

Demographic Patterns in Canadians' Performing Arts Participation



Kelly Hill

President

Hill Strategies Research

HillStrategies.com

December 11, 2019

Hosted by



Presentation series funded by



Canada Council
for the Arts

Conseil des arts
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario



Canadian
Heritage

Patrimoine
canadien

ARTS RESEARCH INFORMATION

Hill Strategies combines rigorous and reliable research on the arts and culture with clear and effective communications.

Les recherches rigoureuses et fiables alliées aux communications claires de Hill Stratégies font le point sur les arts et la culture.

INFORMATIONS SUR LES ARTS



- ▶ Kelly Hill, founder and President
 - ▶ Started Hill Strategies Research in 2002
 - ▶ Rigorous and reliable research
 - ▶ Specializing in arts and culture



www.hillstrategies.com

ARTS RESEARCH MONITOR



www.hillstrategies.com

STATISTICAL INSIGHTS ON THE ARTS



www.hillstrategies.com

PRESENTATIONS

OTHER RESOURCES

Commissioned research projects

January 30, 2019

OTTAWA CULTURE DATA PROJECT

Other resources

As part of the development of a new community-driven Cultural Roadmap for Ottawa, Hill Strategies was asked to find and analyze local cultural statistics. Kelly Hill presented the key findings from this research on January 18, 2019 at a Cultural Summ...

[VIEW THIS RESOURCE](#)

November 14, 2017

CHORAL SINGING, CHORAL ATTENDANCE, AND THE SITUATION OF CHOIRS IN CANADA

Other resources

Funded primarily by Choral Canada and the Canada Council for the Arts, three major research projects have recently been completed: A survey of 2,000 Canadians 18 or older related to choral singing and attendance A detailed survey of 861 choral organiza...

[VIEW THIS RESOURCE](#)

Benefits of arts presenting (in the words of arts presenters)

- ▶ *“When I watched a man with dementia shuffle in to one of our concerts with his wife, and he sat at the back of the hall, seemingly unresponsive to those around him.*
- ▶ *Then, his eyes lit up -- he asked his wife to dance, and gracefully danced with her at the back of the hall for most of the evening! The power of the arts!”*

Bassano Arts Council, Bassano, AB

Benefits of arts presenting (in the words of arts presenters)

- ▶ *“We presented Fatty Legs, a collaboration between Indigenous and non-Indigenous performers. We partnered with the Woodland Cultural Centre, which operates from a former residential school site.*
- ▶ *We brought the cast to their site for discussion and reflection during their stay.*
- ▶ *We also dedicated the public performance to fundraising for the WCC ‘Save the Evidence’ campaign.*
- ▶ *The performance included several invited residential school survivors in the audience who participated in a lively and emotional discussion following the performance.*
- ▶ *The connections in the room among students, survivors, and cast members for both the public and school performances were incredibly moving.*
- ▶ *It was a clear demonstration of the power of the arts to speak to challenging issues and reconciliation.”*

Sanderson Centre for the Performing Arts, Brantford, ON

Arts participation data sources

- ▶ Arts and Heritage Accessibility and Availability Survey 2016-17
 - ▶ Sponsored by Canadian Heritage
 - ▶ <https://canadacouncil.ca/research/research-library/2017/07/arts-and-heritage-access>
 - ▶ Telephone survey of 2,045 Canadians 16 years of age or older
 - ▶ Arts and heritage attendance
 - ▶ Motivations for participation
 - ▶ Personal involvement in the arts
 - ▶ Perceptions of societal benefits of culture and government arts support
 - ▶ Similar surveys conducted in 2001, 2004, 2007, 2012 and 2016-17

Arts participation data sources

- ▶ Culture Track Canada survey (2017-18)
 - ▶ Sponsored by Business / Arts
 - ▶ <http://www.businessandarts.org/culture-track-canada/research/>
 - ▶ Online survey of 6,444 Canadians 18 or older
 - ▶ Only people who participate in cultural activities (i.e., cultural consumers)
 - ▶ Engagement in culture
 - ▶ Attitudes toward cultural activities
 - ▶ Motivations for participation
 - ▶ Barriers to further participation
 - ▶ Diversity and Drivers of Arts Attendance (2019 supplementary analysis), <https://capacoa.ca/en/services/research-and-development/diversity-and-drivers>

Today's data source

- ▶ Statistics Canada's *General Social Survey* (2016)
 - ▶ Telephone and online survey of nearly 9,844 Canadians
 - ▶ 28 culture-related questions
 - ▶ Making or performing art (8 questions)
 - ▶ Arts, culture, and heritage attendance (20 Qs)
 - ▶ % of people 15 or older attending at least once in 2016
 - ▶ Not overall attendance estimates
 - ▶ Individuals are counted only once in each activity regardless of how many times they participated during the year.



Demographic Patterns in Canadians' Arts Participation in 2016

SIA report 48

February 2019

Prepared by Kelly Hill

© Her Majesty in right of Canada, 2019

Report funded by



Canadian
Heritage

Patrimoine
canadien



Canada Council
for the Arts

Conseil des arts
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario

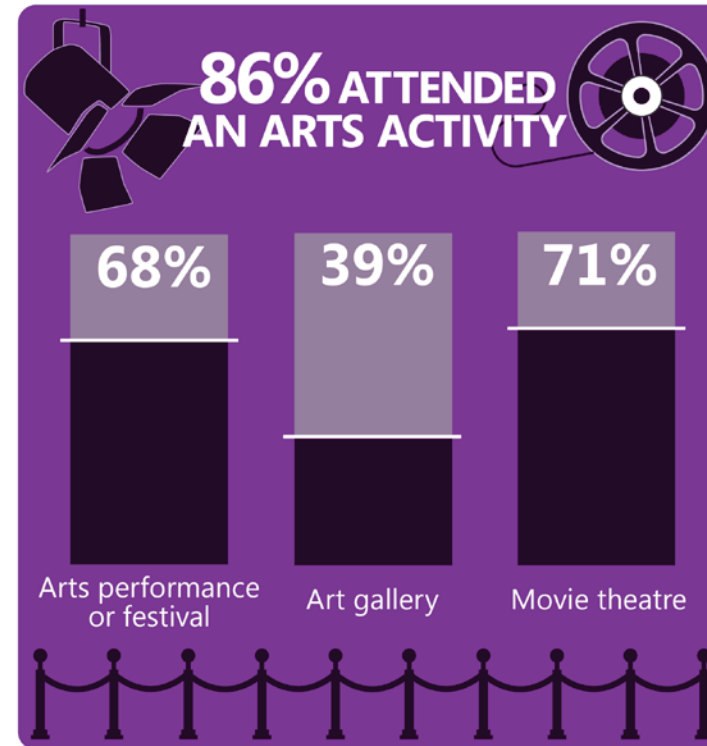
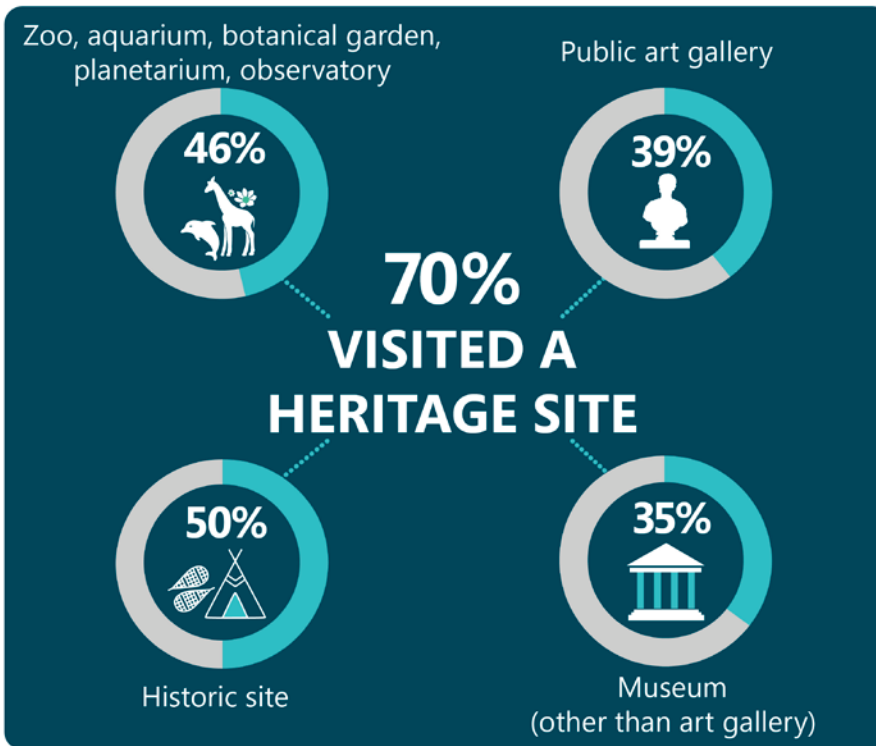
Canadians' Arts, Culture & Heritage Participation in 2016

