

# Albertans' Arts, Culture and Heritage Activities in 2010



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## 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.<sup>1</sup> 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
- Attending a **theatrical performance** such as drama, musical theatre, dinner theatre, comedy

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<sup>1</sup> 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 **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.<sup>2</sup>

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.

## Alberta

This section examines the number and percentage of Albertans 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.<sup>3</sup> Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.<sup>4</sup>

More detailed data can be found in two tables at the end of this section. Table 5 provides data on Albertans' arts, culture and heritage activities in 2010.<sup>5</sup> Table 6 outlines changes between 1992 and 2010 in the percentage of Albertans participating in various activities.

### ***All Albertans participated in an arts, culture or heritage activity in 2010***

In 2010, all Albertans 15 or older (99.8%, or 3.0 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:

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<sup>2</sup> 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.

<sup>3</sup> The number of Alberta residents responding to the General Social Survey's cultural questions was 1,084 in 1992, 1,196 in 1998, 912 in 2005 and 638 in 2010.

<sup>4</sup> The margins of error of the 2010 Alberta data range from 2.9 to 5.5 percentage points, 19 times out of 20.

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

- 54.0% of Albertans 15 or older visited a museum.
- 76.6% attended a performing arts event or a cultural festival.
- 79.9% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 98.5% read a newspaper, magazine or book.
- 90.4% watched a movie or a video.
- 89.1% listened to downloaded music or music on CDs.

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

The percentage of Albertans participating in most of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 6, there was an increase in the percentage of Albertans:

- Visiting art galleries (17.9% in 1992 and 36.8% in 2010);
- Visiting museums (34.7% in 1992 and 54.0% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (18.0% in 1992 and 25.9% in 2010);
- Visiting historic sites (30.1% in 1992 and 49.5% in 2010);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (37.9% in 1992 and 50.3% in 2010);
- Visiting conservation areas or nature parks (49.4% in 1992 and 66.1% in 2010);
- Reading books (68.7% in 1992 and 79.3% in 2010);
- Going to movies (53.8% in 1992 and 72.5% in 2010); and
- Watching videos (78.2% in 1992 and 87.1% in 2010).

While a larger percentage of Albertans participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that Alberta-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 Albertans while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in Alberta.

### ***Comparisons with Canadian averages***

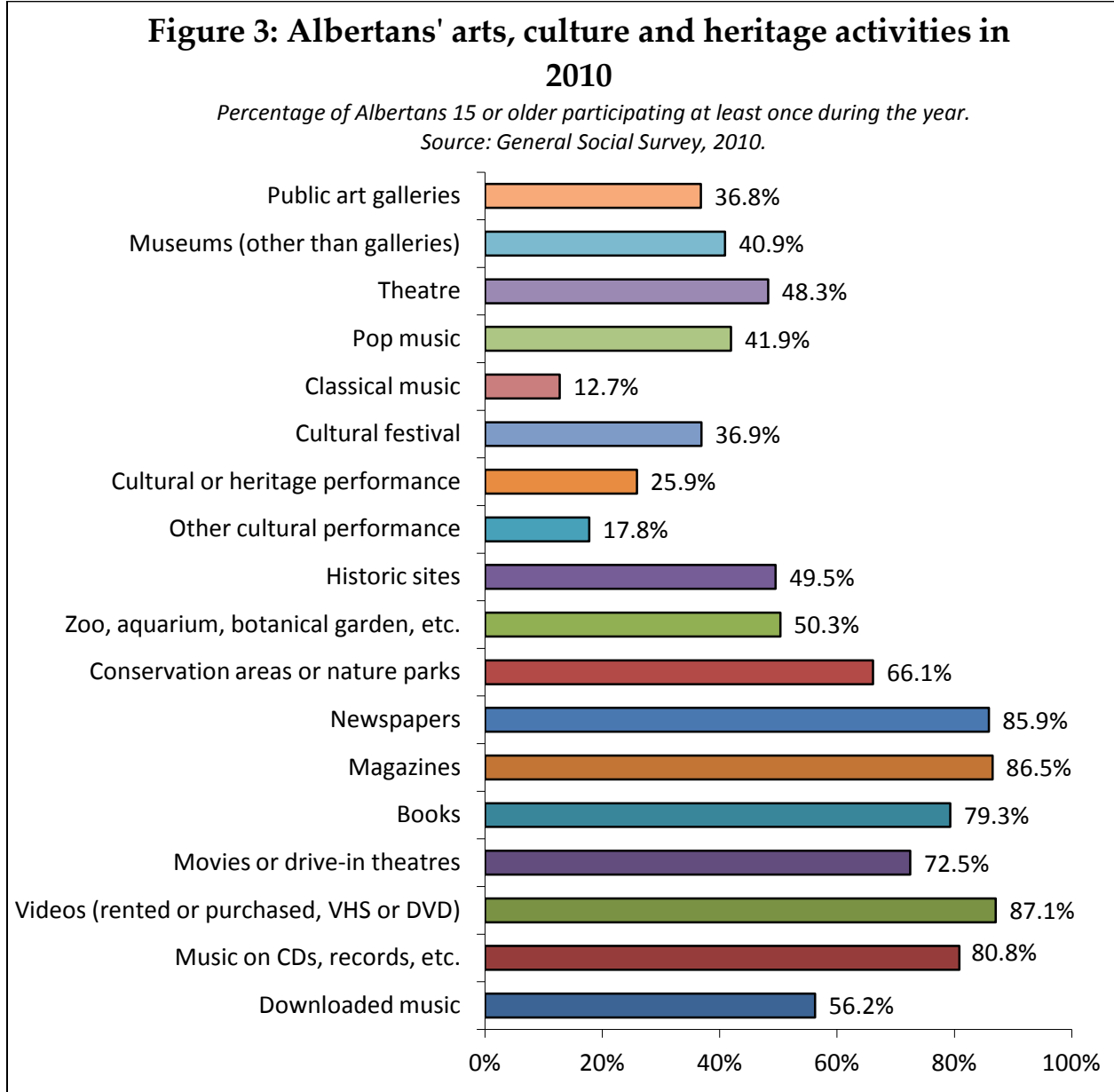
As shown in Table 5, Albertans are more likely than other Canadians to participate in many different arts, culture and heritage activities, including:

- Going to museums other than art galleries (40.9% of Albertans vs. 32.7% of all Canadians);
- Attending theatre performances (48.3% of Albertans vs. 44.3% of all Canadians);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (50.3% of Albertans vs. 42.3% of all Canadians);
- Visiting conservation areas or nature parks (66.1% of Albertans vs. 57.9% of all Canadians);
- Reading magazines (86.5% of Albertans vs. 82.0% of all Canadians);
- Watching videos (87.1% of Albertans vs. 79.1% of all Canadians);
- Listening to music on CDs, records, etc. (80.8% of Albertans vs. 75.8% of all Canadians); and
- Listening to downloaded music (56.2% of Albertans vs. 50.9% of all Canadians).

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

**All 18 arts, culture and heritage activities**

Figure 3 provides a visual overview of Albertans' 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 Albertans 15 or older (54.0%, or 1.6 million people) visited a museum of any kind (including public art galleries).

Just over one-third of Albertans 15 or older (36.8%, or 1.1 million people) visited a public art gallery or art museum, including attendance at special art exhibits. A somewhat higher percentage of Albertans (40.9%) visited a museum other than a public art gallery (1.2 million people).

The percentage of Albertans visiting a museum of any kind increased significantly between 1992 (34.7%) and 2010 (54.0%).

Between 1992 and 2010, the percentage of provincial residents visiting a gallery doubled (17.9% in 1992 and 36.8% in 2010).

### ***Performing arts and cultural festivals***

In 2010, 64.8% of Albertans 15 or older attended at least one theatre, popular music, or classical music performance (1.9 million people):

- 48.3% of Albertans 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (1.4 million Albertans);
- 41.9% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (1.2 million people); and
- 12.7% attended a symphonic or classical music performance (378,000 people).

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, nearly one-half of Albertans 15 or older (46.7%, or 1.4 million people) attended a cultural festival or other performing arts event:

- 36.9% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (1.1 million people);
- 25.9% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (769,000 Albertans); and
- 17.8% attended another kind of cultural performance (528,000 people).

When the responses to the six performing arts and cultural festival questions are combined, 76.6% of Albertans attended a performing arts event or cultural festival in 2010 (2.3 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. There was an increase in the percentage of Albertans attending a cultural festival between 1998 (23.2%) and 2010 (36.9%).

