

# Arts and Heritage Access and Availability Survey (AHAA)

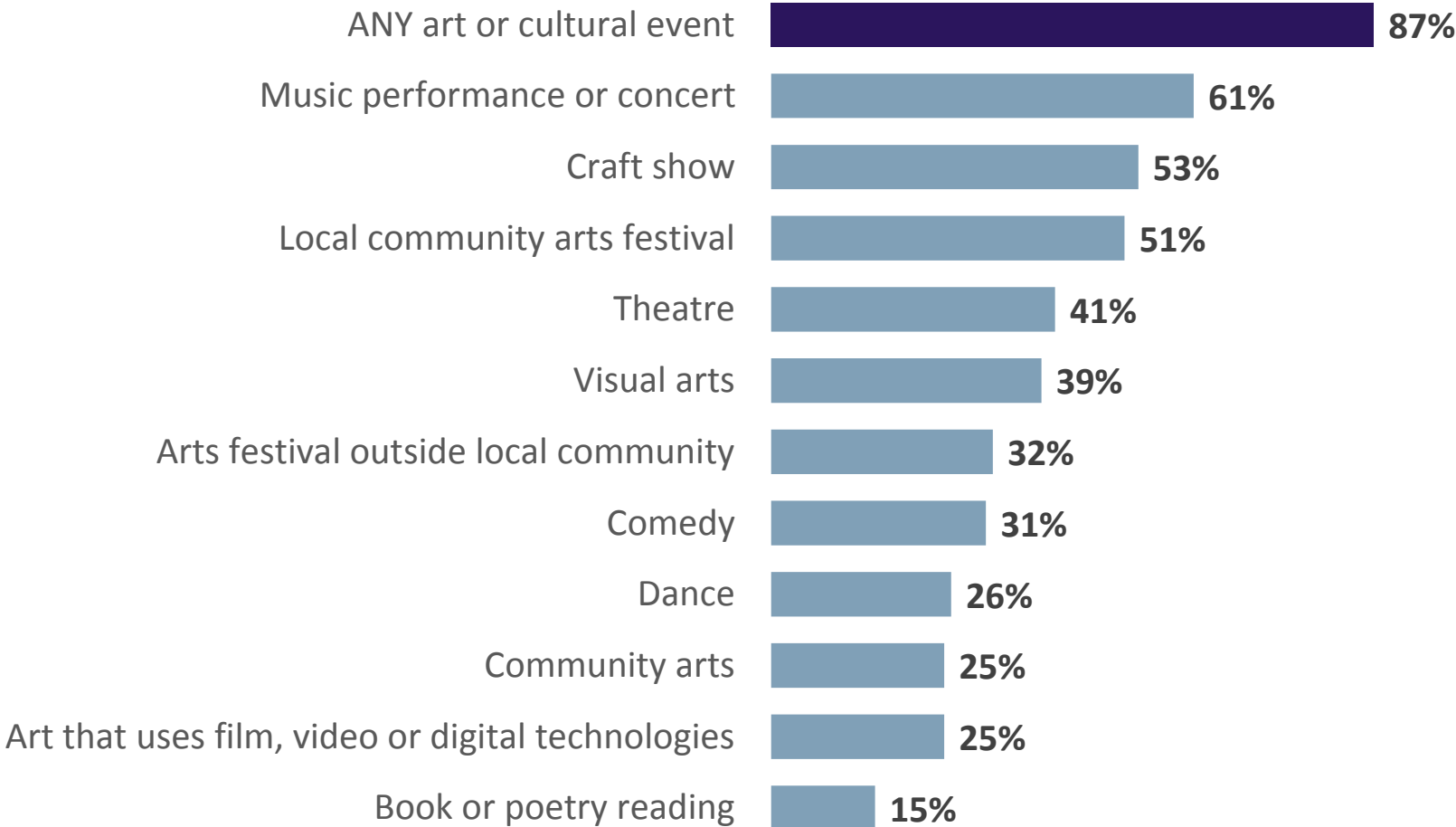
CAPACOA @ CINARS 2018

NOVEMBER 12, 2018



# Overall attendance is high

## Arts events attended in past year



# There are changes in *where* people are attending arts events

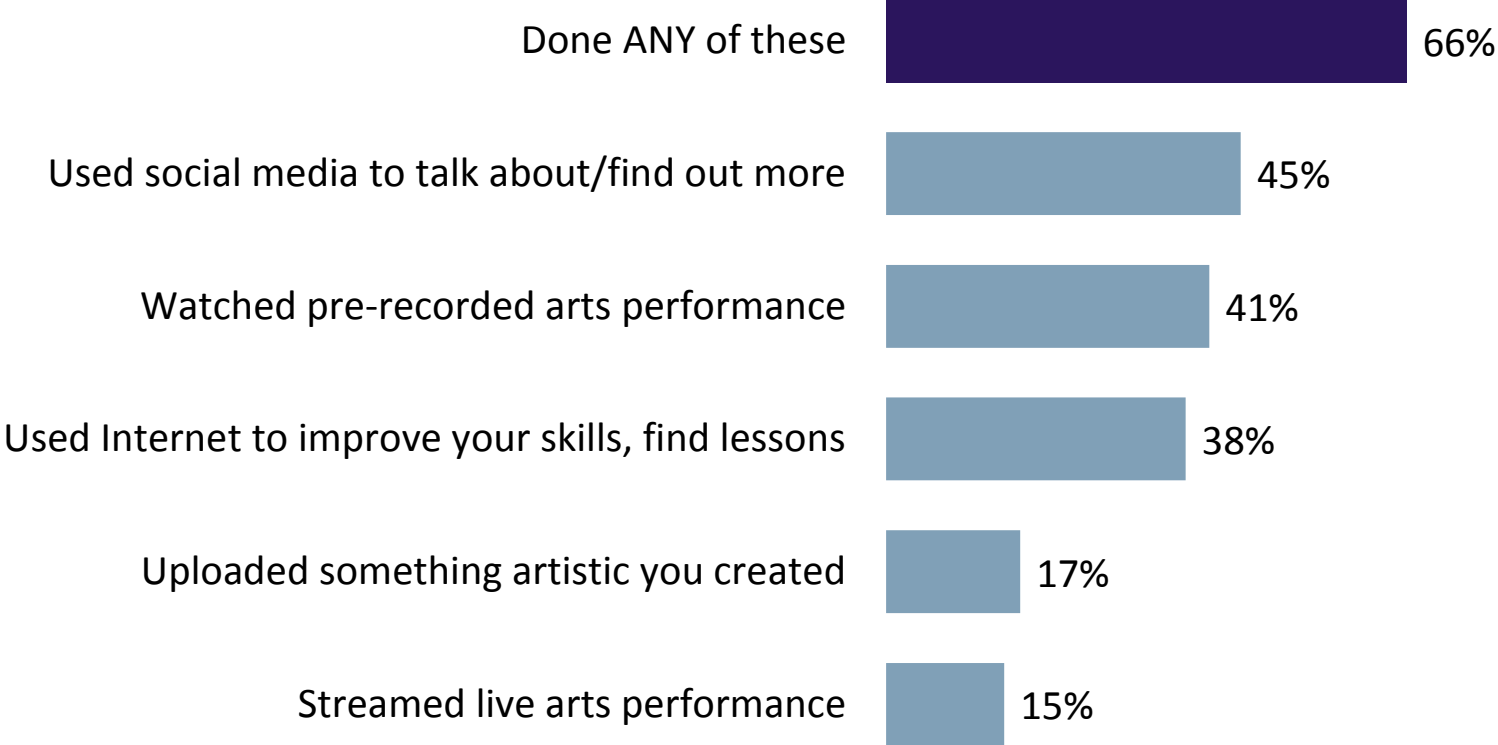
## Location of performances/events attended

	2017
Outdoors	66%
Performing arts facility	60%
Church, library, school	47%
Community/cultural centres	43%
Museum or art gallery	39%
Movie theatre	32%
Café or club	29%
Mall, airport, public transit	14%
Private residence	14%
Health care setting	7%