1/2 MADE OR PERFORMED ART

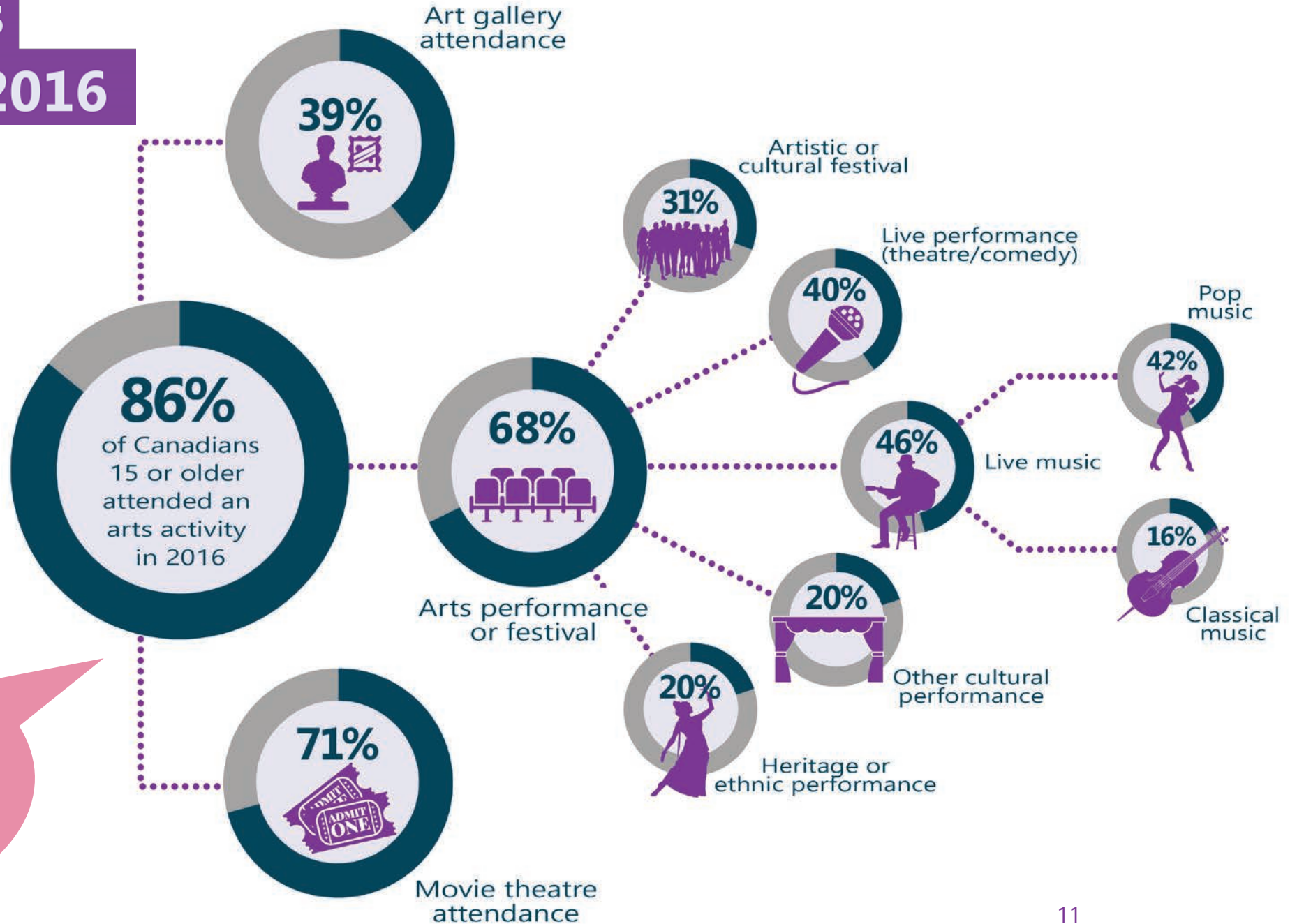
(crafts, writing, music, visual arts, dancing, etc.)



77% READ A BOOK



Canadians' Arts Attendance in 2016



Arts attendance = 73% if movie theatres are excluded

Who attends the arts?

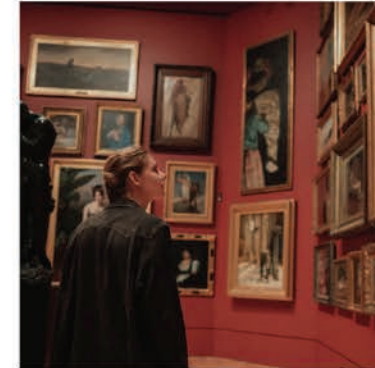
Arts attendance rates

- ▶ Increase with education and income
- ▶ Are higher in larger urban centres
- ▶ Decrease with age

