



**Albertans make the largest average
charitable donations compared to
other Canadians**

Alberta Culture Study

The questionnaire was developed in collaboration with LaPlaca Cohen, Nanos Research, and Business for the Arts. LaPlaca Cohen is a New York-based strategy, marketing, and design firm, and this study builds on their long-running Culture Track research initiative in the United States.

Alberta Contributors



Survey of **1,004** cultural consumers across Alberta

Respondents by sub-regions of Alberta

503

Municipality
of Calgary

300

Rest of Alberta

201

Municipality
of Edmonton

***Oversamples weighted to the true population proportion**

Culture Track (AB)

86%

Anglophone

.2%

Francophone

14%

Allophone

AB Population

87%

Anglophone

1%

Francophone

12%

Allophone



The Alberta Cultural Landscape



Historic
Attractions



Community
Festivals



Classical
Music



Opera



Comedy Shows



Art Museums



Natural History
Museums



Plays



Ballet



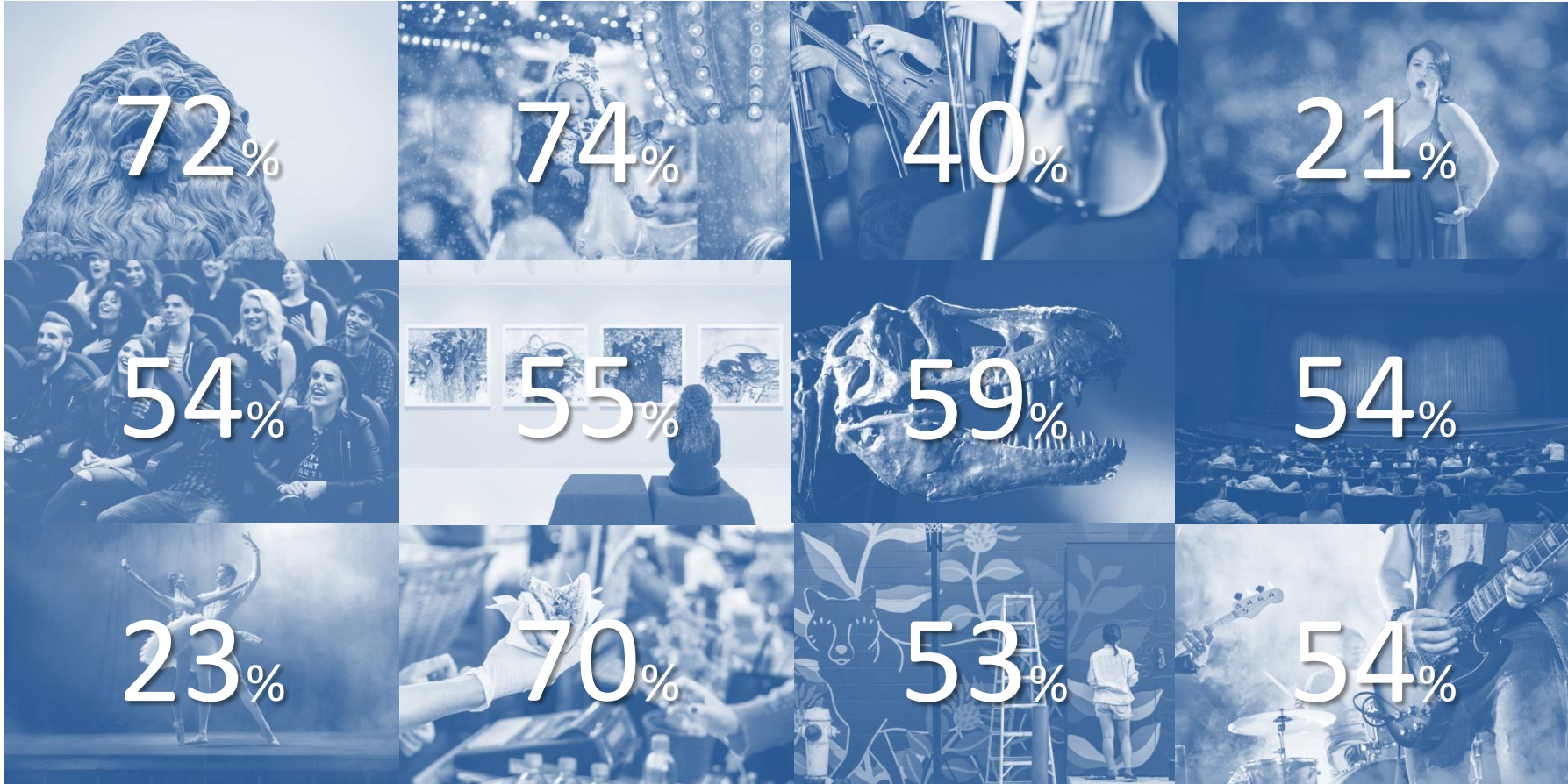
Food and Drink
Experience



Public Art



Music Festivals



Spotlight Stats

- Residents of Calgary and Edmonton are more likely to have participated in Benchmark Arts such as Opera, Ballet, Jazz music, classical music, art galleries, musical and non-musical plays than the rest of Albertans.
- Residents of Edmonton are more likely to participate in community activities such as food and drink experiences, community festivals/street fairs, music festivals, public/street art, performing arts festivals and festivals organized by an ethnic group than the rest of Albertans (excluding Calgary).

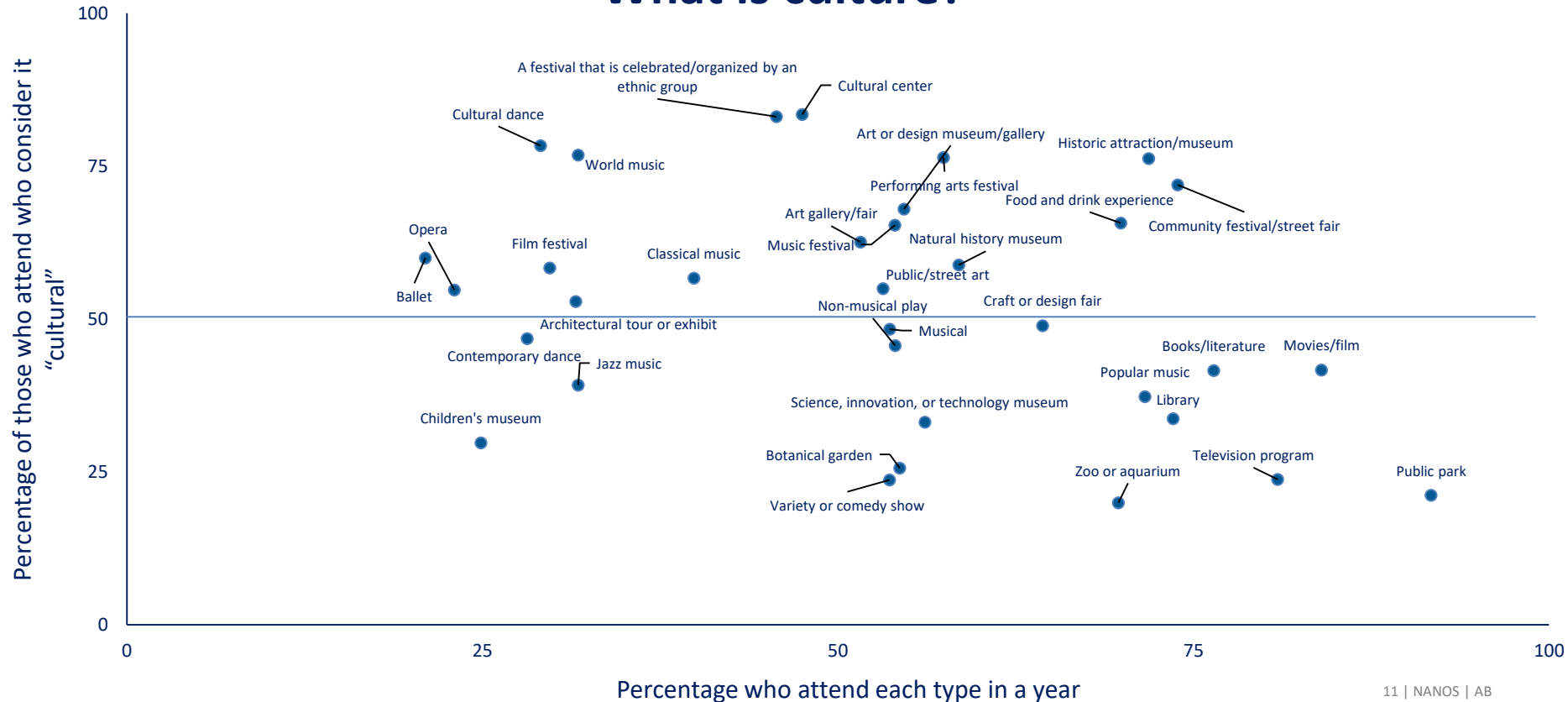
Spotlight Stats

- The biggest difference in frequency of attendance between Calgary and Edmonton residents is seen in Botanical gardens (12% difference), Cultural Dance and Music festivals (10% difference, each), public/street art (9% difference), where Edmonton residents are more likely to participate in those activities than Calgary residents.

