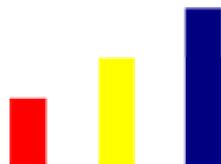


Museums and Art Gallery Attendance in Canada and the Provinces



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MUSEUM AND ART GALLERY ATTENDANCE IN CANADA AND THE PROVINCES

This report analyzes the attendance of Canadians at various types of museums, including: public art galleries; science, technology and natural history museums; general, human history and community museums; and commercial art galleries.¹ The report looks in depth at the demographic characteristics of museum and art gallery visitors, including attendance rates by sex, household income, education, age, language and marital status. (The attendance rate is the percentage of the population in a particular category that visited at least one museum or gallery.²) As well, differences in museum attendance between urban and rural Canadians are examined. The report also analyzes trends in attendance in the 1990s, crossover attendance between different arts activities, as well as the volunteer and sports involvement of museum and art gallery visitors.

Comparisons of provincial museum and art gallery attendance rates and profiles of museum visitors in each province (wherever data quality permits)³ are also provided.

The paper summarizes data on individuals who visited museums and art galleries during the survey year, not total attendance. Individuals who made multiple visits to museums or galleries are included only once. The data is drawn from Statistics Canada's 1992 and 1998 General Social Surveys, in-depth telephone surveys of about 10,000 Canadians 15 years of age or older.⁴

CANADIAN MUSEUM AND ART GALLERY ATTENDANCE RATES AND VISITOR PROFILE

About one-third of Canadians (32.3%) 15 years of age or older, or 7.8 million people, visited a museum in 1998. Public art galleries and art museums are by far the most popular type of museum, drawing 5.8 million people (24.0%). Science, technology and natural history museums attracted 3.4 million people or 14.0% of Canadians during the survey year. General, human history and community museums drew 2.9 million Canadians (or 11.8%) in 1998. Commercial art galleries attracted 2.2 million Canadians, representing 9.2% of residents 15 or older. Figure 1 summarizes these attendance rates.

Reaching 32.3% of Canadians, museum attendance is somewhat lower than overall performing arts attendance in Canada (37.6%).⁵ However, attendance at art galleries (24.0%) is higher than the most popular performing arts activities: theatre (21.7%) and popular music (21.3%). Attendance at science, technology and natural history museums (14.0%) and at general, human history and community museums (11.8%) is roughly comparable to attendance at classical music events (13.7%) in Canada. Commercial art gallery attendance (9.2%) is very similar to symphony attendance (9.0%).

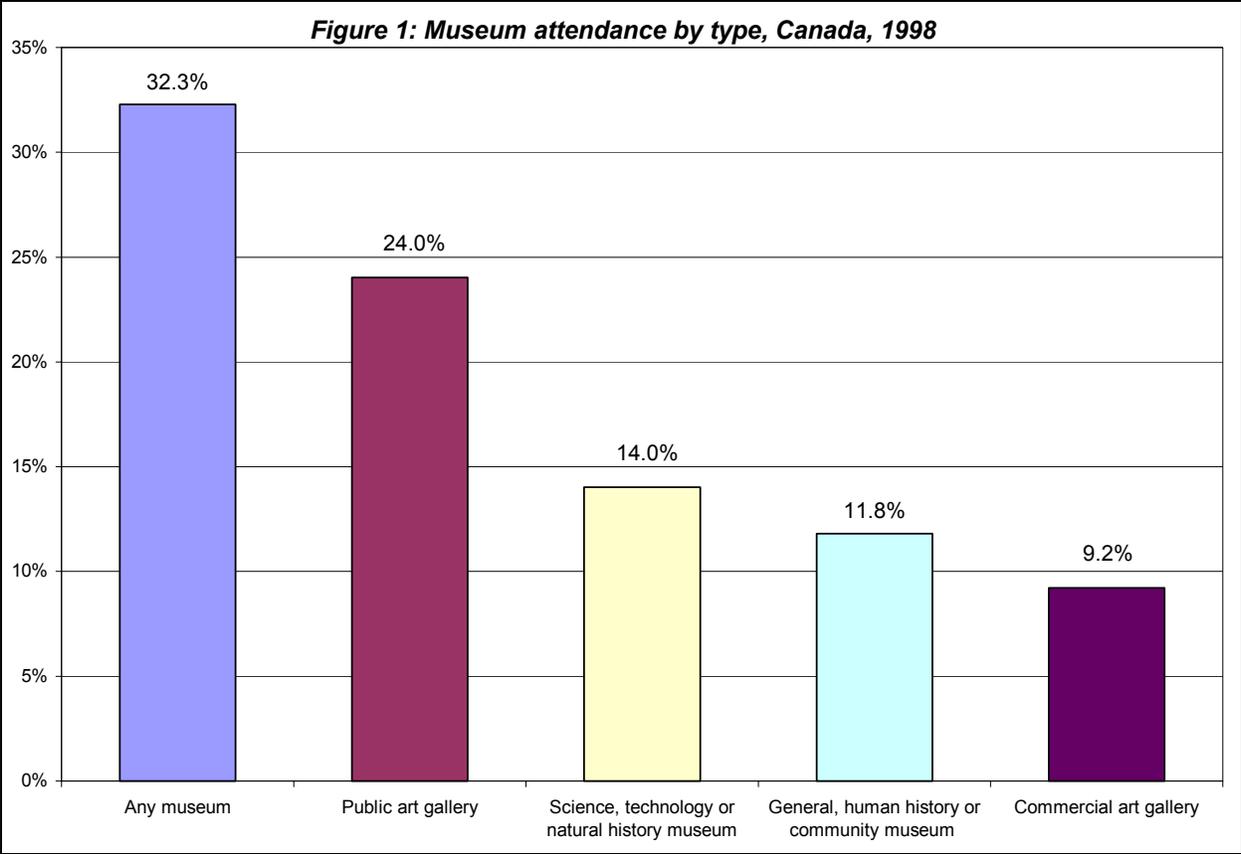
¹ The data includes attendance of Canadians while travelling out of province or out of the country and excludes attendance by residents of other countries while travelling in Canada.

² All estimates of attendance rates in this article have been adjusted for non-response. That is, responses classified as "don't know" or "not stated" have been omitted. It appears that most of these incidents of non-response are due to individuals not responding to the full survey (i.e., hanging up partway through). In web and other publications on similar topics, Statistics Canada has not adjusted for non-response, leading to slightly different figures from those presented here. The author believes that adjustment for non-response provides the best estimate of visitor figures, especially given the large number of hang-ups. Adjusting for non-response adds 0.4 percentage points to the museum attendance rate in 1992 and 3.0 points in 1998. The difference between these figures indicates that many more Canadians did not respond to the full survey in 1998 than in 1992.

³ To improve data quality, the Atlantic provinces are grouped together in the breakdowns by age, income, etc.

⁴ The 1992 GSS surveyed 9,815 Canadians 15 years or older, and the 1998 survey included 10,749 respondents. Please see the table at the end of this report for details of the museum questions asked in the 1992 and 1998 surveys.

⁵ The performing arts figures are drawn from *Performing Arts Attendance in Canada and the Provinces*, Hill Strategies, January 2003. In 1992, respondents were also asked about attendance at professional sporting events. This data shows that museums reached a slightly larger proportion of Canadians (32.7%) than professional sporting events (31.6%) in 1992. Respondents in 1998 were not asked about sports attendance.



