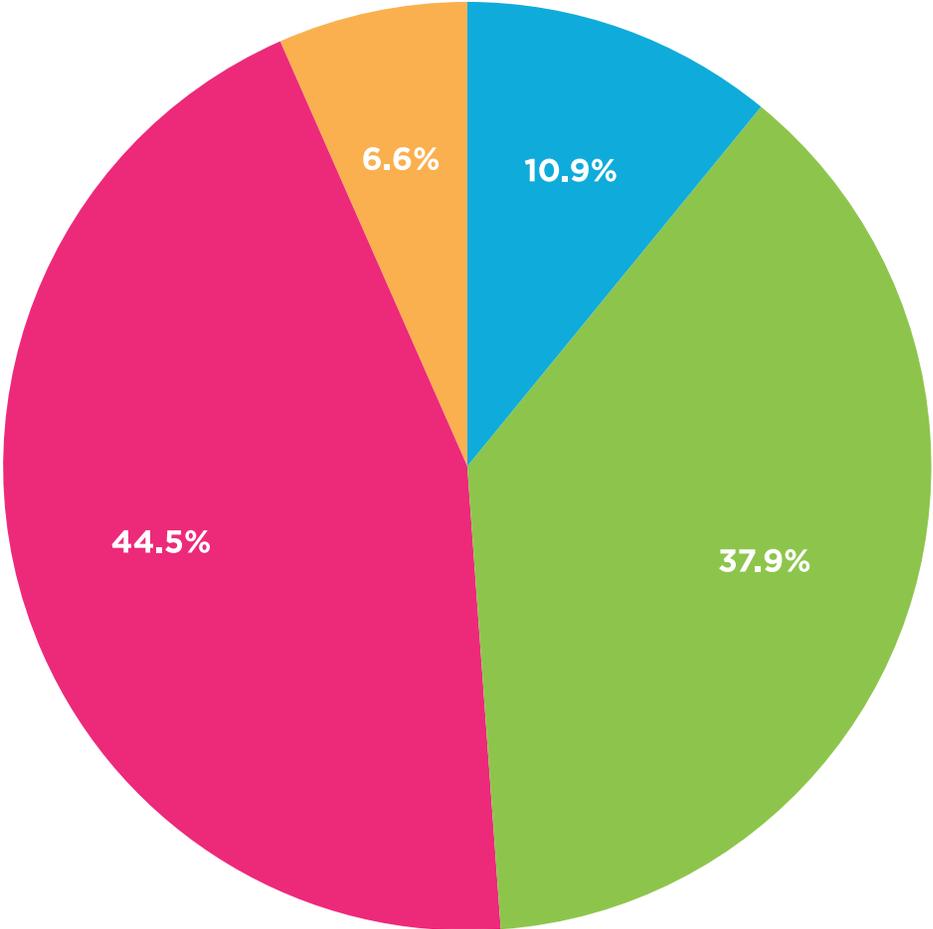
557 Respondents

- ▶ 79% want to know how many people will be at the event
- ▶ 68% want to know what the provincial and municipal health guidelines are
- ▶ 63% want to know how far they have to travel to the event and/or if they need to use public transportation
- ▶ 63% want to know what kinds of personal protective equipment (PPE) will be available for attendees/staff and what sanitation measures are in place
- ▶ 57% want to know the number of confirmed COVID-19 cases in the city



HOW CONFIDENT ARE YOU THAT OTHER PEOPLE WILL CONTINUE TO RESPECT PHYSICAL DISTANCING MEASURES IN PUBLIC SPACE?

