

# Overview of Key Demographic Trends - Possible Impact on Canadian Arts Attendance

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## **INTRODUCTION:**

Over the past fifty years, Canada has matured into a democratic nation offering a high quality of life and a strong, vibrant and inclusive culture to its citizens. As a result, many of Canada's long-term demographic trends such as immigration levels and sources of immigration have changed significantly. Our aging population, declining birth rate and increasing cultural and linguistic diversity are factors that will continue to alter the demographic profile of Canadian arts audiences in years to come.

Canadians' level of cultural participation can be examined using data on population and immigration trends, leisure time, household expenditures on culture, and arts attendance at different cultural activities. Selected issues for analysis include:

- Are younger Canadians (aged 15-24 and 24-29) as well as culturally diverse Canadians participating in the arts? Do they have the leisure time and disposable income to do so? If so, what events are they attending? What artistic forms do they practice?
- Do Canadian families, as well as single, divorced and widowed Canadians invest their time and income in cultural activities? How much can Canadians afford to spend on cultural activities and expenditures in a given year?
- The increasing number of baby boomers, as well as the increasing proportion of the population aged 65 and over, should create unprecedented consumer demand for goods and services within the next 20 years. Will this demand translate into an important opportunity for Canadian artists and arts organizations to sell their products to larger audiences?
- Increased immigration is rapidly changing the composition of Canadian society. Will Canada's performing arts events and cultural activities interest recent immigrants and/or Canadians of ethnic minority backgrounds? Will Canadians of ethnic minority backgrounds practice and promote artistic forms that reflect their heritage?

This profile provides an overview of current key demographic trends in Canadian society, and examines the possible future impact of demographic changes on arts attendance and participation in cultural activities using several data sources. The most recent demographic statistics from Statistics Canada sources included in this document are based on 1996 Census figures. These estimates do not take into account figures determined by the 2001 Census, as 2001 Census studies will not be fully completed until 2003. This report will be updated on an annual or biennial basis as new data become available (i.e. updated population and immigration counts).

A major source of information used in preparing this demographic study was Statistics Canada's "Patterns in Culture Consumption and Participation," a document commissioned by the Canada Council for the Arts and therefore not publicly available. For additional information on data presented in "Patterns in Culture Consumption and Participation," please contact the Research Unit of the Canada Council.

Additional information on sources of demographic and cultural statistics is provided in a bibliography appended to this document.

## SECTION 1: THE POTENTIAL CANADIAN ARTS AUDIENCE

### 1.0 POPULATION AND POPULATION GROWTH

#### Key Ideas:

- Increased immigration is changing the composition of the Canadian population, especially in census metropolitan areas<sup>1</sup>. There is a direct correlation between the influx of immigration to the three largest census metropolitan areas and the rapid growth of these urban centres. Canada's largest census metropolitan areas are home to the largest concentrations of arts organizations and individual artists, and therefore effects of demographic change on the arts will be greatest in these urban areas.
- On July 1, 2000, the population of Canada was estimated at 30,750,100, an increase of almost 1.0% (or 256,700 individuals) from July 1, 1999<sup>2</sup>. Canada accepted 32,000 more immigrants in 1999-2000 than in 1998-1999. This increase is part of a major demographic trend in Canada that will become more pronounced in future years, especially if the number of births continues to decline.
- Since 1993, the Canadian population has grown more from immigration than from natural increase. If this trend continues, and if the number of permanent residents in Canada remains constant over the next five years, our population will reach 32 million in 2005.

**Table 1 – Total Population and Projected Total Population, Canada, Provinces and Territories, as of July 1, 2000 and July 1, 2001<sup>3</sup>**

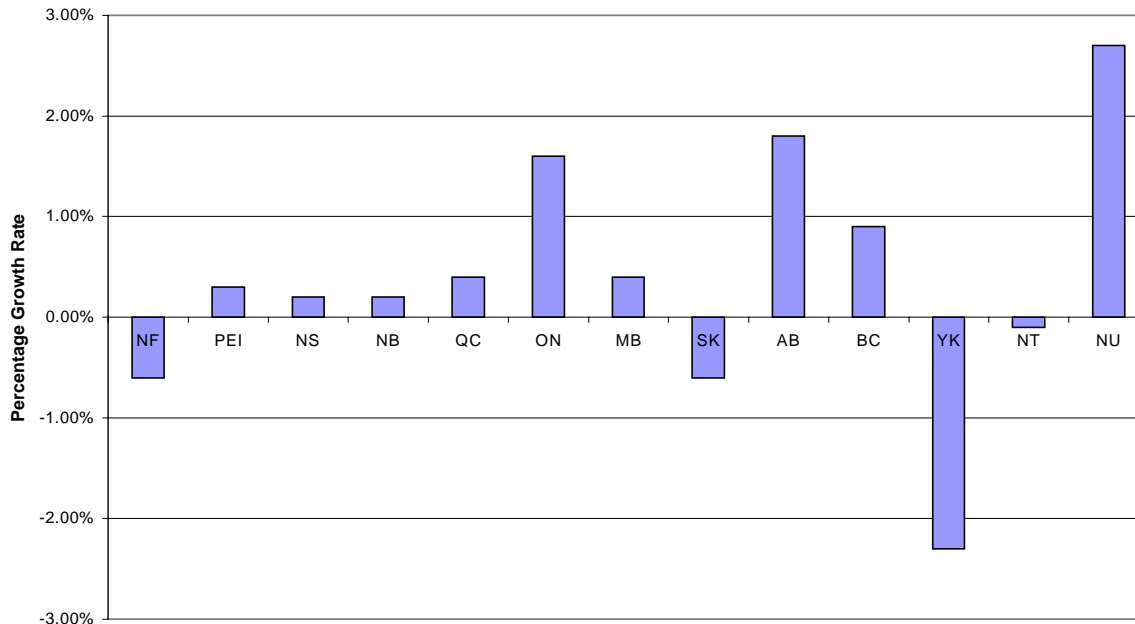
Province	Population as of July 1, 2000	Population as of July 1, 2001	Total Growth or Decline	Rate of Growth or Decline
Newfoundland	538,823	536,807	-2,016	-0.4
Prince Edward Island	138,928	139,451	523	0.4
Nova Scotia	940,996	942,860	1,864	0.2
New Brunswick	756,598	757,368	770	0.1
Quebec	7,372,448	7,390,747	18,299	0.2
Ontario	11,669,344	11,814,857	145,513	1.2
Manitoba	1,147,880	1,149,972	2,092	0.2
Saskatchewan	1,023,636	1,024,905	1,269	0.1
Alberta	2,997,236	3,029,704	32,468	1.1
British Columbia	4,063,760	4,115,649	51,889	1.3
Yukon	30,663	30,606	-57	-0.2
Nunavut	27,692	28,223	531	1.9
Northwest Territories	42,083	42,315	232	0.5
<b>TOTAL:</b>	<b>30,750,087</b>	<b>31,003,464</b>		

<sup>1</sup> **Census metropolitan area (CMA):** a very large urban area (known as the urban core) together with adjacent urban and rural areas that have a high degree of social and economic integration with the urban core. A CMA has an urban core population of at least 100,000 based on the previous census.

<sup>2</sup> During the development of this study, Statistics Canada released updated population estimates; as of July 1, 2001 the population was estimated at 31,081,900. Source, Table 1: Statistics Canada, *Annual Demographic Statistics, 2000*, Catalogue no. 91-213-XPB (Ottawa: Statistics Canada, 2001) 21.

<sup>3</sup> Population figures for July 1, 2000 are based on Statistics Canada's preliminary postcensal estimates, while population figures for July 1, 2001 are based on Statistics Canada's "medium population growth scenario".

**Chart 1 - Projected Rates of Population Growth in Canadian Provinces and Territories as of July 1, 2001**

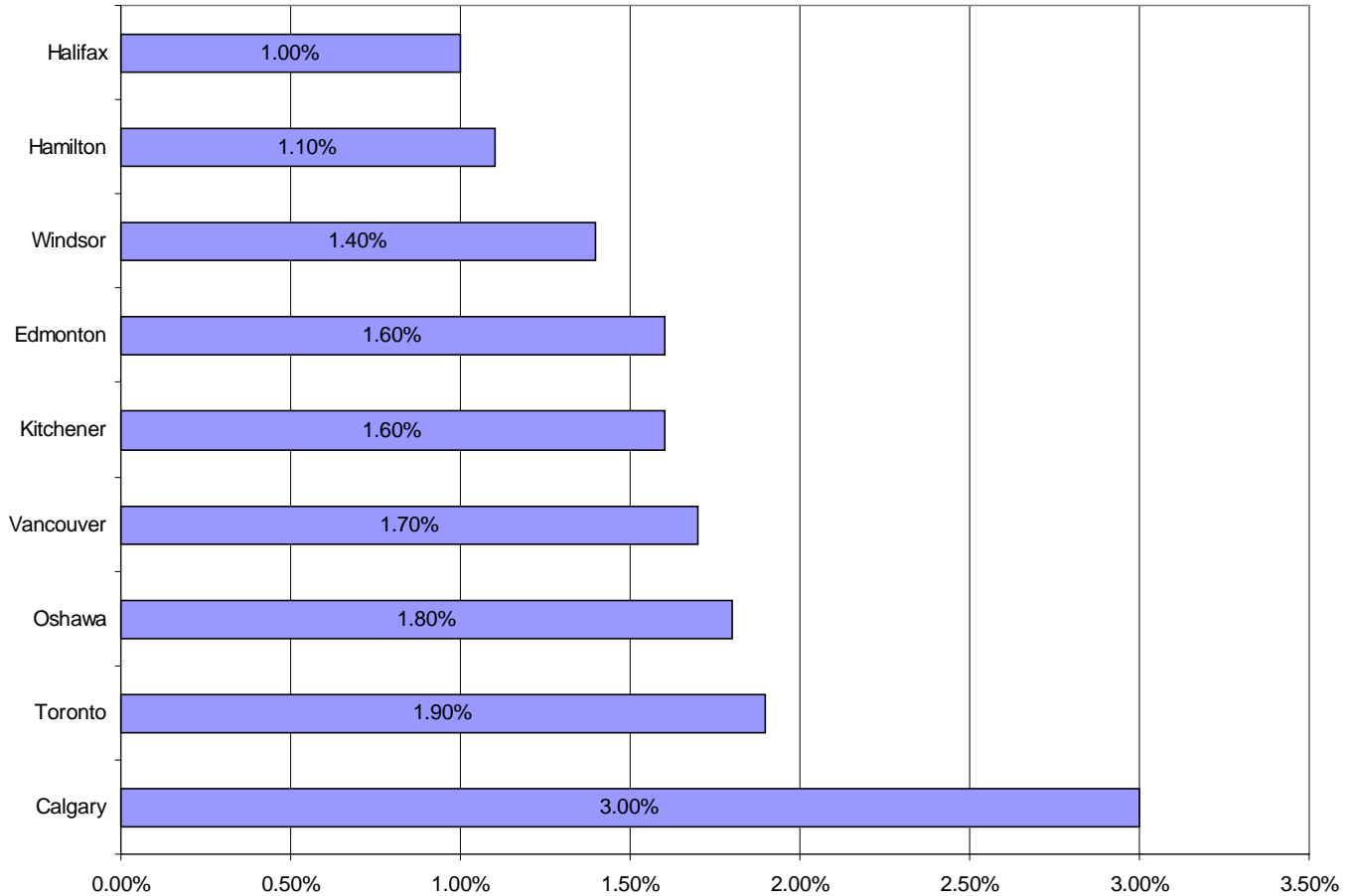


**Source:** Statistics Canada, "Population Estimates", *The Daily*, 25 September 2001:1-6.

### Key Population Growth Trends:

- This projection of population growth rates by province between July 1, 2000 and July 1, 2001 reflects ongoing demographic trends observed in previous years. Ontario, Alberta and British Columbia continue to maintain growth rates above the Canadian average, and are joined by Nunavut, whose growth rate of 1.9% is due to strong natural increase and net interprovincial migration.
- While Nunavut's total population has increased since its inception as a Canadian territory, the population of the Yukon has declined for the third consecutive year due to the re-design of territorial borders.
- The Maritime provinces continue to experience quite slow demographic growth, but Newfoundland is the only province to experience an actual decline in population (-0.4%).
- The province of Quebec (containing the country's third largest census metropolitan area – Montreal) is currently experiencing very modest population growth in comparison to Ontario and British Columbia, the provinces containing the country's two largest Census Metropolitan Areas, Toronto and Vancouver. Quebec's population growth rate was only 0.2% between July 1, 2000 and July 1, 2001, while Ontario's growth rate during the same period was 1.2% and British Columbia's 1.3%. Quebec's slow population growth in comparison to Ontario and British Columbia may be explained by a smaller share of recent immigrants and by its birth rates, which are the lowest in Canada.

**Chart 2 - Census Metropolitan Areas with the Highest Average Annual Growth Rates, 1996-2000**



**Source:** Statistics Canada, *Annual Demographic Statistics, 2000*, Catalogue no. 91-213-XPB (Ottawa: Statistics Canada, 2001) 98.

- On July 1<sup>st</sup>, 2001, 62.5% of the Canadian population (nearly 19.3 million people) resided in one of 25 census metropolitan areas.
- The census metropolitan area of Calgary experienced the most rapid population growth between 1996 and 2000, followed by the census metropolitan area of Toronto.
- Over one-third (or 10.3 million) of the total Canadian population was concentrated in the three largest census metropolitan areas: Toronto (4.8 million), Montreal (3.5 million) and Vancouver (2.0 million).



## 1.1. YOUTH, AND THE AGING POPULATION, AND A DECLINING BIRTH RATE

### Key Ideas:

- The aging of the Canadian population can be represented visually by the chart featured on page six of this document. In this chart, the narrow 'base' represents fewer persons than the broader mid-section, while the widest section of the pyramid represents the relatively large size of the 'baby boom' cohort, that is, Canadians aged between 35 and 54 years in 2000.
- Two arts audience issues arise from projected Canadian population trends: 1) will the large 'baby boom' cohort spend their leisure time and retirement income on arts and culture? 2) will younger, less populous age brackets replace current arts audiences in years to come?

