

Understanding Diversity in BC Arts Audiences



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Vancouver
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Project funders (*Statistical Insights on the Arts* series and today's presentation)



Canadian Heritage Patrimoine canadien



Canada Council for the Arts Conseil des Arts du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

Thanks to the Vancouver Opera and Alliance for the Arts and Culture

Presentation Outline

- Hill Strategies background information
- Arts attendance statistics
- Factors in arts attendance
- Diversity and arts attendance

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A Canadian company that specializes in arts research from a social science perspective

- ▶ Free resources available via internet, email, social media



/HillStrategies



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ARTS RESEARCH MONITOR

- ▶ Summaries and links to research evidence
- ▶ Free report (10 times per year)

- ▶ Entering 13th year of publication
- ▶ 500+ articles so far
- ▶ All categorized and searchable at www.HillStrategies.com

- ▶ First stop for research information on the arts ⁵

ARTS RESEARCH MONITOR

- Evidence base for the arts ...
 - Aboriginal arts and culturally diverse arts
 - **Artists' situations: earnings, growth, etc.**
 - Arts advocacy
 - **Arts attendance & participation**
 - **Arts education**
 - **Arts funding & finances**
 - Copyright and the arts
 - Creative class, cities, people, neighbourhoods
 - Digital technologies & the arts
 - Facilities
 - Human resources
 - Miscellaneous resources
 - Nonprofit sector information
 - Organizational planning, management, governance & marketing
 - Partnerships
 - **Provincial and local statistics**
 - **Volunteers & donors**
 - Women in the arts

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ARTS RESEARCH MONITOR

- **Evidence about arts disciplines**
 - Film, video and new media
 - Museums, galleries, visual arts and heritage
 - Performing arts
 - Reading, writing, publishing and literacy
- **Benefits and impacts**
 - Economic impacts of the arts
 - Health benefits of the arts
 - Social benefits of the arts

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STATISTICAL INSIGHTS ON THE ARTS

Forthcoming: Artists in Canada (then provinces / territories and cities)

41 reports in the series (so far)

- ▶ Diversity and arts attendance by Canadians
- ▶ Volunteers and donors in the arts and culture
- ▶ Arts and individual well-being in Canada
- ▶ Factors in Canadians' arts activities in 2010
- ▶ Provincial profiles of arts, culture and heritage activities in 2010

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COMMISSIONED RESEARCH PROJECTS

- ▶ Data sources on artists in Canada (technical report examining recent data source changes)
 - ▶ Municipal Cultural Investment in Seven Canadian Cities (Richmond, Edmonton, Saskatoon, Windsor, Hamilton, Oakville, Halifax)
 - ▶ Municipal Cultural Investment in Five Large Canadian Cities
 - ▶ Indirect Cultural Investments in Five Large Canadian Cities
 - ▶ A Delicate Balance: Music Education in Canadian Schools
- ▶ All available at www.HillStrategies.com

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PRESENTATIONS

- ▶ Opportunity to combine information bits into new insights
 - ▶ British Columbia's Cultural Climate: Understanding the Arts in B.C.'s Economy and Society
 - ▶ Factors in Canadians' Arts Attendance
 - ▶ Artists and cultural workers in select Canadian cities in 2011
 - ▶ Northern Culture: Stats and Impacts
and (online now) ...
 - ▶ Understanding diversity in BC arts audiences
- ▶ All available at www.HillStrategies.com

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Arts attendance statistics

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- Data from Statistics Canada's General Social Survey of 2010
- in-depth telephone surveys of about 7,500 Canadians 15 years of age or older
 - 1,097 B.C. residents
- *Diversity and Arts Attendance by Canadians in 2010* (March 2014)
- *Factors in Canadians' Arts Attendance in 2010* (September 2012)
- *Provincial Profiles of Arts, Culture and Heritage Activities in 2010* (March 2012)

Arts attendance stats

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- Repeat attendees are counted only once.
- The data includes attendance of B.C. residents while travelling out of province or out of the country and excludes attendance by residents of other jurisdictions while travelling in B.C.
- So: the data on B.C. performing arts attendees represents the number of B.C. residents who attended at least one performance (anywhere) in 2010
 - Not total attendance at B.C. performing arts organizations.

Culture for all British Columbians

In 2010, all B.C. residents 15 or older (99.9%) participated in at least one arts, culture or heritage activity.

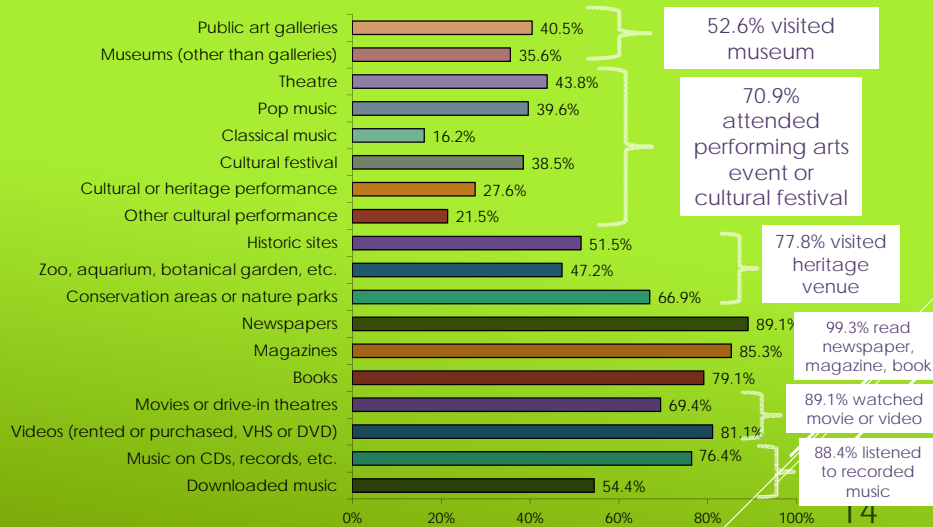
Including:

- Visiting art galleries or other museums
- Attending live performances
- Visiting historic sites and other heritage organizations
- Reading newspapers, magazines or books
- Watching movies or videos
- Listening to recorded music

Provincial Profiles of Arts, Culture and Heritage Activities in 2010 (Hill Strategies Research Inc., March 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

Cultural participation rates of B.C. residents

Percentage of B.C. residents 15 or older participating at least once during the year.
Source: General Social Survey, 2010.