Women and men visit museums and art galleries in roughly equal proportions. In 1998, 32.8% of women (or 4.0 million women) visited a museum, compared to 31.7% of men (or 3.8 million men). In six of the 10 provinces, men had higher attendance rates than women. This is quite different from recent findings for performing arts attendance, where women were shown to higher attendance rates than men in every province.⁶ For public art galleries, 24.8% of women reported visiting a gallery, compared to 23.2% of men.

Table 1 shows that museum and art gallery attendance increases steadily with income. The table also shows that museums reach a larger proportion of Canadians in every income group than do popular music events (including rock, jazz, blues, folk and country). Art galleries reach a larger proportion of Canadians than pop music events in all but one income group – \$60,000 to \$79,999.

Table 1: Museum and public art gallery attendance by household income
With comparisons to performing arts and popular music

Income group	Any museum	Public art gallery or art museum	Any performing arts	Popular music events
Less than \$20,000	21.8%	15.9%	23.7%	14.8%
\$20,000 to \$39,999	28.2%	19.9%	31.2%	16.9%
\$40,000 to \$59,999	34.3%	25.2%	37.9%	22.0%
\$60,000 to \$79,999	37.8%	26.8%	47.1%	28.1%
\$80,000 and over	48.6%	39.0%	55.0%	31.5%

Table 2 demonstrates that Canadian museum attendance rates increase with education, with over half of Canadians who have completed at least a bachelors degree (53.0%) visiting a museum during the survey year. This is nearly

⁶ *Performing Arts Attendance in Canada and the Provinces*, Hill Strategies, January 2003.

three times the attendance rate of those who have not completed high school (19.2%). Attendance at art galleries is also highest for those with higher educational attainment.

Table 2 also compares attendance at museums and public art galleries with attendance at performing arts events and popular music events. The table also shows that museums reach a larger proportion of Canadians in every education level than popular music events. Art galleries reach a larger proportion of Canadians than pop music events in all education groups except those with less than a high school education.

Table 2: Museum and public art gallery attendance by education
With comparisons to performing arts and popular music

Education group	Any museum	Public art gallery or art museum	Any performing arts	Popular music events
Less than high school	19.2%	12.2%	23.3%	12.5%
High school	24.1%	18.5%	33.2%	17.3%
Post-secondary in progress or not completed	37.3%	29.1%	44.2%	27.3%
College or trades diploma	33.2%	23.4%	38.1%	21.2%
Bachelors degree or higher	53.0%	42.3%	55.7%	31.9%

Museum and art gallery attendance rates vary remarkably little by age. Figure 2 shows that roughly one-third of Canadians in every age group under 65 visited a museum at least once during the survey year. Art gallery attendance is reasonably close to one-quarter of Canadians in almost every age group under 65. Attendance at both museums and art galleries decreases after age 65.

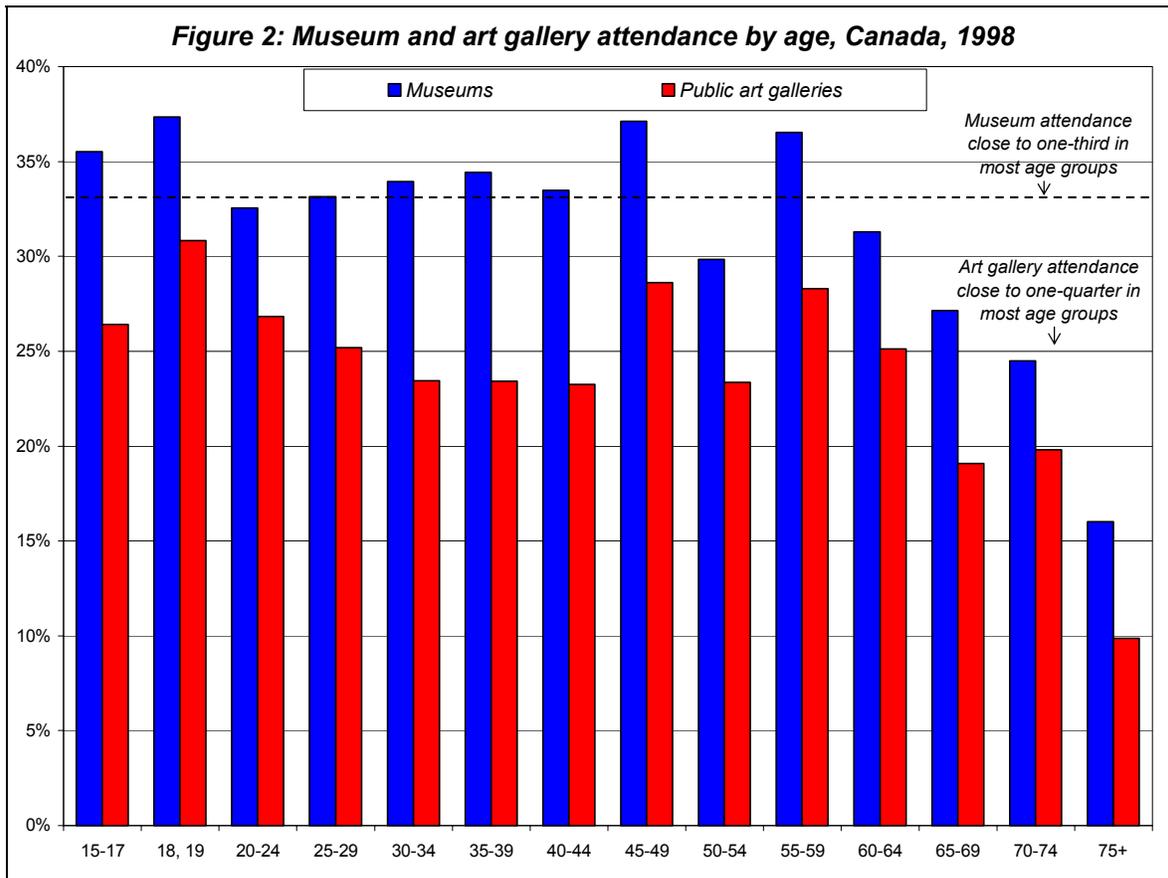


Table 3 contains a summary of museum and art gallery attendance by 15-year age groups as well as a comparison with performing arts and popular music. Of the different types of arts activities, museum and art gallery attendance are the most consistent across the age groups. In contrast, popular music attendance is very heavily skewed toward the younger age groups.

Table 3: Museum and public art gallery attendance by age
With comparisons to performing arts and popular music

<i>Age group</i>	<i>Any museum</i>	<i>Public art gallery or art museum</i>	<i>Any performing arts</i>	<i>Popular music events</i>
15 – 29	34.0%	26.7%	45.3%	32.2%
30 – 44	34.0%	23.4%	36.3%	22.1%
45 – 59	34.5%	26.7%	37.6%	17.9%
60 and over	24.3%	18.0%	28.7%	8.3%

Table 4 shows that Canadians who speak English at home have the highest museum attendance rate (34.5%) of all language groups, much higher than Canadians who speak French at home (28.2%) and Canadians who do not speak one of Canada’s official languages at home (25.6%). Those who speak neither French nor English at home have the lowest attendance rate of any linguistic group at *all* types of arts activities. For art galleries, French-speaking Canadians have a particularly low attendance rate (18.9%) compared to English-speaking Canadians (26.3%). Again, those who speak neither French nor English at home have the lowest art gallery attendance rate (17.7%).

English-speakers attend museums and performing arts events in fairly similar rates, while French-speakers appear to prefer performing arts events to museums. Indeed, 39.6% of Canadians who speak French at home attended a performing arts event during the survey year, compared to a museum attendance rate of only 28.2%. Canadians who speak neither French nor English at home appear to have a preference for museums (25.6%) over performing arts (21.9%).

