



# 2026 Survey Project

## **Public Survey**

Conducted by:



March 2026

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# Context and Objectives

## Context

Edmonton Arts Council programs and services seek to increase the profile and involvement of arts and culture in all aspects of community life, in alignment with strategies defined in the City of Edmonton's ten-year cultural plan (*[Connections & Exchanges](#)*). Guided by the Measurement, Evaluation and Learning Framework (MEL), the survey project represents one of several tools that will help EAC evaluate the effectiveness and impact of implemented programs and services, through surveys with four key stakeholder groups:

- General public (i.e., a representative sample of Edmontonians);
- Artists who applied for at least one EAC program or service (i.e., grants) in the previous year;
- Arts or festival organizations who applied for at least one EAC program or service (i.e., grants) in the previous year; and
- Artists or organizations who have interacted with the EAC Shop & Services team in 2025.

This report has the results from the **General Public Survey**.

## Objectives

Collect information from the general public on the following topics:

- Connection to the arts in Edmonton;
- Perception, barriers and expectations; and
- Awareness and expectations of the Edmonton Arts Council.



# Methodology

<b>Target Audience</b>	Edmontonians living within the city limits, aged 18 years or older
<b>Sample source and type</b>	Randomly selected from Advanis' <i>General Population Random Sample</i> (Telephone)
<b>Population</b>	Edmontonians living within the city limits, aged 18 years or older (794,182 as of 2021 federal census)
<b>Survey modes</b>	Telephone recruit to online survey
<b>Language</b>	English
<b>Incentives</b>	None
<b>Sponsor identified</b>	Yes
<b>Field dates</b>	January 12 <sup>th</sup> to February 17 <sup>th</sup> , 2026
<b>Completed surveys</b>	1504 (27% Response rate)
<b>Average survey length</b>	15.7 minutes
<b>Weighting</b>	By 2019 municipal census (age, gender, and city quadrant) and 2021 federal census (Indigenous and visible minority identity, and household income)
<b>Margin of Error</b>	+/- 2.5 at 95% Confidence Interval

## Recruitment methodology

- Advanis conducted the data collection using a Computer Aided Telephone Interviewing (CATI) Recruit to Online survey method using Advanis' *General Population Random Sample*.
- Respondents were called and either recruited live on the phone or left a voicemail message and then sent a recruitment link to participate in the web survey.
- Respondents were sent an initial survey invitation followed by up to 3 reminders.
- A total of 8,353 phone numbers were dialed and 5,567 of those agreed to complete the online survey and were sent either an SMS or email invitation depending on their preference, with the majority being sent via SMS.

<b>Total Recruited (R)</b>	<b>5567</b>
Recruited by talking to live interviewer	1373
Recruited by voicemail	4194
Received SMS with link to online survey	5033
Received email with link to online survey (bounced)	30
Received email with link to online survey (not bounced)	1104
<b>Surveys Completed online (C)</b>	<b>1504</b>
<b>Online Completion Rate = C / R</b>	<b>27%</b>

Note: 570 participants were sent both email and SMS invites

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# Key findings

**85%** of Edmontonians attended at least one type of live performance or arts event in Edmonton in the past 12 months (no change since 2024).

- Music performances or concerts, and craft shows or fairs continue to be the most attended live performances by Edmontonians.
- Music performances were also reported as the ‘most memorable’ events in Edmonton by 24% of respondents.
- Of those who attended events (either in-person, or virtually), nearly half saw performances by visible or ethno-cultural minorities, and one-third saw performances by Indigenous artists.

**79%** engaged in online activities related to the arts in the past year (no change since 2024). The most common types of online engagements are:

- usage of social media discourse about organizations, events or artists (57%)
- internet usage to improve skills, find lessons, or find groups related to arts (53%); and
- watching pre-recorded arts performances on the internet (50%).
- A greater number of Edmontonians (27%; +5pts) uploaded something creative or artistic that they created to the internet in the past 12 months compared to results from 2024.

58% of Edmontonians attended one or more arts or cultural festival in Edmonton in the past year (no change since 2024).

44% of Edmontonians feel they have some connection to the Arts in Edmonton.

- The most common connection type continues to be attending arts or cultural events with 36% of Edmontonians feeling connected this way. More Edmontonians feel connected as artists or arts practitioners in 2026 compared to 2024 (11%; +4pts).
- More Edmontonians feel their connection to the arts has become stronger (11%; +3pts) and fewer feel it has become weaker (16%; -6pts) in 2026 compared to 2024
- Regardless of whether that connection has become stronger or not, many feel having more time, resources, and energy to participate is an important factor to feeling connected to the arts.

# Overall Perceptions of Arts

Edmontonians' overall perception of the Arts and its impact on communities has not changed significantly in the past 2 years.

- However, compared to two years ago, a greater proportion agree that a thriving arts and culture scene is something they would watch for when considering moving to a new community.

<b>% Strongly or somewhat agree with statement</b>	<b>2026</b>	<b>2024</b>	<b>2022</b>
Arts and culture make your communities better places to live	85%	87%	87%
Arts and cultural experiences help bring people from diverse backgrounds together as a community	83%	85%	87%
If your community lost its arts activities, people living there would lose something of value	77%	80%	81%
Participating in arts and cultural activities builds a shared sense of community identity	83%	85%	85%
Arts and culture activities are important to a community's economic well-being	79%	81%	83%
Arts and culture are important to your quality of life	79%	80%	82%
An active local arts scene helps communities attract business	78%	78%	80%
I have a strong sense of belonging to the city of Edmonton	76%	-	-
A thriving arts and culture scene is something you would watch for when considering moving to a new community	69% <span style="color: green;">↑</span>	61% <span style="color: red;">↓</span>	65%
I have a strong sense of belonging to my local community in Edmonton	69%	-	-

84% of Edmontonians feel that Edmonton has a strong and vibrant festival scene and 69% think Edmonton has a strong and vibrant arts scene.

- More Edmontonians agree the city offers great arts and cultural experiences in 2026 than 2024 (74%; +4pts). Additionally, more Edmontonians agree Edmonton has a strong and vibrant art scene in 2026 than 2024 (69%; +5pts).

<b>% Strongly or somewhat agree with statement</b>	<b>2026</b>	<b>2024</b>	<b>2022</b>
Edmonton has a strong and vibrant festival scene	84%	84%↑	80%
Edmonton offers great arts and cultural experiences	74%↑	70%	69%
Edmonton has a strong and vibrant arts scene	69%↑	64%	63%
Edmonton's arts and culture scene has a great national reputation	47%	-	-
City government is actively supporting the development of the arts and culture sector in Edmonton	50%	50%	48%
Edmonton's arts and culture scene has a great international reputation	43%	41%	41%
Edmonton is a good place to be an artist	44%	42%	43%
Neighbourhoods throughout Edmonton offer great opportunities to exhibit and participate in art and culture activities	47%	47%	-

# Satisfaction with public art, events, festivals, activities, and facilities



**80%** of Edmontonians agree that public art adds to the vibrancy of Edmonton

- Around 3-in-4 agree that they enjoy the public art in Edmonton. Similarly, around 3-in-4 agree there should be more public art throughout the city.

**76%** deem the number of events, festivals, activities, and facilities in the city to be ‘good’

- The level of agreement regarding the number of events, festivals, activities has increased (76%; +4pts) among Edmontonians.
- Many Edmontonians rate the quality (3-in-4) and ease of access (2-in-3) of the above as good or very good.

<b>% Very Good or Good</b>	<b>2026</b>	<b>2024</b>	<b>2022</b>
The number of overall arts and cultural events, festivals, activities, and facilities in the city	76% <span style="color: green;">↑</span>	72%	70%
The quality of overall arts and cultural events, festivals, activities, and facilities in the city	75%	72%	73%
Easy access to arts and cultural events, festivals, activities, and facilities	67%	65%	65%
The quality of Indigenous arts and cultural events, festivals, activities, and facilities in the city	45%	47% <span style="color: green;">↑</span>	42%
Easy access to Indigenous arts and cultural events, festivals, activities, and facilities	41%	41% <span style="color: green;">↑</span>	36%
The number of Indigenous arts and cultural events, festivals, activities, and facilities in the city	39%	39% <span style="color: green;">↑</span>	34%

↑ Statistically higher compared to previous wave at 95% Confidence Interval  
↓ Statistically lower compared to previous wave at 95% Confidence Interval

**63%** of Edmontonians are satisfied with the promotion of arts and cultural events in Edmonton

- Most are also satisfied with the variety of ways they can connect with Edmonton's arts and culture.

<b>% Very or Somewhat Satisfied</b>	<b>2026</b>	<b>2024</b>	<b>2022</b>
The promotion of arts and cultural events, festivals, activities in Edmonton	63%	-	-
The variety of ways you can connect with Edmonton's arts and culture	61%	60%	56%
The promotion of Indigenous arts and cultural events, festivals, activities in Edmonton	43%	-	-
The effort the city government and its agencies and partners take to develop and support arts and culture in the community	53%	51%	48%
The variety of ways youth (under the age of 18) can connect with Edmonton's arts and culture	33%	36%	33%

**65%** of Edmontonians hear about arts and cultural events through social media platforms

- Friends and family is also a common way Edmontonians hear about arts and cultural events in Edmonton.
- Two-thirds of those that heard about arts and cultural events from social media platforms use Facebook or Instagram at least once a week. While over half use YouTube at least once a week.

# Barriers to participation



82% have encountered some barriers to taking part in arts and cultural opportunities in Edmonton in the past year (up from 77% in 2024).

- The activity or event being too expensive (41%) and it being difficult to find time to participate (40%) are the most frequently mentioned barriers.

## Compared to 2024

- A greater proportion indicated they had concerns over discrimination based on race, ethnicity, or religion (6%; +3pts).
- Fewer indicated that not knowing how to find out about events or activities (27%; -12pts) created a barrier.

Making locations easier to access (e.g., transit, parking) and making opportunities more affordable were the most common suggestions for removing barrier to public participation.

