



Drivers of Arts Participation

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Ottawa, ON

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- 1. About the project**
- 2. Motivators of cultural participation across Canada**
- 3. Diversity and drivers**
- 4. Barriers**



Survey of **6,444** cultural consumers across Canada

Respondents by Province

1,012

Ontario

1,011

Québec

1,009

British
Columbia

1,004

Alberta

402

Nova Scotia

402

Newfoundland
and Labrador

401

Manitoba

401

Saskatchewan

400

Prince Edward
Island

402

New
Brunswick

*Weighted to the true population proportion

66%

Historic attractions

30%

Contemporary
dance

73%

Community festivals

21%

Ballet

55%

Comedy show

68%

Food and drink
experience

52%

Natural history
museums

56%

Music festivals

30%

Cultural dance

51%

Public art

40%

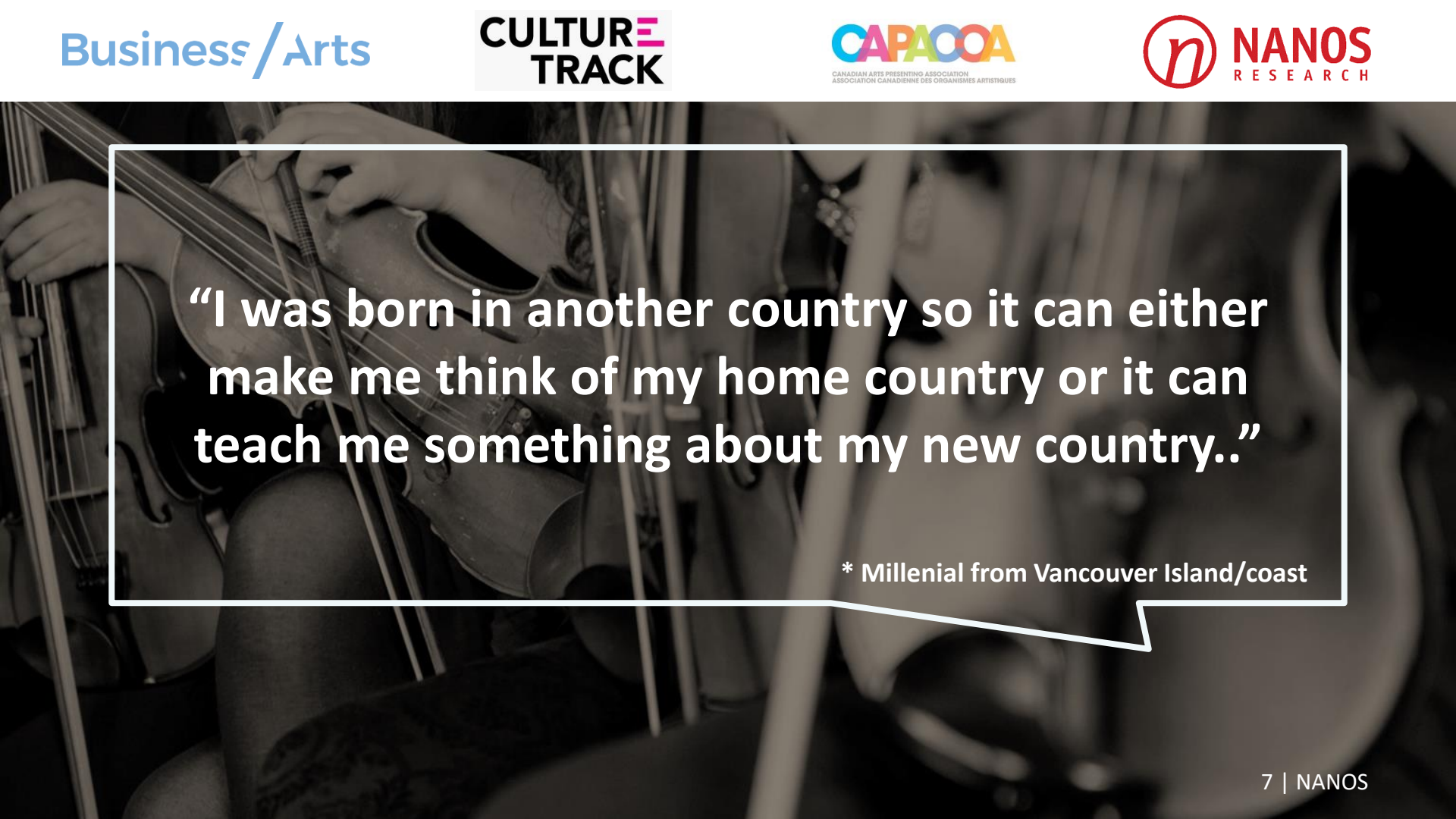
Classical music

50%

Plays



Motivators




“I was born in another country so it can either make me think of my home country or it can teach me something about my new country..”

*** Millenial from Vancouver Island/coast**



**“It motivates me to keep reflecting on my life
and what I can do to make it more beautiful
and better for myself and others.”**

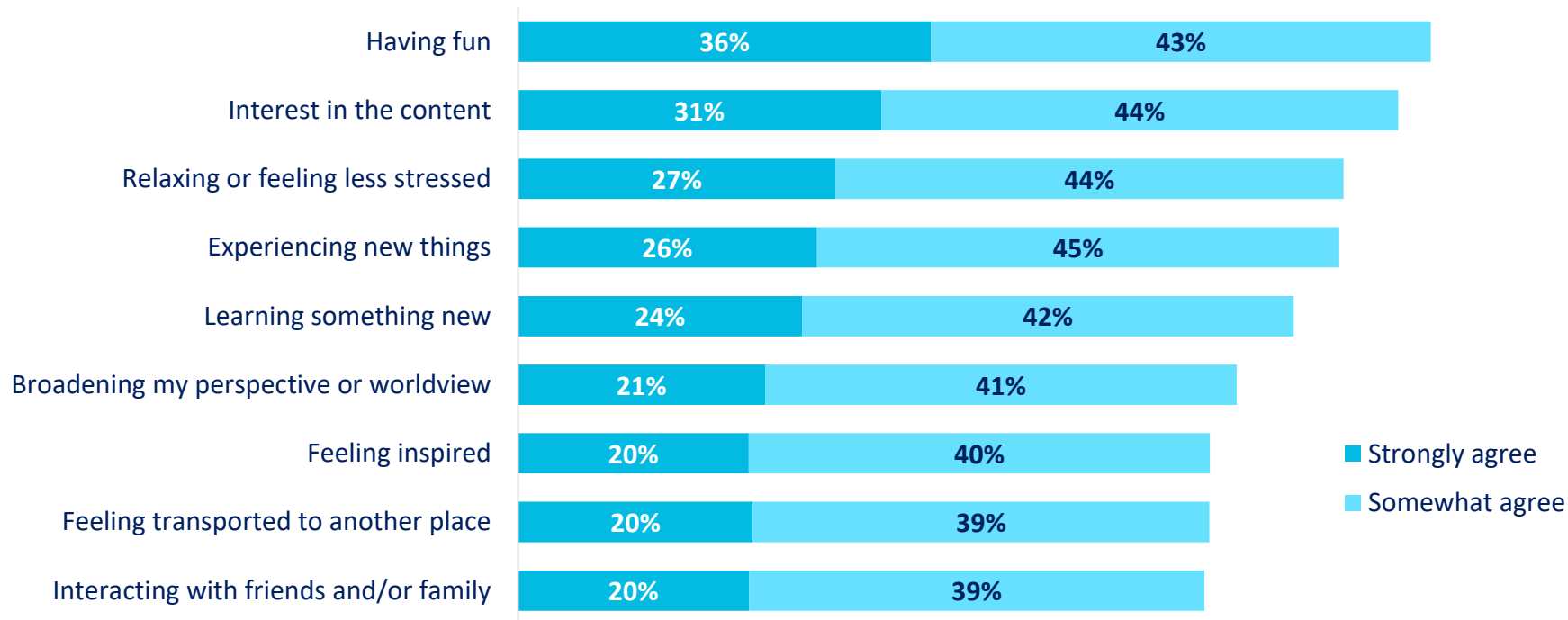
***Gen X resident from Toronto**



“Cultural activities expand our horizons & educate us. Aside from the entertainment value, good art is thought provoking..”