### Key Age Trends:

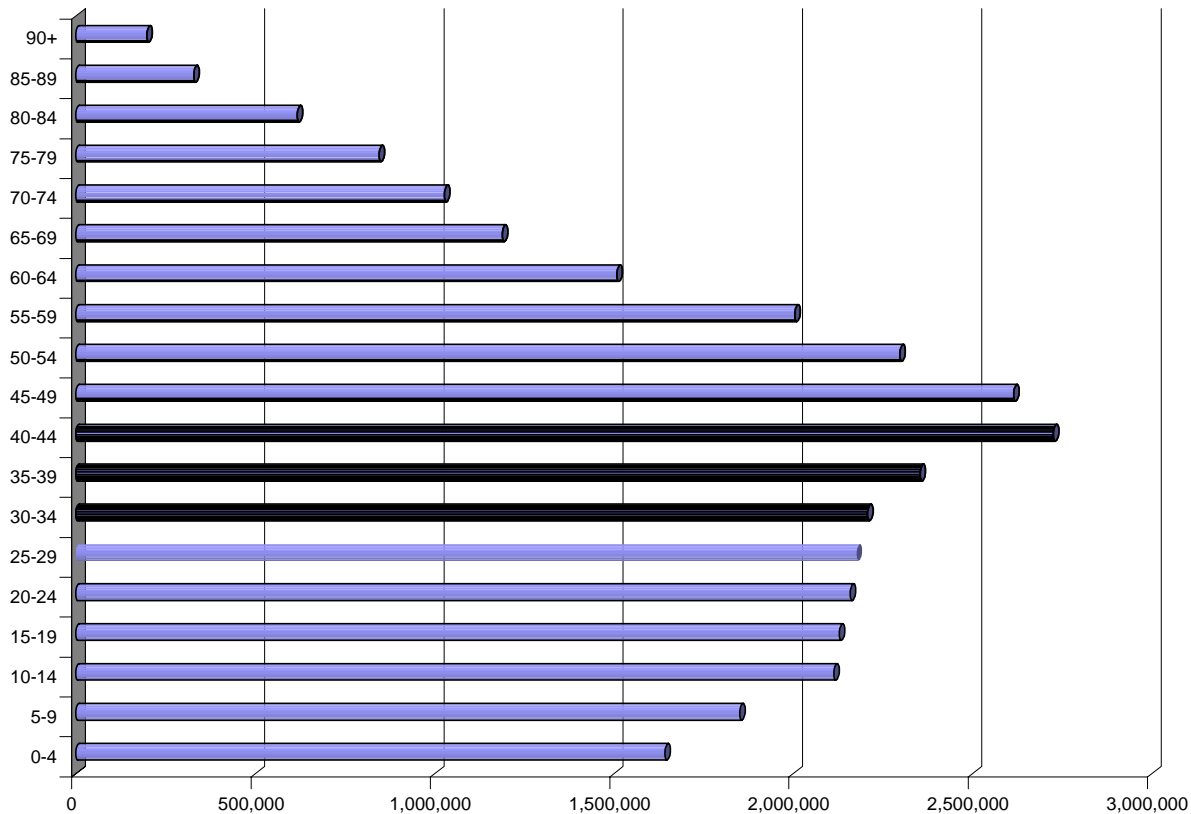
- There are two opposite age-related trends occurring in Canadian society: while the population under age 15 decreased by almost 2% between 1995 and 2000, the population aged 65 and over grew almost 10% during the same time period. Based on a fertility assumption of 1.48 births per Canadian woman, all provinces and territories will experience a decline in their population under the age of 15 between 2001 and 2005; this decline could be as high as 4%. In 2000, almost 6 million Canadians were under age 15, while almost 4 million were aged 65 and over. If current trends continue, the proportion of the population aged 65 and over will eventually surpass the number of Canadians under age 15, as the first members of the baby boom reach the age of 65 in 2010-2011.

**Table 2 - Population by Age Group, Canada, Estimated July 1<sup>st</sup>, 2000 and Projected in 2005**

Age Range	2000	2005
0-4	1,777,330	1,642,372
5-9	2,044,418	1,850,990
10-14	2,049,140	2,113,370
15-19	2,071,614	2,129,080
20-24	2,081,186	2,159,527
25-29	2,109,770	2,177,017
30-34	2,283,166	2,208,090
35-39	2,695,561	2,354,486
40-44	2,611,243	2,726,202
45-49	2,319,848	2,615,414
50-54	2,045,093	2,298,252
55-59	1,555,248	2,005,170
60-64	1,256,573	1,509,242
65-69	1,136,889	1,188,951
70-74	998,277	1,028,168
75-79	804,364	845,856
80-84	494,406	617,902
85-89	282,415	329,104
90+	133,546	198,513
<b>Total by Age Group:</b>	<b>30,750,087</b>	<b>31,997,706</b>

Source: Statistics Canada, *Annual Demographic Statistics, 2000*, Cat. no. 91-213-XPB (Ottawa: Statistics Canada, 2001) 50.

Chart 3 - Projected Canadian Population by Age Group, 2005



**Source:** Statistics Canada, *Annual Demographic Statistics, 2000*, Cat. no. 91-213-XPB (Ottawa: Statistics Canada, 2001) 50.

- Between 1990-1999, the number of births per year in Canada decreased steadily by a total of 17%, from over 400,000 to almost 356,000. The birth rate (per 1,000 Canadians) decreased from 14.6 in 1990 to 11.0 in 1999. The total fertility rate per Canadian woman was 1.5 in 1996, a figure that has also decreased continuously since 1960 and that stands below the 'replacement' rate of 2.1 births per woman needed to replace the Canadian population to current levels through birth as opposed to immigration.
- The aging of the largest cohort of the population (currently ages 35-54) will result in changes to Canadian society. An obvious change is that the demands on the health care system and the need to find experienced workers for the job market will increase. Less obvious is whether the baby boom cohort will be spending more money and time on leisure activities – including arts participation – as they age.
- The aging trend in Canada may have additional repercussions: there are no guarantees that the younger, less populous age brackets will adequately replace current arts audiences. As outlined below, the profile of this young population group is urban and culturally much more diverse than the baby boom cohort.

**Table 3 - Overview of Canadians Aged 15-24<sup>4</sup>**

	1996	2000 (Estimated)	2005 (Projected)
Total Canadian Population Aged 15-24 Years	<b>3,849,025</b>	<b>4,152,800</b>	<b>4,288,607</b>
Total Canadian Population	<b>28,528,125</b>	<b>30,750,087</b>	<b>31,997,706</b>
Canadians Aged 15-24 Years As a % of Total Canadian Population	<b>13.5%</b>	<b>13.5%</b>	<b>13.4%</b>

- Of the 3,849,025 Canadians aged 15-24 in 1996, 49.2% were female, and 50.8% were male.
- 36% of Canadians aged 15-24 reside in Ontario, while 25% reside in Quebec and 13% in British Columbia. In summary, 73% of all Canadians aged 15-24 live in the provinces of Ontario, Quebec and British Columbia.
- In a parallel to the provincial trend, the highest concentrations of young Canadians aged 15-24 reside in the census metropolitan areas of Toronto, Montreal and Vancouver. 14% of Canadian youth live in Toronto, 11% in Montreal, and 6% in Vancouver.
- Over 430,000, or 11% of all Canadians aged 15-24, identified themselves as immigrants on the 1996 Census. Of this number, 49% were born in Asia.
- Canada's visible minority population aged 15-24 numbers over 500,000, and accounts for 14% of all Canadians aged 15-24. The three largest visible minority groups within this population group are Chinese (26%), South Asian (21%) and Black (19%).
- 62% of Canadians aged 15-24 identified English as their mother tongue in the 1996 Census, while 23% selected French. 13% of young Canadians identified a non-official language as the first language they learned to speak at home.<sup>5</sup>
- The top three non-official languages spoken by Canadians aged 15-24 are Chinese, Spanish and Italian. Portuguese and Punjabi are also spoken by a significant percentage of this population. The top three non-official languages spoken by Canadians of all age groups in 1996 were Chinese, Italian and Punjabi.
- Almost 20%, or one-fifth, of young people aged less than 15 in Toronto and Vancouver spoke a non-official language most often at home. This rate is almost 2.5 times higher than the national average of 8%. In Montreal, 11% of young people under 15 spoke a non-official language at home.
- Canadians under 25 reported having a higher amount of leisure time per day, 6.6 hours, compared to the average for all age groups of 6.2 hours. Despite the increased amount of leisure time available to youth between the ages of 15 and 24, 55% of Canadians of ethnic minority backgrounds in this age group cited lack of time as the main reason they do not attend more live performances or other artistic events.

<sup>4</sup> Information compiled from Statistics Canada's CD-ROM *The Nation Series, Complete Edition, 1996 Census*.

<sup>5</sup> The remaining 2% of Canadians aged 15-24 gave a multiple response to this Census question; they identified either English or French as well as a non-official language as the first languages they learned to speak at home.

## **An Overview of Seniors in Canada<sup>6</sup>, Aged 65 and over:**

- In 1995, there were an estimated 3.6 million seniors<sup>7</sup> in Canada, representing 12% of the total population. By 2041, this figure will double, and seniors will account for an estimated 25% of Canada's population.
- Although only 4% of all seniors identified themselves as members of a visible minority group in 1991, this proportion will rise to an estimated 13% by 2016.<sup>8</sup>
- Canadian women make up a larger share of the senior population than men: in 1995, 58% of all Canadians aged 65 and over were women, as were 70% of those aged 85 and over.
- Longer life expectancies will result in the large senior population forecast by 2041: as of 1991, sixty-five year old Canadian women could expect to live an additional twenty years, while their male counterparts could expect to live an additional sixteen years.
- Only 6% of Canadian seniors remained part of the paid work force in 1995, primarily in agricultural and religious professions. The average income of those aged 65 and over, however, has risen dramatically over the past twenty years, primarily as a result of increases in public and private employment-based pension plans. In constant dollars, the average income of Canadian seniors has risen 16% since 1981, while changes in the average income of those under age 65 have been minimal. This trend may have a positive impact on current and future arts participation among seniors.
- This increase in average income for Canadian seniors, combined with greater leisure time, resulted in stable attendance figures among Canadians aged 60 and over at performing arts events between 1992 and 1998. Attendance at both theatrical performances and symphonic or classical music performances dropped only 0.3% percentage points among this age group between 1992 and 1998, while attendance at both dance and cultural performances increased by approximately 1.2% during this period<sup>9</sup>.
- It is possible to conclude that performing arts audiences composed of Canadians 60 years and older are reliable audiences who appear relatively unaffected by fluctuations in the economy or lack of leisure time.
- Entertainment value is a key reason for arts attendance among Canadians of ethnic minority backgrounds aged 65 and over. 67% of seniors surveyed in the "Arts and Heritage Participation Survey"<sup>10</sup> cited relaxation and entertainment as a motivating factor in their arts attendance. 74% of all seniors surveyed cited "good entertainment value" as a similar reason for their attendance.
- 17% of Canadians of ethnic minority backgrounds aged 65 and over cited health problems as the main reason they do not attend live performances/artistic events with greater frequency. Declining health was second only to lack of interest in live performances and artistic events as a reason for non-attendance.

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<sup>6</sup> Statistics Canada, *A Portrait of Seniors in Canada, Third Edition*, Cat. no. 89-519-XPE (Ottawa: Statistics Canada, 1999).

<sup>7</sup> Seniors: all people (in Canada) aged 65 and over.

<sup>8</sup> Statistics Canada, "Projections of Visible Minority Groups, 1991 to 2016", *Canadian Social Trends*, Summer 1996.

<sup>9</sup> Statistics Canada, *General Social Survey, 1992 and 1998*, Table 5b.

<sup>10</sup> Environics Research Group, *Arts and Heritage Participation Survey Among Canadians of Ethnic Minority Backgrounds*, (Ottawa: The Department of Canadian Heritage, 2001) 28.

## 1.2. IMMIGRATION LEVELS<sup>11</sup>

### Key Ideas:

- The most important demographic change in Canada in the past forty years is increased immigration. This dramatic increase in the immigrant population<sup>12</sup> throughout Canada, particularly in large census metropolitan areas, is accompanied by an important related demographic trend: a substantial shift in the sources of Canadian immigration from Europe to Asia and the Middle East.
- This increase in immigration and shift in the countries of origin of Canadian immigrants has had a profound social impact on artistic expression and cultural activities in Canada. From taiko drumming to West African dance, the stories of immigrant Canadians are expressed through performing arts, visual and media arts, as well as through Canadian literature. Internationally-acclaimed Canadian artists from immigrant backgrounds include writers Michael Ondaatje, Rohinton Mistry and Dionne Brand, visual artist Xiong Gu, pianist Angela Cheng, and filmmakers Atom Egoyan and Shui-Bo Wang.

### Key Statistics on Canadian Immigrants:

- Five million immigrants resided in Canada in 1996, an increase of 14.5% since 1991. This increase is three times the growth rate of the Canadian-born population. In 1996, immigrants represented 17.4% of the population, the largest share in more than 50 years.
- Immigrants arriving in Canada in the 1990s from Asia and the Middle East have almost doubled in number since the 1970s. Asian-born<sup>13</sup> individuals accounted for 57% of the 1,039,000 immigrants who arrived between 1991 and 1996, compared to 33% of immigrants who arrived in the 1970s, and 12% of immigrants who arrived in the 1960s. Only 3% of immigrants to Canada prior to 1961 were Asian-born.
- In contrast, the proportion of European-born immigrants has declined steadily in each subsequent wave of immigrants since 1961. Prior to 1961, 90% of immigrants to Canada were European-born.
- In 1996, just over one million persons in Canada were immigrants who arrived between 1991 and 1996. Four out of every 10 of these 'recent' immigrants<sup>14</sup> (or 42%) settled in the census metropolitan area of Toronto, while 18% of all recent immigrants to Canada have settled in Vancouver; and 13% in Montreal. Therefore, 73% of recent immigrants are located in the three largest census metropolitan areas in Canada, cities that are also home to the largest concentration of Canadian artists and arts organizations.
- As a result of significant growth in the immigrant population, in 1996, 4.7 million people reported a mother tongue other than English or French, a 15% increase over 1991.

