

## ***New report analyzes provincial data regarding arts, culture and heritage activities in 2010***

*Provincial Profiles of Arts, Culture and Heritage Activities in 2010*, the 37<sup>th</sup> report in the *Statistical Insights on the Arts* series from Hill Strategies Research, analyzes provincial data regarding the number and percentage of Canadians 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

The report summarizes data on participation in arts, culture and heritage activities during the 12 months prior to the survey. Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted. The data are drawn from Statistics Canada's General Social Surveys of 1992, 1998, 2005 and 2010, in-depth telephone surveys of Canadians 15 years of age or older.<sup>1</sup>

Individuals are counted only once in each activity regardless of how many times they participated in the activity.

In addition to the information found in this national summary, the full report and summaries for each province provide much greater detail about the arts, culture and heritage activities of provincial residents.<sup>2</sup>

Overall, the report finds that:

- All residents in each province participated in at least one arts, culture or heritage activity in 2010.
- In all provinces, participation in many arts, culture and heritage activities has increased over the past 18 years.

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<sup>1</sup> The number of respondents to the cultural questions was 9,815 in 1992, 10,749 in 1998, 9,851 in 2005 and 7,502 in 2010. The analysis of the 2010 data in this report is based on the Statistics Canada General Social Survey (GSS) Time Use – Cycle 24 Public Use Microdata File, 2010. All computations, use and interpretation of these data are entirely that of Hill Strategies Research.

<sup>2</sup> The General Social Survey's target population was "all non-institutionalized persons 15 years of age or older, living in the ten provinces of Canada". As such, there are no data on the three territories.

## ***Comparisons with Canadian averages***

The report highlights significant differences in provincial participation rates compared with the Canadian averages.<sup>3</sup> The availability of arts, culture and heritage activities likely varies between the provinces and has an impact on the participation rates. However, an analysis of supply-side factors is beyond the scope of this report.

### ***British Columbia***

British Columbians are more likely than other Canadians to participate in many different arts, culture and heritage activities, including:

- Going to art galleries (40.5% of British Columbians vs. 35.7% of all Canadians);
- Attending classical music performances (16.2% of British Columbians vs. 12.6% of all Canadians);
- Attending a type of cultural performance not included in the other survey categories (21.5% of B.C. residents vs. 17.6% of all Canadians);
- Visiting historic sites (51.5% of British Columbians vs. 45.7% of all Canadians);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (47.2% of British Columbians vs. 42.3% of all Canadians);
- Visiting conservation areas or nature parks (66.9% of B.C. residents vs. 57.9% of all Canadians);
- Reading magazines (85.3% of British Columbians vs. 82.0% of all Canadians); and
- Reading books (79.1% of British Columbians vs. 75.7% of all Canadians).

The percentage of British Columbians participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***Alberta***

Albertans are more likely than other Canadians to participate in many different arts, culture and heritage activities, including:

- Going to museums other than art galleries (40.9% of Albertans vs. 32.7% of all Canadians);
- Attending theatre performances (48.3% of Albertans vs. 44.3% of all Canadians);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (50.3% of Albertans vs. 42.3% of all Canadians);
- Visiting conservation areas or nature parks (66.1% of Albertans vs. 57.9% of all Canadians);
- Reading magazines (86.5% of Albertans vs. 82.0% of all Canadians);
- Watching videos (87.1% of Albertans vs. 79.1% of all Canadians);

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<sup>3</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

- Listening to music on CDs, records, etc. (80.8% of Albertans vs. 75.8% of all Canadians); and
- Listening to downloaded music (56.2% of Albertans vs. 50.9% of all Canadians).

The percentage of Albertans participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***Saskatchewan***

Saskatchewanians are more likely than other Canadians to participate in some arts, culture and heritage activities, including:

- Going to museums (52.7% of Saskatchewanians vs. 47.8% of all Canadians);
- Attending pop music performances such as pop, rock, jazz, blues, folk, country and western (49.3% of Saskatchewanians vs. 39.4% of all Canadians); and
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (28.7% of Saskatchewanians vs. 23.0% of all Canadians).

On the other hand, Saskatchewanians are less likely than other Canadians to:

- Attend classical music performances (9.6% of Saskatchewanians vs. 12.6% of all Canadians);
- Read books (66.1% of Saskatchewanians vs. 75.7% of all Canadians); and
- Go to movies (61.5% of Saskatchewanians vs. 67.9% of all Canadians).