*Gen X resident from Montreal

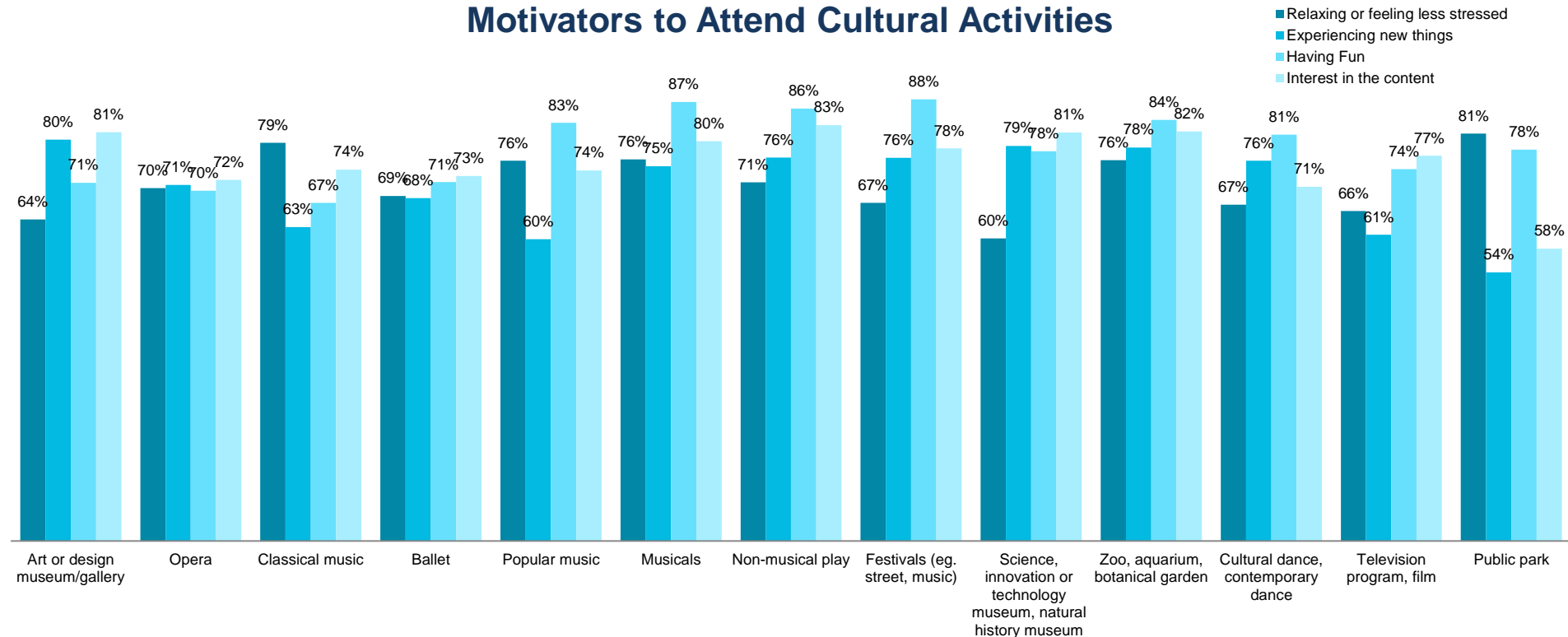
Top motivators to cultural participation



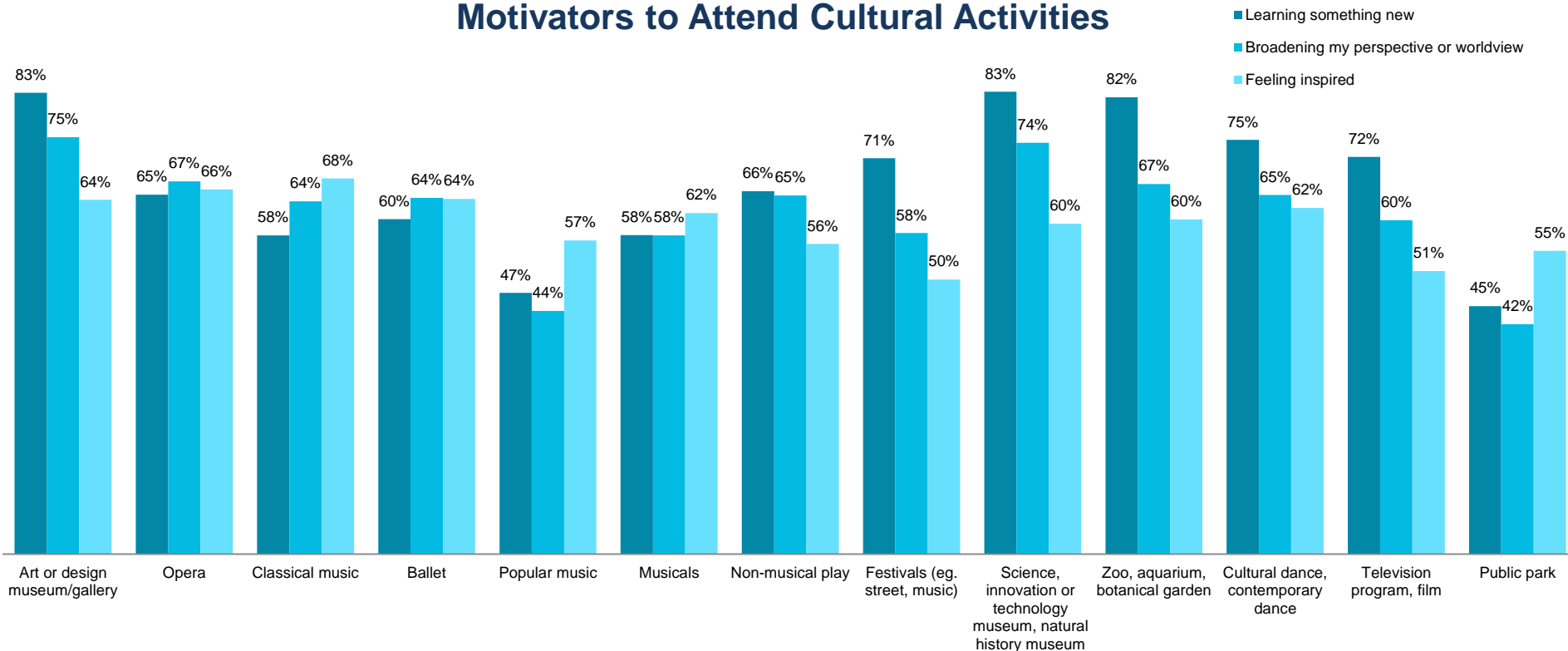
Question: [IF PARTICIPATES AND CONSIDERS CULTURAL] What motivates you to INSERT VERB INSERT CULTURAL ACTIVITY? [RANDOMIZE]

