



Calgary Public Art Process Review Survey

SUMMARY REPORT – May 22, 2018

Prepared for The City of Calgary by:

Contact:

NRG Research Group
933 - 17th Avenue SW, Suite 405
Calgary, AB Canada T2T 5R6
www.nrgresearchgroup.com



Table of Contents

| | Page |
|--------------------------------------|------|
| Background | 3 |
| Methodology | 3 |
| Executive summary | 4 |
| Main survey findings | |
| The Public Art Process | 6 |
| General Attitudes Towards Public Art | 10 |
| Information Desired | 12 |
| Types and Location of Public Art | 16 |
| Demographics | 19 |



Background & Methodology

Background

The City of Calgary's Corporate Public Art Policy has resulted in many permanent sculptures and a variety of other artist-designed installations. However, as a result of recent controversy in 2017, Council directed The City of Calgary's Administration (The City) to suspend the program and report back with recommendations on a new process for this policy. As part of this process, The City commissioned NRG Research Group to conduct a survey to capture Calgarians' attitudes and perceptions of Public Art and the Public Art Process.

Methodology

All data were collected via telephone using random digit dialing (RDD). Numbers from both landlines (57%) and cell phones (43%) were included to obtain a random and statistically representative sample of Calgarians.

To ensure the feedback is gathered from a representative group of Calgarians, sample quotas were set by age, gender and city quadrant of the general population aged 18 and older. Data were then weighted to the 2016 Civic census for age and gender.

A pre-test occurred on April 12, 2018 with n=23 completions. The fieldwork dates were from April 19 to 24, 2018. As there were no significant changes to the survey, the pre-test respondents were included in the main sample. A total of n=500 interviews were completed.

Note: For a general population sample of n=500, the maximum margin of error at the 95% level of confidence is +/- 4.4%. In this report, differences are shown for demographics only where they are statistically significant at a 95% confidence level.



Executive Summary

The Public Art Process

- ❖ Understanding of the process used for selecting Public Art in Calgary is low, with only 32% of respondents who agree they understand.
- ❖ Awareness of specific details of the process are similarly low, with approximately two-thirds of respondents stating they are unaware.
- ❖ Generally, more than half of respondents think the public should be involved at all stages of the process. The steps for which most respondents think the public should be involved are unveilings (86%), concept selection (81%), and artist selection (76%).
- ❖ When asked for specific ways to improve the Public Art process, the most frequently mentioned ideas were “more public involvement/consultation (35%) and “more communication/information/advertising” (28%).

General Attitudes Towards Public Art

- ❖ 85% of respondents said it is important that a Public Art program is financially accountable.
- ❖ Having a Public Art program that is open, flexible, and inclusive when considering citizen input is important to 79% of respondents.
- ❖ 74% feel that supporting local artists should be the primary focus of the Public Art Policy.



Executive Summary

Information Desired

- ❖ Agreement is strong that more information is needed about Public Art projects (85% agree), about the Public Art process (84%), about selection of artists and their concepts (82%), and that the public in general need more input (80%).
- ❖ 55% are not satisfied with The City's communication on the Public Art process.
- ❖ More than half of respondents would like to have more information on actual costs of Public Art proposed (77%), local artists selected for Public Art (74%), the proportion of spending that goes towards the Artist vs. fabrication and maintenance (69%), the procurement process (63%), and the Public Art selection panels (61%).
- ❖ City Website (39%), Newspaper (35%), TV (33%), Facebook (21%) & Radio (20%) are the most frequently mentioned ways to find out about Public Art.

Types and Locations of Public Art

- ❖ With a few exceptions, respondents said that Public Art will have positive impact in many places.
 - ❖ Top places where Public Art has the most positive Impact: Downtown/Inner city, Art destination, Community hubs, Places where people walk, & Gateway locations.
 - ❖ Secret/Unexpected places and Non-physical locations have the least positive impact.
- ❖ More than half of the respondents felt that many different types of art would have positive impact.
 - ❖ Top Types of Public Art having positive Impact are: Sculpture/Object-based, programs where the public can participate, types that use natural elements, and murals.
 - ❖ New technologies and temporary have the least positive impact.