86%
OF CANADIANS
ATTENDED THE
ARTS IN 2016



Differences



97%
Youth 15 to 24

70%
Seniors 65 and over

87%
Large urban centres

81%
Rural and small
population centres

95%
Family income of
\$125,000 or more

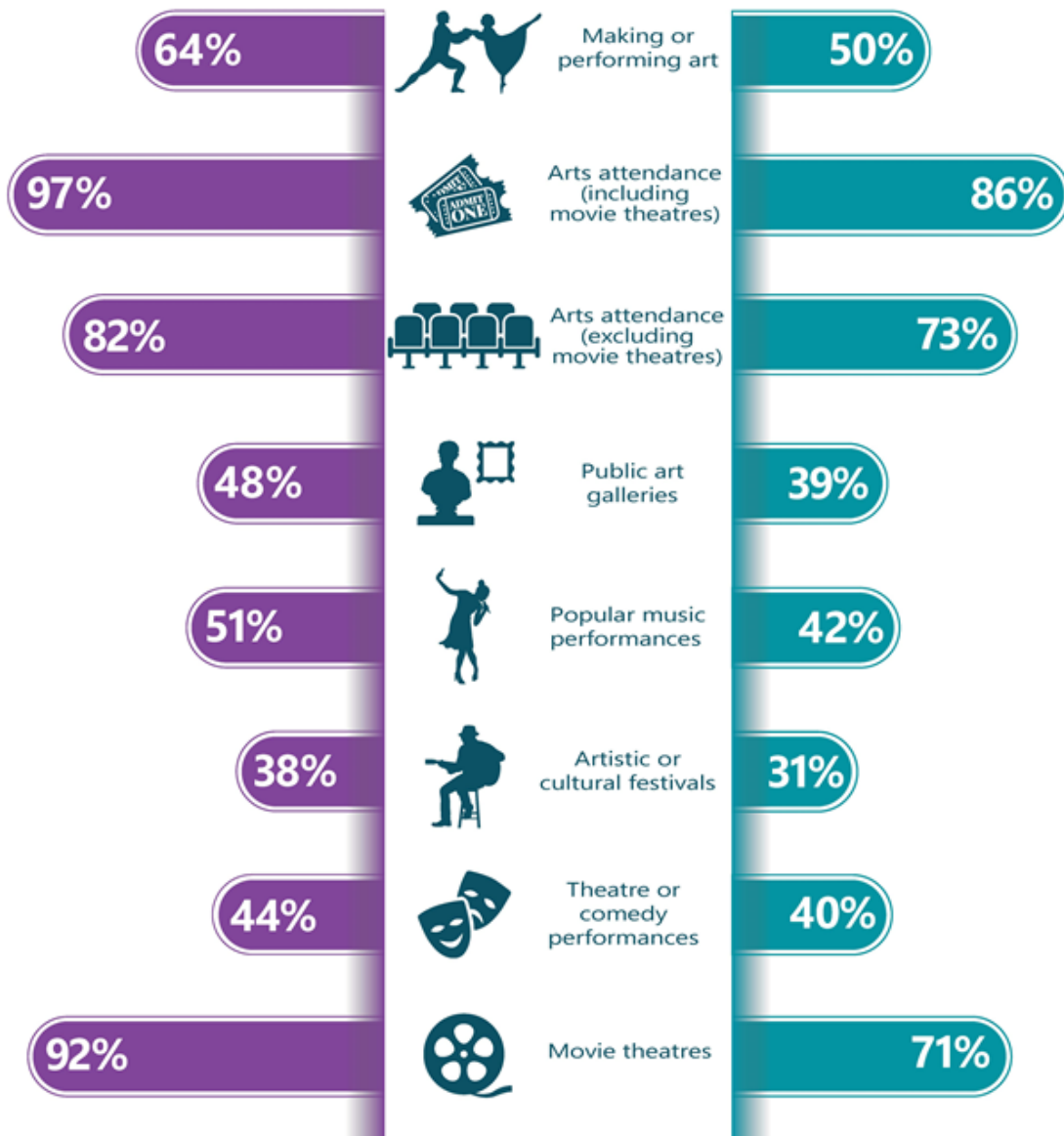
76%
Family income
below \$50,000

94%
Bachelor's degree

85%
High school diploma



Youth 15-24



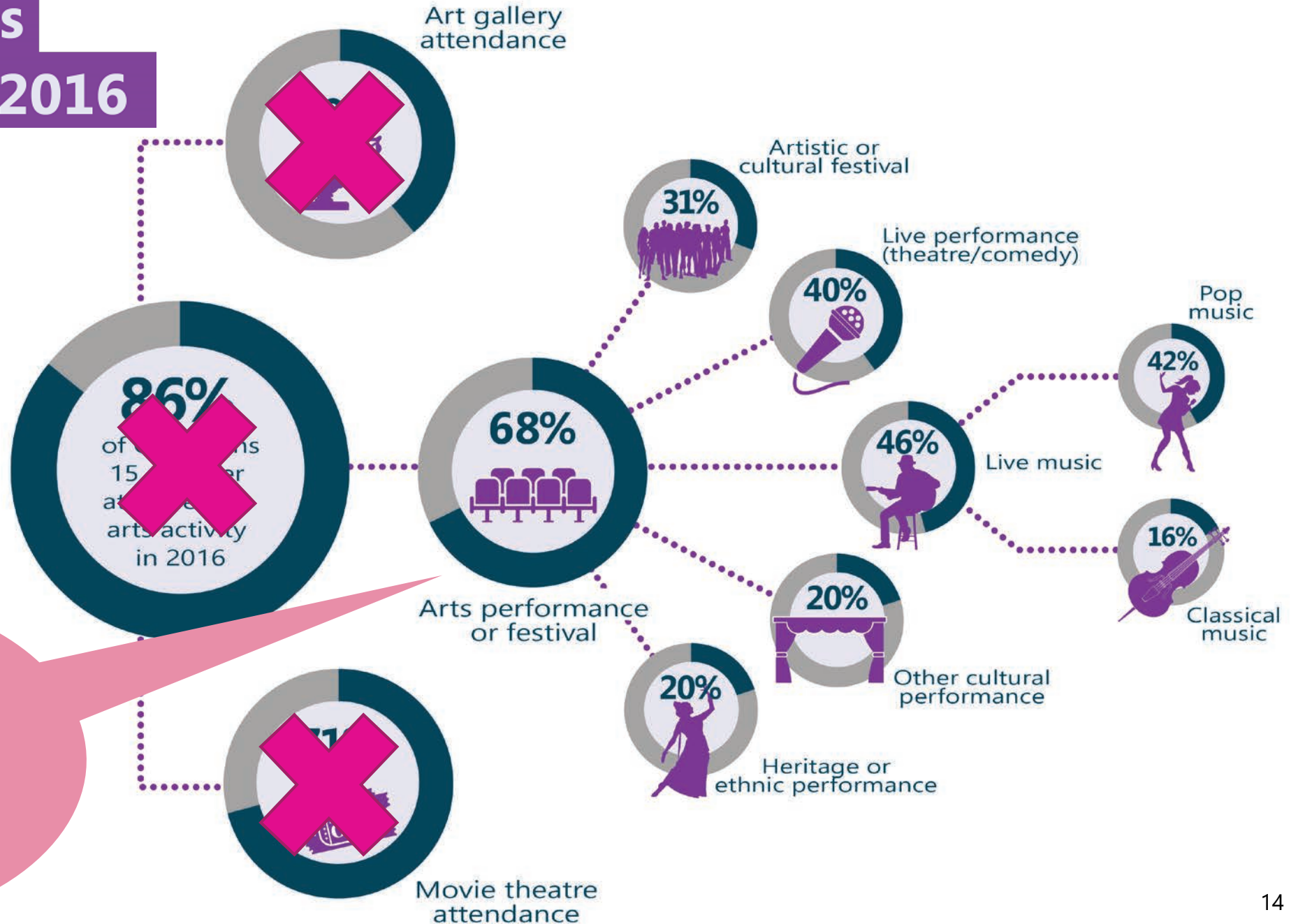
Canadian average

Canadian youth are avid arts participants

But don't have higher attendance rates at **everything**



Canadians' Arts Attendance in 2016



Performing arts or festival attendance = 68% (excluding movie theatres and art galleries)

Q1: Higher or lower performing arts attendance?

▶ Do immigrants to Canada have a higher / similar / lower performing arts and festival attendance rate than non-immigrants?

- a) Higher for immigrants
- b) Similar for both (within 3%)
- c) Lower for immigrants**

...BUT...