*Averaged across all cultural activities

Motivators to Attend Cultural Activities

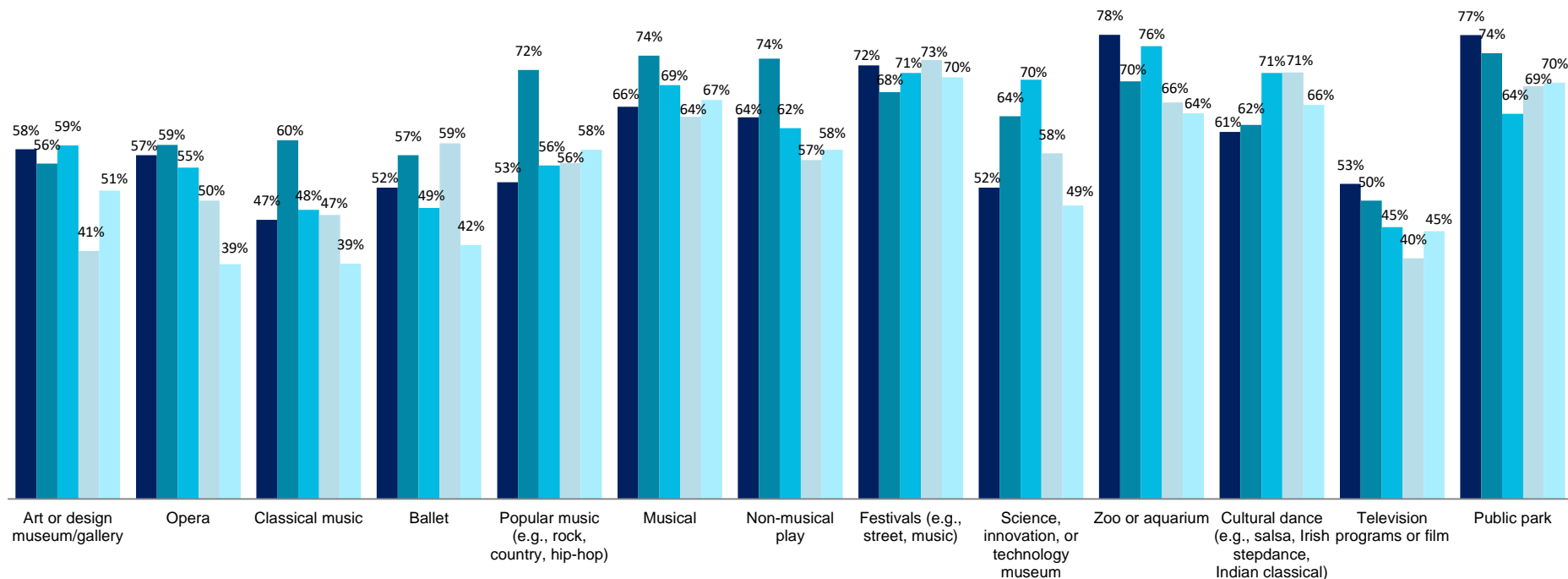


Motivators to Attend Cultural Activities



Motivated by Interacting with Friends and/or Family

■ Under 30 ■ 30 to 39 ■ 40 to 49 ■ 50 to 59 ■ 60 plus





Drivers of frequent attendance

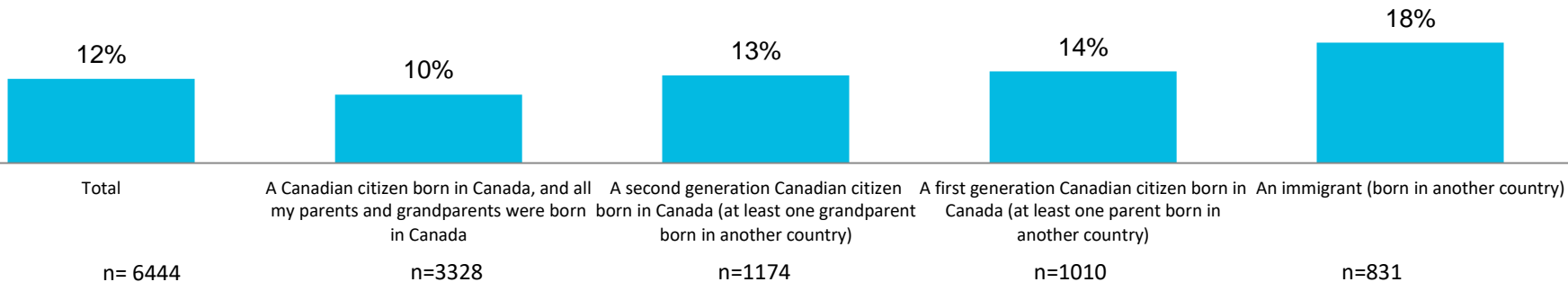
Note on Correlation drivers

- For each cultural activity, respondents were asked how much they agree that the 16 drivers motivated their decision to attend.
- Each of the drivers was then correlated with the frequency of attending (for those who attend). Correlation varies between 0 (no relationship) and 1 (perfect relationship) so the higher the value the more that driver influences the frequency of attending.

- Classical music attendance is higher among those who have immigrated to Canada more recently.
- Top five drivers
 - having grown up participating in it
 - relaxing experience
 - feeling welcome
 - being able to go by themselves
 - feeling like it gives life a deeper meaning

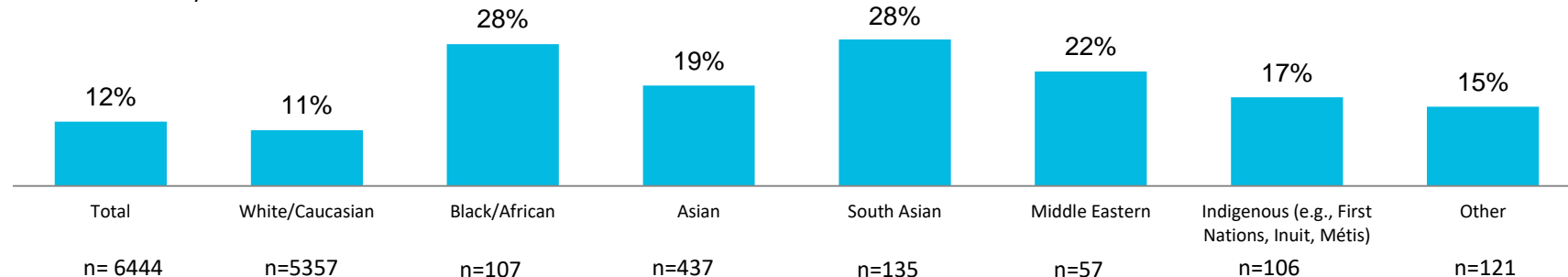
Attendance at Classical Music by Immigration Status

