

British Columbians' Arts, Culture and Heritage Activities in 2010



This document is an excerpt from the report *Provincial Profiles of Arts, Culture and Heritage Activities in 2010, Statistical insights on the arts*, Vol. 10 No. 3, Hill Strategies Research Inc., March 2012.

The full report is available at www.HillStrategies.com
(ISBN 978-1-926674-22-3)

The report was funded by the Department of Canadian Heritage, the Canada Council for the Arts and the Ontario Arts Council.

Introduction

This report analyzes provincial data regarding the number and percentage of Canadians 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

The data are drawn from Statistics Canada's General Social Surveys of 1992, 1998, 2005 and 2010, in-depth telephone surveys of Canadians 15 years of age or older.¹ The 2010 General Social Survey asked Canadians about 18 different arts, culture and heritage activities during the 12 months prior to the survey:

- Visiting a **public art gallery** or art museum (including attendance at special art exhibits)
- Visiting **museums other than public art galleries** or art museums

¹ The number of respondents to the cultural questions was 9,815 in 1992, 10,749 in 1998, 9,851 in 2005 and 7,502 in 2010. The analysis of the 2010 data in this report is based on the Statistics Canada General Social Survey (GSS) Time Use – Cycle 24 Public Use Microdata File, 2010. All computations, use and interpretation of these data are entirely that of Hill Strategies Research.

- Attending a **theatrical performance** such as drama, musical theatre, dinner theatre, comedy
- Attending a **popular musical performance** such as pop, rock, jazz, blues, folk, country and western
- Attending a symphonic or **classical music performance**
- Attending a **cultural or artistic festival** (such as film, fringe, dance, jazz, folk, rock, buskers or comedy)
- Attending a performance of **cultural or heritage music, theatre or dance** (e.g. Aboriginal Peoples, Chinese, Ukrainian)
- Attending any **other kind of cultural performance**
- Visiting an **historic site**
- Visiting a **zoo, aquarium, botanical garden, planetarium or observatory**
- Visiting a **conservation area or nature park**
- Reading a **newspaper**
- Reading a **magazine**
- Reading a **book**
- Going to a **movie** or drive-in
- Watching a **video**
- Listening to **downloaded music** on a computer, MP3 player, etc.
- Listening to **music on CDs, cassette tapes, DVD audio discs, records, etc.**

Methodological note

Individuals are counted only once in each activity regardless of how many times they participated in the activity. It is also important to note that the data include attendance of provincial residents while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in the jurisdiction in question.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted. For reasons of brevity, the report focuses on 1992 and 2010 data only. Data for the interim periods (1998 and 2005) are provided in the tables at the end of each section.

The General Social Survey did not include any detailed questions regarding, for example, the types of performances attended, exhibitions visited or books read. Unlike the 1992 survey, the 2010 General Social Survey did not contain specific questions about other performing arts disciplines, such as dance or opera. The 2010 survey also did not include any questions about participatory arts activities, such as painting, making crafts, playing music, acting, or dancing.

Individuals are counted only once in each activity regardless of how many times they participated in the activity. It is also important to note that the data include attendance of Canadians while travelling out of province or out of the country and exclude attendance by residents of other countries while travelling in Canada. This would mean, for example, that the data on art gallery visitors represent the number of Canadians who visited at least one art gallery (anywhere) during the survey year, not the total visits made to Canadian art galleries.

The report highlights significant differences in provincial participation rates compared with the Canadian averages. The availability of arts, culture and heritage activities likely varies between the provinces and has an impact on the participation rates. However, an analysis of supply-side factors is beyond the scope of this report.²

A previous report in the *Statistical Insights on the Arts* series provided a detailed examination of Canadians' participation in arts, culture and heritage activities in 2010. A subsequent report will examine factors in cultural participation.

British Columbia

This section examines the number and percentage of British Columbians 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.³ Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.⁴

More detailed data can be found in two tables at the end of this section. Table 3 provides data on British Columbians' arts, culture and heritage activities in 2010.⁵ Table 4 outlines changes between 1992 and 2010 in the percentage of British Columbians participating in various activities.

² All of the statistics in this report have been adjusted for non-response. This means that, in all survey years, responses of "don't know" or "not stated" are excluded from the results. The implicit assumption is that those who did not respond or who hung up before completing the survey participated in arts, culture and heritage activities in the same proportion as those who did respond.

