



# Diversity and Drivers of Arts Attendance

May 2019

Business / Arts

**CULTURE**  
**TRACK**

 **NANOS**

This report is based on the findings of [Culture Track Canada](#), an online survey of 6,444 Canadians who have participated in a cultural activity in the past 12 months, between December 21<sup>st</sup>, 2017 and January 11<sup>th</sup>, 2018. The information presented in this report includes information on the percentage of Canadians who are active in seven cultural activities (classical music, popular music, musicals, art or design museums/gallery, opera, ballet and non-musical plays) by language, ethnicity and immigration status as well as the correlation of each driver with the frequency of attendance.

The purpose of this report was to determine if there were any statistically significant differences in attendance according to ethnicity, language and immigration status, how motivators vary according to ethnicity, language and/or immigration status and how drivers influence frequency of attendance.

\*Please note that there were several activities such as world music and contemporary dance that could not be reported on because of sample size limitations. Detailed statistics for these activities are however available in the Culture Track Canada raw data spreadsheet.

## Acknowledgements

This supplementary report was commissioned by members of Canada's Performing Arts Alliance:

- Aboriginal Curatorial Collective
- Canadian Dance Assembly
- CAPACOA
- Deaf Disability and Mad Arts Alliance of Canada
- Fédération culturelle canadienne-française
- Indigenous Performing Arts Alliance
- Opera.ca
- Orchestras Canada
- Professional Association of Canadian Theatres

With special thanks to:



Key Findings

1.0 Classical music

2.0 Popular music

3.0 Musicals

4.0 Opera

5.0 Ballet

6.0 Non-musical plays

7.0 Art or design museums/gallery

## Key Findings

- 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 sub-group 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

## Note on Interpreting the Findings

- Each section of the report contains information on the percentage of Canadians who are active in each cultural activity by language, ethnicity and immigration status. Note that the sample size for many of the ethnicity groups is too small to allow for generalizable results.
- 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.
- Only those correlations that are statistically significant (significance is related to the size of the correlation and the number of cases it is based on) are highlighted in the tables.

# 1.0 Classical Music

	% Who attend at least monthly	Classical Music – Top 5 Significant Drivers (correlation coefficient)
Canadian citizen and all my parents and grandparents were born in Canada	10%	<ul style="list-style-type: none"> <li>-Having grown up participating in it (.21)</li> <li>-Relaxing or feeling less stressed (.19)</li> <li>-Being able to go by myself (.18)</li> <li>-Feeling welcome (.18)</li> <li>-Feeling like it gives life a deeper meaning (.18)</li> </ul>
A second generation Canadian citizen born in Canada	13%	<ul style="list-style-type: none"> <li>-Bettering my emotional well-being (.28)</li> <li>-Feeling welcome (.26)</li> <li>-Feeling inspired (.26)</li> <li>-Interest in the content (.24)</li> <li>-Feeling like it gives life a deeper meaning (.23)</li> </ul>
A first generation Canadian citizen born in Canada	14%	No significant drivers
An immigrant (born in another country)	18%	<ul style="list-style-type: none"> <li>-Feeling like it gives life a deeper meaning (.37)</li> <li>-Having fun (.36)</li> <li>-Relaxing or feeling less stressed (.34)</li> <li>-Feeling welcome (.32)</li> <li>-Bettering my emotional well-being (.32)</li> </ul>
Anglophone	11%	<ul style="list-style-type: none"> <li>-Bettering my emotional well-being (.24)</li> <li>-Being able to go by myself (.24)</li> <li>-Having grown up participating in it (.21)</li> <li>-Feeling inspired (.22)</li> <li>-Feeling welcome (.19)</li> </ul>
Francophone	11%	<ul style="list-style-type: none"> <li>-Feeling like it gives life a deeper meaning (.21)</li> </ul>
Allophone	21%	<ul style="list-style-type: none"> <li>-Being able to go by myself (.31)</li> <li>-Feeling like it gives life a deeper meaning (.28)</li> <li>-Having fun (.27)</li> <li>-Feeling welcome (.26)</li> <li>-Having grown up participating in it (.20)</li> </ul>

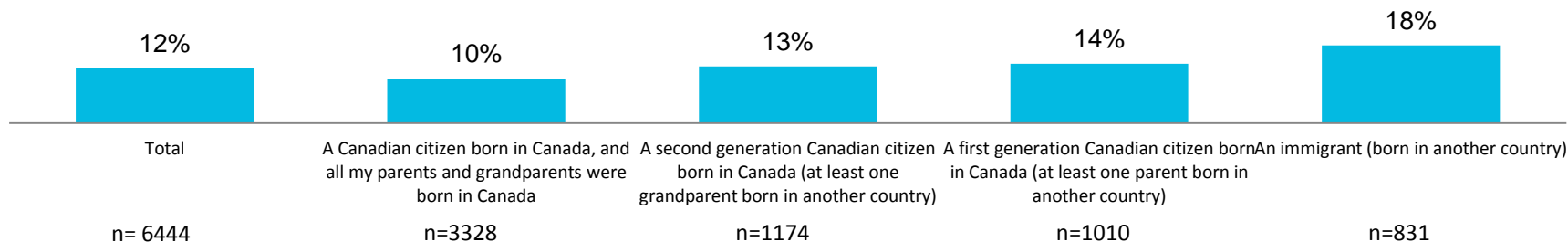
Classical music attendance is higher among those who have immigrated to Canada more recently. Among those who were born somewhere else, 18% attend classical music monthly compared to only 10% of those whose parents and grandparents were born in Canada. Reflecting immigrant sources, Allophones are the most likely to attend at least monthly (21%).

The strongest reasons for attending classical music are having grown up participating in it, relaxing experience, feeling welcome, being able to go by themselves, and feeling like it gives life a deeper meaning.

- Immigrants are more driven by the deeper meaning of the experience than Canadians whose families have longer histories in Canada. Deeper meaning is also more important for Allophones and Francophones than it is for Anglophones.
- Bettering their emotional well-being is a key driver for second generation Canadians, immigrants and Anglophones.
- Feeling welcome and being able to go by themselves are significant driver for most groups .

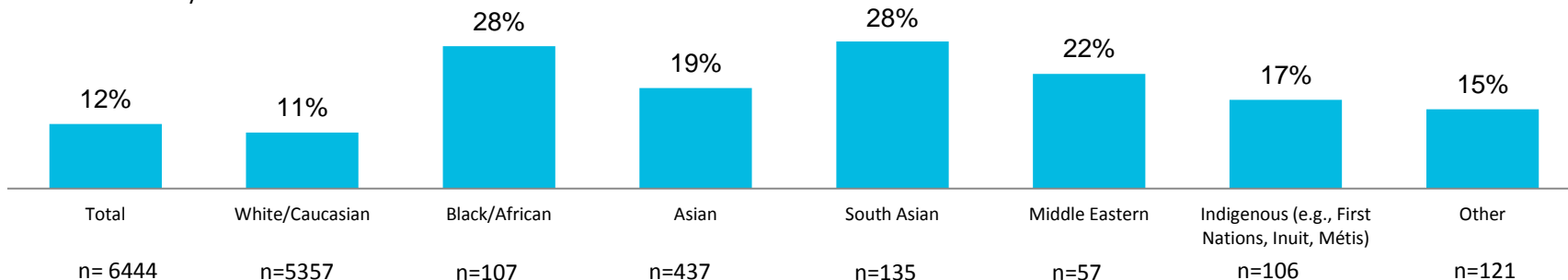
## Attendance at Classical Music by Immigration Status

% at least monthly



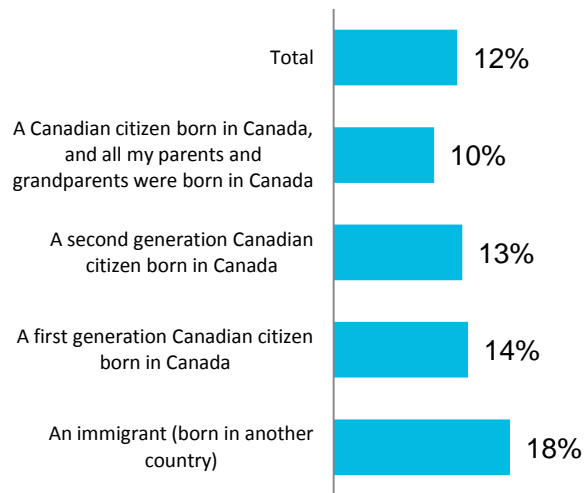
## Attendance at Classical Music by Ethnicity

% at least monthly



### Attendance at Classical Music by Immigration Status

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate in classical music not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

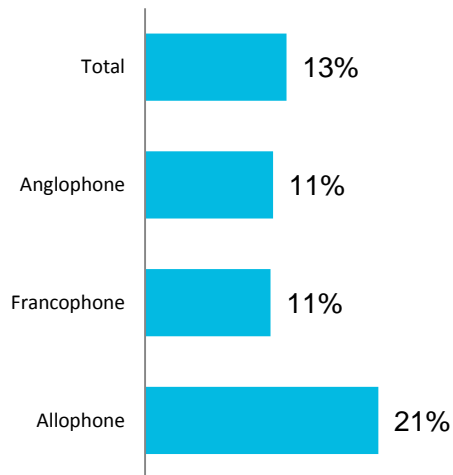
What motivates you to participate in classical music?	S7_1r3: Classical music - How often have you participated in each of the following activities in the past 12 months?			
	A Canadian citizen born in Canada, and all my parents and grandparents were born in Canada	An immigrant (born in another country)	A first generation Canadian citizen born in Canada (at least one parent born in another country)	A second generation Canadian citizen born in Canada (at least one grandparent born in another country)
N	377	133	125	143
Interacting with friends and/or family	.071	.186*	-.156	.203*
Connecting to my community	.004	.272**	-.026	.185*
Supporting the cultural world	.050	.140	.077	.205*
Broadening my perspective or worldview	.092	.188*	-.149	.131
Experiencing new things	.093	.286**	-.032	.175*
Having fun	.140**	.360**	.143	.207*
Having grown up participating in it	.208**	.193*	.007	.221**
Relaxing or feeling less stressed	.190**	.336**	.003	.156
Feeling welcome	.183**	.323**	-.064	.261**
Feeling like it gives life a deeper meaning	.176**	.366**	.048	.230**
Bettering my emotional well-being	.159**	.317**	.138	.284**
Feeling inspired	.158**	.197*	.168	.256**
Being able to go by myself	.184**	.332**	.044	.193*
Interest in the content	.069	.174*	.132	.243**
Learning something new	.134**	.217*	.021	.102
Feeling transported to another place	.087	.146	-.163	.218**

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in classical music?