% at least monthly



Attendance at Classical Music by Ethnicity

% at least monthly

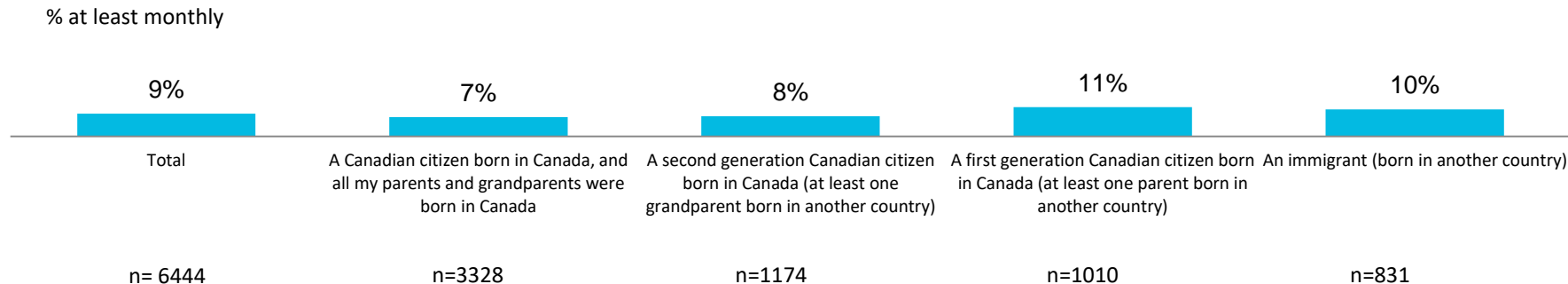


Classical Music – Top 5 Significant Drivers (correlation coefficient)	
Canadian citizen and all my parents and grandparents were born in Canada	<ul style="list-style-type: none"> -Having grown up participating in it (.21) -Relaxing or feeling less stressed (.19) -Being able to go by myself (.18) -Feeling welcome (.18) -Feeling like it gives life a deeper meaning (.18)
A second generation Canadian citizen born in Canada	<ul style="list-style-type: none"> -Bettering my emotional well-being (.28) -Feeling welcome (.26) -Feeling inspired (.26) -Interest in the content (.24) -Feeling like it gives life a deeper meaning (.23)
A first generation Canadian citizen born in Canada	No significant drivers
An immigrant (born in another country)	<ul style="list-style-type: none"> -Feeling like it gives life a deeper meaning (.37) -Having fun (.36) -Relaxing or feeling less stressed (.34) -Feeling welcome (.32) -Bettering my emotional well-being (.32)

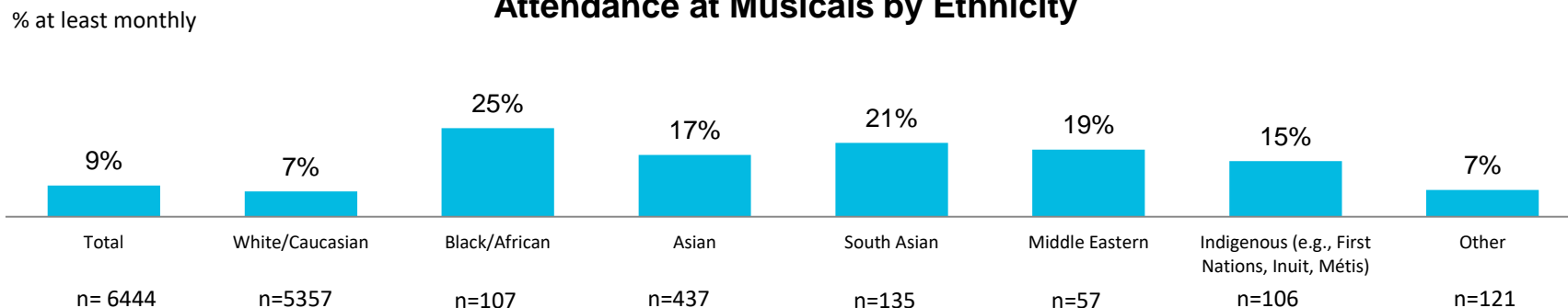
Classical Music – Top 5 Significant Drivers (correlation coefficient)	
Anglophone	<ul style="list-style-type: none"> -Bettering my emotional well-being (.24) -Being able to go by myself (.24) -Having grown up participating in it (.21) -Feeling inspired (.22) -Feeling welcome (.19)
Francophone	<ul style="list-style-type: none"> -Feeling like it gives life a deeper meaning (.21)
Allophone	<ul style="list-style-type: none"> -Being able to go by myself (.31) -Feeling like it gives life a deeper meaning (.28) -Having fun (.27) -Feeling welcome (.26) -Having grown up participating in it (.20)

- Musical attendance is quite similar across immigration and language profiles. Allophones are the most likely to attend at least monthly (13%).
- Top drivers:
 - feeling inspired
 - feeling like it gives life a deeper meaning

Attendance at Musicals by Immigration Status



Attendance at Musicals by Ethnicity



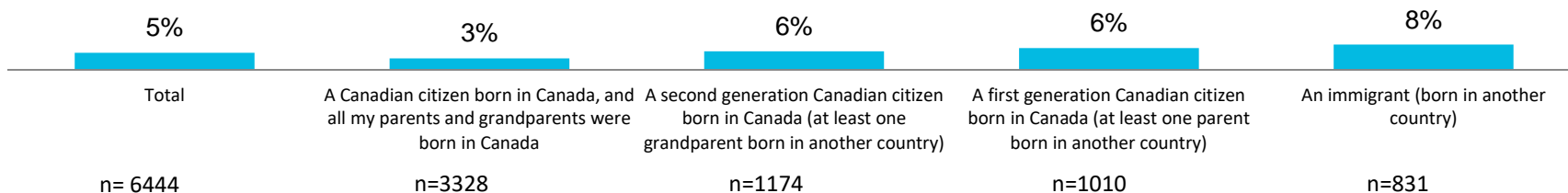
	Musicals – Top 5 Significant Drivers (correlation coefficient)
Canadian citizen and all my parents and grandparents were born in Canada	<ul style="list-style-type: none"> -Supporting the cultural world (.19) -Feeling welcome (.15) -Feeling like it gives life a deeper meaning (.15)
A second generation Canadian citizen born in Canada	No significant drivers
A first generation Canadian citizen born in Canada	<ul style="list-style-type: none"> -Feeling like it gives life a deeper meaning (.27) -Feeling inspired (.26) -Bettering my emotional well-being (.25)
An immigrant (born in another country)	<ul style="list-style-type: none"> -Feeling inspired (.25)

	Musicals – Top 5 Significant Drivers (correlation coefficient)
Anglophone	<ul style="list-style-type: none"> -Feeling inspired (.20) -Interest in the content (.19)
Francophone	<ul style="list-style-type: none"> -Relaxing or feeling less stressed (.27) -Interest in the content (.26) -Connecting to my community (.23)
Allophone	<ul style="list-style-type: none"> -Feeling like it gives life a deeper meaning (.45) -Connecting to my community (.42) -Supporting the cultural world (.39) -Feeling inspired (.38) -Feeling welcome (.36)

- Opera attendance is slightly higher among those who have immigrated to Canada or whose family came to Canada more recently.
- Top drivers:
 - having grown up participating in it
 - connecting to their community
 - being able to go by themselves
 - feeling like it gives life a deeper meaning