**32%** of Edmontonians are at least somewhat familiar with Edmonton Arts Council as an organization.

- Of those that are familiar with EAC, 76% are satisfied with the EAC’s works, programs and services.
- Friends and family (42%), the Edmonton Arts Council social media platforms (24%), News media (radio, tv news, newspapers) (20%), physical advertisements like flyers or posters (19%), and the Edmonton Arts Council website (19%) are channels with the greatest reach to the public.

<b>At least somewhat aware of EAC</b>	<b>2026</b>	<b>2024</b>
Friends and family	42%	45%
Edmonton Arts Council social media platforms	24%	20%
Edmonton Arts Council website	19%	13%
Physical advertisements like flyers or posters	19%	21%
News media (radio, tv news, newspapers)	19%	20%
Social media	15%	15%
Other Arts and Festival organizations (not EAC)	7%	6%
Edmonton Arts Council newsletters	6%	6%
Blogs and websites	1%	1%

# Awareness of EAC Programs

54% of Edmontonians (down from 60% in 2024) are aware of Edmonton Arts Council programs.

<b>Awareness of EAC Programs (select all that apply)</b>	<b>2026</b>	<b>2024</b>
Aware of any EAC programs or events	54%↓	61%
Ice Skating at city hall (Swing and Skate or Ice Grooves)	31%↓	45%
Green Shack Shows	22%	25%
Family Day, Spring, or Scare on the Square*	21%	-
EAC Shop at Churchill Square (Formerly Tix on the Square)	19%	21%
Live at Lunch – Live performances at Churchill Square	17%	20%
Poet Laureate readings or events	9%↓	13%
Drop-in tai chi at Churchill Square	6%	-
Festival in a box Parades or Events	4%↓	8%
Beat Salad – DJ sets at Churchill Square	3%	-
Cypher Wild	1%↓	3%

\*Not trended due to change in program references.

↑ Statistically higher compared to previous wave at 95% Confidence Interval  
↓ Statistically lower compared to previous wave at 95% Confidence Interval

# Experience with EAC Programs

22% have attended or participated in any programs or events in the past year.

<b>Experience with EAC Programs (select all that apply)</b>	<b>2026</b>	<b>2024</b>
Attended any EAC event	23%	22%
EAC Shop at Churchill Square (Formerly Tix on the Square)	13%	13%
Ice Skating at city hall (Swing and Skate or Ice Grooves)	11%	11%
Family Day, Spring, or Scare on the Square*	8%	-
Live at Lunch – Live performances at Churchill Square	7%	6%
Green Shack Shows	6%	8%
Festival in a box Parades or Events	2%	3%
Poet Laureate readings or events	2%	3%
Beat Salad – DJ sets at Churchill Square	1%	-
Cypher Wild	1%	2%
Drop-in tai chi at Churchill Square	1%	-

\*Not trended due to change in program references.

↑ Statistically higher compared to previous wave at 95% Confidence Interval  
↓ Statistically lower compared to previous wave at 95% Confidence Interval



# Detailed Results

# Connection to the Arts

# 85% of Edmontonians attended at least one type of live performance or event in the past year

**Attended any live performance or event in past year: 85%** (2024: 87%; 2022: 64%)

**NET At least once**

**2026 2024 2022**

	More than 10 times	7 to 10 times	4 to 6 times	2 to 3 times	Once	Not at all	Don't know	2026	2024	2022
A music performance or concert	4%	11%	26%	21%	35%	65%	64%	↑	28%	
A craft show or fair	6%	24%	27%	41%	59%	57%	↑	29%		
A theatre performance	5%	15%	23%	53%	47%	43%	↑	19%		
A visual art exhibit	12%	25%	58%	41%	42%	↑	24%			
A film screening	6%	13%	16%	60%	39%	38%	↑	29%		
A comedy performance	12%	20%	64%	36%	33%	↑	13%			
An Indigenous arts and/or Cultural experience	9%	23%	64%	35%	35%	-				
A dance performance	8%	17%	71%	29%	29%	↑	12%			
Art that makes use of film or video, or digital technologies	10%	12%	74%	25%	27%	↑	15%			
A book, spoken word, or poetry reading	5%	9%	84%	16%	↑	11%	↑	5%		

■ More than 10 times 
 ■ 7 to 10 times 
 ■ 4 to 6 times 
 ■ 2 to 3 times 
 ■ Once 
 ■ Not at all 
 ■ Don't know

**Note:** Trending differences are shown, but should be interpreted with caution due to pandemic restrictions in 2021

↑ Statistically higher  
↓ Statistically lower  
 Compared to previous wave at 95% Confidence Interval

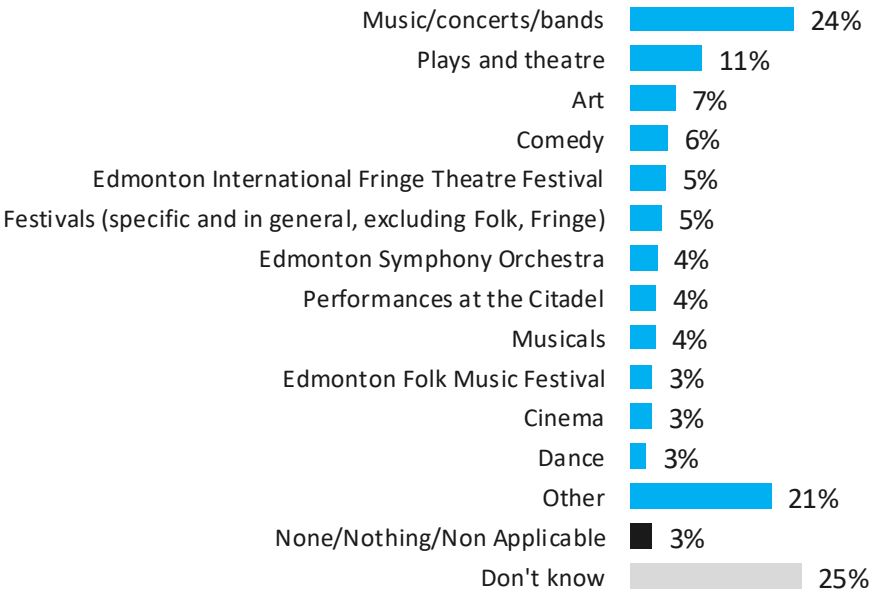
Data labels for 3% or less are removed for legibility

Base: Edmonton residents aged 18+ (2026: n=1502-1503 2024: n=1520-1521; 2022: 1600-1601, excluding 'Prefer not to answer').

Q1: Approximately how many times in the past 12 months did you attend the following types of live performances and arts events in Edmonton?

For nearly of quarter of Edmontonians, events involving music, concerts, and bands were the most memorable they attended in the last 12 months.

**When thinking about the live performances and arts events you attended in Edmonton in the past 12 months, which were the most memorable and why?**



**Selected music mentions that explain the “why”**  
(excluding those that just focus on performers)

*“Pop up comedy show. It is the only one I went to, but it was great because it was small intimate and a fun time.”*

*“Folk music festival.. I love the culture, people helping people, and great music in the outdoors”*

*“Listening to music from the 80s and music I use to dance to as a performer in tap and jazz. Good memories of performing at the jubilee.”*

*“The musical Bear Grease at the Citadel was fantastic-funny, lots of energy and talent on display.”*

\*New question in 2026 (no trending).

Response categories with less than 3% of mentions overall are not shown and instead are combined into a single other category.

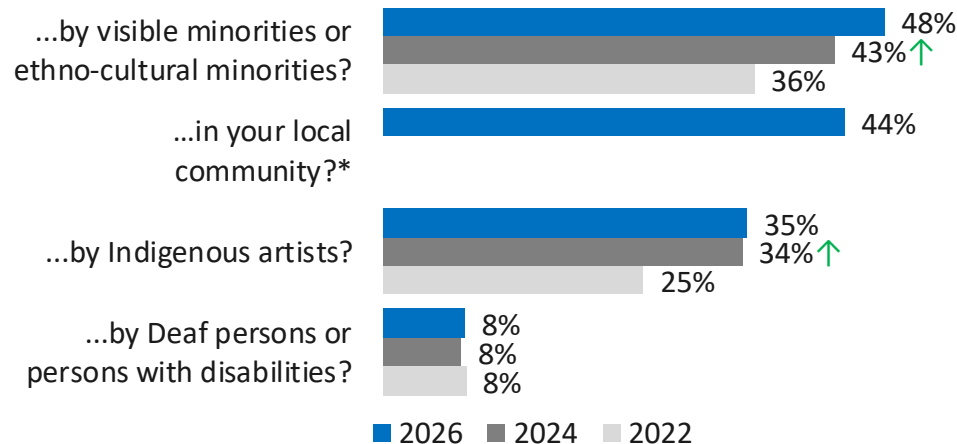
Base: Edmonton residents aged 18+ who attended events in Edmonton in the last 12 months (2026 n=1044; excluding ‘Prefer not to answer’).

Q1o: When thinking about the live performances and arts events you attended in Edmonton in the past 12 months, which were the most memorable and why?

# 48% of Edmontonians attended or live streamed an event created or performed by visible/ethno-cultural minorities and 35% attended events by Indigenous artists

More than two-fifths (44%) of Edmontonians attended events in their local community.

## Thinking about any performances or events you have attended or live streamed in the past 12 months, were any of these created or performed...