# The Internet is having an impact, as it is in other areas

## Online activities in past year

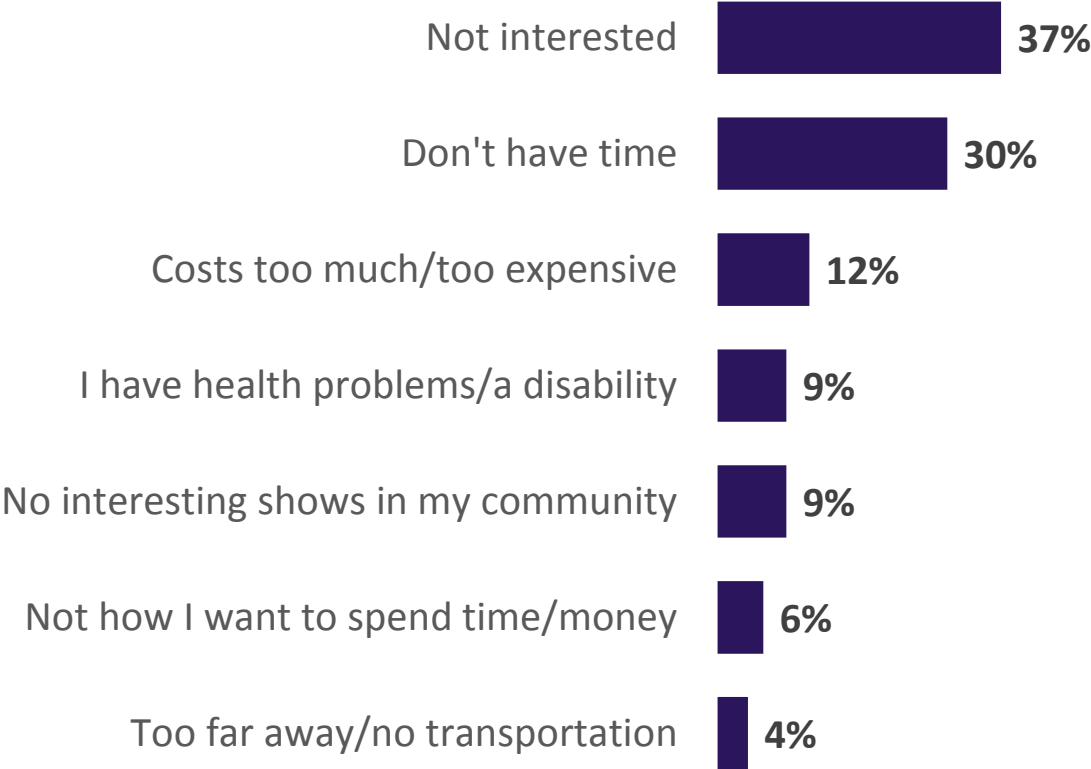


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## Barriers

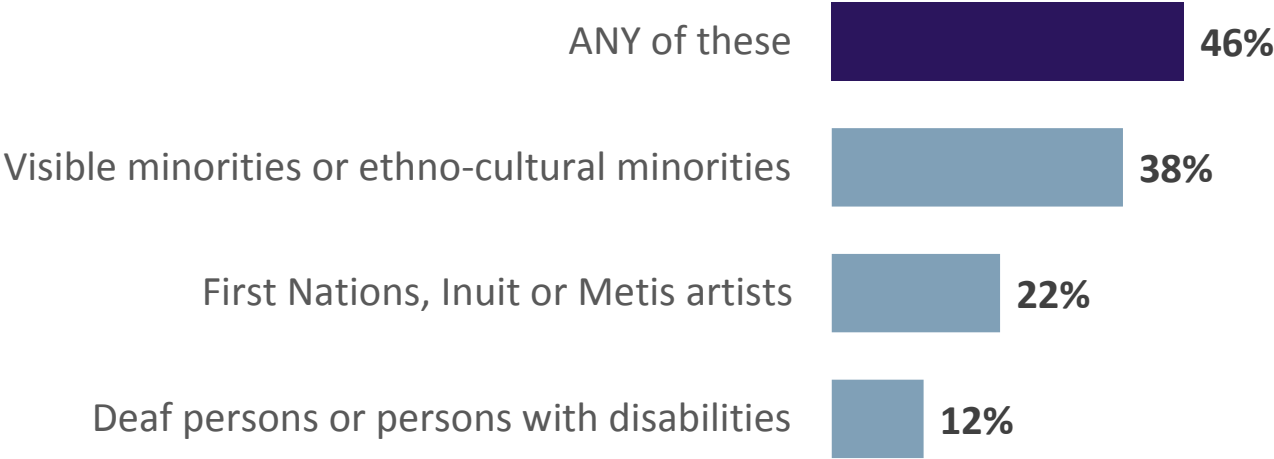
# Non-attendees cite a lack of interest – what does that mean?

