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# City of Calgary Public Art Research

## Final Report



Prepared for The City of Calgary by:



**Ipsos Reid**

Contact:

Jamie Duncan  
Vice President  
Ipsos Reid  
587.952.4863  
[jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)

700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

Sheela Das  
Director  
Ipsos Reid  
587.952.4874  
[sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)

700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

[calgary.ca](http://calgary.ca) | contact 311



THE CITY OF  
**CALGARY**

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## Methodology

- These are the results of The City of Calgary's Public Art Research
- To-date, a total of 601 telephone interviews have been conducted with a randomly selected representative sample of Calgary residents aged 18 years or older.
- Interviews were conducted between May 8 – 21, 2015
- The data has been weighted to ensure the age/gender distribution reflects that of the actual population in Calgary according to the most recent Census data.





# Key Findings



# Summary of Key Findings

## Opinions about the Role of Public Art in Calgary

- ❖ 56% of respondents agree that vibrant communities make Calgary a great place to live
- ❖ When it comes to support of the Arts in Calgary, 32% of respondents report The City should be acting in a supportive role for the arts.
- ❖ 25% of people believe the type of support for the Arts coming from The City should be financial, through things like grants and or funding (13%). 5% of respondents think The City is spending too much money or wasting money on public art projects.
- ❖ 22% of people do not know what type of role The City should play in support of Public Art in our city.

## Calgary's Support of the Arts

- ❖ 52% of respondents would like to see Calgary continue to invest the same amount in supporting the Arts.
- ❖ 30% of respondents would like to see more investment by The City in supporting the Arts.
- ❖ 16% of respondents would like to see less investment by The City in supporting the Arts.



## Summary of Key Findings (*continued*)

### Public Art Awareness

- ❖ 68% of respondents have read, seen or heard about Public Art in the past 12 months.
- ❖ Of this awareness, 19% was negative or some sort of debate or criticism.
- ❖ 41% of the awareness was raised by seeing art, reading about art, attending events or exhibits.
- ❖ 27% of awareness was generated through media sources like newspaper or online media.

### Knowledge about the Public Art Process

- ❖ 55% of respondents were aware that The City of Calgary has a Public Art Policy.
- ❖ 73% of respondents **did not know** that Public Art Projects awarded to Canadian and International artists generally see three-quarters or more of total budget spent locally.
- ❖ 74% of respondents **did not know** the composition of the selection panel used for choosing Public Art.
- ❖ 82% of respondents **did not know** the breakdown of artists hired for Public Art is made up of 72% local artists.