### Attendance at Classical Music by Language

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate in classical music not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

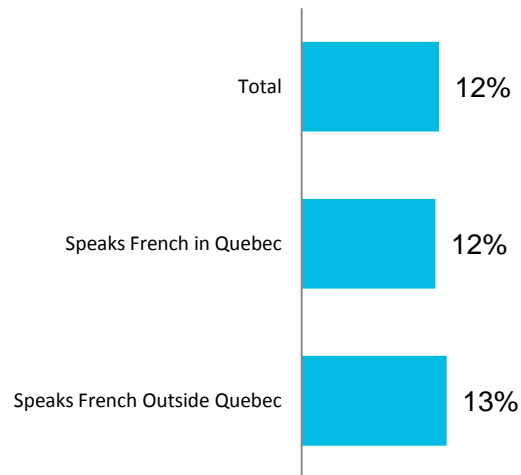
		S7_1r3: Classical music - How often have you participated in each of the following activities in the past 12 months?		
What motivates you to participate in classical music?		Anglophone	Francophone	Allophone
N		489	188	120
Interacting with friends and/or family		0.088	0.065	0.104
Connecting to my community		.136**	-0.095	0.179
Supporting the cultural world		.097*	0.088	0.02
Broadening my perspective or worldview		0.064	0.104	0.128
Experiencing new things		.107*	0.117	0.173
Having fun		.174**	0.116	.268**
Having grown up participating in it		.229**	-0.025	.203*
Relaxing or feeling less stressed		.185**	.155*	0.148
Feeling welcome		.191**	0.124	.259**
Feeling like it gives life a deeper meaning		.158**	.212**	.275**
Bettering my emotional well-being		.238**	0.122	.221*
Feeling inspired		.217**	.177*	0.058
Being able to go by myself		.235**	-0.063	.312**
Interest in the content		.160**	0.016	.214*
Learning something new		.140**	0.036	.180*
Feeling transported to another place		0.062	0.076	0.154

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in classical music?

### Attendance at Classical Music by French

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate in classical music not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

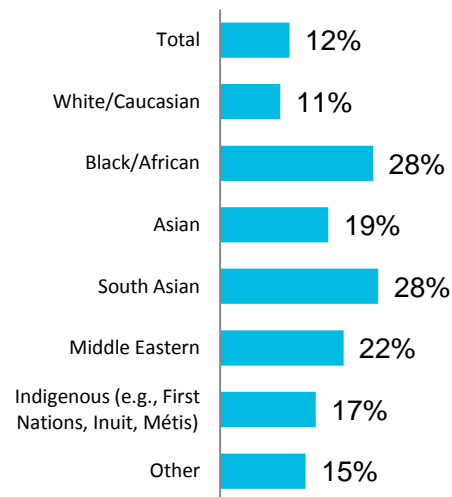
What motivates you to participate in classical music?	S7_1r3: Classical music - How often have you participated in each of the following activities in the past 12 months?	
	Speaks French in Quebec	Speaks French outside Quebec
N	201	60
Interacting with friends and/or family	.085	.162
Connecting to my community	-.057	.071
Supporting the cultural world	.067	.249
Broadening my perspective or worldview	.095	.106
Experiencing new things	.109	.146
Having fun	.109	.156
Having grown up participating in it	.011	.253
Relaxing or feeling less stressed	.118	.262*
Feeling welcome	.140*	.246
Feeling like it gives life a deeper meaning	.248**	.036
Bettering my emotional well-being	.136	.413**
Feeling inspired	.193**	.135
Being able to go by myself	-.070	.409**
Interest in the content	.046	.095
Learning something new	.057	.270*
Feeling transported to another place	.089	.073

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in classical music?

## Attendance at Classical Music by Ethnicity

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate in classical music not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlation coefficient	White/ Caucasian	Black/ African	Asian	South Asian	Middle Eastern	Indigenous	Other	Prefer not to say
<b>n</b>	<b>674</b>	<b>5</b>	<b>52</b>	<b>23</b>	<b>9</b>	<b>7</b>	<b>13</b>	<b>14</b>
Interacting with friends and/or family	.091*	-.019	.168	.016	.425	-.102	-.191	-.071
Connecting to my community	.067	.121	.275*	.405	.370	.323	-.234	-.199
Supporting the cultural world	.086*	.008	.137	-.070	.209	.733	.086	-.171
Broadening my perspective or worldview	.096*	.112	.135	.279	.125	.221	.043	-.502
Experiencing new things	.118**	.686	.168	.152	.338	.796*	.024	-.269
Having fun	.190**	.224	.242	.293	.400	-.332	-.054	-.307
Having grown up participating in it	.174**	.241	.208	.174	.351	.524	.079	.227
Relaxing or feeling less stressed	.183**	.523	.382**	.213	.085	-.676	-.367	.162
Feeling welcome	.202**	.512	.173	.226	.244	-.445	-.186	.067
Feeling like it gives life a deeper meaning	.202**	.584	.342*	-.076	.394	.752	.027	-.022
Bettering my emotional well-being	.216**	.740	.180	.397	.219	.642	-.125	.311
Feeling inspired	.222**	.550	.135	-.138	.300	.866*	-.260	.219
Being able to go by myself	.169**	.356	.298*	.580**	.103	.487	-.004	-.092
Interest in the content	.138**	.040	.197	.447*	-.088	-.166	.087	.421
Learning something new	.128**	.184	.167	.177	.326	.280	-.077	-.080
Feeling transported to another place	.090*	.241	.279*	-.092	.150	-.637	-.322	.143

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in classical music?

## 2.0 Popular Music

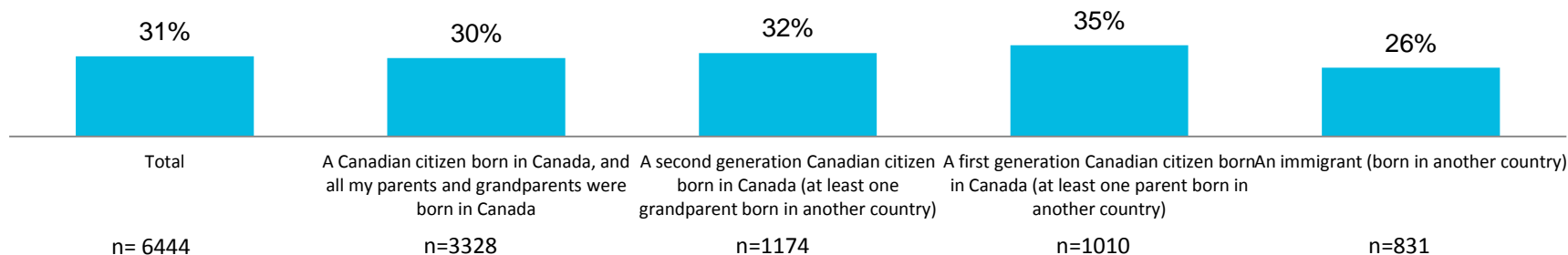
	% Who attend at least monthly	Popular Music – Top 5 Significant Drivers (correlation coefficient)
Canadian citizen and all my parents and grandparents were born in Canada	30%	-Being able to go by myself (.13)
A second generation Canadian citizen born in Canada	32%	No significant drivers
A first generation Canadian citizen born in Canada	35%	No significant drivers
An immigrant (born in another country)	26%	No significant drivers
Anglophone	32%	No significant drivers
Francophone	25%	No significant drivers
Allophone	34%	No significant drivers

Popular music attendance is highest among first generation Canadians and lowest among immigrants. Among those who were born somewhere else, 26% attend popular music monthly compared to 30% of those whose parents and grandparents were born in Canada. Francophones are the least likely to attend at least monthly (25%).

The strongest reasons for attending popular music is being able to go by themselves.

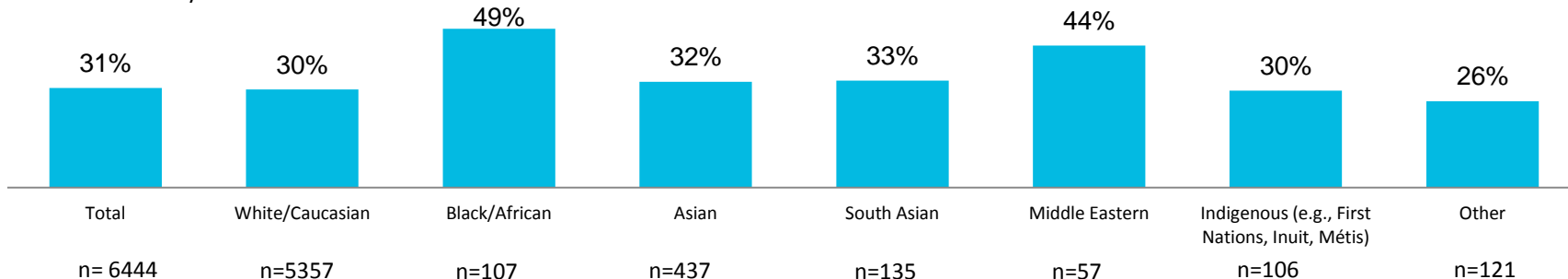
### Attendance at Popular Music by Immigration Status

% at least monthly



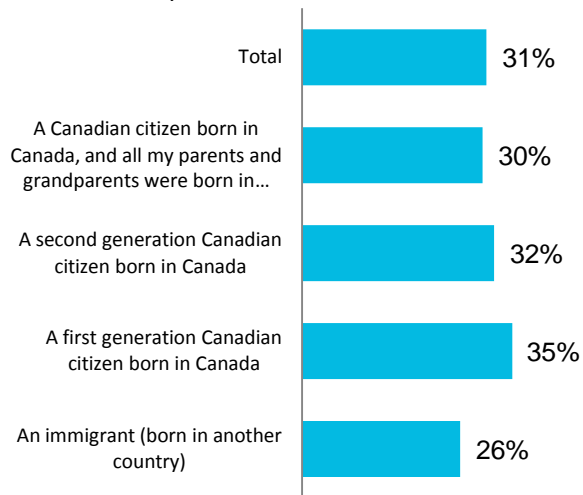
### Attendance at Popular Music by Ethnicity

