

Culture for Competitiveness

How Vibrant Culture Attracts Top Talent

June 2016



Into the mind

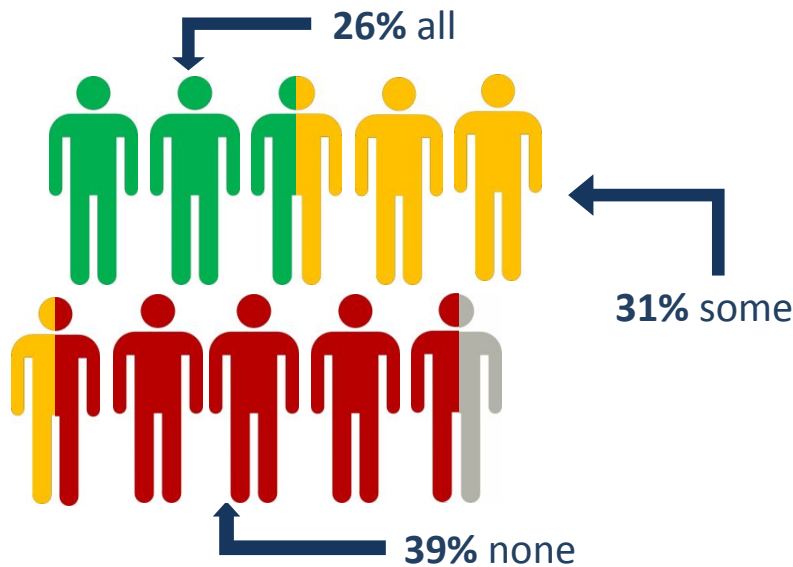


- Random survey of 500 highly skilled and knowledge economy individuals from Ontario, aged 18 or older between April 12th and 17th, 2016.
- Random survey of 508 businesses in Ontario, between April 13th and 22nd, 2016.
- Accurate ± 4.4 percentage points, 19 times out of 20.



Skilled workers more engaged in arts than businesses

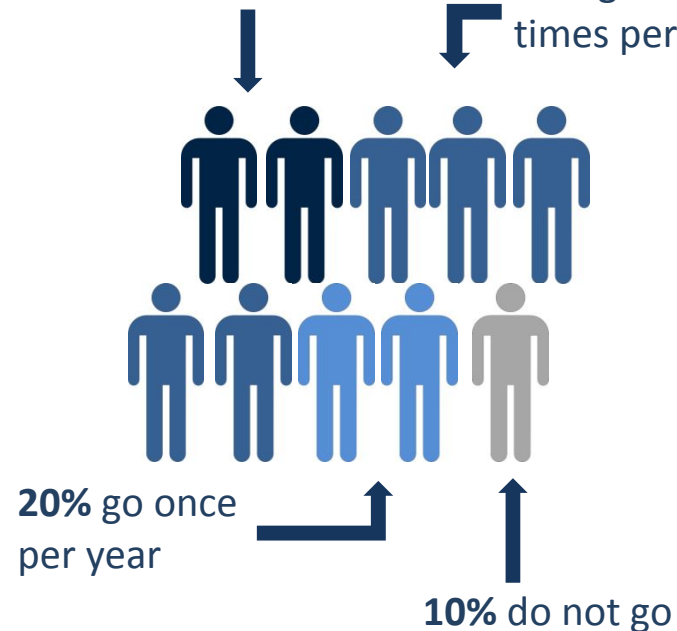
One of four **businesses** say all their locations are in a healthy, vibrant arts and culture community



Nine in ten **skilled workers** attend arts and cultural festivals at least once a year