**Note:** Trending differences are shown, but should be interpreted with caution due to pandemic restrictions in 2021

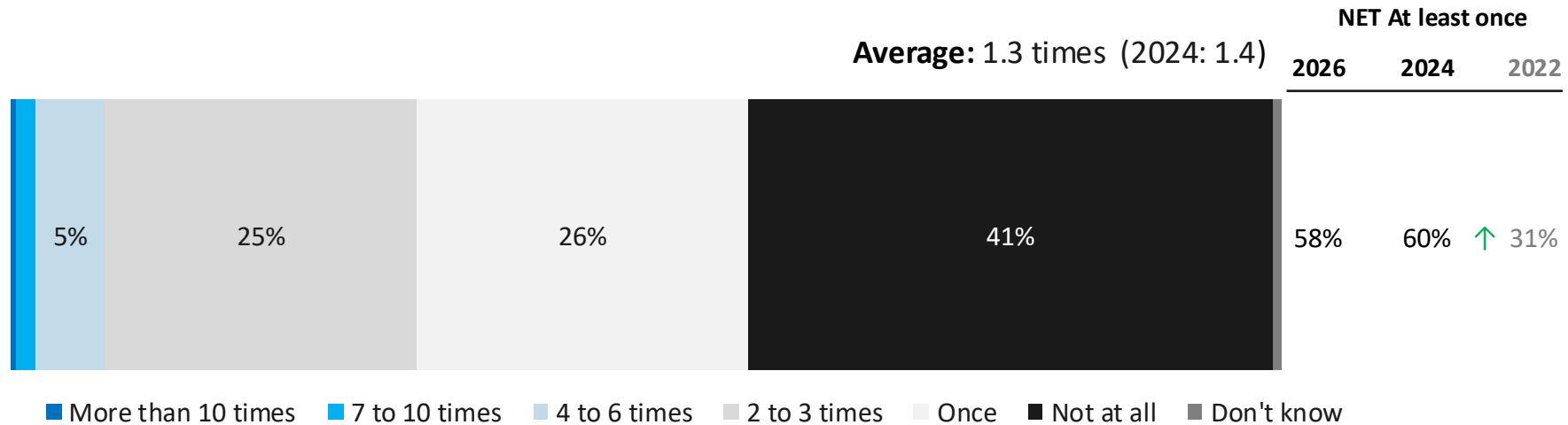
↑ Statistically higher  
↓ Statistically lower  
Compared to previous wave at 95% Confidence Interval

\*New question in 2026 (no trending).  
Base: Edmonton residents aged 18+ who have seen any performances/events in the last 12 months (2024: n=1316-1318; 2022: n=1136-1140; excluding 'Prefer not to answer').  
Q6: Thinking about any performances or events you have attended or live streamed in the past 12 months, were any of these created or performed...

# 58% of Edmontonians attended an arts or cultural festival in Edmonton in the past 12 months



Participation is consistent with what it was in 2024, when 60% attended a festival. On average, Edmontonians attended between 1 and 2 events (consistent with reporting from 2024).



**Note:** Trending differences are shown, but should be interpreted with caution due to pandemic restrictions in 2021

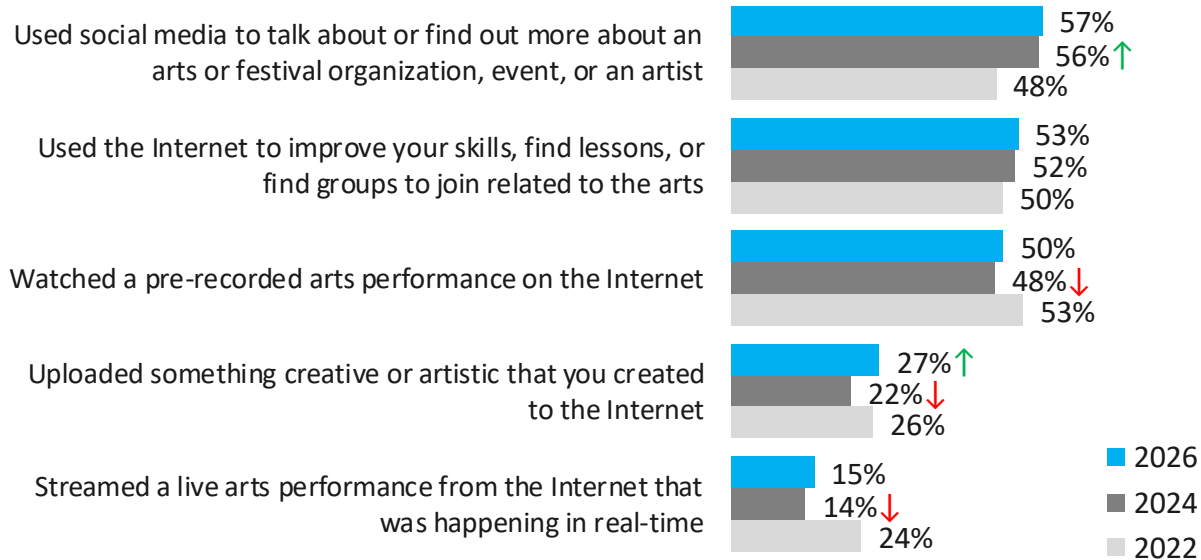
↑ Statistically higher      ↓ Statistically lower  
Compared to previous wave at 95% Confidence Interval

# 79% of Edmontonians engaged in online activities related to the arts in the past year (similar to 2024)



A greater number of Edmontonians (27%, up from 22%) uploaded something creative or artistic that they created to the internet in the past 12 months compared to results from 2024.

## Done in past 12 months (% Yes)



**Any online activity: 79%**  
(2024: 78%; 2022: 78%)

**Note:** Trending differences are shown, but should be interpreted with caution due to pandemic restrictions in 2021

↑ Statistically higher      ↓ Statistically lower  
Compared to previous wave at 95% Confidence Interval

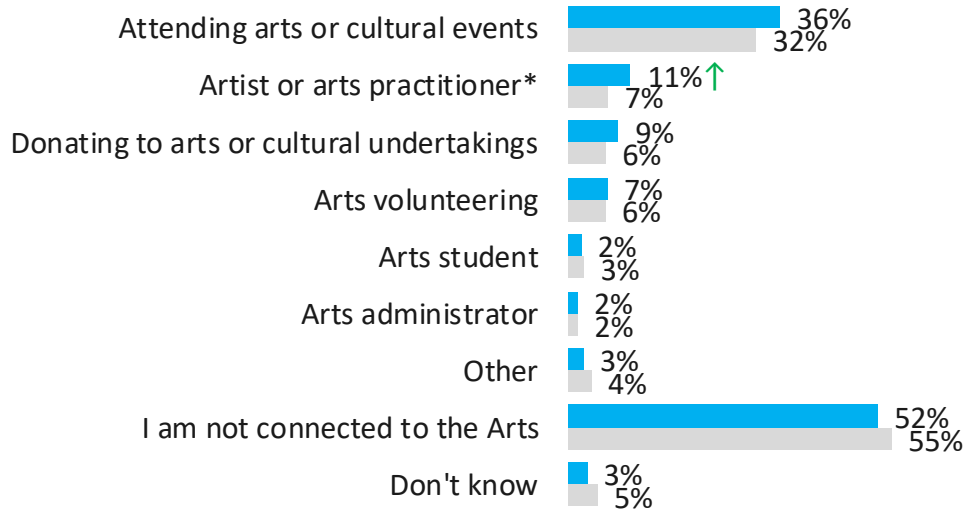
Base: Edmonton residents aged 18+ (2026 n=1502-1504, 2024 n=1517-1520, 2022 n=1602; excluding 'Prefer not to answer').

Q5: In the past 12 months, have you done any of the following...?

# 44% of Edmontonians feel they have some connection to the Arts in Edmonton

The most common connection type continues to be attending arts or cultural events with 36% of Edmontonians feeling connected this way. More Edmontonians feel connected as artists or arts practitioners in 2026 compared to 2024 (11%, up from 7%).

## How, if at all, are you connected to the arts in Edmonton? (select all that apply)



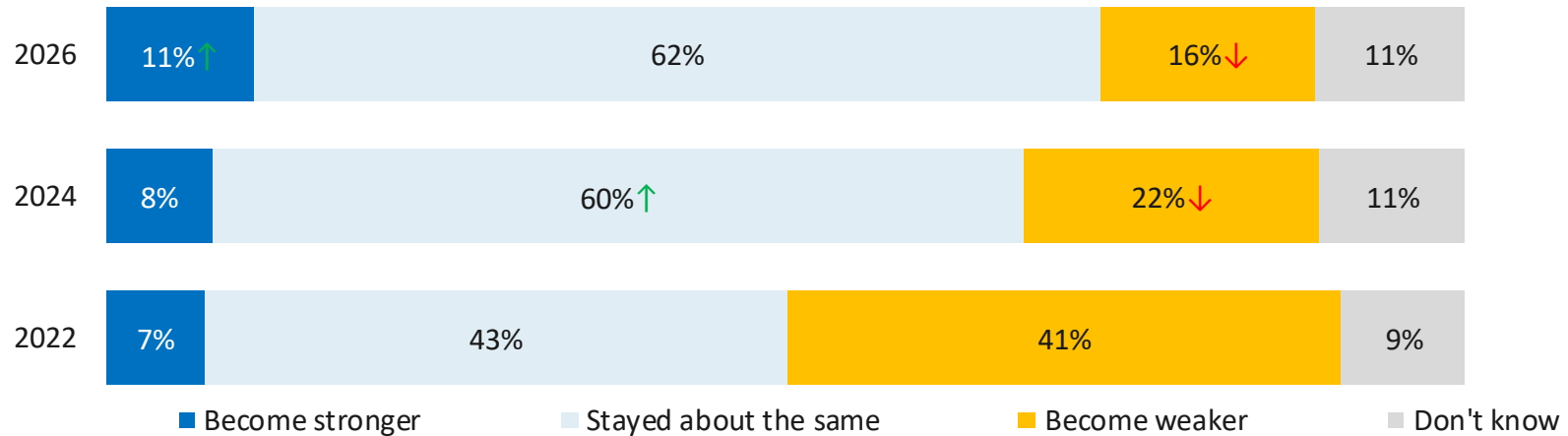
**Any connection: 44%**  
(2024: 40%)

↑ Statistically higher      ↓ Statistically lower  
Compared to previous wave at 95% Confidence Interval

# One in ten Edmontonians say their feeling of being connected to the arts has become stronger in the past year

However, the majority (62%) still say their connection to the arts has stayed about the same in the past 12 months

## In the past 12 months, has your feeling of being connected to the arts:



**Note:** Trending differences are shown, but should be interpreted with caution due to pandemic restrictions in 2021

↑ Statistically higher      ↓ Statistically lower  
 Compared to previous wave at 95% Confidence Interval

Base: Edmonton residents aged 18+ (2026 n=1484, 2024 n=1512, 2022 n=1592; excluding 'Prefer not to answer').  
 Q9: In the past 12 months, has your feeling of being connected to the arts:

# For more than half feeling a stronger connection to the arts, having more time, resources, and energy in the past 12 months has helped them strengthen their connection



Having more opportunities that were interesting, meaningful, and relevant in Edmonton is mentioned by 3-in-10 (31%), down from 2024 but still a more common connection driver than in 2022.