## Reasons for not attending live performances/events (top mentions) Subsample: Have not attended a live arts performance in past year (n=263)



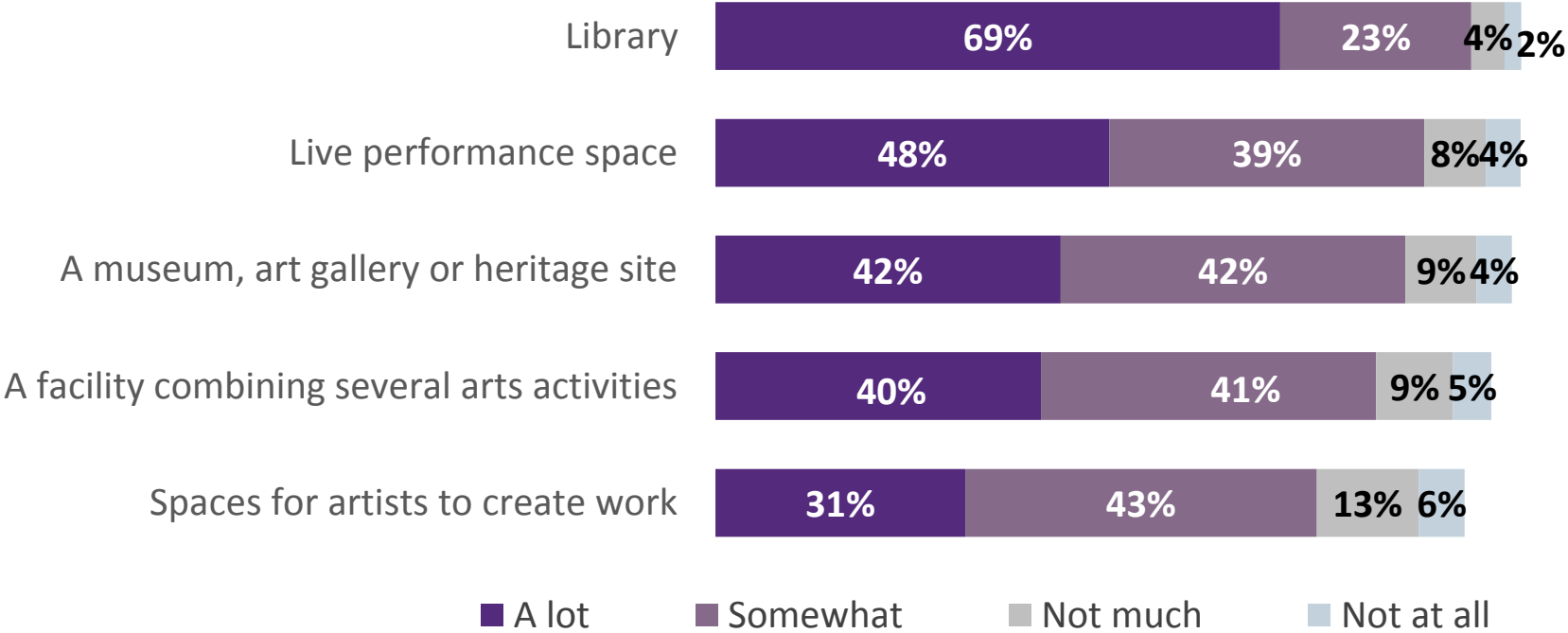
# Do Canadians see themselves reflected in arts performances?