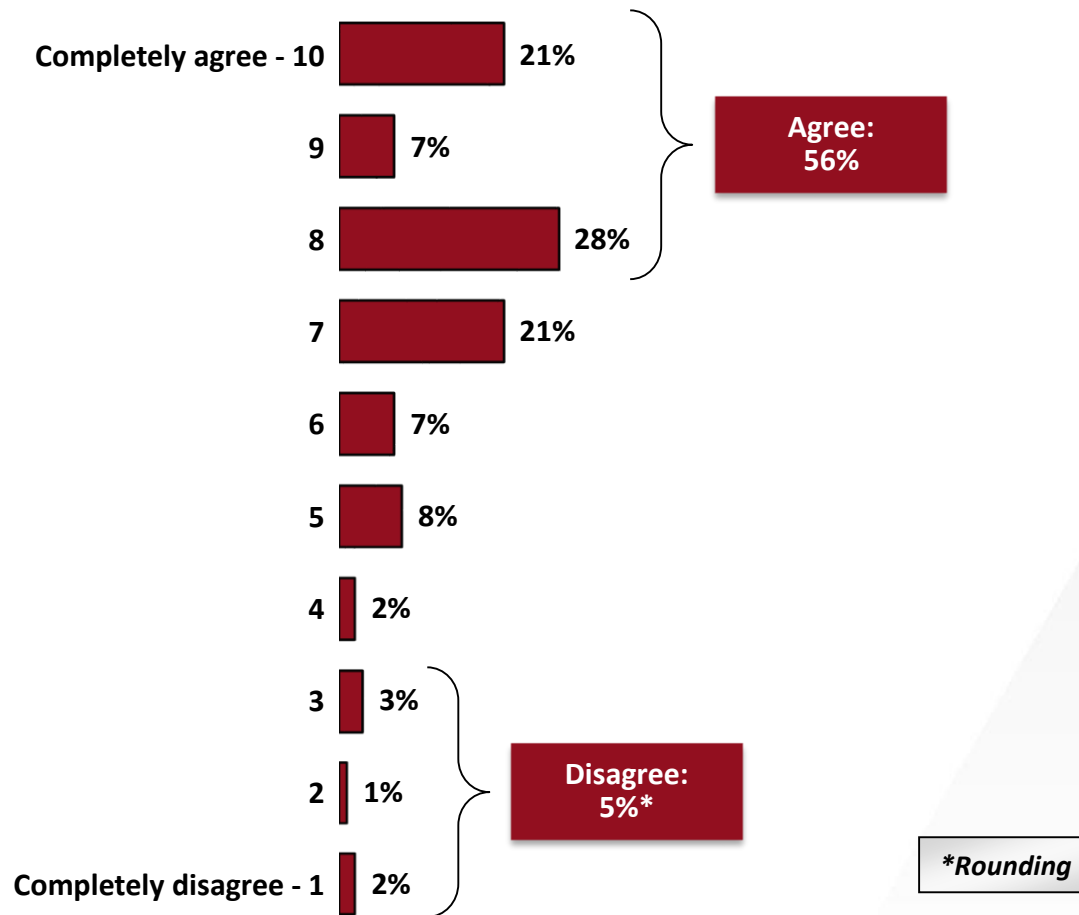
# Detailed Findings



# **Overall Views & Perceptions on Art & Culture In Calgary**



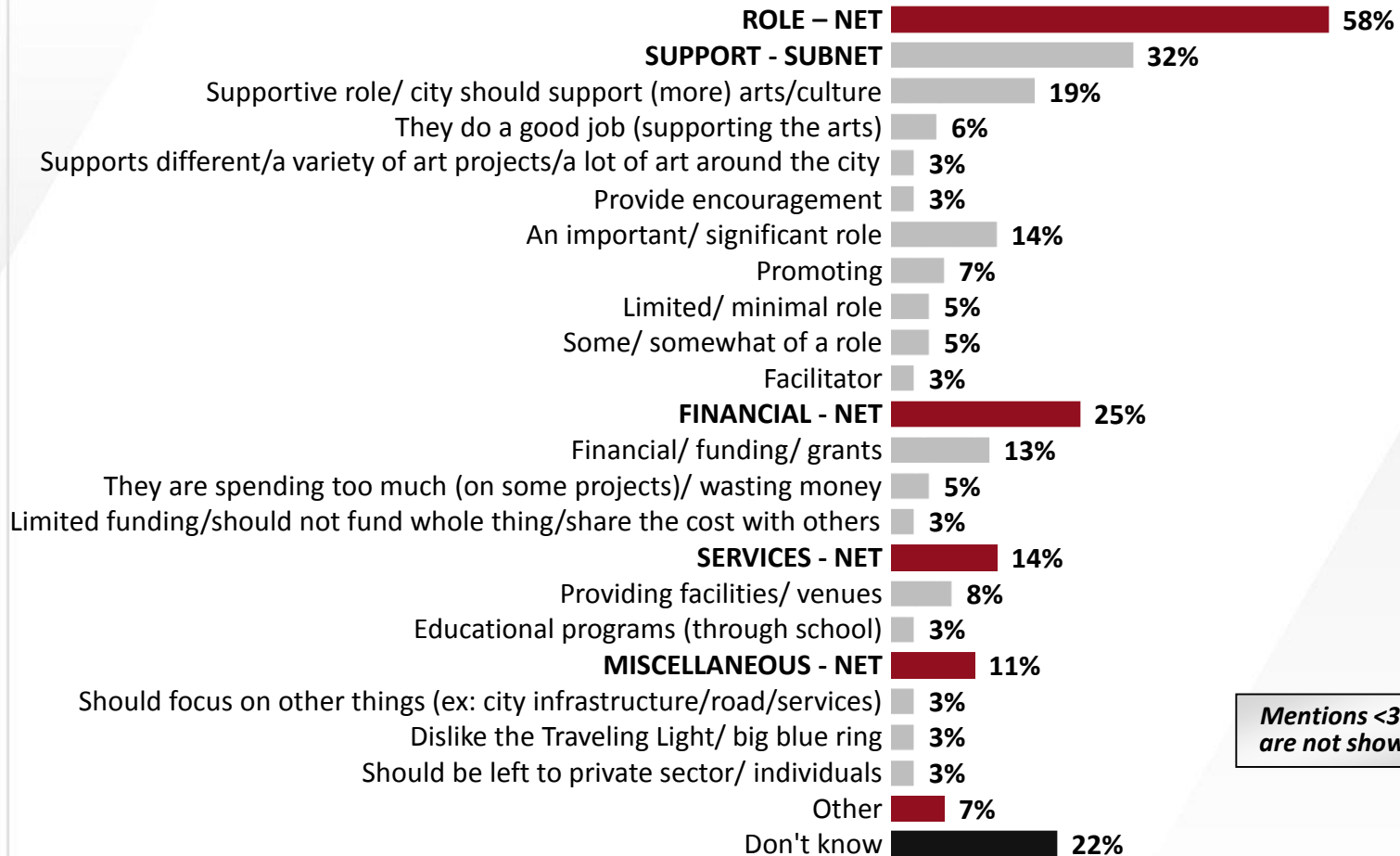
# Vibrant Communities Make Calgary a Great Place to Live



*a1. Please tell me whether you agree or disagree with the following statement using a 10-point scale where 1 means 'completely disagree' and 10 means 'completely agree'. Calgary's vibrant creative communities make our city a great place to live*

Base: Valid respondents (n=601)

# The Role of The City of Calgary in Supporting the Arts

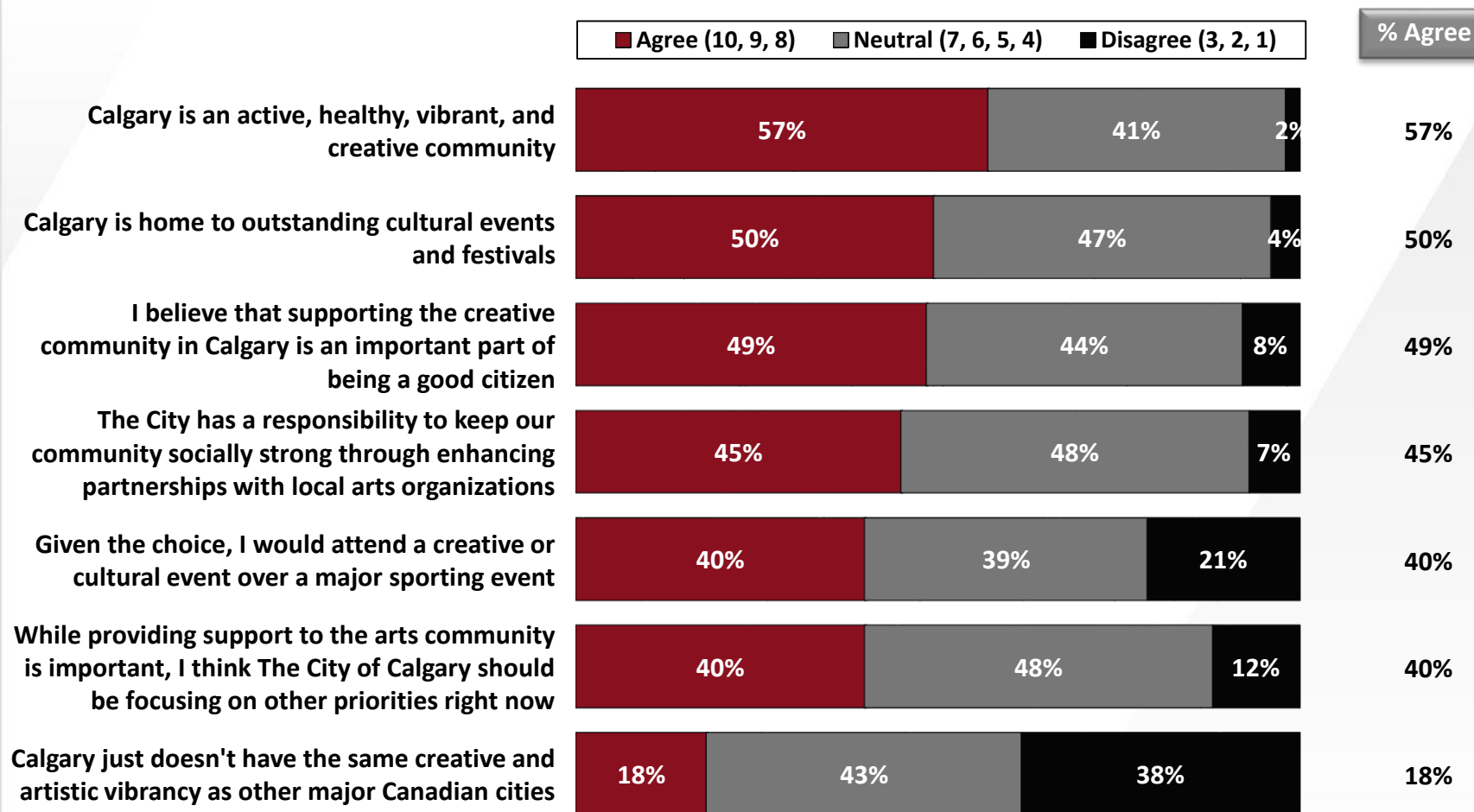


*Mentions <3%  
are not shown*

**a2. What role do you believe The City of Calgary has when it comes to supporting the arts in our city?**

Base: Valid respondents (n=601)