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<sup>11</sup> Information and charts on immigration and citizenship extracted from a Statistics Canada summary entitled “**Immigration and Citizenship**” which appeared in *The Daily*, Catalogue no.11-001E, 4 November 1997.

<sup>12</sup> **Immigrant population:** refers to people who are, or have been at one time, landed immigrants in Canada. A landed immigrant is a person who has been granted the right to live in Canada permanently by immigration authorities. Some are recent arrivals, while others have resided in Canada for a number of years.

<sup>13</sup> **Asian-born:** refers to people born in the Middle East as well as other parts of Asia.

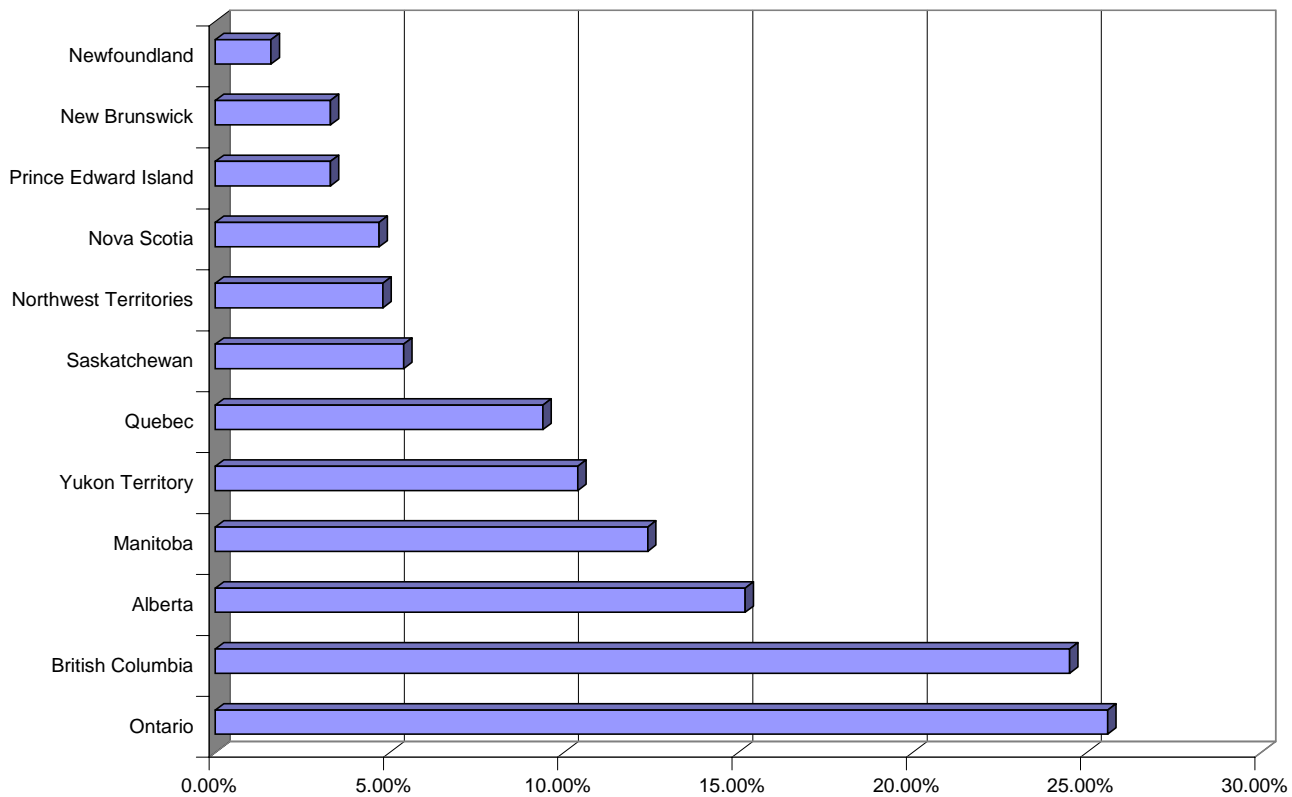
<sup>14</sup> **Recent immigrants:** refers to people who immigrated to Canada between 1991 and 1996.

**Table 4 – Immigrant Population by Place of Birth and Period of Immigration, 1996 Census, Canada**

	<b>Total – Immigrant Population</b>	<b>Before 1961</b>	<b>1961-1970</b>	<b>1971-1980</b>	<b>1981-1990</b>	<b>1991-1996</b>
<b>Total – Place of birth</b>	<b>4,971,070</b>	<b>1,054,930</b>	<b>788,580</b>	<b>996,160</b>	<b>1,092,400</b>	<b>1,038,990</b>
United States	244,695	45,050	50,200	74,015	46,405	29,025
Central and South America	273,820	6,370	17,410	67,470	106,230	76,335
Caribbean and Bermuda	279,405	8,390	45,270	96,025	72,405	57,315
United Kingdom	655,540	265,580	168,140	132,950	63,445	25,420
Other Northern and Western Europe	514,310	284,205	90,465	59,850	48,095	31,705
Eastern Europe	447,830	175,430	40,855	32,280	111,370	87,900
Southern Europe	714,380	228,145	244,380	131,620	57,785	52,455
Africa	229,300	4,945	25,685	58,150	64,265	76,260
West-central Asia and the Middle East	210,850	4,975	15,165	30,980	77,685	82,050
Eastern Asia	589,420	20,555	38,865	104,940	172,715	252,340
South-east Asia	408,985	2,485	14,040	111,700	162,490	118,265
Southern Asia	353,515	4,565	28,875	80,755	99,270	140,055
Oceania and Other	49,025	4,250	9,240	15,420	10,240	9,875

**Source:** Statistics Canada, CD-ROM, *The Nation Series, Complete Edition, 1996 Census*, Cat. no. 93F0020XCB96004 (Ottawa: Statistics Canada, 1998).

Chart 4 - Immigrants as a Percentage of Provinces and Territories, 1996



**Source:** Statistics Canada, "Immigration and Citizenship", *The Daily*, 4 November 1997: 7.

### Key Provincial Trends:

- Between 1991 and 1996 almost 563,000 recent immigrants settled in Ontario. This brings Ontario's total immigrant population to 2.7 million or more than half the total immigrant population in Canada. In 1996, immigrants accounted for 26% of Ontario's total population, the largest proportion for any province and the highest for Ontario this century.
- British Columbia, the province with the second largest immigrant population after Ontario, received 217,000, or 21% of all recent immigrants. With 903,000 total immigrants, immigration accounted for 24%, or almost one-quarter of B.C.'s total population in 1996.
- Quebec's immigrant population comprised 9.4% of their total population in 1996, an increase from 8.7% in 1991. 151,000 recent immigrants chose to settle in Quebec; this figure represents 15% of all recent immigrants who came to Canada. The desire of recent immigrants to settle in a major urban centre is perhaps most pronounced in Quebec, with 90% of the 151,000 recent immigrants to Quebec choosing Montreal as their place of residence.

### 1.3. IMMIGRANTS IN THE THREE MAJOR POPULATION CENTRES

#### Toronto:

- Toronto<sup>15</sup> is the most popular destination of recent immigrants to Canada. In 1996, immigrants accounted for 42% of Toronto's population, up from 38% in 1991.
- Toronto is the Canadian city receiving the largest share of recent immigrants (also 42%); this represents the largest influx into any census metropolitan area. Recent immigrants to Toronto account for a full 10% of the population growth in Toronto between 1991 and 1996.
- In a parallel to the national immigration trend documented in the overview, sources of immigration to Toronto have changed dramatically over time. Prior to 1961, the United Kingdom and European countries such as Italy and Germany were the countries of origin of 92% of Toronto's immigrant population. This percentage has steadily decreased through the years, with European-born individuals comprising just 17% of recent immigrants.
- Individuals born in Asia and the Middle East now make up six of out ten of all recent immigrants to Toronto, with Hong Kong, Sri Lanka and the People's Republic of China being the three largest sources of newcomers.

**Table 5: Top 10 Places of Birth for Recent Immigrants\*, for Toronto, 1996**

	<b>Number</b>	<b>%</b>
1. Hong Kong	48,535	11.0%
2. Sri Lanka	36,735	8.3%
3. People's Republic of China	35,330	8.0%
4. Philippines	33,210	7.5%
5. India	33,185	7.5%
6. Poland	18,605	4.2%
7. Jamaica	16,780	3.8%
8. Guyana	13,195	3.0%
9. Viet Nam	12,290	2.8%
10. Trinidad and Tobago	11,375	2.6%
<b>Total Number of Recent Immigrants:</b>	<b>441,035</b>	<b>100.0%</b>
<b>Total Population of Toronto:</b>	<b>4,585,742</b>	

*\*(Recent immigrants are those who immigrated between 1991 and the first four months of 1996)*

**Source:** Statistics Canada, "Immigration and Citizenship", *The Daily*, 4 November 1997: 8.

<sup>15</sup> All references to Canadian cities such as Toronto, Vancouver and Montreal refer to the census metropolitan areas.



**Vancouver:**

- The census metropolitan area with the second largest immigrant population is Vancouver, with a total of 634,000 immigrants in 1996.
- Vancouver is the primary destination for 88% of recent immigrants to British Columbia (approximately 190,000 individuals).
- The majority of Vancouver's recent immigrants are Asian-born: four out of every five newcomers are from Asia and the Middle East. Hong Kong, China and Taiwan account for half of all recent newcomers to Vancouver.
- In a similar trend to that of Toronto, recent immigrants to Vancouver accounted for almost 10% of the population growth in Vancouver between 1991 and 1996.

**Table 6 : Top 10 Places of Birth for Recent Immigrants, for Vancouver, 1996**

	<b>Number</b>	<b>%</b>
1. Hong Kong	44,715	23.6
2. People's Republic of China	27,005	14.2
3. Taiwan	22,315	11.8
4. India	16,185	8.5
5. Philippines	13,610	7.2
6. South Korea	6,335	3.3%
7. Iran	4,640	2.4
8. United Kingdom	4,040	2.1
9. Viet Nam	3,855	2.0
10. United States	3,640	1.9
<b>Total Number of Recent Immigrants:</b>	<b>189,660</b>	<b>100.0</b>
<b>Total Population of Vancouver:</b>	<b>1,998,406</b>	

*\*(Recent immigrants are those who immigrated between 1991 and the first four months of 1996.)*

**Source:** Statistics Canada, "Immigration and Citizenship", *The Daily*, 4 November 1997: 9.

**Montreal:**

- Montreal is home to the third largest immigrant population in Canada, totalling 586,000.
- Since 1991, the immigrant population in Montreal has increased at twice the rate of the city's Canadian-born population, with increase rates of 13% and 5% respectively.
- Sources of immigration to Montreal differ considerably from those of immigrants in Toronto or Vancouver, consisting primarily of immigrants from the francophone nations of Haiti and France, as well as French-speaking immigrants from Lebanon.
- In comparison to Toronto and Vancouver, recent immigration accounts for only 4% of population growth in Montreal between 1991 and 1996.

**Table 7 : Top 10 Places for Recent Immigrants\* , for Montreal, 1996**

	<b>Number</b>	<b>%</b>
1. Haiti	9,995	7.4
2. Lebanon	9,610	7.1
3. France	7,540	5.6
4. People's Republic of China	6,650	4.9
5. Romania	5,225	3.9
6. Sri Lanka	4,675	3.5
7. Philippines	4,640	3.4
8. India	4,380	3.3
9. Viet Nam	4,135	3.1
10. Morocco	3,820	2.8
<b>Total Number of Recent Immigrants:</b>	<b>134,535</b>	<b>100.0</b>
<b>Total Population of Montreal:</b>	<b>3,423,939</b>	

*\*(Recent immigrants are those who immigrated between 1991 and the first four months of 1996)*

**Source:** Statistics Canada, "Immigration and Citizenship", *The Daily*, 4 November 1997: 10.

## 1.4. VISIBLE MINORITY CANADIANS<sup>16</sup>

### Key Ideas:

- The number of Canadians in visible minority groups<sup>17</sup> was 3.2 million in 1996; this number is expected to increase to 7.1 million by 2016. Figures are based on a medium population growth scenario by Statistics Canada. In this scenario, visible minority groups will represent 20% of the overall Canadian population in 2016, compared to 11% in 1996.
- Two key findings emerge from the Canada Council's 1999 arts sector profile "Artists in the Labour Force"<sup>18</sup>, which examines the linguistic and cultural composition of Canadian artists. Visible minority artists account for over 7% of Canadian artists, while 13% of Canadian artists have a non-official language as their mother tongue<sup>19</sup>.

**Table 8: Breakdown of the Canadian Visible Minority Population by Ethnic Background, 1996**

<b>Total population</b>	<b>28,528,125</b>
<b>Total visible minority population</b>	<b>3,197,480</b>
Black	573,860
South Asian	670,590
Chinese	860,150
Korean	64,840
Japanese	68,135
Southeast Asian	172,765
Filipino	234,195
Arab/West Asian	244,665
Latin American	176,975
Visible minority, n.i.e. <sup>20</sup>	69,745
Multiple visible minority	61,575
All others	25,330,645

Source: Statistics Canada, CD-ROM, *The Nation Series, Complete Edition, 1996 Census*, Cat. no. 93F0020XCB96004 (Ottawa: Statistics Canada, 1998).

<sup>16</sup> Projected numbers of visible minority groups in Canada extracted from the Statistics Canada article entitled "**Projections of Visible Minority Groups, 1991 to 2016**" which appeared in *Canadian Social Trends*, Catalogue no.11-008-XPE, Summer 1996.

<sup>17</sup> **Visible minorities:** identified under Canada's "Employment Equity Act" include Blacks, South Asians or Indo-Pakistanis, Chinese, Koreans, Japanese, South East Asians, Filipinos, other Pacific Islanders, West Asians and Arabs, and Latin Americans. This definition of 'visible minorities' is used by both Statistics Canada and the federal government.

<sup>18</sup> The Canada Council for the Arts, Research Unit. *Arts Sector Profile # 2: Artists in the Labour Force*. Ottawa: The Canada Council for the Arts, 1999.

<sup>19</sup> Nine occupations were selected for the profile from Statistics Canada's 1991 Standard Occupation Classification. They include: 1) writers; 2) producers, directors, choreographers and related occupations; 3) conductors, composers and arrangers; 4) musicians and singers; 5) dancers; 6) actors; 7) other performers; 8) painters, sculptors and related artists; 9) artisans and craftpersons.