21% go five or more times per year

49% go two to four times per year



NANOS

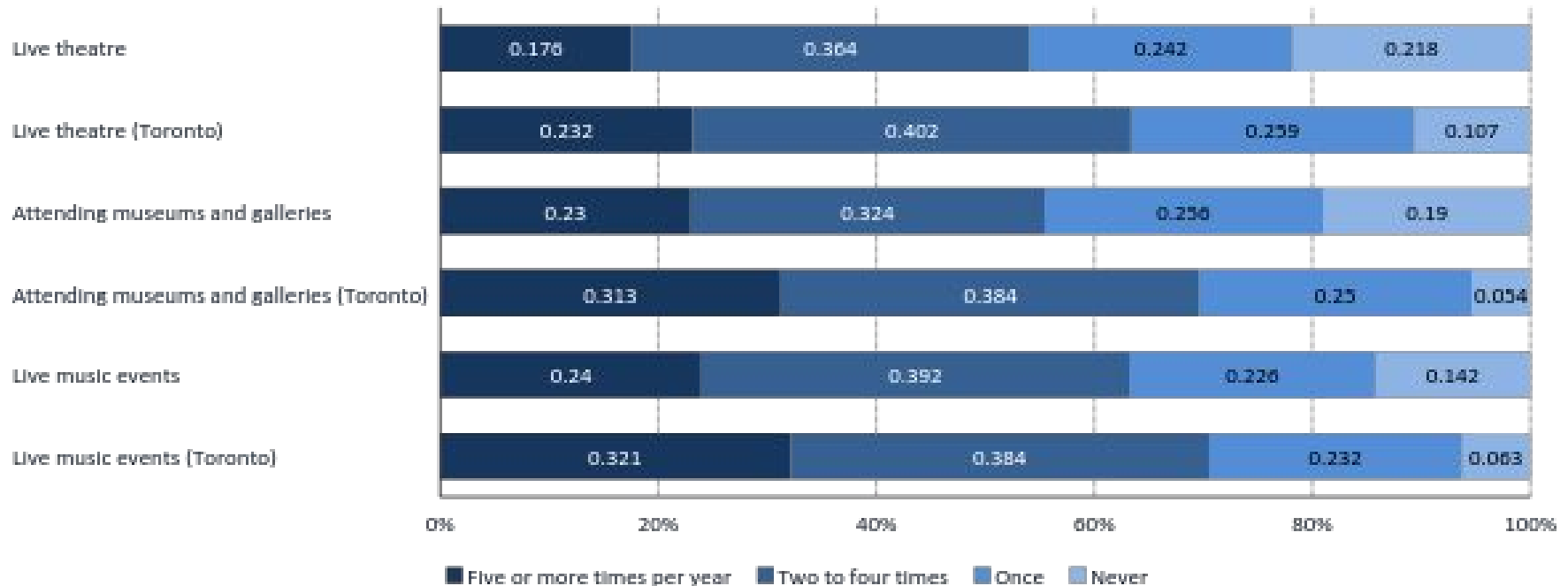


Business for the Arts
Les affaires pour les arts

Attendance at community events

Source: Nanos Research, RDD dual frame online random survey, April 12th to 17th, 2016, n=500 skilled workers in Ontario, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Skilled workers