% at least monthly



## Attendance at Popular Music by Immigration Status

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

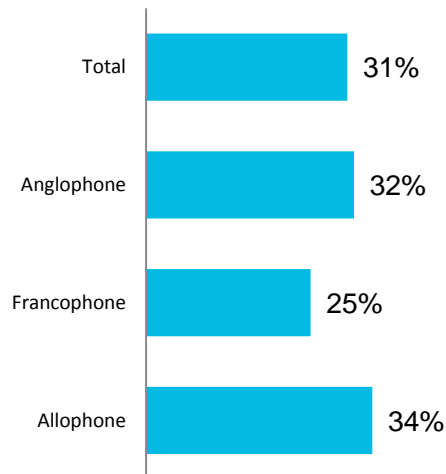
What motivates you to participate in popular music?	Popular music - How often have you participated in each of the following activities in the past 12 months?			
	A Canadian citizen born in Canada, and all my parents and grandparents were born in Canada	An immigrant (born in another country)	A first generation Canadian citizen born in Canada (at least one parent born in another country)	A second generation Canadian citizen born in Canada (at least one grandparent born in another country)
N	396	90	132	125
Interacting with friends and/or family	0.025	0.125	.187*	-0.059
Connecting to my community	0.039	-0.125	0.075	-0.16
Supporting the cultural world	-0.007	0.095	-0.114	0.084
Broadening my perspective or worldview	0.077	0.05	.207*	-0.086
Experiencing new things	0.029	0.071	0.054	-0.011
Having fun	0.04	-0.024	-0.016	0.022
Having grown up participating in it	0.098	-0.042	-0.027	0.079
Relaxing or feeling less stressed	0.041	0.028	0.01	0.062
Feeling welcome	.124*	0.057	0.128	-0.162
Feeling like it gives life a deeper meaning	0.075	0.182	0.013	0.027
Bettering my emotional well-being	0.067	-0.098	0.113	-0.129
Feeling inspired	0.065	0.074	0.061	0.027
Being able to go by myself	.130**	0.08	-0.047	-0.096
Interest in the content	0.017	-0.123	0.053	0.014
Learning something new	0.079	-0.083	0.134	0.008
Feeling transported to another place	0.052	0.027	0.143	0.014

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in popular music?

### Attendance at Popular Music by Language

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

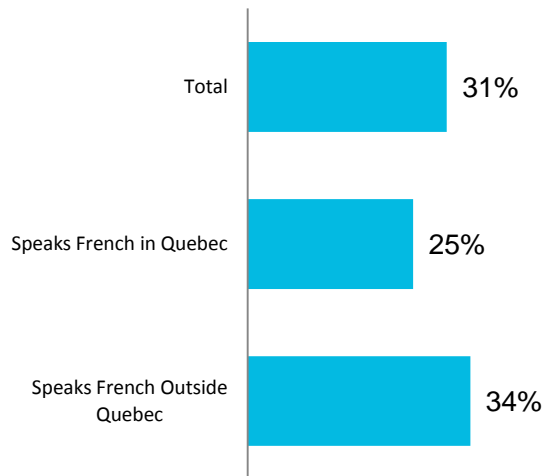
What motivates you to participate in... ?	How often have you participated in each of the following activities in the past 12 months?		
	Anglophone	Francophone	Allophone
N	473	197	83
Interacting with friends and/or family	0.021	0.023	0.18
Connecting to my community	-0.025	0.035	0.018
Supporting the cultural world	0.019	-0.024	0.124
Broadening my perspective or worldview	0.072	0.057	0.107
Experiencing new things	0.057	-0.03	-0.026
Having fun	0.028	-0.032	0.034
Having grown up participating in it	0.041	0.008	0.198
Relaxing or feeling less stressed	0.083	-0.107	0.028
Feeling welcome	0.081	-0.01	0.093
Feeling like it gives life a deeper meaning	0.048	0.108	0.064
Bettering my emotional well-being	0.035	-0.064	0.111
Feeling inspired	0.049	0.062	0.027
Being able to go by myself	0.084	-0.046	.276*
Interest in the content	0.052	-0.085	-0.115
Learning something new	.109*	-0.056	0.084
Feeling transported to another place	0.061	0.067	0.097

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in popular music?

### Attendance at Popular Music by French

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

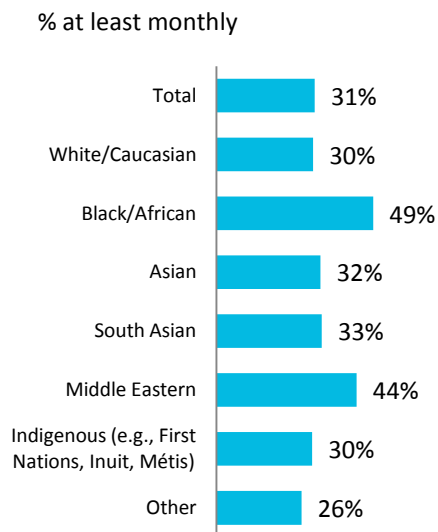
People who do not participate not included. Correlation is based on how frequently a person attends.

What motivates you to participate in ...?	How often have you participated in each of the following activities in the past 12 months?	
	Speaks French in Quebec	Speaks French outside Quebec
N	202	43
Interacting with friends and/or family	0.066	0.257
Connecting to my community	0.041	0.274
Supporting the cultural world	-0.009	.313*
Broadening my perspective or worldview	0.085	.318*
Experiencing new things	-0.023	0.21
Having fun	-0.006	0.217
Having grown up participating in it	0.039	.538**
Relaxing or feeling less stressed	-0.073	0.235
Feeling welcome	-0.008	.349*
Feeling like it gives life a deeper meaning	0.117	0.216
Bettering my emotional well-being	-0.015	0.269
Feeling inspired	0.087	0.105
Being able to go by myself	-0.042	0.259
Interest in the content	-0.083	.346*
Learning something new	-0.038	.392**
Feeling transported to another place	0.099	0.217

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in popular music?

## Attendance at Popular Music by Ethnicity



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

Correlation coefficient	White/ Caucasian	Black/ African	Asian	South Asian	Middle Eastern	Indigenous	Other
n	318	11	48	18	10	17	11
Interacting with friends and/or family	0.038	0.395	-0.004	-0.12	0.6	0.023	0.05
Connecting to my community	-0.008	0.221	-0.247	0.022	-0.183	0.17	-0.305
Supporting the cultural world	0.005	0.166	-0.003	-0.172	-0.468	0.023	-0.112
Broadening my perspective or worldview	0.048	0.352	0.032	0.297	0.192	-0.029	0.139
Experiencing new things	0.007	.827**	-0.264	0.208	0.622	0.125	-0.237
Having fun	0.024	.654*	0.09	-.480*	-0.536	0.097	0.21
Having grown up participating in it	0.067	0.281	-0.215	-.772**	.839**	.596*	0.045
Relaxing or feeling less stressed	0.045	0.223	0.083	0.281	-0.274	-0.265	0.21
Feeling welcome	0.071	0.575	-0.04	-0.411	0.396	0.186	-0.228
Feeling like it gives life a deeper meaning	0.07	0.576	-.361*	-0.005	.720*	0.204	-0.405
Bettering my emotional well-being	0.013	0.567	-0.215	-0.053	0.159	0.391	0.301
Feeling inspired	0.043	0.418	-0.125	-0.433	.893**	0.364	-0.253
Being able to go by myself	0.066	0.414	0.138	-0.254	-0.363	0.276	-0.421
Interest in the content	0.01	0.18	-0.08	0.113	-0.213	-0.041	0.385
Learning something new	0.046	0.534	-0.166	0.148	-0.514	0.239	-0.237
Feeling transported to another place	0.046	0.342	0.003	0.059	-0.514	-0.219	0.156

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in popular music?

\*\* Correlation is significant at the 0.01 level (2-tailed).

# 3.0 Musicals

	% Who attend at least monthly	Musicals – Top 5 Significant Drivers (correlation coefficient)
Canadian citizen and all my parents and grandparents were born in Canada	7%	-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	8%	No significant drivers
A first generation Canadian citizen born in Canada	11%	-Feeling like it gives life a deeper meaning (.27) -Feeling inspired (.26) -Bettering my emotional well-being (.25)
An immigrant (born in another country)	10%	-Feeling inspired (.25)
Anglophone	8%	-Feeling inspired (.20) -Interest in the content (.19)
Francophone	8%	-Relaxing or feeling less stressed (.27) -Interest in the content (.26) -Connecting to my community (.23)
Allophone	13%	-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)

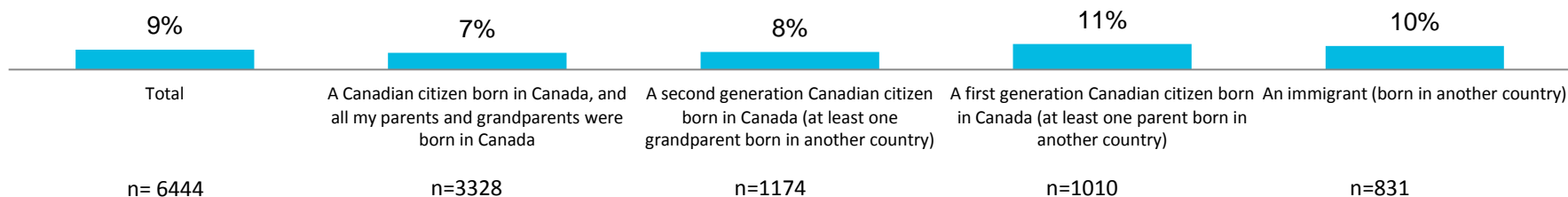
Musical attendance is quite similar across immigration and language profiles. Allophones are the most likely to attend at least monthly (13%).

The strongest reasons for attending musicals are feeling inspired and feeling like it gives life a deeper meaning.

- Immigrants, and first generation Canadians are the most likely to be influenced by feeling inspired.
- Francophones differ in being driven by interest and a relaxing or less stressful feeling.