Spotlight Stats

- Film festivals are more frequently considered cultural by residents of Calgary (65%), than residents of Edmonton (53%) and the rest of Alberta (55%).
- Cultural centres are less frequently considered cultural by residents of Calgary and Edmonton (77% each) than resident of the rest of Alberta (92%).

What is culture?



Spotlight Stats

- **92% of residents of the Rest of Alberta who participate in a cultural centre consider it cultural compared to 77% each in Calgary and Edmonton.**

Spotlight Stats

- **Belonging and connecting are among the top unprompted impacts a cultural organization can have on the world of Albertans.**

“To broaden my thinking and have understanding of different kinds of living in other parts of the world, and respect for them.”

***Baby-boomer from Calgary**

“It can bring unity to a diverse population, and cause harmony among different nationalities.”

***Millennial from Calgary**

“A cultural organization promotes awareness of the different beliefs and values that exist in the world. This gives me a bit deeper insight into the lives and beliefs of different ethnicities.”

***Baby-boomer from Calgary**

“It gives me a sense of identity and belonging.”

***Baby-boomer from Calgary**

Today's Cultural consumer

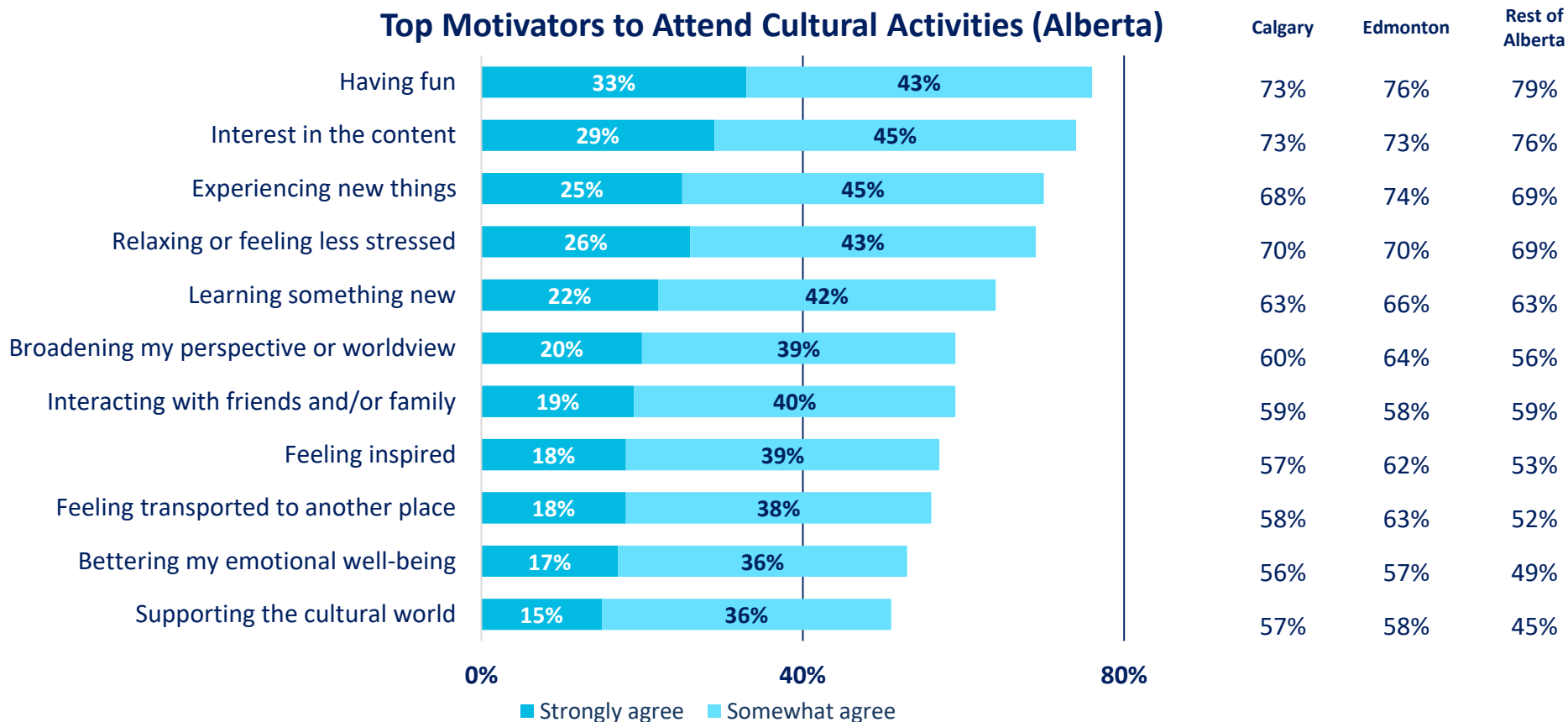
Albertans' attitude toward cultural activities

- ① What is their mindset?
- ② Why do they engage in cultural activities?
- ③ What causes them to stay away?

The greatest prompted motivators are:

- ① Having fun
- ② Being interested in the content

Top Motivators to Attend Cultural Activities (Alberta)



- ① What does “having fun” look like?**
- ② What does that mean for cultural organizations?**

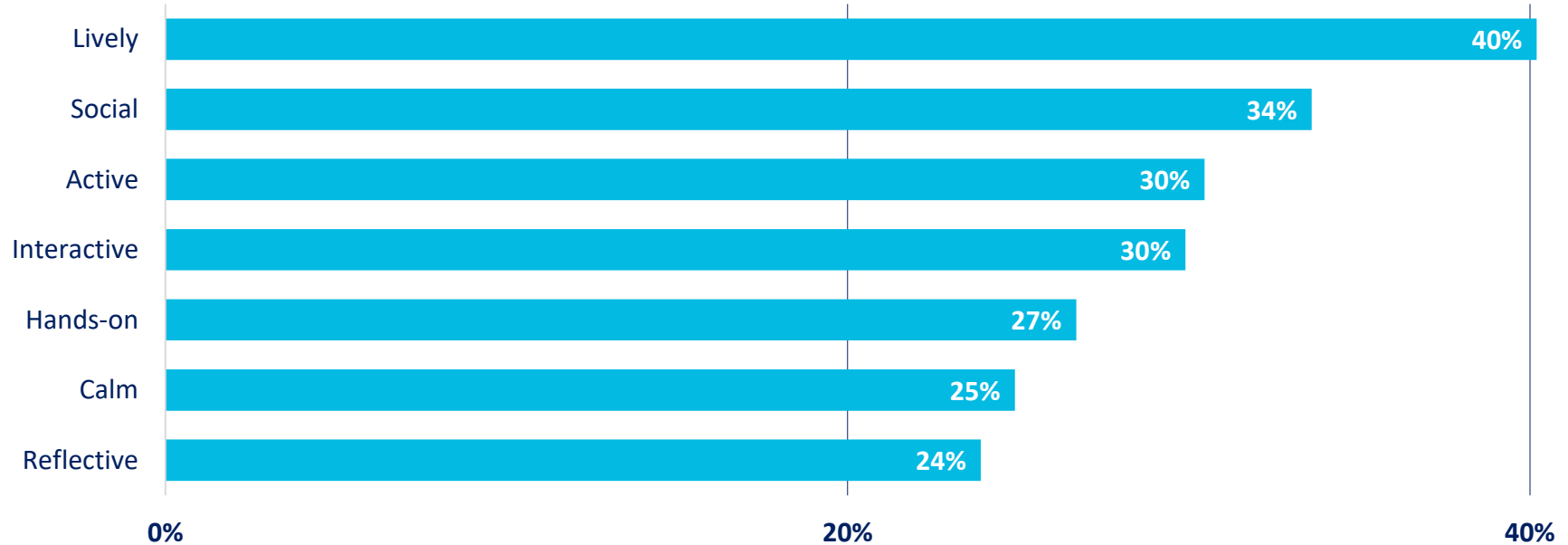
Characteristics of an Ideal Cultural Activity

