

Audience Development

- Ongoing process of encouraging and helping people in your community become engaged and more deeply involved in the arts
- Initiatives to both engage uninitiated community members in arts experiences and deepen the commitment of current audience members



Audience Development

Common objectives

- To **increase** the number of people in the community who are participating in the arts.
- To **deepen** participation of those who are attending to participate more frequently and/or in a broader range of arts experiences
- To **diversify** participation with specific groups such as youth, seniors, ethno-cultural groups and so forth.

Audience Development

Why it is so important

- Audiences are shifting
 - Aging populations attending less
 - New populations experiencing and attending arts in different ways
- Economy is having an impact
 - Some are attending less frequently, putting more thought into their selections
- Increased competition
 - Cultural products have increased over time
 - New methods of creation/dissemination



What we know about Audiences

Hill Strategies - Factors in Canadian's Arts Attendance in 2010

Art Galleries	Theatres	Classical Music	Popular Music	Festivals
36%	44%	13%	39%	37%

- Education and household income are the strongest demographic factors in attendance
- Cultural experiences and exposure to culture might be more important factors in arts attendance than most demographic factors
- Higher % of younger attendees are going to Popular music and festivals (15 – 34)
- Lowest % of attendees in all categories (except classical music) are those 75 +

BC Audience Cultural Participation

Hill Strategies BC's Cultural Climate: understanding the Arts in BC's economy

- In 2010, 99.9% of BC residents 15 years + older participated in at least one arts, culture or heritage activity including:
 - * 53% visited a museum
 - * 71% attended a performing arts event or festival
 - * 78% visited a heritage/cultural venue
 - * 99.3% read a newspaper, magazine or book
 - * 89% watched a movie or video
 - * 88% listened to downloaded music or music on CDs

BC Audience Cultural Spending

Hill Strategies BC's Cultural Climate: understanding the Arts in BC's economy

- BC residents spent \$3.8 billion on cultural goods and services in 2008
- Average = \$869 / resident
- 2.9% of total consumer spending in province
- **4 x larger than government spending** on culture in 2007/08 (\$920 M)



Other Important Audience Stats

Culture Track 2011 - US Data collected from over 4,000 online respondents statistically mirroring US population with screening to ensure a base level of cultural participation

- The most culturally active are 2 distinct groups, requiring two different approaches
- Culture consumers are still participating, but less frequently
- Economic impact: bigger than expected, but audiences are adapting
- Cost remains the top barrier to participation but content is a close second



Other Important Audience Stats

- Cost, personal connection motivate cultural participation
- Word of mouth remains the top influencer, but social media is the new channel for word of mouth
- The most frequent attendees are also the most influenced by social media
- More than ever, the cultural experience begins on screen - computer and mobile

How to think about Audiences now and into the future

- Audiences are key indicators to how relevant your mission is, in the community
- Audiences are still there but consuming in different ways (screen to live)
- An opportunity to adapt and reach out to new audiences in very unique ways

Audience Development Exercise for Break-Out

- How well do you know your audience; what methods do you use to learn who is and isn't there
- Numbers are important but how do you measure the audience experience?
- What are effective examples of adapting to changes in audiences today?