Table 4: Museum and public art gallery attendance by home language⁷
With comparison to performing arts

<i>Home language</i>	<i>Any museum</i>	<i>Public art galleries or art museums</i>	<i>Any performing arts</i>
English only	34.5%	26.3%	39.0%
English and French equally	33.7%	23.0%	37.8%
English and other equally	28.6%	23.9%	28.7%
French only	28.2%	18.9%	39.6%
Other language only	25.6%	17.7%	21.9%

In addition to income, education, age and language, there are other factors that affect museum and art gallery attendance rates. For example, urban Canadians visit museums in somewhat higher proportions than rural Canadians: 35.5% of urban residents visited a museum during the survey year, while 27.7% of rural residents visited a museum. Similarly, 27.8% of urban residents visited a public art gallery in 1998, while 19.3% of rural residents did likewise.

Museum attendance rates also vary significantly in different provinces, from a high of 39.9% in BC to a low of 21.5% in Newfoundland. Provincial art gallery attendance rates vary from a high of 31.8% in BC to a low of 13.5% in PEI. These rates are discussed in greater detail in the “Provincial Comparisons” section of this paper.

Canadians with children at home visit museums in roughly equal proportions to those without children at home (31.6% vs. 32.7%). For art galleries, Canadians with children at home are somewhat less likely to visit a gallery than those without children at home (21.4% vs. 25.7%).

⁷ Statistics for those who speak French and a language other than English at home have high statistical variability and are therefore not suitable for release.

In terms of marital status, 35.9% of single Canadians visit museums, compared to 32.1% of married Canadians, 30.6% of common-law residents and 26.9% of Canadians who are divorced, widowed or separated. In comparison, 28.1% of single Canadians visit public art galleries, which is higher than the attendance rate among married residents (23.3%), common-law Canadians (21.9%), and divorced, widowed or separated Canadians (20.0%).

Table 5 shows that Canadians who visit museums and art galleries are likely to participate in other arts activities. In addition, they often volunteer in their communities and participate in sports. The first column of the table shows that 60.3% of Canadian museum visitors attended a performing arts event during the survey year, compared to 26.8% of Canadians who did not visit a museum. Similarly, 64.9% of Canadian art gallery visitors also attended a performing arts event in 1998, compared to 29.0% of Canadians who did not visit a gallery.

The second column shows that 40.3% of museum visitors attended a cultural festival during the survey year. This is more than double the 17.1% festival attendance rate of those who did not visit a museum. Similarly, 43.2% of Canadian art gallery visitors also attended a cultural festival in 1998, compared to 18.7% of Canadians who did not visit an art gallery.

In terms of community involvement, there is a striking difference between the volunteer rates of museum and art gallery visitors and non-visitors: 47.3% of museum visitors volunteered with any kind of organization in their communities, compared to 27.6% of non-visitors. The figures are fairly similar for art gallery visitors, of whom 47.4% volunteered in their communities compared to 29.7% of those who did not visit an art gallery during the survey year.

The last column in Table 5 shows that museum and art gallery visitors are active sports participants: nearly one-half of museum and art gallery visitors participated regularly in sports during the survey year, compared to about one-third of those who did not visit a museum or art gallery.

Table 5: Crossover attendance and participation rates between activities

	<i>Performing arts attendance rate</i>	<i>Festivals attendance rate</i>	<i>Volunteer participation rate</i>	<i>Sports participation rate</i>
Museum visitors	60.3%	40.3%	47.3%	46.4%
Non-visitors	26.8%	17.1%	27.6%	32.7%
Art gallery visitors	64.9%	43.2%	47.4%	47.4%
Non-visitors	29.0%	18.7%	29.7%	33.9%

The high degree of crossover attendance indicates that arts marketing strategies should target attendees of other types of events. Also, efforts to attract brand new visitors to the arts may pay off with higher attendance in a range of disciplines. Coordination of marketing and outreach strategies may be an effective tactic. The high level of volunteer participation clearly indicates that volunteer development strategies should target museum and gallery visitors.

ATTENDANCE TRENDS IN THE 1990s

There was essentially no change in the proportion of Canadians visiting a museum in the 1990s. The museum attendance rate was 32.7% in 1992 and 32.3% in 1998. In contrast, there was a 23% increase in the percentage of Canadians visiting public art galleries (from 19.6% of Canadians in 1992 to 24.0% in 1998). General, human history and community museums saw a decrease in attendance between 1992 (14.4%) and 1998 (11.8%). Other types of museums did not see significant changes: science, technology and natural history museum attendance was 13.6% in 1992 and 14.0% in 1998, while commercial art gallery attendance was 8.5% in 1992 and 9.2% in 1998.⁸ Table 6 summarizes these changes in museum attendance rates.

Table 6: Changes in museum attendance rates

<i>Type of museum</i>	<i>1992 attendance rate</i>	<i>1998 attendance rate</i>	<i>Change (in percentage points)⁹</i>
Any museum	32.7%	32.3%	-0.5%
Public art gallery	19.6%	24.0%	4.4%
Science, technology and natural history museum	13.6%	14.0%	0.4%
General, human history and community museum	14.4%	11.8%	-2.6%
Commercial art gallery	8.5%	9.2%	0.8%

With population growth of about 14% between 1992 and 1998, there was a larger number of visitors to almost all types of museums in 1998 than in 1992. The increase in art gallery visitors – 40% – was particularly large. Table 7 summarizes the increases for each type of museum.

Table 7: Changes in museum visitors

<i>Type of museum</i>	<i>1992 visitors</i>	<i>1998 visitors</i>	<i>Change¹⁰</i>
Any museum	7.0 million	7.8 million	0.9 million
Public art gallery	4.2 million	5.8 million	1.7 million
Science, technology and natural history museum	2.9 million	3.4 million	0.5 million
General, human history and community museum	3.1 million	2.9 million	-0.2 million
Commercial art gallery	1.8 million	2.2 million	0.4 million

The relatively stable museum attendance rate and the increasing art gallery attendance rate come at a time when Canadians' lives have become busier and other entertainment options have grown in popularity. For example, 64.1% of respondents attended at least one movie in 1998, compared to only 49.2% in 1992. Watching a video at home increased from 71.7% of respondents in 1992 to 79.1% in 1998.

In contrast, overall performing arts attendance decreased from 42.4% in 1992 to 37.6% in 1998.

⁸ It is important to note that the museum, public art gallery, and commercial art gallery questions remained essentially the same between the 1992 and 1998 versions of the General Social Survey. For each of the other two types of museums, two separate questions in 1992 were amalgamated into one in 1998. In these cases, the attendance rate for 1992 is calculated as a positive response to *either* of the two questions. This may affect trends in these categories. Please see the table at the end of this report for details of the questions asked in the two versions of the GSS.

⁹ The change figures are calculated from unrounded figures and may not equal the change in the rounded figures. The change in percentage points is calculated by subtracting the 1998 attendance rate from the 1992 rate. This is not the same as the "percentage change" over this period. Percentage change figures can be calculated by dividing the change (e.g., +4.4 percentage points for public art galleries) by the 1992 attendance rate (e.g., 19.6%). This figure is 22.6%.

¹⁰ The change figures are calculated from unrounded figures and may not equal the change in the rounded figures.

The museum attendance rate remained fairly stable in most demographic groups, including sex, income, education, age and language. For this reason, the remainder of this section will focus on changes in the demographics of art gallery attendance in Canada. (Please see the detailed tables attached to this report for more information on the demographic changes for museums.)