The percentage of Saskatchewanians participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***Manitoba***

The percentage of Manitobans participating in most of the 18 arts, culture and heritage activities is similar to the Canadian averages. There are, however, a few significant differences:

- Manitobans are more likely than other Canadians to visit zoos, aquariums, botanical gardens, planetariums or observatories (52.1% of Manitobans vs. 42.3% of all Canadians);
- Manitobans are less likely than other Canadians to visit public art galleries (26.2% of Manitobans vs. 35.7% of all Canadians);
- Manitobans are less likely than other Canadians to attend cultural festivals (28.4% of Manitobans vs. 37.2% of all Canadians); and
- Manitobans are less likely than other Canadians to read books (68.5% of Manitobans vs. 75.7% of all Canadians).

## ***Ontario***

The percentage of Ontarians participating in most of the 18 arts, culture and heritage activities is similar to the Canadian averages. There are, however, a few significant differences:

- Ontarians are more likely to go to the theatre (48.3% of Ontarians vs. 44.3% of all Canadians);
- Ontarians are more likely to visit conservation areas or nature parks (62.7% of Ontarians vs. 57.9% of all Canadians); and
- Ontarians are less likely to attend a type of cultural performance not included in the other survey categories (14.9% of Ontarians vs. 17.6% of all Canadians).

## ***Quebec***

The percentage of Quebecers participating in most of the 18 arts, culture and heritage activities is similar to the Canadian averages. However, there are some significant differences:

- Quebecers are more likely to attend a type of cultural performance not included in the other survey categories (21.7% of Quebecers vs. 17.6% of all Canadians);
- Quebecers are less likely to visit museums other than art galleries (25.9% of Quebecers vs. 32.7% of all Canadians);
- Quebecers are less likely to go to the theatre (38.3% of Quebecers vs. 44.3% of all Canadians);
- Quebecers are less likely to attend a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (16.8% of Quebecers vs. 23.0% of all Canadians);
- Quebecers are less likely to visit conservation areas or nature parks (42.3% of Quebecers vs. 57.9% of all Canadians);
- Quebecers are less likely to read magazines (78.6% of Quebecers vs. 82.0% of all Canadians); and
- Quebecers are less likely to watch videos (73.3% of Quebecers vs. 79.1% of all Canadians).

## ***New Brunswick***

New Brunswickers are less likely than other Canadians to participate in some arts, culture and heritage activities, including:

- Going to public art galleries (22.6% of New Brunswickers vs. 35.7% of all Canadians);
- Going to museums other than art galleries (22.9% of New Brunswickers vs. 32.7% of all Canadians);
- Attending theatre performances (35.9% of New Brunswickers vs. 44.3% of all Canadians);

- Attending classical music performances (7.0% of New Brunswickers vs. 12.6% of all Canadians);<sup>4</sup>
- Attending cultural festivals (29.9% of New Brunswickers vs. 32.7% of all Canadians);
- Visiting historic sites (39.1% of New Brunswickers vs. 45.7% of all Canadians);
- Reading newspapers (78.9% of New Brunswickers vs. 86.4% of all Canadians); and
- Going to movies (58.4% of New Brunswickers vs. 67.9% of all Canadians).

The percentage of New Brunswickers participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***Nova Scotia***

The percentage of Nova Scotians participating in most arts, culture and heritage activities is similar to the Canadian averages, with a few exceptions:

- Nova Scotians are more likely than other Canadians to visit historic sites (53.1% of Nova Scotians vs. 45.7% of all Canadians).
- Nova Scotians are less likely than other Canadians to visit public art galleries (27.9% of Nova Scotians vs. 35.7% of all Canadians).
- Nova Scotians are also less likely to visit zoos, aquariums, botanical gardens, planetariums or observatories (34.8% of Nova Scotians vs. 42.3% of all Canadians).

### ***Prince Edward Island***

Prince Edward Islanders are more likely than other Canadians to participate in some arts, culture and heritage activities, including:

- Attending theatre performances (54.3% of Prince Edward Islanders vs. 44.3% of all Canadians);
- Visiting historic sites (52.9% of Prince Edward Islanders vs. 45.7% of all Canadians); and
- Reading newspapers (93.0% of Prince Edward Islanders vs. 86.4% of all Canadians).