British Columbians: Avid cultural participants

More likely than other Canadians to...

- Go to art galleries
 - 40.5% of British Columbians vs. 35.7% of all Canadians
- Go to other museums
 - 52.7% of British Columbians vs. 47.8% of all Canadians
- Attend classical music performances
 - 16.2% of British Columbians vs. 12.6% of all Canadians
- Attend culturally-specific performances (e.g. Aboriginal Peoples, Chinese, Ukrainian)
 - 27.6% of B.C. residents vs. 23.0% of all Canadians
- Attend another type of performance
 - 21.5% of B.C. residents vs. 17.6% of all Canadians

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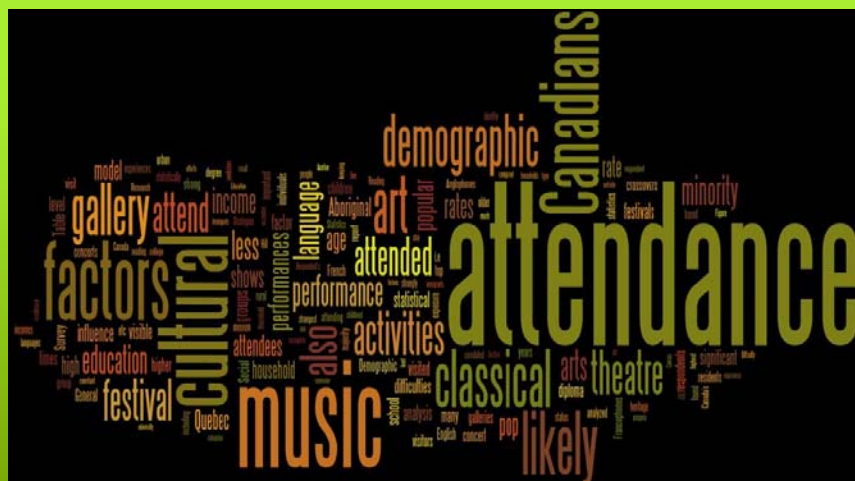
British Columbians: Avid cultural participants

Also more likely to...

- Visit historic sites
 - 51.5% of British Columbians vs. 45.7% of all Canadians
- Visit zoos, aquariums, botanical gardens, planetariums or observatories
 - 47.2% of British Columbians vs. 42.3% of all Canadians
- Visit conservation areas or nature parks
 - 66.9% of B.C. residents vs. 57.9% of all Canadians
- Read books
 - 79.1% of British Columbians vs. 75.7% of all Canadians
- Read magazines
 - 85.3% of British Columbians vs. 82.0% of all Canadians

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FACTORS IN ARTS ATTENDANCE



Factors in Arts Attendance

Examined 5 arts activities:

- Art galleries
- Theatres
- Classical music performances
- Popular music performances
- Cultural festivals

Key finding: “cultural crossovers” are more significant than demographic factors.

Factors in Canadians’ Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada’s General Social Survey, 2010)

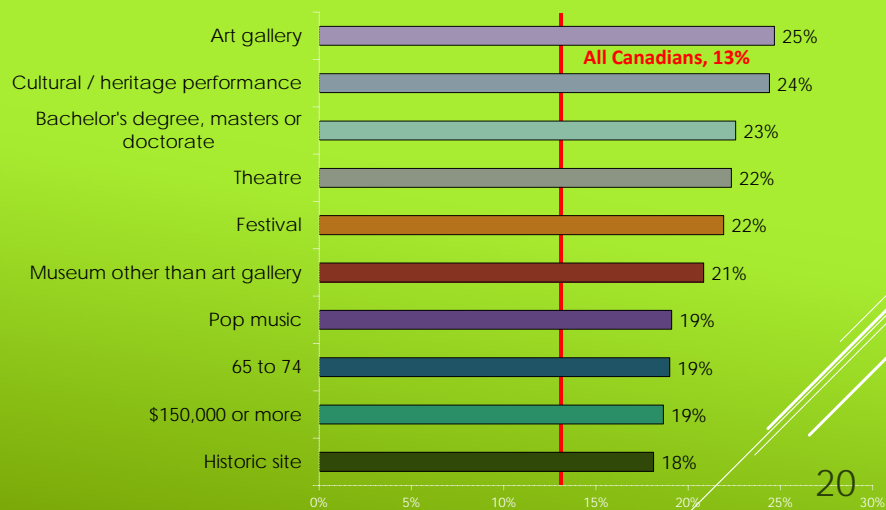
Demographics of classical music attendance

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- ▶ *“Important demographic factors in classical music attendance include education, income, age, and residing in an urban area.”*
- ▶ High levels of education
- ▶ Higher household income brackets
- ▶ 55 and older
- ▶ Reside in urban areas
- ▶ First-generation immigrants

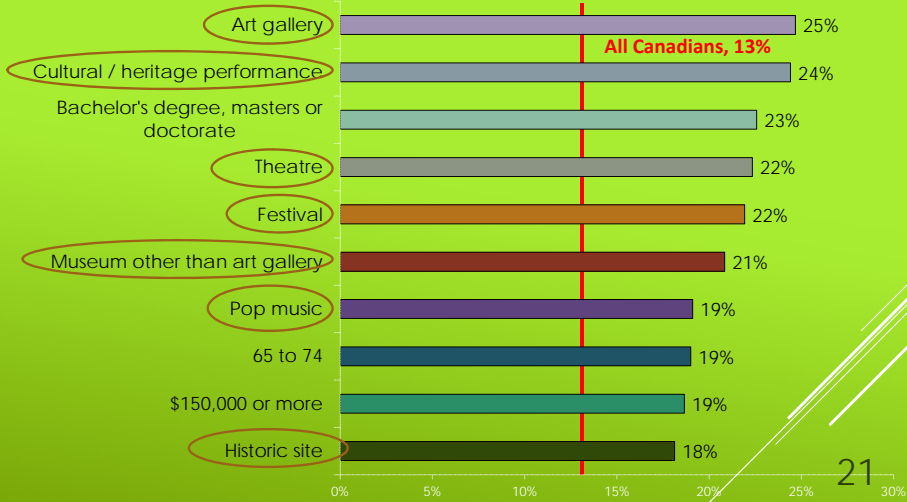
Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

Highest classical music attendance rates, Canada, 2010 (Cultural crossovers and demographic factors)



Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

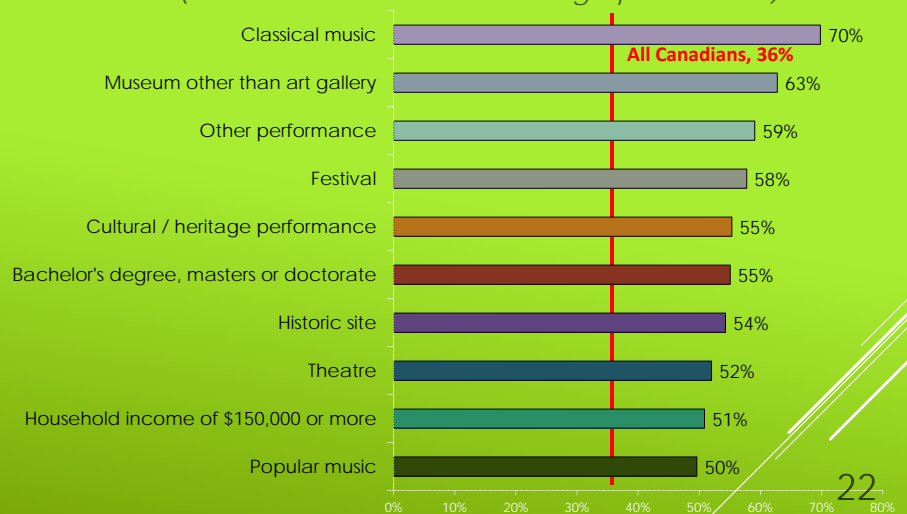
Highest classical music attendance rates, Canada, 2010 (Cultural crossovers and demographic factors)



Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

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Highest art gallery attendance rates, Canada, 2010 (Cultural crossovers and demographic factors)

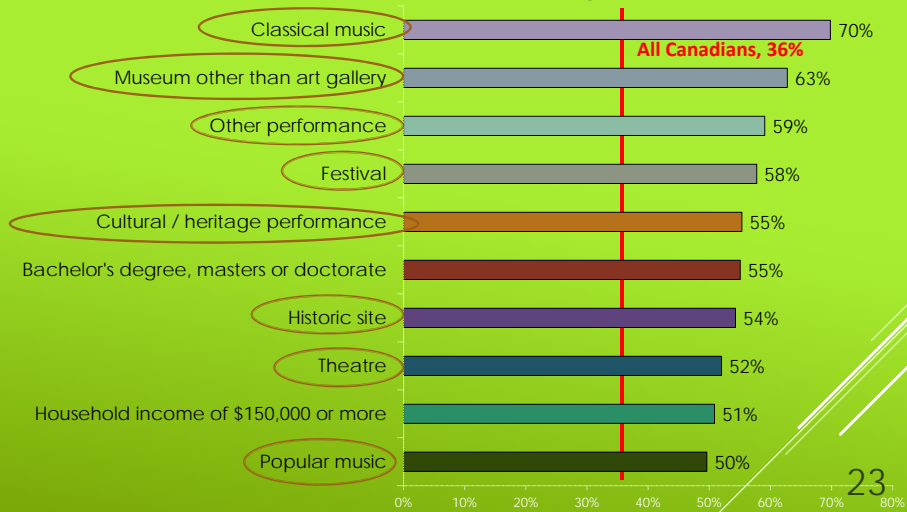


Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

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Highest art gallery attendance rates, Canada, 2010

(Cultural crossovers and demographic factors)

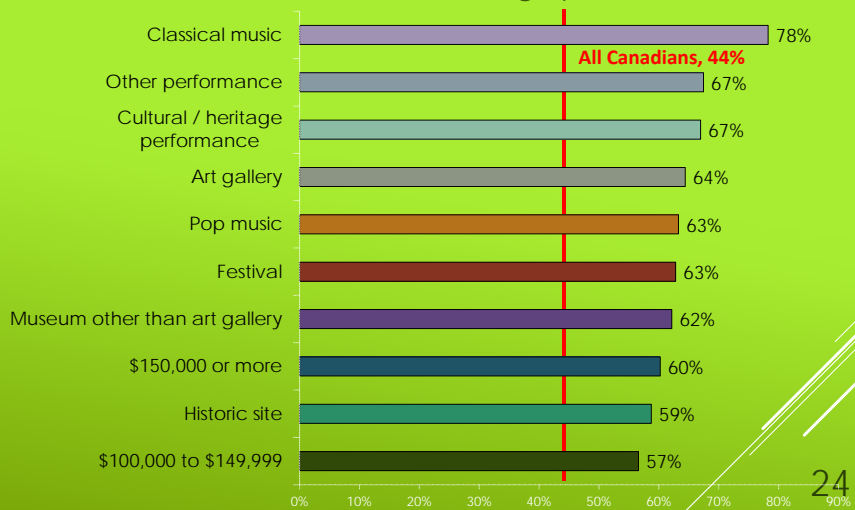


Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

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Highest theatre attendance rates, Canada, 2010

(Cultural crossovers and demographic factors)

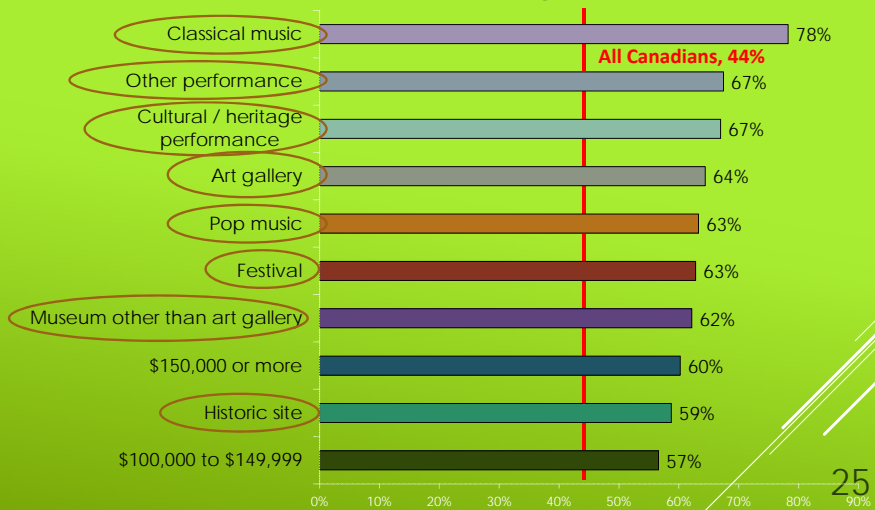


Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

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Highest theatre attendance rates, Canada, 2010