As noted above, attendance at public art galleries increased from 19.6% of Canadians in 1992 to 24.0% in 1998.

The art gallery attendance rates increased for both women and men between 1992 and 1998. The female attendance rate rose from 20.9% in 1992 to 24.8% in 1998, and the male attendance rate increased from 18.2% in 1992 and 23.2% in 1998.

Table 8 shows the changes in art gallery attendance rates of Canadians in different household income groups. Attendance rates increased in every income group except for the \$60,000 to \$79,999 group. There was a particularly large increase in the attendance rate of Canadians with incomes under \$20,000. Attendance rates in this income group increased from 11.9% in 1992 to 15.9% in 1998.¹¹

Table 8: Changes in art gallery attendance by income

<i>Income group</i>	<i>1992 attendance rate</i>	<i>1998 attendance rate</i>	<i>Change (in percentage points)</i>
Less than \$20,000	11.9%	15.9%	4.0%
\$20,000 to \$39,999	17.0%	19.9%	2.9%
\$40,000 to \$59,999	20.9%	25.2%	4.4%
\$60,000 to \$79,999	28.1%	26.8%	-1.3%
\$80,000 and over	33.8%	39.0%	5.2%

Public art gallery attendance rates increased for every education group, with the largest increase for those Canadians with a high school education. Attendance rates in this group increased from 12.9% in 1992 to 18.5% in 1998, a gain of 5.6 percentage points.¹² Table 9 summarizes these changes.

Table 9: Changes in art gallery attendance by education

<i>Education group</i>	<i>1992 attendance rate</i>	<i>1998 attendance rate</i>	<i>Change (in percentage points)</i>
Less than high school	9.0%	12.2%	3.2%
High school	12.9%	18.5%	5.6%
Post-secondary in progress or not completed	25.6%	29.1%	3.5%
College or trades diploma	20.4%	23.4%	3.1%
Bachelors degree or higher	40.7%	42.3%	1.6%

Table 10 shows the changes in performing arts attendance rates by age. Attendance rates increased for all age groups, with a particularly large increase among Canadians under 30.

¹¹ The percentage change in attendance (not the change in percentage points) is 33.2% for this income group. The percentage change is calculated by dividing the change (i.e., 4.0 percentage points) by the 1992 attendance rate (i.e., 11.9%).

¹² This represents a 43.2% increase in attendance for those with a high school education. The percentage change is calculated by dividing the change (i.e., 5.6 percentage points) by the 1992 attendance rate (i.e., 12.9%).

Table 10: Changes in art gallery attendance by age

<i>Age group</i>	<i>1992 attendance rate</i>	<i>1998 attendance rate</i>	<i>Change (in percentage points)</i>
15 – 29	19.3%	26.7%	7.3%
30 – 44	21.3%	23.4%	2.0%
45 – 59	22.1%	26.7%	4.6%
60 and over	14.4%	18.0%	3.6%

Attendance rates at public art galleries increased for every linguistic group between 1992 and 1998, with English-speaking Canadians having the largest increase (from 20.5% in 1992 to 26.3% in 1998). The next largest increase was for Canadians who speak a language other than English or French at home (from 15.8% in 1992 to 17.7% in 1998). There was only a minor change in the art gallery attendance rate for Canadians who speak French at home (from 18.1% in 1992 to 18.9% in 1998). Table 11 summarizes these trends.

In a recent report on performing arts attendance, Hill Strategies showed that Canada's performing arts organizations did not appear to be reaching new Canadians to the same extent as previous immigrants.¹³ From the linguistic data presented here, it appears that Canada's museums and art galleries are having some success in reaching new Canadians, although the overall attendance rates remain low.

Table 11: Changes in art gallery attendance by home language

<i>Language(s) spoken at home</i>	<i>1992 attendance rate</i>	<i>1998 attendance rate</i>	<i>Change (in percentage points)</i>
English only	20.5%	26.3%	5.8%
French only	18.1%	18.9%	0.8%
Other language only	15.8%	17.7%	1.8%

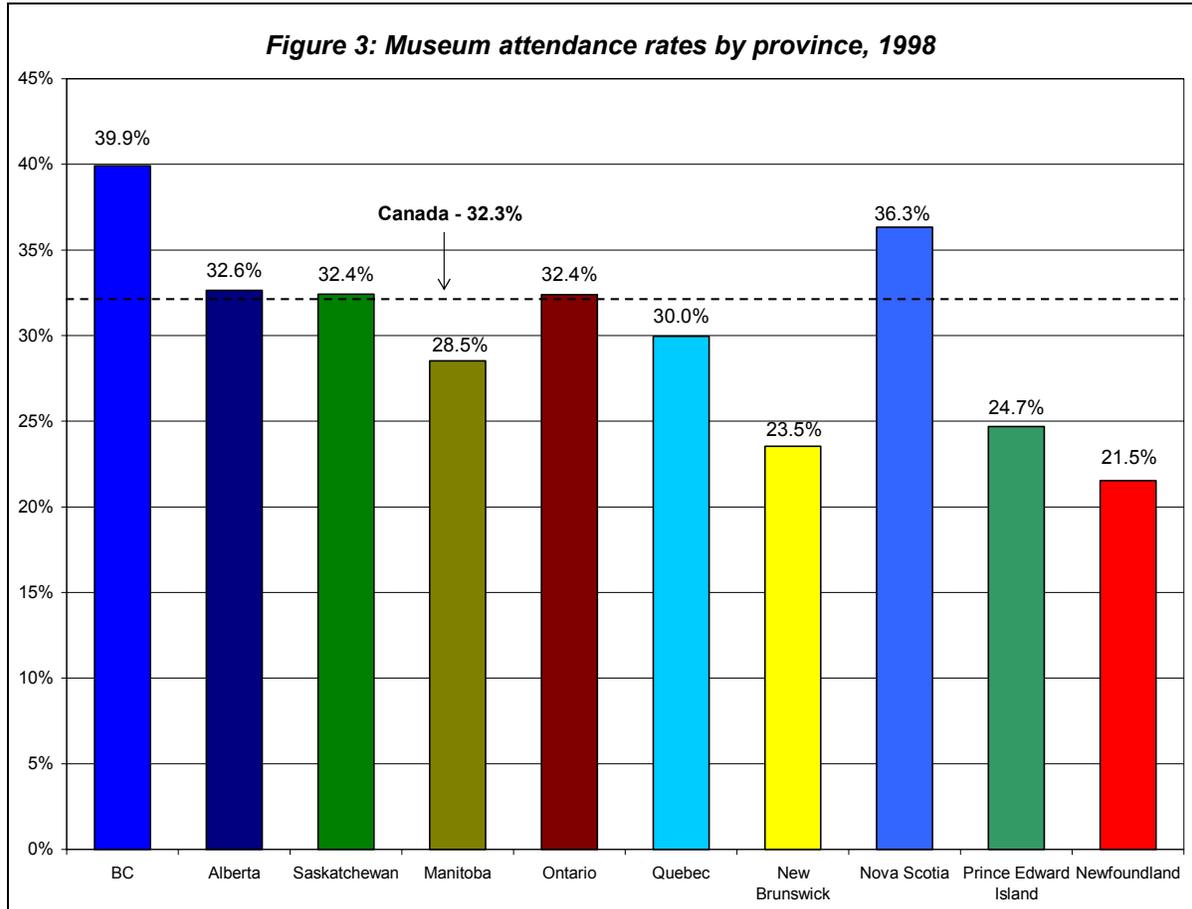
Both urban and rural residents visited art galleries in larger proportions in 1998 than in 1992. The attendance rate of rural residents increased from 15.8% in 1992 to 19.3% in 1998 and that of urban residents rose from 22.6% to 27.8%.