The percentage of Albertans attending a cultural or heritage performance increased from 18.0% in 1992 to 25.9% 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***

Eight in ten Albertans 15 years of age or older (79.9%, or 2.4 million people) visited at least one of the following types of heritage venues in 2010:

- 49.5% of the population 15 or older visited an historic site (1.5 million people);
- 50.3% visited a zoo, aquarium, botanical garden, planetarium or observatory (1.5 million Albertans); and
- 66.1% visited a conservation area or nature park (2.0 million people).

Between 1992 and 2010, there was a significant increase in the percentage of Albertans doing all three of these activities:

- Visiting an historic site (from 30.1% in 1992 to 49.5% in 2010);
- Visiting a zoo, aquarium, botanical garden, planetarium or observatory (from 37.9% in 1992 to 50.3% in 2010); and
- Visiting a conservation area or nature park (from 49.4% in 1992 to 66.1% 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 98.5% read at least one newspaper, magazine or book during the year (2.9 million people):

- 85.9% of the population 15 or older read a newspaper (2.6 million people);
- 86.5% read a magazine (2.6 million Albertans); and
- 79.3% read at least one book (2.4 million Albertans).

Between 1992 and 2010, the rate of newspaper reading decreased (from 94.7% to 85.9%), while magazine reading increased slightly (from 83.7% in 1992 to 86.5% in 2010). The percentage of Albertans reading books increased substantially (from 68.7% in 1992 to 79.3% in 2010).



## ***Movies and videos***

Nine in ten Albertans 15 or older (90.4%, or 2.7 million people) visited a movie theatre or watched a video in 2010:

- 72.5% went to a movie or drive-in (2.2 million people); and
- 87.1% watched a video (2.6 million Albertans).

Both movie going and video watching increased in popularity between 1992 and 2010. Movie going increased sharply (from 53.8% in 1992 to 72.5% in 2010). The overall rate of video watching increased from 78.2% in 1992 to 87.1% 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 Albertans (89.1%, or 2.6 million people) listened to music in at least one of these ways in 2010:

- 80.8% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (2.4 million people); and
- 56.2% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (1.7 million Albertans).

Between 1992 and 2010, there was very little change in the percentage of Albertans listening to music on CDs, records or other formats (82.0% in 1992 and 80.8% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of Albertans listening to downloaded music doubled, from 27.6% in 2005 to 56.2% in 2010.

**Table 5: Arts, Culture and Heritage Activities of Albertans and All Canadians in 2010**

Activity	Alberta		Canada		Statistically significant difference (Alberta % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of population	Number of people	% of population	Number of people	
<b>Total population 15 or older</b>	100%	3.0 million	100%	28.1 million	
<b>Art galleries and other museums</b>					
Public art galleries	36.8%	1.1 million	35.7%	10.0 million	No
Museums other than art galleries	40.9%	1.2 million	32.7%	9.2 million	Yes
<i>Museums (any type)</i>	<i>54.0%</i>	<i>1.6 million</i>	<i>47.8%</i>	<i>13.4 million</i>	<i>Yes</i>
<b>Performing arts and festivals</b>					
Theatre	48.3%	1.4 million	44.3%	12.4 million	Yes
Pop music	41.9%	1.2 million	39.4%	11.1 million	No
Classical music	12.7%	378,000	12.6%	3.5 million	No
<i>Any of these three performing arts activities</i>	<i>64.8%</i>	<i>1.9 million</i>	<i>60.4%</i>	<i>16.9 million</i>	<i>Yes</i>
Cultural festival	36.9%	1.1 million	37.2%	10.4 million	No
Cultural or heritage performance	25.9%	769,000	23.0%	6.5 million	No
Other cultural performance	17.8%	528,000	17.6%	4.9 million	No
<i>Any of these three activities</i>	<i>46.7%</i>	<i>1.4 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>76.6%</i>	<i>2.3 million</i>	<i>72.4%</i>	<i>20.3 million</i>	<i>No</i>

