



Dance - The Evolution of Canadians' Attendance: Supplementary Analysis

Sources:

Survey of the General Public: The Value of Presenting: A Study of Arts Presentation in Canada
(Data collected during February 2012 by EKOS Research Associates.)

Statistics Canada's General Social Surveys from 1992, 1998, 2005 and 2010 based on the analysis published by Hill Strategies.

Prepared by

Inga Petri, CMRP
President
Strategic Moves
458 McLeod Street
Ottawa, ON K1R 5P6
www.strategicmoves.ca

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Purpose

The most reliable Canadian data on participation in the performing arts has come from Statistics Canada's General Social Survey (GSS) due to its large sample sizes resulting in small statistical sampling errors of about 1%. In 1992, 1998, 2005 and 2010 this survey included a battery of questions about attendance by Canadians of arts, culture and heritage activities.

In 1992 and 1998, dance was a stand-alone category resulting in important Canadian attendance data. In 2005 and 2010 dance was included in other categories that featured a variety of other performing arts which, therefore, precluded obtaining any dance-specific information.

Important Methodological Notes

(From Hill Strategies' report on *Canadians' Arts, Culture and Heritage Activities in 2010* - www.HillStrategies.com; *verbatim*)

"There were some important changes to three performing arts questions in the **2010 General Social Survey** that limits the comparability of the new data to previous years' data:

- In 2005 and prior years, three performing arts questions were asked following a general yes-or-no question about attendance at "a concert or performance by professional artists of music, dance, theatre, or opera, excluding cultural festivals". Those respondents who answered "yes" to this question were asked detailed questions about their theatre, pop music, and classical music attendance.
- In 2010, the introductory question was dropped, but the theatre, pop music, and classical music questions remained the same.

With the loss of the introductory question about attendance at a performance by "professional artists", respondents may have included attendance at amateur performances in their estimates of the number of times they attended theatre, pop music, and classical music performances in 2010. In addition, cultural festivals were specifically excluded in 2005 and prior years, but not in 2010. Given these questionnaire changes, the responses in 2010 regarding theatre, pop music and classical music attendance are not comparable to previous years' data.

Unlike prior survey years, the 2005 and 2010 General Social Surveys did not contain specific questions about other performing arts disciplines, such as dance or opera."

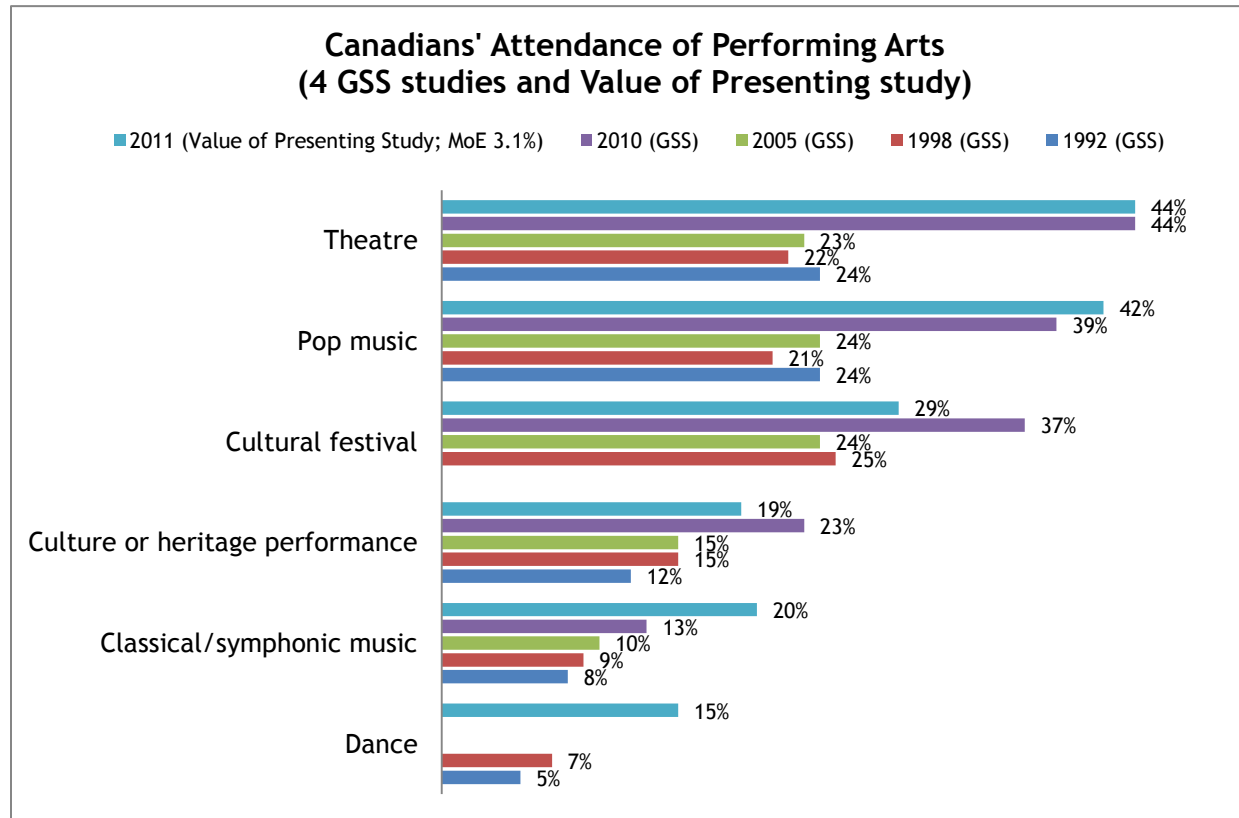
"The **2010 General Social Survey** phrased the cultural performance/festival related questions as follows: During the past 12 months, how often did you go to a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy)?; During the past 12 months, how often did you go to a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian)?"