# Calgary's Support of the Arts

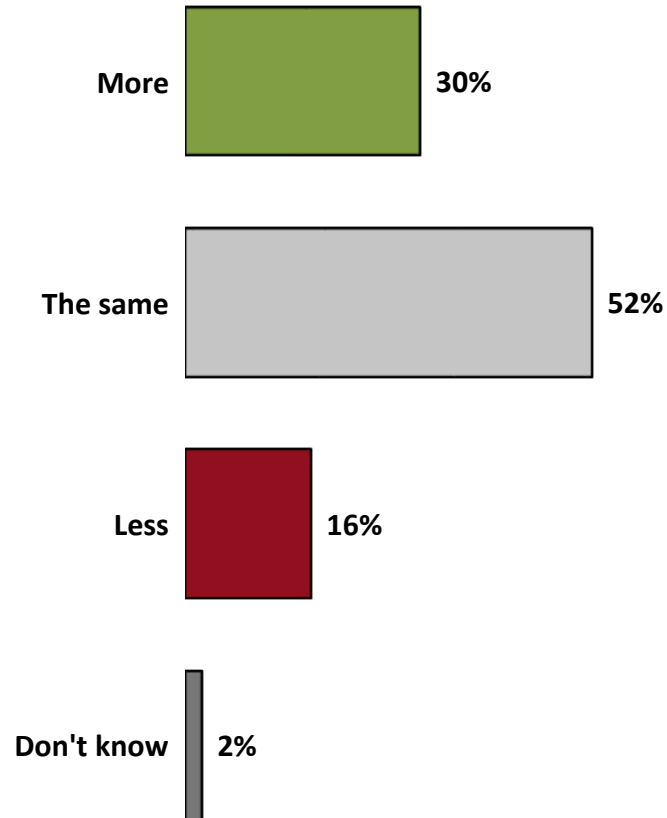


a3. Please tell me if you agree or disagree with this statement?

Base: Valid respondents (n=601)



## Calgary's Investment in The Arts



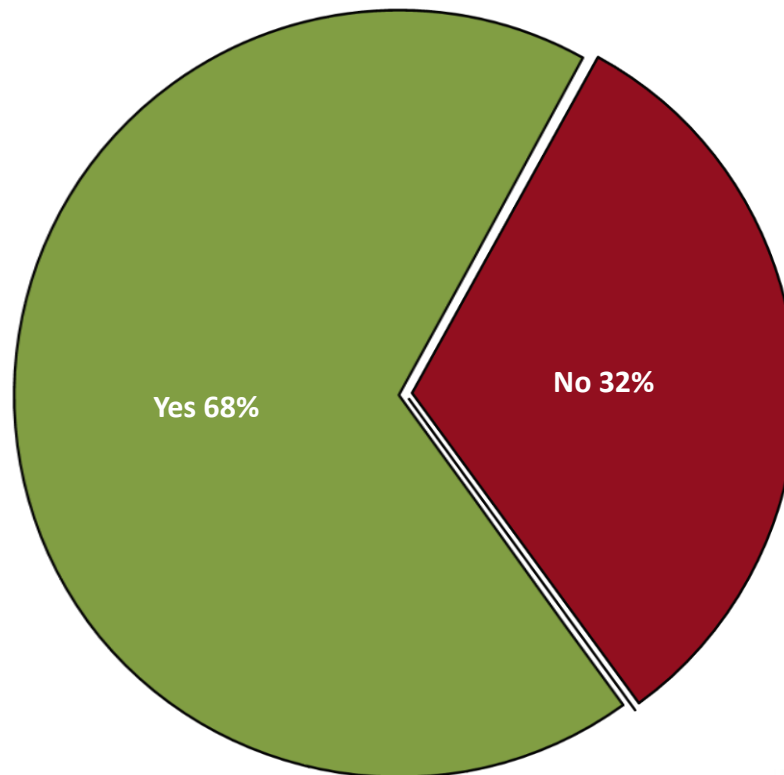
*a4. Thinking about Calgary over the next ten years, would you say that The City should invest more, less or the same amount in supporting the arts?*

Base: Valid respondents (n=601)