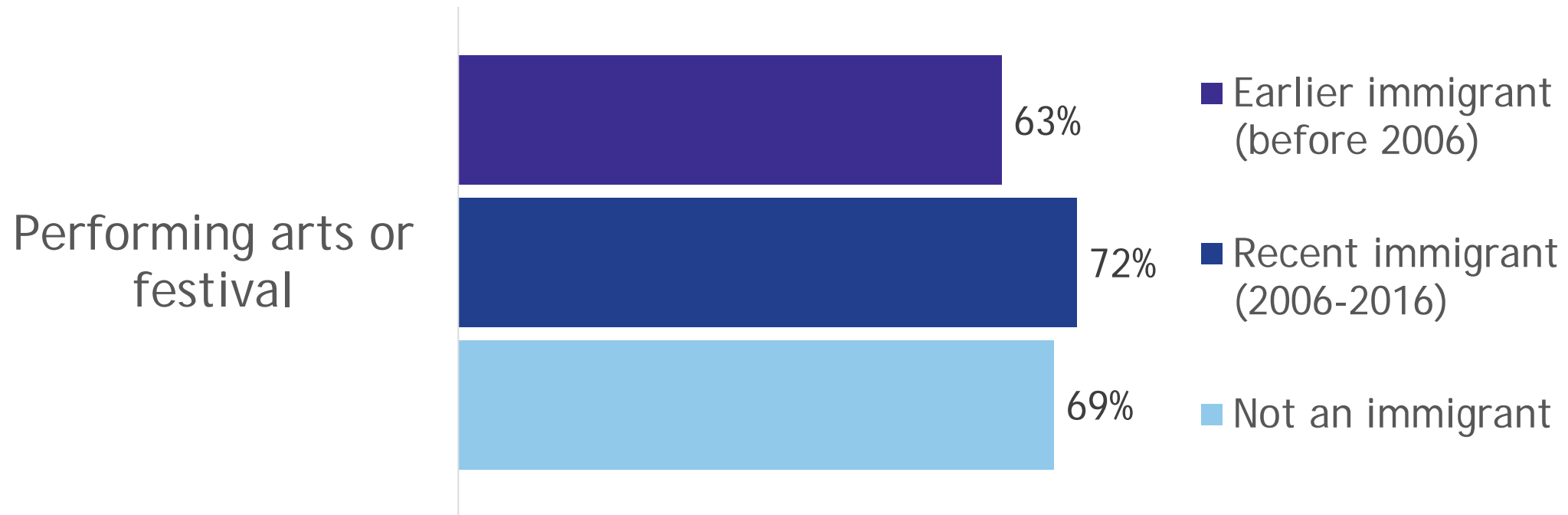
Performing arts or festival



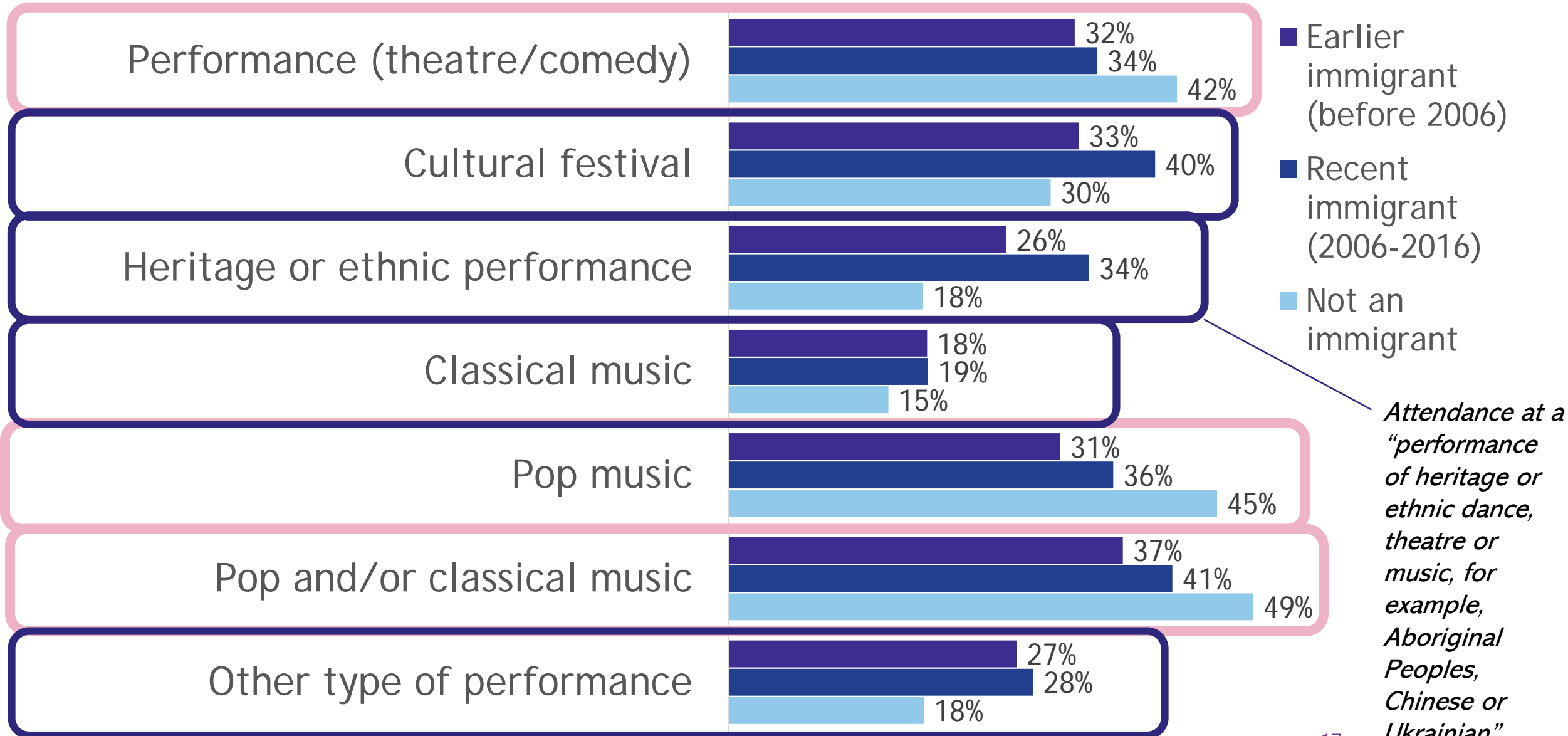
■ Immigrant
■ Not an immigrant

Q1: Higher or lower performing arts attendance?

- ▶ Do immigrants to Canada have a higher / similar / lower performing arts and festival attendance rate than non-immigrants?



Attendance details for immigrants and non-immigrants



Arts attendance by immigrants and non-immigrants

- ▶ *Questions?*
- ▶ *Comments?*

Kelly Hill, President
Hill Strategies Research



www.hillstrategies.com

Q2: Higher or lower performing arts attendance?

▶ Do members of racialized groups (“visible minority”) have a higher / similar / lower performing arts and festival attendance rate than non-racialized people?

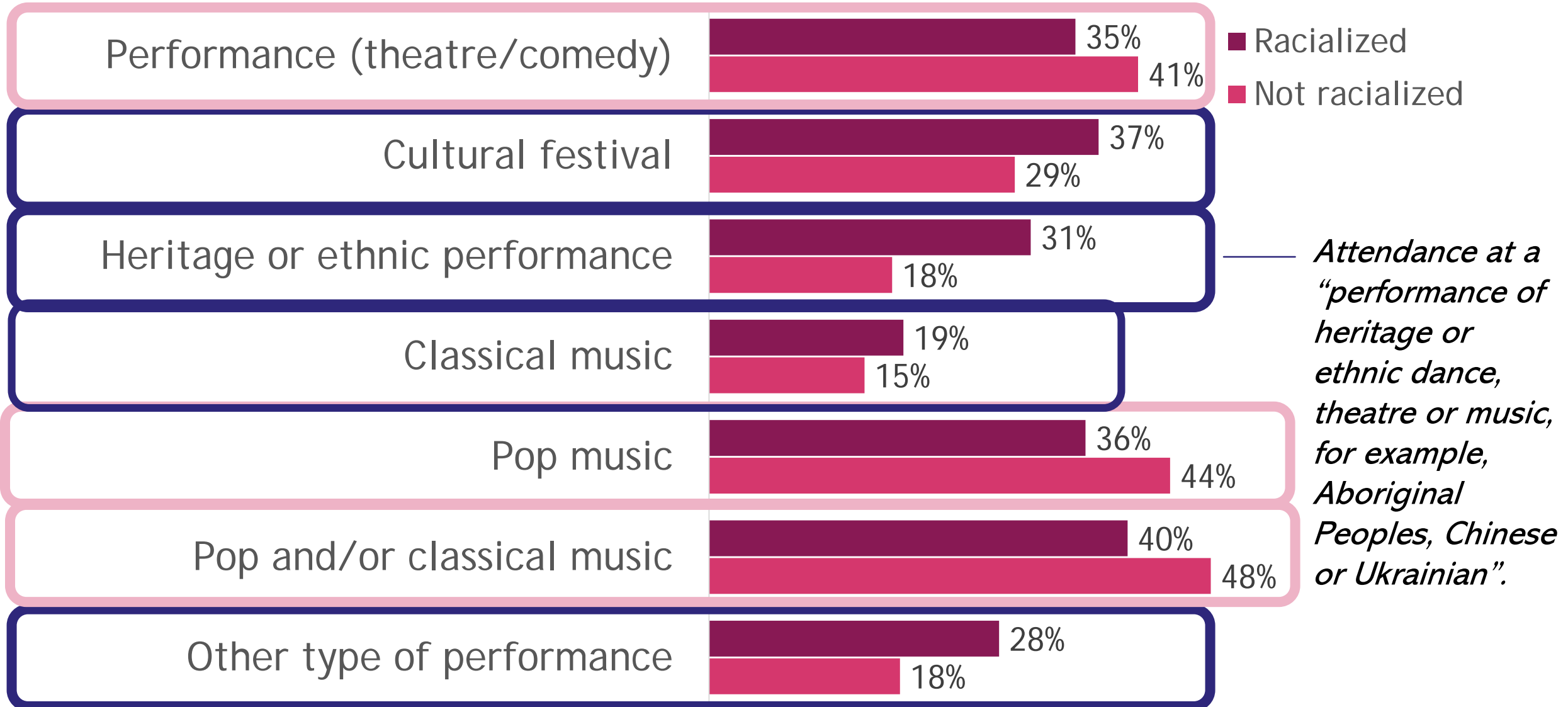
a) Higher for members of racialized groups

