



Art Bank Lease Program Client Survey Results

June 8, 2008

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Background

The Canada Council Art Bank makes contemporary Canadian art accessible to as wide an audience as possible through its art lease program. It leases art suitable for display in an office environment to public and private sector clients in Canada and abroad. As a self-sufficient organization, it supports Canadian artists by purchasing work through a system of peer assessment with its earned revenues. With approximately 18,000 works in its collection, the Art Bank has the largest collection of contemporary Canadian art in the world.

Purpose of the Survey

The Art Bank conducted this survey to gain a better understanding of how effective the art lease program is in achieving its broader objective of increasing the awareness Canadians have of contemporary Canadian art.

Methodology

The surveys were created using Question Pro software. Three surveys created in total, the first was an introductory survey which asked the respondent to choose their preferred language. The other two surveys were the more detailed surveys, one in each official language. These surveys were comprised of 13 questions, many of which had an open-ended text box in which respondents could expand their answer, and six demographic questions. More than 800 clients were sent a short introductory email through the survey software which asked them to help the Art Bank by completing the online survey and directed them to the website. The initial email was sent May 5, 2008 with a deadline for completion set at May 15. On May 15, a reminder was sent to all clients that had not yet responded to inform them of the extended deadline of May 21.

Responses

The survey was set up in a manner that no question was mandatory to improve the response rate; therefore the count for respondents differs for each question. The number of respondents for each question was approximately 130, giving the survey a participation rate of approximately 16%. The number of clients that self-identified in the demographics section of the survey was 55, despite the fact that this section was not mandatory. This will allow the Art Bank to conduct a focus group with these individuals or contact them directly if required. The demographics section of the survey shows that 80% of respondents were from the Ottawa area, with the remaining responses from the Maritimes, Montreal, Toronto and Washington. No clients west of Toronto self-identified in this section of the survey. Thirty-five per cent of respondents were aged 35 to 54 and almost 58% were female. Over 77% of respondents work in the public sector. The profession of respondents was diverse, with the largest percent of clients in the “Executive” type of profession (38%).

Survey Results

Given that the purpose of this study was to gain a better understanding of the effectiveness of the art lease program in increasing the awareness Canadians have of contemporary Canadian art, we will look at the results in the following three categories: Art Bank service and client needs; impact on working environment; and appreciation of contemporary Canadian art.

Art Bank Service and Client Needs

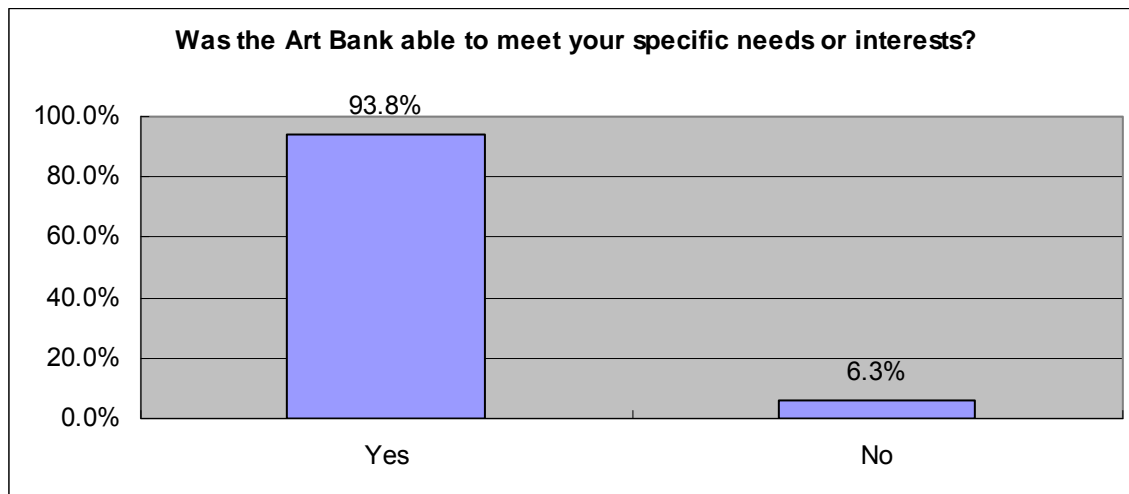


CHART 1

We are pleased to report that almost 94% of respondents answered that the Art Bank was able to meet their specific needs or interests (Chart 1). Further to this, many clients expanded their answers with comments including:

