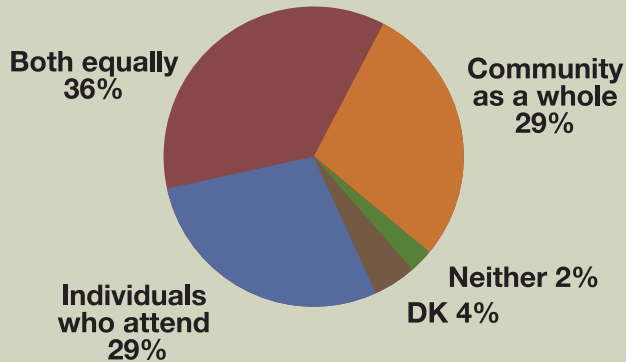


Benefits of Performing Arts Presentation

Canadians believe that the performing arts benefit their communities, whether or not they attend.

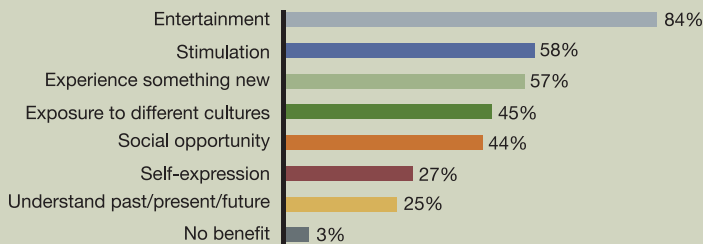
Who benefits more? (N=1,031)



92% of Canadians believe that arts and culture make a community a **better place** to live.

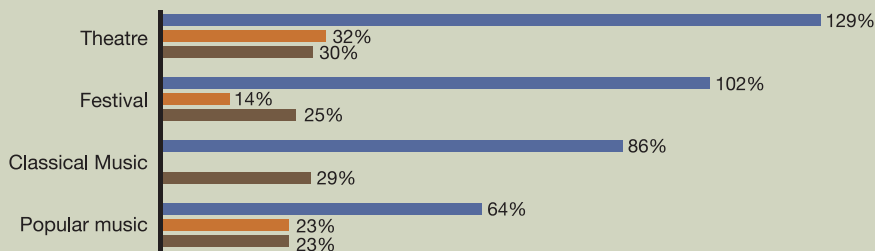
90% of Canadians say that performing arts facilities are important to **quality of life**, sense of **pride** in community and **economic** development.

Individual benefits (N=1,021)



There is a strong correlation between attending performing arts and health, well-being and civic engagement.

Effects of attendance on well-being



Source: The Arts and Individual Well-Being in Canada 2010, Hill Strategies

Canadians spent \$1.4 billion on live performing arts in 2008; more than double their spending on professional sports.

Benefits to Individuals



Entertainment, fun
Stimulation
 (intellect, emotion, spirit)
 Experience something new
Exposure to different cultures
 Social opportunities
 Health and **well-being**

Benefits to Community

Energy and vitality
 Quality of life
 Creative communities
Understanding between cultures
Pride and belonging
 Community safety



Benefits to Society

Volunteering
Civic engagement
 Better education outcomes
Social cohesion
 Economic **development**