b) Similar for both (within 3%)

c) Lower for members of racialized groups



Attendance details for racialized and non-racialized people



Arts attendance by racialized immigrants and non-immigrants

Overall performing arts and festival attendance

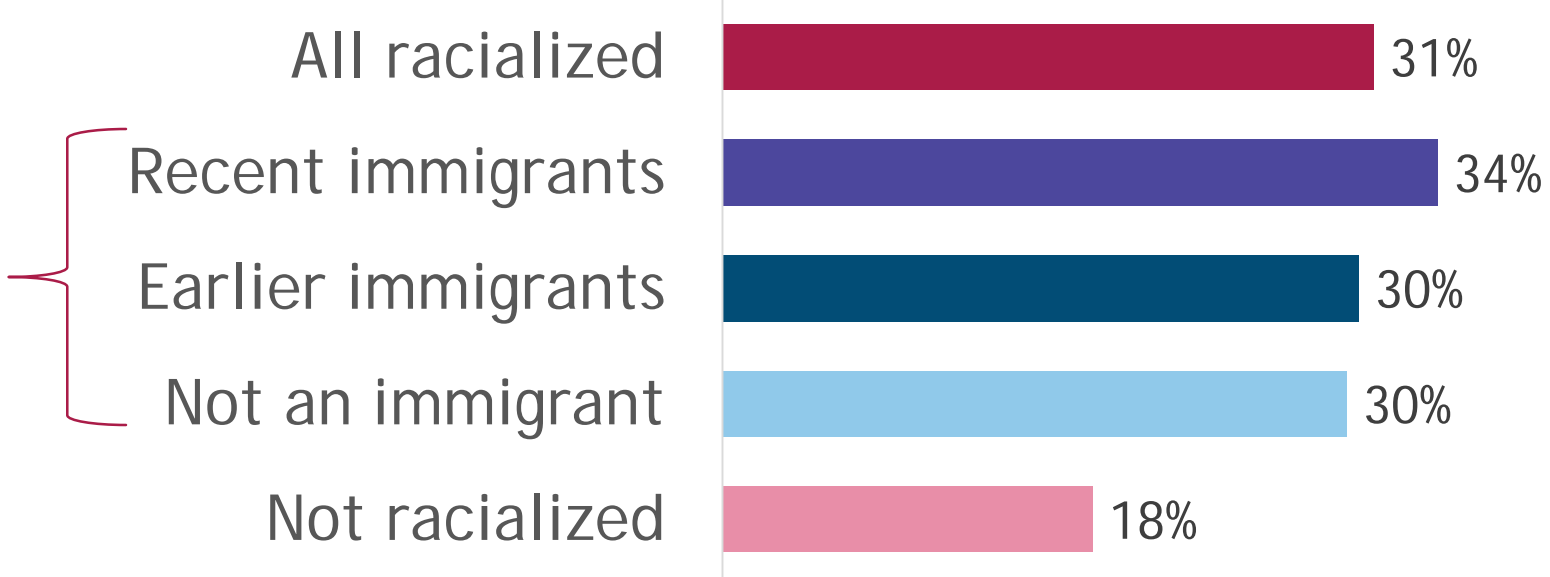
Racialized respondents who are also ...



Arts attendance by racialized immigrants and non-immigrants

Heritage and ethnic performance attendance

Racialized respondents who are also ...



Q3: Higher or lower performing arts attendance?

▶ Do Indigenous people have a higher / similar / lower performing arts and festival attendance rate than non-Indigenous people?

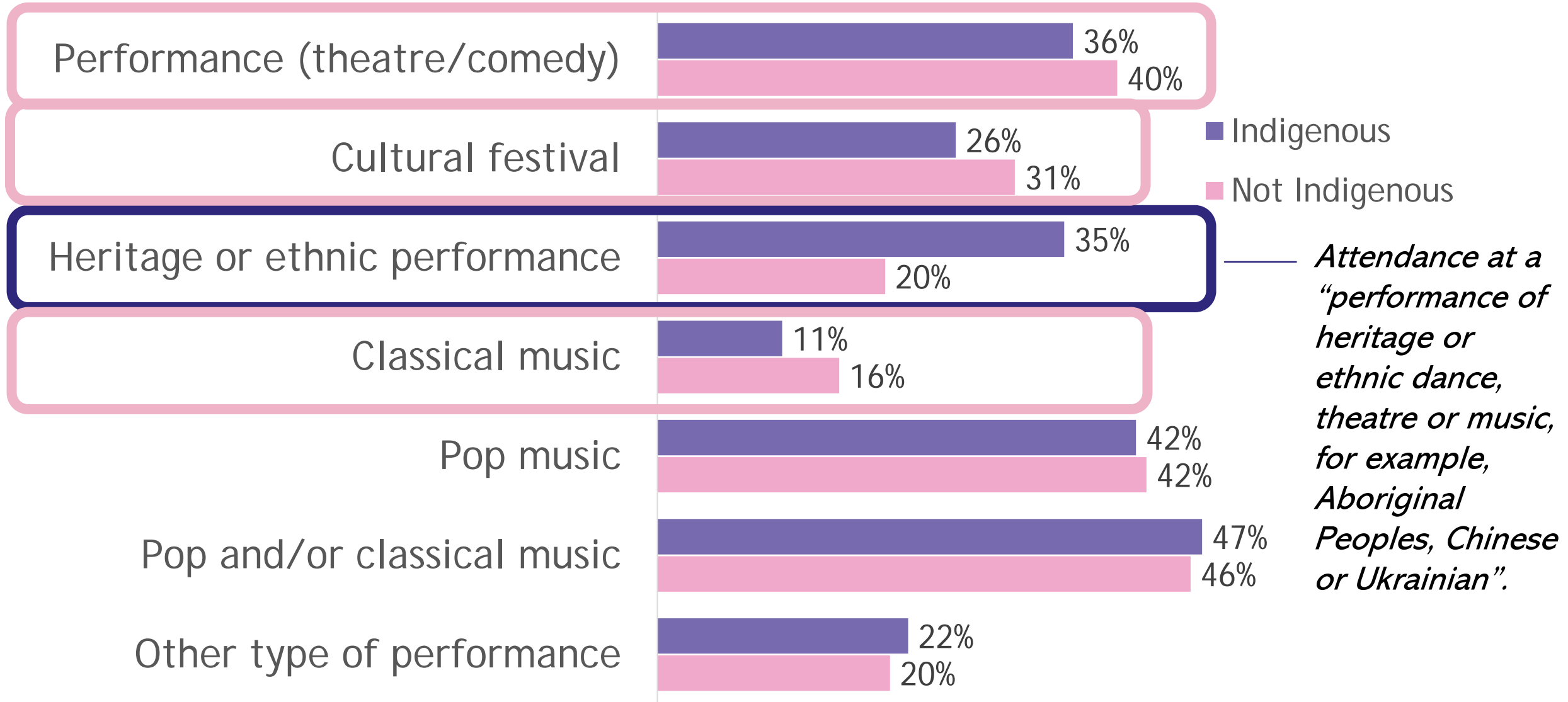
a) Higher for Indigenous people

b) Similar for both (within 3%)