Calgary

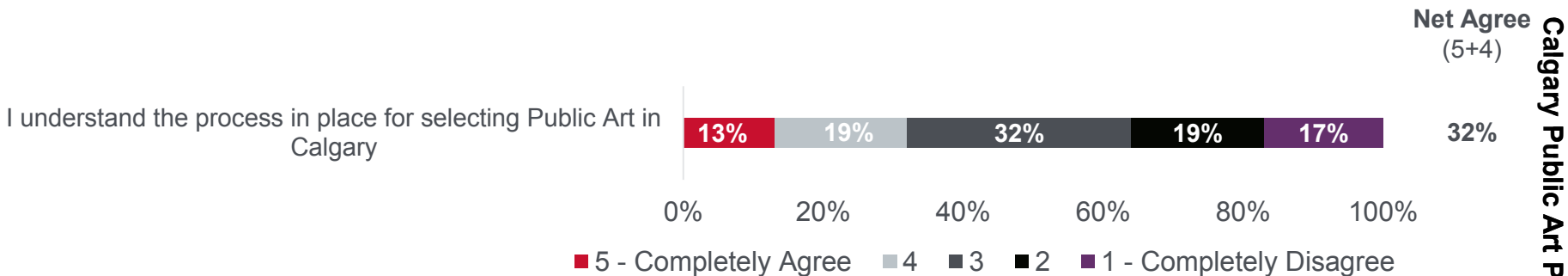


The Public Art Process



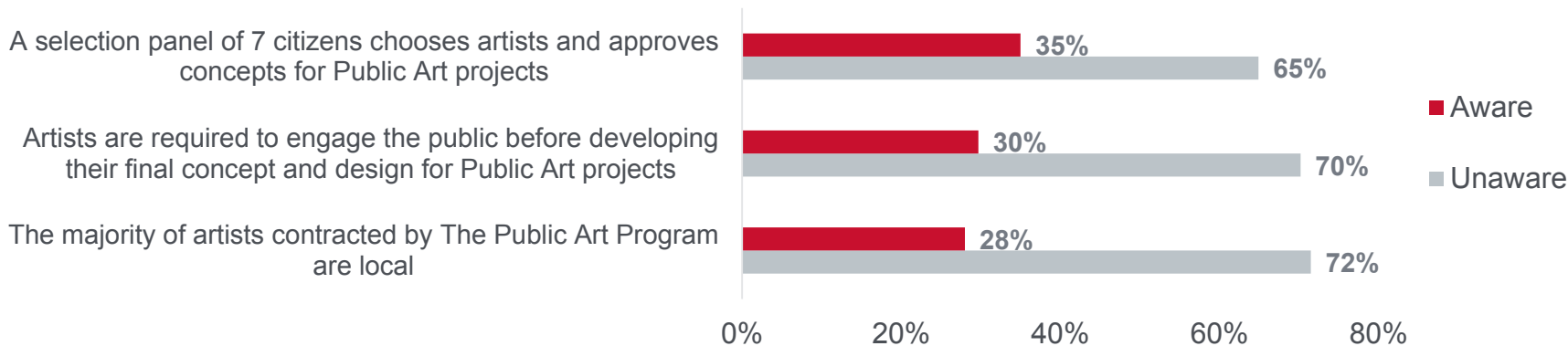
Understanding of Public Art Process

- ❖ Understanding of the process used for selecting Public Art in Calgary is low, with only 32% who agree they understand.
- ❖ About two-thirds or fewer are unaware of specific details of Calgary’s Public Art Program.



Q.D1-D10. Next, I'm going to read you a series of statements about the Public Art Process in Calgary. For each statement, please tell me whether you disagree or agree. Please use a scale from 1 to 5 where 1 means you "completely disagree" and 5 means you "completely agree."

Base: All respondents n=500

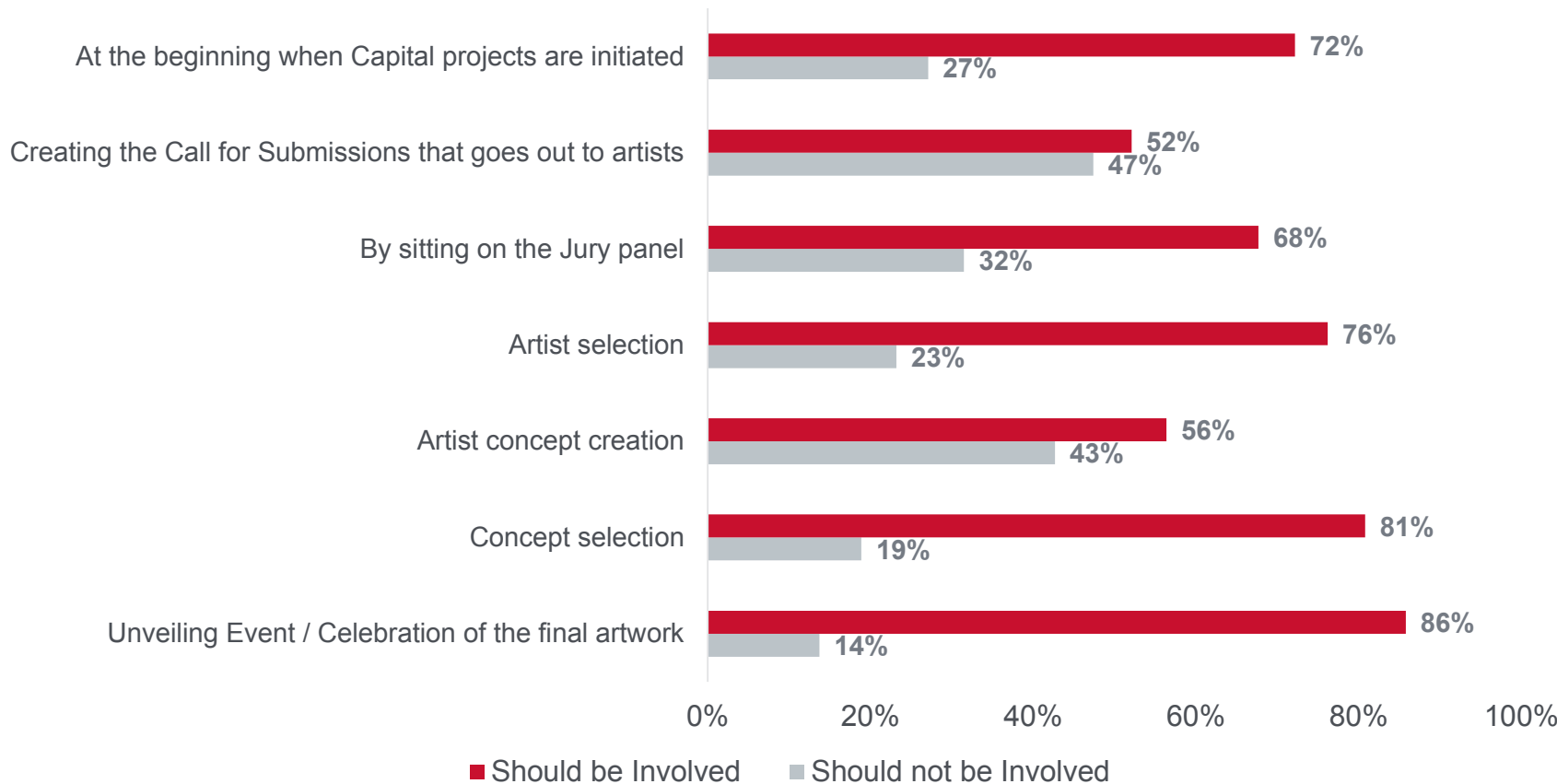


Q.B4-B10. Please tell me whether you were aware or unaware of each before today.