The Value of Presenting Study conducted a survey of 1,031 Canadians during February 2012 in which dance was listed as a separate, unique category in order to provide current information about attendance at professional dance performances across Canada. It was conducted as a hybrid online (using the *Probit* panel) and phone survey with a sampling margin of error of 3.1%. While the 2010 GSS survey no longer included a reference to *professional artists*, the Value of Presenting Study included this reference in its question phrasing, in order to allow for better comparisons across the time-series. In every other way, question phrasing was equivalent to the 2010 GSS.

Canadian overall attendance of performing arts time-series

Remarkably, we find that both the 2010 GSS and the 2011 Value of Presenting national survey data show significant growth in the number of Canadians who have attended performing arts.

The 1990s were a difficult economic period for Canadians, which included considerable austerity measures to get public deficits and debt under control. By 2005 most performing arts were beginning to show signs of stabilization or growth. This latest data based on 2010 and 2011 attendance respectively, shows tremendous growth in attendance by Canadians across all performing arts.



In fact, these are the highest rates of attendance by Canadians measured in the past 20 years (note: we do not have data for earlier times):

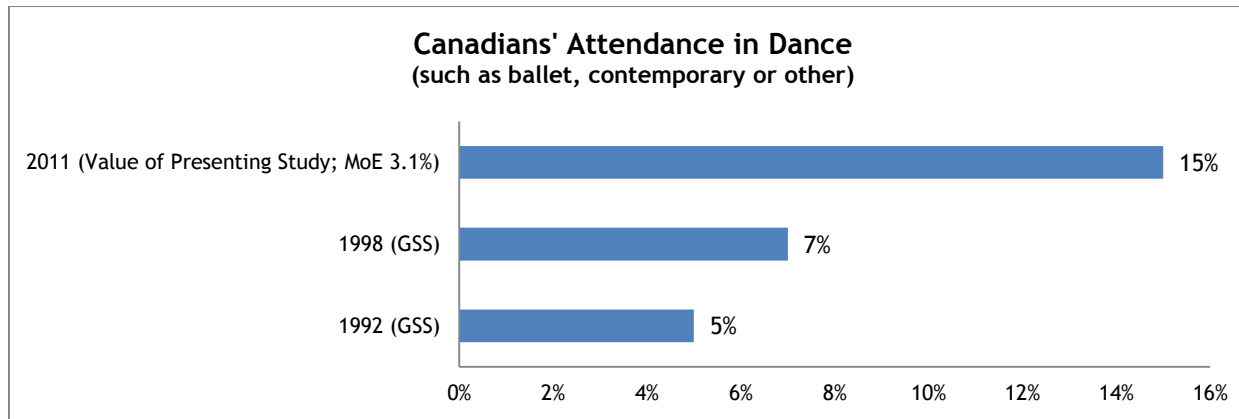
The 2010 GSS found that 72.4% of all Canadians over 15 years of age attended a performing arts event or festival at least once during 2010. This figure is essentially the same one that we found in the **Value of Presenting study (75%)**.