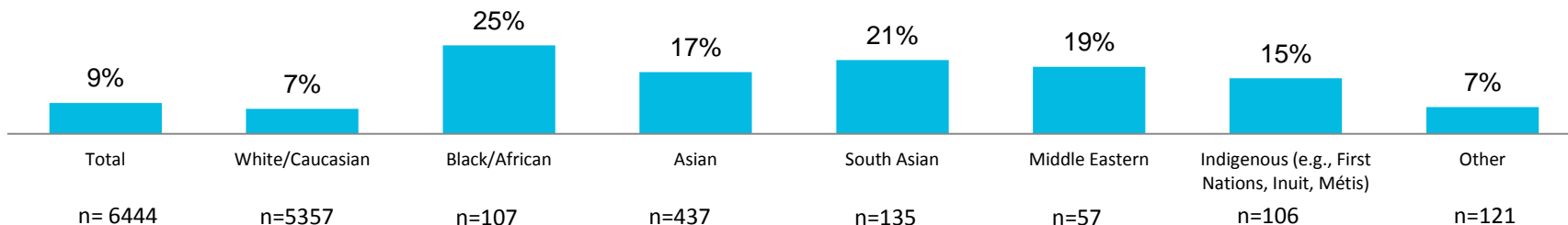
## Attendance at Musicals by Immigration Status

% at least monthly



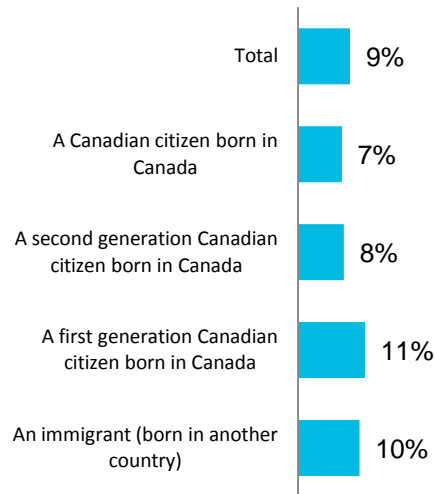
## Attendance at Musicals by Ethnicity

% at least monthly



### Attendance at Musicals by Immigration Status

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

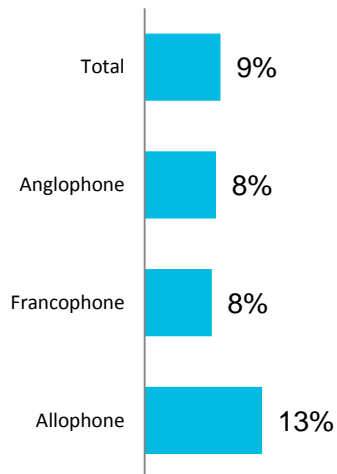
What motivates you to participate in musicals?	Musical- How often have you participated in each of the following activities in the past 12 months?			
	A Canadian citizen born in Canada, and all my parents and grandparents were born in Canada	An immigrant (born in another country)	A first generation Canadian citizen born in Canada (at least one parent born in another country)	A second generation Canadian citizen born in Canada (at least one grandparent born in another country)
N	361	106	150	169
Interacting with friends and/or family	.143**	.213*	0.131	-0.007
Connecting to my community	0.101	.233*	0.144	0.086
Supporting the cultural world	.186**	0.112	0.09	-0.002
Broadening my perspective or worldview	.121*	0.014	0.086	0.069
Experiencing new things	.104*	0.06	0.073	0.036
Having fun	0.017	0.064	0.128	0.021
Having grown up participating in it	.148**	0.17	0.052	0.081
Relaxing or feeling less stressed	0.046	-0.08	0.093	0.059
Feeling welcome	.152**	0.022	0.067	0.015
Feeling like it gives life a deeper meaning	.153**	0.107	.274**	0.107
Bettering my emotional well-being	0.056	.197*	.251**	-0.035
Feeling inspired	.129*	.253**	.256**	.197*
Being able to go by myself	.122*	0.108	0.12	-0.008
Interest in the content	0.063	-0.107	0.096	0.101
Learning something new	0.093	0.164	-0.051	0.116
Feeling transported to another place	0.055	-0.009	0.138	0.06

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in musicals?

### Attendance at Musicals by Language

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

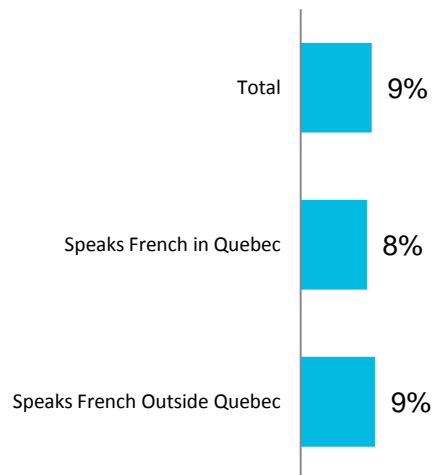
What motivates you to participate in... ?	How often have you participated in each of the following activities in the past 12 months?		
	Anglophone	Francophone	Allophone
N	587	125	89
Interacting with friends and/or family	.099*	0.103	.265*
Connecting to my community	0.049	.231**	.420**
Supporting the cultural world	0.056	0.001	.394**
Broadening my perspective or worldview	0.046	0.064	0.153
Experiencing new things	0.069	-0.045	0.106
Having fun	0.06	-0.118	0.069
Having grown up participating in it	0.056	0.159	.288**
Relaxing or feeling less stressed	0.071	-.267**	0.195
Feeling welcome	-0.006	.186*	.358**
Feeling like it gives life a deeper meaning	.086*	0.146	.450**
Bettering my emotional well-being	.090*	0.026	0.2
Feeling inspired	.195**	-0.031	.387**
Being able to go by myself	0.052	-0.012	.281**
Interest in the content	.118**	-.256**	0.078
Learning something new	0.035	0.069	0.129
Feeling transported to another place	0.064	-0.161	0.188

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in musicals music?

### Attendance at Musicals by French

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

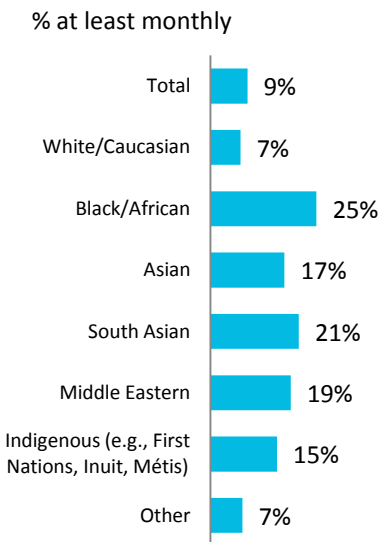
\*\* Correlation is significant at the 0.01 level (2-tailed).

What motivates you to participate in ...?	How often have you participated in each of the following activities in the past 12 months?	
	Speaks French in Quebec	Speaks French outside Quebec
N	136	54
Interacting with friends and/or family	.172*	0.048
Connecting to my community	.294**	.291*
Supporting the cultural world	0.072	0.14
Broadening my perspective or worldview	0.099	0.043
Experiencing new things	-0.006	-0.093
Having fun	-0.105	0.111
Having grown up participating in it	.230**	0.147
Relaxing or feeling less stressed	-.204*	-0.032
Feeling welcome	.232**	-0.173
Feeling like it gives life a deeper meaning	.201*	-0.067
Bettering my emotional well-being	0.056	0.016
Feeling inspired	0.033	0.192
Being able to go by myself	0.055	-0.092
Interest in the content	-.203*	-0.025
Learning something new	0.106	0.116
Feeling transported to another place	-0.131	-0.033

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in musicals?

### Attendance at Musicals by Ethnicity



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlation coefficient	White/ Caucasian	Black/ African	Asian	South Asian	Middle Eastern	Indigenous	Other
n	682	12	46	18	10	3	13
Interacting with friends and/or family	0.074	0.513	.325*	0.196	0.298	.365**	.679**
Connecting to my community	0.07	0.462	.454**	0.408	0.22	.365**	-0.515
Supporting the cultural world	0.052	0.558	.432**	0.108	-0.126	.196**	.633*
Broadening my perspective or worldview	0.066	0.551	.304*	-.477*	0.225	.365**	0.18
Experiencing new things	0.056	0.546	0.237	-0.121	0.178	.365**	0.191
Having fun	0.036	0.493	0.125	-0.115	0.163	.365**	0.51
Having grown up participating in it	0.054	0.558	.354*	-0.189	.628*	.392**	0.358
Relaxing or feeling less stressed	0.048	0.256	0.093	0.021	-0.223	.365**	-0.507
Feeling welcome	0.04	.732**	0.281	0.022	0.148	.365**	0.298
Feeling like it gives life a deeper meaning	.109**	0.497	.392**	0.302	0.457	.404**	0.157
Bettering my emotional well-being	.080*	.683*	.347*	-0.139	0.17	.365**	-.565*
Feeling inspired	.136**	0.551	.446**	0.091	0.292	.365**	.676*
Being able to go by myself	0.018	0.568	0.155	0.064	0.049	.365**	.556*
Interest in the content	0.072	0.362	0.147	-0.099	-0.057	.392**	0.032
Learning something new	0.054	.743**	0.197	-0.242	0.394	.365**	-.551*
Feeling transported to another place	0.035	.713**	0.271	0.148	-0.133	.404**	0.035

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in musicals?

# 4.0 Opera

	% Who attend at least monthly	Opera – Top 5 Significant Drivers (correlation coefficient)
Canadian citizen and all my parents and grandparents were born in Canada	3%	-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	6%	-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	6%	-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)	8%	-Being able to go by myself (.29) -Having fun (.26) -Interacting with friends and/or family (.25) -Having grown up participating in it (.23)
Anglophone	4%	-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	5%	-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	12%	No significant drivers

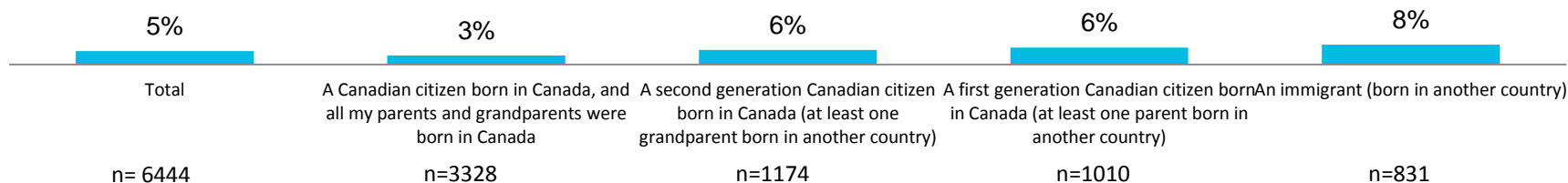
Opera attendance is slightly higher among those who have immigrated to Canada or whose family came to Canada more recently. Reflecting immigrant sources, Allophones are the most likely to attend at least monthly (12%).

The strongest reasons for attending opera are having grown up participating in it, connecting to their community, being able to go by themselves, and feeling like it gives life a deeper meaning.

- Immigrants are more driven by being able to go by themselves and having fun. Canadians whose grandparents were born in Canada are more likely to be driven to attend more by feeling welcome and feeling like it gives life a deeper meaning.
- Francophones and Anglophones share similar drivers but being able to go by themselves is the most important for Anglophones but the fifth most important for Francophones.