(Cultural crossovers and demographic factors)

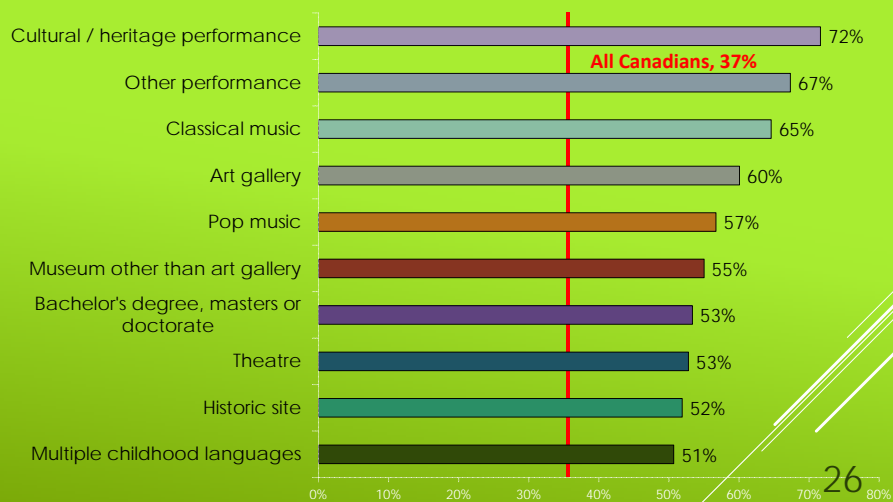


Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

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Highest cultural festival attendance rates, Canada, 2010

(Cultural crossovers and demographic factors)

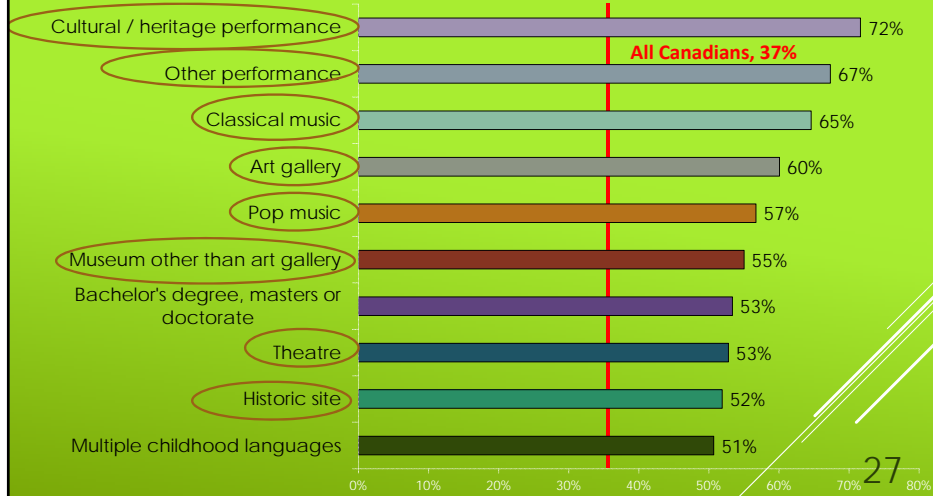


Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

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Highest cultural festival attendance rates, Canada, 2010

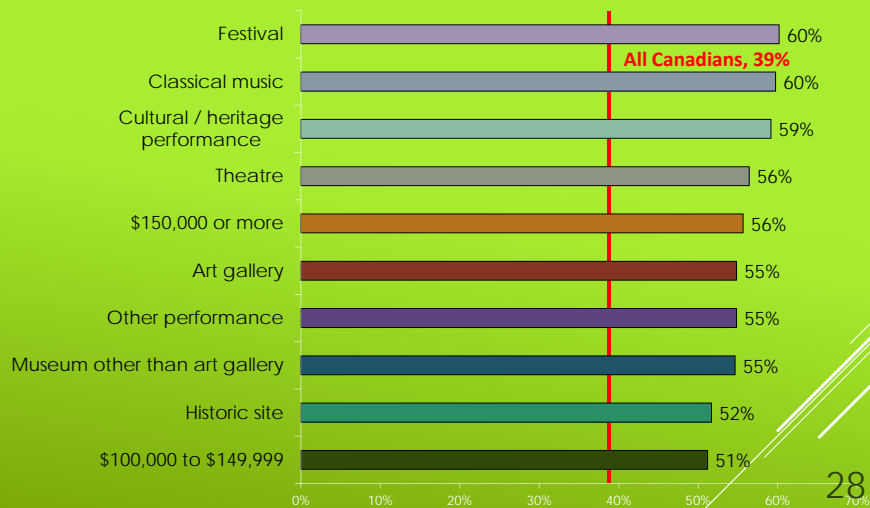
(Cultural crossovers and demographic factors)



Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

Highest popular music attendance rates, Canada, 2010

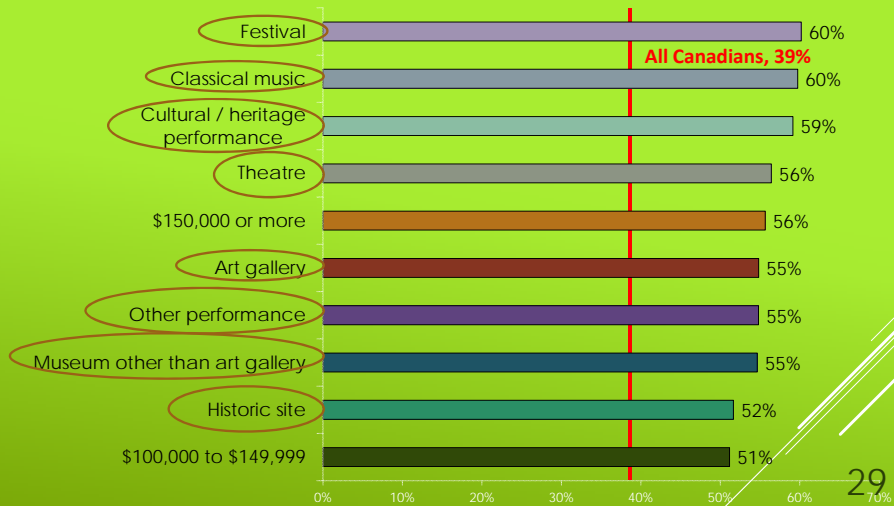
(Cultural crossovers and demographic factors)



Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

Highest popular music attendance rates, Canada, 2010

(Cultural crossovers and demographic factors)



Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

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Diversity and Arts Attendance

Broad view of diversity:

- First-generation immigrants.
- Culturally diverse ("visible minority") Canadians.
- Aboriginal people.
- Canadians with disabilities.
- Youth (15 to 24 years of age).
- Seniors (65 and older).
- Members of official language minority communities.