Base: All respondents n=500

Public Involvement in Public Art Process

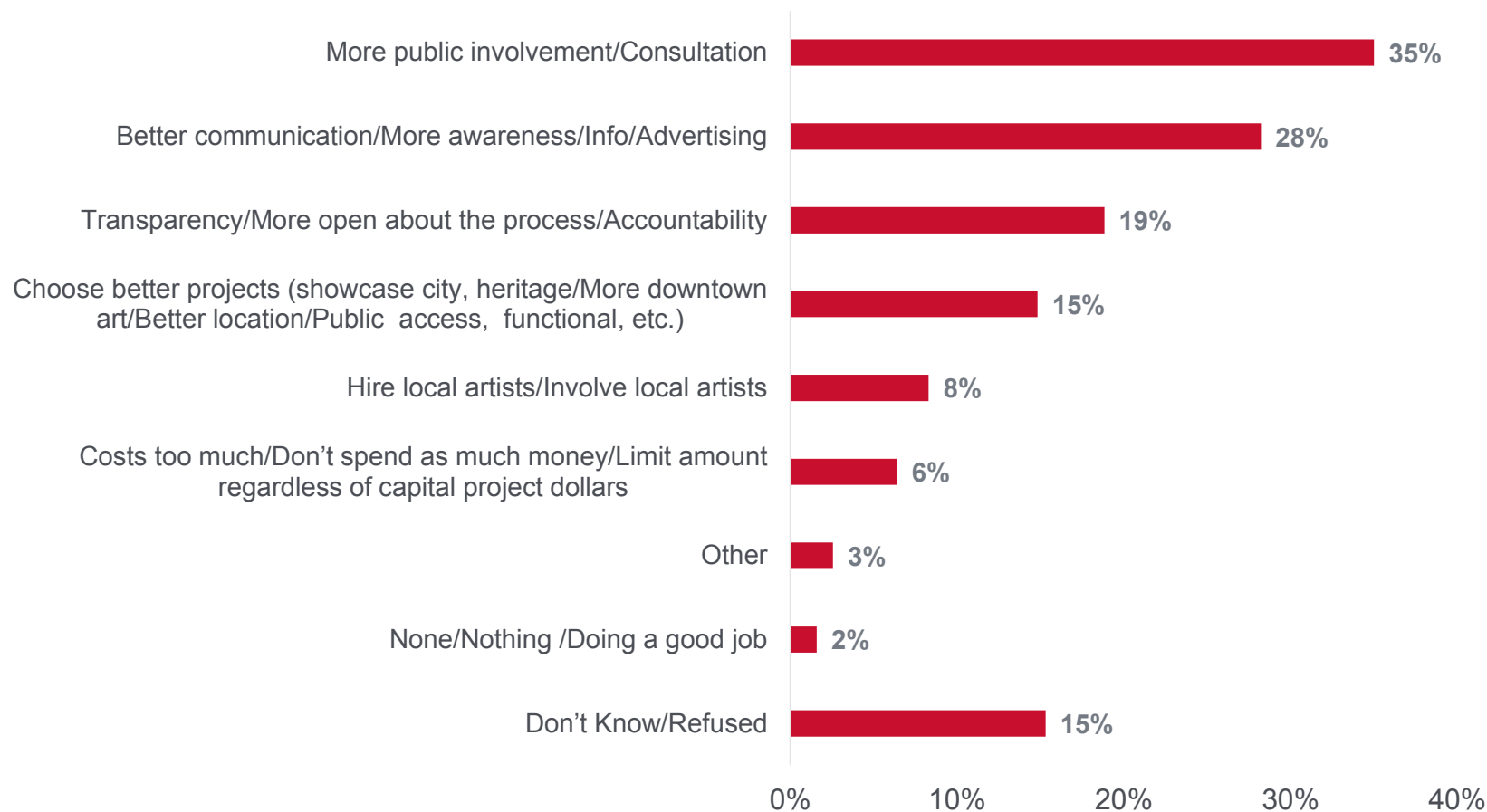
- ❖ Most respondents think the public should be involved in the unveiling event (86%).
- ❖ Many respondents think the public should be involved in the concept selection (81%) or artist selection (76%).



Q.E1-E7. Which of the following steps in the Public Art Process do you think the public should be involved in? ASKED IN THIS ORDER
Base: All respondents n=500

Suggested Improvements for Public Art Process

- ❖ When asked for suggestions on how to improve the Public Art process and outcomes, “more public involvement/consultation” was most frequently mentioned (35% of mentions); followed by “better communication/increasing awareness” (28% of mentions).