Of note, attendance here means the number of Canadians who have attended at least one performance in the respective year. It is not a statement about the frequency of attendance, but the breadth of attendance in the population.

Attendance in Dance

The attendance figures for professional dance performances show the tremendous growth of attendance at dance events among Canadians.

Even when we consider the range of estimates, ie the sampling margin of error, the growth of the number of Canadians who have attended a dance performance is remarkable. The Statistics Canada General Social Survey data for 1992 and 1998 has an approximately 1% margin of error, while the 2011 data from the Value of Presenting study has a 3.1% margin of error. Assuming the high estimate of 8% for 1998 and the low estimate of 12% for 2011 data, the gain in attendance over these 13 years is at least 50%.



GSS in 1992 and 1998 asked questions about frequency of attendance. We did not have the luxury of time in the Value of Presenting survey to deepen this aspect, except in summary relating to all performing arts.

On the following pages, we have excerpted the tables showing demographic and behavioural categories for attendance across various performing arts. The green highlight shows the data for dance specifically.

Dance attendee profile for Canadian adults:

- Younger Canadians embrace performing arts including dance, giving fertile ground for building attendance over time. (For audience development it is important to remember that older age groups are far larger today and, in part, generational considerations should guide marketing efforts.)
- Education shows similar trend toward higher education as all arts examined. However, income is not a distinguishing characteristic for dance, which follows suite for all categories where there are a higher proportion of younger audiences. In terms of the importance ascribed to attending, those in lower income brackets report it being more important to them than those in higher income brackets.

- Dance attenders tend to attend other performing arts, too, with very few (less than 8%) reporting only attending dance in the last year, ie dance attenders are somewhat less exclusive to dance than, for instance, theatre and music attenders are to those art forms.
- Availability of performance is key, resulting in a higher proportion of people living in/near an urban centre/larger communities reporting attendance; even as both groups ascribe equal levels of importance to being able to attend professional dance performances.
- Availability may also to some degree explain the east-west differential: Western Canadian provinces report higher attendance at dance, and most other performing arts examined, than central and eastern Canadian provinces. Alberta is the exception, with a particularly low importance ascribed to attending professional dance. (Note: about 2/3 of Canadians today live in Ontario, Quebec and Atlantic Canada so that actual attendance by people living in these provinces likely is higher in absolute numbers.)

Which of the following types of performing arts performances by professional artists have you attended during the past 12 months as a leisure activity (not for paid work or studies)?																				
	Total	Age				Gender		Education			Income				Group Identity			Live Near Centre		
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q1																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
A theatrical performance such as a drama, musical theatre, dinner ...	44%	48%	50%	40%	43%	37%	50%	32%	32%	54%	33%	42%	52%	54%	39%	46%	32%	46%	47%	27%
			+	-		----	++++	----	----	++++	----		+++	++			--	+	++++	----
A popular musical performance such as pop, rock, jazz, blues ...	42%	50%	50%	46%	32%	42%	42%	34%	37%	47%	33%	44%	43%	54%	39%	35%	33%	45%	44%	25%
		+	++	+	----			---	-	++++	----		+++				-	+++	++++	----
A symphonic or classical music performance	20%	24%	15%	14%	27%	19%	21%	14%	13%	26%	21%	18%	19%	22%	15%	18%	18%	21%	22%	10%
				----	++++			--	----	++++									++++	--
A cultural or artistic festival (such as film, fringe, dance ...)	29%	41%	38%	28%	24%	27%	31%	24%	23%	35%	29%	30%	30%	26%	32%	25%	23%	31%	32%	18%
		+++	+++		---			-	---	++++									++++	--
A performance of cultural or heritage music, theatre or dance	19%	17%	15%	21%	19%	15%	22%	16%	18%	20%	22%	20%	18%	14%	34%	34%	29%	15%	19%	17%
						---	+++								++++	++++	++	----		
A dance performance (e.g. ballet, contemporary or other)	15%	22%	17%	15%	13%	13%	18%	10%	14%	18%	14%	17%	13%	19%	20%	17%	15%	15%	16%	11%
		++				--	++	--		++									++	
Any other kind or type of cultural performance Includes choral	19%	23%	17%	16%	22%	15%	23%	13%	14%	23%	23%	18%	19%	17%	20%	20%	21%	19%	20%	11%
					+	----	++++	--	--	++++	++								++	--
None	26%	21%	20%	27%	30%	31%	22%	35%	34%	19%	34%	23%	21%	21%	23%	25%	31%	25%	24%	38%
			--		+	+++	---	+++	+++	----	+++								----	+++
Don't know/No response	0%	3%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%
Chi2:	-	99.9				99.9		99.9			99				99.9				99.9	
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