① Lively

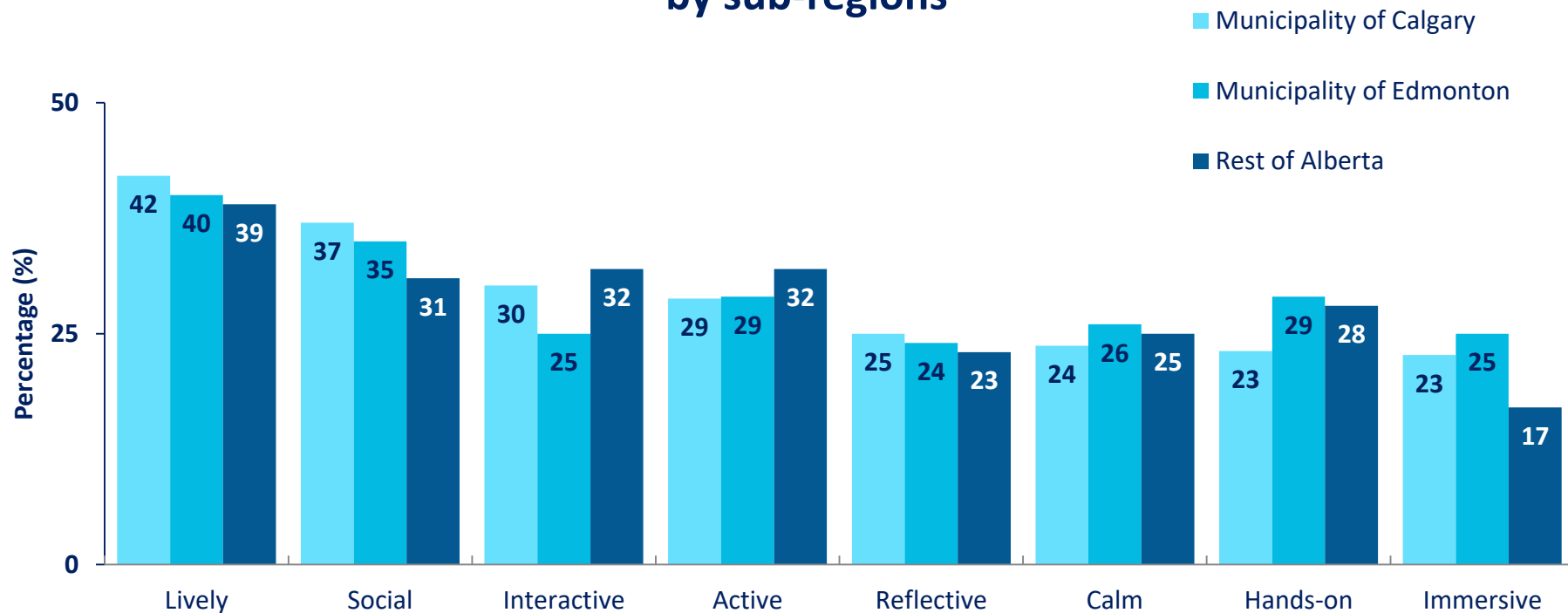
② Social

③ Active

Top Characteristics of an Ideal Cultural activity

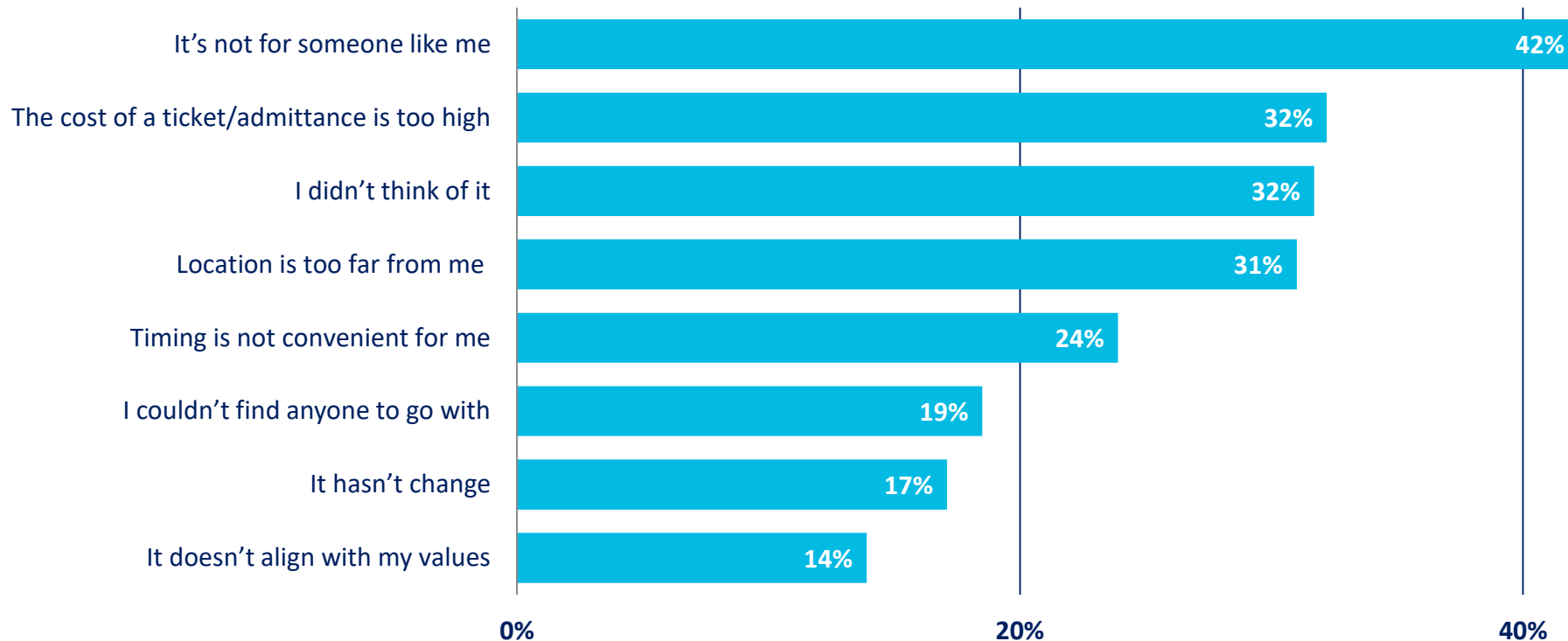


Top Characteristics of an Ideal Cultural activity by sub-regions



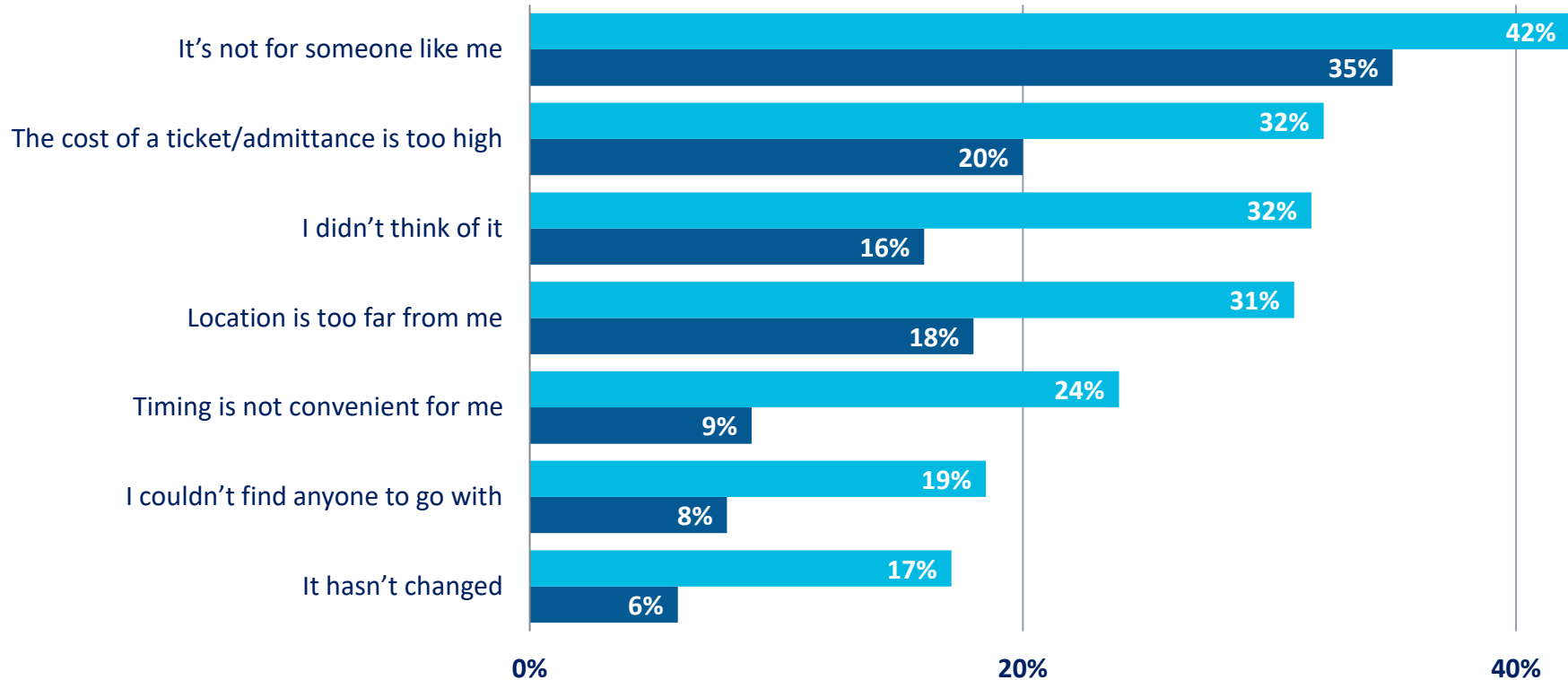
- **An activity not being for someone like them (42%) is the top prompted barrier to cultural participation for Albertans.**

Top Barriers to cultural participation



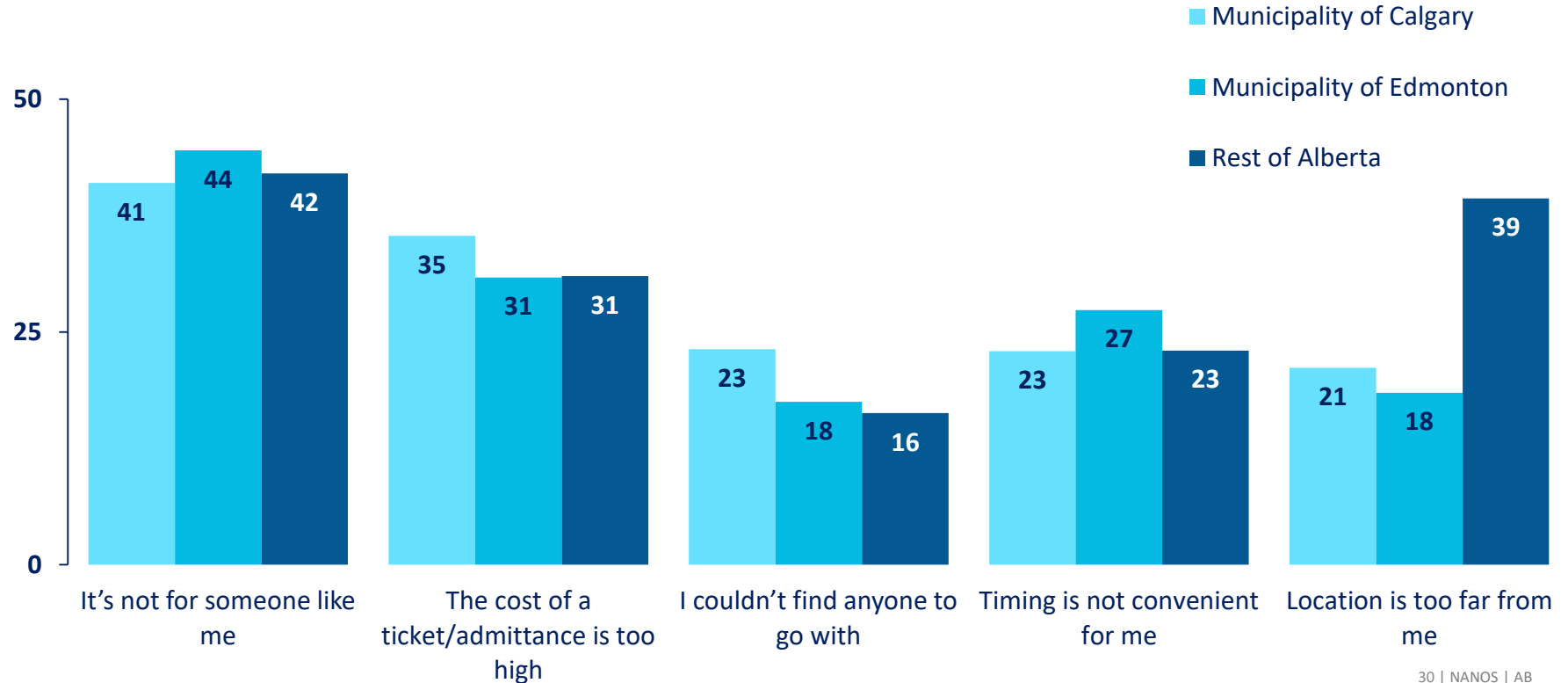
Top Barriers to cultural participation

■ Alberta ■ Canada



- **An activity not being for someone like them is the top prompted barrier to cultural participation across all regions of Alberta.**

Top Barriers to cultural participation by sub-regions



Spotlight Stats

- Similar to Canadian respondents, not feeling like an activity is for someone like them is the top barrier to cultural participation. However, Albertans more frequently say the cost of a ticket being too high and the location being too far away as a barrier to cultural participation, when compared to Canadians.
- Calgary residents (23%) are more likely to mention not finding anyone to go with as a barrier to participation than residents from the rest of Alberta (16%) (excluding Edmonton).

Spotlight Stats

- Residents of the Rest of Alberta (39%) are twice as likely to say the location is too far away than residents of Edmonton (18%) as a barrier to participation.
- Albertans (32%) are twice as likely to say they don't participate in an activity because they didn't think of it than Canadians (16%).