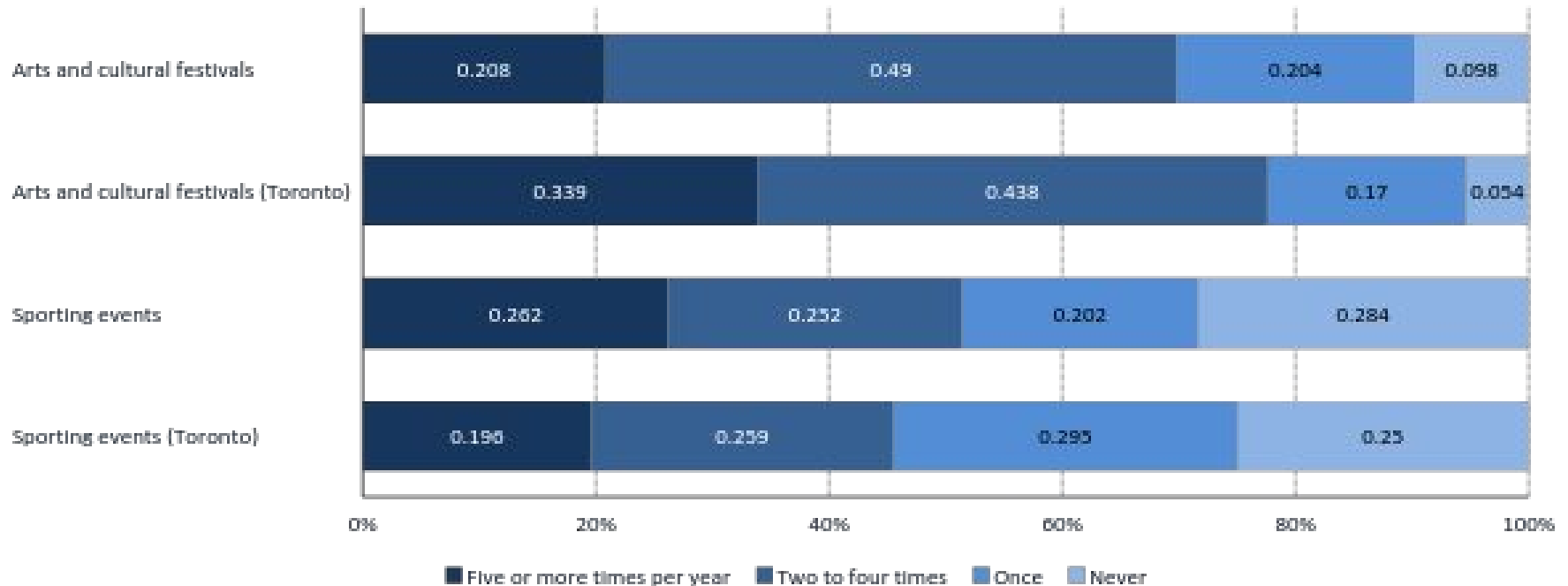


*Note: Charts may not add up to 100 due to rounding

QUESTION – How often, if at all, do you visit or attend the following in your community in an average year?

Attendance at community events cont'd

Source: Nanos Research, RDD dual frame online random survey, April 12th to 17th, 2016, n=500 skilled workers in Ontario, accurate 4.4 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

QUESTION – How often, if at all, do you visit or attend the following in your community in an average year?



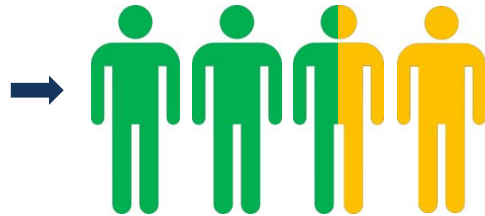
Giving to the arts in the community

One of four **businesses** say they make financial contributions to an arts or culture organization in their community

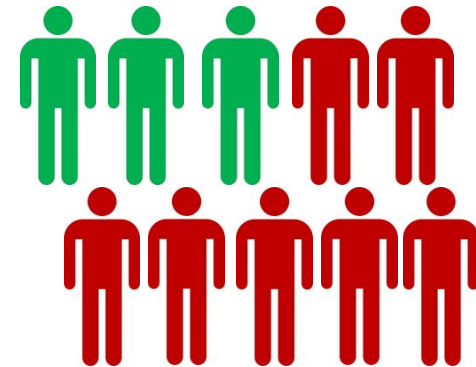
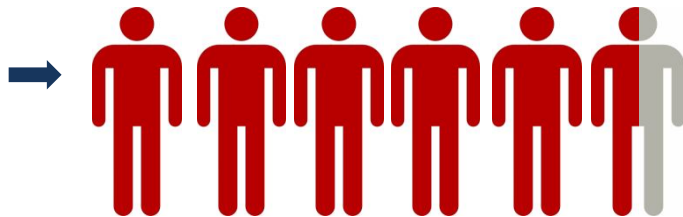
15% sometimes make financial contributions