<sup>20</sup> n.i.e.: not included elsewhere

### Key Facts on the Composition and Location of Canadian Visible Minority Groups:

- The largest visible minority group in Canada in 1991 was Chinese, at about 666,000 people. According to Statistics Canada's medium growth population projection, this group will grow to nearly 2 million by 2016, remaining Canada's largest visible group.
- If projections are accurate, the second and third largest visible minority groups in 1991 will switch places by 2016. Blacks, who are currently the third largest group at 540,000, will number almost 1.3 million by 2016. South Asians, meanwhile, will drop from second largest to third largest group; currently they number 543,000 but will only number 1.2 million in 2016.
- In 1991, 52%, or more than one-half of Canada's visible minority population, lived in Ontario, followed by British Columbia (18%), Quebec (15%) and Alberta (9%). According to the medium growth scenario, Ontario's share of the visible minority population will increase to 56% in 2016.
- By 2016, one in four, or 25%, of Canadian children under age 15 are expected to be members of the visible minority population, up from 12% in 1991. The parents of these children, the working-age population (aged 15 to 64) that are members of visible minority groups, will double to 20% up from 10%.

### Key Facts on Visible Minority Artists in the Cultural Labour Force:

- As increased immigration is changing the composition of Canada's population, it is also changing the linguistic profile of Canadian artists. In 1996, almost 13% of artists reported a non-official language as their mother tongue, while 1% of artists reported having more than one mother tongue. The two most frequently reported languages were Chinese and German.
- The highest concentrations of artists whose mother tongue is a non-official language are found in Ontario, British Columbia and Quebec.
- The linguistic make-up of artists in Canada directly parallels immigration trends: Toronto (20%) and Vancouver (19%) have the highest concentration of artists whose mother tongue is a non-official language, while Montreal also has significant numbers of artists (10%) whose mother tongue is neither English nor French. 3% of artists in Toronto and 7% of artists in Vancouver are Chinese-speaking, while in Montreal, the most frequently reported language is Italian.

**Table 9: Visible Minority Artists in Canada by Cultural Background, 1996 Census**

Cultural Background	Number of Artists
Chinese	2,605
Black	1,625
South Asian	1,020
Latin American	575
Filipino	535
Arab/West Asian	490
Other	435
Southeast Asian	410
Japanese	370
Korean	210
<b>Total</b>	<b>8,275</b>

**Source:** Statistics Canada, CD-ROM, *Dimension Series, 1996 Census*, Cat. no. 94F0006XCB, (Ottawa: Statistics Canada, 1996)

## 1.5. ABORIGINAL PEOPLES IN CANADA

A vital component of Canada's cultural heritage lies in its Aboriginal arts and culture. In recent years, Canada's Aboriginal artists have received national and international acclaim. Aboriginal artists of prominence include:

- Kiwak Ashoona, a self-taught carver and winner of the Canada Council for the Arts Molson Prize (1999), whose carvings can be found in museum collections across North America and in the private collections of world leaders
- Playwright and author Tomson Highway, whose plays include *The Rez Sisters* and *Dry Lips Oughta Move to Kapuskasing* works firmly entrenched in the Canadian theatre repertoire
- Inuit filmmaker Zacharias Kunuk, whose Genie award-winning film *Atanarjuat (The Fast Runner)* also won the 2001 Prix de la Caméra d'or at the Cannes Film Festival
- Vocalist Susan Aglukark, a Juno award-winning artist whose melodic songs express facets of Inuit life to the rest of Canada and the world
- As per Statistics Canada's definition, the Aboriginal identity population is the population who reported identifying with at least one Aboriginal group: **North American Indian, Métis, or Inuit**. Of the total Aboriginal population of 799,010, a small number, about 6,400, reported that they consider themselves members of more than one Aboriginal group.

**Table 10: Total Aboriginal Identity Population in Canada, 1996**

	<b>Total population</b>	<b>Total Aboriginal population</b>	<b>Aboriginal population as % of total population</b>	<b>Geog. distribution of Aboriginal population</b>
<b>Canada</b>	<b>28,528,125</b>	<b>799,010</b>	<b>2.8%</b>	<b>100.0%</b>
Newfoundland	547,160	14,205	2.6%	1.8%
Prince Edward Island	132,855	950	0.7%	0.1%
Nova Scotia	899,970	12,380	1.4%	1.5%
New Brunswick	729,630	10,250	1.4%	1.3%
Quebec	7,045,080	71,415	1.0%	8.9%
Ontario	10,642,790	141,525	1.3%	17.7%
Manitoba	1,100,295	128,685	11.7%	16.1%
Saskatchewan	976,615	111,245	11.4%	13.9%
Alberta	2,669,195	122,840	4.6%	15.4%
British Columbia	3,689,755	139,655	3.8%	17.5%
Yukon Territory	30,655	6,175	20.1%	0.8%
Northwest Territories	64,120	39,690	61.9%	5.0%

**Source:** Statistics Canada, "Aboriginal Data", *The Daily*, 13 January 1998: 4. **Note:** Aboriginal population figures for Nunavut do not appear in this chart as 1996 Census data is used. The Aboriginal population of Nunavut appears as part of the population of the Northwest Territories in this breakdown.

### **Key Facts on the Composition and Location of Aboriginal Peoples in Canada:**

- In the 1996 Census, nearly 800,000 people reported that they were North American Indian, Métis or Inuit, representing 3% of the total Canadian population.
- With an average age of 25.5 years, the Aboriginal population is ten years younger than the average 35.4 years of the general Canadian population. Children under 15 account for 35% of all Aboriginal people, compared with only 20% of Canada's total population. A large number of children at present will result in a large increase in the next decade in the Aboriginal youth population aged 15 to 24.
- More than four out of every five Aboriginal persons lives west of Quebec, in the Canadian North or on the Prairies.
- About one-fifth of Aboriginal people live in the following seven of the country's 25 census metropolitan areas: Winnipeg, Edmonton, Vancouver, Saskatoon, Toronto, Calgary and Regina. Winnipeg has the highest Aboriginal population at 46,000, followed by Edmonton with approximately 33,000 and Vancouver with 31,000. Saskatoon has the highest proportion of Aboriginal people of all the census metropolitan areas; they represent 7.5% of Saskatoon's population.
- 32%, or almost one-third of Aboriginal children under the age of 15 in Census families lived in a lone-parent family in 1996. This rate is twice that of the general Canadian population, where 15% of all children under the age of 15 lived in a lone-parent family in 1996.
- Of the 800,000 persons who claimed an Aboriginal identity in 1996, only 26% claimed an Aboriginal language as their mother tongue, and even fewer spoke an Aboriginal language at home.
- Over the past 100 years, approximately ten of fifty Canadian Aboriginal languages have become extinct, while an additional twelve languages are on the brink of extinction.
- Only one-quarter (26%) of Aboriginal youth aged 15 to 24 reported an ability to converse in an Aboriginal language, compared with one-third of Aboriginal adults aged 25 to 34, and one-half of Aboriginal adults aged 55 and over.
- The increasing numbers of Aboriginal peoples living in urban areas may account for the decline in knowledge and use of Aboriginal languages. Knowledge of an Aboriginal language was most widespread on Indian reserves and settlements (56%), and lowest in census metropolitan areas (11%) and other urban areas (18%).
- Inuktitut, Cree and Ojibway are the only three out of a total of fifty Aboriginal languages that currently have a sufficient base of speakers to be considered secure from the threat of extinction. Over 100,000 Canadians report Cree as their mother tongue, while Ojibway remains the mother tongue for 32,000. Inuktitut also has a base of speakers of just over 30,000.
- The two smallest and most threatened Aboriginal language groups, Kutenai and Tlingit, have mother tongue populations of only 120 and 145 respectively. These two languages have all but disappeared as languages spoken at home in Canada.

**Table 11: National Breakdown of Aboriginal Languages Spoken by Canadians, in particular Canadians aged 15-24  
1996 Census Data**

	<b>Total - Canadians Aged 15 and Over</b>	<b>15-19</b>	<b>20-24</b>
English	23,975,565	1,671,520	1,685,425
French	8,920,405	756,580	654,680
Aboriginal languages, n.i.e.	2,475	90	150
Algonquian languages, n.i.e.	555	15	25
Algonquin	2,715	205	230
Athapaskan languages, n.i.e.	1,695	80	80
Attikamek	4,105	440	375
Carrier	2,845	180	170
Chilcotin	910	75	45
Chipewyan	1,865	80	80
<b>Cree</b>	<b>102,215</b>	<b>8,170</b>	<b>8,580</b>
Dakota/Sioux	4,755	320	400
Dene	9,595	880	855
Dogrib	2,465	260	220
<b>Inuktitut (Eskimo)</b>	<b>30,410</b>	<b>2,895</b>	<b>2,645</b>
Iroquoian languages, n.i.e.	295	0	30
Kannada	1,735	40	95
Kutchin-Gwich'in (Loucheux)	495	10	10
Kutenai	225	0	10
Micmac	8,145	620	700
Mohawk	645	50	75
Montagnais-Naskapi	9,420	820	795
Nishga	1,160	70	30
Nootka	590	15	30
North Slave (Hare)	330	20	10
<b>Ojibway</b>	<b>31,625</b>	<b>2,005</b>	<b>2,100</b>
Oji-Cree	6,175	645	590
Salish languages, n.i.e.	2,405	125	95
Shuswap	1,005	45	50
South Slave	3,265	200	240
Thompson (Ntlakapamux)	805	50	30
Tingringa	7,155	330	625
Tlingit	180	15	0
Tsimshian	610	40	10
Wakashan languages, n.i.e.	1,370	35	45

**Source:** Statistics Canada, CD-ROM, *The Nation Series, Complete Edition, 1996 Census*, Cat. no. 93F0020XCB96004 (Ottawa: Statistics Canada, 1998).

## 1.6. BILINGUALISM<sup>21</sup>, OFFICIAL LANGUAGES AND KNOWLEDGE OF LANGUAGES

### Key Ideas:

- Canada's official languages, English and French, are the country's two most widely spoken languages, with 85% of the total population speaking one or the other. In 1996, 60% of the Canadian population reported English as their mother tongue<sup>22</sup>, while 24% reported their mother tongue as French.
- Increased immigration has resulted in increased linguistic diversity in Canada. In 1996, about 5 million people reported a mother tongue other than English or French, an increase of 15% from 1991. 'Allophones'<sup>23</sup> accounted for almost 17% of the total population in 1996.
- 80% of all allophones – or Canada's linguistically diverse population - is concentrated in population centres of more than 100,000 people. These large urban centres are also home to the majority of Canada's arts organizations. Linguistic diversity may have a negative impact on attendance at certain types of live performances and artistic events in the European tradition, but may also be a factor in the increased number of Canadians attending cultural heritage performances over the past ten years<sup>24</sup>.

### Key Facts on Languages Spoken in Canada:

- In 1996, 67% of Canada's population was able to conduct a conversation in English only, 14% in French only, and 17% in both official languages. Approximately 2% of Canadians enumerated in the 1996 Census reported not knowing either official language, possibly due to recent immigration.
- 90% of all bilingual Canadians live in Quebec, Ontario, British Columbia, Manitoba and New Brunswick. Rates of English-French bilingualism are highest in Quebec (38%) and New Brunswick (33%). Although English and French became Canada's official languages through the *Official Languages Act* in 1969<sup>25</sup>, New Brunswick is Canada's only officially bilingual province to date<sup>26</sup>.
- At the national level, English-French bilingualism doubled in Canada between 1951 and 1996, rising from 1.7 million to 4.8 million, or from 12% to 17% of the total population. Between 1991 and 1996, the proportion of the population that was bilingual grew in all provinces except Saskatchewan, and among all Canadians, whether anglophone<sup>27</sup>, francophone<sup>28</sup> or allophone.
- During the same period, the proportion of Canadians reporting their mother tongue as French on the Census dropped continually since 1951, in contrast to an increase in the number of Canadians reporting a mother tongue other than English or French.

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<sup>21</sup> **Bilingualism:** the term 'English-French' bilingualism is used throughout this section to refer to knowledge of both English and French, as opposed to bilingualism between English or French and a third, non-official language, i.e. English-Italian bilingualism. The term can be equally referred to as 'French-English' bilingualism.

<sup>22</sup> **Mother tongue:** the first language learned at home in childhood and still understood by the individual at the time of the census.

<sup>23</sup> **Allophone:** person with a non-official language as mother tongue.

<sup>24</sup> Statistics Canada, *Preliminary Data Tables, General Social Survey, 1992 and 1998*.

<sup>25</sup> Department of Canadian Heritage, *Bilingualism in Canada*, (Ottawa: The Department of Canadian Heritage, 1999).

<sup>26</sup> Government of New Brunswick, *About New Brunswick*, [www.gov.nb.ca](http://www.gov.nb.ca).

<sup>27</sup> **Anglophone:** person with English as a mother tongue.

<sup>28</sup> **Francophone:** person with French as a mother tongue.