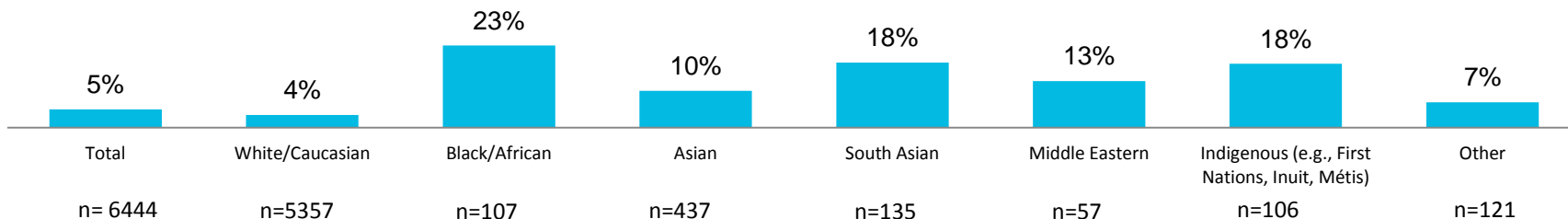
## Attendance at Opera by Immigration Status

% at least monthly



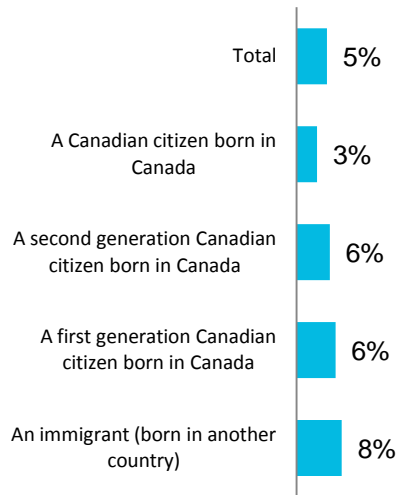
## Attendance at Opera by Ethnicity

% at least monthly



### Attendance at Opera by Immigration Status

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

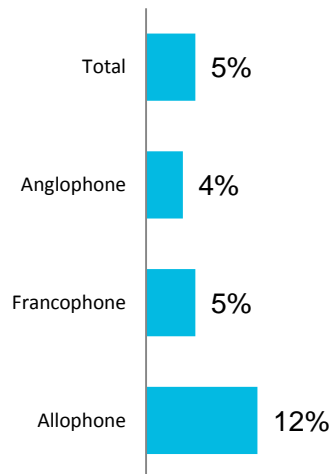
What motivates you to participate in opera?	Opera -- How often have you participated in each of the following activities in the past 12 months?			
	A Canadian citizen born in Canada, and all my parents and grandparents were born in Canada	An immigrant (born in another country)	A first generation Canadian citizen born in Canada (at least one parent born in another country)	A second generation Canadian citizen born in Canada (at least one grandparent born in another country)
N	299	158	152	147
Interacting with friends and/or family	.258**	.247**	0.066	.257**
Connecting to my community	.252**	0.15	.394**	.280**
Supporting the cultural world	.241**	0.136	0.048	.210*
Broadening my perspective or worldview	.121*	0.154	0.007	0.077
Experiencing new things	.121*	.198*	-0.048	0.069
Having fun	.158**	.256**	-0.051	0.157
Having grown up participating in it	.261**	.231**	.329**	.295**
Relaxing or feeling less stressed	0.085	0.11	0.016	0.085
Feeling welcome	.334**	0.128	.243**	.221**
Feeling like it gives life a deeper meaning	.170**	0.134	.211**	.229**
Bettering my emotional well-being	.218**	.167*	0.05	.185*
Feeling inspired	.176**	0.067	0.101	0.151
Being able to go by myself	.333**	.292**	.258**	.271**
Interest in the content	0.085	0.063	0.044	0.041
Learning something new	.137*	0.058	0.104	.172*
Feeling transported to another place	.139*	.162*	-.186*	-0.041

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in opera?

### Attendance at Opera by Language

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

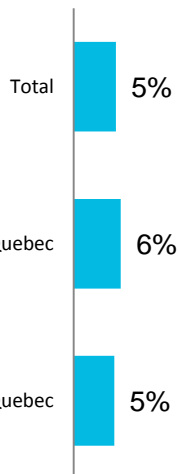
What motivates you to participate in... ?	How often have you participated in each of the following activities in the past 12 months?		
	Anglophone	Francophone	Allophone
N	474	158	146
Interacting with friends and/or family	.197**	.259**	0.136
Connecting to my community	.273**	.324**	0.078
Supporting the cultural world	.174**	.252**	-0.018
Broadening my perspective or worldview	0.052	.200*	0.024
Experiencing new things	0.065	.160*	0.077
Having fun	.120**	0.081	0.119
Having grown up participating in it	.318**	.179*	0.143
Relaxing or feeling less stressed	0.04	0.082	0.073
Feeling welcome	.262**	.288**	0.064
Feeling like it gives life a deeper meaning	.159**	.224**	0.085
Bettering my emotional well-being	.176**	0.115	0.074
Feeling inspired	.139**	0.133	0.003
Being able to go by myself	.305**	.240**	.187*
Interest in the content	0.08	0.052	-0.047
Learning something new	.109*	.208**	-0.045
Feeling transported to another place	0.043	-0.012	-0.016

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in opera?

### Attendance at Opera by French

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

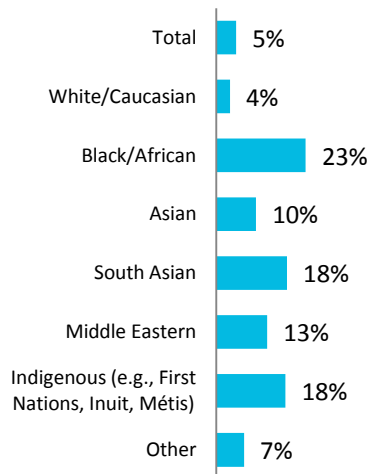
What motivates you to participate in ...?	How often have you participated in each of the following activities in the past 12 months?	
	Speaks French in Quebec	Speaks French outside Quebec
N	176	76
Interacting with friends and/or family	.297**	.258*
Connecting to my community	.339**	.428**
Supporting the cultural world	.295**	0.134
Broadening my perspective or worldview	.231**	0.101
Experiencing new things	.193*	0.203
Having fun	0.133	.306**
Having grown up participating in it	.206**	.361**
Relaxing or feeling less stressed	0.144	0.195
Feeling welcome	.310**	.323**
Feeling like it gives life a deeper meaning	.260**	0.225
Bettering my emotional well-being	.150*	.295**
Feeling inspired	.164*	.261*
Being able to go by myself	.264**	.349**
Interest in the content	0.096	0.191
Learning something new	.229**	.318**
Feeling transported to another place	0.037	0.092

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in opera?

### Attendance at Opera by Ethnicity

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlation coefficient	White/ Caucasian	Black/ African	Asian	South Asian	Middle Eastern	Indigenous	Other
n	591	18	81	38	10	7	15
Interacting with friends and/or family	.189**	.589*	0.208	0.156	-0.214	0.482	.586*
Connecting to my community	.286**	.520*	-0.032	0.225	-0.161	0.491	0.267
Supporting the cultural world	.190**	.526*	-0.046	0.069	-0.186	0.643	-0.118
Broadening my perspective or worldview	0.08	0.402	0.025	0.09	-0.429	0.53	0.177
Experiencing new things	.090*	.526*	0.193	-0.062	-0.172	0.364	0.262
Having fun	.108**	.626**	0.181	-0.029	-0.275	0.381	0.241
Having grown up participating in it	.250**	.694**	0.026	.487**	-0.058	0.648	.529*
Relaxing or feeling less stressed	0.077	.487*	0.019	0.085	-0.232	0.387	0.034
Feeling welcome	.252**	.534*	-0.039	0.138	-0.254	0.67	.669**
Feeling like it gives life a deeper meaning	.164**	.508*	0.072	0.132	0.132	.753*	0.287
Bettering my emotional well-being	.136**	.526*	0.049	0.045	-0.317	0.672	.625*
Feeling inspired	.122**	.547*	0.019	-0.077	-0.392	0.399	.594*
Being able to go by myself	.276**	.596**	0.218	0.088	-0.183	0.578	0.436
Interest in the content	0.061	.487*	-0.064	0.132	-0.085	0.364	0.166
Learning something new	.145**	.526*	-0.071	-0.088	-0.312	0.356	0.415
Feeling transported to another place	0	.705**	-0.075	0.083	-0.201	0.399	0.412

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in opera?

# 5.0 Ballet

	% Who attend at least monthly	Ballet – Top 5 Significant Drivers (correlation coefficient)
Canadian citizen and all my parents and grandparents were born in Canada	4%	-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	5%	-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	6%	-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)	7%	-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)
Anglophone	4%	-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	5%	-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	10%	No significant drivers

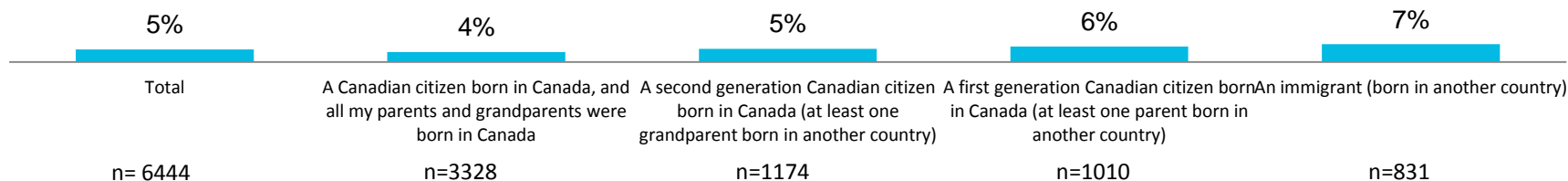
Ballet attendance is fairly consistent across immigration status but Allophones are the most likely to attend at least monthly (10%).

The strongest reasons for attending ballet are feeling welcome, having grown up participating in it, and connecting with their community.

- Immigrants are more driven by connecting with their community while feeling welcome is more important for Canadian citizens whose grandparents were born in Canada and first generation Canadians.
- For Anglophones, feeling welcome and having grown up participating in it are the most important.
- The interaction with friend and/or family and broadening their perspective are more important for Francophones than Anglophones.