## Why has your feeling of being connected to the arts become stronger in the past 12 months? (select all that apply)

		2024	2022
More time, resources and energy to participate and engage	55%	54%	51%
More opportunities that were interesting, meaningful, and relevant	31%	41%↑	16%
The quality of arts and cultural assets and experiences have been increasing	31%	33%	20%
Family or personal needs have driven a stronger feeling of being connected	30%	32%	38%
Greater effort to maintain existing arts and cultural spaces and infrastructures	24%	26%	19%
More opportunities to participate and engage with the arts	22%	31%	21%
More arts opportunities in my community	21%	29%	-
Arts and cultural assets and events have been more accessible	20%	24%	13%
More platforms developed in Edmonton to share and spread information	17%	17%	27%
More media discourse or publication about the arts	14%	21%	18%
More talented artists in Edmonton than before	10%	8%	7%
Other	9%	8%	11%
Don't know	1%	1%	5%

Base: Edmonton residents aged 18+ who's connection to the arts has become stronger over the last 12 months (2026 n=127, 2024 n=112, 2022 n=110; excluding 'Prefer not to answer').

Q10: Why has your feeling of being connected to the arts become stronger in the past 12 months? *Select all that apply*

↑ Statistically higher













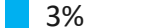

↓ Statistically lower

Compared to previous wave at 95% Confidence Interval

# A lack of time, resources, and energy to participate and engage is a common barrier for Edmontonians whose connection to the arts has not strengthened this year

One-quarter feel that having more accessible arts and cultural assets and events in Edmonton would strengthen their feelings of being connected to the arts, a greater proportion than in 2024.

## What changes would strengthen your feeling of being connected to the arts? (select the top three)

		2024	2022
More time, resources and energy to participate and engage	 35%	39% ↑	31%
More accessible arts and cultural assets and events in Edmonton	 26% ↑	20%	21%
Greater effort to maintain existing arts and cultural spaces and infrastructures	 16%	15%	16%
More opportunities that are interesting, meaningful and relevant	 15%	17%	16%
More media discourse or publication about the arts	 14%	13%	12%
Factors driven by family or personal needs	 14%	16%	15%
Higher quality of arts and cultural assets and experiences	 12%	13% ↑	10%
More arts opportunities in my community	 10%	10%	-
More opportunities to participate and engage	 9%	9% ↓	13%
More platforms developed in Edmonton to share and spread information	 9%	9%	10%
More talented artists residing in Edmonton than ever before	 5%	4%	4%
Other	 3%	6% ↓	19%
No changes would strengthen my feeling of being connected to the arts	 17%	19%	18%
Don't know	 8% ↓	6% ↓	6%

Base: Edmonton residents aged 18+ who's connection to the arts has NOT increased in the last 12 months (2026 n=1356, 2024 n=1 359, 2022 n=1458; excluding 'Prefer not to answer').

Q11: What changes would strengthen your feeling of being connected to the arts? *Select the top three*

↑ Statistically higher  
↓ Statistically lower  
Compared to previous wave at 95% Confidence Interval

# Perception, Barriers and Expectation

# Overall perceptions on arts and culture have not shifted significantly in the past 2 years

However, compared to two years ago, more agree that a thriving arts and culture scene is something they would watch for when considering moving to a new community.

**NET Agree**  
(Strongly + Somewhat)

		2026	2024	2022
Arts and culture make your communities better places to live	55% 30% 6% 5% 4%	85%	87%	87%
Arts and cultural experiences help bring people from diverse backgrounds together as a community	53% 30% 6% 7% 4%	83%	85%	87%
If your community lost its arts activities, people living there would lose something of value	50% 28% 8% 6% 8%	77%	80%	81%
Participating in arts and cultural activities builds a shared sense of community identity	48% 35% 7% 5% 5%	83%	85%	85%
Arts and culture activities are important to a community's economic well-being	47% 32% 9% 7% 5%	79%	81%	83%
Arts and culture are important to your quality of life	47% 32% 10% 9%	79%	80%	82%
An active local arts scene helps communities attract business	42% 36% 7% 7% 8%	78%	79%	80%
I have a strong sense of belonging to the city of Edmonton*	35% 42% 11% 10%	76%	-	-
A thriving arts and culture scene is something you would watch for when considering moving to a new community	31% 38% 13% 12% 6%	69% <sup>↑</sup>	61% <sup>↓</sup>	65%
I have a strong sense of belonging to my local community in Edmonton*	26% 43% 18% 10%	69%	-	-

■ Strongly agree   
 ■ Somewhat agree   
 ■ Somewhat disagree   
 ■ Strongly disagree   
 ■ Don't know

Data labels for 3% or less are removed for legibility

\*New question in 2026 (no trending).

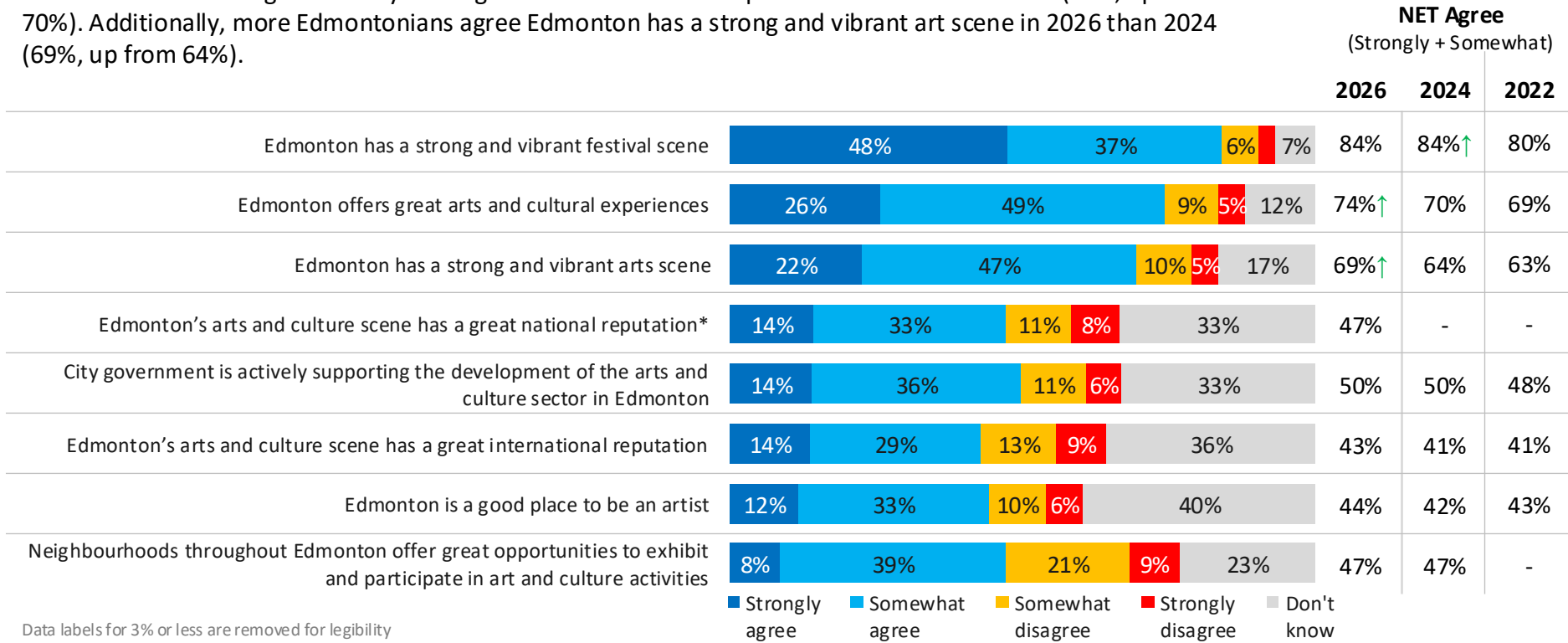
Base: Edmonton residents aged 18+ (2026 n=1486-1502, 2024 n=1516-1521, 2022 n=1597-1602; excluding 'Prefer not to answer').

Q12: Please rate your level of agreement with the following statements.

↑ Statistically higher   
 ↓ Statistically lower  
 Compared to previous wave at 95% Confidence Interval

# 84% agree that Edmonton has a strong and vibrant festival scene

More Edmontonians agree the city offers great arts and cultural experiences in 2026 than 2024 (74%, up from 70%). Additionally, more Edmontonians agree Edmonton has a strong and vibrant art scene in 2026 than 2024 (69%, up from 64%).



Data labels for 3% or less are removed for legibility

\*New question in 2026 (no trending).

Base: Edmonton residents aged 18+ (2026 n=1495-1503, 2024 n=1514-1520, 2022 n=1593-1597; excluding 'Prefer not to answer').