¹³ *Performing Arts Attendance in Canada and the Provinces*, Hill Strategies, January 2003.

PROVINCIAL COMPARISONS

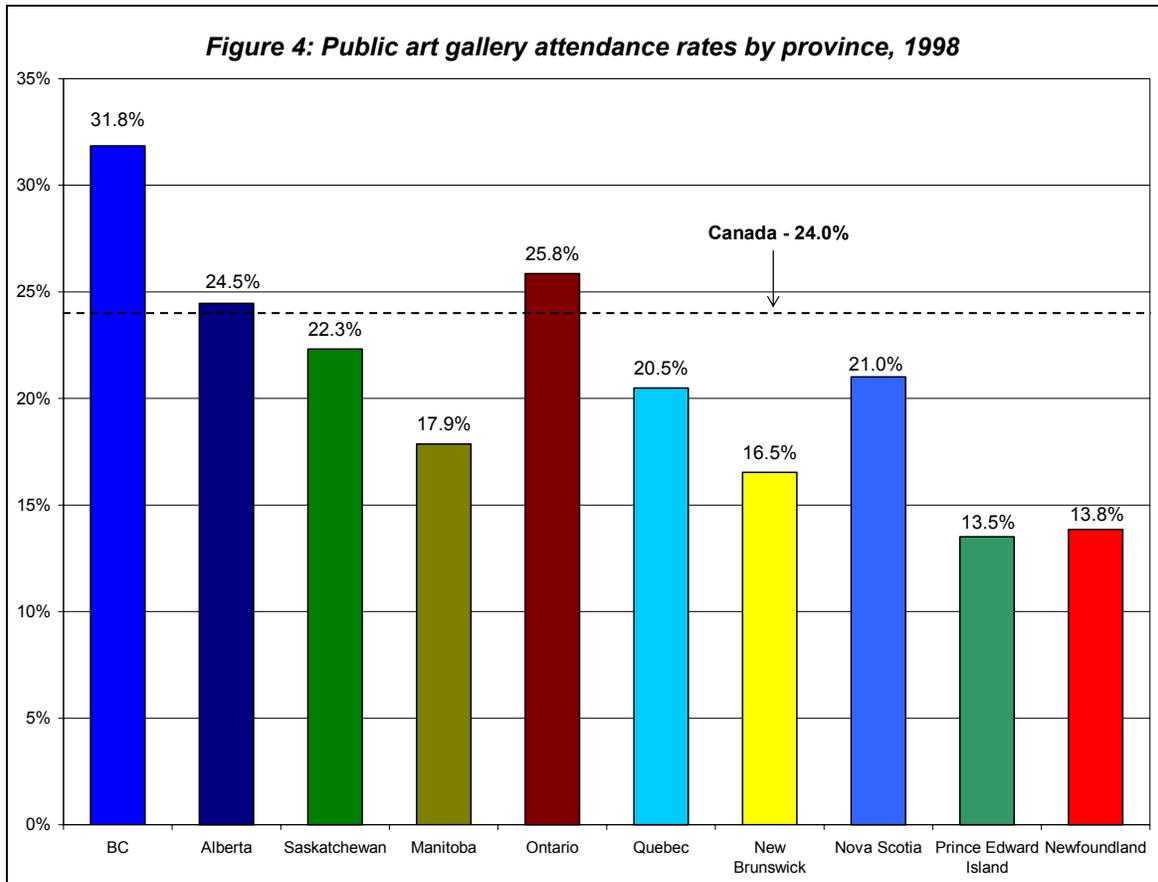
There are definite differences between the museum attendance rates in various Canadian provinces. The museum attendance rates are highest in BC (39.9%) and Nova Scotia (36.3%). Three other provinces – Alberta (32.6%), Saskatchewan (32.4%) and Ontario (32.4%) – have museum attendance rates that are basically equal to the Canadian average (32.3%). The other five provinces have museum attendance rates below the Canadian average: Quebec (30.0%), Manitoba (28.5%), PEI (24.7%), New Brunswick (23.5%) and Newfoundland and Labrador (21.5%). Figure 2 summarizes these differences in museum attendance rates.

The relatively high museum attendance rates in Nova Scotia and Saskatchewan may be due in part to the availability of heritage options in those provinces. Figures calculated by Hill Strategies based on Statistics Canada's *Heritage Institutions Survey* show Saskatchewan to be first and Nova Scotia second in terms of the number of heritage institutions per capita. In fact, it is interesting to note that, on a per capita basis, the six provinces with populations under 1.5 million all have more heritage institutions than the four most populous provinces.¹⁴ This may be why museum attendance rates are not uniformly higher in the more populous provinces (Ontario, Quebec, BC and Alberta) than the less populous provinces. It is interesting to note that performing arts attendance is highest in these provinces with the largest populations.



¹⁴ In raw figures, Saskatchewan has more heritage institutions (269) than much more populous Alberta (233).

In terms of public art galleries, BC has a much higher art gallery attendance rate (31.8%) than any other province. Ontario (25.8%) and Alberta (24.5%) are the only other provinces that have art gallery attendance rates higher than the national average (24.0%). The other seven provinces have art gallery attendance rates below the national average: Saskatchewan (22.3%); Nova Scotia (21.0%); Quebec (20.5%); Manitoba (17.9%); New Brunswick (16.5%); Newfoundland (13.8%); and PEI (13.5%). Figure 4 summarizes these differences.¹⁵



PROVINCIAL AND REGIONAL PROFILES

To ensure data quality, the demographic profiles in each province examine museum rather than art gallery attendance. The Atlantic provinces are grouped together in the demographic breakdowns for the same reason.

British Columbia

British Columbia has the highest museum and public art gallery attendance rates in the country (39.9% and 31.8% respectively). BC is one of only three provinces where the museum attendance rate is higher than the performing arts attendance rate, although the difference in BC is quite small (39.9% for museums and 38.9% for performing arts).

A smaller proportion of BC residents visited a museum in 1998 (39.9%) than in 1992 (45.1%), but a larger proportion visited an art gallery (31.8% in 1998 vs. 27.4% in 1992). Attendance at commercial art galleries did not change between 1992 (14.1%) and 1998 (14.5%). Attendance at science, technology and natural history museums

¹⁵ Unfortunately, Statistics Canada's *Heritage Institutions Survey* does not provide a summary of the number of art galleries in each province.

increased slightly, from 16.9% in 1992 to 17.9% in 1998. Attendance at general, human history and community museums decreased significantly, from 21.0% in 1992 to 13.4% in 1998.

Because of population growth, more BC residents attended a museum in 1998 (1.3 million) than in 1992 (1.2 million). Public art gallery attendance grew significantly, from 710,000 BC residents in 1992 to 1.0 million in 1998.

A higher proportion of women than men visited museums in the province in 1998. The attendance rate of women (42.5%) is substantially higher than that of men (37.3%).

Consistent with national trends, museum attendance rates in BC increase with household income, ranging from 31.7% for those households earning less than \$20,000 to 56.5% for those earning \$80,000 or more. In between these two income levels, 31.8% of residents of BC households earning between \$20,000 and \$39,999 visited a museum, compared to 41.0% of those earning \$40,000 to \$59,999 and 52.0% of those earning \$60,000 to \$79,999. At each of these levels (except for those earning between \$20,000 and \$39,999), the attendance rates in BC are the highest in the country.

