

Summary of Evaluations

Creative Age Festival, June 8–16, 2010

Attendance

Launch	June 8	City Hall	156
Arts Cafés	June 8	SAGE	90
	June 10	Northgate Lions	128
	June 11	Strathcona Place	131
	June 12	Westend Sr.	54
Art Workshop	June 8	Art Gallery of Alberta	16
Symposium	June 9	Alberta Avenue OCmmunity Hall	94
Open Mic	June 9	Carrot Café	12
T.A.L.E.S.	June 10	Stanley Milner Library	25
	June 11	Stanley Milner Library	21
Film Screening	June 10	Art Gallery of Alberta	35
	June 12	Art Gallery of Alberta	30
ESO	June 11	Winspear Centre	94
Choral Fest	June 13	Royal Alberta Museum	157
FEST	June 14–15	University of Alberta	199
VIP Luncheon	June 16	MacEwan University	35
Closing	June 16	MacEwan University	158
Gallery Viewing	June 8–16	Art Gallery of Alberta	377
TOTAL ATTENDANCE			1812



Survey Results

220 attendees completed the evaluation (12% return rate). Of those that indicated their gender, 80 per cent were female and 20 per cent were male.

Age of Evaluation Respondents

Under 55	22%
55-64	16%
65-74	30%
75-84	30%
85+	2%

Place of Residence

SE Edmonton	9%
SW Edmonton	18%
NE Edmonton	21%
NW Edmonton	39%
Other	13%

Previous Involvement in CAF?

Yes	33%
No	67%

Degree of Involvement in Arts

very involved	18%
somewhat involved	53%
not at all	29%

Would you encourage friends/family to attend CAF?

Yes	96%
No	4%

Impact of attending CAF

The top four answers when asked to describe the impact of participating in CAF:

1. It enhanced my sense of enjoyment and well-being
2. It impacted my experience of Edmonton as an age-friendly city
3. It increased my interest in attending more arts events
4. It increased my awareness of community programs and organizations

Why participate?

The top three answers why respondents decided to participate in the 2010 CAF:

1. To celebrate the artistic and creative accomplishments of senior artists
2. To become more familiar with opportunities for arts engagement
3. To learn about new resources, ideas in support of quality arts programming for older adults