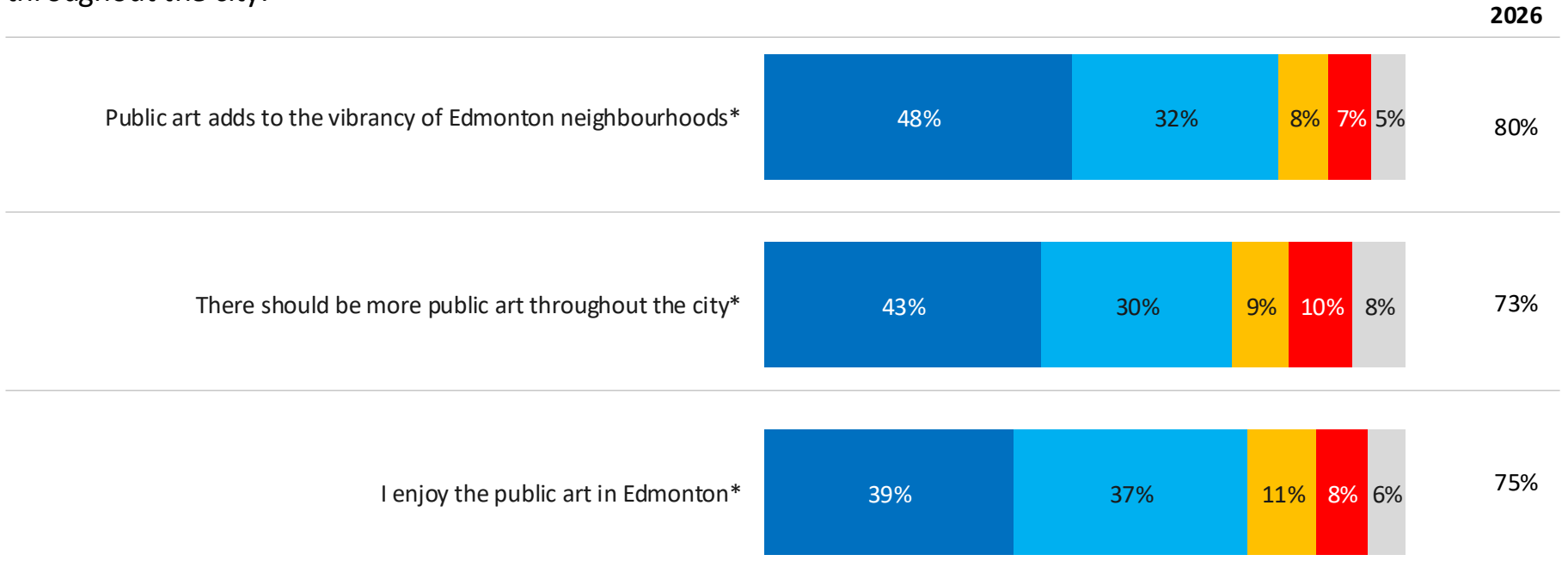
Q13: Thinking back over the past 12 months, please rate your levels of agreement with the following statements related to Edmonton's overall arts & cultural ecology.

↑ Statistically higher   
 ↓ Statistically lower  
 Compared to previous wave at 95% Confidence Interval

# 80% agree that public art adds to the vibrancy of Edmonton neighbourhoods

**NET Satisfied**  
(Strongly + Somewhat)

Around 3-in-4 agree that they enjoy the public art in Edmonton and there should be more public art throughout the city.



■ Strongly agree    
 ■ Somewhat agree    
 ■ Somewhat disagree  
■ Strongly disagree    
 ■ Don't know

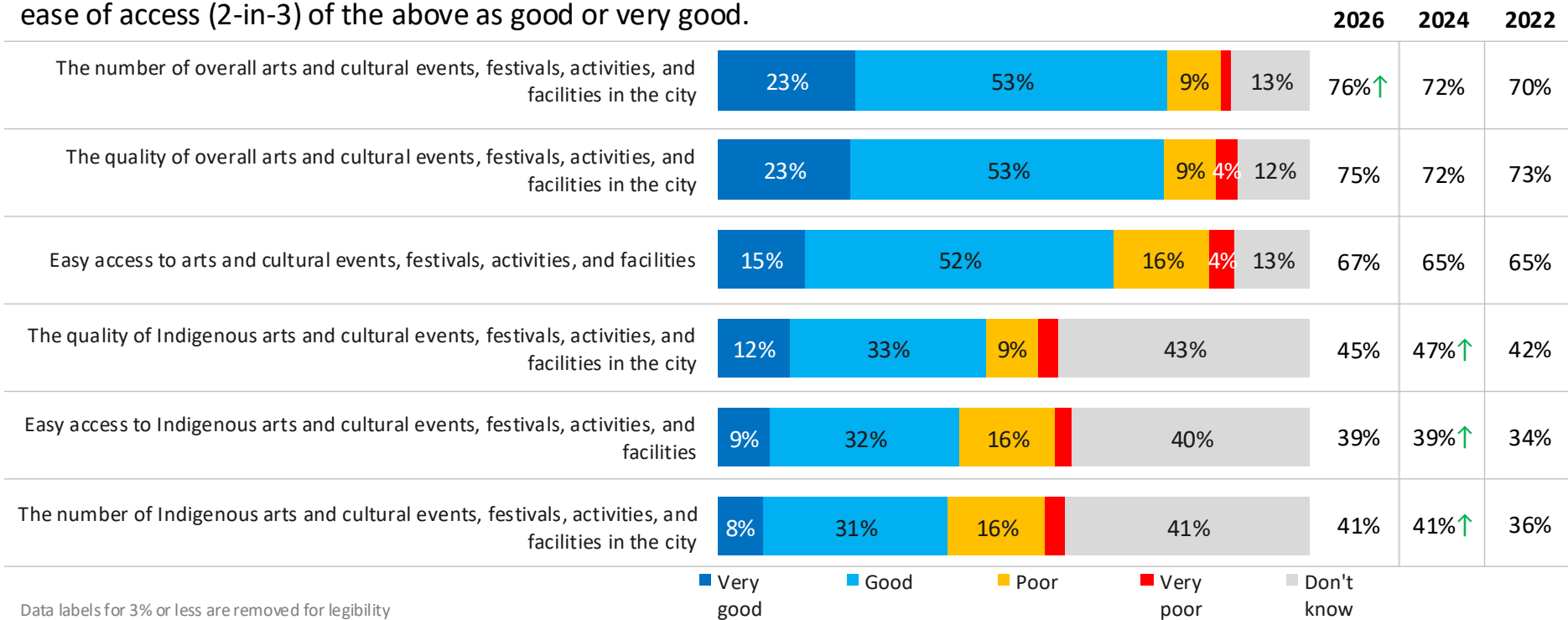
\*New question in 2026 (no trending).  
 Base: Edmonton residents aged 18+ (2026 n=1493-1495; excluding 'Prefer not to answer').  
 Q46: Please rate your level of agreement with the following statements.

# 76% deem the number of events, festivals, activities, and facilities in the city to be “good”



The level of agreement regarding the number of events, festivals, activities is up among Edmontonians in 2026 compared to 72% in 2024. Many Edmontonians rate the quality (3-in-4) and ease of access (2-in-3) of the above as good or very good.

**NET Good**  
(Very good + Good)



Data labels for 3% or less are removed for legibility

Base: Edmonton residents aged 18+ (2026 n=1469-1498, 2024 n=1486-1519, 2022 n=1576-1598; excluding 'Prefer not to answer').



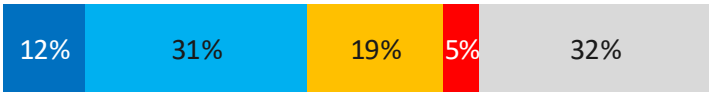

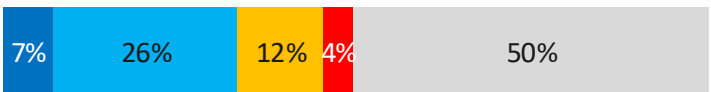
Q14: Thinking about arts and culture events, festivals, activities, and facilities in Edmonton, how would you rate Edmonton on each of the following?

<sup>↑</sup> Statistically higher  
<sup>↓</sup> Statistically lower  
Compared to previous wave at 95% Confidence Interval

# 63% are satisfied with the promotion of arts and cultural events in Edmonton

61% are satisfied with the variety of ways they can connect with Edmonton's arts and culture.

**NET Satisfied**  
(Strongly + Somewhat)

		2026	2024	2022
The promotion of arts and cultural events, festivals, activities in Edmonton*		63%	-	-
The variety of ways you can connect with Edmonton's arts and culture		61%	60%	56%
The promotion of Indigenous arts and cultural events, festivals, activities in Edmonton*		43%	-	-
The effort the city government and its agencies and partners take to develop and support arts and culture in the community		53%	51%	48%
The variety of ways youth (under the age of 18) can connect with Edmonton's arts and culture		33%	36%	33%

■ Very satisfied   
 ■ Somewhat satisfied   
 ■ Somewhat dissatisfied   
 ■ Very dissatisfied   
 ■ Don't know

\*New question in 2026 (no trending).

Base: Edmonton residents aged 18+ (2026 n=1450-1488, 2024 n=1501-1513, 2022 n=1586=1591; excluding 'Prefer not to answer').

Q15: How satisfied are you with...?

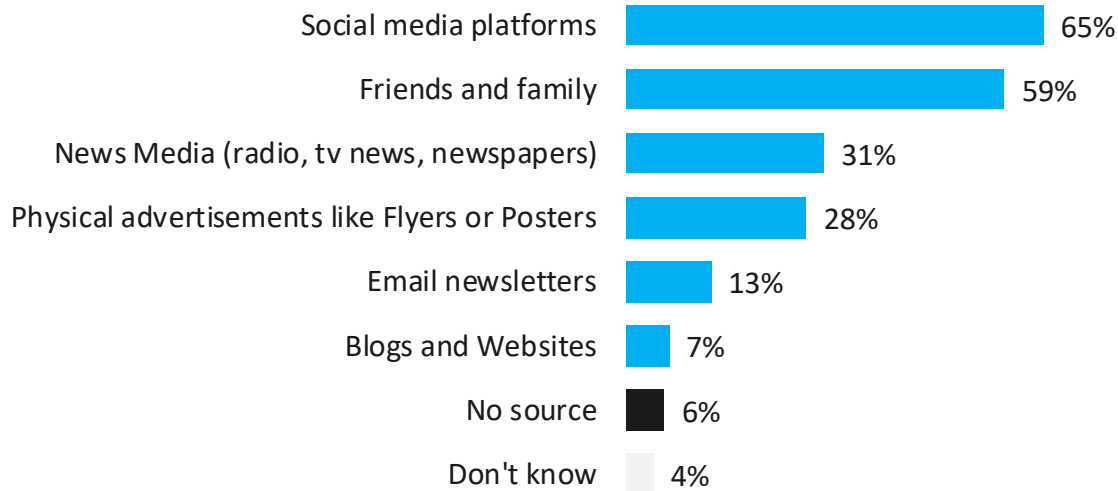
↑ Statistically higher   
 ↓ Statistically lower  
 Compared to previous wave at 95% Confidence Interval

# 65% of Edmontonians heard about arts and cultural events through social media platforms



Friends and family is also a common way Edmontonians hear about arts and cultural events in Edmonton.

