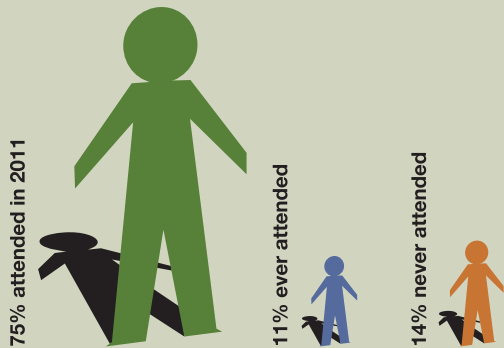
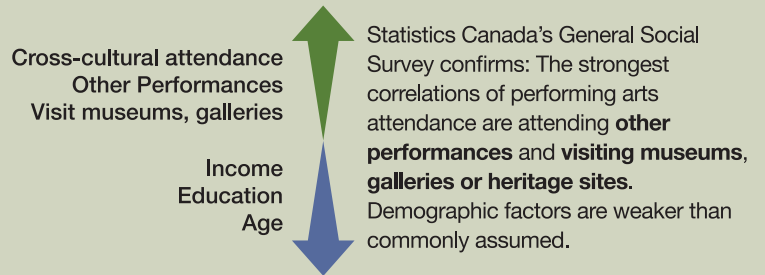


# Performing Arts for All: Utopia *or* Destiny?

The performing arts reach across socio-economic differences.



The more someone attends performances, the more they will attend.



2 in 3 Canadians who:

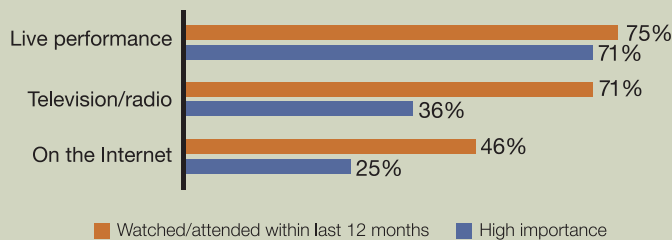
- earn less than \$40,000, or
- do not have university education, or
- live in communities with a population under 25,000 ... attended a live performance in 2011.

Canadians under 35 years attend more than older Canadians.

Media viewing of performing arts augments attendance, rather than displaces it.

Younger Canadians are more likely to attend than older ones: **83% of 18-34** < > **70% of 55+**

## Live performance versus media

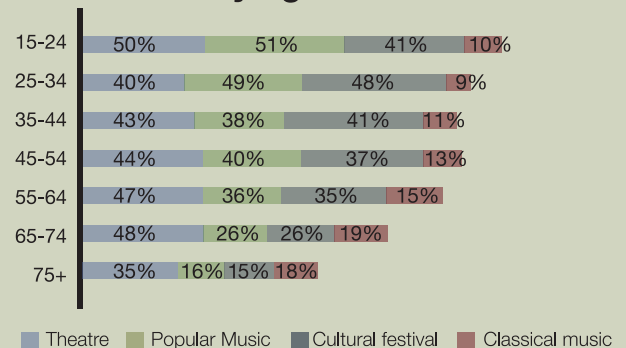


Canadians say **live attendance is twice as important** as watching a performance via media.

**Media enhances access:** 75% of non-attendees watch performance in media

**Media deepens engagement:** 94% of frequent attendees watch, too.

## Attendance by age - 2010



Source: Hill Strategies, Factors in Canadians' Arts Attendance in 2010, based on Statistics Canada's 2012 General Social Survey Sample: 7,500 MoE 1.1%