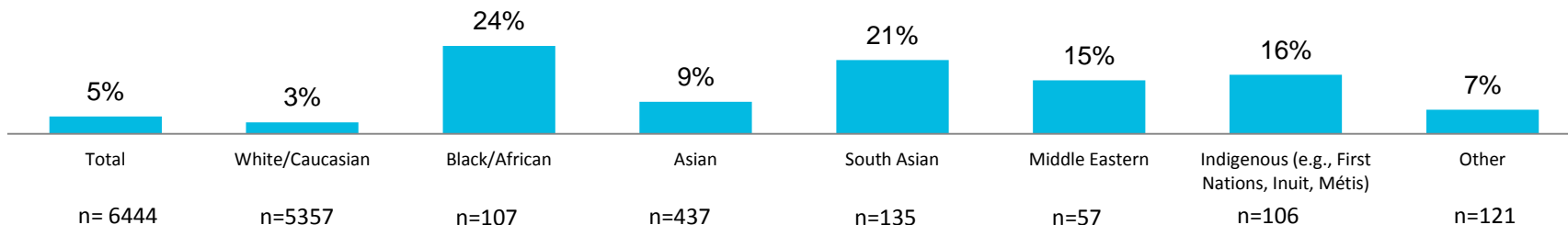
## Attendance at Ballet by Immigration Status

% at least monthly



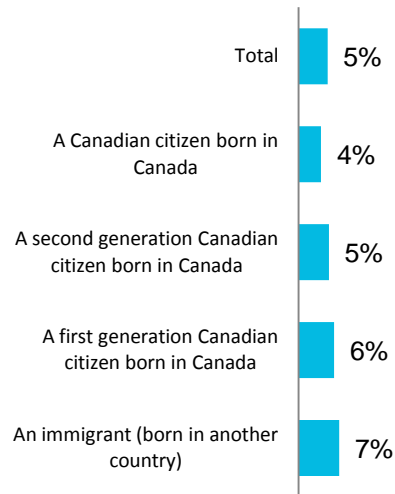
## Attendance at Ballet by Ethnicity

% at least monthly



### Attendance at Ballet by Immigration Status

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

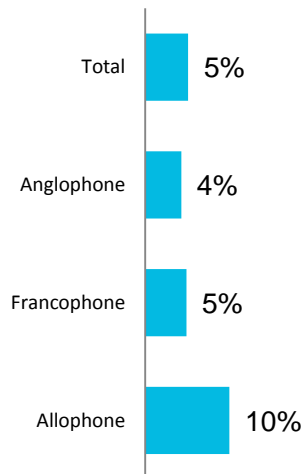
What motivates you to participate in ballet?	Ballet How often have you participated in each of the following activities in the past 12 months?			
	A Canadian citizen born in Canada, and all my parents and grandparents were born in Canada	An immigrant (born in another country)	A first generation Canadian citizen born in Canada (at least one parent born in another country)	A second generation Canadian citizen born in Canada (at least one grandparent born in another country)
N	284	142	143	156
Interacting with friends and/or family	.128 *	.262 **	.151	.240 **
Connecting to my community	.175 **	.358 **	.250 **	.382 **
Supporting the cultural world	.115	.141	.074	.189 *
Broadening my perspective or worldview	.060	.186 *	.133	.240 **
Experiencing new things	.070	.235 **	-.067	.045
Having fun	-.009	.144	-.032	.125
Having grown up participating in it	.249 **	.289 **	.331 **	.480 **
Relaxing or feeling less stressed	.041	.122	-.067	.189 *
Feeling welcome	.279 **	.293 **	.383 **	.353 **
Feeling like it gives life a deeper meaning	.192 **	.232 **	.281 **	.271 **
Bettering my emotional well-being	.091	.267 **	.111	.155
Feeling inspired	.142 *	.217 **	.211 *	.249 **
Being able to go by myself	.235 **	.319 **	.183 *	.354 **
Interest in the content	.112	.088	.116	.111
Learning something new	.104	.248 **	.291 **	.279 **
Feeling transported to another place	.037	.211 *	.077	.056

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in ballet?

### Attendance at Ballet by Language

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

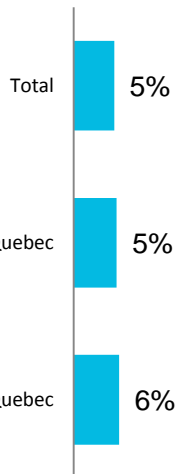
What motivates you to participate in... ?	How often have you participated in each of the following activities in the past 12 months?		
	Anglophone	Francophone	Allophone
N	486	141	114
Interacting with friends and/or family	.181**	.281**	-0.007
Connecting to my community	.280**	.250**	.189*
Supporting the cultural world	.106*	.213*	0.047
Broadening my perspective or worldview	.116*	.240**	0.012
Experiencing new things	0.08	0.15	-0.044
Having fun	0.04	0.06	-0.023
Having grown up participating in it	.332**	.340**	0.157
Relaxing or feeling less stressed	0.057	.179*	-0.183
Feeling welcome	.364**	.255**	0.113
Feeling like it gives life a deeper meaning	.226**	.213*	.189*
Bettering my emotional well-being	.179**	0.098	-0.053
Feeling inspired	.245**	.171*	-0.097
Being able to go by myself	.298**	0.151	0.152
Interest in the content	.139**	0.095	-0.059
Learning something new	.220**	0.071	.195*
Feeling transported to another place	0.065	0.113	-0.008

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in ballet?

### Attendance at Ballet by French

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

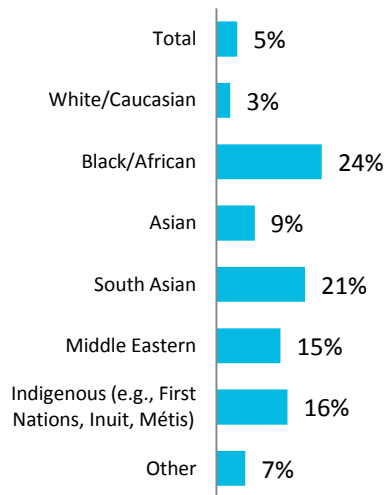
What motivates you to participate in ...?	How often have you participated in each of the following activities in the past 12 months?	
	Speaks French in Quebec	Speaks French outside Quebec
N	149	57
Interacting with friends and/or family	.295**	0.038
Connecting to my community	.270**	0.157
Supporting the cultural world	.230**	-0.03
Broadening my perspective or worldview	.242**	-0.039
Experiencing new things	.167*	-0.191
Having fun	0.088	-0.102
Having grown up participating in it	.348**	.433**
Relaxing or feeling less stressed	.189*	-0.036
Feeling welcome	.265**	.282*
Feeling like it gives life a deeper meaning	.226**	0.229
Bettering my emotional well-being	0.118	0.054
Feeling inspired	.181*	.358**
Being able to go by myself	.168*	.372**
Interest in the content	0.115	.326*
Learning something new	0.099	0.181
Feeling transported to another place	0.131	0.044

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in ballet?

### Attendance at Ballet by Ethnicity

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlation coefficient	White/ Caucasian	Black/ African	Asian	South Asian	Middle Eastern	Indigenous	Other
n	568	20	52	30	11	10	8
Interacting with friends and/or family	.146**	.490*	.400**	.070	.387	.422	.042
Connecting to my community	.237**	.095	.417**	.436*	-.102	.628*	.022
Supporting the cultural world	.107**	.420	.138	-.054	.323	.357	-.323
Broadening my perspective or worldview	.078	.305	.241	.249	.195	.764**	.130
Experiencing new things	.036	.396	.245	.230	-.066	.690*	.086
Having fun	.022	.196	.007	.218	-.389	.655*	-.056
Having grown up participating in it	.288**	.087	.374**	.535**	-.294	.393	.207
Relaxing or feeling less stressed	.051	.324	.054	.124	-.609*	.461	-.485
Feeling welcome	.276**	.514*	.263	.362*	.639*	.578	-.392
Feeling like it gives life a deeper meaning	.231**	.023	.183	.253	-.338	.505	-.054
Bettering my emotional well-being	.108**	.314	.194	.402*	-.302	.378	-.217
Feeling inspired	.148**	.486*	.228	.340	-.305	.790**	-.092
Being able to go by myself	.229**	.354	.264	.338	-.040	.517	-.023
Interest in the content	.108**	.193	-.084	.248	.064	.440	-.228
Learning something new	.145**	.489*	.302*	.337	.418	.652*	-.004
Feeling transported to another place	.036	.449*	.212	.162	-.532	.113	-.334

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in ballet?

## 6.0 Non-musical Play

	% Who attend at least monthly	Non-musical play – Top 5 Significant Drivers (correlation coefficient)
Canadian citizen and all my parents and grandparents were born in Canada	7%	-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	7%	-Supporting the cultural world (.19) -Connecting to my community (.24)
A first generation Canadian citizen born in Canada	11%	No significant drivers
An immigrant (born in another country)	10%	-Having grown up participating in it (.36) -Being able to go by myself (.30) -Bettering my emotional well-being (.28)
Anglophone	7%	-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	9%	No significant drivers
Allophone	13%	No significant drivers

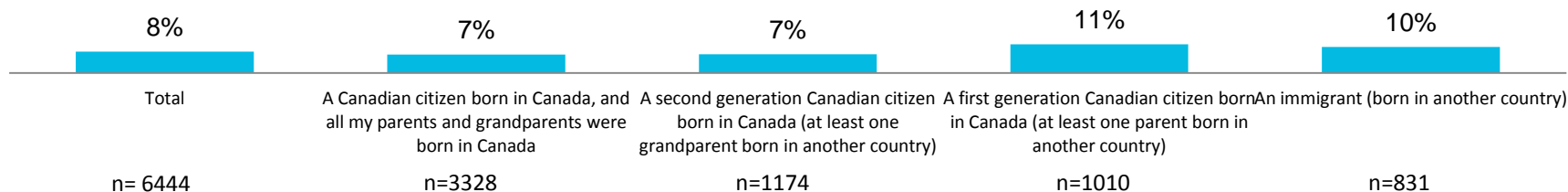
Attendance at non-musical plays is slightly higher among those whose families have immigrated to Canada more recently. Allophones are the most likely to attend at least monthly (13%).

The strongest reasons for attending non-musical plays are having grown up participating in it, being able to go by themselves, and feeling like it gives life a deeper meaning.

- For Canadians whose parents and grandparents were born in Canada, feeling inspired and connecting to their community are the most important.
- Second generation Canadians are driven by their desire to support the cultural world and connecting to their community.
- Immigrants are more driven by having grown up participating, being able to go by themselves and bettering their emotional well-being.
- Feeling inspired and learning something new are the two most important drivers of attending frequently among Anglophones.