Museum attendance rates in BC also increase with education. About one-quarter (27.8%) of BC residents with less than a high school education visited a museum in the survey year. The attendance rate increases to about one-third (35.1%) for those who have completed high school. The attendance rate of BC residents who have completed a college or trades diploma (41.8%) is similar to the rate for those who have not completed their post-secondary education (40.8%). There is a large jump in attendance for those who have completed a bachelor's degree: well over one-half (59.1%) of these BC residents visited at least one museum in 1998.

British Columbians in various age groups have remarkably similar museum attendance rates. About 42% of residents under 30 (41.7%), between 30 and 44 (41.7%), and between 45 and 59 (42.1%) visited at least one museum during the survey year. The lowest museum attendance rate is among BC residents 60 or older (32.3%). All of these attendance rates are the highest in the country in their categories.

BC residents with children at home are slightly more likely to visit museums (40.7%) than those without children at home (39.5%). There are no substantial differences between the museum attendance rates of British Columbians in various marital arrangements. Roughly 40% of married (40.8%), single (40.1%) and common-law residents (40.2%) visited at least one museum in 1998. The attendance rate of BC residents who are divorced, widowed or separated is somewhat lower (36.2%).

Urban residents visit museums in slightly higher proportions (41.3%) than rural residents (38.1%).

BC residents who visit museums are active attendees at other events and participate in their communities. Well over one-half (59.1%) of BC museum visitors also attended a performing arts event during the survey year, compared to only one-quarter (25.5%) of non-visitors. In addition, 31.0% of museum visitors attended a cultural festival during the survey year. This is much higher than the 10.6% festival attendance rate of those who did not visit a museum. In terms of community involvement, one-half (50.7%) of museum visitors volunteered in their communities, compared to one-third (32.7%) of non-visitors. Finally, BC museum visitors are active sports participants: 46.1% of museum visitors participated regularly in a sporting activity, compared to 34.8% of non-visitors.

Alberta

Alberta has the 3rd highest museum and public art gallery attendance rates in the country (32.6% and 24.5% respectively).

The museum attendance rate of Albertans decreased slightly between 1992 (34.7%) and 1998 (32.6%), while the public art gallery attendance rate increased significantly, from 17.9% in 1992 to 24.5% in 1998. Attendance at commercial art galleries did not change between 1992 (7.2%) and 1998 (6.9%). Attendance at science, technology and natural history museums decreased from 16.8% in 1992 to 13.6% in 1998. Attendance at general, human history and community museums also decreased, from 15.3% in 1992 to 11.7% in 1998.

Because of population growth, more Albertans attended a museum in 1998 (740,000) than in 1992 (670,000). Public art gallery attendance grew significantly, from 350,000 Alberta residents in 1992 to 550,000 in 1998.

About one-third of both women (33.8%) and men (31.5%) visited at least one museum in 1998.

Contrary to the national trend, museum attendance rates in Alberta do not increase uniformly with household income, although the highest income group (\$80,000 or more) does have by far the highest museum attendance rate in the province (49.6%). At three lower levels, there is not much difference in the museum attendance rates: 32.2% for those households earning between \$20,000 and \$39,999; 30.0% for those earning \$40,000 to \$59,999; and 32.3% for those earning \$60,000 to \$79,999.

A similar pattern – also inconsistent with the national data – occurs for museum attendance by education levels. Albertans in the highest educational grouping (bachelor's degree or higher) have by far the highest museum attendance rate (51.8%). This is double the attendance rate for Alberta residents with less than a high school education (24.9%). There is practically no difference in the attendance rates for Albertans who have completed high school (30.1%), those who have completed a college or trades diploma (31.9%), and those who have not completed their post-secondary education (29.3%).

There is no clear age-related pattern to Albertans' museum attendance. Residents under 30 have the highest attendance rate (38.8%), much higher than the rate for those between 30 and 44 (29.4%). Albertans between 45 and 59 have an attendance rate between the two (31.7%). The lowest museum attendance rate is among Alberta residents 60 or older (28.9%).

About one-third of Albertans with children at home (31.8%) and without children at home (33.2%) visited a museum in 1998. There are some differences between the museum attendance rates of Alberta residents in various marital arrangements. Single Albertans have the highest museum attendance rate (36.9%), followed by married Albertans (32.8%) and residents who are divorced, widowed or separated (27.2%).

Urban residents visit museums in higher proportions (34.2%) than rural residents (29.8%).

Albertans who visit museums are active attendees at other events and participate in their communities. Well over one-half (55.2%) of Alberta's museum visitors also attended a performing arts event during the survey year, compared to only 29.9% of non-visitors. Similarly, 36.1% of museum visitors attended a cultural festival during the survey year. This is about double the 16.9% festival attendance rate of those who did not visit a museum. In terms of community involvement, one-half (51.6%) of museum visitors volunteered in their communities, compared to less than one-third (29.4%) of non-visitors. Finally, Alberta museum visitors are active sports participants: exactly one-half (50.0%) of museum visitors participated regularly in a sporting activity, compared to 35.1% of non-visitors.

Saskatchewan

About one-third (32.4%) of Saskatchewan residents visited a museum in 1998, ranking 4th among Canadian provinces. Saskatchewan is one of only three provinces where the museum attendance rate is higher than the performing arts attendance rate, and the difference is highest in Saskatchewan (32.4% for museums and 26.5% for performing arts). The fairly high museum attendance rate is likely due to the availability of heritage options in the province. Figures calculated by Hill Strategies based on Statistics Canada's Heritage Institutions Survey show Saskatchewan to be first in terms of the number of heritage institutions per capita.

Saskatchewanians' art gallery attendance rate (22.3%) also ranks 4th among Canadian provinces.

A comparison of attendance rates in 1992 and 1998 shows that overall museum attendance decreased significantly in Saskatchewan, from 38.7% in 1992 to 32.4% in 1998. Despite this overall decrease, public art gallery attendance increased from 18.9% in 1992 to 22.3% in 1998. Attendance at other types of museums decreased sharply, including a drop in visitors to science, technology and natural history museums (20.0% in 1992 and 14.5% in 1998) as well as general, human history and community museums (16.1% in 1992 and 11.7% in 1998).

A higher proportion of men than women visited museums in the province in 1998. The attendance rate of men was 34.1% and that of women was 30.8%.

Trends by household income are not easily discernable in Saskatchewan because the sample size was not large enough to provide reliable data in all income groups. Just over one-third of those with household incomes between \$20,000 and \$39,999 (35.3%) and between \$40,000 to \$59,999 (36.0%) visited at least one museum during the survey year. For those with incomes of \$80,000 or higher, the attendance rate was very high (47.9%).

Museum attendance rates in Saskatchewan increase with education. About one-fifth (19.0%) of Saskatchewanians with less than a high school education visited a museum in the survey year. The attendance rate increases to over one-quarter (28.8%) for those who have completed high school. The attendance rate of Saskatchewan residents who have completed a college or trades diploma (34.9%) is less than the rate for those who have not completed their post-secondary education (41.4%). There is a large jump in attendance for those who have completed a bachelor's degree: well over one-half (59.4%) of these Saskatchewanians visited at least one museum in 1998.

There is not a large variation in museum attendance by Saskatchewan residents in various age groups. The attendance rates are as follows: 32.7% for residents under 30; 37.4% for those between 30 and 44, and 38.8% for those between 45 and 59. Unfortunately, the data for the 60 or older age group is not reliable enough to release.