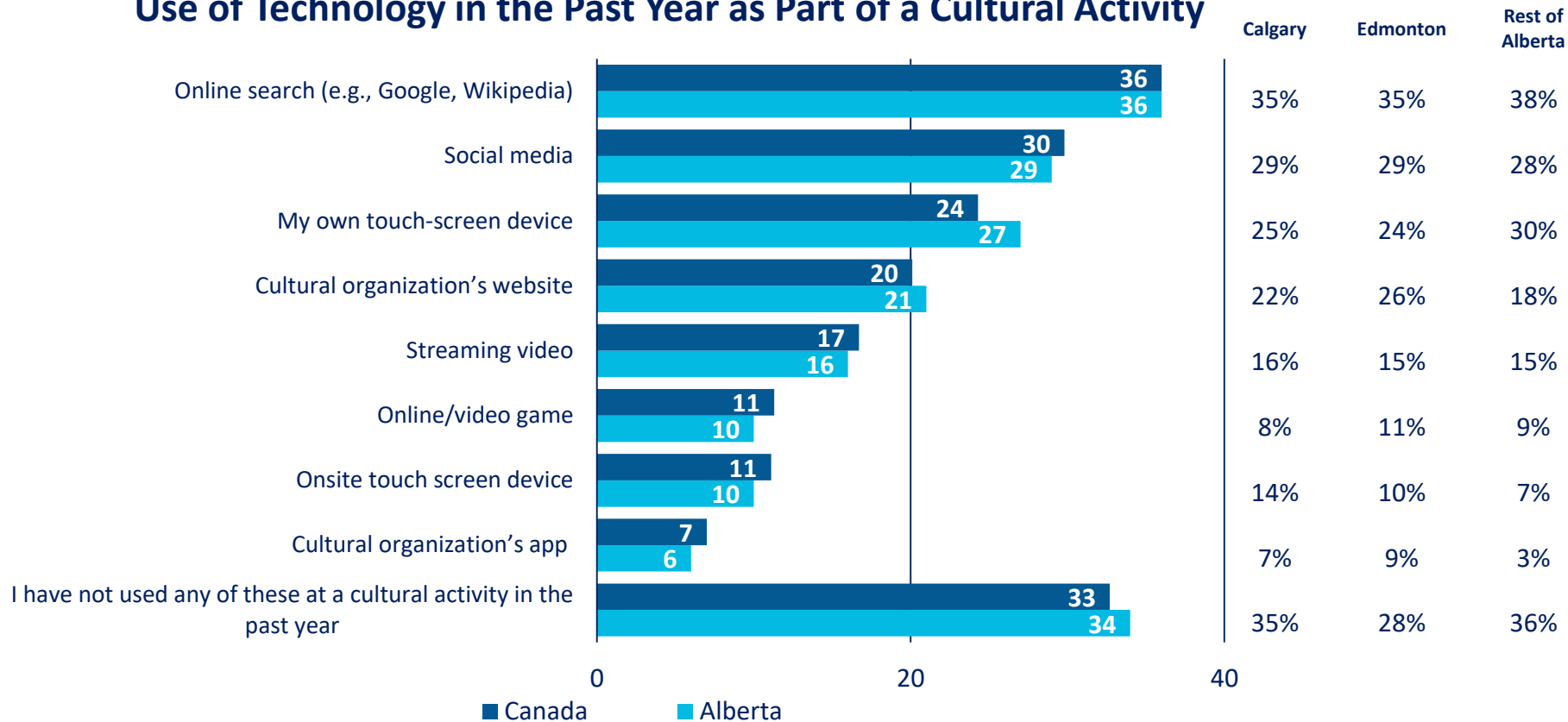
Spotlight Stats

- Residents of Calgary (45%) say they don't participate more often in a cultural activity because the cost of ticket/admittance is too high more frequently than residents of Edmonton (38%) and the rest of Alberta (33%).

The Tech Lag

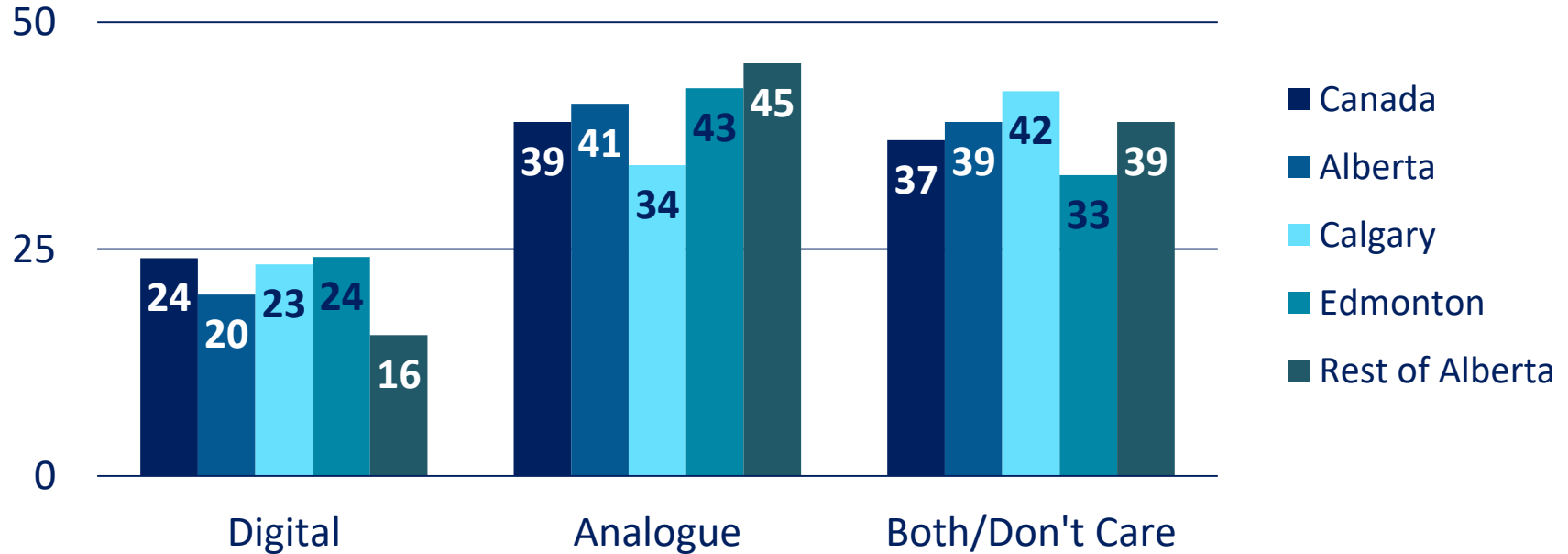
One third of Albertans have not used technology as part of a cultural activity, but when they do, it is most frequently done through an online search.

Use of Technology in the Past Year as Part of a Cultural Activity



Albertans are divided on whether technology should be a part of a cultural activity.

Desire for Digital or Analogue Cultural Activities



Top Reasons Why Digital Appeals in Cultural Activities

- ① Helps me understand the content on a deeper level
- ② Makes the activity feel new and innovative
- ③ Allows me to share my experience with friends and family
- ④ Gives me the tools to access more detailed information

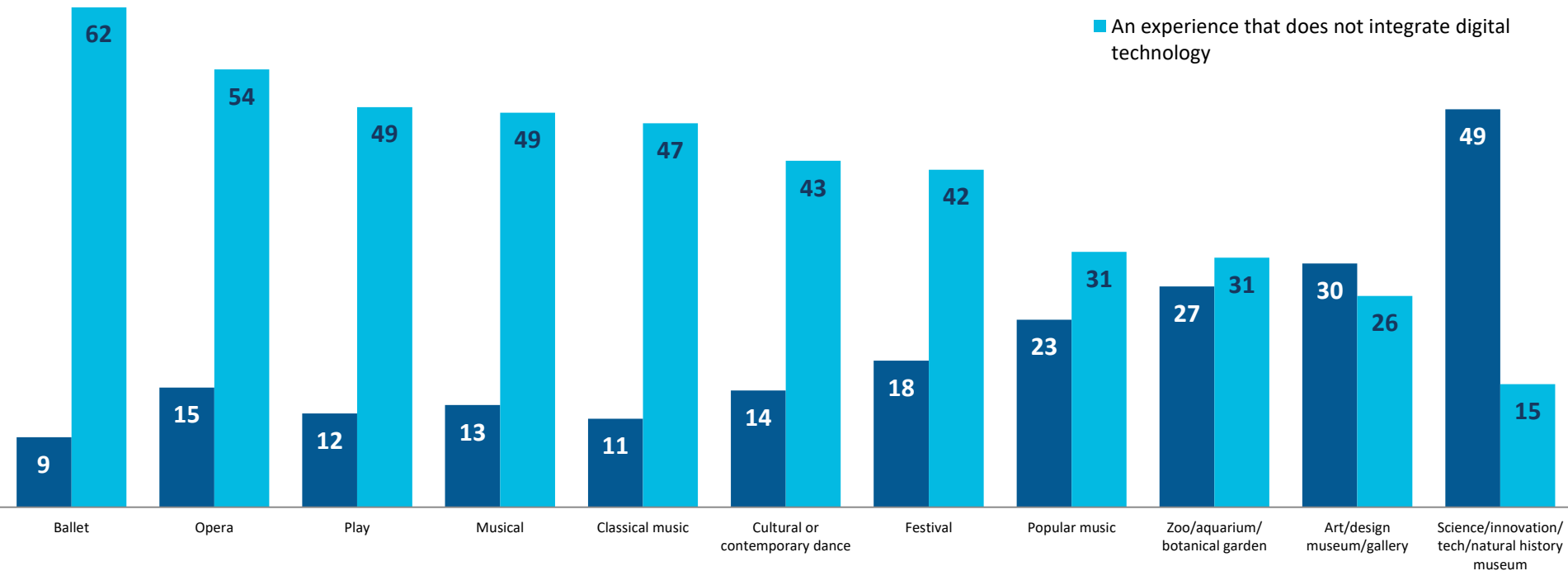
Top Reasons Why Analogue Appeals in Cultural Activities

- ① Allows me to focus on the activity more
- ② Is simpler/less complicated
- ③ Allows me to disconnect
- ④ Feels more authentic

This opinion shifts across activities.