32% of **skilled workers** are a donor, volunteer, or regular subscriber of an Arts and/or Cultural organization in their community

25% make financial contributions

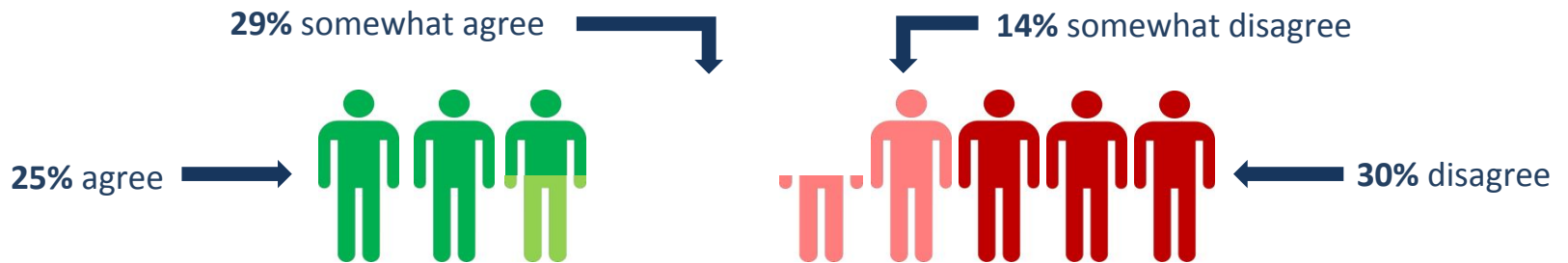


53% do not make financial contributions

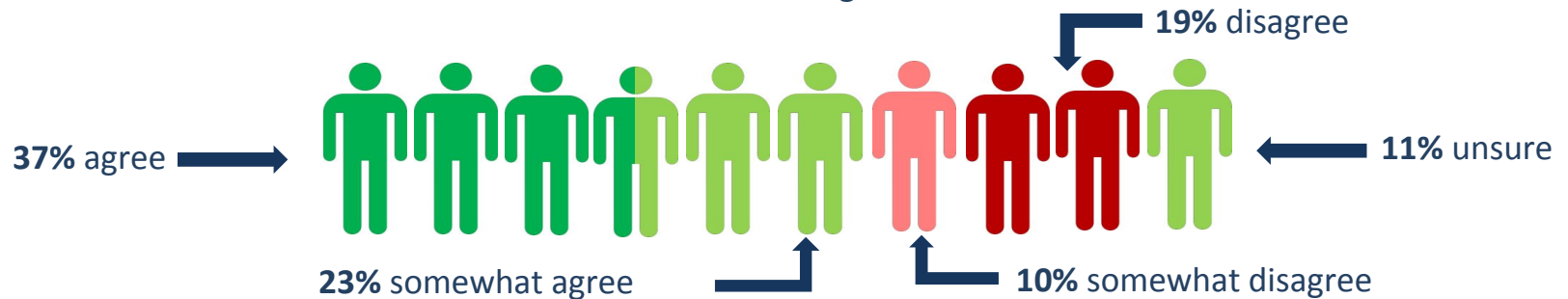


The Arts Attitude

Just over half of **skilled workers** said that a healthy vibrant arts and culture community has influenced their choice regarding in which city they would want to work.



Six of ten **businesses** say that there are usually more qualified and attractive potential employees in communities with a thriving arts and cultural scene

