

## Arts organizations attract many diverse Canadians But some work remains to be done

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### Statistical Insights on the Arts

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The range of arts offerings in Canada – from art galleries, classical concerts, and theatre performances to pop concerts and cultural festivals – manages to attract most Canadians to at least one type of activity. Overall, 71% of Canadians attended at least one of the five key arts activities in 2010. This is one of the key findings of *Diversity and Arts Attendance by Canadians in 2010*, the 41<sup>st</sup> report in the *Statistical Insights on the Arts* series from Hill Strategies Research.

The report finds relatively few statistically significant differences between diverse groups and other Canadians regarding this broad indicator of arts attendance. As shown in Figure 1, four of the eight diverse groups examined in the report have similar attendance rates to other Canadians:

- First-generation immigrants.
- Aboriginal people.
- Anglophones in Quebec (official language minority community).
- Francophones outside Quebec (official language minority community).

Youth 15 to 24 years of age have significantly **higher** arts attendance rates than Canadians 25 or older. This high overall attendance rate is due to the higher attendance rates of youth at three of the five key arts activities: theatres, popular music performances, and cultural festivals.

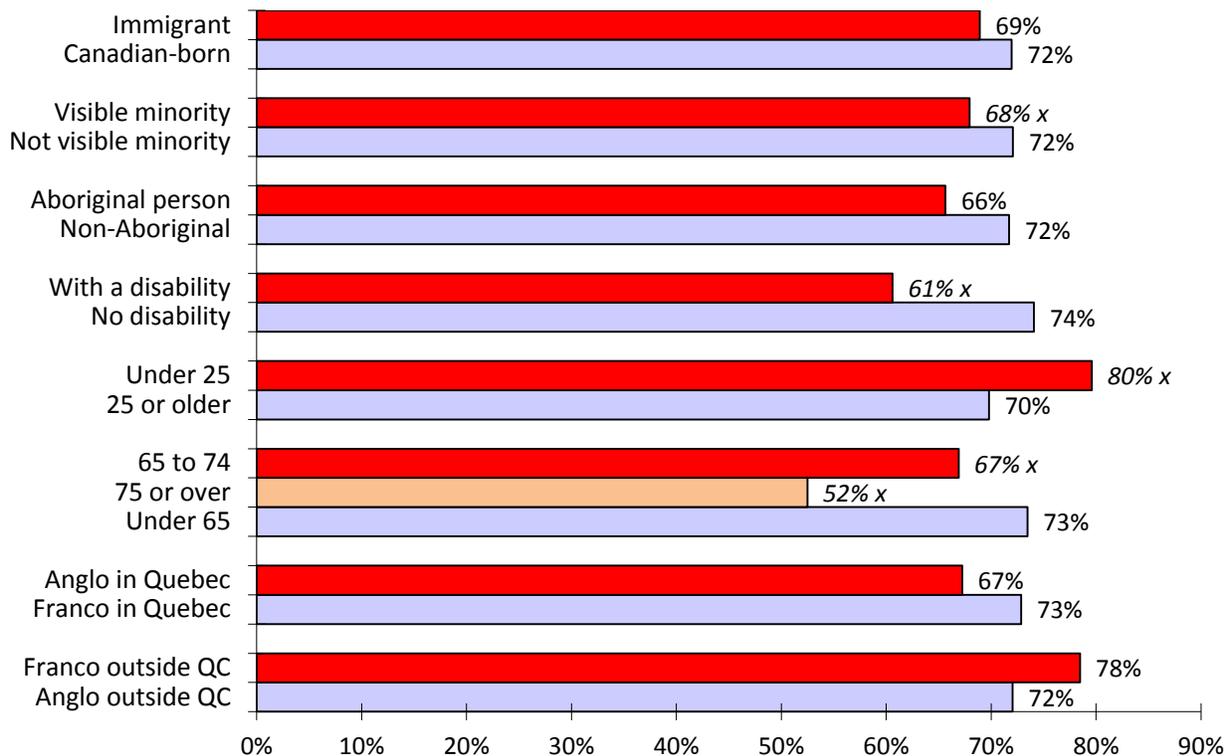
However, there are three demographic groups that have a lower arts attendance rate that is statistically significant compared with other Canadians: Canadians with a disability, seniors, and visible minority Canadians (although the difference in this case is relatively small).

There was a range of results for the five key arts activities:

- **Art galleries:** significantly lower attendance by Canadians with a disability and Aboriginal people. The other differences are not statistically significant.

- **Theatre performances:** significantly lower attendance by visible minority and immigrant Canadians, Aboriginal people, and Canadians with a disability; significantly higher attendance by youth 15 to 24 years of age. The other differences are not statistically significant.
- **Popular music performances:** significantly lower attendance by visible minority and immigrant Canadians, Canadians with a disability, and those between 65 and 74 years of age; significantly higher attendance by youth 15 to 24 years of age. The other differences are not statistically significant.
- **Classical music performances:** significantly lower attendance by youth 15 to 24 years of age; significantly higher attendance by immigrant Canadians and those between 65 and 74 years of age. The other differences are not statistically significant.
- **Cultural festivals:** significantly lower attendance by Canadians with a disability as well as those between 65 and 74 years of age; significantly higher attendance by youth 15 to 24 years of age and visible minority Canadians. The other differences are not statistically significant.

**Figure 1: Canadians attending at least one of five arts activities, 2010 (Art galleries, theatres, popular music, classical music, cultural festivals)**



Note: "x" denotes a statistically significant difference from the reference group (below the minority group).  
 Source: Statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.

### ***A note on statistical significance***

“Statistically significant” means that a difference in attendance rates between diverse groups and other Canadians is likely to be a “true” difference, taking into account the margin of error of the estimates. Nineteen times out of 20, differences marked as “statistically significant” will be different (i.e., if 20 similar surveys were conducted).

While the differences between some diverse groups and other Canadians may seem quite large, the relatively high margins of error of the estimates for smaller population groups mean that the differences are not statistically significant.

### ***Data source***

The data in this report are drawn from Statistics Canada’s General Social Survey of 2010, an in-depth telephone survey of about 7,500 Canadians 15 years of age or older. The report summarizes data on Canadians who attended at least one of five different arts activities during the 12 months prior to the survey.

Previous studies have shown that a person’s childhood arts education is an important factor in adult arts participation. Other studies have examined motivations, values, and beliefs related to arts attendance. However, the General Social Survey did not ask respondents about these other potential factors, and, as such, they are not analyzed in this report.

### ***Media contact***

For media interviews, please contact Mr. Kelly Hill, President of Hill Strategies Research, Hamilton, Ontario, at [kelly@hillstrategies.com](mailto:kelly@hillstrategies.com) or 1-877-445-5494, ext. 1. 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.

**Full report also available ...**  
on the websites of Hill Strategies Research ([www.hillstrategies.com](http://www.hillstrategies.com)),  
the Canada Council for the Arts ([www.canadacouncil.ca](http://www.canadacouncil.ca)), and the  
Ontario Arts Council ([www.arts.on.ca](http://www.arts.on.ca)).