Interest in Digital or Analogue as Part of Cultural Activity

- An experience that integrates digital technology
- An experience that does not integrate digital technology



Spotlight Stats

Albertans are **3X** more likely to have used a cultural organization's website rather than a cultural organization's app.

*6% of respondents have used a cultural organization's app, 21% have used a cultural organization's website as part of a cultural activity. n=1004

Spotlight Stats

- Residents of Edmonton (43%) and the rest of Alberta (45%) are more likely to want their activity to be exclusively analogue than those from Calgary (34%).
- Residents of Calgary (42%) are more likely to want a cultural activity to be both analogue and digital or don't care compared to residents of Edmonton (33%).

The Future of Affinity

Like Canadians, Albertans are most motivated to have a personal commitment to:

- ① Non-profit charities
- ② Banks
- ③ Credit cards

and cultural organizations are one of the least frequently cited organization (18%) for which they have a personal commitment to.

Personal Commitments (Alberta)

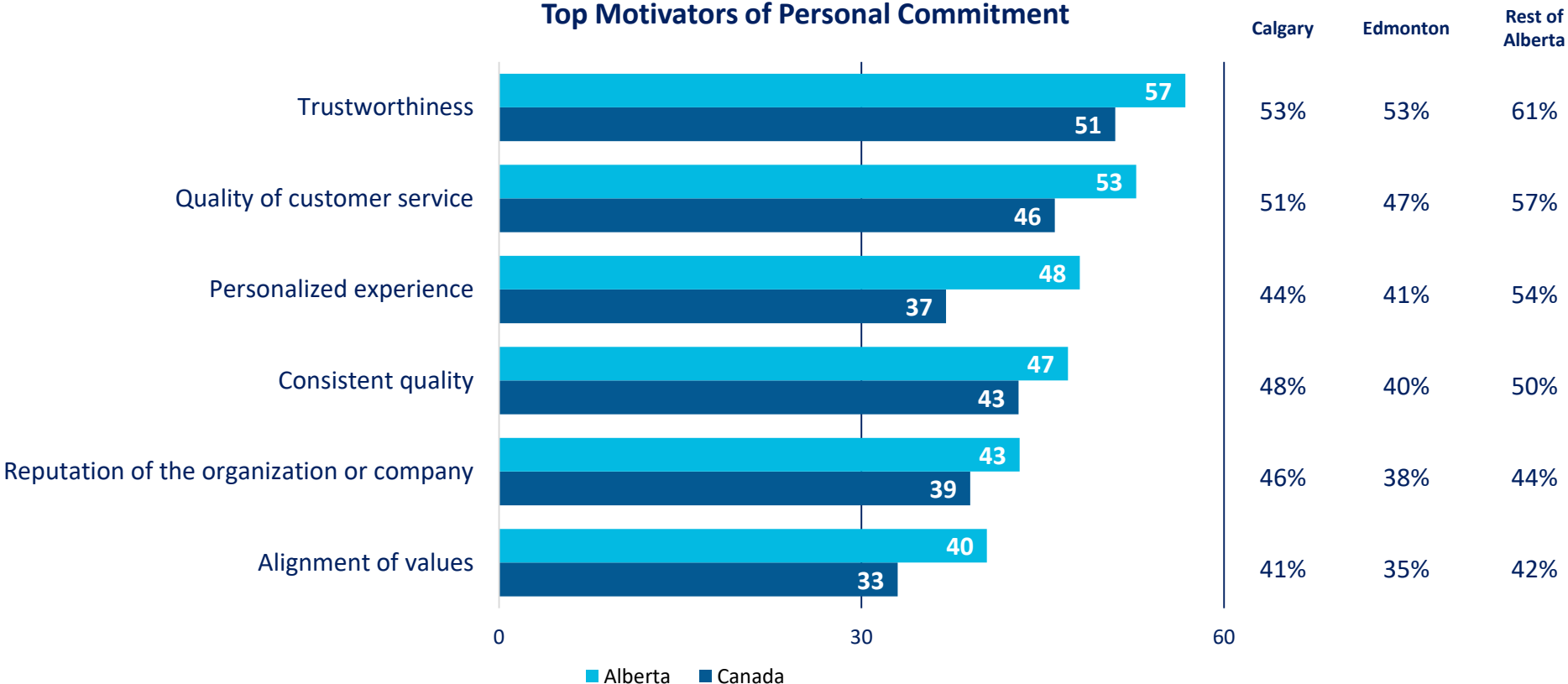


Like Canadians, Albertans' ideal partners is:

- ① Trustworthy
- ② Has quality customer service

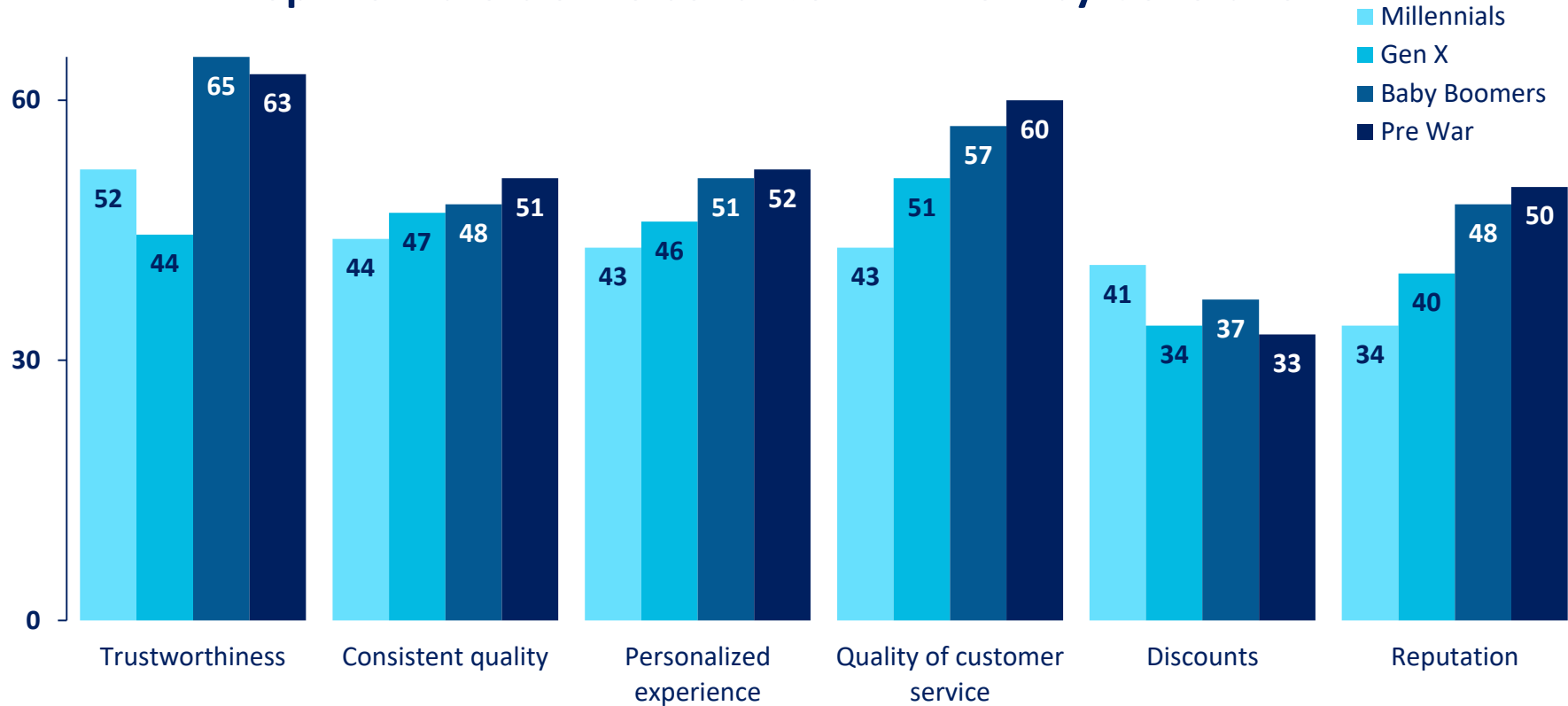
but having a personalized experience is more frequently a motivator of personal commitment for Albertans than it is for Canadians.

