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

Who benefits more? (N=1,031)

- Community as a whole: 29%
- Individuals who attend: 29%
- Both equally: 36%
- Neither: 2%
- DK: 4%

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.

**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

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

**Effects of attendance on well-being**

- Theatre: 33% Volunteering, 30% Very good health, 129% Very strong life satisfaction
- Festival: 14% Volunteering, 25% Very good health, 102% Very strong life satisfaction
- Classical Music: 14% Volunteering, 29% Very good health, 86% Very strong life satisfaction
- Popular music: 23% Volunteering, 23% Very good health, 64% Very strong life satisfaction

Source: The Arts and Individual Well-Being in Canada 2013, Hill Strategies

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