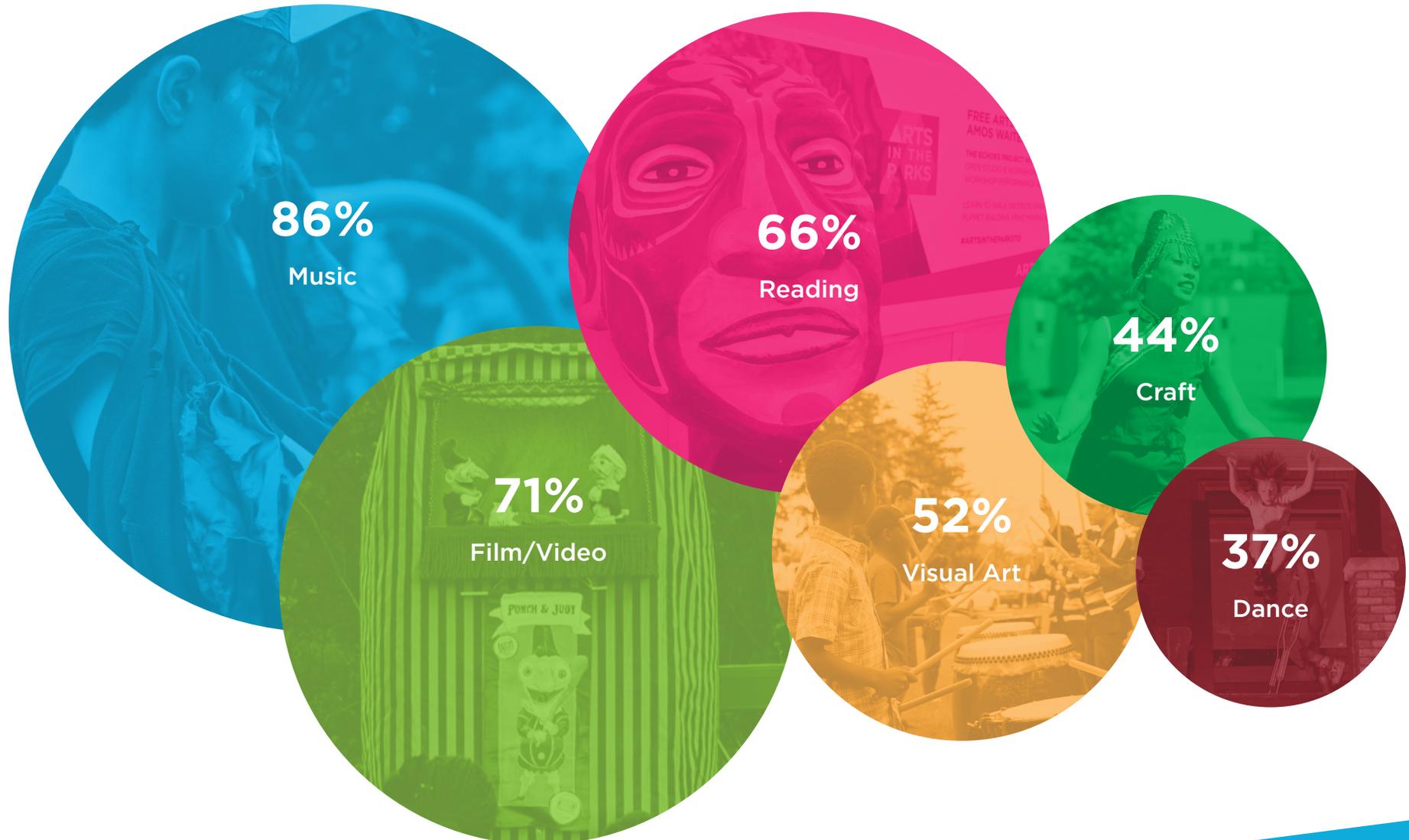
559 Respondents



- Not at all confident
- Not very confident
- Somewhat confident
- Extremely confident