c) Lower for Indigenous people



Attendance details for Indigenous and non-Indigenous people



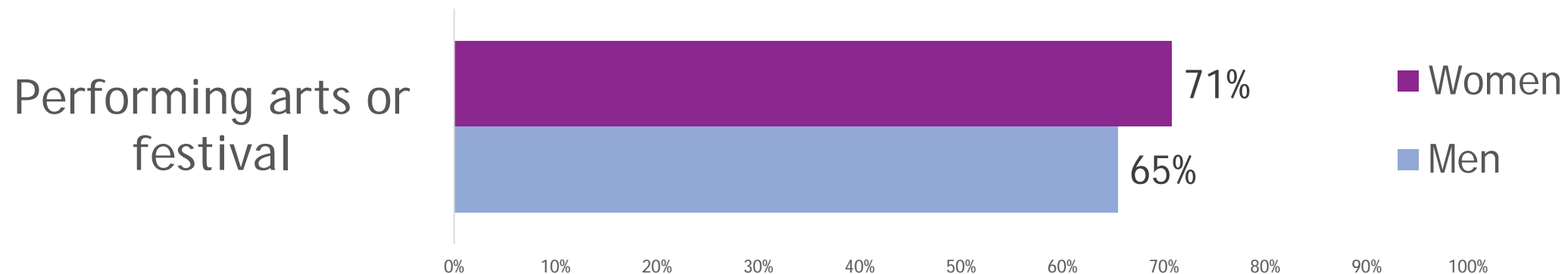
Q4: Higher or lower performing arts attendance?

▶ Do women have a higher / similar / lower performing arts and festival attendance rate than men?

a) Higher for women

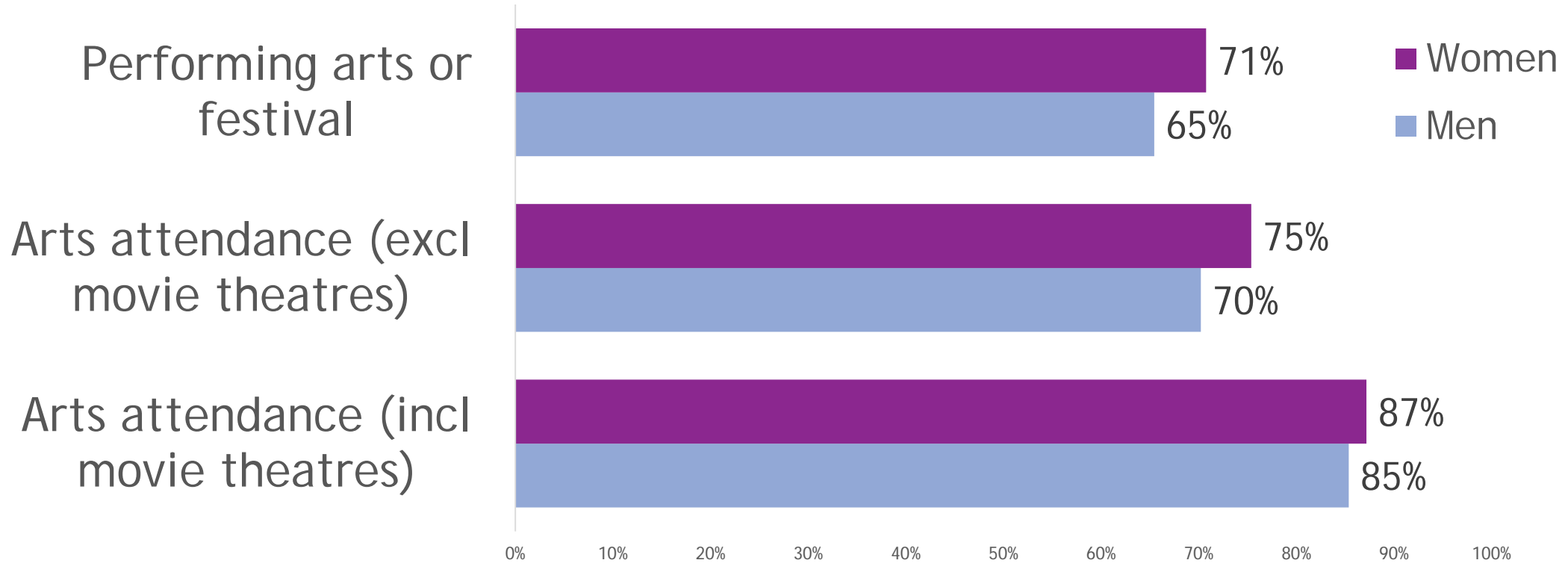
b) Similar for both (within 3%)

c) Lower for women

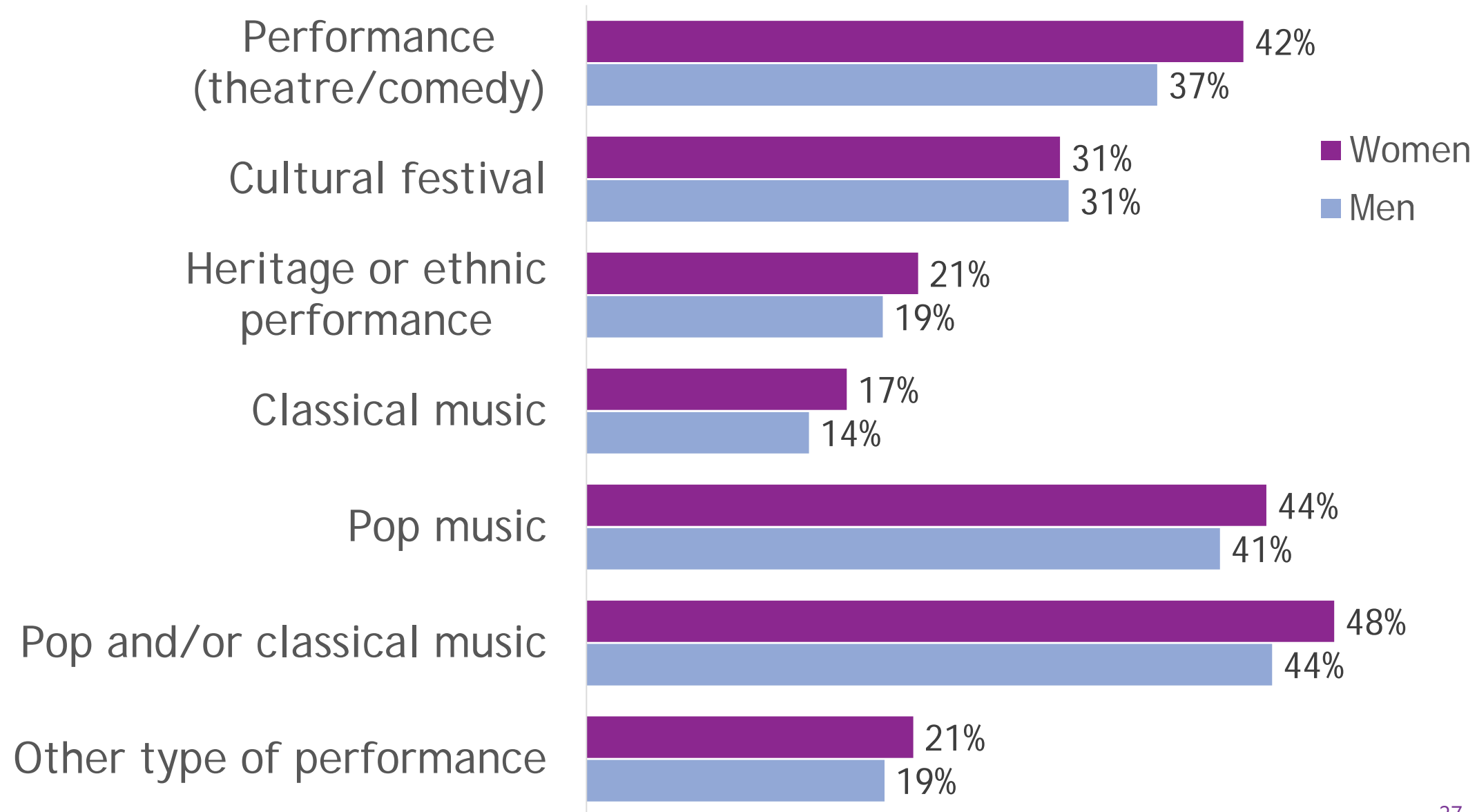


Q4: Higher or lower performing arts attendance?