Saskatchewan residents with children at home are more likely to visit museums (36.2%) than those without children at home (30.0%). There is not much difference between the museum attendance rates of married (32.2%) or single (34.2%) Saskatchewanians. Urban residents visit museums in significantly higher proportions (39.1%) than rural residents (27.3%).

Saskatchewan residents who visit museums are active attendees at other events and participate in their communities. Almost one-half (46.9%) of Saskatchewan museum visitors also attended a performing arts event during the survey year, compared to only one-sixth (16.7%) of non-visitors. In addition, 38.9% of museum visitors attended a cultural festival during the survey year. This is much higher than the 9.8% festival attendance rate of those who did not visit a museum. In terms of community involvement, well over one-half (56.6%) of museum visitors volunteered in their communities, compared to about one-third (36.3%) of non-visitors. Finally, Saskatchewan museum visitors are active sports participants: 44.5% of museum visitors participated regularly in a sporting activity, compared to 33.1% of non-visitors.

Manitoba

Manitoba has the 7th highest museum and public art gallery attendance rates in the country (28.5% and 17.9% respectively).

The museum attendance rate of Manitobans decreased slightly between 1992 (30.8%) and 1998 (28.5%), while the public art gallery attendance rate increased somewhat, from 14.8% in 1992 to 17.9% in 1998. Attendance at other types of museums did not change, including science, technology and natural history museums (14.4% in both 1992 and 1998) and general, human history and community museums (14.1% in 1992 and 14.8% in 1998).

A higher proportion of women (30.4%) than men (26.6%) visited at least one museum in 1998.

Contrary to the national trend, museum attendance rates in Manitoba do not increase uniformly with household income, although the highest income group (\$80,000 or more) does have by far the highest museum attendance rate in the province (43.7%). At three lower levels, there is not much difference in the museum attendance rates: 27.8% for those households earning between \$20,000 and \$39,999; 29.6% for those earning \$40,000 to \$59,999; and 29.8% for those earning \$60,000 to \$79,999.

Museum attendance rates in Manitoba increase at all education levels. About one-fifth (18.3%) of Manitoba residents with less than a high school education visited a museum in the survey year. (Unfortunately, the data for those with a high school education is not reliable enough to release.) For Manitobans who have not completed their post-secondary education, the attendance rate was 28.2%, somewhat less than the 34.3% rate for those who have

completed a college or trades diploma. There is a large jump in attendance for those who have completed a bachelor's degree: nearly one-half (48.2%) of these Manitobans visited at least one museum in 1998.

Museum attendance decreases slightly by age in Manitoba. Residents under 30 have the highest attendance rate (31.0%), slightly higher than the rate for those between 30 and 44 (29.9%) and for those between 45 and 59 (27.0%). The museums attendance rate is lowest for Manitoba residents 60 or older (24.8%).

Manitobans without children at home (29.9%) have a somewhat higher museum attendance rate than those with children at home (26.2%). Single Manitobans are more likely to attend museums (32.4%) than married residents (27.8%).

Manitobans who visit museums are active attendees at other events and participate in their communities. Over one-half (52.9%) of Manitoba's museum visitors also attended a performing arts event during the survey year, compared to only 21.2% of non-visitors. Similarly, 39.7% of museum visitors attended a cultural festival during the survey year. This is more than triple the 12.0% festival attendance rate of those who did not visit a museum. In terms of community involvement, well over one-half (57.2%) of museum visitors volunteered in their communities, compared to one-third (33.9%) of non-visitors. Finally, Manitoba museum visitors are active sports participants: almost one-half (46.3%) of museum visitors participated regularly in a sporting activity, compared to 27.0% of non-visitors.

Ontario

Ontario has the 5th highest museum (32.4%) and the 2nd highest public art gallery (25.8%) attendance rate in the country.

The museum attendance rate of Ontarians did not change between 1992 (31.7%) and 1998 (32.4%), while the public art gallery attendance rate increased significantly, from 18.9% in 1992 to 25.8% in 1998. Attendance at commercial art galleries rose slightly between 1992 (5.3%) and 1998 (6.3%). Attendance at other types of museums did not change significantly, including science, technology and natural history museums (14.2% in 1992 and 14.4% in 1998) and general, human history and community museums (10.0% in 1992 and 9.6% in 1998).

Because of population growth, more Ontarians attended a museum in 1998 (3.0 million) than in 1992 (2.5 million). The number of Ontario residents visiting at least one public art gallery grew by over 50%, from 1.5 million Ontarians in 1992 to 2.4 million in 1998.

About one-third of both women (32.3%) and men (32.4%) visited at least one museum in 1998.

Consistent with the national trend, museum attendance rates in Ontario increase with household income. Ontarians with household incomes under \$20,000 have an attendance rate of 23.1%. The percentage rises with every income category: 27.5% of Ontarians with incomes between \$20,000 and \$39,999 visited a museum, as did 34.6% of those with incomes between \$40,000 and \$59,999. Attendance rates are highest for the two highest income groups: 36.8% for those with incomes between \$60,000 and \$79,999 and 45.3% for those with incomes of \$80,000 or higher.

Museum attendance rates in Ontario also increase with education. About one-fifth of Ontario residents with less than a high school education (19.5%) or with a high school diploma (19.4%) visited a museum in the survey year. This increases to about one-third for those with a college or trades diploma (32.2%) and more than one-third for those who have not completed their post-secondary education (37.5%). There is a large jump in attendance for those who have completed a bachelor's degree: over one-half (52.4%) of these Ontarians visited at least one museum in 1998.

About one-third of Ontario residents in all age groups (under 60) visited a museum in 1998. The attendance rates are as follows: 34.5% for residents under 30; 33.2% for those between 30 and 44; 35.0% for those between 45 and 59; and 24.4% for those 60 or older.

Slightly more Ontarians without children at home (33.6%) than those with children at home (30.5%) visited a museum in 1998. There are some differences between the museum attendance rates of Ontario residents in various

marital arrangements. Single Ontarians have the highest museum attendance rate (38.4%), followed by common-law Ontarians (31.2%), married residents (30.8%) and residents who are divorced, widowed or separated (27.1%).

Urban residents visit museums in much higher proportions (35.3%) than rural residents (25.3%).

Ontarians who visit museums are active attendees at other events and participate in their communities. Nearly two-thirds (64.1%) of Ontario's museum visitors also attended a performing arts event during the survey year, compared to only 28.0% of non-visitors. Similarly, 36.3% of museum visitors attended a cultural festival during the survey year. This is almost triple the 14.5% festival attendance rate of those who did not visit a museum. In terms of community involvement, close to one-half (44.8%) of museum visitors volunteered in their communities, compared to less than one-quarter (24.6%) of non-visitors. Finally, Ontario museum visitors are active sports participants: nearly one-half (44.6%) of museum visitors participated regularly in a sporting activity, compared to 31.1% of non-visitors.

Quebec

Quebec has the 6th highest museum (30.0%) and public art gallery (20.5%) attendance rates in the country.

The museum attendance rate of Quebecers increased slightly between 1992 (27.7%) and 1998 (30.0%). The public art gallery attendance rate also increased slightly, from 19.1% in 1992 to 20.5% in 1998. Attendance at commercial art galleries rose slightly between 1992 (12.6%) and 1998 (13.8%). Attendance at science, technology and natural history museums increased from 9.1% in 1992 to 11.8% in 1998. Attendance at general, human history and community museums decreased between 1992 (16.8%) and 1998 (13.6%).

Population growth helped fuel an increase in the number of Quebecers visiting a museum in 1998 (1.8 million) compared to 1992 (1.5 million). Public art gallery attendance also grew, from 1.0 million Quebec residents in 1992 to 1.2 million in 1998.