- Very pleased with the service and installation. Very professional staff and attention to detail was greatly appreciated.
- Really enjoy working with Amy Jenkins and her crew who do the installing. They are knowledgeable and helpful.
- Ms. Pelland was extremely patient with me, and spent time and energy on my case to ensure I found the works that suited me.
- Your team is very thorough, efficient, knowledgeable, and client-service oriented. I would not hesitate to recommend your services.
- I have always found staff very helpful - whether it was sending me a link to see a series of preselected works, visiting the Art Bank with staff to select works, or bringing a series of pieces to the office to see them in situ before making a final decision.
- After the installation, Pierre Schnubb came and gave a much-appreciated guided tour of the works. As well, he is going to send us explanatory notes in both languages that will be posted in a common area.

A number of clients also had suggestions for improvements which include:

- I think the curators should solicit clients so they change works every 6 to 12 months.
- I suggest purchasing figurative and landscape paintings by Canadian painters for rental purposes.
- Again, I would say that there is a need for some of sample photos to be available online so choices can be made that way rather than having individuals go to Art Bank to make the choices

The factors that had the greatest affect on the respondents’ choice of art works from the Art Bank’s collection were: style of the work (i.e. landscape, abstract); design and colour of their working environment, and budget, in this order.

Impact on Working Environment

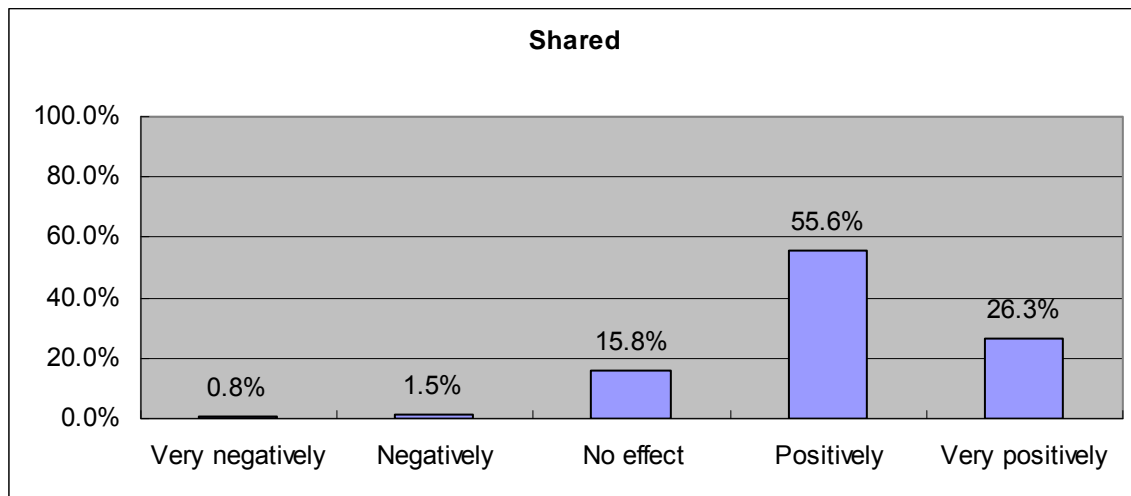


CHART 2

Chart 2 demonstrates that almost 82% of respondents said that the Art Bank art works that they have in their shared office area affects their attitude positively or very positively at work. Similar responses were given for art works in their personal offices. Further to this, Chart 3 demonstrates that, of the almost 90% of respondents that said the art work stimulated conversation among their colleagues and/or visitors, just over 77% of the comments were positive or very positive.