<b>Table 12 - English – French Bilingualism Among Language Groups, 1991 and 1996</b>	<b>1991 Percentage</b>	<b>1996 Percentage</b>
<b>Canada</b>		
Anglophones	8.5	9.0
Francophones	38.9	41.1
Allophones <sup>29</sup>	11.3	11.3
<b>Quebec</b>		
Anglophones	59.4	62.9
Francophones	31.5	34.0
Allophones	46.6	46.8
<b>Canada outside of Quebec</b>		
Anglophones	6.4	7.0
Francophones	81.1	83.6
Allophones	5.3	5.4

**Source:** Statistics Canada, *Census of Canada, 1991 and 1996*, (Ottawa: Statistics Canada, 1991 and 1996).

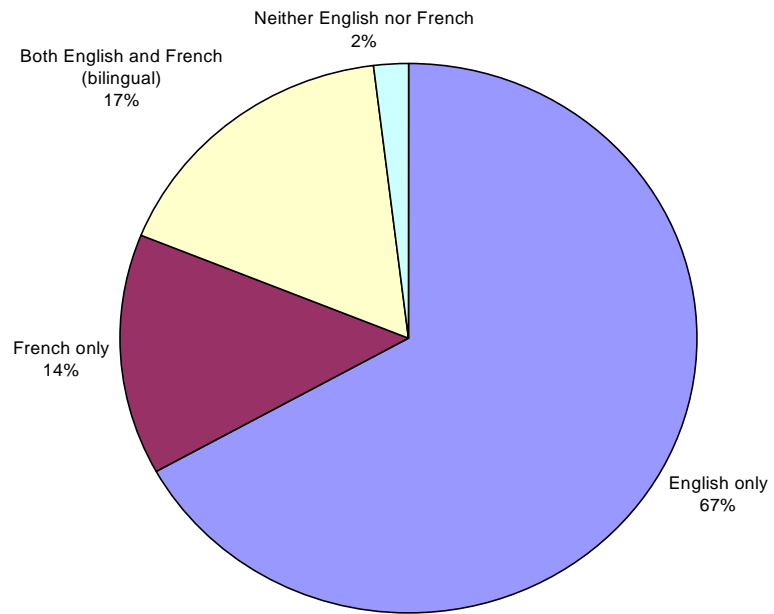
- Approximately 2.8 million, or one in ten Canadians, spoke a language other than English or French most often at home in 1996. Today, after English and French, Chinese is the most common language spoken in Canadian homes.
- Chinese as a mother tongue has experienced extremely rapid growth in Canada since 1980, due to the influx of immigration from Hong Kong and the People’s Republic of China. Chinese was reported as the mother tongue for only 4% of the immigrant population who arrived in Canada between 1961 and 1970.
- Almost 80% of the 1,039,000 immigrants who came to Canada between 1991 and 1996 reported a non-official language<sup>30</sup> as their mother tongue in the 1996 Census. More than half the mother tongues reported were from Asia and the Middle East, Chinese accounted for one quarter, and Arabic, Punjabi, Tagalog, Tamil and Persian accounted for another one-fifth.

<b>Table 13 – Top Three Non-Official Mother Tongues in Canada</b>	
<b>1971</b>	<b>1996</b>
Italian	Chinese
German	Italian
Ukrainian	Punjabi

<sup>29</sup> In this table, the inclusion of ‘Allophones’ as a language group refers to the percentage of allophones who are able to conduct a conversation in **both** English and French, as well as their mother tongue. Knowledge of one official language and one non-official language (i.e. Vietnamese and French) would not be considered ‘English-French bilingualism.’

<sup>30</sup> **Non-official language:** any language other than the two official languages of Canada: English and French.

**Chart 5 - Canadian Population by Knowledge of Official Language, 1996 Census**



Source: Statistics Canada, Census of Canada, 1991 and 1996, (Ottawa: Statistics Canada, 1991 and 1996).

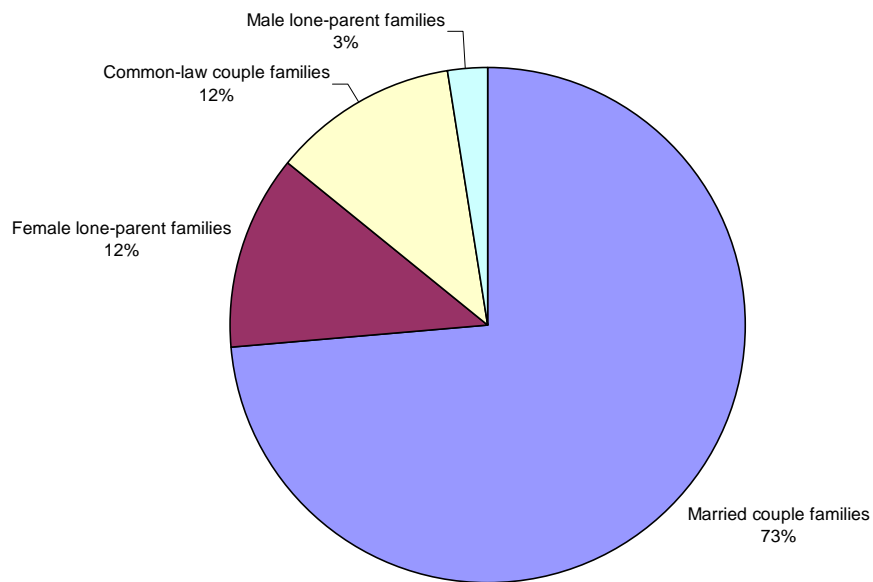
- Toronto, Montreal and Vancouver had the highest proportions of individuals who spoke a non-official language at home in 1996; a direct result of high immigration levels to the three largest census metropolitan areas. In Toronto, 25% of individuals spoke a non-official language at home, while in Vancouver and Montreal the corresponding figures are 22% and 12% respectively.

## 1.7. FAMILY COMPOSITION

### Key Ideas:

- The most significant change in Canadian family composition, as recorded by the 1996 Census, is the increase of lone-parent families. Between 1991 and 1996, the number of lone-parent families increased from over 950,000 to 1.1 million, an increase of 19%, while in contrast, the number of married couple families with children at home remained stable at 3.5 million.
- The increase in lone-parent households may have some impact on the decline in arts attendance and participation in that these households may lack the leisure time and disposable income to participate in cultural activities.

Chart 6 - Canadian Family Structure, 1996



**Source:** Statistics Canada, "Marital Status, Common-law Unions and Families," *The Daily*, 14 October 1997: 2.

### **Key Facts on Marital Status, Common-Law Unions and Families in Canada:**

- Common-law<sup>31</sup> and lone-parent families together constitute over 25% of all families in Canada, and total 920,635 families. This is an increase of 28% from 1991. 43%, or almost half of all such families resided in Quebec, with one couple in four claiming common-law status.
- According to the 1996 Census, almost one in every five children in Canada lived with a lone parent. Since 1991, lone-parent families have increased at four times the rate of two-parent families. Lone-parent families headed by women continue to outnumber those headed by men by more than four to one.
- A major trend emerging from 1996 Census data is that the proportion of the Canadian population living as couples is declining, while the proportion of individuals living as singles is increasing. 2.6 million Canadians, or about 12% of the population lived alone in 1996, including 1.5 million widowers, and 1.6 million divorced individuals.
- Canadians are waiting longer to marry or are choosing to live in a common-law union. In 1991, 85% of people aged 20 to 24 had never been married, while in 1996 this figure had risen to 89%.
- This trend towards Canadians staying single longer is clearly illustrated by thirty-year statistics among the 25-29 age group. In 1996, 59% of people aged 25-29 had never been married, compared to 50% in 1991 and only 21% in 1971.
- The average size of Canadian families has not changed since the 1986 Census, remaining at 3.1 persons in 1996. In 1971, by comparison, it was 3.7 persons.
- Data collected by the Department of Canadian Heritage<sup>32</sup> emphasize the time pressures faced by households raising children under the age of 15. 58% of survey respondents with children under the age of 15 identified lack of time as their main reason for not attending more live performances and other artistic events during the previous year, compared to 45% of respondents without children in the home.

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<sup>31</sup> The 1996 Census defined common-law partners as two persons of the opposite sex who are not legally married to each other, but live together as husband and wife in the same dwelling.

<sup>32</sup> Environics Research Group, *Arts and Heritage Participation Survey Among Canadians of Ethnic Minority Backgrounds*, (Ottawa: The Department of Canadian Heritage, 2001) 28.

## 1.8. LEISURE TIME

### Key Ideas:

- According to Statistics Canada, “changing socio-demographic and economic factors will have an effect on the amount of free time available to Canadians. While it is difficult to predict whether leisure time will increase in the future, it definitely did not increase during the 1990s. Since most cultural activities take place during our free time, this lack of increase is significant to culture.”<sup>33</sup>
- As the number of Canadians attaining a college or university education began to increase as of 1960<sup>34</sup>, so did assumptions that our amount of leisure time would increase due to various factors. Increased levels of education would result in increased incomes. Increased incomes, combined with projected changes in family formations (i.e. decreasing fertility rates), would result in increased ‘free time’ that would alter the general pattern of leisure.<sup>35</sup>
- The General Social Survey, however, reveals that in 1998, Canadians aged 15 years and older enjoyed on average 6.2 hours of free time per day, an increase of only 5 minutes over 1992. This statistic highlights a critical finding: projections of increased leisure time predicted over the last forty years, based on several demographic factors, were not accurate.<sup>36</sup>

**Table 14- Population Aged 15 Years and Over by Highest Level of Schooling, 1976-1996 Censuses, Canada**

	1976	1981	1986	1991	1996
<b>Total:</b>	<b>16,890,350</b>	<b>18,609,285</b>	<b>19,634,100</b>	<b>21,304,740</b>	<b>22,628,925</b>
Less than grade 9	4,285,390	3,851,285	3,473,640	3,051,900	2,812,015
Grades 9 to 13	7,440,765	8,122,465	8,354,030	9,071,580	9,131,775
Some post-secondary	4,077,825	5,145,355	5,927,950	6,761,505	7,684,435
University degree	1,086,370	1,490,180	1,878,480	2,419,750	3,000,695

**Source:** Statistics Canada, CD-ROM, *The Nation Series, Complete Edition, 1996 Census*, Cat. no. 93F0020XCB96004 (Ottawa: Statistics Canada, 1998).

- Although the number of Canadians with ‘some’ or a completed post-secondary education in 1996 did not increase to the degree projected in 1980 (approximately 36% by 1996), the figure did double between 1976-1996, increasing from 14% to 27%.
- A main focus of Statistics Canada’s ‘Changing Education Profile of Canadians, 1961 to 2000’ was to document that attendance in various forms of leisure is correlated with the participant’s level of schooling. This theory continues to be supported by Statistics Canada’s General Social Survey data on attendance levels at cultural activities (1992 and 1998), which indicates that a greater proportion of the audience at performing arts events consists of Canadians with some or a completed post-secondary education than those with less formal education. However, while the number of Canadians with higher levels of education (resulting in possibly higher incomes) has

<sup>33</sup> Statistics Canada, *Patterns in Culture Consumption and Participation*, (Ottawa: Statistics Canada, 2000) 14.

<sup>34</sup> The number of Canadians attending post-secondary institutions in the 1960’s increased dramatically, due to the effect of the ‘baby boom’ cohort, that is, Canadians born after the Second World War, between 1946 and 1965.

<sup>35</sup> Statistics Canada, *The Changing Education Profile of Canadians, 1961 to 2000*, (Ottawa: Statistics Canada, 1980) 58.

<sup>36</sup> Statistics Canada, *The Changing Education Profile of Canadians, 1961 to 2000*, (Ottawa: Statistics Canada, 1980) 58.

increased, the amount of time they have to pursue cultural interests that they have acquired through education has not.

- In the 1970s, Statistics Canada predicted a decline in the total fertility rate from 1.9 in 1976 to 1.7 in 1991, and a constant decline thereafter<sup>37</sup>. The current fertility rate is 1.7 births per Canadian woman, while the projected rate of fertility between 2001-2005 is 1.48.
- It is possible to conclude that steadily decreasing fertility rates and smaller Canadian family sizes enable Canadian families to enjoy a significant amount of leisure time previously spent raising larger numbers of children. However, the changing composition of Canadian families does not support this conclusion. Throughout the 1990s, lone-parent families have increased at four times the rate of two-parent households. It is more realistic to conclude that Canadian single parents may not enjoy increased leisure time or increased income to direct towards cultural activities, and this may result in decreased audience attendance at some types of artistic events.
- In summary, higher education levels, increased income, and declining fertility rates did not result in an increase of leisure time for Canadians in the 1990s. Consequently, leisure time is not a significant factor in measuring attendance or participation in cultural activities, and any increases in attendance or participation levels may not be attributed to it.

#### **Key Facts on Canadians' Use of Leisure Time<sup>38</sup> :**

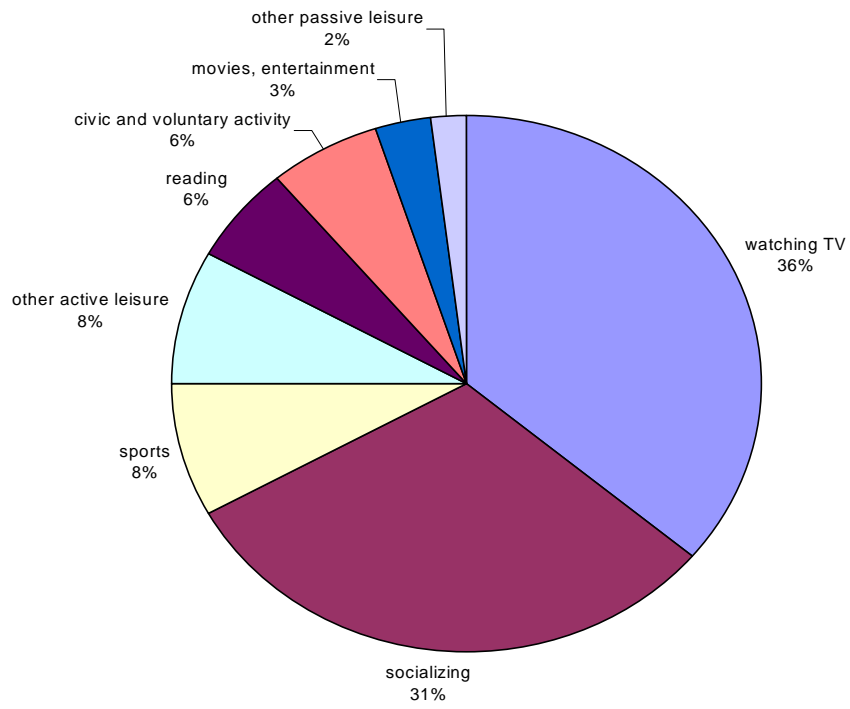
- In 1998, Canadians spent 3.4 hours per day, or 55% of their leisure time, on the following culture-related activities:
  - watching television and rented movies (2.2 hours per day)
  - reading books, magazines and newspapers
  - listening to radio or pre-recorded music
  - attending fairs and festivals
  - going to movie theatres
  - visiting museums, art galleries and other heritage sites
- Canadians spent over five times the amount of time watching television (2.2 hours per day) as they did reading (0.4 hours per day) in 1998. The average amount of time spent reading per day by Canadians has decreased from 30 minutes in 1992 to only 24 minutes in 1998.
- Advances in home entertainment technology have had a substantial impact on how Canadians spend their free time, and may have a negative impact on Canadian participation at live and performing arts events in the future. However, it is difficult to discern whether home entertainment is currently a key factor in declining arts attendance.
- Seniors enjoy the most leisure time of all Canadians aged 15 and older. In 1998, Canadians aged 65 and over enjoyed an average of 8.5 hours of free time per day. With 2.3 hours more leisure time per day than the average Canadian, it is not surprising that seniors' attendance levels at dance, theatrical and symphony or classical music performances have remained steady despite an overall lack of growth in leisure time in the 1990s.