# Understanding Public Art in Calgary

## Calgarians' Awareness Toward Public Art

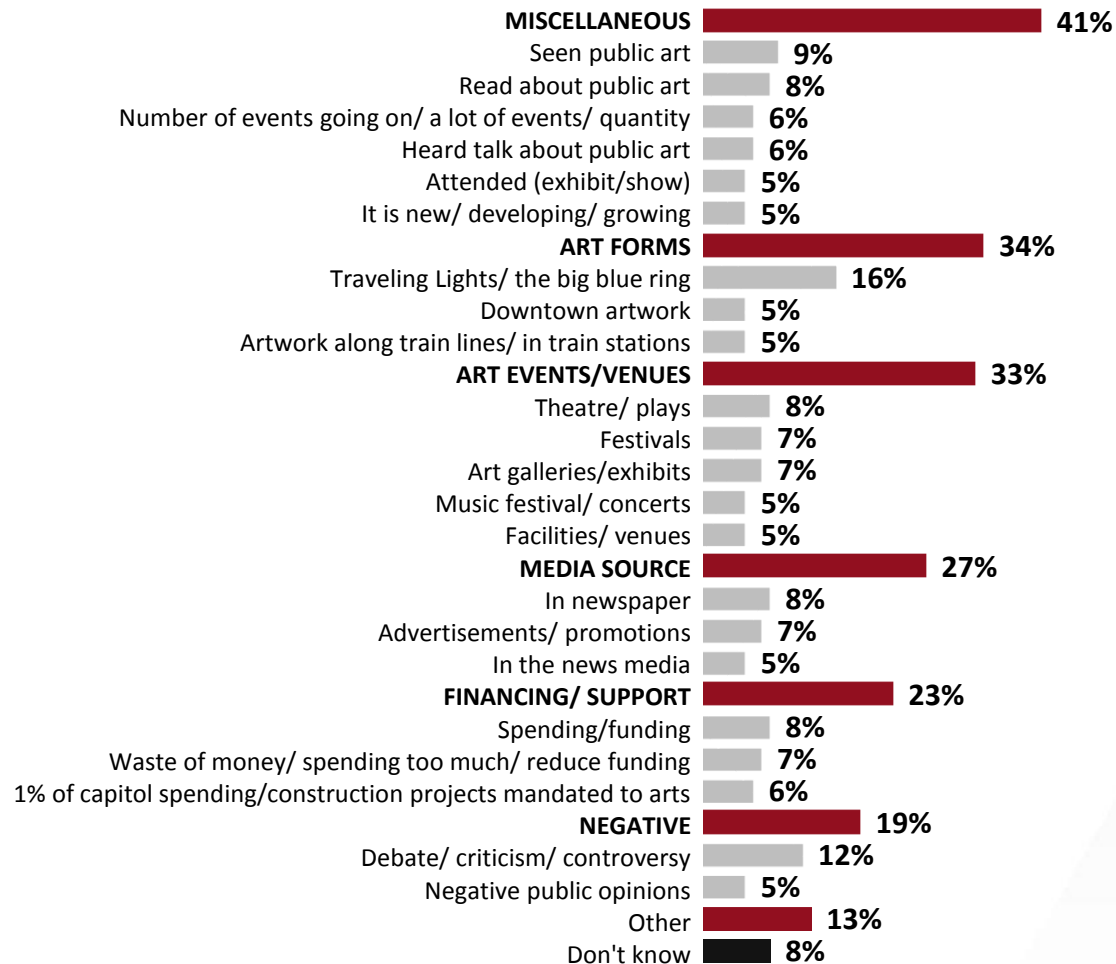


***b1. In the past 12 months, have you read, seen, or heard anything about public art in Calgary?***

**Base: Valid respondents (n=601)**



# Awareness of Public Art

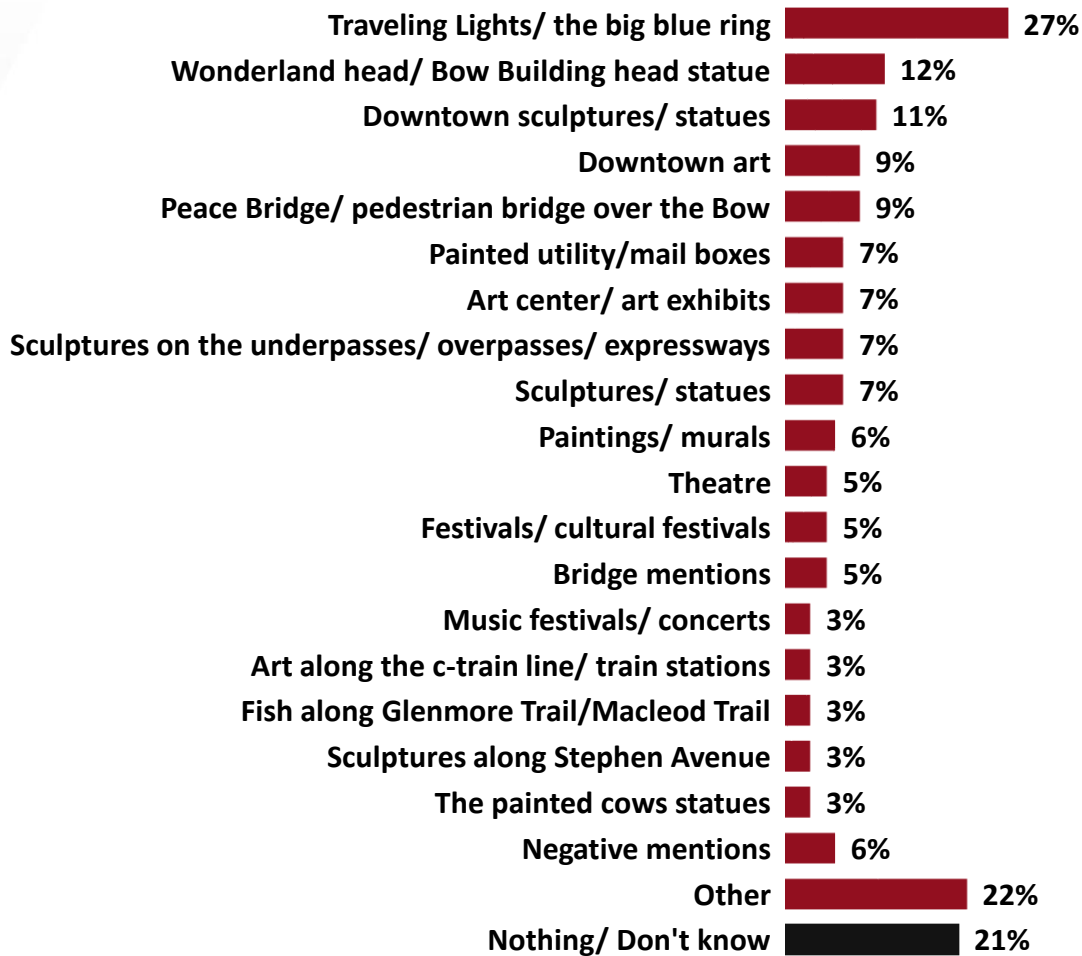


*Mentions <5%  
are not shown*

**b2. Please describe what you have read, seen, or heard about public art in Calgary...?**

Base: All seen public art (n=417)

# Awareness of Public Art

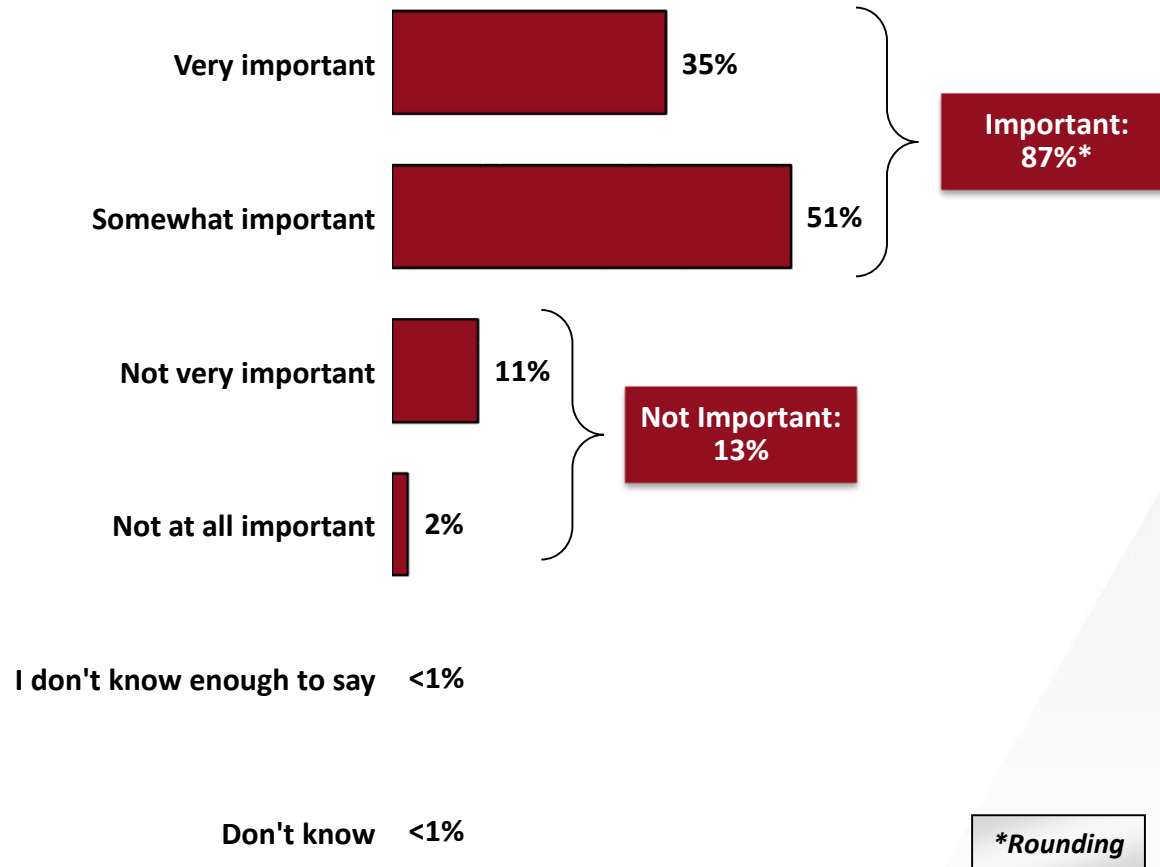


*Mentions <3%  
are not shown*

*b3. To the best of your ability, can you provide examples of public art in Calgary today...?*

Base: All seen public art (n=417)