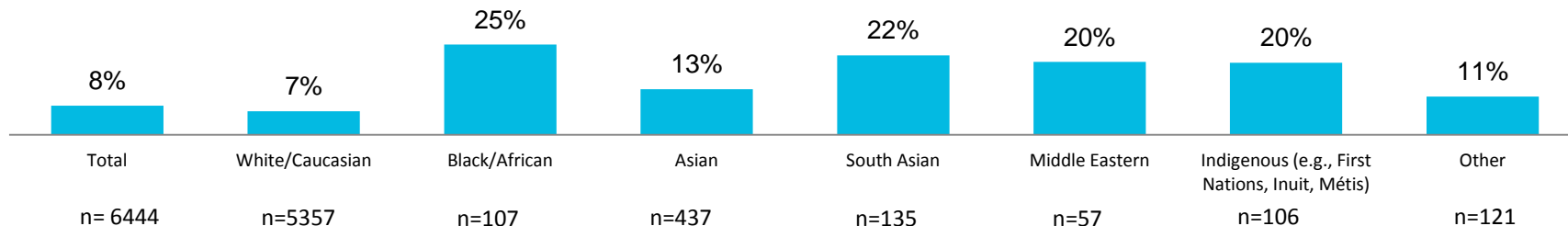
## Attendance at Non-musical Play by Immigration Status

% at least monthly



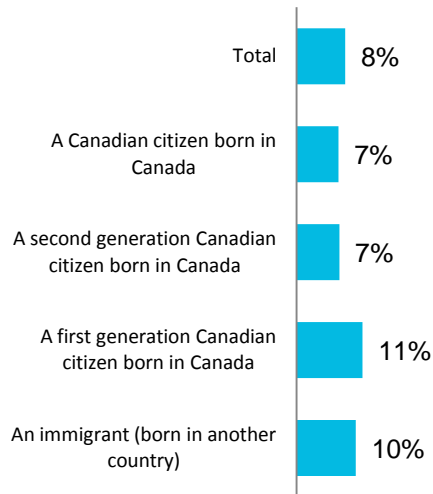
## Attendance at Non-musical Play by Ethnicity

% at least monthly



### Attendance at Non-musical Plays by Immigration Status

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

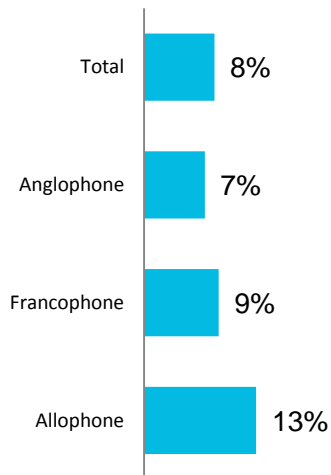
What motivates you to participate in Non-musical Play ?	Non-musical Play How often have you participated in each of the following activities in the past 12 months?			
	A Canadian citizen born in Canada, and all my parents and grandparents were born in Canada	An immigrant (born in another country)	A first generation Canadian citizen born in Canada (at least one parent born in another country)	A second generation Canadian citizen born in Canada (at least one grandparent born in another country)
N	422	113	136	125
Interacting with friends and/or family	.124*	0.138	.198*	.182*
Connecting to my community	.143**	0.106	-0.002	.239**
Supporting the cultural world	.196**	-0.05	0.064	0.169
Broadening my perspective or worldview	.111*	0.145	-0.119	0.021
Experiencing new things	0	-0.097	-0.16	0.024
Having fun	-0.04	0.076	-0.102	-0.055
Having grown up participating in it	.132**	.358**	0.092	-0.018
Relaxing or feeling less stressed	-0.015	0.063	-0.143	0.095
Feeling welcome	.115*	0.057	0.041	0.065
Feeling like it gives life a deeper meaning	.135**	0.18	0.08	0.064
Bettering my emotional well-being	.138**	.276**	-0.138	0.072
Feeling inspired	.209**	0.105	0.006	.187*
Being able to go by myself	0.064	.297**	0.153	0.089
Interest in the content	0.056	-0.066	-.194*	0.026
Learning something new	.111*	.204*	0.014	.177*
Feeling transported to another place	0.087	0.141	0.081	0.009

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in non-musical plays?

### Attendance at Non-musical Plays by Language

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

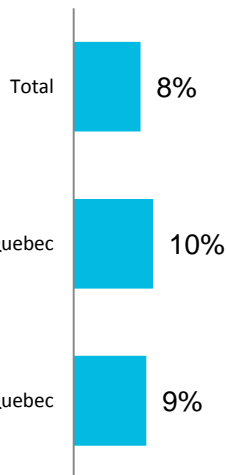
What motivates you to participate in... ?	How often have you participated in each of the following activities in the past 12 months?		
	Anglophone	Francophone	Allophone
N	503	225	76
Interacting with friends and/or family	.135**	.139*	.233*
Connecting to my community	.101*	.143*	0.085
Supporting the cultural world	.115**	0.107	.234*
Broadening my perspective or worldview	.097*	0.018	-0.041
Experiencing new things	-0.023	-0.036	-0.218
Having fun	0.001	-0.076	-0.079
Having grown up participating in it	.101*	.170*	.279*
Relaxing or feeling less stressed	0.004	0.066	-.237*
Feeling welcome	.090*	0.063	0.143
Feeling like it gives life a deeper meaning	.094*	.167*	0.178
Bettering my emotional well-being	.126**	0.028	0.14
Feeling inspired	.146**	.159*	0.119
Being able to go by myself	.127**	0.108	0.131
Interest in the content	-0.03	0.012	-0.15
Learning something new	.137**	0.118	0.002
Feeling transported to another place	0.067	0.093	0.198

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in non-musical plays?

### Attendance at Non-musical Plays by French

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

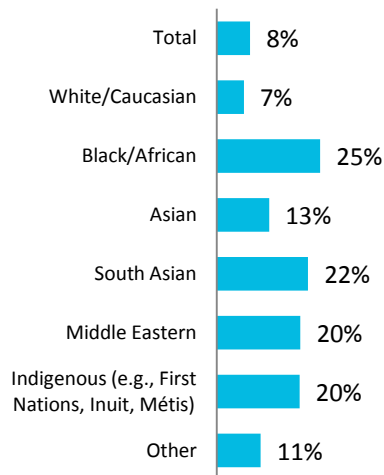
What motivates you to participate in ...?	How often have you participated in each of the following activities in the past 12 months?	
	Speaks French in Quebec	Speaks French outside Quebec
N	229	46
Interacting with friends and/or family	.149*	0.011
Connecting to my community	.172**	0.105
Supporting the cultural world	0.105	0.001
Broadening my perspective or worldview	0.035	-0.092
Experiencing new things	-0.026	-0.082
Having fun	-0.086	-.372*
Having grown up participating in it	.188**	-0.235
Relaxing or feeling less stressed	0.073	-0.001
Feeling welcome	0.067	0.173
Feeling like it gives life a deeper meaning	.185**	-0.077
Bettering my emotional well-being	0.055	0.103
Feeling inspired	.187**	-0.001
Being able to go by myself	0.121	-0.008
Interest in the content	0.017	-0.04
Learning something new	0.113	-0.032
Feeling transported to another place	0.106	-0.045

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in non-musical plays?

## Attendance at Non-musical Plays by Ethnicity

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

Correlation coefficient	White/ Caucasian	Black/ African	Asian	South Asian	Middle Eastern	Indigenous	Other
n	725	9	30	14	6	3	5
Interacting with friends and/or family	.149**	0.126	-0.27	0.229	0.37	0.076	0.022
Connecting to my community	.103**	0.448	0.021	0.206	-0.287	0.201	0.154
Supporting the cultural world	.147**	0.19	-0.268	-0.504	-0.013	-0.02	0.153
Broadening my perspective or worldview	0.033	0.312	-0.187	.576*	-0.093	0.133	0.099
Experiencing new things	-0.037	0.281	-0.159	-0.311	-0.01	-0.325	-0.424
Having fun	-0.036	-0.142	-0.048	0.01	-0.188	-0.594	-0.467
Having grown up participating in it	.101**	0.556	0.176	.641*	0.2	-0.587	0.685
Relaxing or feeling less stressed	-0.012	0.511	-.380*	0.373	0.265	-0.033	0.204
Feeling welcome	.086*	0.195	0.057	-0.157	-0.326	-0.541	0.154
Feeling like it gives life a deeper meaning	.117**	0.55	-0.206	0.345	0.299	-0.804	0.167
Bettering my emotional well-being	.083*	0.183	0	0.249	0.626	-0.356	-0.382
Feeling inspired	.173**	0.074	-0.209	-0.326	0.648	0.364	-0.052
Being able to go by myself	.079*	0.537	0.027	.562*	0.159	0.269	0.771
Interest in the content	-0.016	0.288	-0.218	-0.288	0.265	-0.345	-0.43
Learning something new	.102**	0.007	-0.082	.583*	0.098	-0.033	0.078
Feeling transported to another place	0.068	.774*	0.158	0.326	-0.06	-0.699	-0.414

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in non-musical plays?

\*\* Correlation is significant at the 0.01 level (2-tailed).

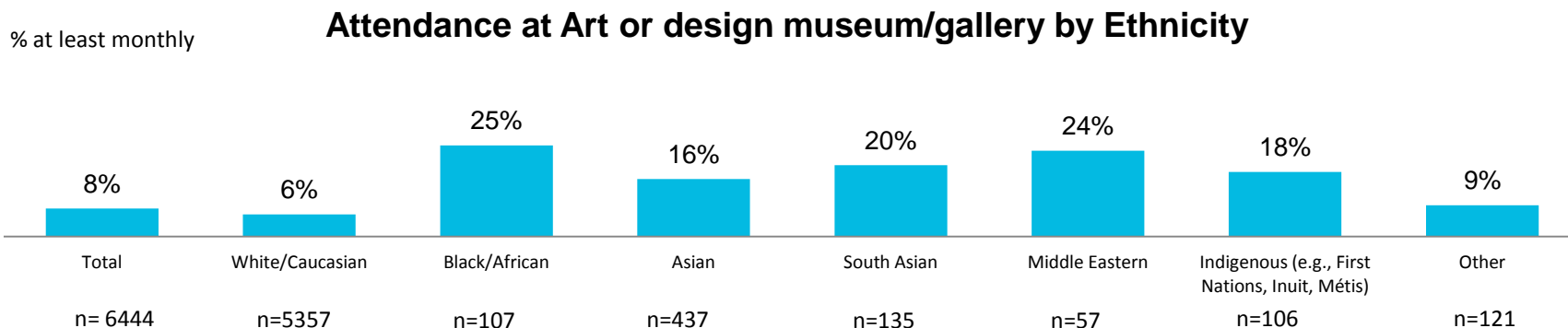
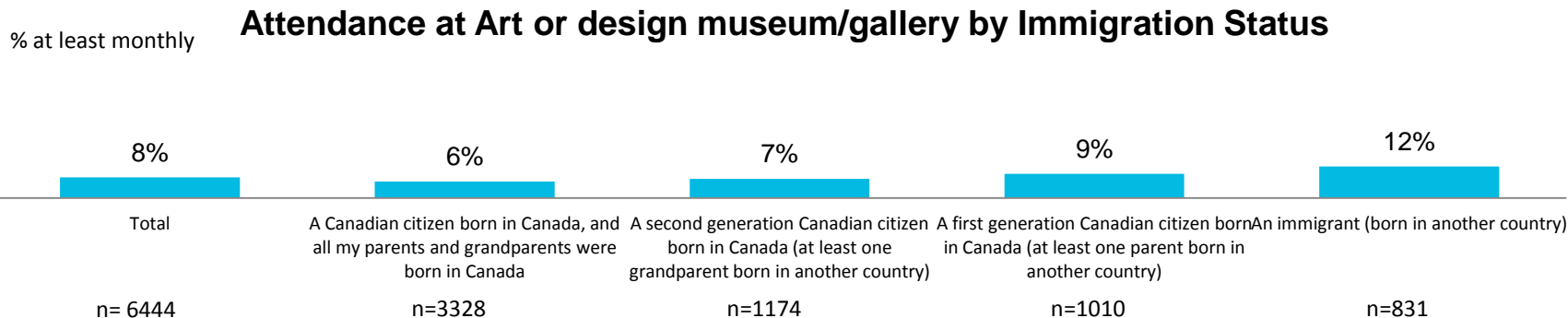
## 7.0 Art or design museum/gallery