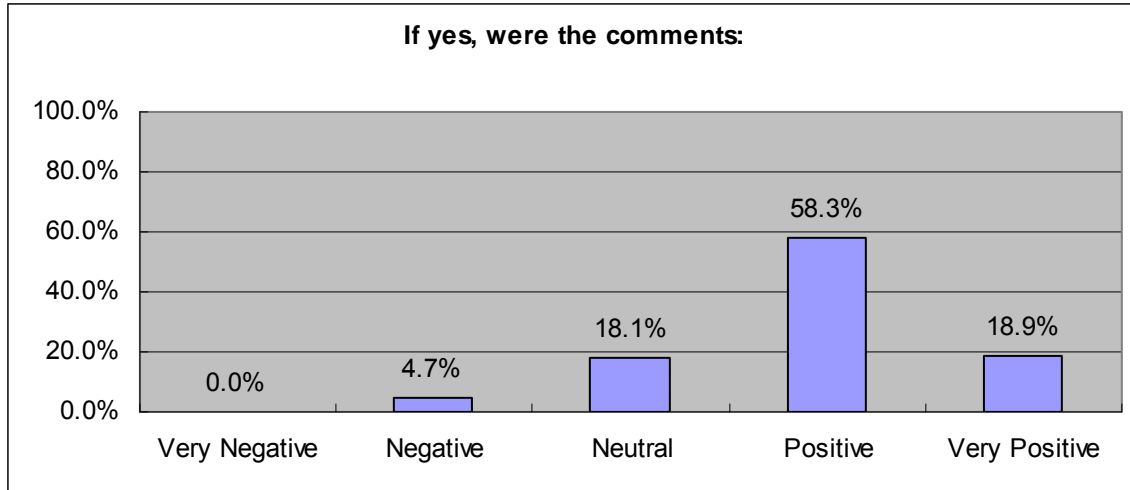


CHART 3

One respondent wrote:

- The program is indispensable in creating a market for contemporary art, in making Canadian art better known, in making works available to us at a very affordable cost, in adding to my enjoyment in being at work.

Appreciation of Canadian Contemporary Art

The survey’s main purpose was to answer to the question: Has the Art Bank increased its clients’ awareness to Canadian contemporary art? We attempted to find the answer by asking the following questions:

Did your understanding of contemporary Canadian art change through the selection process with the Art Bank staff?

As the number of respondents saying yes and no are very similar (Chart 4), this question did not produce a clear answer. As well, the answer “No” could be interpreted in two ways; that the selection process did not help or that Art Bank clients are already knowledgeable about Canadian contemporary art.

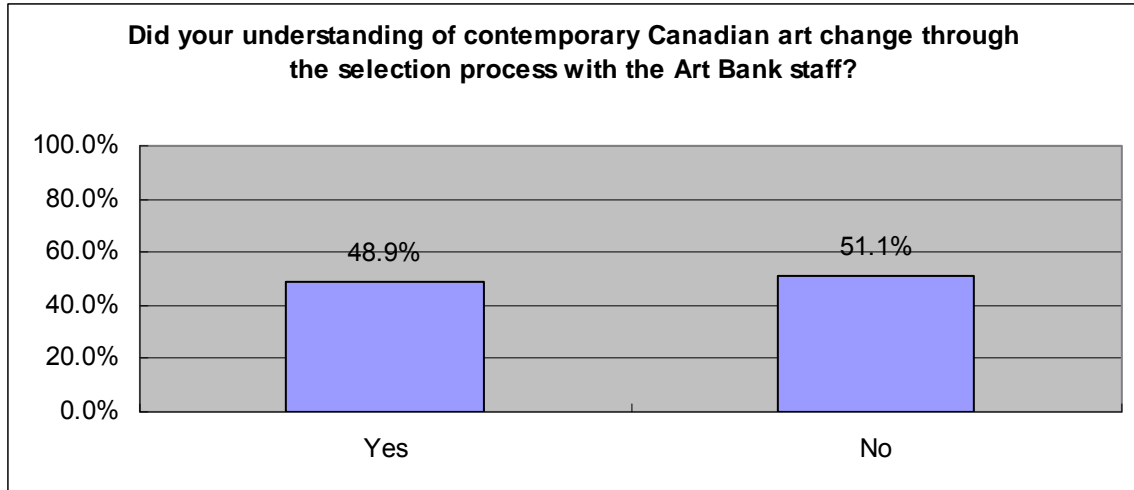


CHART 4

How has your attitude towards contemporary Canadian art changed as a result of having art work in your office?