Which of the following types of performing arts performances by professional artists have you attended during the past 12 months as a leisure activity (not for paid work or studies)?

	Total	Attended Performing Arts, past 12 months		Number of different types of perf arts attended in last 12 mo			Frequency of Attendance in last 12 mo (across all perf arts)				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q1																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
A theatrical performance such as a drama, musical theatre, dinner ...	44%	0%	60%	43%	79%	88%	1%	28%	53%	79%	49%	49%	46%	45%	36%	42%	37%	39%	49%
		----	++++		++++	++++	----	----	++++	++++					---		---		+++
A popular musical performance such as pop, rock, jazz, blues ...	42%	0%	57%	43%	72%	88%	1%	37%	51%	70%	48%	40%	45%	45%	34%	39%	36%	43%	45%
		----	++++		++++	++++	----		++++	++++					---		--		++
A symphonic or classical music performance	20%	0%	27%	12%	38%	72%	0%	6%	21%	44%	27%	20%	30%	18%	18%	16%	14%	15%	25%
		----	++++	----	++++	++++	----	----		++++	++		++				---	-	++++
A cultural or artistic festival (such as film, fringe, dance ...)	29%	0%	40%	20%	60%	85%	0%	12%	34%	60%	34%	20%	36%	31%	28%	27%	21%	29%	34%
		----	++++	----	++++	++++	----	----	++	++++		--					----		+++
A performance of cultural or heritage music, theatre or dance	19%	0%	25%	13%	32%	68%	1%	13%	20%	37%	25%	16%	28%	18%	15%	17%	17%	20%	20%
		----	++++	----	++++	++++	----	-	++++		++		+						
A dance performance (e.g. ballet, contemporary or other)	15%	0%	21%	8%	27%	69%	0%	6%	16%	33%	20%	16%	27%	14%	13%	11%	12%	14%	17%
		----	++++	----	++++	++++	----	----	++++				++				-		
Any other kind or type of cultural performance Includes choral	19%	0%	26%	13%	33%	70%	1%	10%	19%	40%	23%	16%	25%	19%	19%	12%	15%	22%	20%
		----	++++	----	++++	++++	----	---	++++							--	--		
None	26%	98%	0%	0%	0%	0%	94%	12%	4%	0%	21%	30%	19%	24%	30%	37%	35%	26%	22%
		++++	----	----	----	----	++++	----	----	----						+++	++++		----
Don't know/No response	0%	2%	0%	0%	0%	0%	2%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%
Chi2:	-	99.9		99.9			99.9				95						99.9		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

Note: This question was asked of the entire survey sample, rather than only those 15% who said they attended dance in the last 12 months.

In essence there are many more people who identify moderate (24%) to high importance (22%) to attending professional dance performance than have attended in the last 12 months (15%).

This same pattern is true for other performing arts examined in this survey.