Diversity and Arts Attendance by Canadians in 2010 (Hill Strategies Research Inc., March 2014, analysis of data from Statistics Canada's General Social Survey, 2010).

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Diversity and Arts Attendance

5 key arts activities:

- Art galleries
- Theatres
- Classical music performances
- Popular music performances
- Cultural festivals

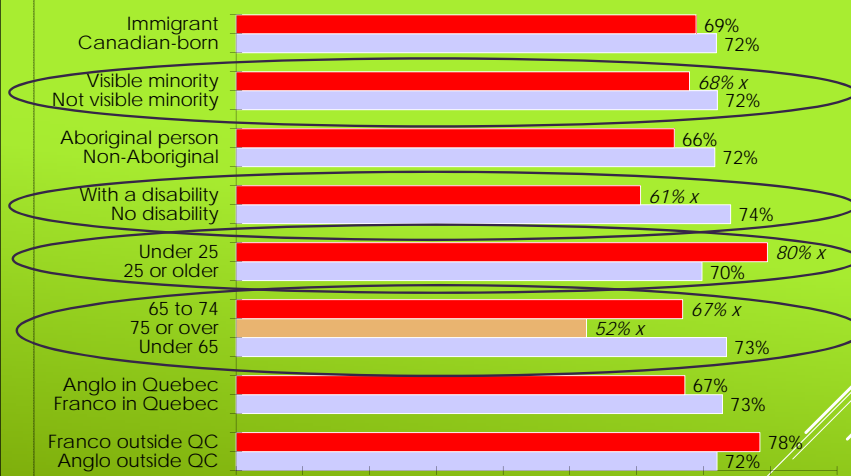
- Plus: Attendance at any of the 5 activities

Diversity and Arts Attendance by Canadians in 2010 (Hill Strategies Research Inc., March 2014, analysis of data from Statistics Canada's General Social Survey, 2010)

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Diversity and Arts Attendance: Canada

Figure ES1: Canadians attending at least one of five arts activities, 2010
(Art galleries, theatres, popular music, classical music, cultural festivals)

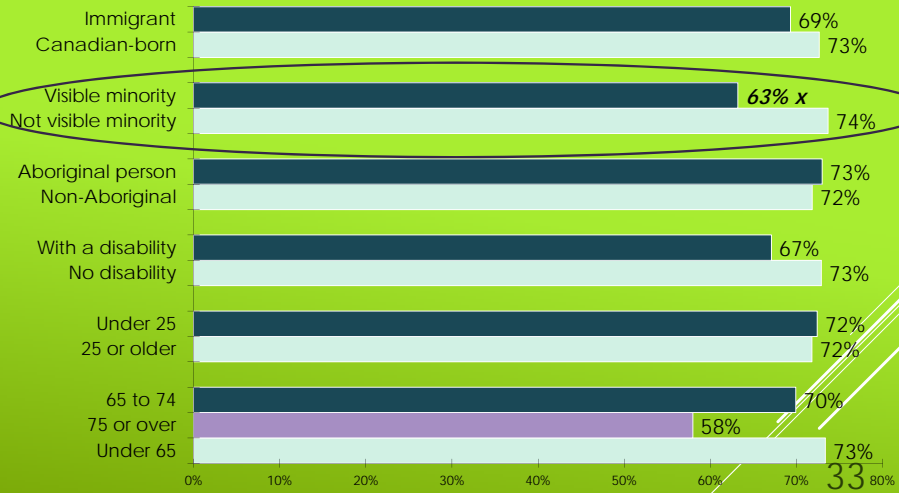


Note: "x" denotes a statistically significant difference from the reference group (below the minority group).
Source: Statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.

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Diversity and Arts Attendance: B.C.

BC residents attending at least one of five arts activities, 2010 (Art galleries, theatres, popular music, classical music, cultural festivals)

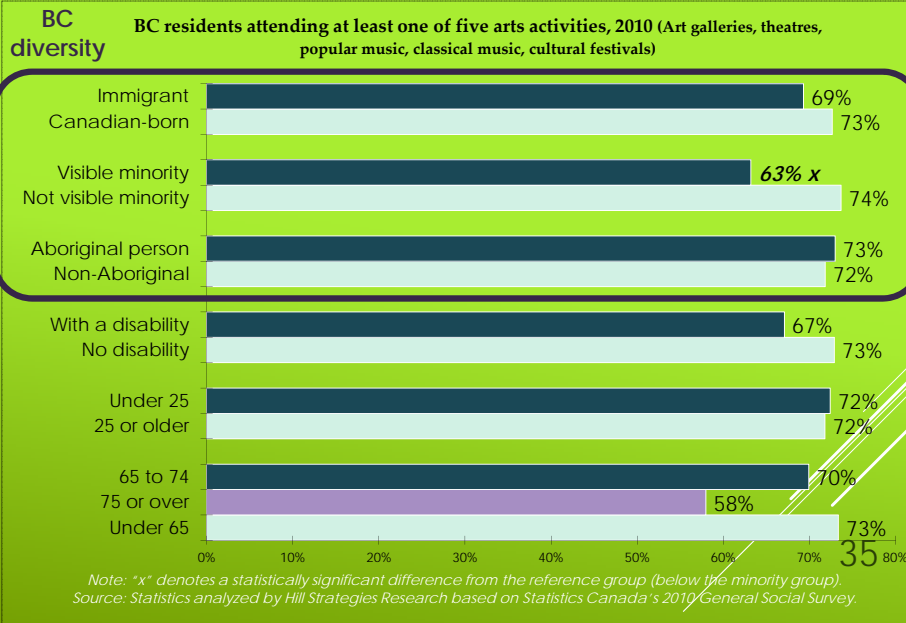


Note: "x" denotes a statistically significant difference from the reference group (below the minority group).
Source: Statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.