## Attended or live streamed performances created/performed by... Subsample: Attended or live streamed at least one performance in past 12 months



# Is the public connected to the physical space?

## Extent to which facilities contribute to quality of life in community



Excludes don't know/no answer (1-8%). "Does not apply" has been removed



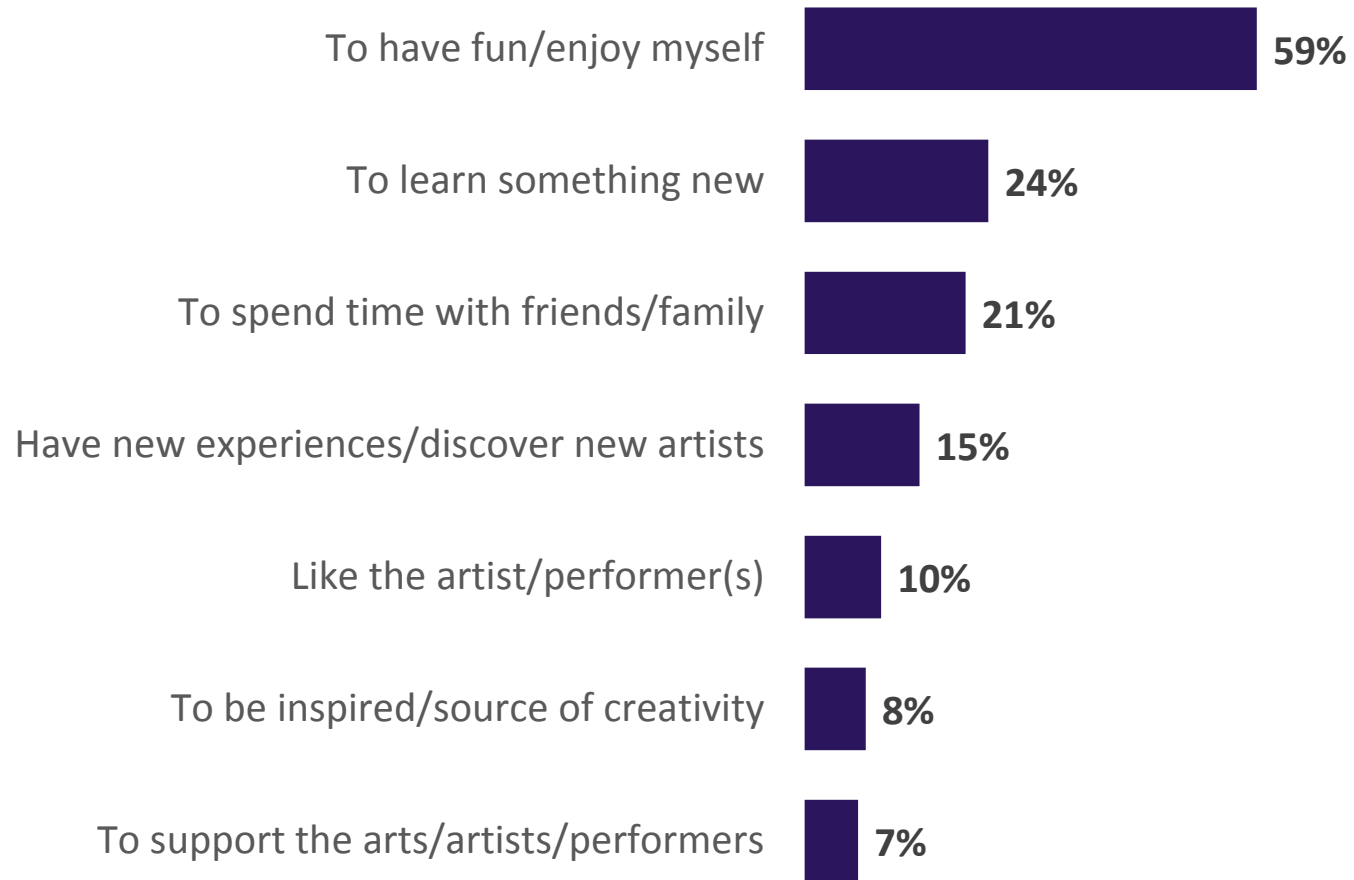
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## Motivators

# Attendees say they are seeking entertainment, but motivators depend on the target audience

## Reasons for attending live performances/events (top mentions)

Subsample: those who attended at least one event in person in the past year (n=1,782)



# If personal involvement is a “gateway” to attendance, how do we keep Canadians involved beyond the school years?

## Personal involvement in artistic activities in last 12 months