- ▶ Do women have a higher / similar / lower performing arts and festival attendance rate than men?



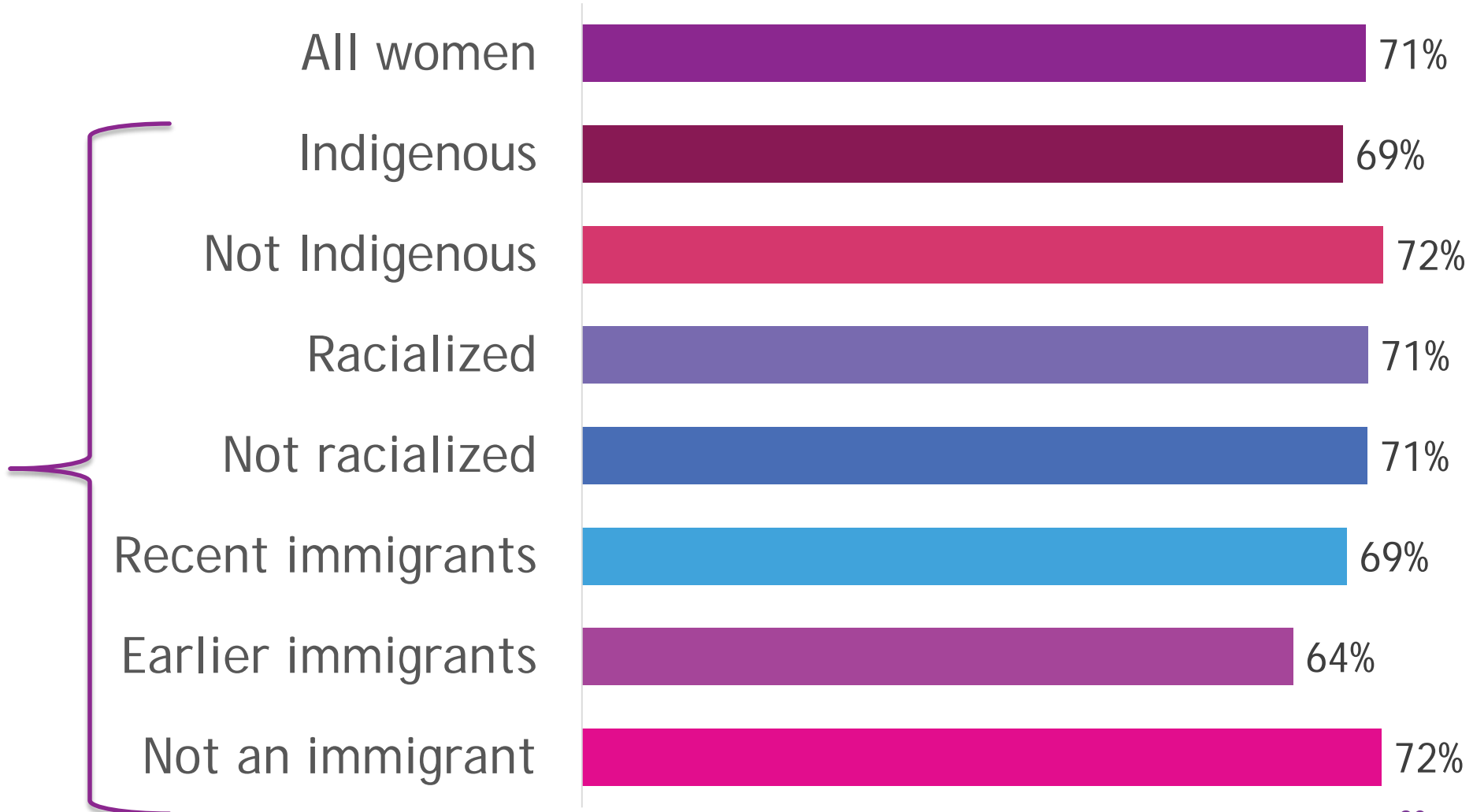
Attendance details for women and men



Arts attendance by different groups of women

Overall performing arts and festival attendance

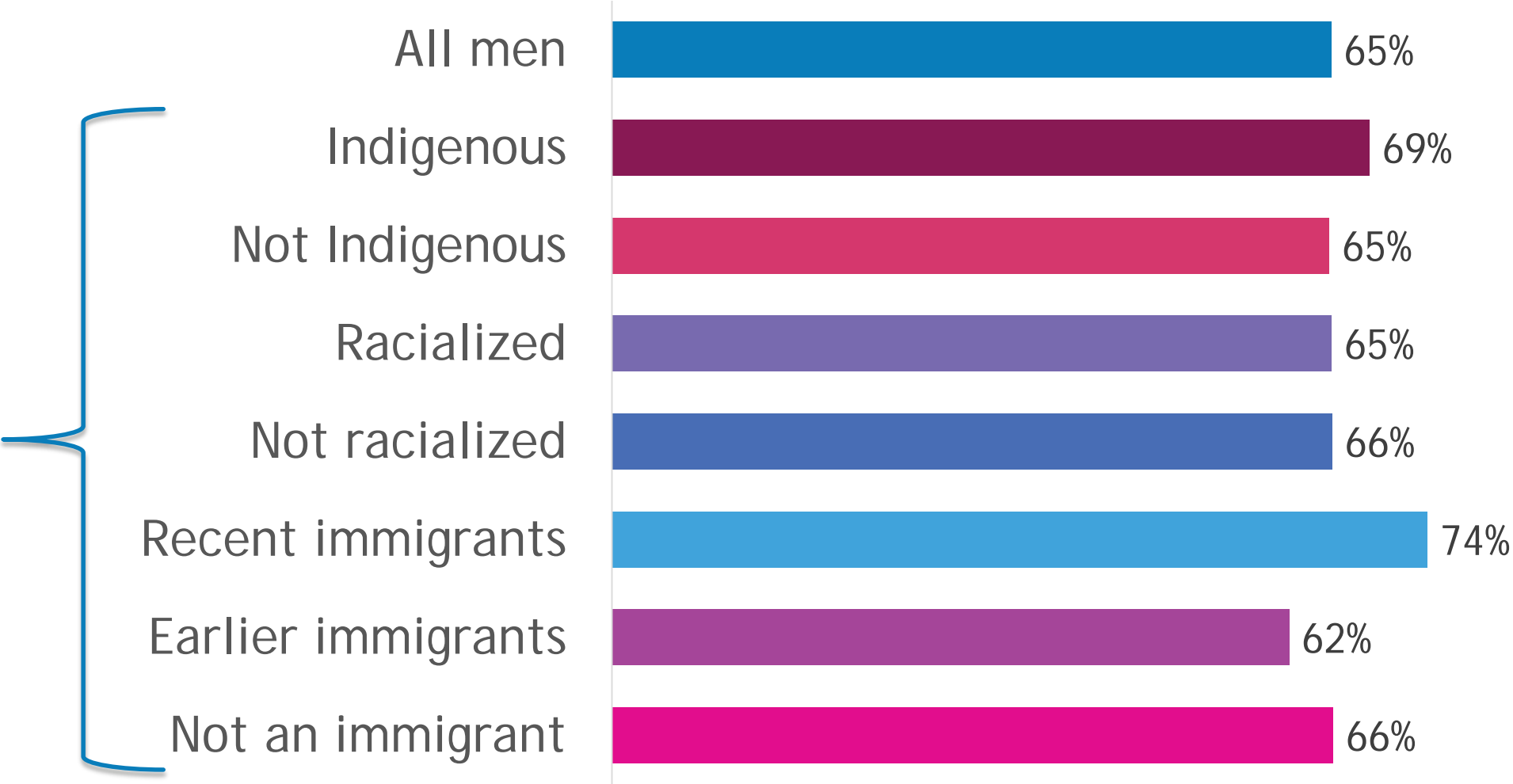
Women who are also ...