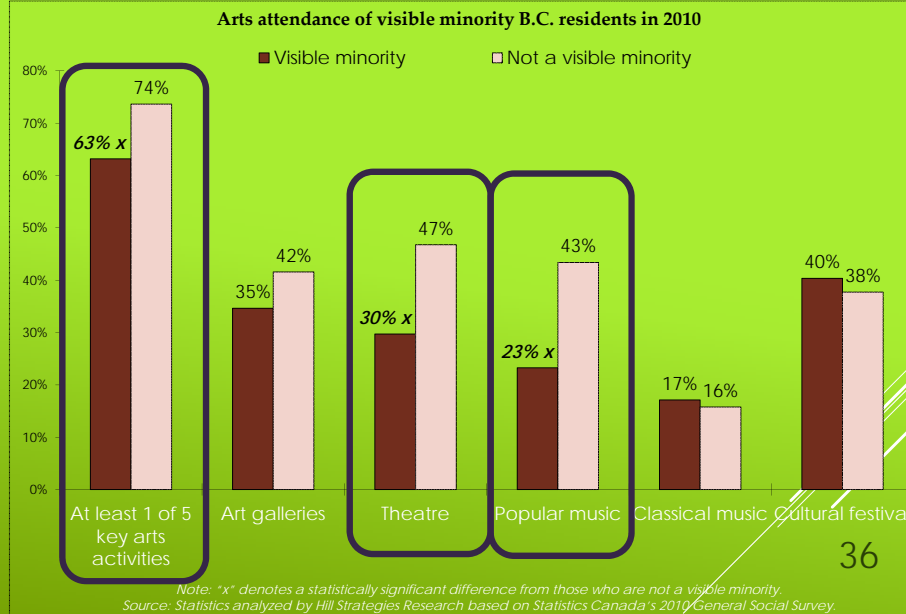
Population diversity in British Columbia compared with national averages

	Immigrant	Visible minority	Aboriginal	Disability	Youth (15 to 24)	Seniors (65 to 74)
BC diversity	Higher	Higher	Slightly higher	Slightly lower	Canadian average	Canadian average

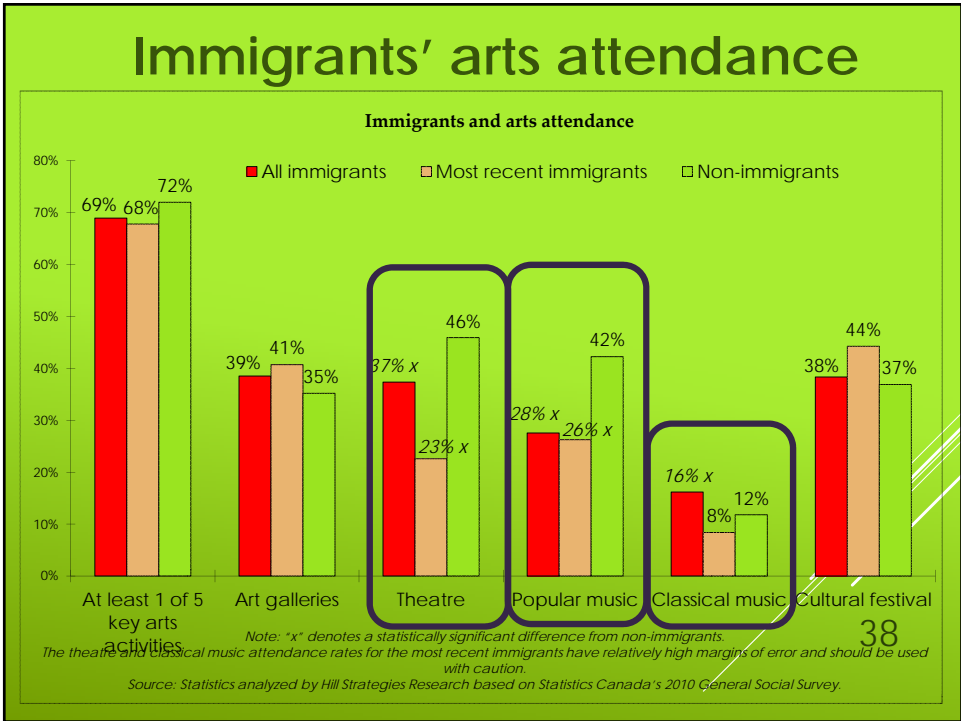
Diversity and Arts Attendance: B.C.