A similar proportion of women (30.8%) and men (29.1%) visited at least one museum in 1998.

Consistent with the national trend, museum attendance rates in Quebec increase with household income. Quebecers with household incomes under \$20,000 have an attendance rate of 18.0%. The percentage rises with every increase in income: 26.7% of Quebecers with incomes between \$20,000 and \$39,999 visited a museum, as did 32.8% of those with incomes between \$40,000 and \$59,999. Attendance rates are highest for the two highest income groups: 35.8% for those with incomes between \$60,000 and \$79,999 and 52.8% for those with incomes of \$80,000 or higher.

Museum attendance rates in Quebec also increase at all education levels. Only 14.5% of Quebec residents with less than a high school education visited a museum in the survey year. This increases to 23.5% for those with a high school diploma and about one-third for those with a college or trades diploma (32.8%). The museum attendance rate for Quebecers who have not completed their post-secondary education was 37.5% in 1998. There is a large jump in attendance for those who have completed a bachelor's degree: over one-half (52.3%) of these Quebecers visited at least one museum in 1998.

Museum attendance is most popular in Quebec for those between 30 and 60 years of age. Just over one-quarter (28.7%) of Quebec residents under 30 visited a museum, compared to 33.8% of residents between 30 and 44 and 33.5% of those between 45 and 59. About one-fifth (21.0%) of Quebec residents 60 or older visited a museum during the survey year.

The same percentage of Quebecers with children at home (29.9%) and without children at home (30.0%) visited a museum in 1998. There is also a lot of similarity between the museum attendance rates of Quebec residents in various marital arrangements. Single Quebecers have slightly higher museum attendance (31.3%) than married (30.9%) and common-law (30.3%) Quebecers. However, only 23.5% Quebec residents who are divorced, widowed or separated visited a museum in 1998.

Urban residents visit museums in higher proportions (33.3%) than rural residents (23.4%).

Quebeckers who visit museums are active attendees at other events and participate in their communities. Nearly two-thirds (63.0%) of Quebec's museum visitors also attended a performing arts event during the survey year, compared to only 30.0% of non-visitors. Similarly, 52.6% of museum visitors attended a cultural festival during the survey year. This is double the 25.7% festival attendance rate of those who did not visit a museum. In terms of community involvement, 41.8% of museum visitors volunteered in their communities, compared to one-quarter (25.4%) of non-visitors. Finally, Quebec museum visitors are active sports participants: one-half (49.5%) of museum visitors participated regularly in a sporting activity, compared to 36.0% of non-visitors.

Atlantic provinces

With the exception of Nova Scotia, the Atlantic provinces generally have lower museum and art gallery attendance rates than other parts of the country. Nova Scotia ranks 2nd in the country in museum attendance (36.3) but somewhat lower – 5th – in public art gallery attendance (21.0%). In PEI, the museum attendance rate of 24.7% ranks 8th in the country, ahead of New Brunswick and Newfoundland, while the art gallery attendance rate is last of all the provinces at 13.5%. New Brunswick ranks 9th in the country in museum attendance (23.5%) and 8th in terms of art gallery attendance (16.5%). Newfoundland's museum attendance rate of 21.5% ranks last in the country, while its art gallery attendance of 13.8% ranks 9th. In the whole Atlantic region, museum and art gallery attendance averaged 28.3% and 17.5% respectively.

The museum attendance rate of New Brunswick residents remained stable between 1992 (23.2%) and 1998 (23.5%). The public art gallery attendance rate increased from 12.6% in 1992 to 16.5% in 1998.

In Nova Scotia, the museum attendance rate decreased from 40.4% in 1992 to 36.3% in 1998, while the art gallery attendance rate remained stable between 1992 (21.8%) and 1998 (21.0%).

Both museum attendance and art gallery attendance decreased in PEI between 1992 and 1998. The museum attendance rate decreased from 28.6% to 24.7%, and the art gallery attendance rate decreased from 18.9% to 13.5%.

In Newfoundland, attendance at museums and public art galleries decreased between 1992 and 1998. For museums, the rate decreased from 26.6% to 21.5%. The art gallery attendance rate slipped from 15.2% to 13.8%.

In order to ensure data quality, other statistics for the Atlantic provinces are expressed for the region as a whole. The detailed tables appended to this report contain more information about the statistically releasable figures in each of the Atlantic provinces.

A slightly higher proportion of men (29.5%) than women (27.1%) visited at least one museum in 1998.

Consistent with the national trend, museum attendance rates in the Atlantic provinces increase with household income. Those with household incomes under \$20,000 have an attendance rate of 18.1%, and those with incomes between \$20,000 and \$39,999 have an attendance rate of 25.1%. One-third (33.9%) of Atlantic residents with incomes between \$40,000 and \$59,999 visited a museum, as did 39.5% of those with incomes between \$60,000 and \$79,999. Attendance rates are highest for the highest income group: 46.2% of those with incomes of \$80,000 or higher visited at least one museum during the survey year.

Museum attendance rates in the Atlantic provinces also increase at all education levels. Only 16.8% of residents with less than a high school education visited a museum in the survey year. This increases to 18.5% for those with a high school diploma and to 29.7% for those with a college or trades diploma. The museum attendance rate for Atlantic residents who have not completed their post-secondary education was 38.0% in 1998. There is a large jump in attendance for those who have completed a bachelor's degree: one-half (50.4%) of these residents visited a museum in 1998.

Atlantic residents across various age groups have remarkably similar museum attendance rates. Just under one-third of residents under 30 (30.8%), between 30 and 44 (31.7%), and between 45 and 59 (28.3%) visited at least one museum during the survey year. The lowest museum attendance rate is among Atlantic residents 60 or older (19.3%).

Basically the same percentage of Atlantic residents with children at home (28.6%) and without children at home (28.0%) visited a museum in 1998. There are some differences between the museum attendance rates of Atlantic residents in various marital arrangements. Single residents have the highest museum attendance rate (32.5%), followed by married residents (28.3%), common-law residents (26.5%) and residents who are divorced, widowed or separated (21.0%).

Atlantic residents who visit museums are active attendees at other events and participate in their communities. One-half (51.3%) of the region's museum visitors also attended a performing arts event during the survey year, compared to only 17.3% of non-visitors. Similarly, 46.7% of museum visitors attended a cultural festival during the survey year. This is triple the 15.5% festival attendance rate of those who did not visit a museum. In terms of community involvement, over one-half (56.5%) of museum visitors volunteered in their communities, compared to about one-third (32.1%) of non-visitors. Finally, the Atlantic region's museum visitors are active sports participants: 42.9% of museum visitors participated regularly in a sporting activity, compared to 26.9% of non-visitors.

MUSEUM AND ART GALLERY ATTENDANCE QUESTIONS ASKED IN THE 1992 AND 1998 GENERAL SOCIAL SURVEYS

1998 Questions	Equivalent 1992 Questions
During the past 12 months did you go to a museum (including science centre) or art gallery?	During the past 12 months did you go to a museum or an art gallery?
<i>If yes to above...</i>	<i>If yes to above...</i>
Did you go to a public art gallery or art museum (including attendance at special art exhibits)?	Did you go to a public art gallery or art museum?
Did you go to a commercial art gallery?	Did you go to a commercial art gallery?
Did you go to a science centre or science and technology museum, or a natural history or natural science museum?	Did you go to a science centre or science and technology museum?
	Did you go to a natural history or natural science museum?
Did you go to a general, human history or community museum?	Did you go to a general or a human history museum?
	Did you go to a community museum?