Professional dance performances (e.g. ballet, contemporary or other)																				
	Total	Age				Gender		Education			Income				Group Identity			Live Near Centre		
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q6A How important would you say that attending... is to you personally?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	51%	49%	48%	56%	47%	63%	40%	55%	52%	49%	40%	52%	55%	58%	48%	50%	49%	51%	50%	52%
Moderate (3)	24%	20%	30%	21%	25%	20%	27%	20%	19%	27%	25%	25%	24%	24%	24%	19%	20%	24%	25%	20%
High (4-5)	22%	26%	19%	21%	24%	15%	29%	20%	25%	22%	29%	20%	18%	18%	25%	26%	29%	22%	23%	23%
1 - Not at all important	27%	25%	20%	32%	28%	35%	20%	29%	28%	27%	18%	28%	32%	34%	28%	21%	27%	28%	26%	38%
2	23%	24%	28%	24%	20%	27%	19%	26%	24%	22%	21%	25%	23%	24%	20%	29%	22%	23%	24%	13%
3 - Moderately important	24%	20%	30%	21%	25%	20%	27%	20%	19%	27%	25%	25%	24%	24%	24%	19%	20%	24%	25%	20%
4	12%	12%	11%	12%	12%	9%	14%	12%	14%	11%	14%	11%	9%	10%	10%	12%	12%	12%	12%	10%
5 - Very important	11%	14%	9%	9%	12%	7%	14%	8%	11%	12%	16%	8%	9%	8%	14%	14%	17%	10%	11%	14%
Not applicable	2%	4%	1%	1%	2%	2%	3%	3%	3%	1%	4%	2%	2%	0%	3%	4%	0%	2%	2%	4%
Don't know/No response	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	2%	1%	1%	1%
Chi2:	-	-	-	-	-	99.9	-	90	-	-	99	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	2.54	2.64	2.59	2.41	2.60	2.23	2.83	2.41	2.54	2.58	2.86	2.46	2.39	2.34	2.61	2.67	2.68	2.52	2.56	2.44
Standard Deviation:	1.31	1.39	1.19	1.30	1.35	1.22	1.33	1.27	1.35	1.31	1.34	1.25	1.29	1.26	1.39	1.35	1.44	1.30	1.30	1.46
Student's T:	*	-	-	95	-	99.9	99.9	-	-	-	99.9	-	90	90	-	-	-	-	90	-

Professional dance performances (e.g. ballet, contemporary or other)																			
	Total	Attended Performing Arts, past 12 months		Number of different types of perf arts attended in last 12 mo			Frequency of Attendance in last 12 mo (across all perf arts)				Region						Community Size		
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Q6A How important would you say that attending... is to you personally?																			
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Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	51%	65% ++++	46% ----	58% ++++	35% ----	14% ----	66% ++++	59% ++	54%	29% ----	51%	60% ++	39%	54%	43% ---	55%	49%	59% ++	51%
Moderate (3)	24%	16% ----	27% ++++	22% ----	33% ++++	31% ----	15% ----	18% -	24%	35% ++++	25%	25%	26%	22%	25%	24%	27%	21%	23%
High (4-5)	22%	12% ----	26% ++++	18% ---	30% +++	56% ++++	12% ----	19% ---	21%	36% ++++	23%	13% ---	34% ++	23%	24%	17%	21%	17%	23%
1 - Not at all important	27%	42%	22%	30%	15%	4%	42%	35%	27%	10%	25%	26%	28%	31%	24%	29%	28%	29%	28%
2	23%	22%	23%	28%	20%	9%	24%	24%	27%	19%	26%	34%	12%	23%	19%	27%	21%	30%	23%
3 - Moderately important	24%	16%	27%	22%	33%	31%	15%	18%	24%	35%	25%	25%	26%	22%	25%	24%	27%	21%	23%
4	12%	8%	13%	12%	13%	17%	9%	14%	12%	13%	8%	9%	20%	12%	12%	12%	12%	10%	11%
5 - Very important	11%	3%	14%	7%	16%	39%	4%	5%	9%	23%	15%	4%	14%	11%	12%	5%	10%	7%	12%
Not applicable	2%	5%	1%	1%	1%	0%	5%	4%	1%	0%	1%	1%	0%	1%	6%	2%	2%	2%	2%
Don't know/No response	1%	3%	0%	0%	0%	0%	2%	1%	0%	0%	0%	1%	0%	1%	2%	1%	1%	1%	1%
Chi2:	-	99.9		99.9			99.9				90						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	2.54	2.00	2.72	2.37	2.96	3.76	2.02	2.27	2.48	3.19	2.62	2.30	2.82	2.49	2.66	2.35	2.53	2.35	2.55
Standard Deviation:	1.31	1.15	1.32	1.22	1.27	1.19	1.16	1.24	1.26	1.27	1.35	1.08	1.42	1.34	1.34	1.18	1.29	1.23	1.34
Student's T:	*	99.9	99.9	99.9	99.9	99.9	99.9	99	-	99.9	-	95	-	-	-	95	-	95	-