# Opinions Towards Public Art

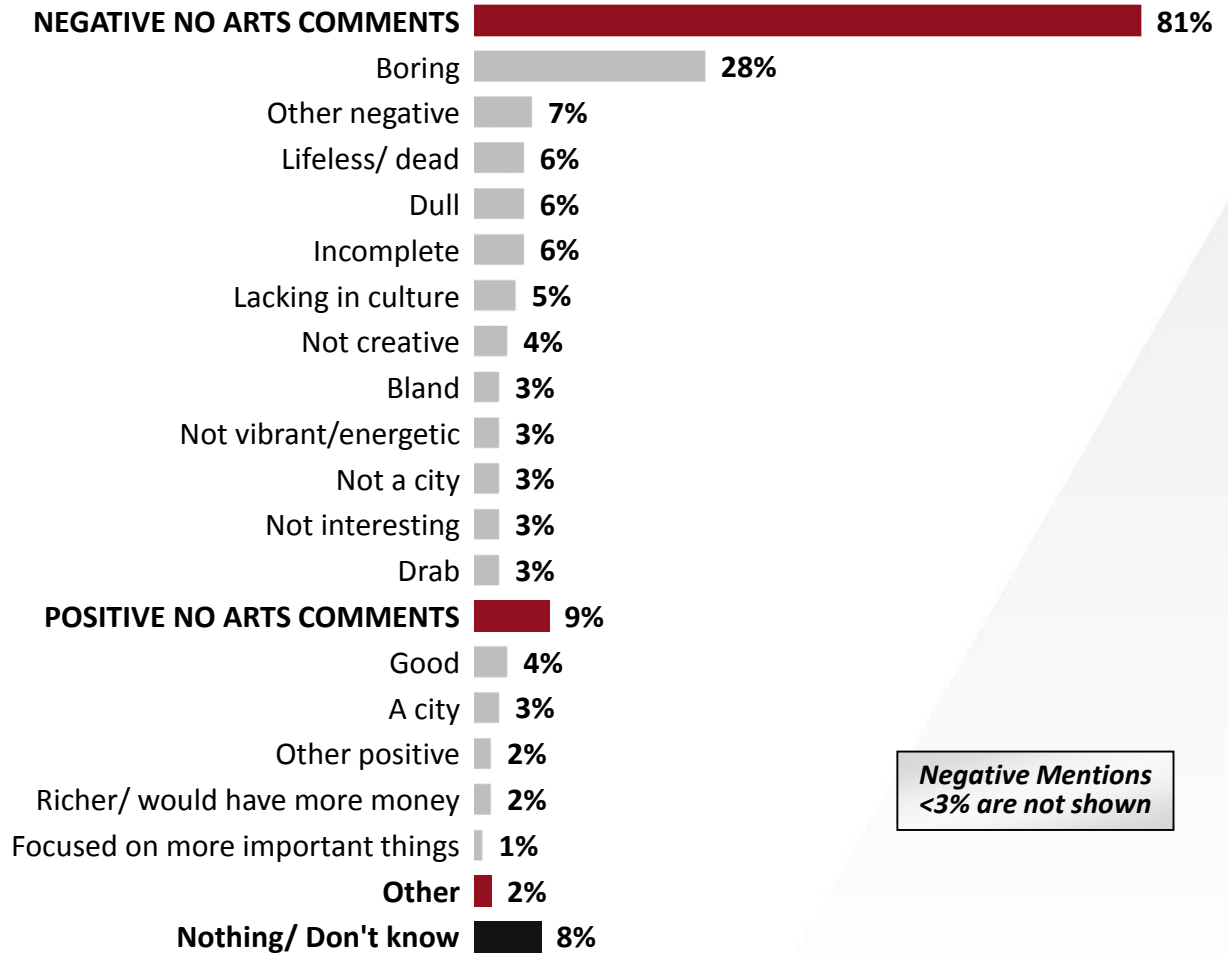


*b4. Based on your own knowledge today, please tell me how important it is to have public art in Calgary...?*

Base: Valid respondents (n=601)



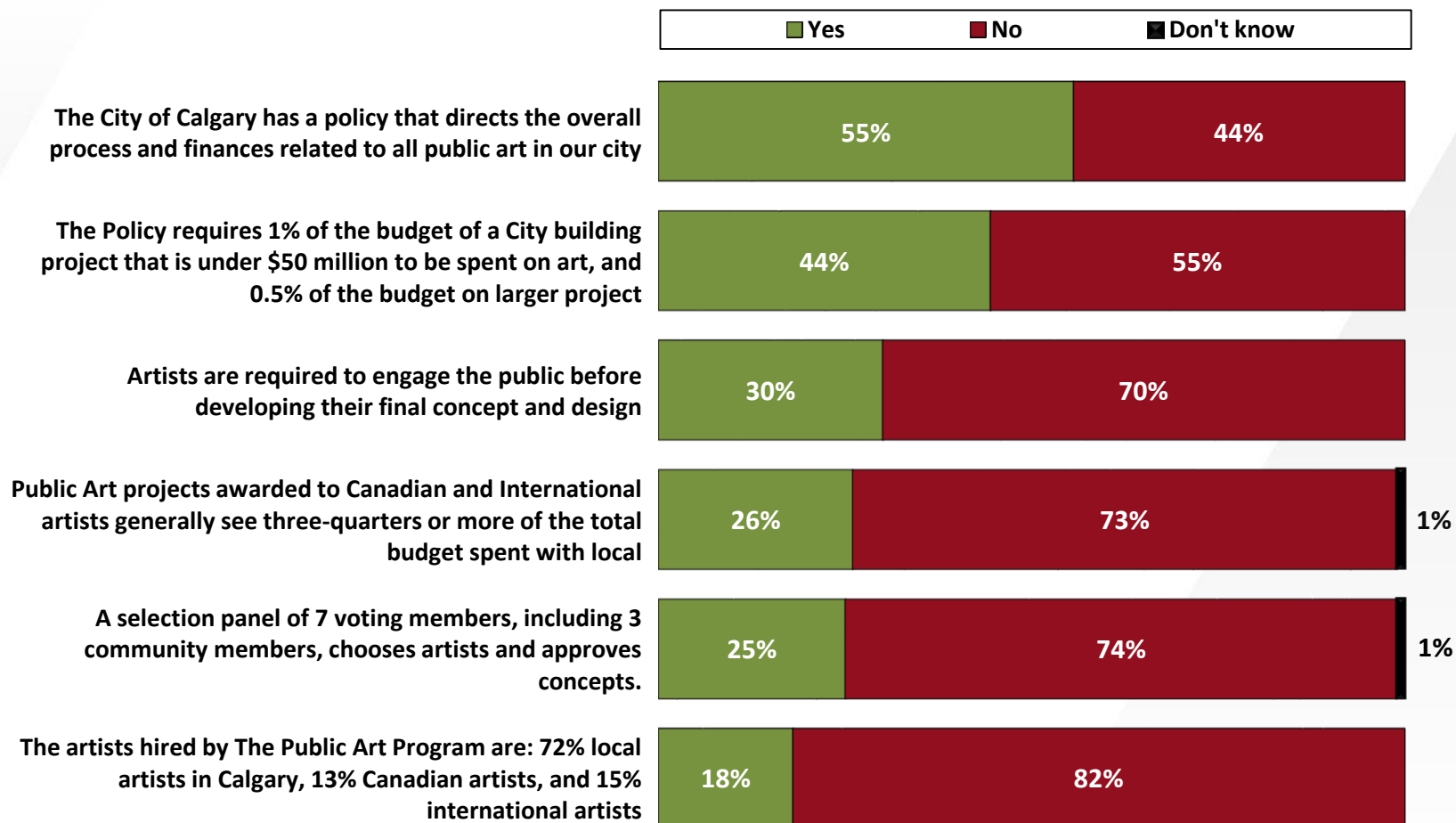
# Opinions Towards Public Art



*b5. Please complete the following sentence. A City without public art is...?*

Base: Valid respondents (n=601)

