Demographic Patterns in Canadians’ Performing Arts Participation

Hosted by

Canada’s Performing Arts Alliance

Kelly Hill
President
Hill Strategies Research
HillStrategies.com
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Presentation series funded by

Canada Council for the Arts
Conseil des arts du Canada

Ontario Arts Council
Conseil des arts de l’Ontario

Canadian Heritage
Patrimoine canadien
Kelly Hill, founder and President
- Started Hill Strategies Research in 2002
- Rigorous and reliable research
- Specializing in arts and culture
“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

“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

Today's cultural participation stats

- 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](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
Arts participation data sources

- Culture Track Canada survey (2017-18)
  - Sponsored by Business / Arts
  - [http://www.businessandarts.org/culture-track-canada/research/](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
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

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Report funded by

Canadians’ Arts, Culture & Heritage Participation in 2016

1/2 MADE OR PERFORMED ART
(crafts, writing, music, visual arts, dancing, etc.)

77% READ A BOOK

86% ATTENDED AN ARTS ACTIVITY

Zoo, aquarium, botanical garden, planetarium, observatory: 46%
Public art gallery: 39%

Historic site: 50%
Museum (other than art gallery): 35%

68% Arts performance or festival
39% Art gallery
71% Movie theatre

Participation of Canadians 15 or older in 2016 based on Statistics Canada’s General Social Survey. Further insights: Canadians’ Arts, Culture, and Heritage Participation in 2016, funded by the Canada Council for the Arts, the Department of Canadian Heritage, and the Ontario Arts Council.
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
Canadian youth are avid arts participants

Canadian average:
- Making or performing art: 50%
- Arts attendance (including movie theatres): 86%
- Arts attendance (excluding movie theatres): 73%
- Public art galleries: 39%
- Popular music performances: 42%
- Artistic or cultural festivals: 31%
- Theatre or comedy performances: 40%
- Movie theatres: 71%

Youth 15-24:
- 64%
- 97%
- 82%
- 48%
- 51%
- 38%
- 44%
- 92%

But don’t have higher attendance rates at everything:
- Classical music performances: 15%
- Heritage or ethnic performances: 16%
- Other kinds of cultural performances: 20%
Performing arts or festival attendance = 68% (excluding movie theatres and art galleries)
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: 65%
- Not an immigrant: 69%
Do immigrants to Canada have a higher / similar / lower performing arts and festival attendance rate than non-immigrants?

Q1: Higher or lower performing arts attendance?

- Earlier immigrant (before 2006): 63%
- Recent immigrant (2006-2016): 72%
- Not an immigrant: 69%
### Attendance details for immigrants and non-immigrants

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Performance (theatre/comedy)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Cultural festival</td>
<td></td>
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<td></td>
</tr>
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<td>Heritage or ethnic performance</td>
<td>26%</td>
<td>34%</td>
<td></td>
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<tr>
<td>Classical music</td>
<td>18%</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>Pop music</td>
<td>31%</td>
<td>36%</td>
<td>45%</td>
</tr>
<tr>
<td>Pop and/or classical music</td>
<td>37%</td>
<td>41%</td>
<td>49%</td>
</tr>
<tr>
<td>Other type of performance</td>
<td>27%</td>
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</table>

*Attendance at a “performance of heritage or ethnic dance, theatre or music, for example, Aboriginal Peoples, Chinese or Ukrainian”.*
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

<table>
<thead>
<tr>
<th>Performing arts or festival</th>
<th>Racialized</th>
<th>Not racialized</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>68%</td>
<td>68%</td>
</tr>
</tbody>
</table>
### Attendance details for racialized and non-racialized people

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Racialized</th>
<th>Not Racialized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance (theatre/comedy)</td>
<td>35%</td>
<td>41%</td>
</tr>
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**Attendance at a “performance of heritage or ethnic dance, theatre or music, for example, Aboriginal Peoples, Chinese or Ukrainian”**.
Arts attendance by racialized immigrants and non-immigrants

Overall performing arts and festival attendance

- All racialized: 68%
- Recent immigrants: 69%
- Earlier immigrants: 62%
- Not an immigrant: 75%

Racialized respondents who are also...

...
Arts attendance by racialized immigrants and non-immigrants

Heritage and ethnic performance attendance

- All racialized: 31%
- Recent immigrants: 34%
- Earlier immigrants: 30%
- Not an immigrant: 30%
- Not racialized: 18%

**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

![Bar chart showing attendance rates]

- Indigenous: 69%
- Not Indigenous: 68%
Today's cultural participation stats

Attendance details for Indigenous and non-Indigenous people

- **Performance (theatre/comedy)**
  - Indigenous: 36%
  - Non-Indigenous: 40%

- **Cultural festival**
  - Indigenous: 26%
  - Non-Indigenous: 31%

- **Heritage or ethnic performance**
  - Indigenous: 35%
  - Non-Indigenous: 20%

- **Classical music**
  - Indigenous: 11%
  - Non-Indigenous: 16%

- **Pop music**
  - Indigenous: 42%
  - Non-Indigenous: 42%

- **Pop and/or classical music**
  - Indigenous: 47%
  - Non-Indigenous: 46%

- **Other type of performance**
  - Indigenous: 22%
  - Non-Indigenous: 20%

*Attendance at a “performance of heritage or ethnic dance, theatre or music, for example, Aboriginal Peoples, Chinese or Ukrainian”.*
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

Performing arts or festival

- Women: 71%
- Men: 65%
Q4: Higher or lower performing arts attendance?

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

- Performing arts or festival: Women 71%, Men 65%
- Arts attendance (excl movie theatres): Women 75%, Men 70%
- Arts attendance (incl movie theatres): Women 87%, Men 85%
Attendance details for women and men

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance (theatre/comedy)</td>
<td>42%</td>
<td>37%</td>
</tr>
<tr>
<td>Cultural festival</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Heritage or ethnic performance</td>
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<td>19%</td>
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<tr>
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<tr>
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<td>21%</td>
<td>19%</td>
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Arts attendance by different groups of women

Overall performing arts and festival attendance

- All women: 71%
- Indigenous: 69%
- Not Indigenous: 72%
- Racialized: 71%
- Not racialized: 71%
- Recent immigrants: 69%
- Earlier immigrants: 64%
- Not an immigrant: 72%

Women who are also ...
Today's cultural participation stats

Arts attendance by different groups of men

Overall performing arts and festival attendance

- All men: 65%
- Indigenous: 69%
- Not Indigenous: 65%
- Racialized: 65%
- Not racialized: 66%
- Recent immigrants: 74%
- Earlier immigrants: 62%
- Not an immigrant: 66%
Indigenous, racialized, and immigrant Canadians have higher attendance rates at “heritage or ethnic performances” than other Canadians.

Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016
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?

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