As reflected in Chart 5, more than 57% of respondents said that having art work in their offices has changed their attitude towards contemporary Canadian art in a positive or very positively way.

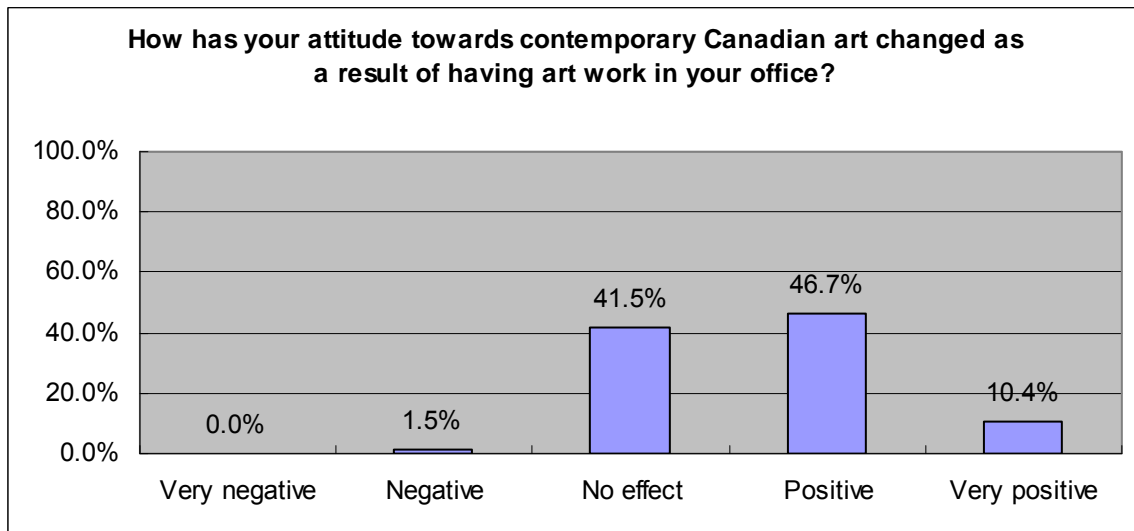


CHART 5

Have you purchased any original contemporary Canadian art for your workplace or home as a result of having art work in your office?

Only 19% of respondents (Chart 6) said that they have purchased original contemporary Canadian art for their workplace or home as a result of having art work in their offices however, 29% said that they purchased works in the last year.

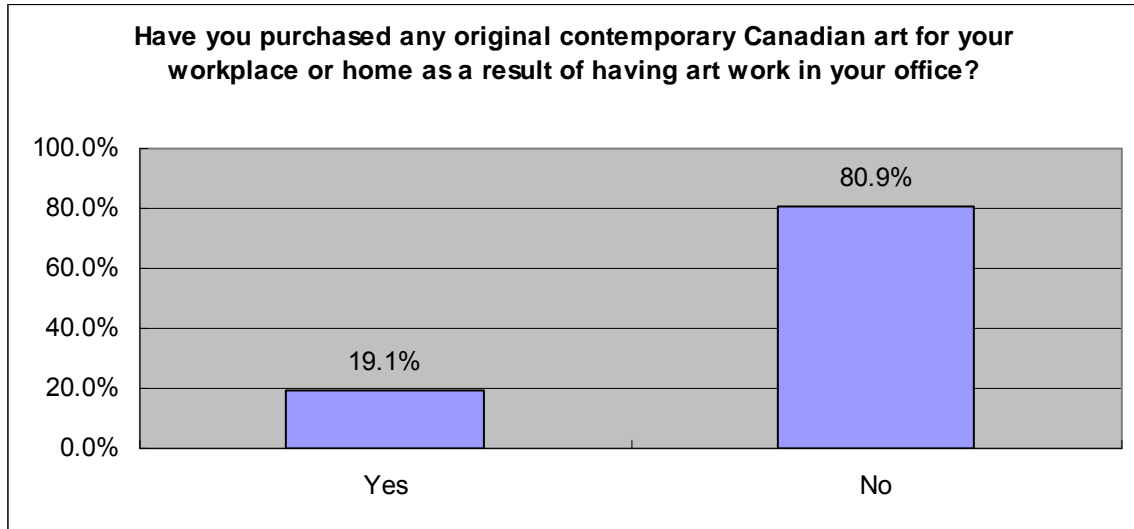


CHART 6

In the past 12 months, how often have you visited a private or public museum or gallery (E.g. National Gallery of Canada, Musée d’art contemporain, Glenbow Museum, Art Gallery of Nova Scotia)?