## How do you hear about arts and culture events in Edmonton? (select all that apply)



\*New question in 2026 (no trending).

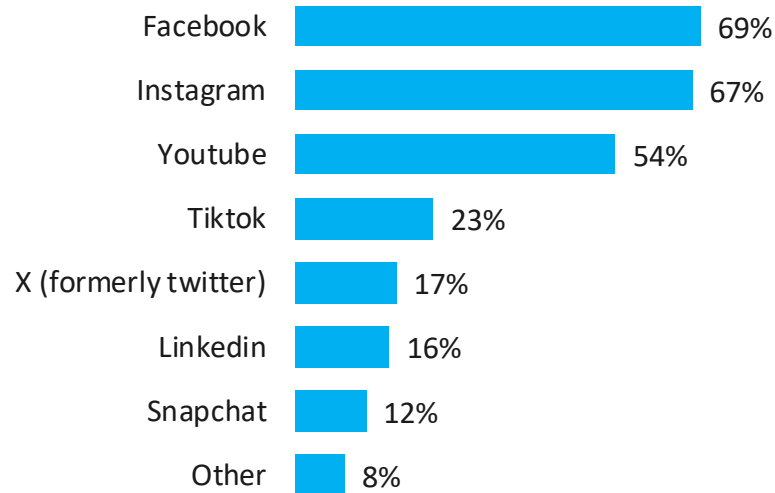
Base: Edmonton residents aged 18+ (2026 n=1483; excluding 'Prefer not to answer').

Q47: How do you hear about arts and culture events in Edmonton? *Select all that apply*

Two-thirds of those that heard about arts and cultural events from social media platforms use Facebook or Instagram at least once a week.

YouTube is also used by more than half at least once a week.

**Which social media platforms do you use at least once a week? (select all that apply)**



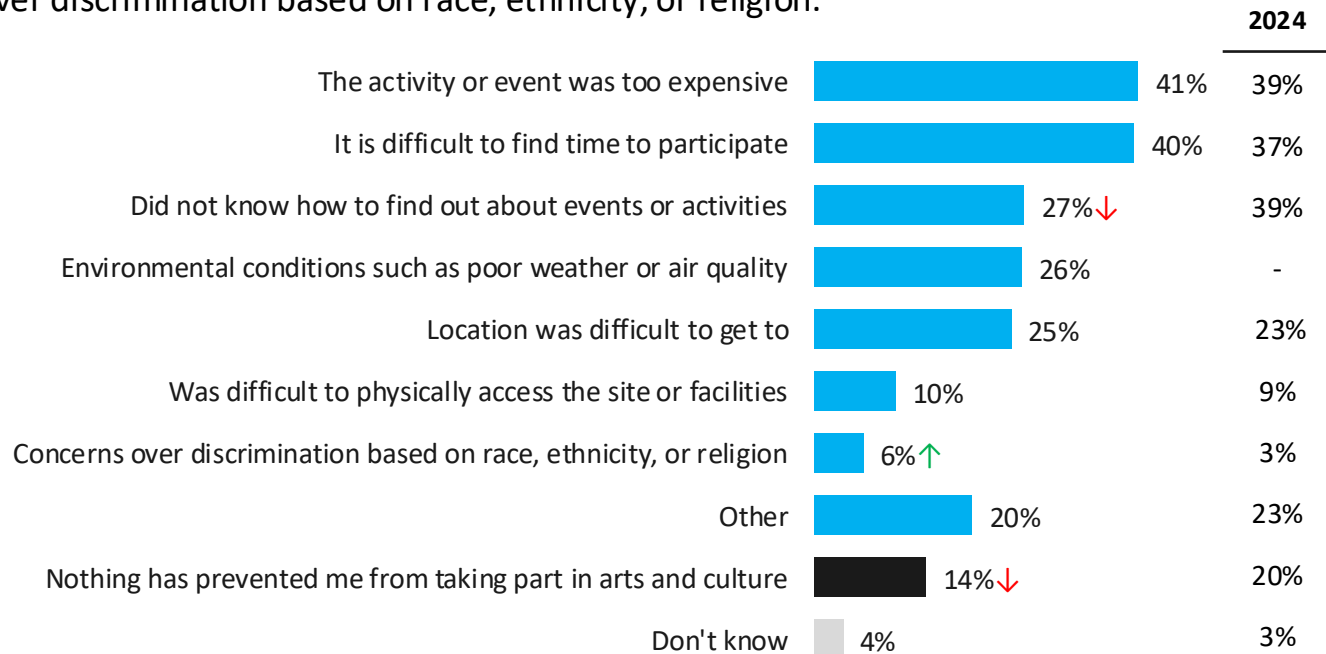
\*New question in 2026 (no trending).

Base: Edmonton residents aged 18+ that heard about arts and cultural events from social media platforms (2026 n=876; excluding 'Prefer not to answer').

Q47a: Which social media platforms do you use at least once a week? *Select all that apply*

# 82% encountered some barriers to taking part in opportunities in Edmonton in the past year

The activity or event was too expensive and it being difficult to find time to participate are mentioned most frequently. Fewer did not know how to find out about events or activities but more stated they had concerns over discrimination based on race, ethnicity, or religion.



**NET Any Barrier: 82% ↑**  
(2024: 77%)

(select all that apply)

↑ Statistically higher      ↓ Statistically lower  
Compared to previous wave at 95% Confidence Interval

Response categories with less than 5% of mentions overall are not shown and instead are combined into a single other category.

Base: Edmonton residents aged 18+ (2026 n=1483, 2024 n=1507; excluding 'Prefer not to answer').

Q16: Over the past 12 months, which, if any, of the following have ever prevented you from taking part in arts and cultural opportunities in Edmonton? *Select all that apply*

Making locations easier to access (e.g., transit, parking) and making opportunities more affordable were the most common suggestions for removing barrier to public participation.

**(Coded from verbatim responses)**

	Mentions	
<b>Make locations easier to access (e.g., transit, parking)</b>	196	<i>Not just centralized downtown, on LRT line or direct bus, more parking, offer shuttles</i>
<b>Make opportunities more affordable</b>	186	<i>Cost too high for events, offer discounts for students/seniors, affordable/flexible payment</i>
<b>Provide more information or advertising</b>	103	<i>Reach out to communities and businesses, media coverage, signage</i>
<b>Increase the number of opportunities</b>	54	<i>More funding, more art spaces, year-round events, different parts of the week</i>
<b>Crime / security concerns (including concerns about safety around venue)</b>	47	<i>Crime, safety on transit, safety of downtown core, open drug use</i>
<b>Provide opportunities in different locations</b>	45	<i>Outside downtown or on Whyte, river valley, inside varying neighbourhoods</i>
<b>Poor use of public funds / less funding for arts and culture</b>	42	<i>Wasteful spending, tax dollars, less commercial property taxes</i>
<b>Diversified arts or events</b>	33	<i>Local talent, international talent, minority content, mainstream content</i>
<b>Make opportunities more inclusive</b>	26	<i>Art is for everyone, ethnic groups, Indigenous, all ages, families</i>

Base: Edmonton residents aged 18+ (2026 n=1202, 2024 n=1218; excluding 'Prefer not to answer'). **Response categories with less than 3% of mentions overall not shown.**

Q17: In your opinion, what should be changed to remove barriers so that the public can take part in more arts and cultural opportunities in Edmonton?

# Awareness of and Experience with the Edmonton Arts Council

# 54% are aware of at least one of EAC's current programs or events, a decrease from 2024



Relative to other EAC programs and events, there's a greater level of awareness of *Ice Skating at city hall*, but awareness has decreased compared to 2024.

Aware of EAC program or event		2024
Aware of any EAC program or event	54% ↓	61%
Ice Skating at city hall (Swing and Skate or Ice Grooves)	31% ↓	45%
Green Shack Shows	22%	25%
Family Day, Spring, or Scare on the Square*	21%	-
EAC Shop at Churchill Square (Formerly Tix on the Square)	19%	21%
Live at Lunch – Live performances at Churchill Square	17%	20%
Poet Laureate readings or events	9% ↓	13%
Drop-in tai chi at Churchill Square	6%	-
Festival in a box Parades or Events	4% ↓	8%
Beat Salad – DJ sets at Churchill Square	3%	-
Cypher Wild	1% ↓	3%
None of the above	41% ↑	33%
Don't know	5%	5%

\*Not trended due to change in program references.

Q41: Which, if any, of the following EAC Programs are you aware of? Select all that apply. Base: Edmonton residents aged 18+ (2026 n=1490, 2024 n=1507; excluding 'Prefer not to answer').

# 23% attended or participated in at least one of EAC's current programs or events, similar to 2024



Relative to other EAC programs and events, there's a greater level of awareness of *Ice Skating at city hall*, but awareness has decreased compared to 2024.

	Attended EAC program or event	2024
Attended any EAC program or event	23%	22%
EAC Shop at Churchill Square (Formerly Tix on the Square)	13%	14%
Ice Skating at city hall (Swing and Skate or Ice Grooves)	11%	11%
Family Day, Spring, or Scare on the Square*	8%	-
Live at Lunch – Live performances at Churchill Square	7%	6%
Green Shack Shows	6%	8%
Festival in a box Parades or Events	2%	3%
Poet Laureate readings or events	2%	3%
Beat Salad – DJ sets at Churchill Square	1%	-
Cypher Wild	1%	2%
Drop-in tai chi at Churchill Square	1%	-
None of the above	68%	69%
Don't know	6%	6%

\*Not trended due to change in program references.