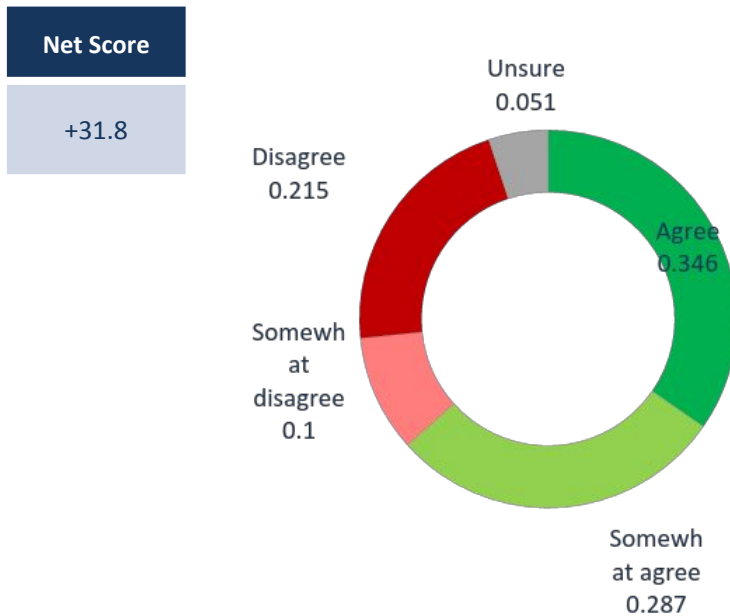


Thriving arts and cultural scene and attracting talent

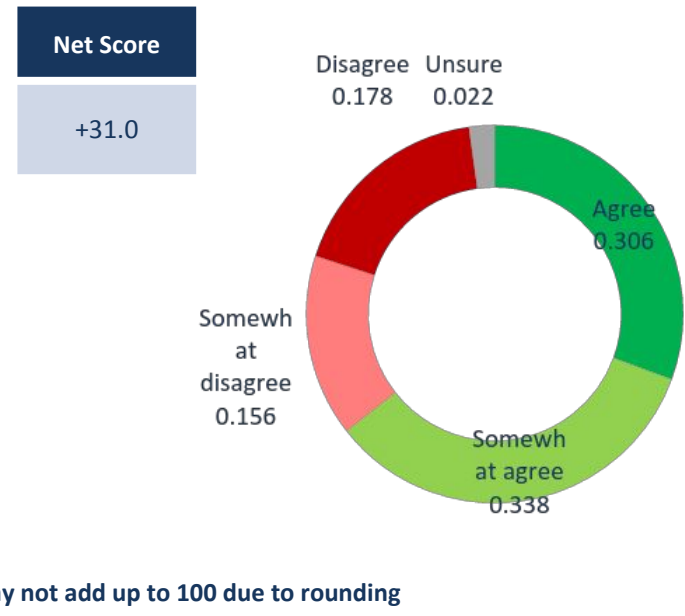
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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 13th to 22nd, 2016, n=508, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Businesses



Skilled workers



*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following?

[Businesses] A thriving arts cultural scene is something that makes it/ would make it easier to attract top talent to our community

[Skilled workers] A thriving arts cultural scene is something I would look for when considering moving to a new community



What's important

Source: Nanos Research, RDD dual frame online random survey, April 12th to 17th, 2016, n=500 skilled workers in Ontario, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 13th to 22nd, 2016, n=508, accurate 4.4 percentage points plus or minus, 19 times out of 20.

| | <i>Skilled workers</i> | <i>Businesses</i> | |
|--|---|---|-----|
| % important | QUESTION – Are each of the following important, somewhat important, somewhat unimportant, or unimportant when it comes to what you look for in a city or community? | QUESTION – Are each of the following important, somewhat important, somewhat unimportant, or unimportant for people considering moving to your community to work for you? | |
| Parks and recreation activities | 54% | 41% | +13 |
| Proximity to natural environment (sea, mountains, countryside) | 53% | 31% | +22 |
| Restaurants and cafes | 41% | 36% | +5 |
| Theatre, plays and music concerts | 36% | 16% | +20 |
| Arts and cultural events and festivals | 34% | 25% | +9 |
| Museums and galleries | 28% | 9% | +21 |
| Sports facilities | 27% | 32% | -5 |