Q.E8. What would you suggest to improve the Public Art process and outcomes in Calgary? CATEGORIES CODED FROM VERBATIM RESPONSES, MULTIPLE RESPONSES ACCEPTED (PERCENTAGES WILL NOT ADD TO 100)

Base: All respondents n=500



CPS2018-0359 Recommendation on Amendments to the Corporate Public Art Policy_ATT4.pptx
ISC: UNRESTRICTED

Calgary Public Art Process Review Survey

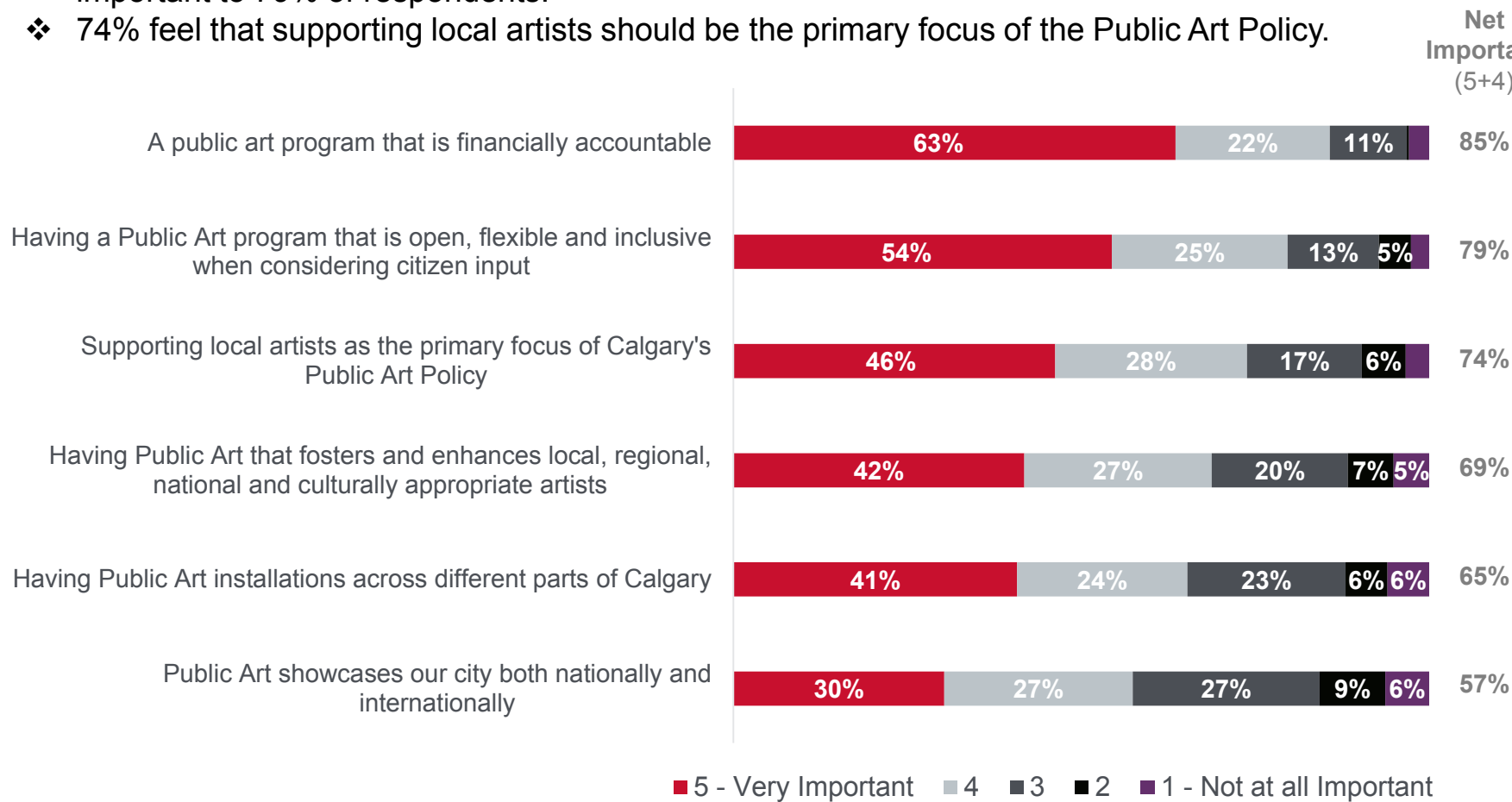
General Attitudes Towards Public Art

CPS2018-0359
ATTACHMENT 4



Drivers of Importance of Public Art

- ❖ 85% of respondents said it is important that a Public Art program is financially accountable.
- ❖ Having a Public Art program that is open, flexible, and inclusive when considering citizen input is important to 79% of respondents.
- ❖ 74% feel that supporting local artists should be the primary focus of the Public Art Policy.



Q.B14-B19. Next, I'm going to read you a series of statements about Public Art in Calgary. For each statement, please tell me how important it is. Please use a scale from 1 to 5 where 1 means "not at all important" and 5 means "very important."