Q42: Have you attended or participated in any of the following programs or events? Select all that apply. Base: Edmonton residents aged 18+ (2026 n=1476, 2024 n=1492; excluding 'Prefer not to answer').

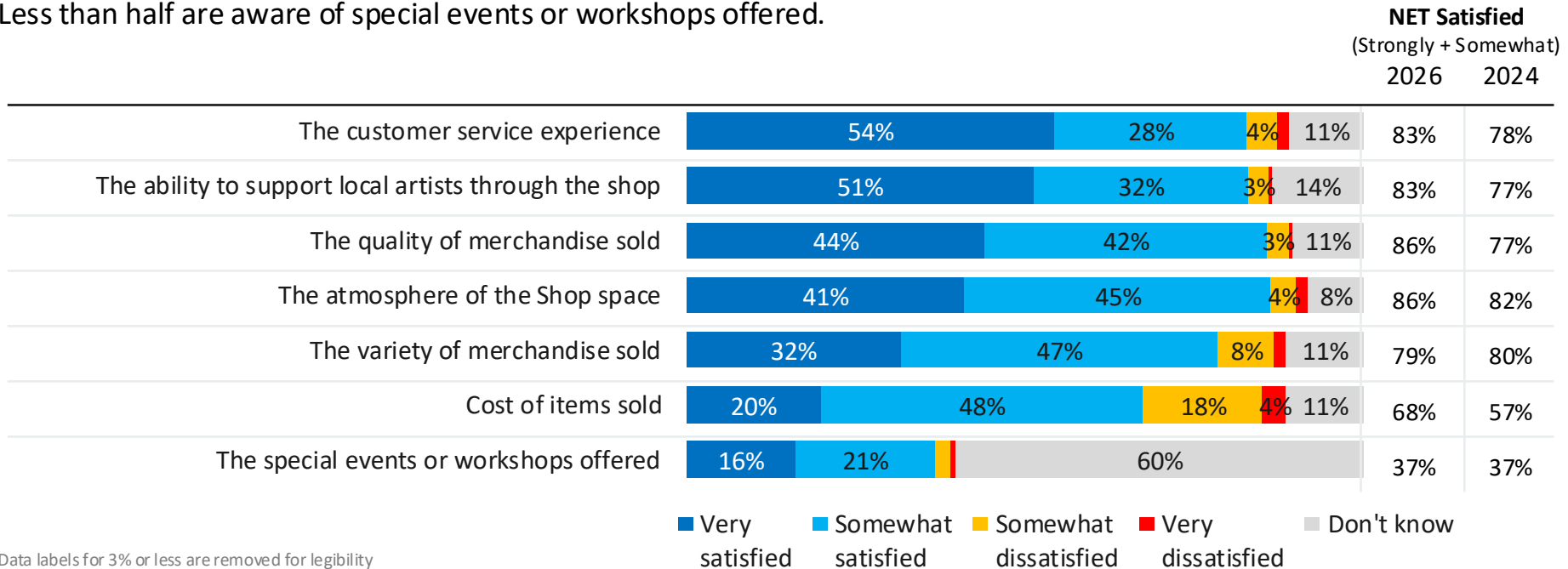
Q44: Have you visited Edmonton Arts Council's Shop at Churchill Square (formerly TIX on the Square)? Base: Edmonton residents aged 18+ (2026 n=1502, 2024 n=1520; excluding 'Prefer not to answer').

# 1-in-7 Edmontonians say they have visited the EAC Shop in the past year



Among those that have visited, approximately 8 in 10 visitors are satisfied with the shop’s customer service, ability to support local artists, atmosphere, and quality of merchandise.

Less than half are aware of special events or workshops offered.



Data labels for 3% or less are removed for legibility

Base: Edmonton residents aged 18+ (2026 n=1502, 2024 n=1520; excluding 'Prefer not to answer').

Q44: Have you visited Edmonton Arts Council's Shop at Churchill Square (formerly TIX on the Square)?

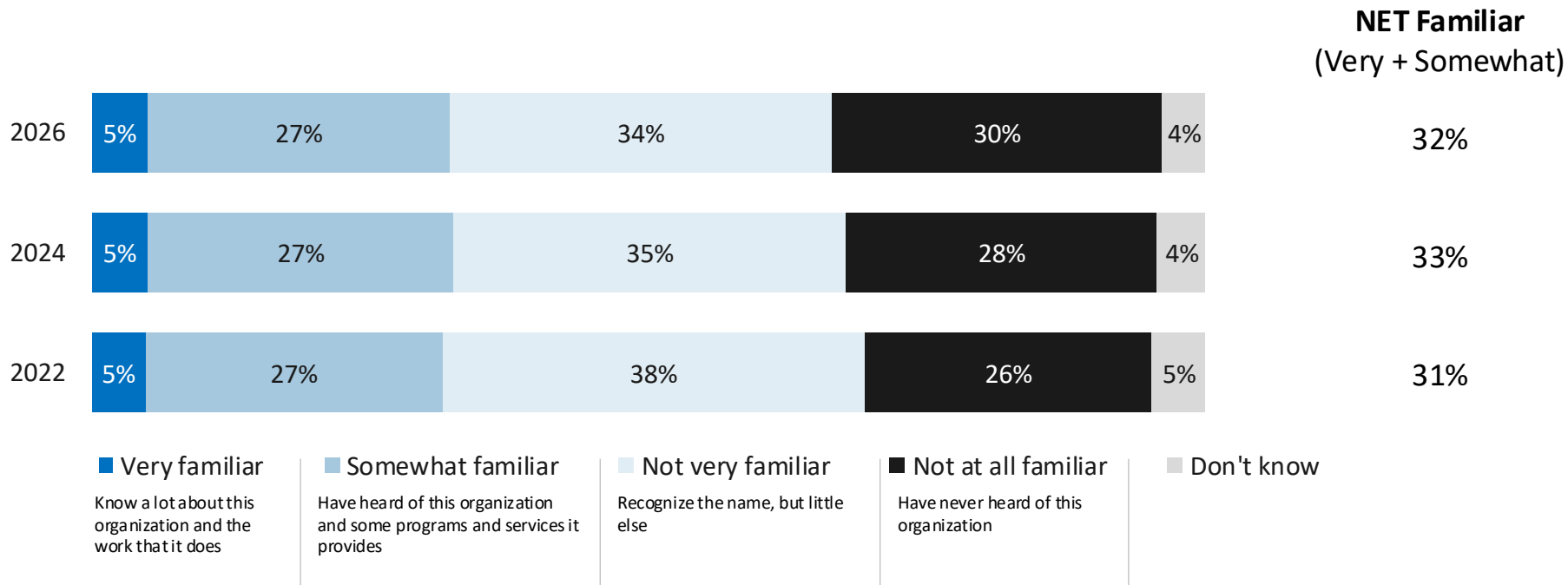
Base: Edmonton residents aged 18+ who visited the EAC Shop at Churchill Square (2026 n=204-208, 2024 n=216-217; excluding 'Prefer not to answer').

Q45: How satisfied are you regarding these aspects of your experience at the EAC Shop...?

# 32% of Edmontonians say they are at least somewhat familiar with the EAC



A similar proportion of Edmontonians said they were at least somewhat familiar with the Edmonton Arts Council and some programs and services it provides in 2024 and 2022.

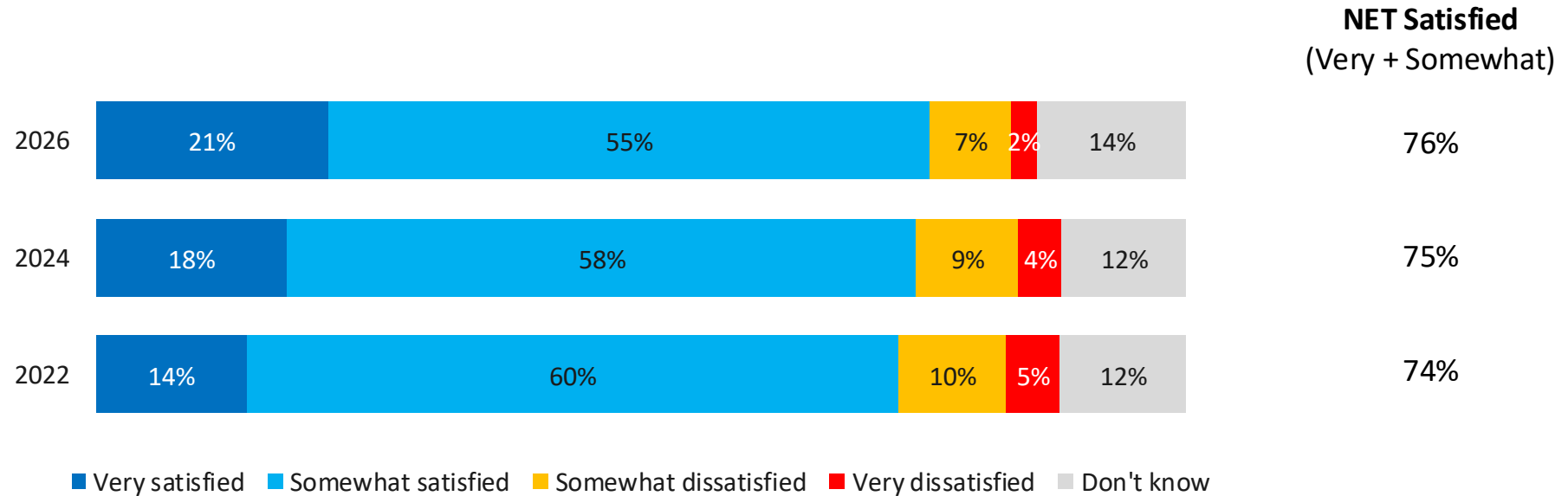


Base: Edmonton residents aged 18+ who are aware of public art in neighbourhood or other areas of Edmonton (2026 n=1493, 2024 n=1510, 2022 n=1590; excluding 'Prefer not to answer').  
 Q24: Before today, how familiar would you say you were with the Edmonton Arts Council?

# 76% of Edmontonians familiar with the EAC are satisfied with its works, programs, and services



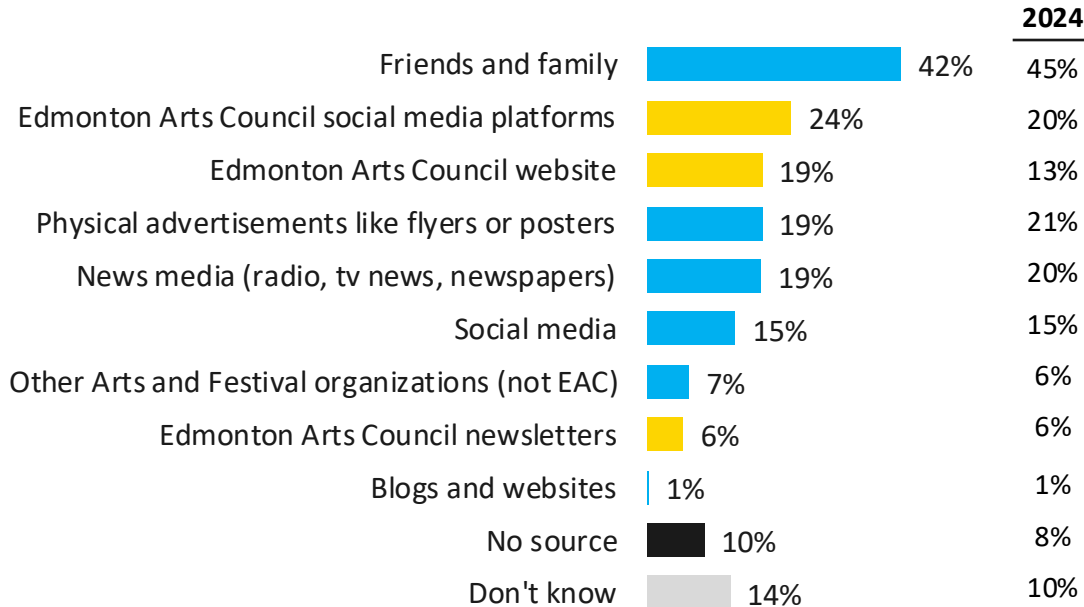

A similar proportion of Edmontonians familiar with the EAC were satisfied in both 2024 and 2022.



Base: Edmonton residents aged 18+ who are at least somewhat aware of the Edmonton Arts Council (2026 n=516, 2024 n=498, 2022 n=518; excluding 'Prefer not to answer').  
Q25: In general, from what you've seen and heard, how satisfied are you with the Edmonton Arts Council's works, programs and services?

# 42% of Edmontonians familiar with the EAC hear about programs and services through friends and family

Just over 1-in-3 hear about EAC programs and services directly from EAC (most commonly via its social media platforms and website).

**36% get information from EAC sources**

(2024: 28%)

**(Select all that apply)**

# Advertising and promotion is needed to keep connecting Edmontonians to the arts and culture of their city

Creating more events, opportunities, or installations is another action EAC can take to better connect with Edmontonians.

**(Coded from verbatim responses)**

Mentions

More advertising/promotion – Other	169	<i>Billboards, community engagement, booths at festivals, transit, email, schools, media, signage</i>
Provide more events, opportunities, or installations	87	<i>More events/festivals, funding, interactive events, classes, shows/performances</i>
More advertising/promotion - Social media	50	<i>YouTube, Facebook, Instagram, Twitter, online presence, advertisements</i>
Increase or vary number of locations	50	<i>More communities outside downtown, accessibility/parking</i>
Make opportunities more inclusive	39	<i>Focus on the average person, equitable, newcomers, multiple languages</i>
More advertising/promotion - Traditional media (Print, radio, TV)	37	<i>Community newsletters, commercials, flyers, television, radio</i>
Poor use of public funds / less funding for arts and culture / city should focus on other issues	34	<i>Waste, more important priorities, tax dollars</i>

Base: Edmonton residents aged 18+ (n=1332; excluding 'Prefer not to answer'). **Mentions less than 3% of total not shown.**

Q26: What, if anything, do you think the Edmonton Arts Council could do to better connect Edmontonians to the arts and culture of their city?

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# Respondent Profile

Weighting by age, gender, city quadrant, indigenous and visible minority identity, and household income was used to better represent the underlying population and reduce non-response bias.

We have strict processes in place to minimize all sources of bias, however we cannot ensure the results are completely bias-free. Individuals who are less able to complete an online survey may be underrepresented. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, and measurement error.

Unweighted counts and weighted proportions are detailed on the following respondent profile slides to indicate the actual number of survey respondents in each profile category (counts) as well as the weighted proportion of the overall sample (n=1,504) the profile category represents. It's important to note that calculating the sample proportion using unweighted counts will often produce a different results compared with weighted proportions.

For example:

	Count (unweighted)	Sample proportion (unweighted)	Sample proportion (weighted)	Weight factor
Male	450	45%	50%	1.1
Female	550	55%	50%	0.9

# Respondent Profile 2026 (Overall sample n=1,504)



<b>Age</b>	Count	Weighted proportion
18 to 34 years old	219	33%
35 to 54 years old	503	38%
55 years old or older	782	30%
<b>Gender identity (select all that apply)</b>	Count	Weighted proportion
Woman	710	48%
Man	732	47%
Trans woman	9	1%
Trans man	7	0%
Non-binary	27	2%
Two-spirit	5	0%
Other	10	1%
Don't know	4	0%
Prefer not to say	27	2%

<b>City region</b>	Count	Weighted proportion
Northeast	230	18%
Northwest	613	31%
Southeast	349	25%
Southwest	312	26%

<b>Have disability (including deaf or heard of hearing)</b>	Count	Weighted proportion
Yes	328	19%
No	1131	78%
Don't know / not answered	45	3%

# Respondent Profile 2026 (Overall sample n=1,504)



<i>Ward</i>	Count	Weighted proportion
Nakota Isga	135	8%
Anirniq	126	8%
tastawiyiniwak	103	7%
Dene	97	7%
O-day'min	142	10%
Métis	188	11%
sipiwiyiniwak	171	11%
papastew	148	10%
pihêsiwin	118	9%
Ipiihkoohkanipiahtsi	108	7%
Karhiio	107	9%
Sspomitapi	61	4%

<i>Citizenship</i>	Count	Weighted proportion
Canadian Citizen by birth	1198	72%
Canadian Citizen by naturalization	218	19%
Permanent Resident of Canada	45	5%
Work Permit holder	12	2%
Study Permit holder	2	0%
Other	0	0%
Don't know	2	0%
Prefer not to say	27	2%

<i>Years lived in Edmonton</i>	Count	Weighted proportion
Less than 5	37	4%
5 to less than 10	75	8%
10 or more	1343	85%
Don't know	40	3%
Prefer not to say	9	0%

# Respondent Profile 2026 (Overall sample n=1,504)



<i>Identify as visible minority</i>	Count	Weighted proportion
Yes	254	35%
No	1063	54%
Don't know	44	2%
Prefer not to say	50	3%

<i>Indigenous identity (select all that apply)</i>	Count	Weighted proportion
Yes, First Nations	33	2%
Yes, Métis	47	3%
Yes, Inuk (Inuit)	2	0%
Yes, Non-Status Indigenous	17	1%
No	1360	90%
Don't know	5	0%
Prefer not to say	46	3%

<i>Identity (Excl. Indigenous, select all that apply)</i>	Count	Weighted proportion
White	1086	58%
South Asian (e.g., Indian, Bangladeshi, Pakistani, Sri Lankan)	52	7%
Chinese	27	4%
Black	67	8%
Filipino	29	5%
Latin American	21	3%
Arab	23	3%
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)	8	1%
West Asian (e.g., Iranian, Afghan)	8	1%
Korean	4	1%
Japanese	7	1%
Other	32	4%
Don't know	8	0%
Prefer not to say	86	5%

# Respondent Profile 2026 (Overall sample n=1,504)



<i>Deaf or hard of hearing</i>	Count	Weighted proportion
Yes	102	4%
No	1373	94%
Don't know	6	0%
Prefer not to say	23	1%

<i>Marital status</i>	Count	Weighted proportion
Married or living common law	930	59%
Single, never married	293	26%
Divorced or Separated	167	8%
Widowed	52	2%
Don't know	1	0%
Prefer not to say	61	4%

<i>Member of LGBTQ2S+ community</i>	Count	Weighted proportion
Yes	175	15%
No	1269	81%
Don't know	12	1%
Prefer not to say	48	3%

<i>Employment status</i>	Count	Weighted proportion
Employed (full- or part-time)	769	61%
Self-employed	127	8%
Retired	412	15%
Full-time student	28	4%
Unemployed and looking for work	59	4%
Unemployed and not looking for work	57	4%
Don't know	5	0%
Prefer not to say	47	3%

# Respondent Profile 2026 (Overall sample n=1,504)



<i>Highest education</i>	Count	Weighted proportion
Grade 9 or less	8	1%
Some high school	29	2%
High school diploma or equivalent	201	14%
Registered Apprenticeship or other trades certificate or diploma	144	9%
College, CEGEP or other non-university certificate or diploma	253	14%
University certificate or diploma below Bachelor's level	137	9%
Bachelor's degree	404	29%
Post graduate degree above Bachelor's level (e.g., Masters or PhD)	291	20%
Don't know	3	0%
Prefer not to say	34	2%

<i>Household income</i>	Count	Weighted proportion
Under \$20,000	60	4%
\$20,000 to just under \$40,000	122	8%
\$40,000 to just under \$60,000	120	7%
\$60,000 to just under \$80,000	151	9%
\$80,000 to just under \$100,000	201	10%
\$100,000 to just under \$150,000	309	24%
\$150,000 and above	307	22%
Don't know	15	2%
Prefer not to say	219	14%



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