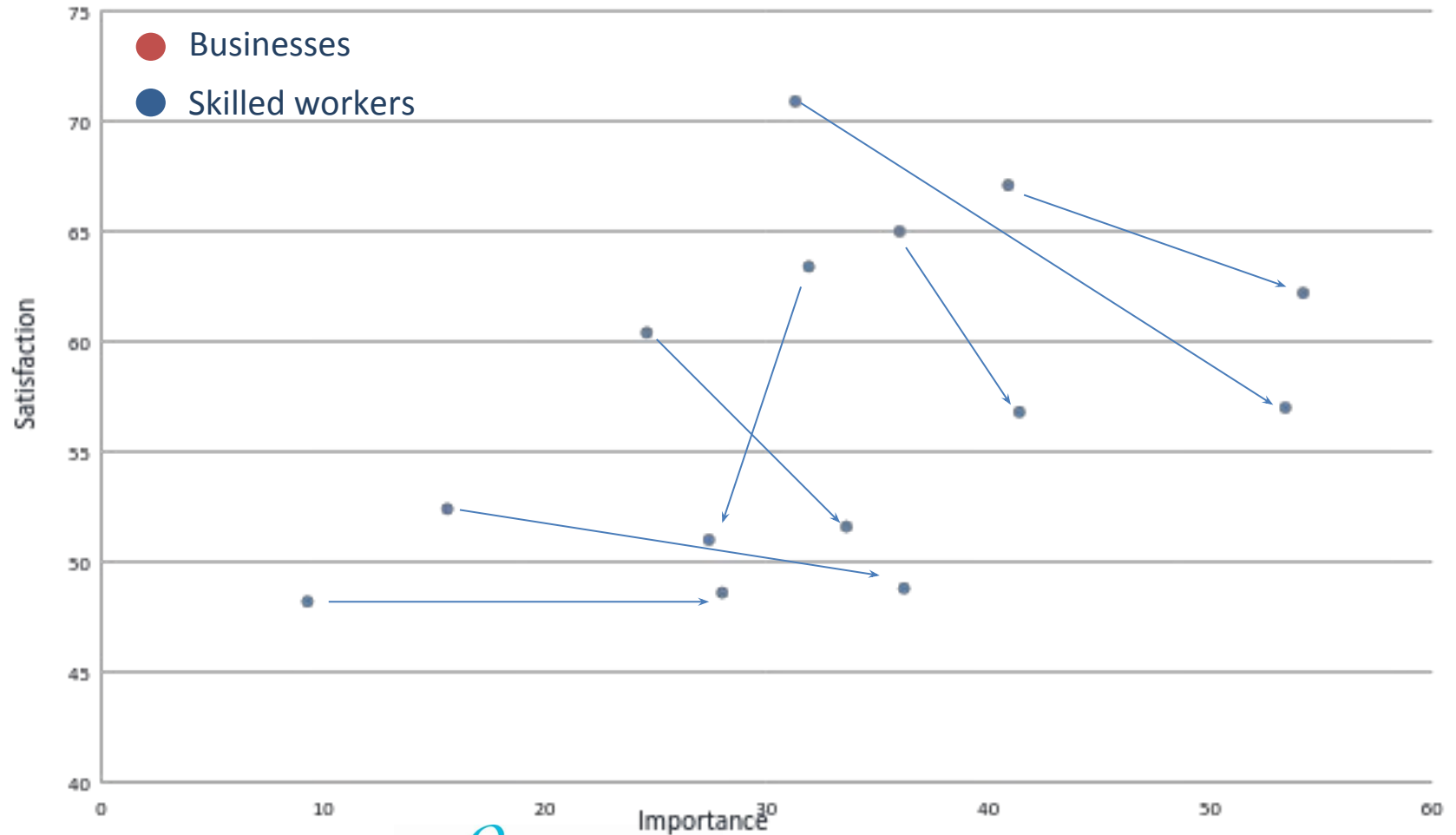
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Note: the skilled worker and business questions are slightly different with skilled workers being asked about the importance for them and businesses asked about the importance for people considering moving to work for them.