Base: All respondents n=500



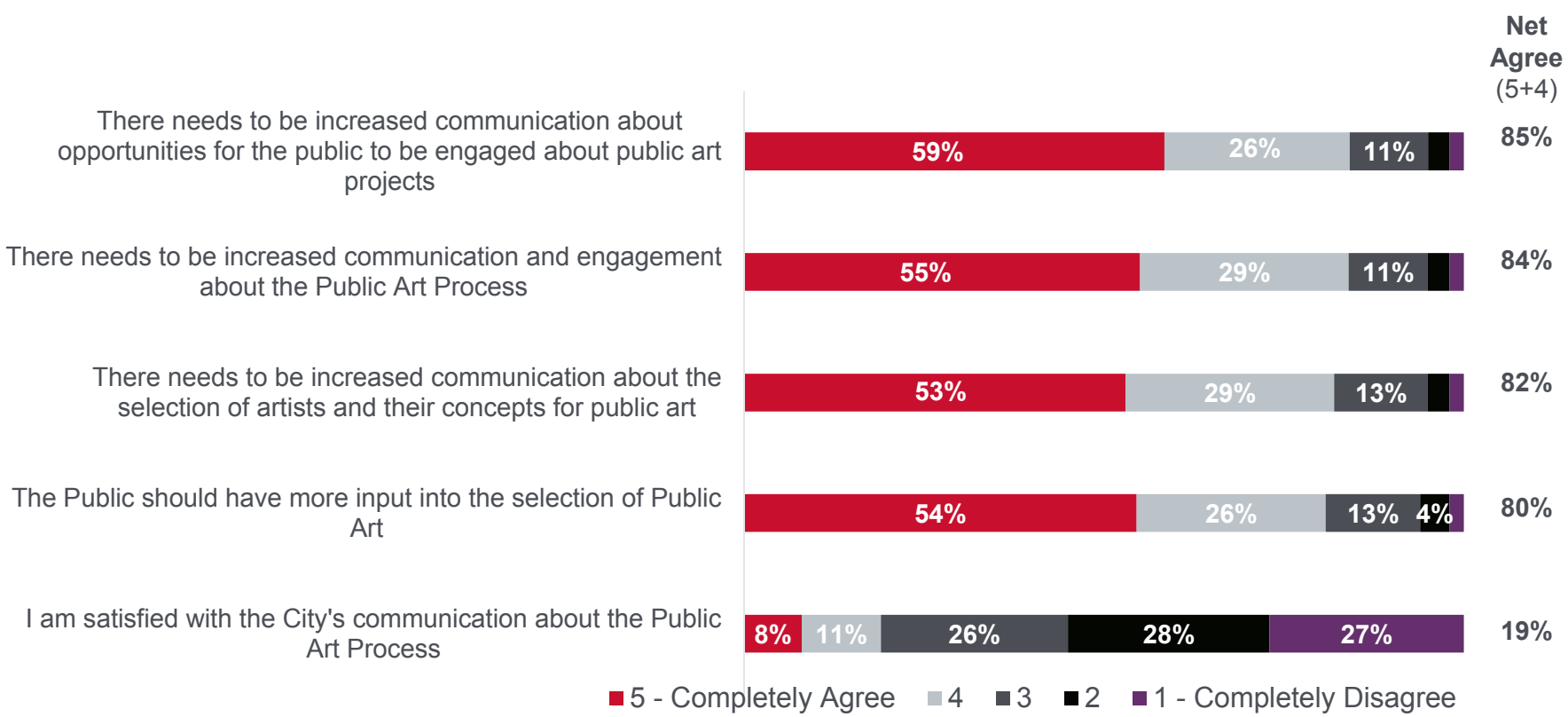
Calgary



Information Desired

Public Art Process Information Needs

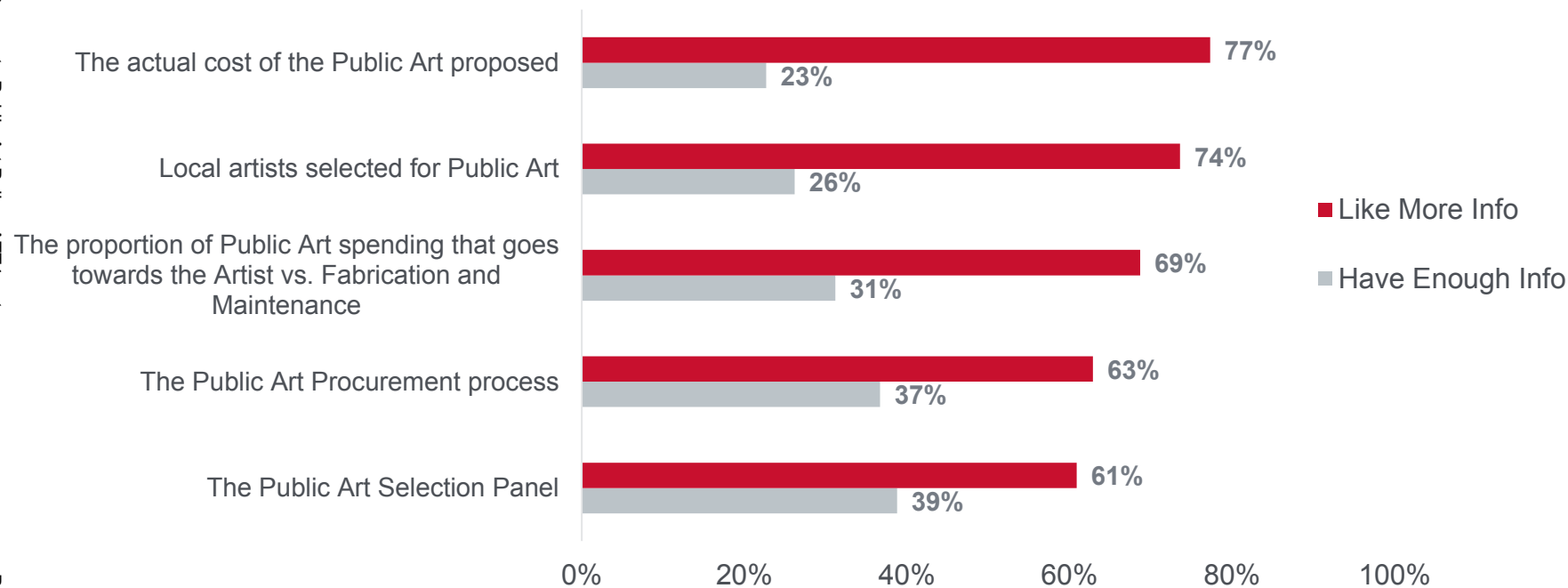
- ❖ Agreement is strong that more information is needed about Public Art projects (85% agree), about the Public Art process (84%), about selection of artists and their concepts (82%), and that the public in general need more input (80%).
- ❖ 55% disagreed they are satisfied with The City’s communication on the Public Art process.