	% Who attend at least monthly	Art or design museum/gallery – Top 5 Significant Drivers (correlation coefficient)
Canadian citizen and all my parents and grandparents were born in Canada	6%	-Connecting to my community (.16)
A second generation Canadian citizen born in Canada	7%	-Being able to go by myself (.26)
A first generation Canadian citizen born in Canada	9%	-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)	12%	No significant drivers
Anglophone	7%	-Having grown up participating in it (.15) -Supporting the cultural world (.12) -Being able to go by myself (.11)
Francophone	8%	-Connecting to my community (.37) -Feeling inspired (.30) -Feeling like it gives life a deeper meaning (.28)
Allophone	14%	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. Reflecting immigrant sources, Allophones are the most likely to attend at least monthly (14%).

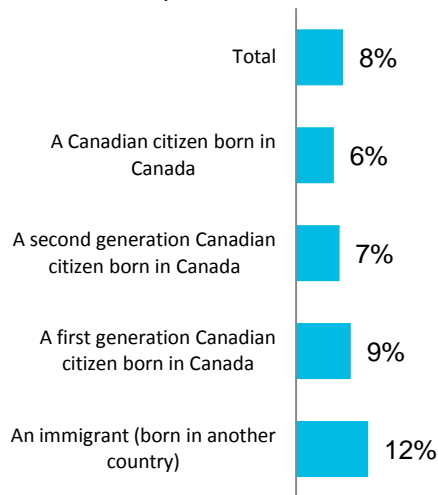
The strongest reasons for attending art or design museums are having grown up participating in it, feeling inspired and being able to go myself.

- First generation Canadians are more driven to attend by attitudes, in particular having grown up participating, feeling inspired and bettering their emotional well-being.
- Connecting to their community is the only significant driver for Canadians and being able to go by themselves is the only one for second generation Canadians.
- Connecting to their community, feeling inspired and feeling like it gives life a deeper meaning are all significant drivers for Francophones. In contrast, Anglophones are driven by having grown up participating, supporting the cultural world and being able to go by themselves.



### Attendance at Art or design museum/galleries by Immigration Status

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

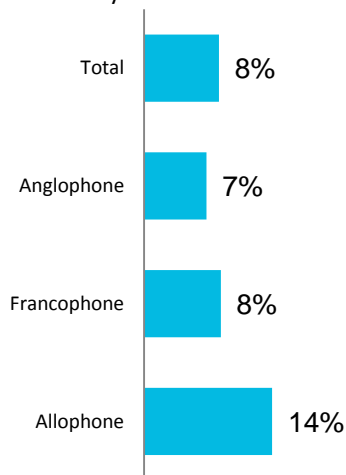
What motivates you to participate in art or design museum/gallery?	Art or design museum/galleries How often have you participated in each of the following activities in the past 12 months?			
	A Canadian citizen born in Canada, and all my parents and grandparents were born in Canada	An immigrant (born in another country)	A first generation Canadian citizen born in Canada (at least one parent born in another country)	A second generation Canadian citizen born in Canada (at least one grandparent born in another country)
N	352	123	138	143
Interacting with friends and/or family	0.046	-0.043	.228**	0.14
Connecting to my community	.161**	0.028	.226**	0.096
Supporting the cultural world	.120*	0.146	.192*	0.049
Broadening my perspective or worldview	-0.001	-0.103	.197*	0.122
Experiencing new things	-0.055	-0.102	0.086	0.019
Having fun	-0.009	0.032	0.132	0.099
Having grown up participating in it	.122*	0.042	.321**	.198*
Relaxing or feeling less stressed	0.018	0.168	0.152	.173*
Feeling welcome	0.061	0.067	0.124	-0.012
Feeling like it gives life a deeper meaning	0.077	.211*	.224**	0.132
Bettering my emotional well-being	0.066	0.131	.248**	.193*
Feeling inspired	0.037	.182*	.254**	0.123
Being able to go by myself	0.03	0.004	.236**	.255**
Interest in the content	-0.051	-0.023	.207*	-0.001
Learning something new	-0.088	0.005	0.101	0.027
Feeling transported to another place	0.024	0.007	.195*	0.014

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in art or design museum/gallery?

### Attendance at Art or design museum/galleries by Language

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

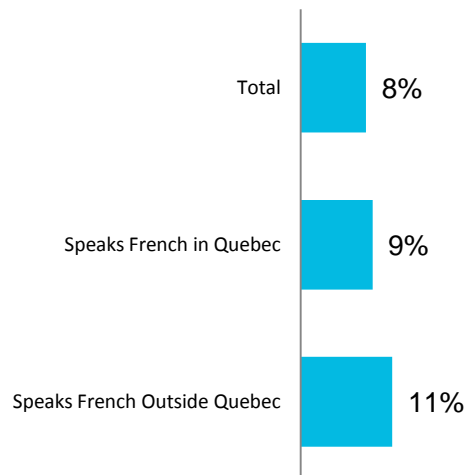
What motivates you to participate in... ?	How often have you participated in each of the following activities in the past 12 months?		
	Anglophone	Francophone	Allophone
N	521	131	111
Interacting with friends and/or family	0.018	.213*	0.11
Connecting to my community	.092*	.368**	0.093
Supporting the cultural world	.117**	0.158	0.088
Broadening my perspective or worldview	-0.018	0.168	0.017
Experiencing new things	-0.023	-0.148	0.024
Having fun	0.005	0.011	0.112
Having grown up participating in it	.148**	.213*	0.132
Relaxing or feeling less stressed	0.037	.182*	0.13
Feeling welcome	-0.007	.206*	0.132
Feeling like it gives life a deeper meaning	.095*	.276**	0.102
Bettering my emotional well-being	.088*	.220*	0.163
Feeling inspired	0.051	.297**	0.08
Being able to go by myself	.113**	-0.064	0.166
Interest in the content	-0.044	0.084	0.03
Learning something new	-0.046	-0.062	0.052
Feeling transported to another place	0.037	0.078	0.057

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in art or design museum/gallery?

## Attendance at Art or design museum/galleries by French

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

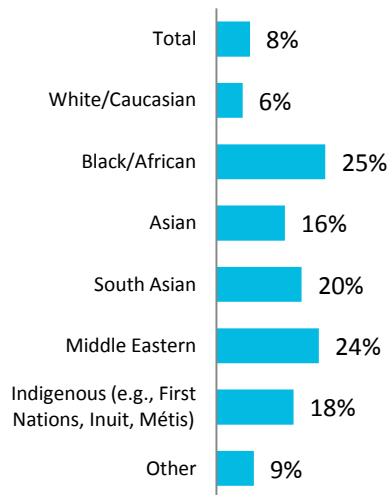
What motivates you to participate in ...?	How often have you participated in each of the following activities in the past 12 months?	
	Speaks French in Quebec	Speaks French outside Quebec
N	145	42
Interacting with friends and/or family	.238**	0.186
Connecting to my community	.341**	-0.093
Supporting the cultural world	.216**	-0.079
Broadening my perspective or worldview	.187*	0.085
Experiencing new things	-0.032	-0.047
Having fun	0.069	-0.056
Having grown up participating in it	.257**	0.268
Relaxing or feeling less stressed	.232**	0.225
Feeling welcome	.271**	-0.05
Feeling like it gives life a deeper meaning	.309**	0.187
Bettering my emotional well-being	.265**	0.251
Feeling inspired	.333**	0.252
Being able to go by myself	0.018	0.111
Interest in the content	0.098	0.154
Learning something new	0.008	-0.039
Feeling transported to another place	0.145	-0.155

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in art or design museum/gallery?

### Attendance at Art or design museum/galleries by Ethnicity

% at least monthly



The drivers of attendance were only asked of people who attend each type of cultural activity and each respondent only assessed 2 of the activities they attend.

People who do not participate not included. Correlation is based on how frequently a person attends.

\*\* Correlation is significant at the 0.01 level (2-tailed).

Correlation coefficient	White/ Caucasian	Black/ African	Asian	South Asian	Middle Eastern	Indigenous	Other
n	631	18	59	11	7	9	16
Interacting with friends and/or family	0.059	0.031	0.253	0.469	-0.153	-0.608	0.171
Connecting to my community	.151**	-0.018	0.21	0.165	-0.483	0.453	-0.075
Supporting the cultural world	.115**	0.08	.347**	0.004	-0.319	0.598	-0.075
Broadening my perspective or worldview	0.064	0.325	0.053	-0.31	-0.724	-0.593	-0.356
Experiencing new things	0.007	0.001	-0.081	0.406	-0.718	-0.181	-0.457
Having fun	0.053	0.056	0.113	0.425	-0.486	-0.177	-0.35
Having grown up participating in it	.152**	0.153	.345**	-0.212	-0.497	-0.066	0.214
Relaxing or feeling less stressed	0.054	0.372	0.187	0.547	0.158	0.11	0.214
Feeling welcome	.082*	0.189	0.066	0.425	-0.153	-0.51	-0.343
Feeling like it gives life a deeper meaning	.093*	0.258	0.207	0.09	0.158	0.629	0.077
Bettering my emotional well-being	.091*	0.256	.294*	-0.045	0.158	0.499	0.2
Feeling inspired	.083*	-0.027	.286*	0.399	-0.007	0.261	0.071
Being able to go by myself	.088*	0.318	.289*	0.223	-0.421	-0.002	0.331
Interest in the content	0.058	0.106	-0.078	0.025	-0.178	-0.521	-0.469
Learning something new	0.016	0.089	-0.093	0.484	-0.336	-0.23	-0.401
Feeling transported to another place	0.051	0.36	0.116	-0.195	-0.629	0.063	-0.102

Q. How often have you participated in the following activities in the past 12 months?

Q. What motivates you to participate in art or design museum/gallery?