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<sup>37</sup> Statistics Canada, Census and Household Surveys Field, Population Estimates and Projections Division, *Population Projections for Canada and the Provinces 1976-2001*, Cat. no. 91-520, (Ottawa: Statistics Canada, 1979).

<sup>38</sup> **Source:** Statistics Canada, *Patterns in Culture Consumption and Participation*, (Ottawa : Statistics Canada, 2000), 11.

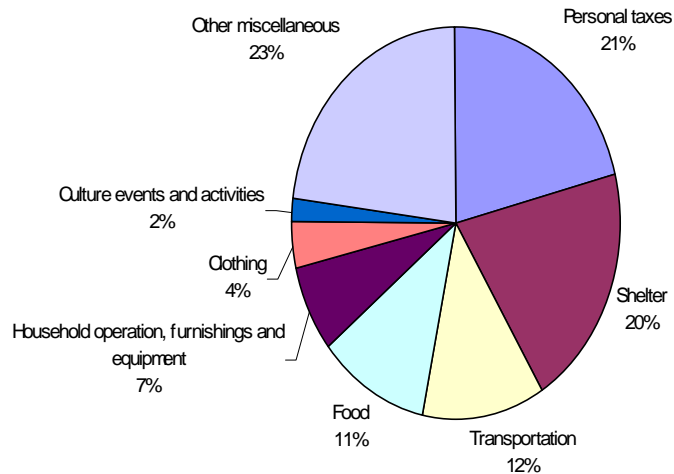
Chart 7 - Allocation of Free Time, 1998



**Source:** Statistics Canada, *Patterns in Culture Consumption and Participation*, (Ottawa : Statistics Canada, 2000), 12.

## 1.9 HOUSEHOLD EXPENDITURES ON CULTURE

Chart 8 - Breakdown of Selected Major Canadian Household Expenditures Including Culture



**Source:** Statistics Canada, *Patterns in Culture Consumption and Participation*, (Ottawa: Statistics Canada, 2000), 26.

### Key Ideas:

- In 1998, Canadian households spent an average of more than \$51,000 on expenses ranging from shelter to clothing to cultural activities, an increase of almost 13%. A total of 75% of household expenses are spent on major items such as taxes, shelter, food, clothing, household operations and transportation. The remaining 25% is spent on miscellaneous items including health care, personal care, recreation, lottery tickets and cultural items.
- The average \$1,230 spent on culture events and activities<sup>39</sup> represents only 2% of the total spent by households, yet, even this modest amount is an increase of 24% in current dollars to the \$990 spent on culture by households in 1992. Culture spending by households has therefore grown at twice the rate of overall spending by households since 1992.
- In total, all Canadian households combined spent \$16.2 billion on culture goods and services in 1998. In current dollars, this is an increase of 43% in comparison to the \$11.3 billion spent in 1992; in constant dollars (i.e. after adjustment for inflation), spending increased by 20%.

<sup>39</sup> Culture goods and services is not a standard category found among the major expenditures in the Survey of Household Spending. However, individual culture items have been identified and aggregated to provide a picture of average household spending on culture goods and services.



<b>Table 15 - Average Family Expenditure on Selected Culture Events and Activities, Canada, 1998 (Current \$)<sup>40</sup></b>	
<b>Events and Activities</b>	<b>Expenditure in Current Dollars - 1998 \$</b>
<b>Visual Arts</b>	
Works of art, carvings and vases	47
Antiques	15
<b>Performing Arts</b>	
Live performing arts	66
<b>Print</b>	
Newspapers	108
Magazines	65
Books (excluding school books)	85
Maps, sheet music and other printed material	7
Textbooks	78
<b>Film, Video, and Music</b>	
Movie admissions	77
CDs, tapes, videos and video discs	125
Rental of videotapes and video discs	102
<b>Photography</b>	
Film and processing	76
Photographers' and other photographic services	26
<b>Broadcasting Distribution</b>	
Rental of cablevision and satellite services	307
<b>Heritage</b>	
Admissions to museums and other activities and venues	32
<b>Library</b>	
services (duplicating, library fees and fines)	10
<b>Total Cultural Events and Activities</b>	<b>1,226</b>

**Source:** Statistics Canada, *Patterns in Culture Consumption and Participation*, (Ottawa : Statistics Canada, 2000), 27.

#### **Key Facts on Canadian Household Expenditures on Culture:**

- In 1998, the single largest area of spending on cultural events, activities or services was the rental of cablevision and satellite services. Canadians spent an average of \$307, or a full 25% of their budget for cultural expenditures, on cable services.
- Spending on home entertainment products and services has increased steadily in Canada since 1992. The purchase of pre-recorded CDs, tapes, videotapes and video discs accounted for 10% of our culture dollars in 1998, while the rental of videotapes and video discs represented 8% of cultural expenditures.

<sup>40</sup> This table does not include expenditures on culture equipment, which are reported in a separate category.

- In comparison to home entertainment expenses, Canadians spend only half as much of their household budgets on live performing arts events and activities. An average of \$66, or 5% of Canadian household cultural expenditures, was spent on the performing arts in 1998, this proportion has remained stable since 1992.
- The purchase of print materials, visual art works and movie tickets also represents a significant portion of spending on culture events and activities in Canadian households. Newspapers, books and magazines combined account for 21% of cultural spending, while the purchase of movie tickets and works of art and antiques total 6% and 5% of cultural spending per household respectively.
- The greatest increase in spending on specific culture items and events in 1998 compared to 1992 is the amount spent on movie admissions. Canadians now spend \$77 on average on film tickets per year, compared to \$48 in 1992, an increase of 31%. Spending on museum admissions increased by 19% and spending on home entertainment equipment increased by 14% during the same period.
- Canadians also spent an average of \$400 in 1998 on a related budget item, that of selected cultural equipment. This category of expenditure includes artists' materials and handicraft kits, cameras, musical instruments and home entertainment equipment such as radios, CD players, televisions, VCRs and camcorders, and the repair and maintenance of these items.
- Ownership of home entertainment equipment increased dramatically throughout the 1990s, specifically, ownership of compact disc players and home computers. It is possible that this shift in particular may have had some impact on attendance at live performances and artistic events.

**Table 16 – Increase in Ownership of Household Equipment, 1992 to 1998**

<b>Percentage of Canadian Households Owning the Following Household Equipment:</b>			
	<b>1992</b>	<b>1997</b>	<b>1998</b>
Radio	99%	99%	99%
Colour television	98%	99%	99%
Cablevision	71%	74%	73%
Compact disc player	27%	58%	67%
VCR	74%	85%	88%
Home computer	20%	36%	45%
Internet from home	..	17%	25%

**Source:** Statistics Canada, *Patterns in Culture Consumption and Participation*, (Ottawa : Statistics Canada, 2000), 25.

## SECTION 2: CULTURAL PARTICIPATION AND ATTENDANCE TRENDS

Canadians' attendance levels at performances and artistic events and participation in cultural and heritage activities can be analysed using data collected by Statistics Canada. This overview of Canadian cultural participation and attendance is divided into two sections:

**SECTION 2.1: KEY TRENDS IN CULTURE PARTICIPATION:** an overview of the participation rates of Canadians in various cultural activities, using figures from Statistics Canada's *General Social Survey, 1992 and 1998*.

**SECTION 2.2: KEY TRENDS IN PERFORMING ARTS ATTENDANCE:** an overview of national trends in performing arts attendance by age group, income level, education level, household composition and language, using statistics from Statistics Canada's cultural supplement to the *General Social Survey, 1992 and 1998*.

### SECTION 2.1: KEY TRENDS IN CULTURE PARTICIPATION

**Table 17 - Participation<sup>41</sup> in Culture Activities, Canadians aged 15 and over, 1992 and 1998**

Culture Activities	1992 Participation Rates	1998 Participation Rates	Net Change in Participation Rates, 1992 to 1998 <sup>42</sup>
Read a newspaper	92.1%	81.8%	-10.3%
Read a magazine	79.7%	71.2%	-8.6%
Read a book	66.0%	61.3%	-4.6%
Library – borrow materials	33.8%	24.9%	-9.0%
Go to a movie	48.6%	59.1%	10.5%
Watch a video on VCR	70.8%	72.9%	2.1%
Listen to cassettes, records, CDs	80.6%	76.8%	-3.9%
Use Internet	..	29.6%	..
<b>Visit a Museum or Art Gallery:</b>	32.3%	29.7%	-2.6%
- Public Art Gallery, Art Museum	19.3%	22.1%	2.8%
- Commercial Art Gallery	8.3%	8.5%	0.1%
- Science and Technology, natural science or natural history museum	10.3%	12.9%	2.6%
- General, Human history or Community museum	11.4%	10.9%	-0.5%
Visit a Historical site	26.7%	32.4%	5.7%
Visit a Zoo, aquarium, botanical garden, planetarium	35.2%	32.2%	-3.0%
Visit a Conservation area or Nature Park	46.0%	44.9%	-1.0%
Do any visual arts (paint, sculpt, etc.)	9.6%	11.6%	2.0%
Do any crafts (pottery, woodwork, etc.)	29.1%	29.3%	0.2%
Play a musical instrument	16.8%	17.1%	0.3%
Do artistic photography	8.9%	8.4%	-0.5%

<sup>41</sup> Participated at least once in the twelve months prior to the survey.

<sup>42</sup> The percentages given indicate the shift in percentage points for participation rates in each category between 1992 and 1998; they do not represent an increase or decrease in the percentage of the total population participating in a cultural activity.

<b>Attend a Professional Concert or Performance:</b>	30.2%	34.6%	<b>4.3%</b>
- Theatrical Performance	24.0%	19.9%	-4.1%
- Popular Musical Performance	23.7%	19.6%	-4.1%
- Symphonic or classical music	12.2%	8.2%	-4.0%
- Opera	4.4%	3.0%	-1.4%
- Choral music performance	3.1%	6.6%	<b>3.5%</b>
- Dance performance	4.9%	6.8%	<b>1.9%</b>
- Children's Performance	8.4%	6.8%	-1.7%
- Festival <sup>43</sup>	50.5%	22.6%	-27.9%
- Cultural/heritage performance	11.6%	13.8%	<b>2.2%</b>
- Other popular stage performance	15.6%	15.6%	0.0%

**Source:** Statistics Canada, *General Social Survey, 1992 and 1998*.

- The participation rates listed above highlight significant differences in participation levels between types of cultural activities. While the majority of Canadians read newspapers (82%) and magazines (71%), listen to pre-recorded music (77%), and go out to the movies (59%), far fewer Canadians visit a museum or art gallery (30%), or do any visual arts (12%), crafts (30%), music (17%) or artistic photography (9%).
- There may be several reasons for these differences in participation rates among different types of cultural activities. As previously mentioned, Canadians' spending on home entertainment equipment and products increased steadily throughout the 1990s. It is possible to conclude that Canadians are spending their limited leisure time on home-based forms of entertainment, including using the Internet for cultural activities. This theory, however, is not supported by the participation level for visiting public galleries and art museums, which actually increased by 2.2 percentage points between 1992 and 1998. Also, only five percent or fewer Canadians used the Internet to view or create art in 1998<sup>44</sup>. This statistic suggests that the home computer and Internet access is not yet replacing the live experience of visiting a museum or gallery, or hearing a symphony in an artistic venue.
- It is significant to note that in general, participation rates for the performing arts declined in six of nine event categories between 1992 and 1998. Movie attendance, meanwhile, increased by a percentage point shift of 11% during this period. Movie attendance, which decreased in the 1980s with the advent of home video technology, serves as a good example of a cultural trend that has reversed its previous direction. Therefore, it is impossible to conclude at this point whether audience attendance and participation at performing arts events such as symphony concerts and opera will continue to decline in the long term.
- The availability of performing arts events, as well as the proximity of museums and galleries to Canadian communities may also have an impact on participation rates for these types of cultural activities. In Statistics Canada's *Performing Arts Survey*, over 75% of the not-for-profit performing arts companies surveyed are located in Quebec, Ontario and British Columbia. According to Statistics Canada, "it is possible that at least some of the variation in attendance is linked to the availability of the performing arts in each province."<sup>45</sup>

<sup>43</sup> The 1992 definition of 'festivals' is broader and this may account for the dramatic percentage point shift for this category.

<sup>44</sup> Statistics Canada, *Patterns in Culture Consumption and Participation*, (Ottawa: Statistics Canada, 2000), 76.

<sup>45</sup> Statistics Canada, *Patterns in Culture Consumption and Participation*, (Ottawa: Statistics Canada, 2000), 19.

## SECTION 2.2: KEY TRENDS IN PERFORMING ARTS ATTENDANCE

### Key Ideas:

- 35% of the adult population (or 8.4 million persons) reported attending one of nine types of Canadian performing arts performances in 1998<sup>46</sup>, up from 30% reporting attendance in 1992.
- Between 1992 and 1998, attendance increased in the categories of choral music (4%), dance (2%) and cultural/heritage performances (2%). The remaining six categories experienced a decrease in attendance figures between 1992 and 1998, notably theatre (-4%), popular musicals (-4%), classical music (-4%) and opera (-1%).
- Specifically, attendance at cultural/heritage dance, music and theatre performances increased from 11.6% in 1992 to 13.8% in 1998, a percentage point increase of 2.2%. This shift is important given that immigrant and recent immigration populations in Canadian urban centres are large and rapidly growing (42% of Toronto's total population is composed of immigrants), and represent a sizeable potential arts audience.

**Please note:** Percentages referred to throughout 'Section 2' indicate a shift in **percentage points** for attendance rates in each category between 1992 and 1998, they do not represent an increase or decrease in the percentage of the total Canadian population attending a cultural activity.