³ The number of British Columbia residents responding to the General Social Survey's cultural questions was 1,152 in 1992, 1,542 in 1998, 1,174 in 2005 and 1,097 in 2010.

⁴ The margins of error of the 2010 B.C. data range from 1.9 to 4.3 percentage points, 19 times out of 20.

⁵ T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

All British Columbians participated in an arts, culture or heritage activity in 2010

In 2010, all British Columbians 15 or older (99.9%, or 3.8 million people) participated in at least one of the 18 arts, culture or heritage activities. Other key groupings of the participation data show that, in 2010:

- 52.6% of British Columbians 15 or older visited a museum.
- 70.9% attended a performing arts event or a cultural festival.
- 77.8% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 99.3% read a newspaper, magazine or book.
- 89.1% watched a movie or a video.
- 88.4% listened to downloaded music or music on CDs.

British Columbians' participation in arts, culture and heritage activities has increased over the past 18 years

The percentage of British Columbians participating in many of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 4, there was an increase in the percentage of British Columbians:

- Visiting art galleries (27.4% in 1992 and 40.5% in 2010);
- Visiting museums (45.1% in 1992 and 52.6% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (15.7% in 1992 and 27.6% in 2010);
- Visiting conservation areas or nature parks (61.2% in 1992 and 66.9% in 2010);
- Visiting historic sites (33.5% in 1992 and 51.5% in 2010);
- Going to movies (54.7% in 1992 and 69.4% in 2010); and
- Watching videos (76.3% in 1992 and 81.1% in 2010).

While a larger percentage of British Columbians participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that British Columbia-based arts, culture and heritage organizations are achieving record attendance levels, as the survey questions regarding frequency of participation are not specific enough to calculate overall attendance. In addition, the increase in attendance may be spread over a larger number of arts, culture and heritage organizations in 2010 than in 1992. It is also important to note that the data include attendance of British Columbians while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in British Columbia.

Comparisons with Canadian averages

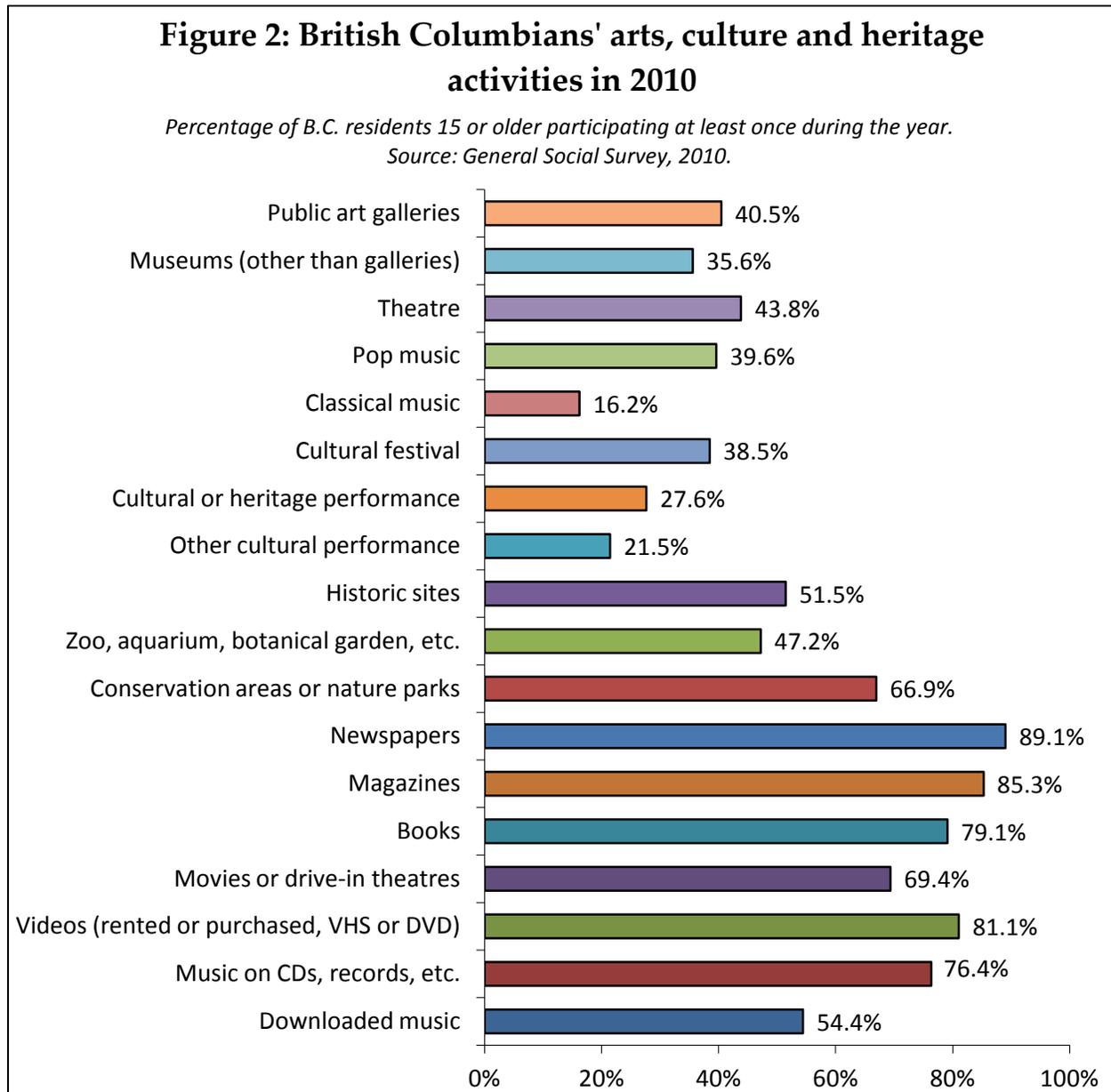
As shown in Table 3, British Columbians are more likely than other Canadians to participate in many different arts, culture and heritage activities, including:

- Going to art galleries (40.5% of British Columbians vs. 35.7% of all Canadians);
- Attending classical music performances (16.2% of British Columbians vs. 12.6% of all Canadians);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (27.6% of B.C. residents vs. 23.0% of all Canadians);
- Attending a type of cultural performance not included in the other survey categories (21.5% of B.C. residents vs. 17.6% of all Canadians);
- Visiting historic sites (51.5% of British Columbians vs. 45.7% of all Canadians);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (47.2% of British Columbians vs. 42.3% of all Canadians);
- Visiting conservation areas or nature parks (66.9% of B.C. residents vs. 57.9% of all Canadians);
- Reading magazines (85.3% of British Columbians vs. 82.0% of all Canadians); and
- Reading books (79.1% of British Columbians vs. 75.7% of all Canadians).

The percentage of British Columbians participating in the other arts, culture and heritage activities is similar to the Canadian averages.

All 18 arts, culture and heritage activities

Figure 2 provides a visual overview of British Columbians' participation rates in each of the 18 arts, culture and heritage activities in 2010.



Art galleries and other museums

In 2010, over one-half of British Columbians 15 or older (52.6%, or 2.0 million people) visited a museum of any kind (including public art galleries).

Four in ten British Columbians 15 or older (40.5%, or 1.6 million people) visited a public art gallery or art museum, including attendance at special art exhibits. Just over one-third of B.C. residents (35.6%) visited a museum other than a public art gallery (1.4 million people).

The percentage of British Columbians visiting a museum of any kind increased between 1992 (45.1%) and 2010 (52.6%).

Between 1992 and 2010, the percentage of provincial residents visiting a gallery increased significantly (from 27.4% in 1992 to 40.5% in 2010).

Performing arts and cultural festivals

In 2010, 59.2% of British Columbians 15 or older attended at least one theatre, popular music, or classical music performance (2.3 million people):

- 43.8% of British Columbians 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (1.7 million British Columbians);
- 39.6% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (1.5 million people); and
- 16.2% attended a symphonic or classical music performance (624,000 people).

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, one-half of British Columbians 15 or older (49.7%, or 1.9 million people) attended a cultural festival or other performing arts event:

- 38.5% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (1.5 million people);
- 27.6% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (1.1 million British Columbians); and
- 21.5% attended another kind of cultural performance (827,000 people).

When the responses to the six performing arts and cultural festival questions are combined, 70.9% of British Columbians attended a performing arts event or cultural festival in 2010 (2.7 million people).

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. The percentage of British Columbians attending a cultural festival doubled between 1998 (18.7%) and 2010 (38.5%).