Arts attendance by different groups of men

Overall performing arts and festival attendance

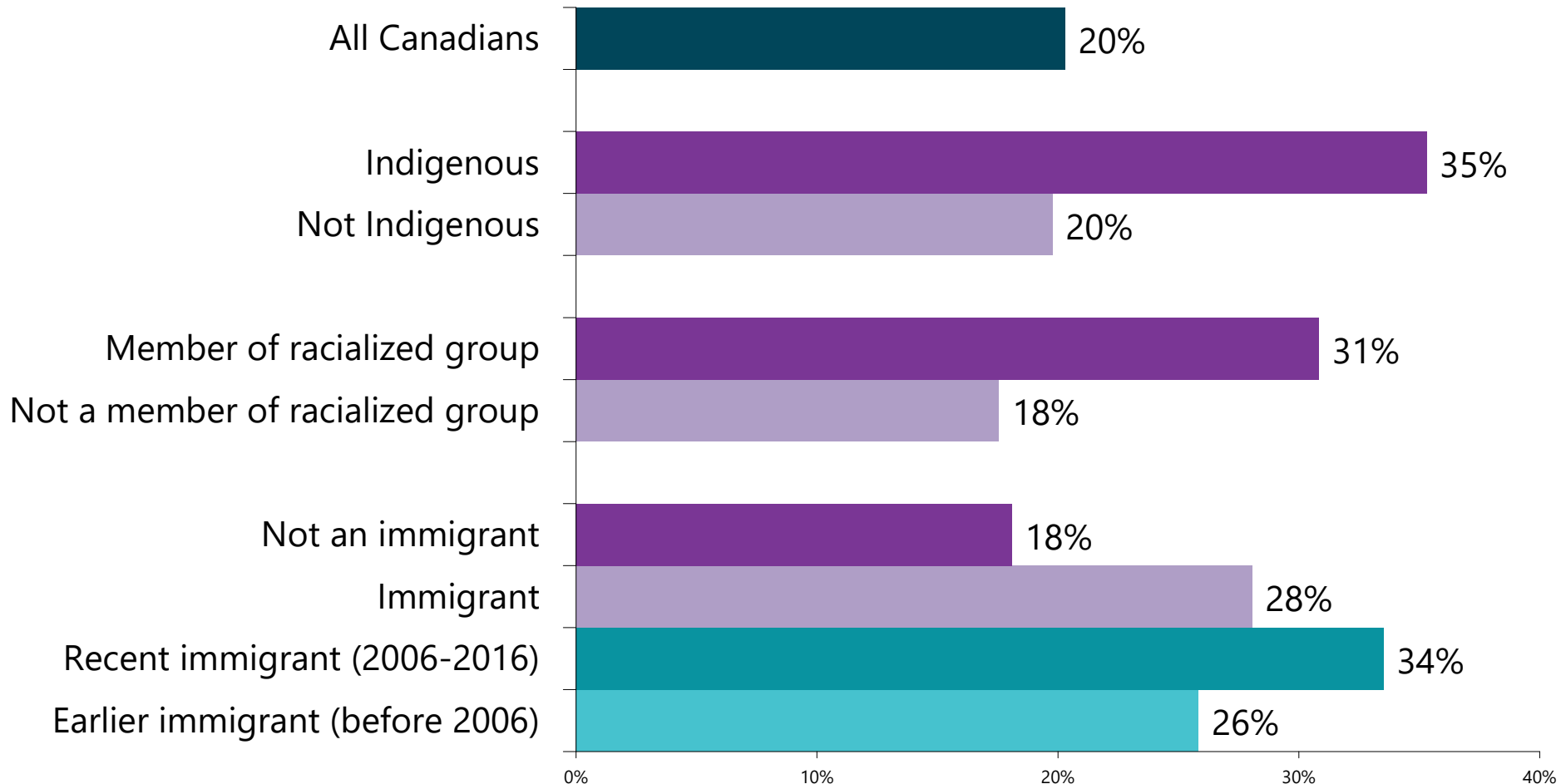
Men who are also ...



Content matters

Attendance rates at heritage and ethnic performances

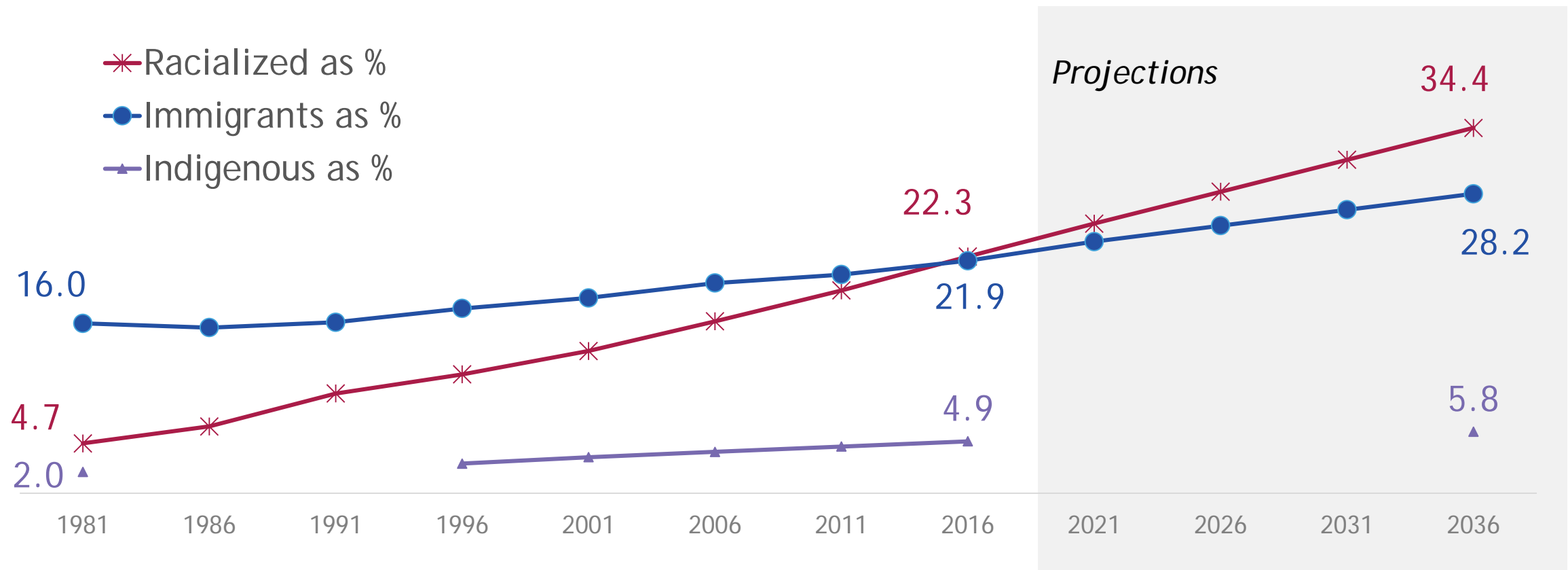
(Percentage of Canadians 15 or older attending at least once in 2016)



► Indigenous, racialized, and immigrant Canadians have higher attendance rates at “heritage or ethnic performances” than other Canadians.

Population trends

- Racialized, immigrant, and Indigenous people represent increasing shares of the population (1981 to 2036)



Conclusions

- ▶ Performing arts reach lots of Canadians.
- ▶ If you're not reaching many youth, Indigenous people, racialized people, and immigrants,
- ▶ think about your *programming, marketing, and communications.*

Questions? Final observations?



Demographic Patterns in Canadians' Arts Participation

Kelly Hill, President

Hill Strategies Research

December 11, 2019

Hosted by



Presentation series funded by



Canada Council
for the Arts

Conseil des arts
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario



Canadian
Heritage

Patrimoine
canadien