Top Motivators of Personal Commitment



Personal commitment is motivated by different elements for different age groups.

Top Motivators of Personal Commitment by Generation



Albertans are most motivated to join a cultural organizations loyalty program if :

- ① It encouraged them to have experiences they wouldn't have otherwise
- ② It made them feel like the money was going to a good cause
- ③ It had entry deals or benefits

Motivators to Join a Loyalty Program



Spotlight Stats

- Residents of Calgary (22%) more frequently feel they have a personal commitment to Arts and Cultural organizations than residents of Edmonton (17%) or the rest of Alberta (16%).

Spotlight Stats

- Having a personalized experience is more frequently mentioned as a motivator of personal commitment by the rest of Alberta (54%) than it is by Calgary (44%) and Edmonton participants (41%).

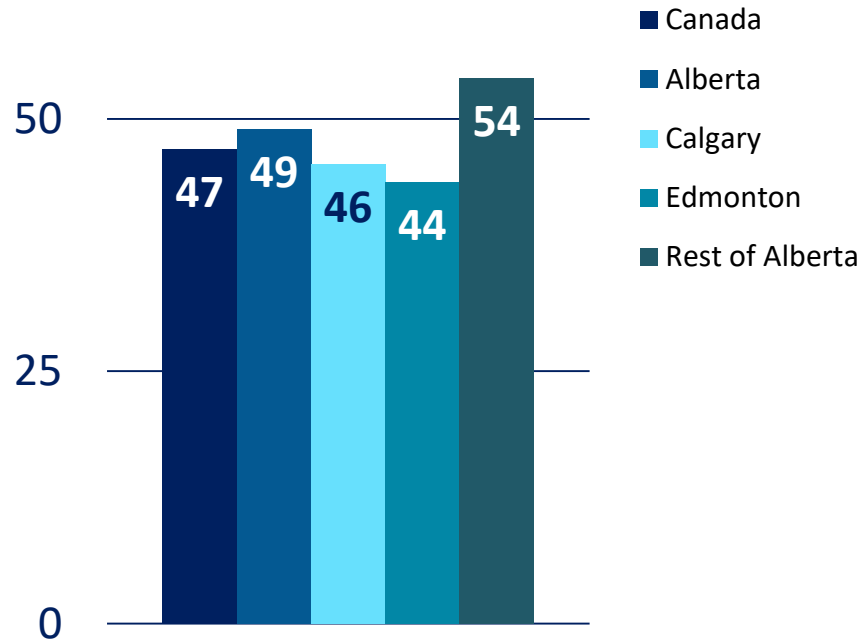


The Giving Gap

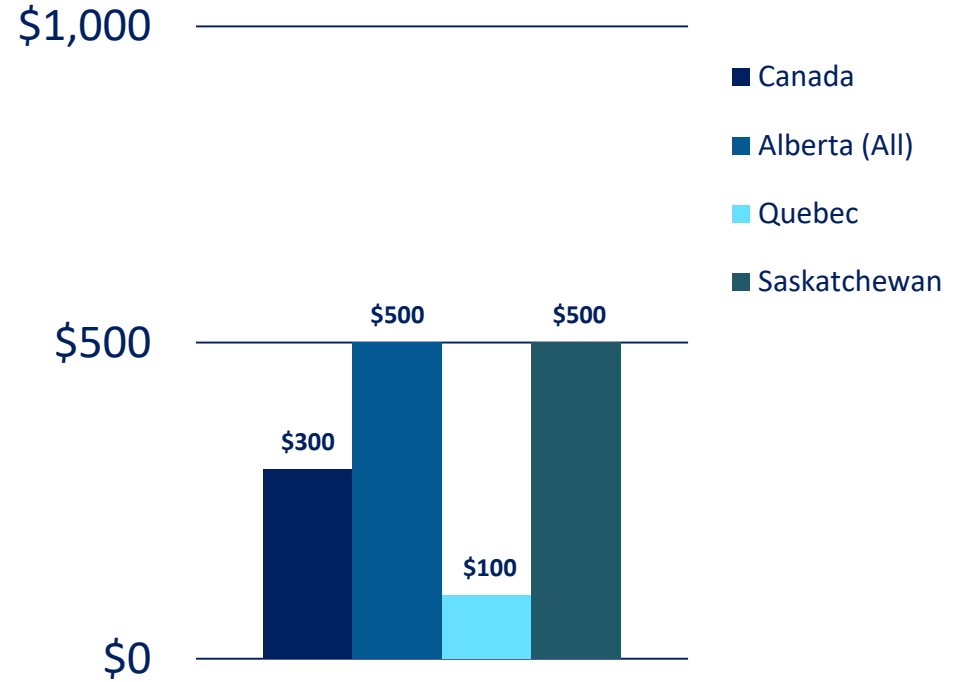
Like Canadians, close to half of culturally engaged Albertans report donating money to causes or organizations but culturally engaged Albertans report donating more than culturally engaged Canadians.

Alberta (median = \$500), Canada (median = \$300)

Percentage that donates to Charities or Organizations

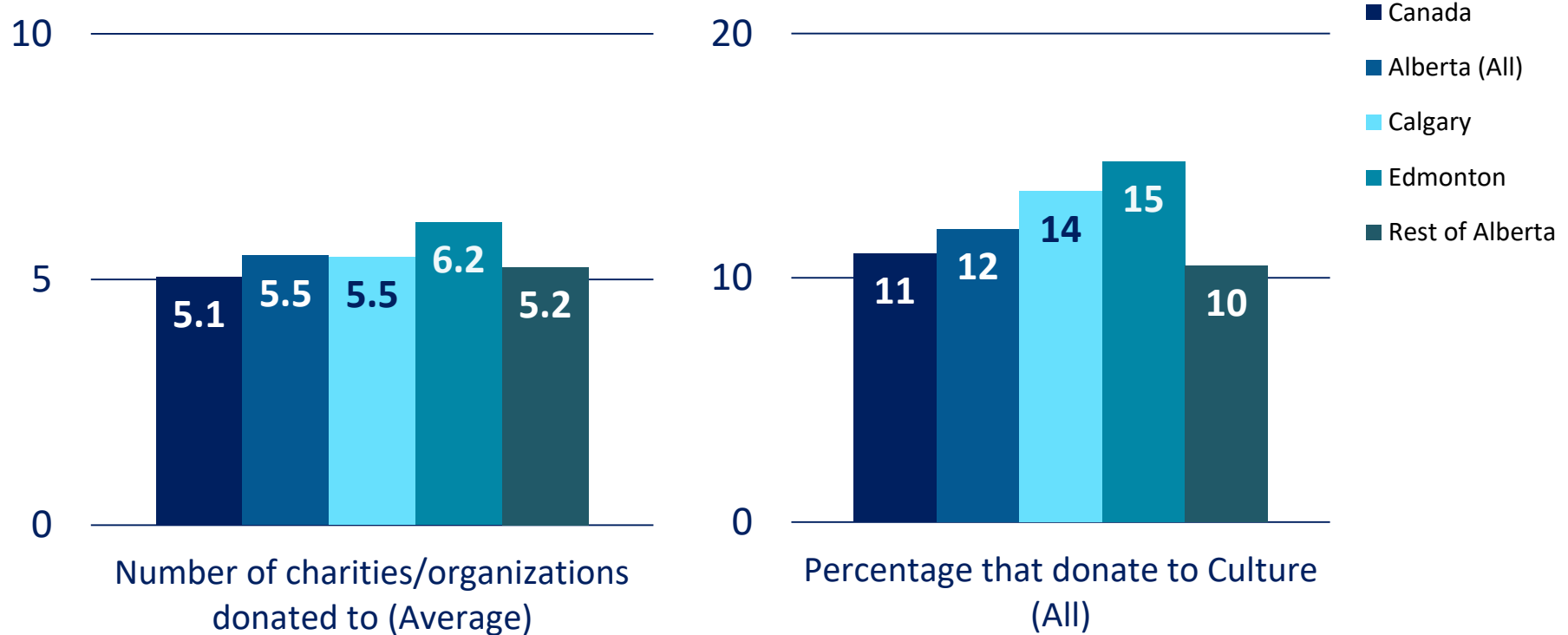


Median Annual Donation



Out of those who donate to charities and organizations, just over one in ten Albertans donate to culture.