The percentage of British Columbians attending a cultural or heritage performance increased from 15.7% in 1992 to 27.6% in 2010.

Given changes in the questionnaire, the theatre, pop music and classical music attendance statistics in 2010 are not comparable to prior data.

Heritage activities

About three-quarters of British Columbians 15 years of age or older (77.8%, or 3.0 million people) visited at least one of the following types of heritage venues in 2010:

- 51.5% of the population 15 or older visited an historic site (2.0 million people);
- 47.2% visited a zoo, aquarium, botanical garden, planetarium or observatory (1.8 million British Columbians); and
- 66.9% visited a conservation area or nature park (2.6 million people).

Between 1992 and 2010, there was a substantial increase in the percentage of British Columbians visiting an historic site (33.5% in 1992 and 51.5% in 2010) and visiting a conservation area or nature park (61.2% in 1992 and 66.9% in 2010). The percentage of B.C. residents visiting a zoo, aquarium, botanical garden, planetarium or observatory remained stable (47.1% in 1992 and 47.2% in 2010).

Reading

Respondents were asked whether they had, as a leisure activity (not for paid work or studies), read a newspaper, a magazine or a book in the 12 months preceding the survey. A total of 99.3% read at least one newspaper, magazine or book during the year (3.8 million people):

- 89.1% of the population 15 or older read a newspaper (3.4 million people);
- 85.3% read a magazine (3.3 million British Columbians); and
- 79.1% read at least one book (3.0 million British Columbians).

Between 1992 and 2010, the rate of newspaper reading decreased (from 95.0% to 89.0%), as did the rate of magazine reading (from 88.0% to 85.3%). The percentage of British Columbians reading books remained fairly stable (78.2% in 1992 and 79.1% in 2010).

Movies and videos

Nine in ten British Columbians 15 or older (89.1%, or 3.4 million people) visited a movie theatre or watched a video in 2010:

- 69.4% went to a movie or drive-in (2.7 million people); and
- 81.1% watched a video (3.1 million British Columbians).

Both movie going and video watching increased in popularity between 1992 and 2010. Movie going increased sharply (from 54.7% in 1992 to 69.4% in 2010). The overall rate of video watching increased from 76.3% in 1992 to 81.1% in 2010.

Music

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other formats in the 12 months preceding the survey. The vast majority of British Columbians (88.4%, or 3.4 million people) listened to music in at least one of these ways in 2010:

- 76.4% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (2.9 million people); and
- 54.4% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (2.1 million British Columbians).

Between 1992 and 2010, there was a significant decrease in the percentage of British Columbians listening to music on CDs, records or other formats (from 87.7% in 1992 to 76.4% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of British Columbians listening to downloaded music increased substantially, from 31.6% in 2005 to 54.4% in 2010.

Table 3: Arts, Culture and Heritage Activities of British Columbians and All Canadians in 2010

Activity	British Columbia		Canada		Statistically significant difference (B.C. % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of population	Number of people	% of population	Number of people	
Total population 15 or older	100%	3.9 million	100%	28.1 million	
Art galleries and other museums					
Public art galleries	40.5%	1.6 million	35.7%	10.0 million	Yes
Museums other than art galleries	35.6%	1.4 million	32.7%	9.2 million	No
<i>Museums (any type)</i>	<i>52.6%</i>	<i>2.0 million</i>	<i>47.8%</i>	<i>13.4 million</i>	<i>Yes</i>
Performing arts and festivals					
Theatre	43.8%	1.7 million	44.3%	12.4 million	No
Pop music	39.6%	1.5 million	39.4%	11.1 million	No
Classical music	16.2%	624,000	12.6%	3.5 million	Yes
<i>Any of these three performing arts activities</i>	<i>59.2%</i>	<i>2.3 million</i>	<i>60.4%</i>	<i>16.9 million</i>	<i>No</i>
Cultural festival	38.5%	1.5 million	37.2%	10.4 million	No
Cultural or heritage performance	27.6%	1.1 million	23.0%	6.5 million	Yes
Other cultural performance	21.5%	827,000	17.6%	4.9 million	Yes
<i>Any of these three activities</i>	<i>49.7%</i>	<i>1.9 million</i>	<i>47.9%</i>	<i>13.5 million</i>	<i>No</i>
<i>Any of the above six performing arts and festival activities</i>	<i>70.9%</i>	<i>2.7 million</i>	<i>72.4%</i>	<i>20.3 million</i>	<i>No</i>