**Table 18- Attendance at Performing Arts Activities, Canadians aged 15 and over, 1992 and 1998**

Culture Activities	1992 Participation Rates	1998 Participation Rates	Net Change in Participation Rates, 1992 to 1998
<b>Attend a Professional Concert or Performance:</b>	30.2%	34.6%	<b>4.3%</b>
- Theatrical Performance	24.0%	19.9%	-4.1%
- Popular Musical Performance	23.7%	19.6%	-4.1%
- Symphonic or classical music	12.2%	8.2%	-4.0%
- Opera	4.4%	3.0%	-1.4%
- Choral music performance	3.1%	6.6%	<b>3.5%</b>
- Dance performance	4.9%	6.8%	<b>1.9%</b>
- Children's Performance	8.4%	6.8%	-1.7%
- Festival <sup>47</sup>	50.5%	22.6%	-27.9%
- Cultural/heritage performance	11.6%	13.8%	<b>2.2%</b>
- Other popular stage performance	15.6%	15.6%	0.0%

**Source:** Statistics Canada, *General Social Survey, 1992 and 1998*.

<sup>46</sup> The General Social Survey features nine types of performing arts: theatrical performances, popular music performances, symphonic or classical music performances, opera, choral music, dance and children's performances, as well as cultural and heritage performances and other popular stage performances. The GSS attendance data include both not-for-profit and commercial performing arts organizations.

<sup>47</sup> The 1992 definition of 'festivals' is broader and this may account for the dramatic percentage point shift for this category.

## SECTION 2.2.1: THEATRE ATTENDANCE

- There was a net decrease of 4% between 1992 and 1998 in the percentage of Canadians attending not-for-profit theatrical performances, from 24% to just under 20%. In 1992, over 5 million Canadians attended a theatrical performance, while in 1998 only 4.8 million Canadians did so.
- Canadian theatres find almost half their audience among the combined 35 to 59 year-old age group, or 'baby boom' cohort (35-44 year-olds make up 20% of total attendance, 45-59 year olds comprise 27%). Attendance among 15 to 24 year-olds and 25 to 34 year-olds is lower, at 18% per age group. Whether this lower attendance rate is due to lack of interest, lack of arts education, lack of disposable income or lack of leisure time is unclear.
- Attendance among Canadians 60 years and older comprises 17% of total attendance at theatrical performances. While Canadians 60 years and older account for a smaller number of theatre-goers, they are a dependable audience, with their participation rate dropping by only 0.3% between 1992 and 1998.
- The 35 to 44 year-old age group saw the largest decrease in participation rates, dropping by 8.5%, or approximately 200,000 theatre-goers between 1992 and 1998.

**Table 19 - Attendance Rates at Theatrical Performances by Personal Income Level, 1992 and 1998**

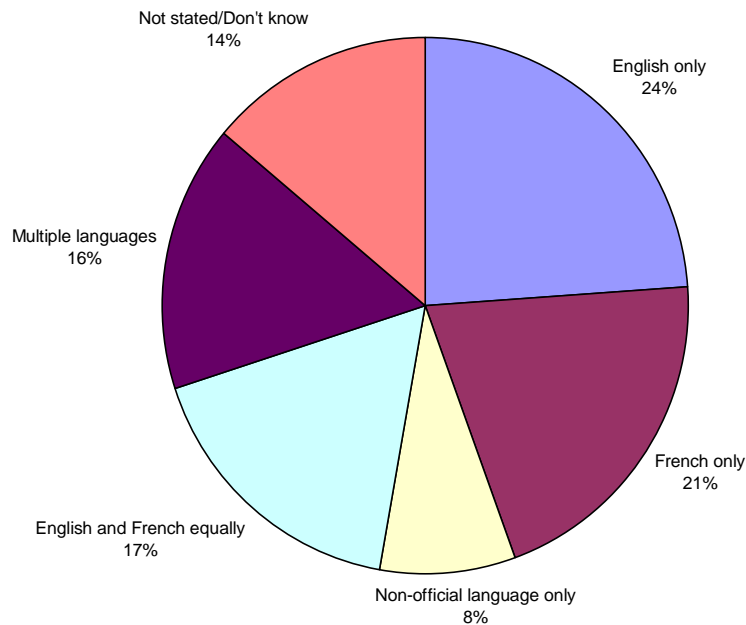
<b>Personal Income Level</b>	<b>1992</b>	<b>1998</b>	<b>Net Change</b>
Less than \$20,000	19.7%	18.9%	-0.8%
\$20,000 to \$29,999	24.6%	19.9%	-4.6%
\$30,000 to \$39,999	27.1%	22.2%	-4.9%
\$40,000 to \$49,999	34.7%	24.6%	-10.1%
\$50,000 to \$59,999	38.7%	26.7%	-11.9%
\$60,000 to \$79,999	41.8%	31.8%	-10.0%
\$80,000 or more	61.3%	43.8%	-17.5%
<b>Total Attendance Across All Income Levels</b>	<b>24.0%</b>	<b>19.9%</b>	<b>-4.1%</b>

**Source:** Statistics Canada, *General Social Survey, 1992 and 1998*.

- The largest decrease in theatre attendance by personal income level is among Canadians with incomes of \$80,000 or more; a decrease of 17.5% between 1992 and 1998. In an interesting parallel, the largest decrease in theatre attendance by education level between 1992 and 1998 occurred among university graduates with BA, and MA/PhD levels of education (by 9.5% and 10.3% respectively).
- Theatre audience levels decreased minimally among Canadians with elementary, secondary or some post-secondary education, but decreased more dramatically among those with trade or technical certifications (6.5%) and college diplomas (8.4%).

**Source:** Statistics Canada, *General Social Survey, 1992 and 1998*.

**Chart 9 - Attendance Rates at Theatrical Performances by Household Language, Canada, 1998**



- In addition to financial considerations, lack of leisure time as well as the increasing number of live and home entertainment choices available may be factors contributing to the decrease in theatre attendance across all personal income and education levels.
- The number of individuals born outside of Canada attending theatrical performances did not decrease to the same extent as Canadian-born audiences between 1992 and 1998. While the participation rate for Canadian-born individuals attending a theatrical performance in 1998 was 22%, the rate among those born outside of Canada was slightly lower at 20%. Both categories of theatre-goers experienced decreases between 1992 and 1998 (3.2% and 1.1% respectively).
- In 1998, attendance at theatrical performances among English-speaking and French-speaking households was fairly even, with attendance rates of 24% and 21% respectively. Attendance among households speaking English and French equally (17.5%) or multiple languages (16.0%) was significantly higher than in households where only a non-official language is spoken.
- Theatre attendance among households speaking English only dropped minimally between 1992 and 1998 (0.3%), while attendance among French-speaking households dropped dramatically, from 29% to 20.6%. It is possible to theorize that the number of French theatre performances presented in this period decreased. This pattern is repeated in bilingual households.

## SECTION 2.2.2: CLASSICAL MUSIC AND SYMPHONY ATTENDANCE

- In 1998, almost 2 million Canadians (aged 15 and older) attended a symphonic or classical music performance<sup>48</sup> – some of them more than once in the year<sup>49</sup>. The audience for this type of music, however (when measured in thousands), declined by over 23% in 1998 compared to 1992, when the total number stood at 2.6 million.
- Symphonic classical music stands out from the other performing arts disciplines due to the magnitude of audience decline between 1992 and 1998. Decreases in classical music and symphony attendance were more dramatic for younger age groups than older ones. In the 20-24 and 25-34 age groups, music audiences fell by 4.8% and 4.0% percentage points respectively. This drop, however, seems modest compared to the decline in classical music attendance among audience members aged 35-44 years, who registered the largest decrease in percentage points among all age groups, a decline of 8.5%. In the 45-59-year-old age bracket, participation also dropped by 4%.
- Among audience members 60 years and older, attendance at classical music and symphony performances was steady, decreasing by only 0.3%.
- In terms of household composition and living arrangements, the largest groups of Canadians no longer attending symphonic or classical music performances are singles and couples without children. When measured in thousands, the number of single Canadians attending the symphony dropped by one-fifth or a full 20% between 1992 and 1998. The number of childless couples opting for the symphony on a night out during this same period fell by 15%.
- Dramatic declines in the numbers of highly educated and higher-income Canadians attending symphonic or classical music performances between 1992 and 1998 complete the picture of audience attendance trends for this type of performance. Although Canadians with incomes of \$80,000 or more account for the largest proportion of symphony and classical music audiences, even within this income bracket, attendance decreased by 18% percentage points between 1992 and 1998. Similarly, symphonic and classical music attendance has dropped by 12% percentage points among audience members with a PhD or MA, who make up the largest proportion of the audience.
- Competing forms of entertainment and lack of leisure time may be underlying reasons for decline in attendance at classical music performances. Levels of education and income do not appear to be contributing factors to the decline in audience attendance.

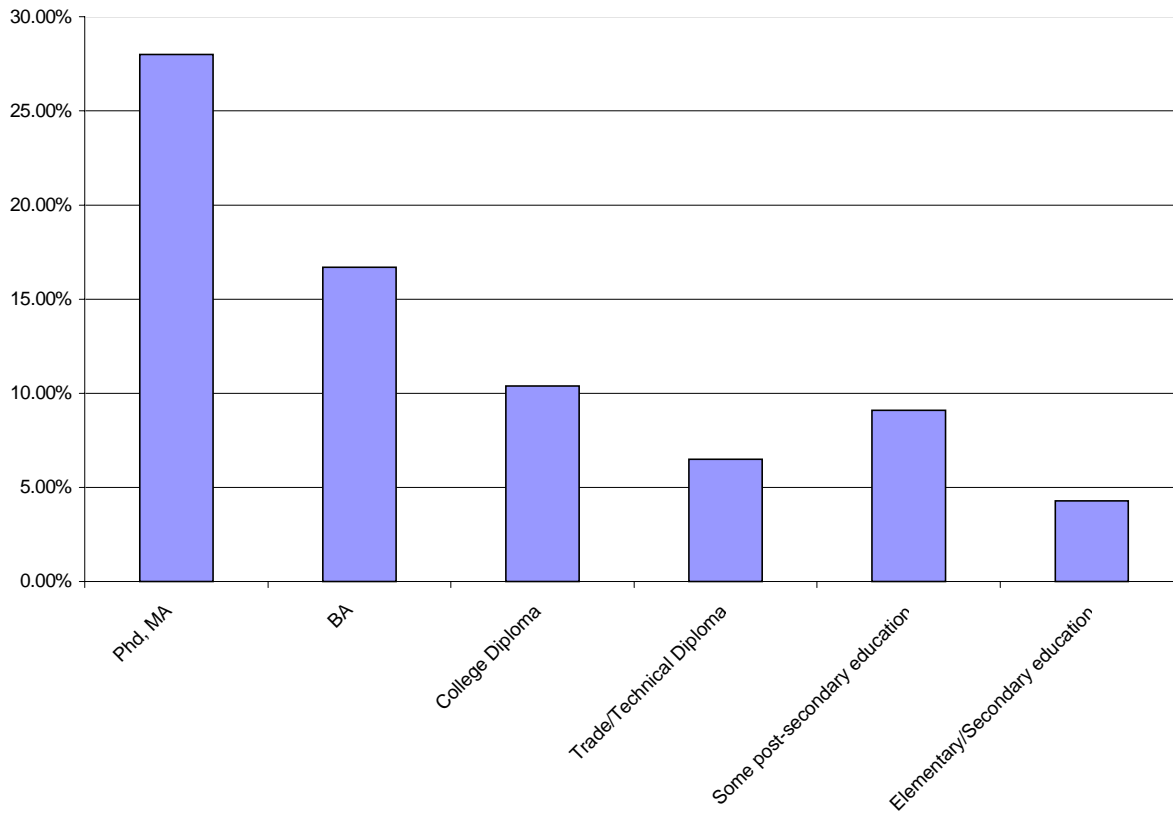
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<sup>48</sup> Includes symphonic music, symphonic “pops” concerts, contemporary classical music (new and experimental music written by 20<sup>th</sup> century composers and played by soloists, ensembles or full orchestras), and chamber music (played by small ensembles of less than 20 musicians, quartets or soloists).

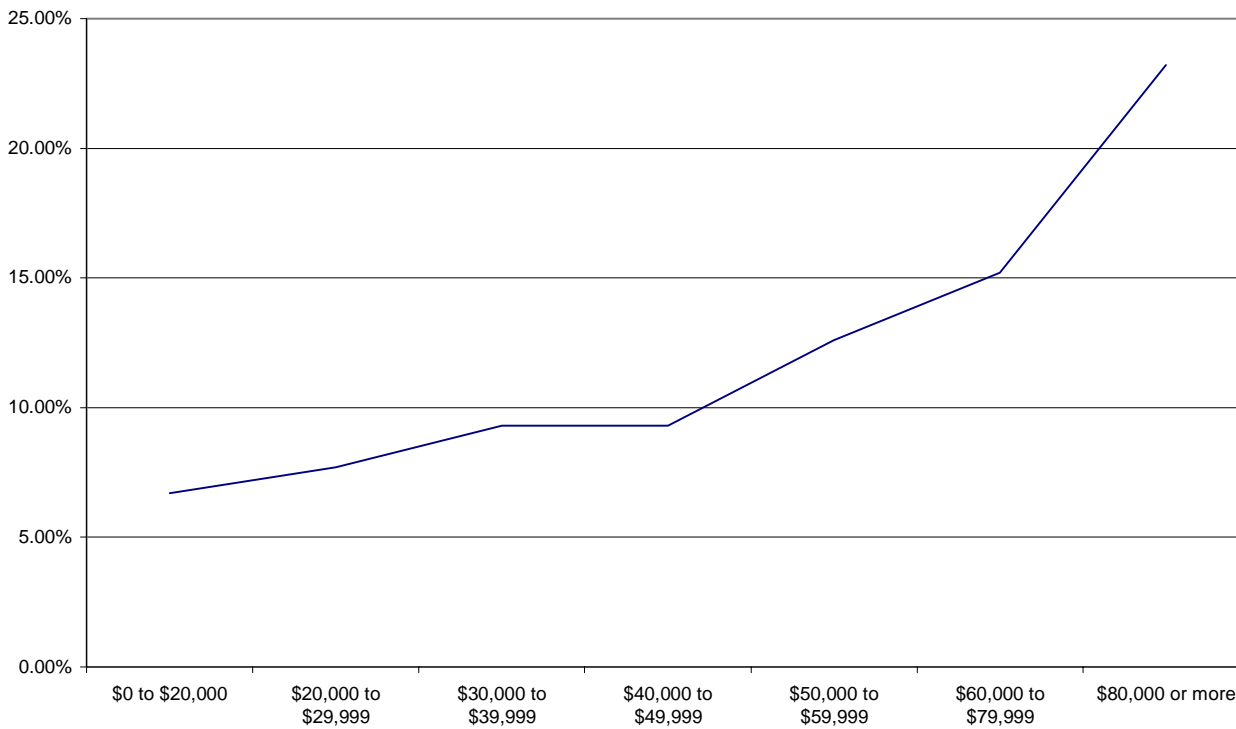
<sup>49</sup> These numbers refer to the number of individuals in the audience, **not** the number of tickets sold (i.e. audience size vs. attendance).