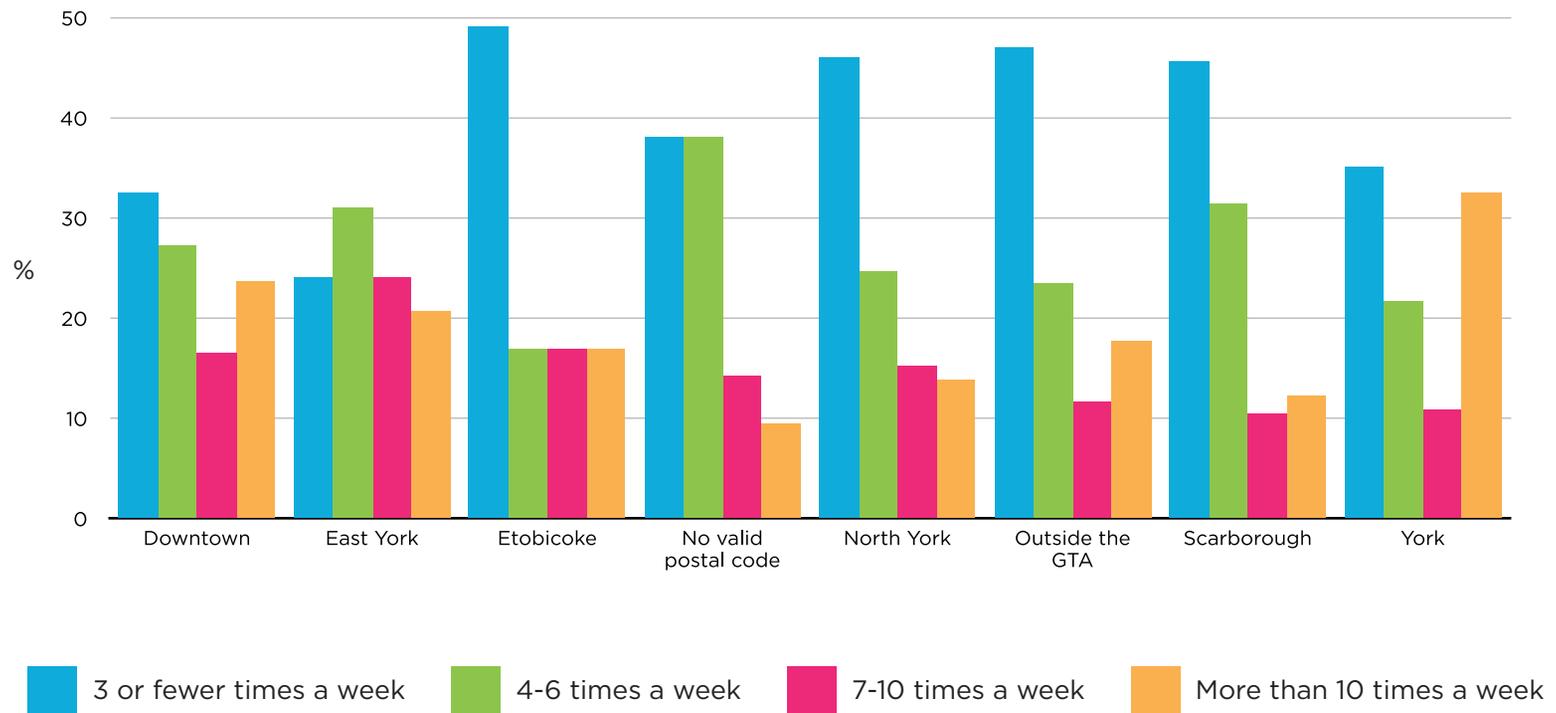
WHAT KINDS OF ART ACTIVITIES DO YOU PARTICIPATE IN?

560 Respondents



HOW OFTEN HAVE YOU ENGAGED IN ARTS ACTIVITIES (LISTENING TO MUSIC, ARTS AND CRAFTS, PARTICIPATING IN ONLINE WORKSHOPS, ECT.) DURING THE LAST 3 MONTHS WHILE STAYING AT HOME?

558 Respondents



THROUGH WHICH MEDIUMS HAVE YOU PARTICIPATED IN ART EVENTS?

558 Respondents



- ▶ The majority of respondents are engaging with music, film/video and reading through online platforms

METHODOLOGY

Quantitative Research Instrument

Toronto Arts Foundation developed the Arts & Culture Public Space Survey in consultation with the City of Toronto and local arts organizations. The survey was shared through the City's CultureTO newsletter, Toronto Arts Council bulletins, and partner organizations' social media, and the survey was open from June 17 to July 6, 2020. Responses were tabulated by Toronto Arts Foundation.

PARTNERS ACKNOWLEDGEMENT



Made possible by the generosity of TD and supporters of the Mayor's Evening for the Arts, Toronto Arts Foundation works with artists and communities to provide free arts activities in outdoor public spaces through our Arts in the Parks initiative.

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