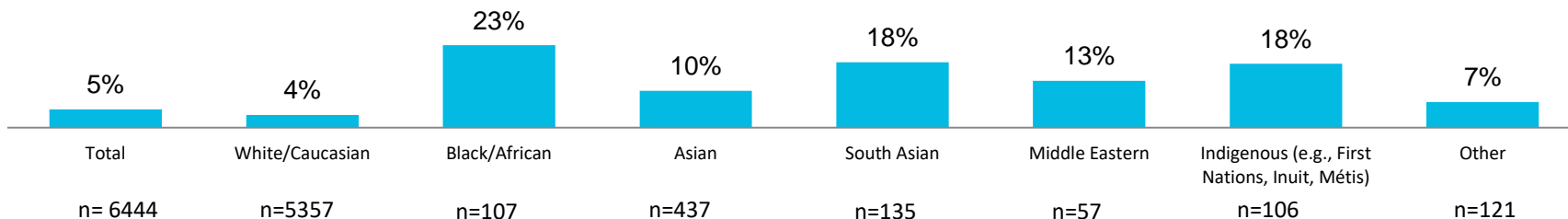
Attendance at Opera by Immigration Status

% at least monthly



Attendance at Opera by Ethnicity

% at least monthly



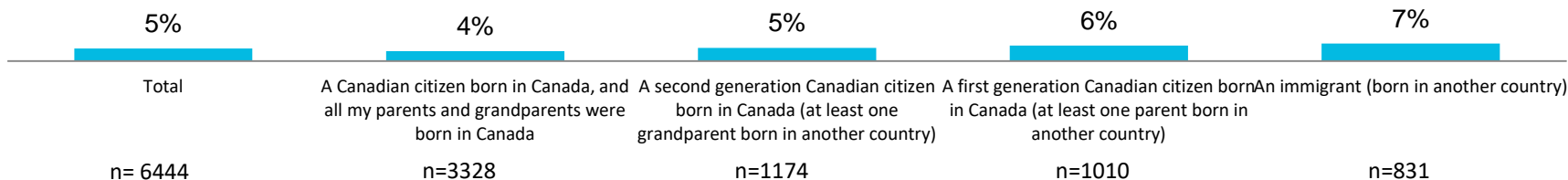
	Opera – Top 5 Significant Drivers (correlation coefficient)
Canadian citizen and all my parents and grandparents were born in Canada	<ul style="list-style-type: none"> -Feeling welcome (.34) -Feeling like it gives life a deeper meaning (.33) -Having grown up participating in it (.26) -Interacting with friends and/or family (.26) -Connecting to my community (.25)
A second generation Canadian citizen born in Canada	<ul style="list-style-type: none"> -Having grown up participating in it (.30) -Connecting to my community (.28) -Being able to go by myself (.27) -Interacting with friends and/or family (.26) -Feeling like it gives life a deeper meaning (.23)
A first generation Canadian citizen born in Canada	<ul style="list-style-type: none"> -Connecting to my community (.39) -Having grown up participating in it (.33) -Being able to go by myself (.26) -Feeling welcome (.24) -Feeling like it gives life a deeper meaning (.21)
An immigrant (born in another country)	<ul style="list-style-type: none"> -Being able to go by myself (.29) -Having fun (.26) -Interacting with friends and/or family (.25) -Having grown up participating in it (.23)

	Opera – Top 5 Significant Drivers (correlation coefficient)
Anglophone	<ul style="list-style-type: none"> -Being able to go by myself (.31) -Connecting to my community (.27) -Feeling welcome (.26) -Interacting with friends and/or family (.20) -Bettering my emotional well-being (.18)
Francophone	<ul style="list-style-type: none"> -Connecting to my community (.32) -Feeling welcome (.29) -Interacting with friends and/or family (.26) -Supporting the cultural world (.25) -Being able to go by myself (.24)
Allophone	No significant drivers

- Ballet attendance is fairly consistent across immigration status but Allophones are the most likely to attend at least monthly (10%).
- Top drivers:
 - feeling welcome
 - having grown up participating in it
 - connecting with their community

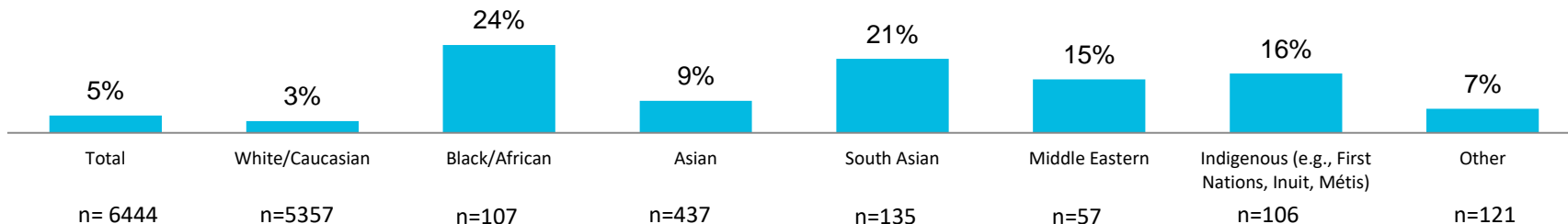
Attendance at Ballet by Immigration Status

% at least monthly



Attendance at Ballet by Ethnicity

% at least monthly



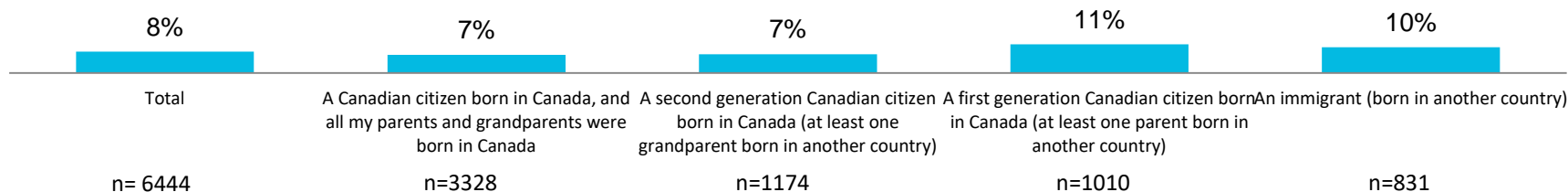
Ballet – Top 5 Significant Drivers (correlation coefficient)	
Canadian citizen and all my parents and grandparents were born in Canada	<ul style="list-style-type: none"> -Feeling welcome (.28) -Having grown up participating in it (.25) -Being able to go by myself (.24) -Feeling like it gives life a deeper meaning (.19) -Connecting to my community (.18)
A second generation Canadian citizen born in Canada	<ul style="list-style-type: none"> -Having grown up participating in it (.48) -Connecting to my community (.38) -Being able to go by myself (.35) -Feeling welcome (.35) -Feeling like it gives life a deeper meaning (.27)
A first generation Canadian citizen born in Canada	<ul style="list-style-type: none"> -Feeling welcome (.38) -Having grown up participating in it (.33) -Learning something new (.28) -Connecting to my community (.25) -Feeling like it gives life a deeper meaning (.28)
An immigrant (born in another country)	<ul style="list-style-type: none"> -Connecting to my community (.36) -Being able to go by myself (.32) -Feeling welcome (.29) -Having grown up participating in it (.29) -Bettering my emotional well-being (.27)