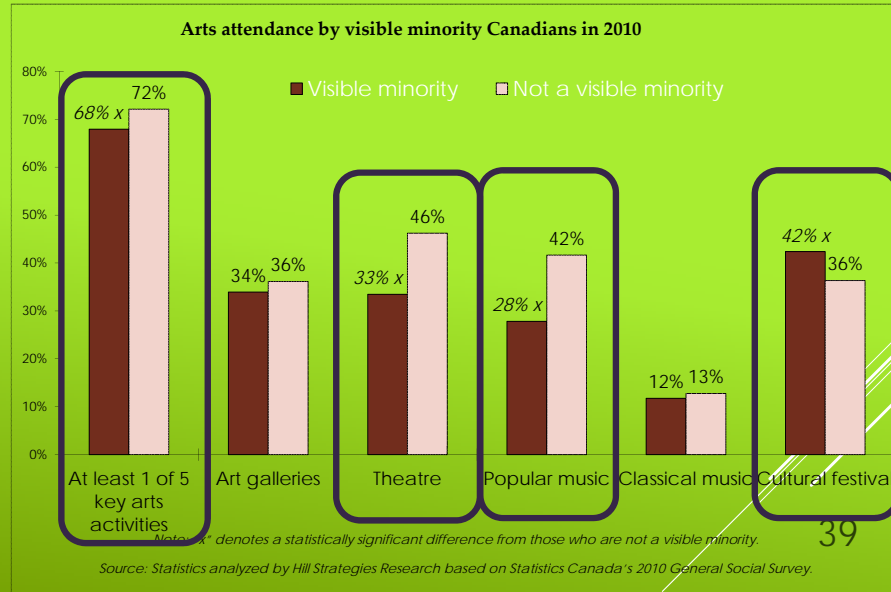
B.C.: Visible Minority Arts Attendance



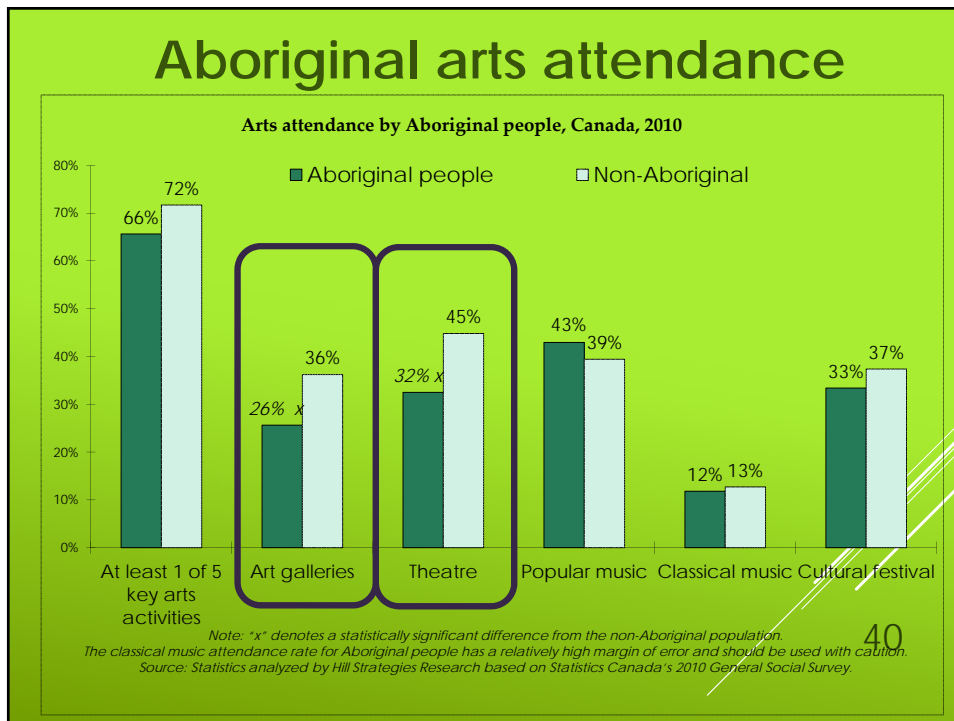
Further details: Canada only



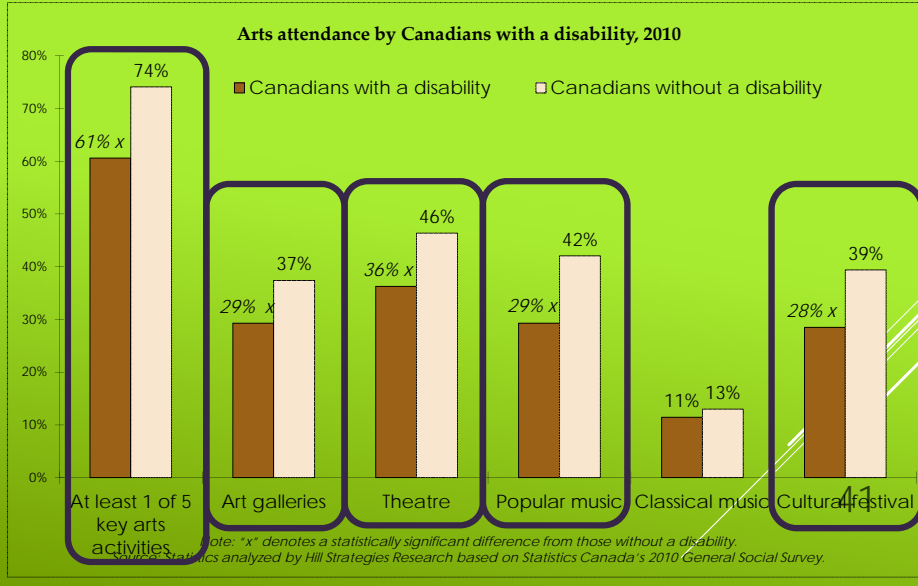
Visible minority arts attendance



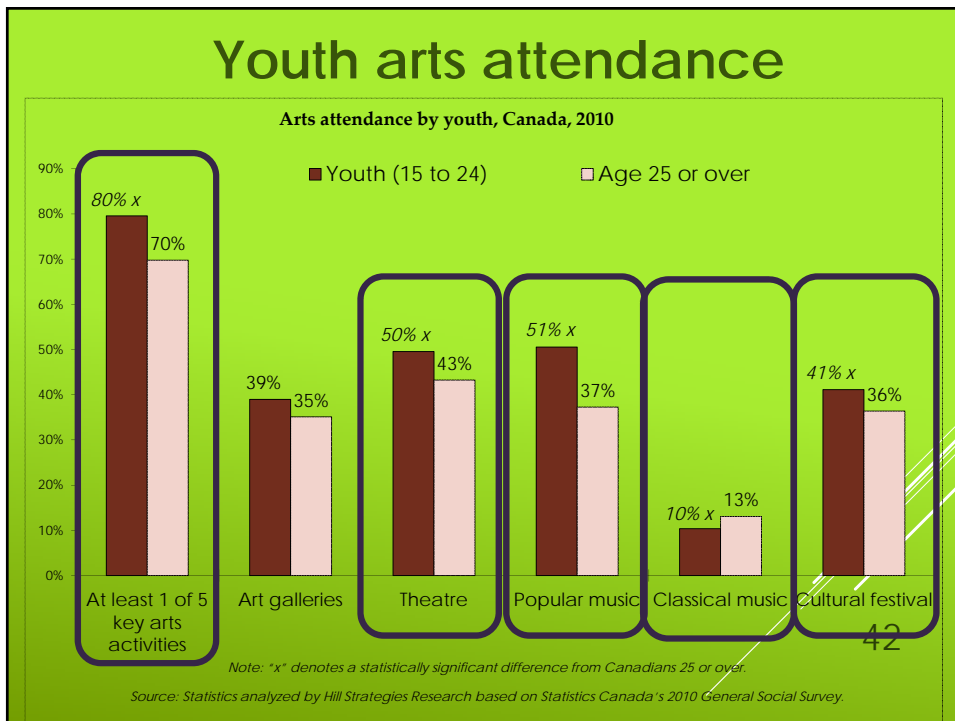
Aboriginal arts attendance



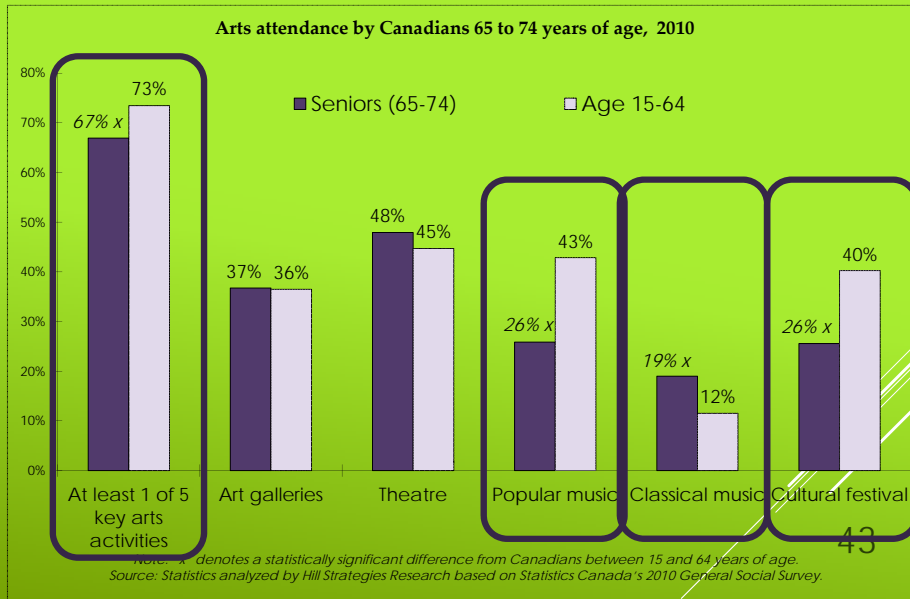
Arts attendance by Canadians with a disability



Youth arts attendance



Seniors' arts attendance



Diversity and Arts Attendance: Canada

Statistically significant differences	Immigrant	Visible minority	Aboriginal	Disability	Youth (15 to 24)	Seniors (65 to 74)
Art galleries			Lower	Lower		
Theatre	Lower	Lower	Lower	Lower	Higher	
Classical music	Higher				Lower	Higher
Pop music	Lower	Lower		Lower	Higher	Lower
Cultural festivals		Higher		Lower	Higher	Lower
Overall		Lower		Lower	Higher	Lower

Grey shading = difference not statistically significant

Possible implications

Importance of cultural exposure

- Canadians with less than a secondary school diploma
 - 8% likelihood of seeing a classical music performance in 2010
- Same level of education BUT knowing that they also visited an art gallery in 2010
 - 17% likelihood of visiting an art gallery in 2010

Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

Importance of cultural exposure

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- Cultural experiences and exposure appear to be more important factors in arts attendance than demographic factors.
 - Statistical models: Many cultural activities are significant predictors of attendance at other types of activities
 - even keeping other factors constant, such as education, income, age, etc.

Factors in Canadians' Arts Attendance in 2010 (Hill Strategies Research Inc., September 2012, analysis of data from Statistics Canada's General Social Survey, 2010)