On the other hand, Prince Edward Islanders are less likely than other Canadians to:

- Go to public art galleries (26.2% of Prince Edward Islanders vs. 35.7% of all Canadians);
- Go to museums other than art galleries (20.0% of Prince Edward Islanders vs. 32.7% of all Canadians);
- Visit zoos, aquariums, botanical gardens, planetariums or observatories (26.8% of Prince Edward Islanders vs. 42.3% of all Canadians);
- Visit conservation areas or nature parks (49.1% of Prince Edward Islanders vs. 57.9% of all Canadians); and
- Watch videos (74.6% of Prince Edward Islanders vs. 79.1% of all Canadians).

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<sup>4</sup> The New Brunswick estimate has high statistical variation and should be used with caution.

The percentage of Prince Edward Islanders participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***Newfoundland and Labrador***

The percentage of Newfoundland and Labrador residents participating in most arts, culture and heritage activities is similar to the Canadian averages. Newfoundland and Labrador residents are more likely than other Canadians to visit historic sites (57.6% of Newfoundland and Labrador residents vs. 45.7% of all Canadians). On the other hand, Newfoundland and Labrador residents are less likely than other Canadians to:

- Attend theatre performances (38.3% of Newfoundland and Labrador residents vs. 44.3% of all Canadians);
- Attend classical music performances (7.7% of Newfoundland and Labrador residents vs. 12.6% of all Canadians);<sup>5</sup>
- Read newspapers (83.0% of Newfoundland and Labrador residents vs. 86.4% of all Canadians); and
- Go to movies (51.9% of Newfoundland and Labrador residents vs. 67.9% of all Canadians).

### ***Full report and provincial summaries are also available***

The preparation and distribution of this report were funded by the Department of Canadian Heritage, the Canada Council for the Arts and the Ontario Arts Council. The full report and provincial summaries are available on the Hill Strategies Research website (<http://www.hillstrategies.com>) and the websites of the funding organizations.

A previous report in the *Statistical Insights on the Arts* series provided a detailed examination of Canadians' participation in arts, culture and heritage activities in 2010. A subsequent report will examine factors in cultural participation.

### ***Media contact***

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Hill Strategies Research is a Canadian company that specializes in applying social science research methods to the arts sector. Hill Strategies has extensive experience conducting, interpreting, and communicating quantitative and qualitative analysis in the arts.

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<sup>5</sup> The Newfoundland estimate has high statistical variation and should be used with caution.

## ***Methodological notes***

The 2010 General Social Survey asked Canadians about 18 different arts, culture and heritage activities:

- Visiting a **public art gallery** or art museum (including attendance at special art exhibits)
- Visiting **museums other than public art galleries** or art museums
- Attending a **theatrical performance** such as drama, musical theatre, dinner theatre, comedy
- Attending a **popular musical performance** such as pop, rock, jazz, blues, folk, country and western
- Attending a symphonic or **classical music performance**
- Attending a **cultural or artistic festival** (such as film, fringe, dance, jazz, folk, rock, buskers or comedy)
- Attending a performance of **cultural or heritage music, theatre or dance** (e.g. Aboriginal Peoples, Chinese, Ukrainian)
- Attending any **other kind of cultural performance**
- Visiting an **historic site**
- Visiting a **zoo, aquarium, botanical garden, planetarium or observatory**
- Visiting a **conservation area or nature park**
- Reading a **newspaper**
- Reading a **magazine**
- Reading a **book**
- Going to a **movie** or drive-in
- Watching a **video**
- Listening to **downloaded music** on a computer, MP3 player, etc.
- Listening to **music on CDs**, cassette tapes, DVD audio discs, records, etc.

The General Social Survey did not include any detailed questions regarding, for example, the types of performances attended, exhibitions visited or books read. Unlike the 1992 survey, the 2010 General Social Survey did not contain specific questions about other performing arts disciplines, such as dance or opera. The 2010 survey also did not include any questions about participatory arts activities, such as painting, making crafts, playing music, acting, or dancing.

Individuals are counted only once in each activity regardless of how many times they participated in the activity. It is also important to note that the data include attendance of Canadians while travelling out of province or out of the country and exclude attendance by residents of other countries while travelling in Canada. This would mean, for example, that the data on art gallery visitors represent the number of Canadians who visited at least one art gallery (anywhere) during the survey year, not the total visits made to Canadian art galleries.

Unless otherwise noted, all of the statistics in this report have relatively low statistical variations and therefore high statistical reliability. For example, the Canadian art gallery attendance estimate of 35.7% could vary by a maximum of 1.5 percentage points, 19 times out of 20.