Ballet – Top 5 Significant Drivers (correlation coefficient)	
Anglophone	<ul style="list-style-type: none"> -Feeling welcome (.36) -Having grown up participating in it (.33) -Being able to go by myself (.30) -Connecting to my community (.28) -Feeling inspired (.25)
Francophone	<ul style="list-style-type: none"> -Having grown up participating in it (.34) -Interacting with friends and/or family (.28) -Feeling welcome (.26) -Connecting to my community (.25) -Broadening my perspective or worldview (.24)
Allophone	No significant drivers

- Attendance at non-musical plays is slightly higher among those whose families have immigrated to Canada more recently.
- Top drivers:
 - having grown up participating in it
 - being able to go by themselves
 - feeling like it gives life a deeper meaning

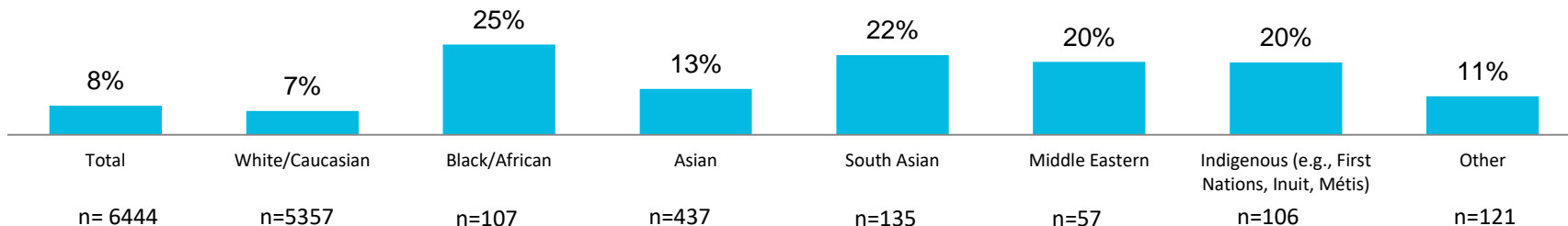
Attendance at Non-musical Play by Immigration Status

% at least monthly



Attendance at Non-musical Play by Ethnicity

% at least monthly



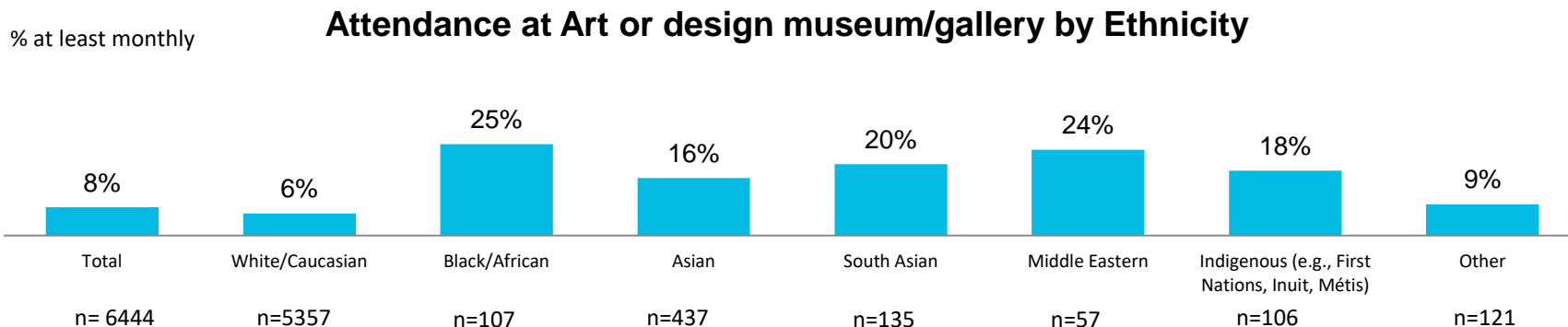
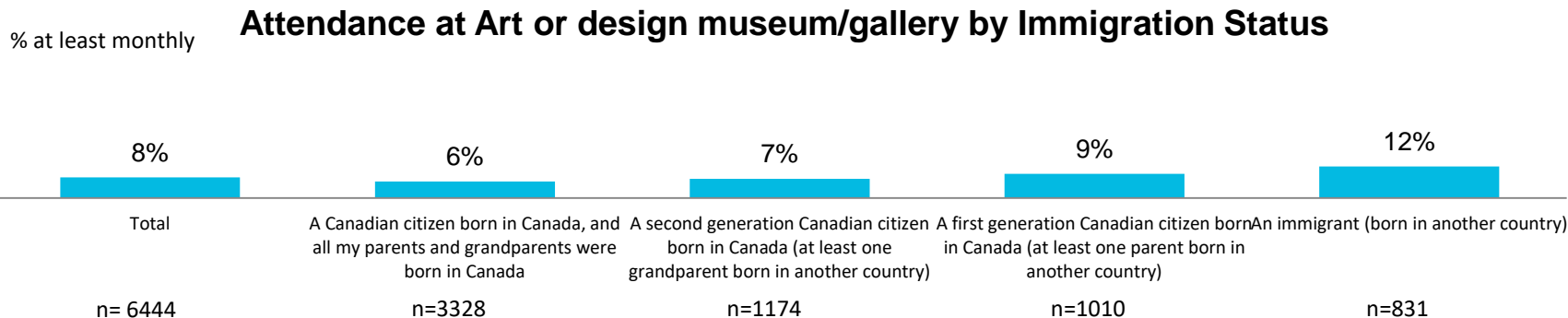
Non-musical Play

	Non-musical play – Top 5 Significant Drivers (correlation coefficient)
Canadian citizen and all my parents and grandparents were born in Canada	<ul style="list-style-type: none"> -Feeling inspired (.21) -Connecting to my community (.14) -Bettering my emotional well-being (.14) -Feeling like it gives life a deeper meaning (.14) -Having grown up participating in it (.13)
A second generation Canadian citizen born in Canada	<ul style="list-style-type: none"> -Supporting the cultural world (.19) -Connecting to my community (.24)
A first generation Canadian citizen born in Canada	No significant drivers
An immigrant (born in another country)	<ul style="list-style-type: none"> -Having grown up participating in it (.36) -Being able to go by myself (.30) -Bettering my emotional well-being (.28)

	Non-musical play – Top 5 Significant Drivers (correlation coefficient)
Anglophone	<ul style="list-style-type: none"> -Feeling inspired (.15) -Learning something new (.14) -Interacting with friends and/or family (.14) -Being able to go by myself (.13) -Bettering my emotional well-being (.13)
Francophone	No significant drivers
Allophone	No significant drivers

- Art or design museum attendance is higher among those whose families have immigrated to Canada more recently. Among those who were born somewhere else, 12% attend art or design museum/ gallery monthly compared to only 6% of those whose parents and grandparents were born in Canada.
- Top drivers:
 - having grown up participating in it
 - feeling inspired
 - being able to go by themselves

Art or design museum/gallery



Art or design museum/gallery

	Art or design museum/gallery – Top 5 Significant Drivers (correlation coefficient)
Canadian citizen and all my parents and grandparents were born in Canada	-Connecting to my community (.16)
A second generation Canadian citizen born in Canada	-Being able to go by myself (.26)
A first generation Canadian citizen born in Canada	-Having grown up participating in it (.32) -Feeling inspired (.25) -Bettering my emotional well-being (.25) -Being able to go by myself (.24) -Interacting with friends and/or family (.23)
An immigrant (born in another country)	No significant drivers