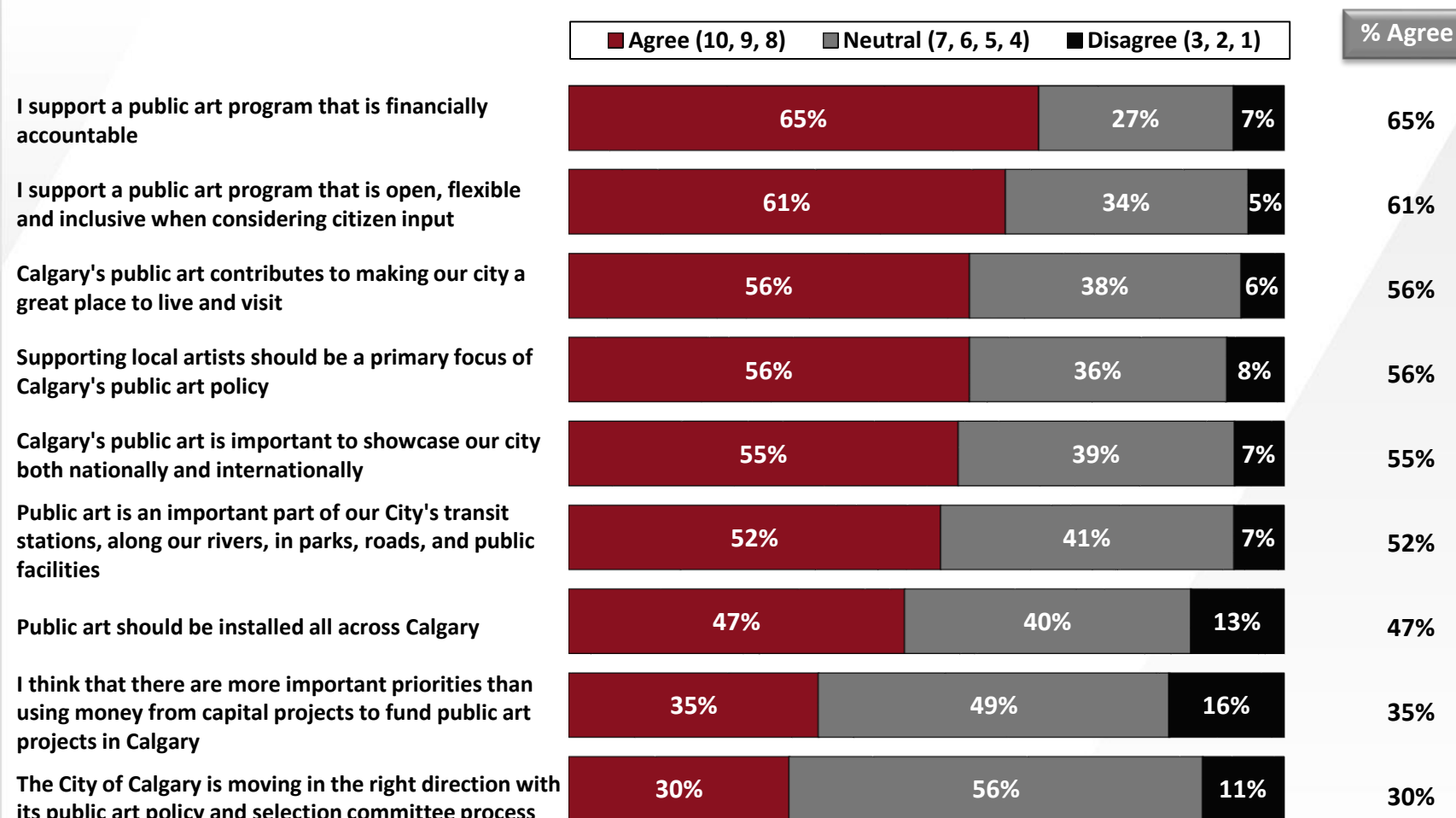
# Knowledge of the Public Art Process



*b6. Please indicate whether you were aware of each piece of information?*

Base: Valid respondents (n=601)

# Opinions About Public Art



*a3. Please tell me if you agree or disagree with this statement?*

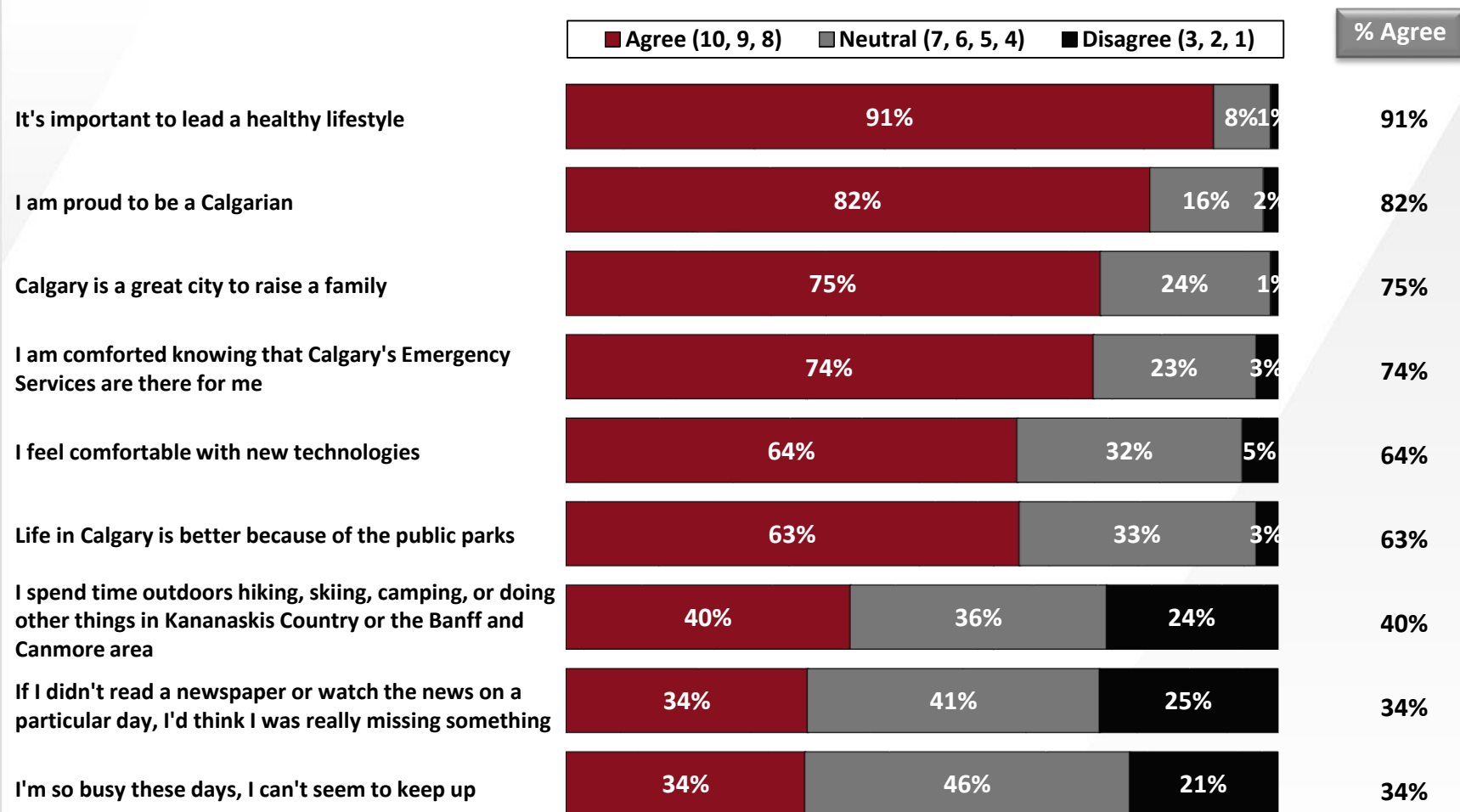
Base: Valid respondents (n=601)