Q.D1-D10. Next, I'm going to read you a series of statements about the Public Art Process in Calgary. For each statement, please tell me whether you disagree or agree. Please use a scale from 1 to 5 where 1 means you "completely disagree" and 5 means you "completely agree."
Base: All respondents n=500

More Detail on Public Art Process

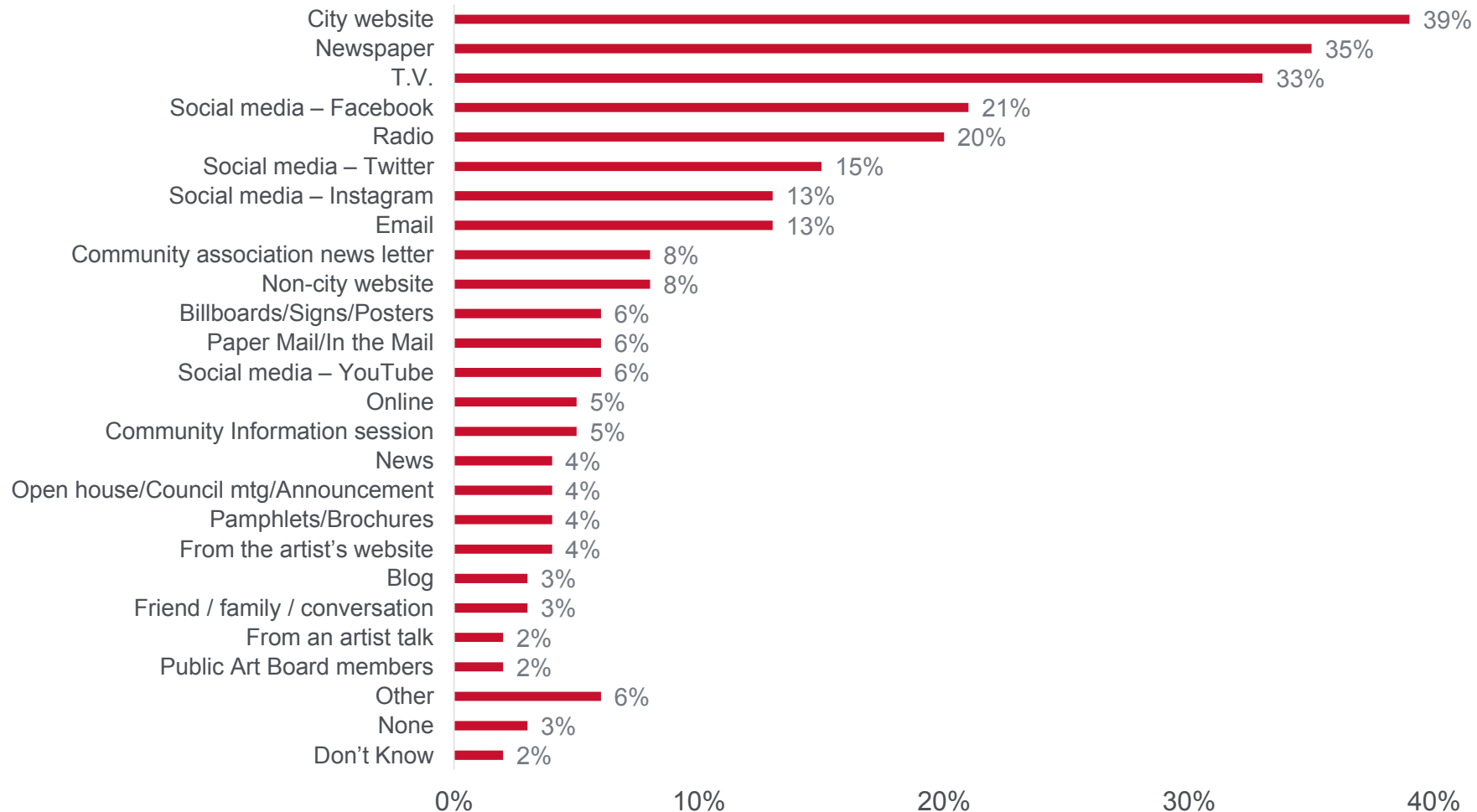
- ❖ In terms of what type of information respondents would like, most would like more information on the actual costs of Public Art (77%), and on local artists selected for Public Art (74%).
- ❖ 69% want to understand the proportion of spending that goes towards Artists vs. Fabrication and Maintenance.
- ❖ 63% want more information on the procurement process, and 61% want to know more about the selection panels.



Q.D11-D15. Would you like to have more information about the following?
Base: All respondents n=500

Sources of Info for Public Art

- ❖ The most frequently mentioned ways people wanted to find out about Public Art are The City's Website, Newspaper, TV, Facebook, Radio & Twitter.