Arts audience development

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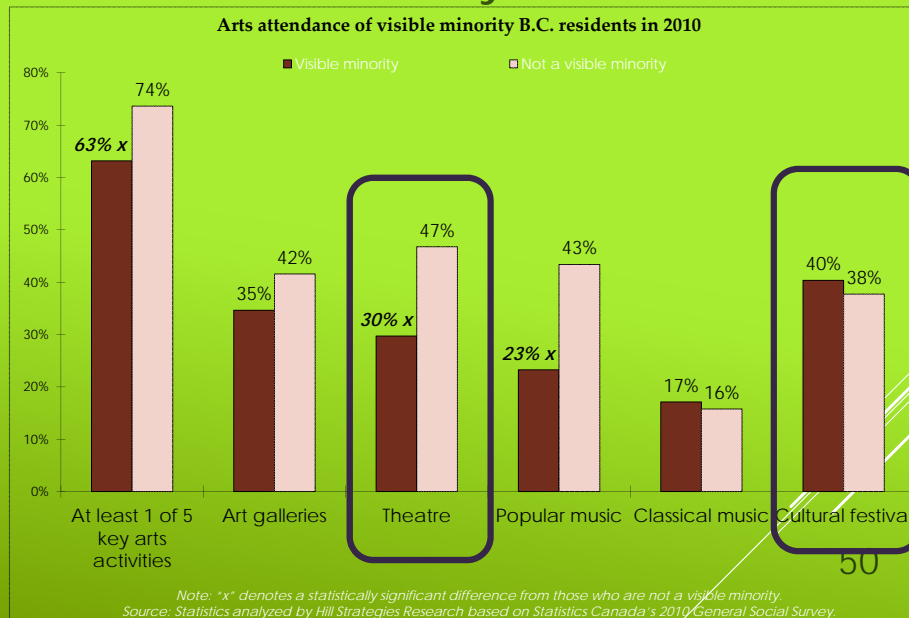
- Findings may hint at the importance of arts education
 - Arts education was not measured in the StatsCan survey.
- There is an arts-interested public that transcends demographic analysis.
- Those who get the arts go to a range of things
 - Strong "crossover attendance"
- Those who don't "get it" don't go
- Is there an "arts bug"?

Pinpointing outreach efforts

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- Outreach and partnerships
 - where specific demographic groups have a negative correlation with attendance at arts activities
- Example: Theatre company trying to reach culturally-diverse residents

B.C.: Visible Minority Arts Attendance



Summary

- B.C. residents are avid cultural participants
- Cultural attendees tend to do multiple activities
 - Marketing efforts should reflect this
- B.C. has a high proportion of culturally diverse, immigrant, and Aboriginal residents

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Summary

- Immigrant Canadians have a similar arts attendance rate as other Canadians
 - Higher classical music attendance rate
 - Lower theatre and pop music attendance rates
- Culturally diverse ("visible minority") Canadians have a lower arts attendance rate than other Canadians
 - Higher cultural festival attendance rate
 - Lower theatre and pop music attendance rates
- Aboriginal people have a similar arts attendance rate as other Canadians
 - Lower art gallery and theatre attendance rates

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Summary

- Importance of cultural exposure
- Arts education
- Marketing efforts
- Partnerships and outreach

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Your
thoughts
?

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