

Gallery@501 Member Survey

What We Heard

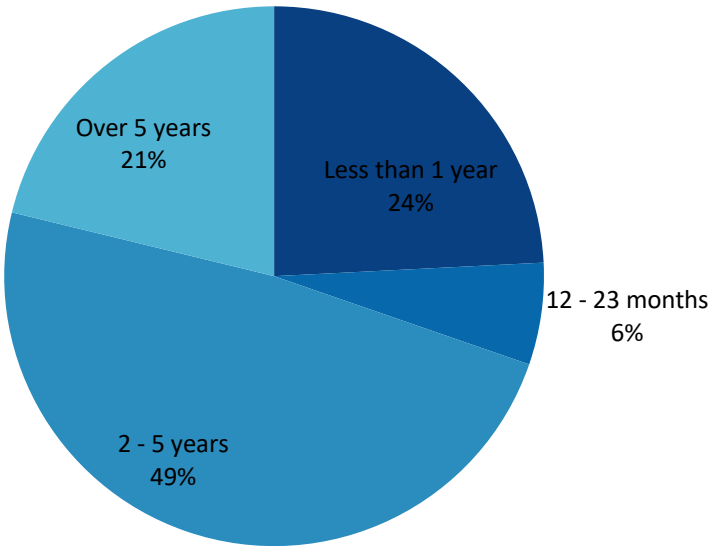
JULY 2022



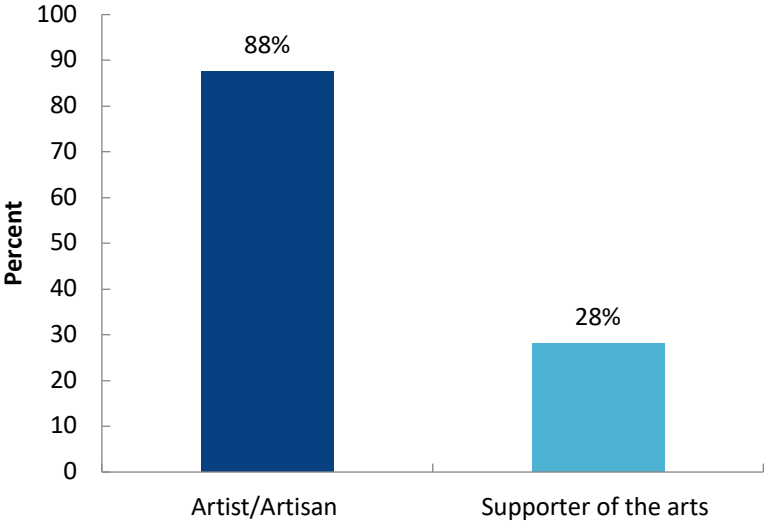
Engagement / Survey Results

Members of Gallery@501 were invited to complete a survey in May 2022. We received 33 completed surveys. The survey invited feedback to evaluate the membership program.

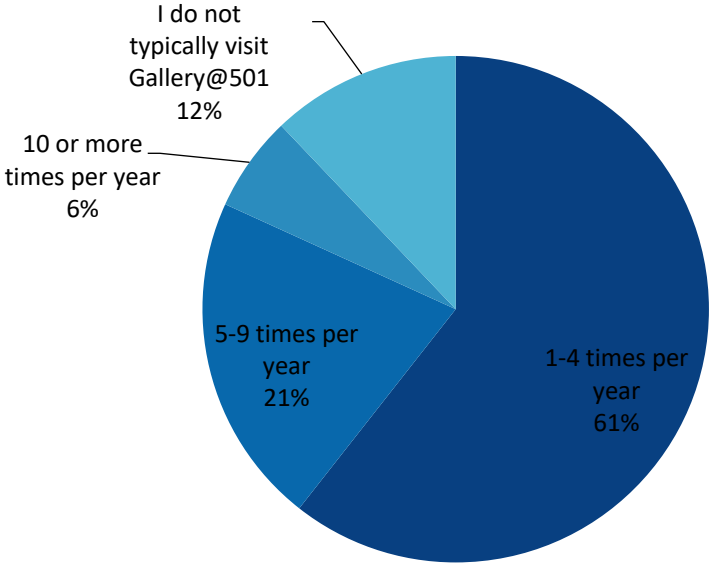
Members were asked how many years they had been a member of Gallery@501. The majority (49%) have been a member for 2-5 years. The breakdown is shown below.



Most members identify themselves as an artist/artisan (88%). The percentages add up to over 100% as the option to select more than one answer was available.

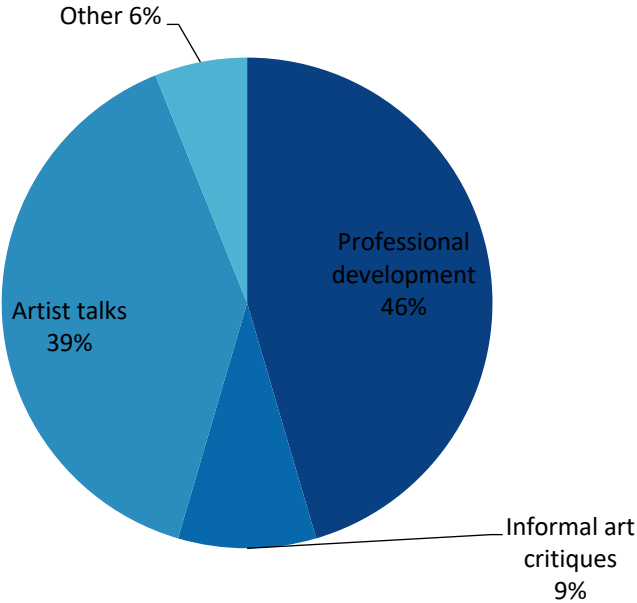


During a typical year (prior to COVID), most members (61%) indicated that they visit Gallery@501 one to four times per year.



