

## **Who participates the most in the arts in Canada?**

*Demographic Patterns in Canadians' Arts Participation in 2016*, the 48<sup>th</sup> report in the *Statistical Insights on the Arts* series from Hill Strategies Research, asks the key question: who participates most in the arts? The report examines the influence of a wide range of demographic factors on arts participation rates, including education, family income, sex, age, and many others.

The report examines 11 indicators of arts participation, including eight arts attendance activities, two summary indicators of arts attendance, as well as participation in making or performing art. The broadest indicator of arts attendance (which includes all eight arts activities) shows that the arts appeal to a large majority of Canadians in all demographic groups. Overall, 86% of Canadians attended the arts in 2016.

## **Education is the strongest pattern in arts participation**

Higher education equates to higher arts participation: this is the strongest pattern in the analysis of arts participation. In fact, education is the only demographic factor that is important for all 11 indicators of arts participation.

## **High arts attendance for women, youth, Canadians with high family income, and non-religious Canadians**

Patterns of higher attendance rates were found for many demographic groups, including women, youth, Canadians with high family income, and non-religious Canadians. However, for each of these groups, there is at least one arts activity that does not follow the general pattern of higher attendance rates:

- Women tend to have higher arts attendance rates than men, except for cultural festivals. Arts attendance differences between women and men tend to be small but are consistent across many activities.
- Youth 15 to 24 years of age tend to have higher arts attendance rates than older respondents, except for classical music and other kinds of cultural performances.
- Canadians with higher family income levels tend to have higher arts attendance rates than other Canadians, except for heritage or ethnic performances and other kinds of cultural performances.
- Canadians without a religious affiliation tend to have higher arts attendance rates than Canadians with a religious affiliation, except for one category (other kinds of cultural performances).

## Many groups have similar overall arts attendance rates

Many demographic groups have overall arts attendance rates that are similar to the average for all Canadians 15 or older (86%):

- Racialized Canadians (88%) and non-racialized Canadians (86%)
- Indigenous People (84%) and non-Indigenous people (86%)
- Immigrant Canadians (84%) and non-immigrant Canadians (87%)

Of note, racialized, Indigenous, and immigrant respondents all have particularly high attendance rates at heritage or ethnic performances, a question that included specific wording related to dance, theatre, or music performances including “Aboriginal Peoples, Chinese or Ukrainian”.

The report delves into differences between recent immigrants (i.e., between 2006 and 2016) and earlier immigrants. For example, the overall arts attendance rate is much higher for recent immigrants than for earlier immigrants (90% vs. 82%).

## For more information

The full report also highlights nuances in participation in making or performing art (compared with arts attendance activities) and provides a rare intersectional analysis of arts participation by women and racialized Canadians.

The report is available free of charge on the website of Hill Strategies Research ([www.hillstrategies.com](http://www.hillstrategies.com)) and the websites of [the Canada Council for the Arts](#) and [the Ontario Arts Council](#), which funded the report along with the Department of Canadian Heritage. The report is based on Statistics Canada’s 2016 *General Social Survey (Canadians at Work and Home)*.

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[Hill Strategies Research](#) specializes in rigorous and reliable research on the arts and culture in Canada, combined with clear and effective communications.

The *Statistical Insights on the Arts* series, created by Hill Strategies Research in 2002, is co-funded by the Canada Council for the Arts, the Department of Canadian Heritage, and the Ontario Arts Council as part of their shared commitment to making arts research available to inform the work of Canada’s arts community and inform the general public about Canada’s arts sector.