This question is also ambiguous because it shows that 50% of respondents have visited a private or public museum in the last 12 months (Chart 7). However, we do not know if they did so because of having works in their offices or because they have always had an interest in art.

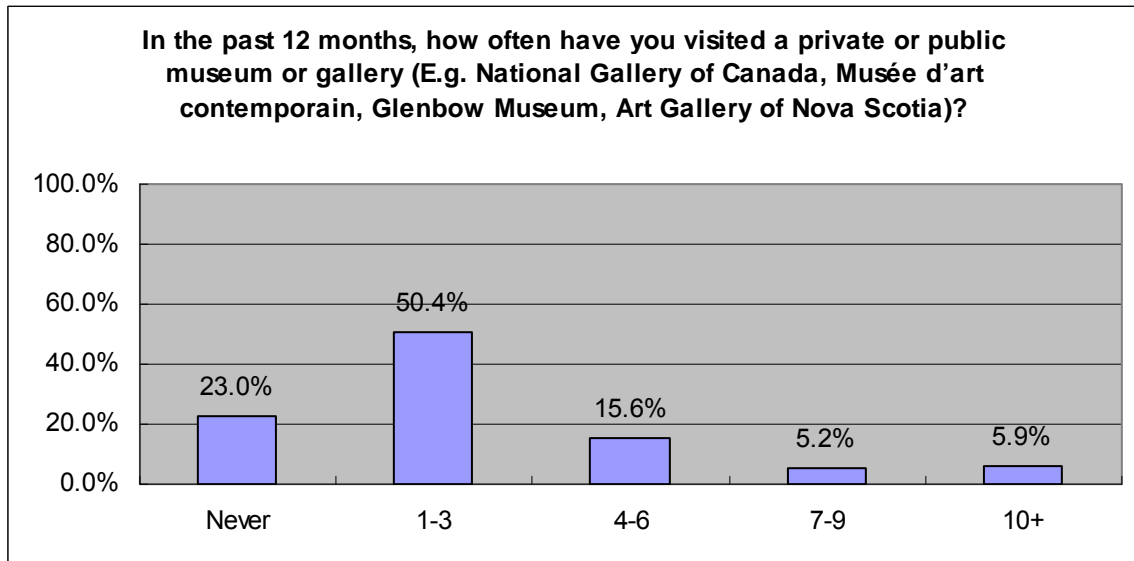


CHART 7

Conclusion

The response rate was approximately 16%, which is excellent for an external survey, and many respondents voluntarily self-identified. Clients responded very positively to the quality of the Art Bank collection and appear to enjoy working with the Art Bank staff. The most revealing questions were “Did your understanding of contemporary Canadian art change through the selection process with the Art Bank staff?” and “How has your attitude towards contemporary Canadian art changed as a result of having art work in your office?” 57% of the respondents said that the art works affected their attitude positively or very positively; 41% of respondents said that the art works in their office environments had no effect on their attitude towards contemporary Canadian art; and 77% of respondents said they had visited a private or public gallery in the last 12 months. This suggests that many clients already had a reasonably sophisticated knowledge of contemporary Canadian art.

It is also interesting to note that many clients who have leased art work from the Art Bank for a long time have continually rented more challenging and current works with their biannual renewals. Over 68% of works purchased since 2000 are rented as compared to 39% overall.

Of all the results, the most significant was an expressed interest in more information on the art works in their offices. The Art Bank will work on ways to increase the information provided formally by guided tours, and informally with printed artist’s biographies.

