



ArtsMart Survey Results

[Click here](#) to view the full survey.

Purpose:

The goal was to find out what people thought about the content and format of the survey. The timing of the survey was integral as we are in the midst of re-branding ArtsMart. The feedback gained will help us tweak the new newsletter to make it even better and more user-friendly for our ArtsMart fans. We were pleased to find out that most people liked the newsletter as it is.

Synopsis:

- 173 completed surveys out of 7000 people who received the newsletter about 2.5% (a decent rate of return).

Demographic Stats

Gender:

Female	77%
Male	20%
Prefer not to say	3%

Age:

18 - 24	9%
25 - 39	26%
40 - 54	45%
55+	16%
Under 18	.5%
Prefer not to say	3.5%

Location:

Outside of Calgary	9%
NE	6%
NW	28%
SE	12%
SW	44%

Been an ArtsMart member for:

3+ years	14%
2-3 years	19%
1-2 years	26%
3 mo. - 1 year	29%
2 - 3 months	6.5%
1 mo. or less	5.5%

Results from the Questions:

- Average rate of the newsletter (out of 5) 4.23
- Over half of the people responded would like to see the events listed chronologically
- Most everyone rated date, time, location and ticket prices as 5 (very important)
- Most everyone rated the spotlight feature as 5 (very important)
- 72% of responses would like to see more free events happening in Calgary
- 71% of responses would like to see more special offers and discounts for ArtsMart members
- Other important features they would like to see include a wider variety of events (52%) and the ability to purchase tickets online through ArtsMart (50%)

Some comments about what they appreciate the most about receiving the ArtsMart newsletter:

- It appears without coercion and leaves no footprints
- saves time with researching events
- It gives a different perspective than the herald or ffw
- one stop shop for arts info
- timely and concise
- current arts info is greatly appreciated. what s happening around town is really important for a vital art scene.
- It reminds me to stop studying for my PhD and get out there!
- It gets me out to places I might not have otherwise heard about or heard about but forgot to get tickets. I ve also tried things I wouldn t have due to great special pricing.
- current art events and ability to announce own upcoming art event, I m an artist

Some comments about format and content of the newsletter:

- loved the 'map' last week
- I find it long and cluttered. I'd prefer something shorter and I'll follow links if I want more info
- just right. I get enough info to know what's going on, but not too much that I lose interest
- I like the new design, it is much easier to read than the previous
- I think there should be a brief synopsis about the event with a click-on link to more info
- could be organized by disciplinary tops - I am thinking of the New York Times Art & Design section
- need more visual arts information on gallery openings. Would also like a design/architecture section
- more links to feature articles. Where would you find those? And reviews on-line.
- more articles about local artists and companies and festivals more information on interdisciplinary events, events that are a bit out off the regular 'arts' scene
- the top banner doesn't look like it suits it, it should have a more organic feeling since it is for arts and culture
- not very many cultural events even though there is always something happening in the ethnic community around town. I.e. Brazilian, East Indian, Bellydance events, etc.

Some comments about one feature that would make the ArtsMart newsletter more useful:

- It would be good or better as a series of RSS feeds...where I could subscribe to just the theatre, visual arts, opera or all events...
- Availability of LiveRush tickets
- online ticket ordering
- A way to import events directly into my calendar, or create invites to friends for a specific event in the newsletter
- I like to see something like a section **MUST DO** sort of makes sure I do it. Like I must get out to this visual arts expo, or this festival, or see this artist at the folk fest, etc.
- less scrolling, more clicking
- color coding. a visual difference between info paragraphs
- maybe a link to a monthly calendar showing the events
- set up of personal preferences

Additional comments:

- Thanks for providing this service to promote local artists and letting folks know about various events.
- Overall you're doing a great job you're getting the word out there on what is coming down the pipe in respect to the Arts and for that I thank you.
- I think this is a great service. I've attended a number of events that I found out about through your newsletter that I never would have heard of otherwise.
- This is one of my favorite newsletters to receive. Thanks!
- I look forward to getting it especially for 'last minute' night out.

Based on this feedback, these are the things we plan on implementing in the near future:

- more visual cues for things that already exist on the newsletter (i.e. more prominent calendar of events icon and RSS feeding instructions)
- ability to email specific events to friends without forwarding the entire newsletter (this is something we can implement on the new website)
- more links directly to event websites (especially important for festivals with multiple events)
- more LiveRush info (this area will pick up in the fall with the new theatre seasons)
- links to articles and online reviews (we will feature a great article written by a volunteer in our fall fest edition)
- icons or distinct colors for different disciplines (easier to scan the newsletter and pick out specific disciplines or free events, etc.)
- a **must do** list of events
- more upcoming events