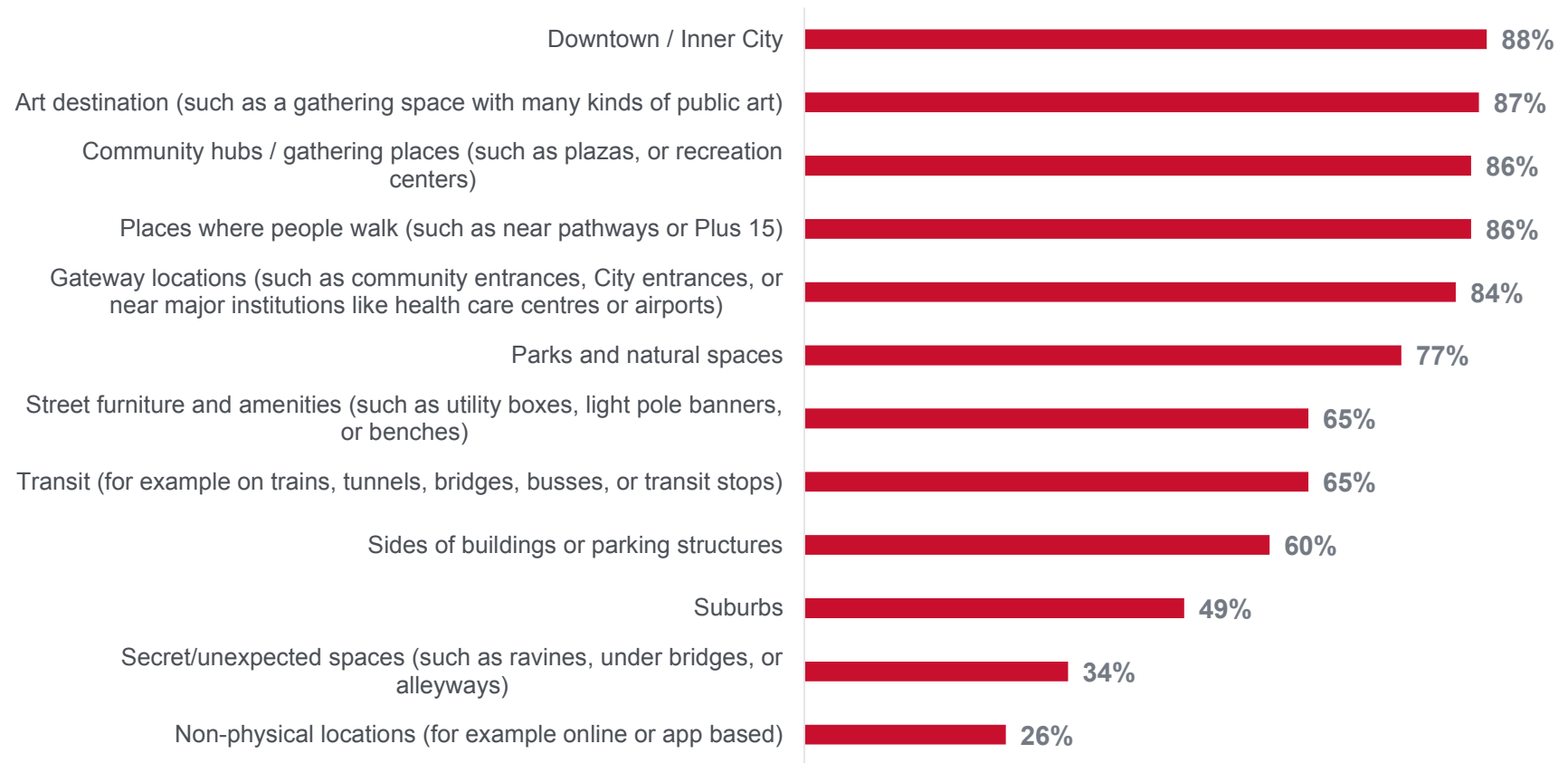
Q.D16. What ways do you want to find out about public art? – CATEGORIES CODED FROM VERBATIM RESPONSES, MULTIPLE RESPONSES ACCEPTED
(PERCENTAGES WILL NOT ADD TO 100)
Base: All respondents n=500



Types and Location of Public Art

Type of Places for Public Art - Positive Impact

- ❖ With few exceptions, respondents said that Public Art will have positive impact in many places.
- ❖ The places where Public Art will have the most positive impact is Downtown/Inner city (88%), followed by Art Destinations (87%), Community Hubs (86%), places where people walk (86%) and gateway locations (84%).

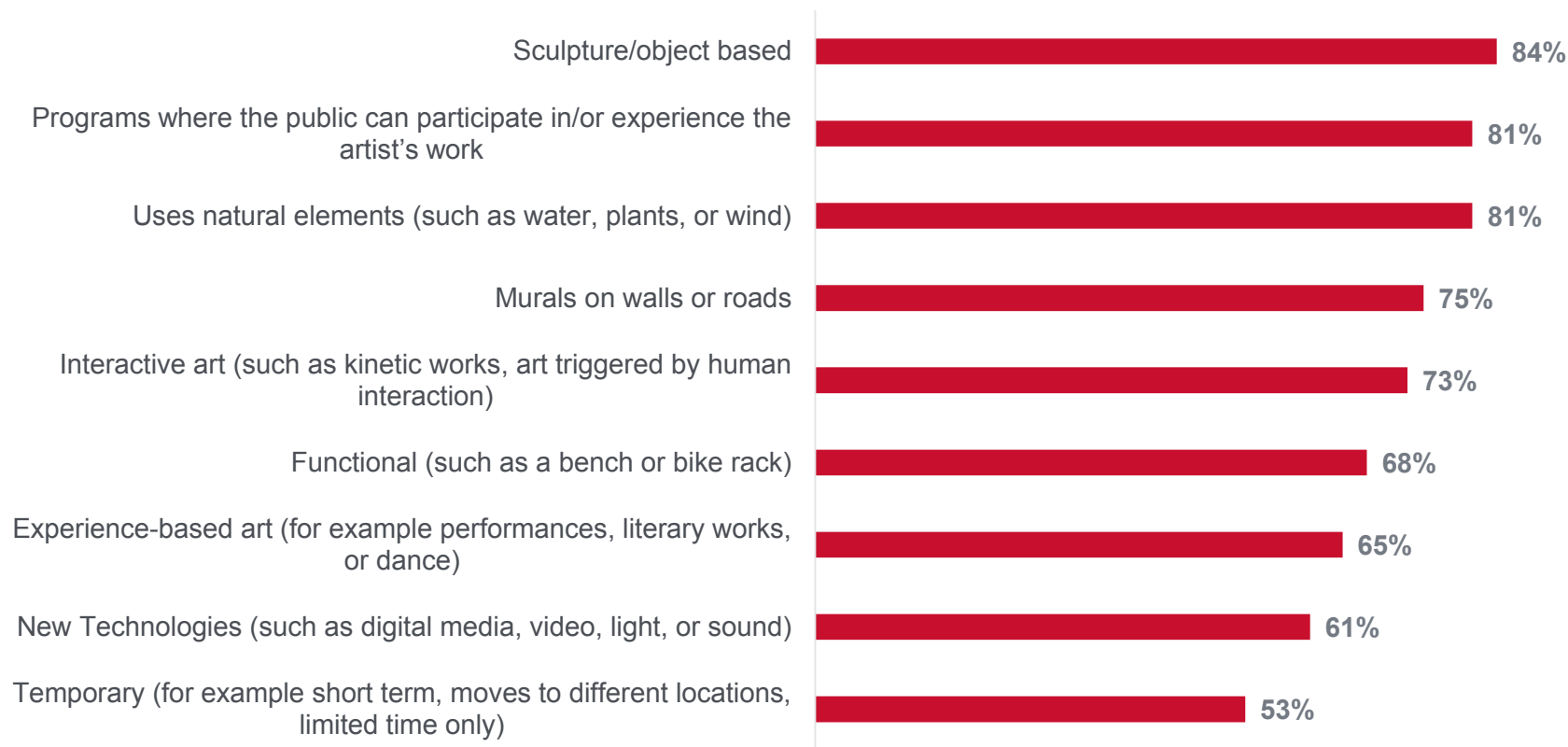


Q.C1. Which type of places do you feel Public Art will have the most positive impact on Calgary
Base: All respondents n=500



Type of Public Art - Positive Impact

- ❖ Respondents indicated that many types of art will have positive impact on Calgary.
- ❖ The types of Public Art that will have the most positive impact are sculpture/object-based (84%), programs where public can participate (81%), uses natural elements (81%) and murals (75%).



Q.C2. Which types of art do you feel would have the most positive impact on Calgary?

Base: All respondents n=500



Calgary



Demographics



Demographics

Q.F1. How many people, including yourself, live in your household?

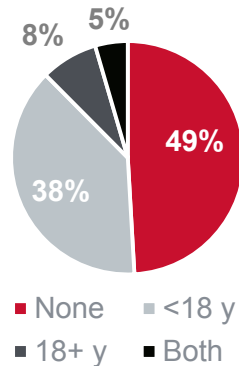
in HH

| # in HH | % |
|---------|-----|
| 1 | 13% |
| 2 | 31% |
| 3 | 18% |
| 4 | 26% |
| 5+ | 13% |

Base: All respondents n=500

Q.F2. Do you have children living in your home today?

Children

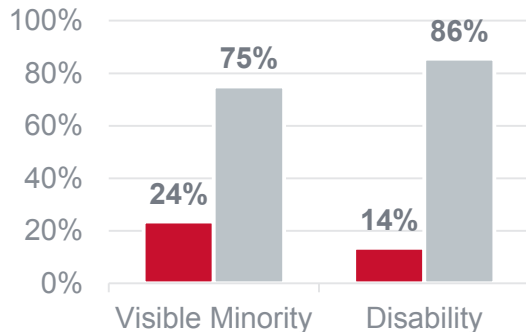


Base: All respondents n=500

Q.F6. Do you consider yourself a member of a visible minority?

Q.F7. Do you or a member of your family have a disability?

Minority/Disability



Base: All respondents n=500

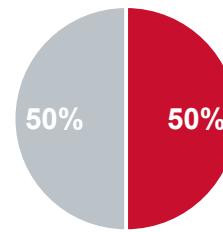
Q.F4. What is the highest level of schooling you have obtained?

Education

| Highest Level of Education | % |
|----------------------------|-----|
| High School or less | 15% |
| Technical/Trades | 16% |
| Some College | 13% |
| College/University Grad | 42% |
| Post-Graduate | 13% |

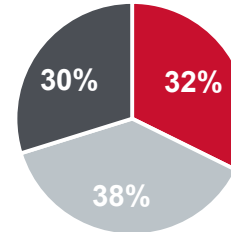
Base: All respondents n=500

Gender

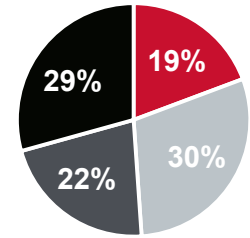


■ Male ■ Female ■ 18-34 ■ 35-54 ■ 55+ ■ NE ■ NW ■ SE ■ SW
 Base: All respondents n=500

Age

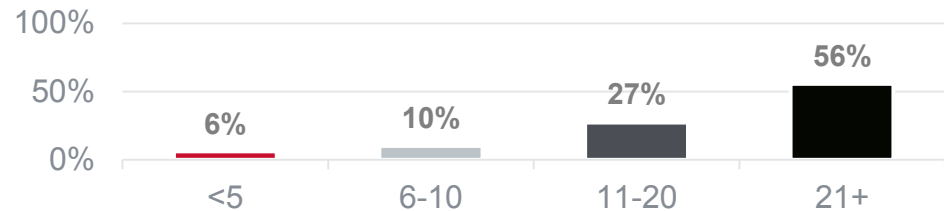


Quadrant



Q.F3. How many years have you lived in Calgary?

Years in Calgary



Base: All respondents n=500

Q.F5. Which of the following categories best describes the total annual income, before taxes, of all the members of your household?

HH Income

| Household Income | % |
|------------------|-----|
| <\$60K | 20% |
| \$60-90K | 19% |
| \$90-120K | 19% |
| \$120-150K | 9% |
| \$150K+ | 21% |

Base: All respondents n=500