# Opinions About Life in Calgary

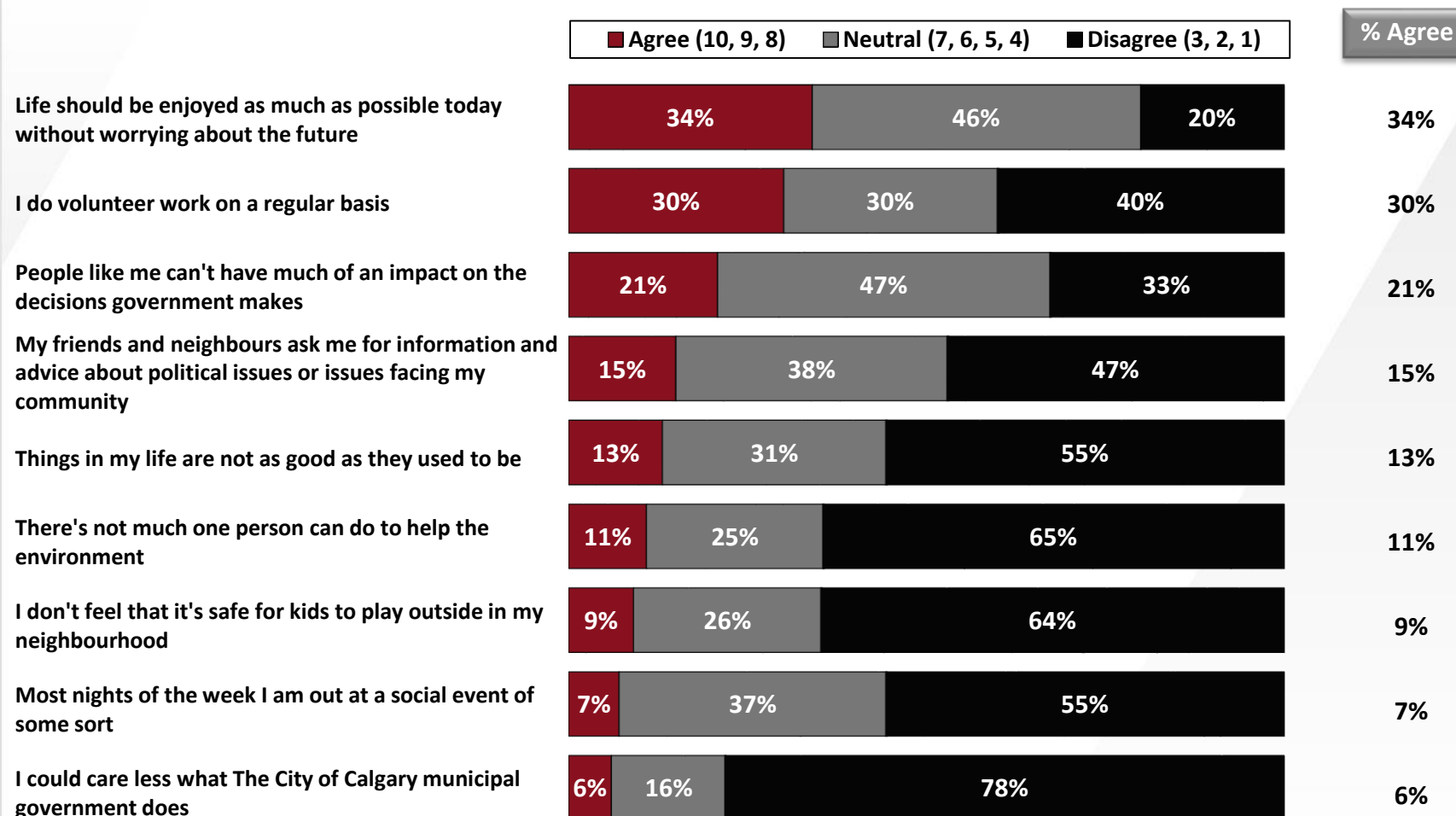
# Opinions of Calgarians



c1. Please tell me whether you agree or disagree with each statement?

Base: Valid respondents (n=601)

# Opinions of Calgarians

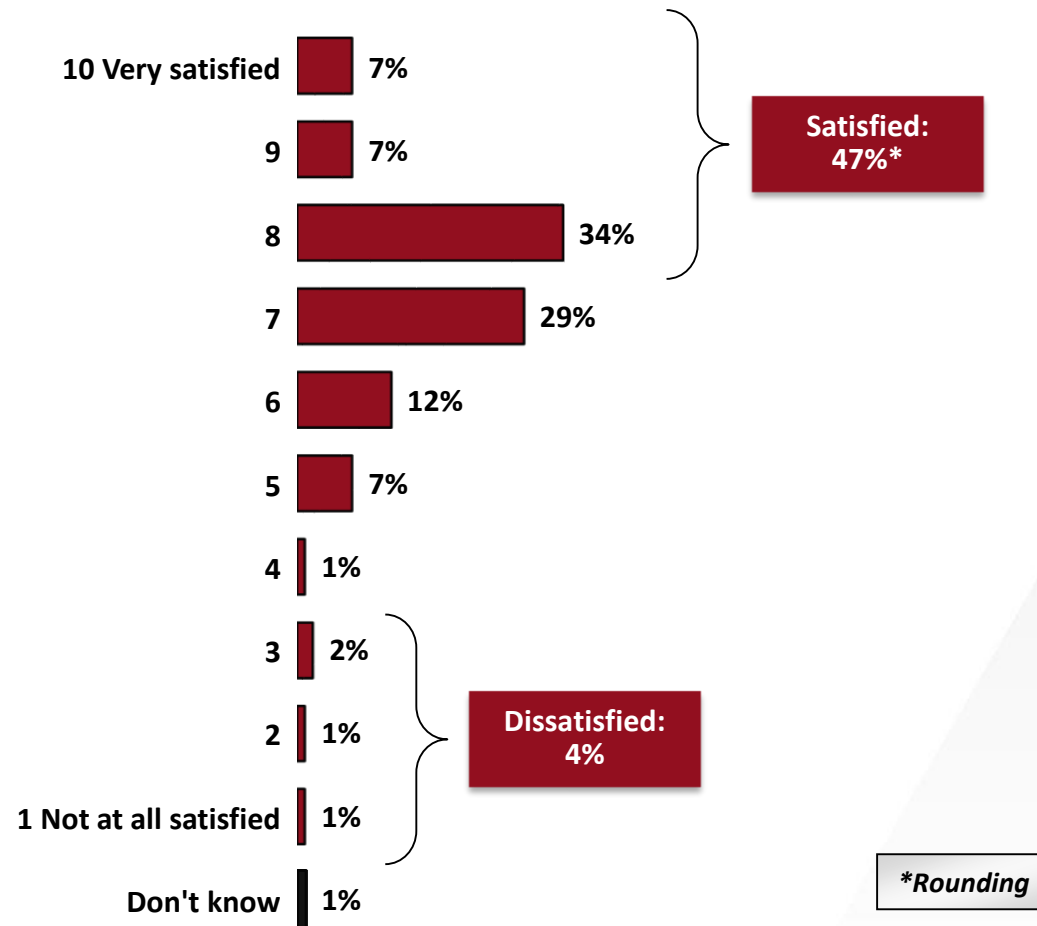


*c1. Please tell me whether you agree or disagree with each statement?*

Base: Valid respondents (n=601)