**Chart 10 - Attendance Rates at Symphonic or Classical Music Performances by Education Level, 1998**



**Chart 11 - Attendance Rates at Symphonic or Classical Music Performances by Personal Income Level, 1998**

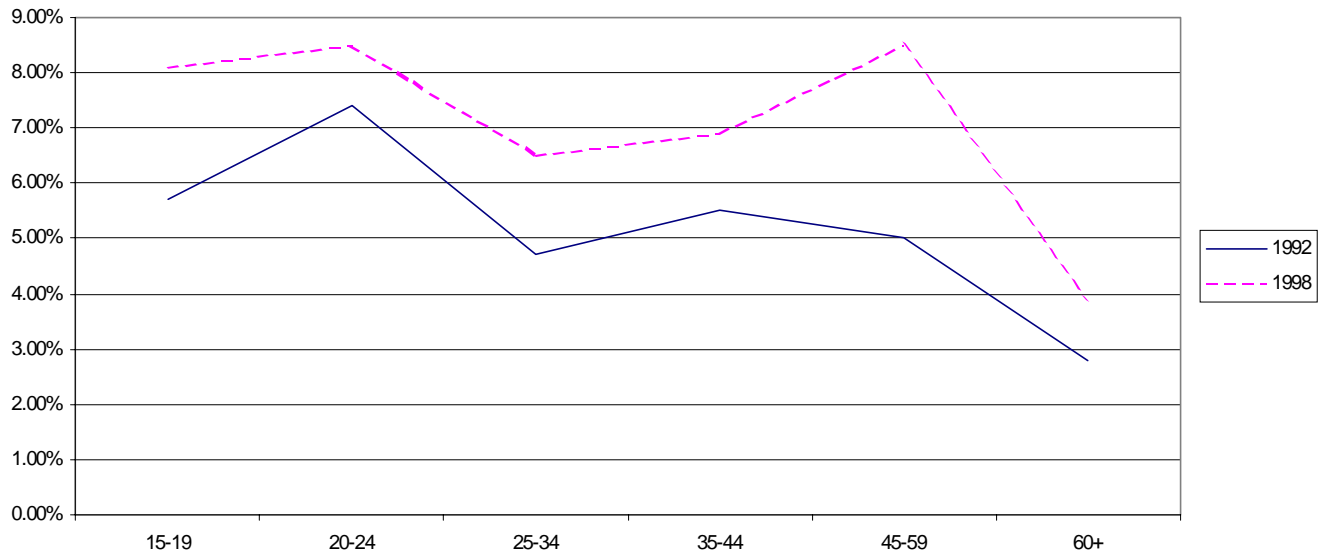


## **Canadian Symphony and Classical Music Audiences: Who is Attending and Who is Not**

- Symphonic and classical music attendance levels among Canadians with college or trade diplomas, some post-secondary education or an elementary/secondary school education fell less dramatically between 1992 and 1998 than among those with a university education. These four educational groups represent much larger segments of the population than the segment representing university graduates, however, and have consistently low rates of attendance. Consider the following data:
  - 28% all Canadians who have completed PhD or MA degrees attended symphonic or classical music performances in 1998, while
  - only 10% of all Canadians possessing a college diploma attended,
  - 9% of all Canadians with some post-secondary education attended, and
  - only 4.3% of all Canadians with an elementary or secondary school education attended a symphonic or classical music performance in 1998.
- In the 1996 Census, the highest level of education among 12 million Canadians was elementary or secondary school, approximately 39% of the Canadian population. This leaves a vast potential audience of Canadians not currently attending symphony and classical music performances who must be accessed in order to reverse attendance trends in the near future.
- Do symphonic or classical music audiences consist mainly of well-heeled, higher income Canadians? This cliché is reinforced to some degree through the GSS statistics (1998) on cultural participation by income level:
  - less than 10% of all Canadians in each income group below \$50,000 attended symphonic or classical music performances in 1998 (see chart, p.36), while
  - 13% of all those at the \$50,000 to \$60,000 income level attended,
  - 15% of all those earning \$60,000-\$80,000 annually attended, and
  - 23% of all those earning \$80,000 or more attended symphonic or classical music performances.
- Higher income level groups accounted for the largest decreases in attendance between 1992 and 1998. Attendance decreased by 9.0% percentage points in the \$50,000 to \$60,000 income category, by 8.0% in the \$60,000 to \$80,000 income category, and by a dramatic 18.0% among all Canadians earning \$80,000 or more.
- The decline in attendance at symphonic or classical music performances among individuals born outside of Canada mirrors the total rate of decline among all Canadians who participated on at least one occasion between 1992 and 1998. As previously stated, classical music audiences (when measured in thousands) declined by 23% during this period; audiences made up of those born outside of Canada, meanwhile, declined by 25%.

## SECTION 2.2.3: DANCE ATTENDANCE

Chart 12 - Increase in Attendance Rates at Dance Performances Between 1992 and 1998



**Source:** Statistics Canada, *General Social Survey, 1992 and 1998*.

- The steady decline in attendance at theatrical and symphonic/classical performances documented in the General Social Survey between 1992 and 1998 contrasts with an increase in dance attendance among all age groups during the same period.
- Overall, attendance at dance performances rose from 4.9% in 1992 to 6.8% in 1998, a percentage point increase of almost 2%.
- Attendance increased most significantly between 1992 and 1998 among 15-19 year olds, from 5.7% to 8.1%, and among those aged 45-59, from 5.0% to 8.5%.
- 8.5% of both 20-24 year olds and 45-59 year olds attended a dance performance in 1998, while only 6.5% of the 25-34 age group and 6.9% of the 35-44 age group did the same.
- It is possible to speculate that modern dance forms other than ballet are attracting a younger audience, thus accounting for the high percentage of 15-19 and 20-24 year olds attending performances in 1998. During the same period, attendance rates dipped to 6.5% among 25-34 year olds and 6.9% among 35-44 year olds, but then rebounded to 8.5% among 45-59 year olds, suggesting that a lack of leisure time and the demands of raising a family may account for lower dance attendance rates among Canadians aged 25-44.

**Table 20 - Attendance Rates at Dance Performances by Personal Income Level, 1992 and 1998**

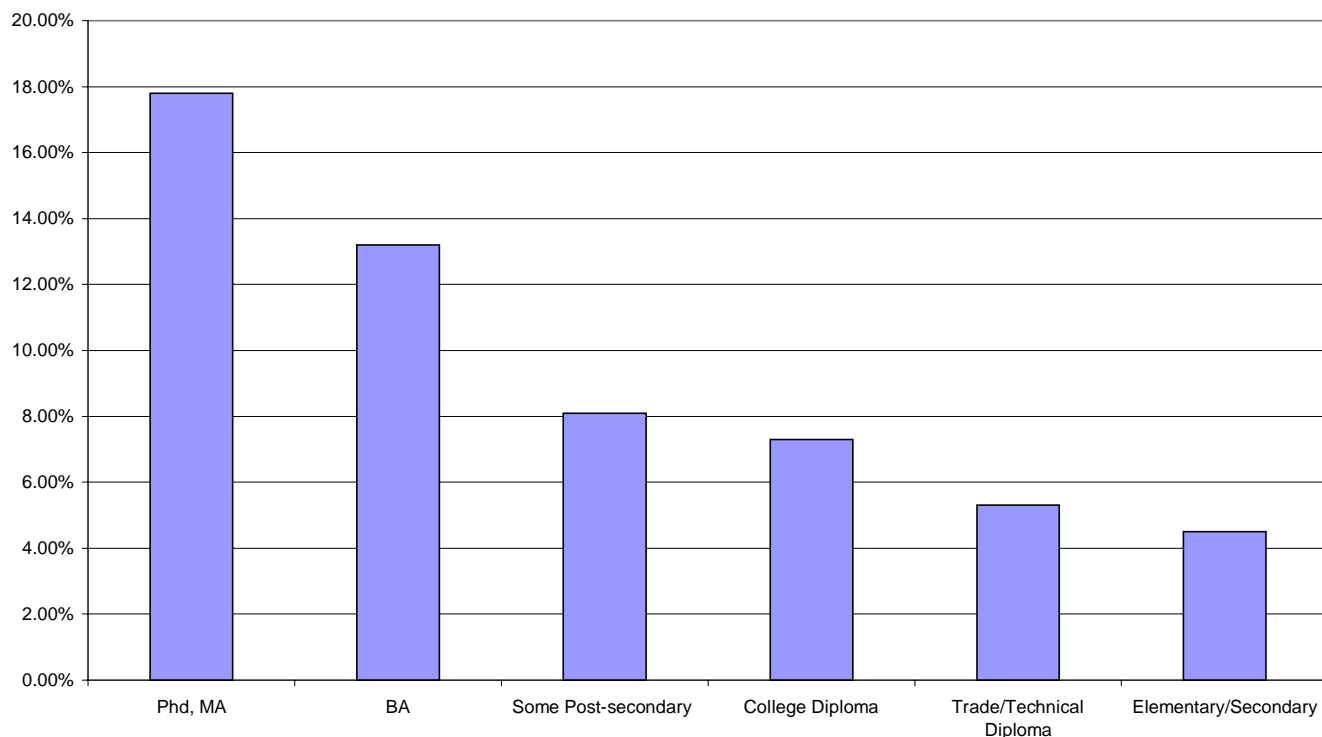
<b>Personal Income Level</b>	<b>1992</b>	<b>1998</b>	<b>Net Change in Participation Rates, 1992 to 1998<sup>50</sup></b>
Less than \$20,000	4.3%	<b>7.0%</b>	2.7%
\$20,000 to \$29,999	5.7%	<b>7.0%</b>	1.3%
\$30,000 to \$39,999	4.4%	<b>7.2%</b>	2.8%
\$40,000 to \$49,999	8.6%	<b>8.0%</b>	-0.6%
\$50,000 to \$59,999	8.2%	<b>11.5%</b>	3.3%
\$60,000 to \$79,999	6.6%	<b>9.2%</b>	2.6%
\$80,000 or more	9.9%	<b>19.7%</b>	9.8%
<b>Total Attendance Across All Income Levels</b>	<b>4.9%</b>	<b>6.8%</b>	<b>1.9%</b>

**Source:** Statistics Canada, *General Social Survey, 1992 and 1998*.

- Unlike differences observed in attendance levels at theatrical or symphonic performances by income level, income level is not a major factor affecting dance attendance. Among the first three income level categories in 1998, attendance rates were steady at an average of 7%, while 8% of all individuals in the the \$40,000 to \$49,999 income bracket attended a dance performance in 1998.
- In the \$50,000 to \$59,999 category, the attendance rate jumps significantly to 11.5%, while among those with an income of \$80,000 or more, a full 20% attended a dance performance in 1998.
- Based on the steady attendance levels of those with incomes of \$50,000 or less, it is possible to conclude that cost is not a factor influencing dance attendance among different income groups, including students and young professionals.
- In a parallel trend to that observed in theatre and symphony attendance, however, higher percentages of the total Canadian population with post-secondary or some post-secondary education attended dance performances in 1998 than Canadians with other levels of education. On the graph indicated below, please note that attendance rates refer to the percentage of an identified educational group that has attended a dance performance in 1998 (e.g. 18% of all Canadians who hold PhDs/MAs attended a dance performance in 1998, **not** 18% of the total dance audience in 1998 held a PhD/MA).

<sup>50</sup> The percentages given indicate the shift in percentage points for participation rates in each category between 1992 and 1998, they do not represent an increase or decrease in the percentage of the total population participating in a cultural activity.

Chart 13 - Dance Attendance Rates by Highest Level of Education, Canada, 1998



**Source:** Statistics Canada, *General Social Survey, 1992 and 1998*.

- Between 1992 and 1998, dance attendance rates increased most dramatically among Canadians with a PhD or MA, from 12.1% in 1992 to 17.8% in 1998. This trend is opposite to the dramatic declines in symphony and theatre attendance among university-educated Canadians.
- Dance attendance also increased considerably among Canadians with a college diploma, from 4.9% in 1992 to 7.3% in 1998, an increase of 2.4 percentage points.
- The increase in dance attendance between 1992 and 1998 among individuals with elementary, secondary or some post-secondary education was minimal.
- Whether single, coupled or married with children, Canadians in all of the living arrangement categories featured in the General Social Survey increased their attendance at dance performances in 1998:
  - 7.8% of all singles took in a dance performance in 1998, compared to 6.3% in 1992, a percentage point increase of 1.6%.
  - Dance attendance increased at a more rapid pace among couples; increasing from 4.7 percentage points in 1992 to 6.6% in 1998.
  - Surprisingly, the largest increase in dance attendance by living arrangement in 1998 was among couples with children under the age of 25, a demographic group for which one might reasonably assume that lack of leisure time was a critical factor influencing arts attendance.

## **CONCLUSION:**

What impact both the ethnic origins of Canadians and the rates of population growth and decline within the country will have on arts attendance and participation in Canada remains to be seen in years to come. The Canada Council for the Arts intends to use the demographic data compiled in this report as a starting point for further analysis of Canadian arts audiences, and for the development of tools to improve marketing and dissemination of cultural activities to target audiences.