Satisfaction with elements of a community

Source: Nanos Research, RDD dual frame online random survey, April 12th to 17th, 2016, n=500 skilled workers in Ontario, accurate 4.4 percentage points plus or minus, 19 times out of 20.

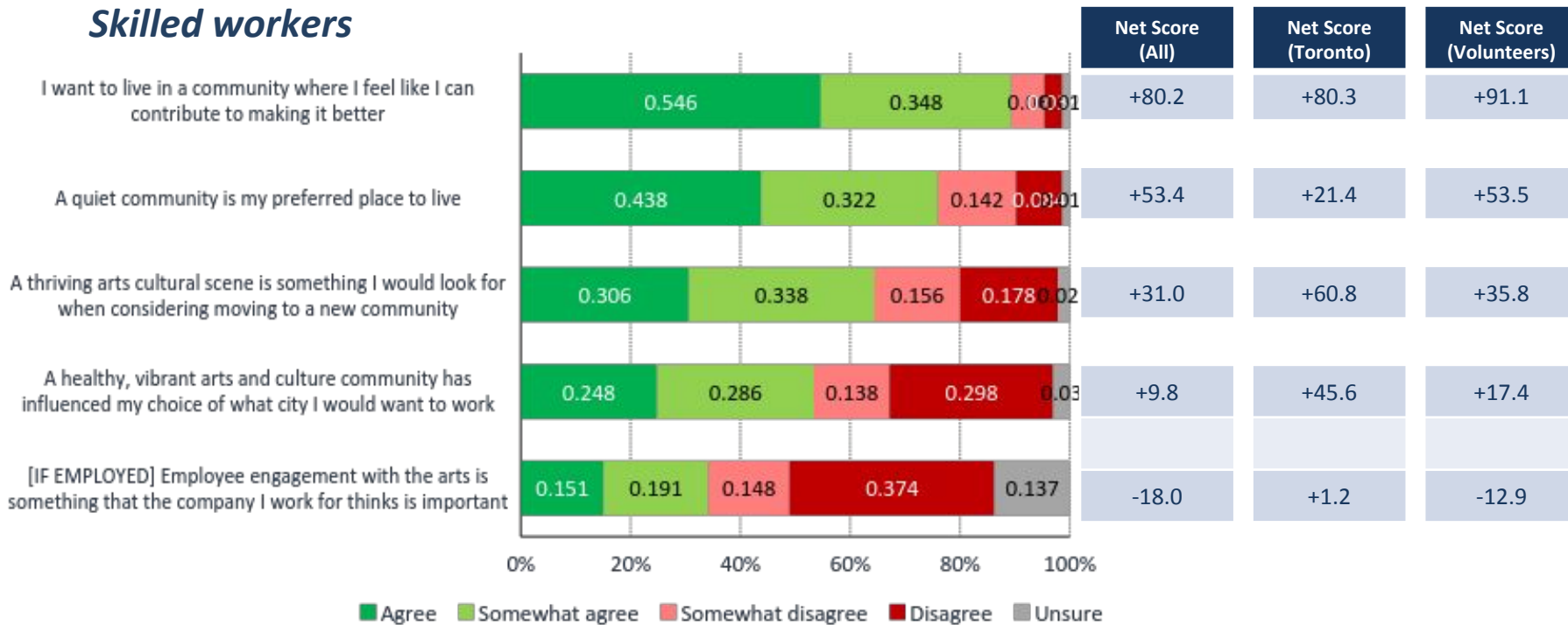
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Personally attractive community attributes

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Skilled workers



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QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following?

- **65% of skilled workers** want to live in a city with a thriving arts and cultural scene and **65% of businesses** agree that this would help attract top talent
- **Skilled workers** rate the importance of arts and culture in their community more highly than **businesses**, while rating **satisfaction** lower, indicating a slight disconnect
- **Over half of businesses** do not make financial contributions to arts or culture organization in their community
- **Businesses** could benefit by attracting more talent, if they played a greater role in promoting arts and culture in their communities