Donate to Charities or Organizations



Like Canadians, feeling that their taxes already help (28%) is the top reason for not donating to cultural organizations, followed by “I haven’t been asked” (28%) and “they don’t have personal importance to me” (26%).

Reason for not Donating to Cultural Organizations



Millennials and Gen Xers are more likely to mention not being asked as a barrier to cultural donations than older generations.

Top Reason for not Donating to Cultural Organizations by Generation



Valuing the impact organizations have on communities and wanting to give back to the community are key motivators for donating to cultural organizations for Albertans.

Top Motivators to Donate to Cultural Organizations

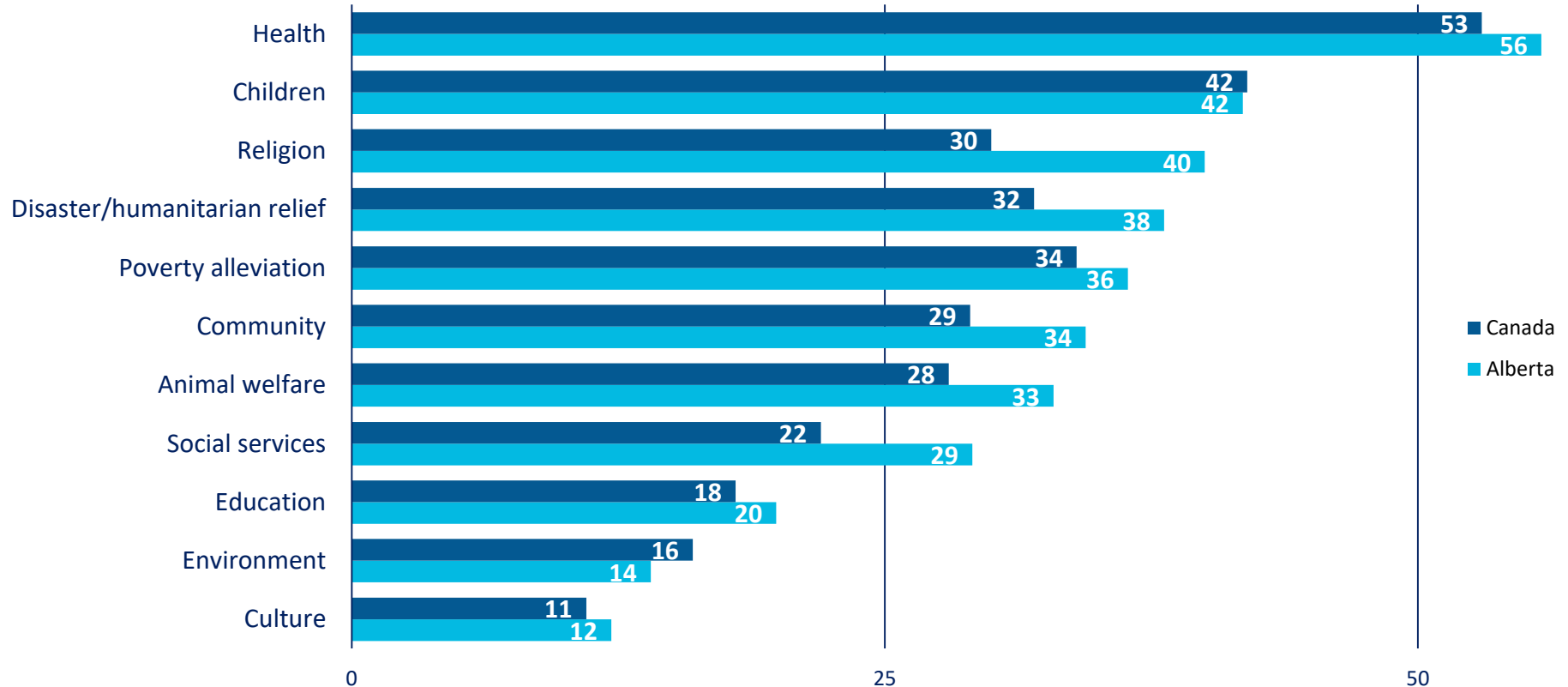
Calgary
(n=31)*



* Edmonton and rest of Alberta not shown due to small sample size (n smaller than 30)

Like Canadians, culture is one of the philanthropic causes the least frequently donated to by Albertans.

Top Causes Albertans Donate Money to



Causes Albertans Donate Money to



Spotlight stats

- **Calgary residents are more likely to report donating to health causes (60%) and disaster and humanitarian relief (44%) than Edmonton residents (53% and 36%, respectively).**
- **Calgary residents are also more likely to donate to animal welfare cause (35%) than Edmonton residents (27%).**

Spotlight stats

- Valuing the impact a cultural organization has on the local community is more frequently a motivator to donation for Calgary resident (97%) than it is for all of Alberta (89%).
- Believing the taxes they pay already support cultural organizations is more frequently a reason for not donating to cultural organizations for residents of Calgary (33%) than residents of Edmonton (25%) and the rest of Alberta (27%).

Spotlight stats

- Millennials (37%) and Gen X participants (40%) are more likely to mention not being asked as a reason for not donating to cultural organizations than older age groups (24% for Baby-boomers and 14% of Pre-war participants).
- Millennials (18%) are less likely to mention believing the taxes they pay supports cultural organizations as a barrier to donating than older generations (Baby Boomers: 29%, Pre-War: 43%).

Key takeaways

Key Takeaways

Belonging and connecting are key unprompted motivators of Albertan's participation in cultural activities.

Albertans say bringing people of the same culture together as a community or bringing people of different cultures together to share knowledge, unity and a sense of community are some of the greatest impacts a cultural organization can have on the world.

Key Takeaways

While having fun and experiencing new things are important motivators to cultural participation, interest in the content is still a key motivator to cultural participation.

Not believing an activity is for someone like them is the key barrier to cultural participation for Albertans.

Key Takeaways

The use of technology in cultural activities is limited for Albertans, and like Canadians, Albertans are divided on whether technology should be included in cultural activities. Albertans tend to prefer an analogue experience for benchmark arts while preferring a digital experience for educational activities such as museums.

Key Takeaways

Community is an important factor for Albertans when it comes to donating to cultural organizations. Valuing the impact a cultural organization has on the community and the world, and wanting to give back to their community are key motivators for Albertans.

Key Takeaways

Albertans make the largest average and median charitable donations when compared to other Canadians, however, like Canadians, cultural organizations are still one of the organizations/charities the least frequently donated to.

Organizations could increase monetary support by breaking down the current barriers, which vary according to generation and location. For Millennials, not being asked is the key barrier to cultural donations while believing the taxes they pay already support is the key barrier for Pre-war participants.

Methodology

Methodology

On behalf of Business for the Arts, Nanos Research conducted an online survey of 1,004 residents of Alberta who have participated in a cultural activity in the last 12 months, 18 years of age or older, between December 21st, 2017 and January 11th, 2018. This was part of a larger national study of 6,400 Canadians who participated in a cultural activity in the last 12 months, 18 years of age or older, between December 21st, 2017 and January 11th, 2018.

The questionnaire for the study drew upon the Culture Track tracking study but was tailored to the Canadian cultural market.

To be comparable with the US study, Nanos used a non-probability panel of Canadians in Alberta to recruit participants and therefore a traditional margin of error for probability research should not be applied to the research.

Sampling

Sub Regions*	Weighted respondent proportions	Number of Respondents
Municipality of Calgary	301	503
Municipality of Edmonton	220	201
Rest of Alberta	479	300
Alberta (Total)	1000	1004

	2016 Estimate	Proportion (for weighting purposes)
Municipality of Calgary	1,235,171	30.1%
Municipality of Edmonton	899,447	22.0%
Rest of Alberta	1,962,180	47.9%
Alberta (Total)	4,096,798	100.0%

*Provincial statistics have been weighted to their true population proportion to be representative of the geographic distribution of Alberta

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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