	Art or design museum/gallery – Top 5 Significant Drivers (correlation coefficient)
Anglophone	-Having grown up participating in it (.15) -Supporting the cultural world (.12) -Being able to go by myself (.11)
Francophone	-Connecting to my community (.37) -Feeling inspired (.30) -Feeling like it gives life a deeper meaning (.28)
Allophone	No significant drivers

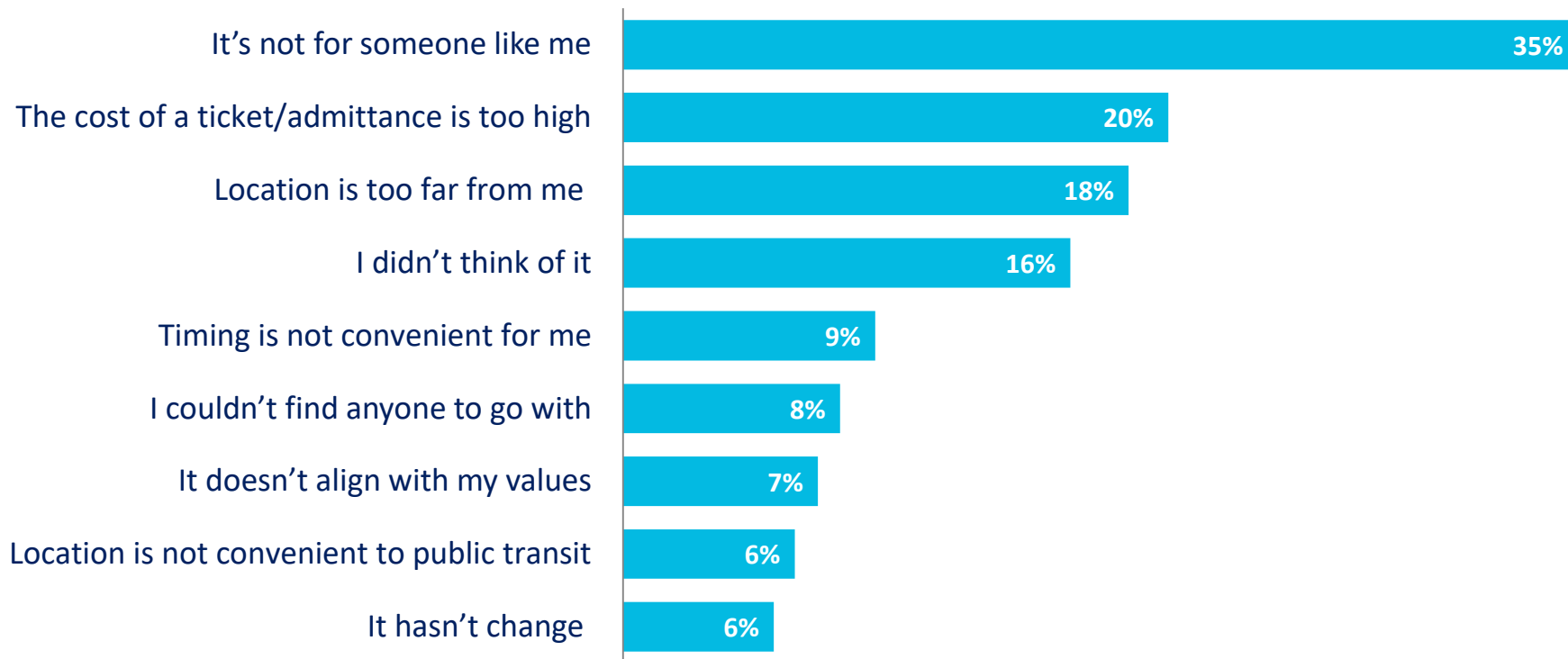
	Total	City/Urban area (>= 50,000 population)	Suburb	Small city/town < 50,000 population)	Rural
Public park	88	91	87	85	82
Movies/film	78	80	79	74	70
Television program	77	78	78	74	77
Library	73	76	74	68	65
Books/literature	73	75	72	72	68
Community festival/street fair	73	76	68	70	71
Popular music	71	74	69	68	65
Food and drink experience	68	72	67	65	57
Historic attraction/museum	66	69	67	63	61
Zoo or aquarium	63	65	65	58	55
Craft or design fair	57	59	52	57	55
Music festival	56	60	54	50	46
Variety or comedy show	55	58	57	50	50
Art or design museum/gallery	54	60	53	44	45
Science, innovation, or technology museum	54	58	55	44	45
Botanical garden	53	57	56	44	42
Natural history museum	52	56	50	44	46
Musical	51	56	53	45	41
Art gallery/fair	51	57	50	43	41
Performing arts festival	51	56	50	47	41
Public/street art	51	56	48	46	41
Non-musical play	50	54	49	44	44
Festival that is celebrated or organized by ethnic group	46	53	45	36	30
Cultural center	45	51	44	39	36
Classical music	40	45	41	33	31
Architectural tour or exhibit	36	40	38	28	26
Jazz music	35	40	38	25	20
Film festival	34	40	35	24	20
World music	34	39	32	27	22
Cultural dance	30	34	29	26	22
Contemporary dance	29	34	29	23	18
Children's museum	27	29	27	22	21
Opera	22	26	22	15	12
Ballet	21	26	22	14	10

	Total	Anglophone	Francophone	Allophone
Public park	88%	90%	79%	92%
Movies/film	78%	79%	70%	83%
Television program	77%	79%	73%	76%
Library	73%	74%	66%	81%
Books/literature	73%	75%	64%	77%
Community festival/street fair	73%	74%	63%	79%
Popular music	71%	72%	65%	70%
Food and drink experience	68%	69%	59%	77%
Historic attraction/museum	66%	68%	56%	72%
Zoo or aquarium	63%	62%	57%	76%
Craft or design fair	57%	60%	44%	59%
Music festival	56%	54%	54%	64%
Variety or comedy show	55%	51%	66%	57%
Art or design museum/gallery	54%	52%	50%	69%
Science, innovation, or technology museum	54%	54%	43%	67%
Botanical garden	53%	50%	51%	68%
Natural history museum	52%	53%	40%	66%
Musical	51%	53%	40%	59%
Art gallery/fair	51%	52%	42%	63%
Performing arts festival	51%	51%	45%	62%
Public/street art	51%	49%	50%	62%
Non-musical play	50%	50%	48%	54%
Festival that is celebrated or organized by ethnic group	46%	46%	32%	70%
Cultural center	45%	42%	46%	65%
Classical music	40%	38%	37%	56%
Architectural tour or exhibit	36%	33%	40%	49%
Jazz music	35%	33%	33%	48%
Film festival	34%	31%	31%	53%
World music	34%	31%	30%	55%
Cultural dance	30%	28%	27%	45%
Contemporary dance	29%	27%	27%	47%
Children's museum	27%	26%	22%	39%
Opera	22%	19%	22%	38%
Ballet	21%	20%	18%	33%