Most Gallery@501 members (91%) would be interested in attending a member event in the future (e.g. professional development, art critiques, artist talks, etc...), while 9% were unsure.

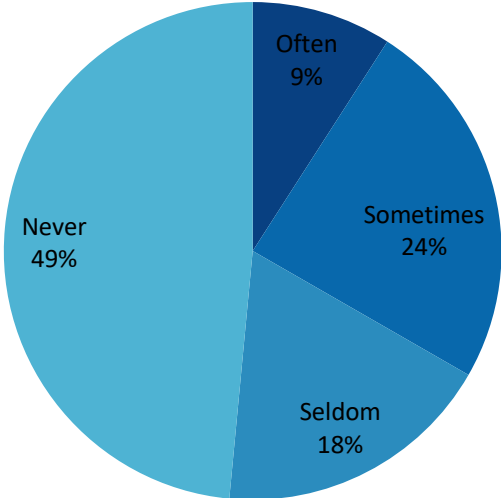
The type of events respondents would be most interested in attending are professional development (46%), followed by artist talks (39%), then informal art critiques (9%).



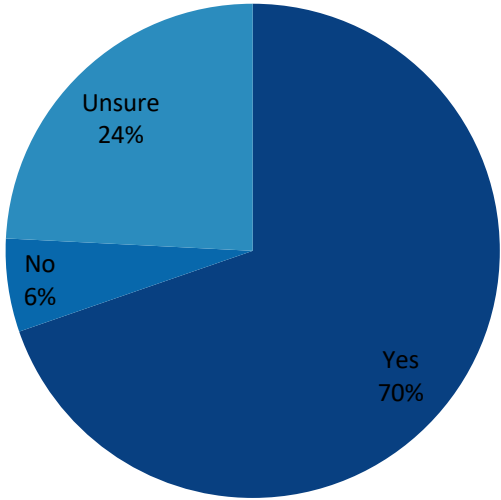
Most members (61%) have applied for exhibition opportunities with the gallery (e.g. Member of the Month, Artrium, Annual Members' Show), while 39% have not.

Approximately half of the Gallery@501 members (51%) would like more support with the application process for exhibition opportunities.

Most members (49%) do not use their membership discounts (e.g. discount at Paint Spot or Delta Art Supplies, or complimentary Family Fun programs).



Members were asked if they would like more opportunities to engage with other gallery members, such as group exhibitions, volunteering, informal critiques, or skill sharing. The breakdown is below.

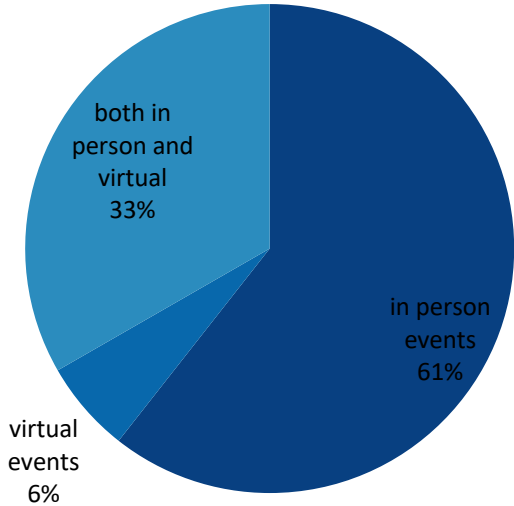


Members were asked which aspect of the Gallery@501 membership is most useful to them and the breakdown is below:

Item	Overall Rank	Score	Total Respondents
Exhibition opportunities	1	101	29
Member events	2	83	27
Gallery e-newsletter	3	53	25
Membership discounts	4	37	24

"I appreciate the support given to visual artists in our community"

Most members (61%) would prefer to attend in person events. 33% of members would like to attend both in person and virtual events.



The events that would most interest members are professional development, followed by skill share and coffee meetups, members only exhibition tours, informal critiques, monthly sketch club and wellness events. The breakdown is shown below.

Item	Overall Rank	Score	Total Respondents
Professional development (e.g. how to photograph your artwork)	1	124	28
Skill share and coffee meetups	2	111	27
Members only exhibition tours	3	107	30
Informal critiques	4	101	27
Monthly sketch club	5	97	29
Wellness events (e.g. yoga in the gallery)	6	60	27

"An art walk or member sale where members could have a table and sell their work similar to the night of artists would be awesome."

"There are people in Strathcona County that don't know that we have this amazing and beautiful gallery."

What's Next?

The feedback from the survey will be used to make improvements to future member events and benefits.

More Information

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