APPENDIX 1: Art Bank Survey

The Art Bank is conducting this survey to get a better understanding of how effective the art lease program is in achieving its broader objective of increasing the awareness of Canadians to contemporary Canadian art. This survey is estimated to take a maximum of ten minutes. For each of the questions, please enter the response that most honestly describes your experiences with having art work in your office environment. There are comment boxes throughout the survey, so please share your thoughts when you want to offer specific comments. Your participation in this survey is voluntary and confidential. The survey does not record any information that will allow us to identify you, except if you expressly give your contact information. If you have any questions about the survey or the survey process, you may contact Martha Young at 613-566-4414 or 1-800-263-5588, extension 5603 or by email at artbank@canadacouncil.ca. We are asking all of our clients to complete this survey by May 15, 2008. We would also appreciate if you could forward this survey to others in your workplace that have art works in their offices. The results will help us determine whether the art lease program supports the original concept of the Art Bank. Thank you in advance for your time and support. Please start the survey now by clicking on the Continue button below.

Note: You can click on the Save Page and Continue Later button to save your answers and complete the survey at a later time. You cannot change your answers once you click on either the Continue button or the Save Page and Continue Later button.

1) Did you participate in the selection of art works installed in the shared or your personal office environments?

| | Yes | No |
|--|--------------------------|--------------------------|
| Shared (e.g. boardrooms, lobbies, lounges, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| Personal | <input type="checkbox"/> | <input type="checkbox"/> |

2) If you were a member of the selection committee for art works installed in your personal or shared office environments, what factors affected the choice of art works from the Art Bank? Please indicate your top three choices (1 being the factor that most affected your decision):

- Design and colour of your working environment _____
- Relationship to business objectives _____
- Style of the work (i.e. landscape, abstract) _____
- Knowledge of a particular artist _____
- Representative of cultural diversity _____
- Aboriginal art _____
- Budget _____
- Other (please specify below) _____

If you selected other as a factor, please specify:

3) How does the Canada Council Art Bank art work in the shared or your personal office environments affect your attitude while at work?

| | Very negatively | Negatively | No effect | Positively | Very positively |
|----------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Shared | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Personal | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

4) Was the Art Bank able to meet your specific needs or interests?

1. Yes
2. No

5) Did your understanding of contemporary Canadian art change through the selection process with the Art Bank staff?

1. Yes
2. No

6) Does the art work stimulate conversation among your colleagues and/or visitors?

1. Yes
2. No

If yes, were the comments:

1. Very Negative
2. Negative
3. Neutral
4. Positive
5. Very Positive

7) Have you ever researched any of the artists whose works are installed in your office or shared office environments?

1. Yes
2. No

If yes, were you able to locate the information you were seeking?

1. Yes
2. No
3. Sometimes

8) How has your attitude towards contemporary Canadian art changed as a result of having art work in your office?

1. Very negative
2. Negative
3. No effect
4. Positive
5. Very positive

9) Have you purchased any original contemporary Canadian art for your workplace or home as a result of having art work in your office?

1. Yes
2. No

10) Have you purchased contemporary Canadian art in the past year?

1. Yes
2. No

11) Have you become more adventurous in your choice of art work since becoming a client?

- 1. Yes
- 2. No

12) In the past 12 months, how often have you visited a private or public museum or gallery (E.g. National Gallery of Canada, Musée d'art contemporain, Glenbow Museum, Art Gallery of Nova Scotia)?

- 1. Never
- 2. 1-3
- 3. 4-6
- 4. 7-9
- 5. 10+

13) Do you have any comments that you would like to share with the Art Bank about your experience as a client leasing art work through the art lease program?

DEMOGRAPHICS

In order to allow us to assess whether clients have specific requirements within different demographics, please answer the following questions.

14) Year of Birth (YYYY)

15) Gender:

- 1. Male
- 2. Female

16) City, Province

17) Client Type:

- 1. Government
- 2. Corporate
- 3. Other (ex. Non-profit, Association)

18) Profession:

- 1. Executive (ex. Director, CEO, President)
- 2. Manager (ex. Officer, Advisor, Analyst)
- 3. Administrator (ex. Assistant, Coordinator)
- 4. Other

19) Furthermore, in order to gain an even greater understanding of the results of the survey, the Art Bank may wish to contact you. If you agree to allow the Art Bank to contact you, please fill in the contact information below:

First Name:

Last Name:

Organization:

Telephone number (XXX) XXX-XXXX, ext. XXXX:

Email address: