

New report examines provincial and local cultural participation

Arts, Culture, and Heritage Participation in Canada's Provinces and Largest Census Metropolitan Areas in 2016, a new report in the *Statistical Insights on the Arts* series from Hill Strategies Research, provides a profile and comparison of the percentage of residents (15 or older) in each Canadian province and the nine largest Census Metropolitan Areas who, in 2016, attended or participated in cultural activities.

One-half of Canadians 15 or older **made or performed art** in 2016. Residents of Prince Edward Island (61%) and Nova Scotia (60%) were most likely to make or perform art, followed by residents of Newfoundland and Labrador (57%). Among Canada's nine largest Census Metropolitan Areas, Ottawa-Gatineau residents were most likely to make or perform art in 2016 (55%).

Regarding **arts attendance**, nearly nine in ten Canadians (86%) attended an art gallery, an arts performance, an artistic or cultural or festival, or a movie theatre in 2016. Most provinces have arts attendance rates that are very close to the national average (86%), led by Alberta (89%), with five provinces at 87%. Edmonton residents had the highest local arts attendance rate in 2016 (92%).

When movie theatre attendance is excluded, 73% of Canadians attended an arts performance or exhibition (including art galleries, performing arts, and artistic or cultural festivals). Residents of Alberta and Saskatchewan were most likely to attend arts activities (excluding movie theatres) in 2016 (attendance rates of 77% in each province). Winnipeg residents had the highest local arts attendance rate in 2016, when movie theatre attendance is excluded (81%).

Compared with the national average of 70%, Manitobans were most likely to attend **heritage activities** in 2016 (78%), followed by British Columbians (74%) and Albertans (73%). At the CMA level, residents of Calgary and Winnipeg had the highest heritage attendance rates in 2016 (both 80%).

British Columbians were most likely to visit **museums or art galleries** in 2016 (56%), followed by residents of Manitoba (53%), Saskatchewan (also 53%), and Alberta (52%). Among the nine CMAs, Ottawa-Gatineau residents had the highest attendance rate at museums or art galleries in 2016 (63%). All of these percentages are above the national average of 46%.

Book reading was most common in British Columbia and Alberta (both 82%) in 2016. Other provinces above the national average (77%) are Manitoba (80%), Nova Scotia (79%), and Prince Edward Island (78%). At the CMA level, residents of Edmonton (84%) and Ottawa-Gatineau (83%) were most likely to read a book in 2016.

The **full report** contains further information, graphs, and detailed tables about cultural participation across the country.

Note about the survey

The 2016 *General Social Survey*, conducted by Statistics Canada, reached 9,844 Canadians 15 or older who reside in one of the ten provinces (including telephone and online respondents). As such, no territorial data are available. From west to east, the nine largest CMAs are: Vancouver, Edmonton, Calgary, Winnipeg, Hamilton, Toronto, Ottawa-Gatineau, Montreal, and Quebec City.

For more information

The report is available free of charge on the website of Hill Strategies Research (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.