Barriers

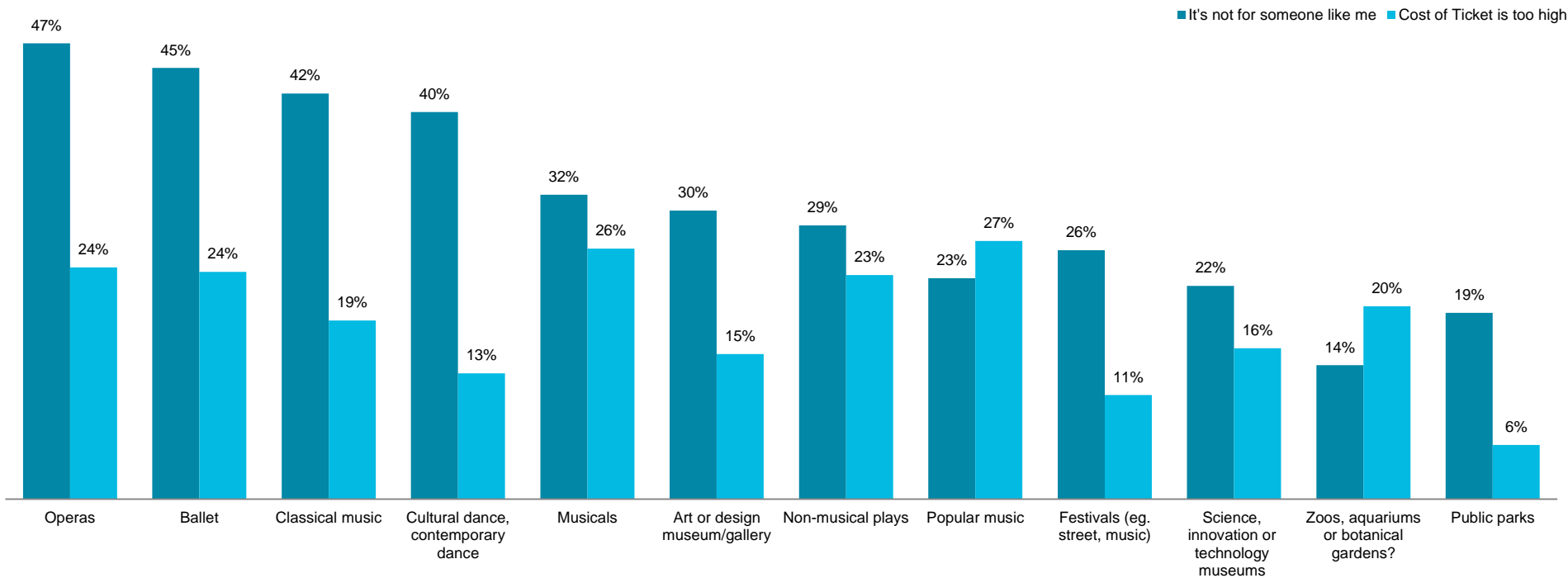
Top barriers to cultural participation



Question: [IF DOES NOT PARTICIPATE] You mentioned that you have not participated in the below cultural activities in the past 12 months. Why is that?





[RANDOMIZE] *Averaged across all cultural activities

Barriers to Participation in Cultural Activities in Past 12 Months



CAO4: [IF DOES NOT PARTICIPATE] You mentioned that you have not participated in the below cultural activities in the past 12 months. Why is that? [RANDOMIZE]

Top characteristics of an ideal cultural activity

- | | | |
|---------------|-------------------------------------------------------------------------------------|-----|
| 1 Social |  | 38% |
| 2 Lively |  | 38% |
| 3 Interactive |  | 30% |
| 4 Active |  | 26% |

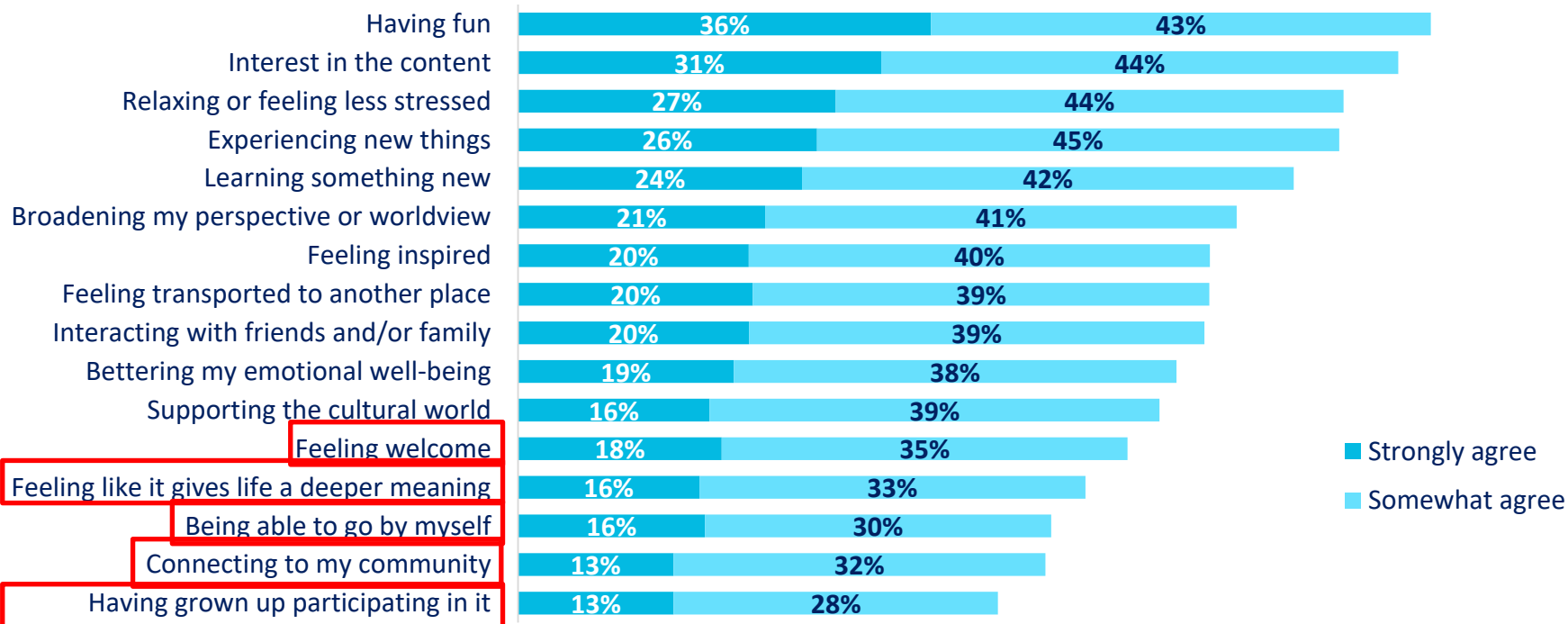
- **One of the top drivers:** “being able to go by themselves”
- **One of the top barriers:** “I couldn't find anyone to go with”

- Attendance at cultural activities tends to be higher among immigrants and first-generation Canadians.

- The drivers are less important for popular music or art/design museum than they are for activities such as opera, ballet, classical music, and non-musical plays. This suggests that the less accessible the art form, the more important the drivers are for explaining attendance.

- The most important drivers independent of subgroup and cultural activity include:
 - Feeling welcome
 - Feeling like it gives life a deeper meaning
 - Having grown up participating in it
 - Being able to go by myself
 - Connecting to my community

Motivators to cultural participation



A grayscale background image showing several hands raised in the air, suggesting a discussion or a vote-taking session. The hands are out of focus, with the central hand being slightly more prominent.

Discussion