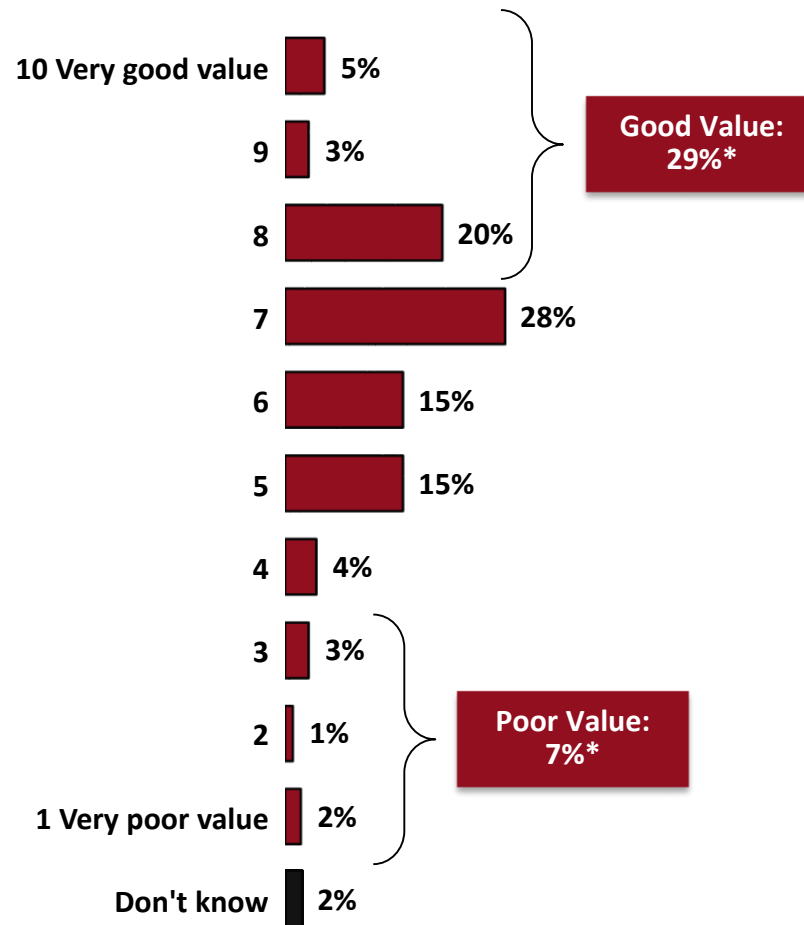
# Satisfaction with Level and Quality of Services and Programs



*c2. On a scale of 1 to 10 where 1 represents 'not at all satisfied' and 10 represents 'very satisfied', How satisfied are you with the overall level and quality of service and programs provided by The City of Calgary?*

Base: Valid respondents (n=601)

# Satisfaction with Value for Municipal Property Tax Dollars



*c3. Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where 1 represents 'very poor value' and 10 represents 'very good value'...*

Base: Valid respondents (n=601)

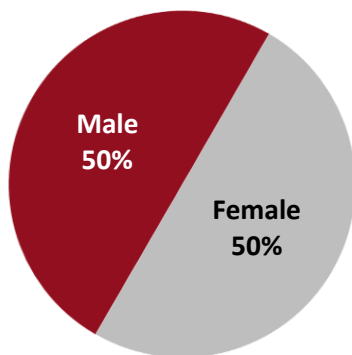


# Demographics



# Demographics

## Gender



## Age

18-24	12%
25-34	22%
35-44	19%
45-54	19%
55-64	14%
65+	13%
Mean	45 years

## Education

Less than high school	3%
Completed high school	12%
Technical/vocational school above high school level	5%
Trades certificate or diploma	9%
Some college or university	15%
College or university degree/diploma	41%
Post-graduate degree	15%

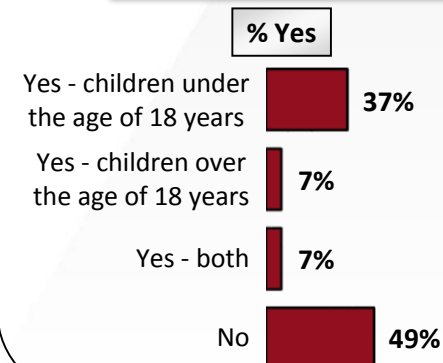
## Income

Less than \$30,000	7%
\$30,000 to just under \$45,000	8%
\$45,000 to just under \$60,000	10%
\$60,000 to just under \$75,000	10%
\$75,000 to just under \$90,000	11%
\$90,000 to just under \$105,000	9%
\$105,000 to just under \$120,000	8%
\$120,000 to just under \$135,000	6%
\$135,000 to just under \$150,000	5%
\$150,000 and over	16%

## Number of People In Household

1	13%
2	29%
3	20%
4	22%
5	11%
6	4%
7	1%
8	1%

## Children and Seniors in Household

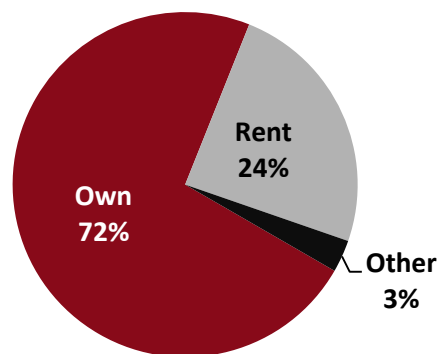


# Demographics

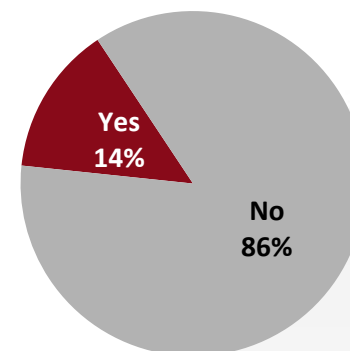
Tenure in Calgary

5 years and below	16%
6 to 10	13%
11 to 15	11%
16 to 20	11%
21 to 30	17%
31 to 40	17%
41 +	19%
Mean	24 years

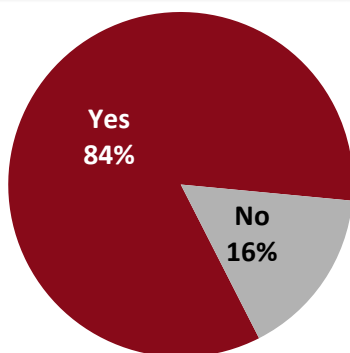
Own or Rent



Disability



Responsible for Property Taxes





# Contact

## **Jamie Duncan**

Vice President

Ipsos Reid Public Affairs

587.952.4863

email: [jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)

## **Sheela Das**

Director

Ipsos Reid Public Affairs

587.952.4874

email: [sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)