**Table 5 (continued): Arts, Culture and Heritage Activities of Albertans and All Canadians in 2010**

Activity	Alberta		Canada		Statistically significant difference (Alberta % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of population	Number of people	% of population	Number of people	
<b>Heritage activities</b>					
Historic sites	49.5%	1.5 million	45.7%	12.8 million	No
Zoos, aquariums, botanical gardens, planetariums or observatories	50.3%	1.5 million	42.3%	11.9 million	Yes
Conservation areas or nature parks	66.1%	2.0 million	57.9%	16.3 million	Yes
<i>Any of these three heritage activities</i>	<i>79.9%</i>	<i>2.4 million</i>	<i>73.8%</i>	<i>20.7 million</i>	<i>Yes</i>
<b>Reading</b>					
Newspapers	85.9%	2.6 million	86.4%	24.3 million	No
Magazines	86.5%	2.6 million	82.0%	23.0 million	Yes
Books	79.3%	2.4 million	75.7%	21.3 million	No
<i>Any of these three reading activities</i>	<i>98.5%</i>	<i>2.9 million</i>	<i>97.5%</i>	<i>27.4 million</i>	<i>No</i>
<b>Watching movies and videos</b>					
Movies or drive-in theatres	72.5%	2.2 million	67.9%	19.1 million	No
Videos (rented or purchased, VHS or DVD)	87.1%	2.6 million	79.1%	22.2 million	Yes
<i>Either of these two activities</i>	<i>90.4%</i>	<i>2.7 million</i>	<i>87.2%</i>	<i>24.5 million</i>	<i>No</i>
<b>Listening to recorded music</b>					
Music on CDs, records, etc.	80.8%	2.4 million	75.8%	21.3 million	Yes
Downloaded music	56.2%	1.7 million	50.9%	14.3 million	Yes
<i>Either of these two activities</i>	<i>89.1%</i>	<i>2.6 million</i>	<i>86.7%</i>	<i>24.3 million</i>	<i>No</i>
<b><i>Any of the 18 arts, culture and heritage activities</i></b>	<b><i>99.8%</i></b>	<b><i>3.0 million</i></b>	<b><i>99.7%</i></b>	<b><i>28.0 million</i></b>	<b><i>No</i></b>

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

<b>Table 6: Trends in Albertans' Arts, Culture and Heritage Activities between 1992 and 2010</b>					
	<b>1992</b>	<b>1998</b>	<b>2005</b>	<b>2010</b>	
Total population 15 or older	1,935,000	2,261,000	2,592,000	2,972,000	
Number of survey respondents	1,084	1,196	912	638	
<b>Activity</b>	<b>Percentage of population (15 or older)</b>				<b>Change (1992 to 2010)</b>
	<b>1992</b>	<b>1998</b>	<b>2005</b>	<b>2010</b>	
<b><i>Art galleries and other museums</i></b>					
Public art galleries	17.9%	24.5%	21.1%	36.8%	18.9%
Museums other than art galleries	Not comparable		22.1%	40.9%	Not comparable
<i>Museums (any type)</i>	<i>34.7%</i>	<i>32.6%</i>	<i>32.4%</i>	<i>54.0%</i>	<i>19.3%</i>
<b><i>Performing arts and festivals</i></b>					
Theatre	Not comparable			48.3%	Not comparable
Pop music	Not comparable			41.9%	
Classical music	Not comparable			12.7%	
Cultural festival	Not asked	23.2%	19.1%	36.9%	Not comparable
Cultural or heritage performance	18.0%	16.7%	15.3%	25.9%	7.9%
Other cultural performance	Not asked		7.5%	17.8%	Not comparable

**Table 6 (continued): Trends in Albertans' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b>Heritage activities</b>					
Historic sites	30.1%	36.4%	35.5%	49.5%	19.5%
Zoos, aquariums, botanical gardens, planetariums or observatories	37.9%	41.9%	41.8%	50.3%	12.5%
Conservation areas or nature parks	49.4%	52.1%	44.4%	66.1%	16.7%
<b>Reading</b>					
Newspapers	94.7%	90.5%	84.9%	85.9%	-8.9%
Magazines	83.7%	80.6%	79.3%	86.5%	2.8%
Books	68.7%	66.5%	68.1%	79.3%	10.6%
<b>Watching movies and videos</b>					
Movies or drive-in theatres	53.8%	66.7%	66.3%	72.5%	18.7%
Videos (rented or purchased, VHS or DVD)	78.2%	84.8%	83.9%	87.1%	8.8%
<b>Listening to recorded music</b>					
Music on CDs, records, etc.	82.0%	84.0%	83.4%	80.8%	-1.2%
Downloaded music	Not asked		27.6%	56.2%	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 Albertans 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.*