Table 3 (continued): Arts, Culture and Heritage Activities of British Columbians and All Canadians in 2010

Activity	British Columbia		Canada		Statistically significant difference (B.C. % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of population	Number of people	% of population	Number of people	
Heritage activities					
Historic sites	51.5%	2.0 million	45.7%	12.8 million	Yes
Zoos, aquariums, botanical gardens, planetariums or observatories	47.2%	1.8 million	42.3%	11.9 million	Yes
Conservation areas or nature parks	66.9%	2.6 million	57.9%	16.3 million	Yes
<i>Any of these three heritage activities</i>	<i>77.8%</i>	<i>3.0 million</i>	<i>73.8%</i>	<i>20.7 million</i>	<i>Yes</i>
Reading					
Newspapers	89.1%	3.4 million	86.4%	24.3 million	No
Magazines	85.3%	3.3 million	82.0%	23.0 million	Yes
Books	79.1%	3.0 million	75.7%	21.3 million	Yes
<i>Any of these three reading activities</i>	<i>99.3%</i>	<i>3.8 million</i>	<i>97.5%</i>	<i>27.4 million</i>	<i>No</i>
Watching movies and videos					
Movies or drive-in theatres	69.4%	2.7 million	67.9%	19.1 million	No
Videos (rented or purchased, VHS or DVD)	81.1%	3.1 million	79.1%	22.2 million	No
<i>Either of these two activities</i>	<i>89.1%</i>	<i>3.4 million</i>	<i>87.2%</i>	<i>24.5 million</i>	<i>No</i>
Listening to recorded music					
Music on CDs, records, etc.	76.4%	2.9 million	75.8%	21.3 million	No
Downloaded music	54.4%	2.1 million	50.9%	14.3 million	No
<i>Either of these two activities</i>	<i>88.4%</i>	<i>3.4 million</i>	<i>86.7%</i>	<i>24.3 million</i>	<i>No</i>
<i>Any of the 18 arts, culture and heritage activities</i>	<i>99.9%</i>	<i>3.8 million</i>	<i>99.7%</i>	<i>28.0 million</i>	<i>No</i>

All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.

Table 4: Trends in British Columbians' Arts, Culture and Heritage Activities between 1992 and 2010

	1992	1998	2005	2010	
Total population 15 or older	2,596,000	3,201,000	3,511,000	3,853,000	
Number of survey respondents	1,152	1,542	1,174	1,097	
Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<i>Art galleries and other museums</i>					
Public art galleries	27.4%	31.8%	29.8%	40.5%	13.0%
Museums other than art galleries	Not comparable		22.1%	35.6%	Not comparable
<i>Museums (any type)</i>	45.1%	39.9%	37.7%	52.6%	7.5%
<i>Performing arts and festivals</i>					
Theatre	Not comparable			43.8%	Not comparable
Pop music	Not comparable			39.6%	
Classical music	Not comparable			16.2%	
Cultural festival	Not asked	18.7%	21.2%	38.5%	Not comparable
Cultural or heritage performance	15.7%	12.1%	16.4%	27.6%	12.0%
Other cultural performance	Not asked		7.9%	21.5%	Not comparable

Table 4 (continued): Trends in British Columbians' Arts, Culture and Heritage Activities between 1992 and 2010

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
Heritage activities					
Historic sites	33.5%	36.1%	32.7%	51.5%	18.0%
Zoos, aquariums, botanical gardens, planetariums or observatories	47.1%	36.0%	36.6%	47.2%	0.1%
Conservation areas or nature parks	61.2%	54.9%	51.4%	66.9%	5.7%
Reading					
Newspapers	95.0%	90.1%	88.7%	89.1%	-5.9%
Magazines	88.0%	76.4%	80.8%	85.3%	-2.7%
Books	78.2%	72.5%	69.7%	79.1%	0.9%
Watching movies and videos					
Movies or drive-in theatres	54.7%	62.1%	57.8%	69.4%	14.7%
Videos (rented or purchased, VHS or DVD)	76.3%	78.9%	78.9%	81.1%	4.8%
Listening to recorded music					
Music on CDs, records, etc.	87.7%	82.3%	83.9%	76.4%	-11.3%
Downloaded music	Not asked		31.6%	54.4%	Not comparable

Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of British Columbians participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.