

Museum and art gallery attendance in Canada - Detailed tables

Prepared by Hill Strategies

*Most of the estimates in these tables are rounded to 2 significant digits. Numbers made not add to totals due to rounding.***"--"** indicates that figure is not shown due to high sampling variability

Category	Participation rate				Estimated number			
	1992	1998	Change (in % points)	% Change	1992	1998	Change	% Change
Population					21,300,000	24,300,000	3,000,000	14.1%
Survey respondents					9,815	10,749		
Museums and art galleries								
Any museum	32.7%	32.3%	-0.5%	-1.4%	7,000,000	7,800,000	860,000	12.3%
Public art gallery	19.6%	24.0%	4.4%	22.6%	4,200,000	5,800,000	1,700,000	39.7%
Science, technology or natural history museum	13.6%	14.0%	0.4%	2.8%	2,900,000	3,400,000	500,000	17.1%
General, human history or community museum	14.4%	11.8%	-2.6%	-18.0%	3,100,000	2,900,000	-200,000	-6.6%
Commercial art gallery	8.5%	9.2%	0.8%	9.0%	1,800,000	2,200,000	440,000	24.2%
<i>In comparison:</i>								
Any performing arts event	42.4%	37.6%	0.8%	9.0%	9,000,000	9,100,000	83,000	0.9%
Sex								
<i>All museums</i>								
Male	32.1%	31.7%	-0.4%	-1.3%	3,300,000	3,800,000	440,000	13.1%
Female	33.3%	32.8%	-0.5%	-1.5%	3,600,000	4,000,000	420,000	11.7%
<i>Public art galleries</i>								
Male	18.2%	23.2%	5.0%	27.5%	1,900,000	2,800,000	870,000	46.0%
Female	20.9%	24.8%	3.9%	18.6%	2,300,000	3,100,000	780,000	34.5%
Income								
<i>All museums</i>								
Less than \$20,000	21.0%	21.8%	0.8%	3.6%	790,000	760,000	-26,000	-3.3%
\$20,000 to \$40,000	29.2%	28.2%	-1.1%	-3.7%	1,900,000	1,700,000	-230,000	-11.8%
\$40,000 to \$60,000	36.5%	34.3%	-2.2%	-6.0%	2,100,000	2,200,000	85,100	4.1%
\$60,000 to \$80,000	44.5%	37.8%	-6.7%	-15.0%	1,200,000	1,300,000	150,000	12.4%
\$80,000 and over	54.5%	48.6%	-5.9%	-10.8%	1,400,000	2,300,000	980,000	72.2%
<i>Public art galleries</i>								
Less than \$20,000	11.9%	15.9%	4.0%	33.2%	450,000	560,000	109,000	24.4%
\$20,000 to \$40,000	17.0%	19.9%	2.9%	16.8%	1,100,000	1,200,000	75,000	6.6%
\$40,000 to \$60,000	20.9%	25.2%	4.4%	21.0%	1,200,000	1,600,000	410,000	33.9%
\$60,000 to \$80,000	28.1%	26.8%	-1.3%	-4.6%	760,000	950,000	200,000	26.1%
\$80,000 and over	33.8%	39.0%	5.2%	15.4%	840,000	1,900,000	1,000,000	122.6%

Category	Participation rate				Estimated number			
	1992	1998	Change (in % points)	% Change	1992	1998	Change	% Change
Education								
<i>All museums</i>								
Less than high school	17.6%	19.2%	1.6%	9.2%	1,200,000	1,300,000	130,000	11.1%
High school	25.7%	24.1%	-1.6%	-6.4%	890,000	930,000	42,000	4.7%
Some post-secondary	40.5%	37.3%	-3.2%	-7.9%	1,400,000	1,600,000	170,000	11.9%
Diploma	36.3%	33.2%	-3.1%	-8.5%	1,600,000	1,600,000	58,000	3.7%
Bachelors +	58.0%	53.0%	-5.0%	-8.7%	1,900,000	2,300,000	410,000	21.6%
<i>Public art galleries</i>								
Less than high school	9.0%	12.2%	3.2%	35.3%	600,000	820,000	220,000	37.7%
High school	12.9%	18.5%	5.6%	43.2%	450,000	720,000	270,000	60.1%
Some post-secondary	25.6%	29.1%	3.5%	13.7%	920,000	1,300,000	350,000	38.0%
Diploma	20.4%	23.4%	3.1%	15.0%	880,000	1,200,000	270,000	30.3%
Bachelors +	40.7%	42.3%	1.6%	3.9%	1,300,000	1,900,000	520,000	38.4%
Age								
<i>All museums</i>								
15 to 29	31.8%	34.0%	2.1%	6.7%	1,900,000	2,100,000	189,000	9.8%
30 to 44	36.7%	34.0%	-2.7%	-7.4%	2,500,000	2,600,000	118,000	4.7%
45 to 59	35.3%	34.5%	-0.8%	-2.2%	1,500,000	1,900,000	390,000	26.1%
60+	24.9%	24.3%	-0.6%	-2.3%	1,000,000	1,200,000	140,000	13.2%
<i>Public art galleries</i>								
15 to 29	19.3%	26.7%	7.3%	37.9%	1,200,000	1,700,000	490,000	41.9%
30 to 44	21.3%	23.4%	2.0%	9.5%	1,500,000	1,800,000	347,000	23.9%
45 to 59	22.1%	26.7%	4.6%	20.8%	950,000	1,500,000	530,000	55.8%
60+	14.4%	18.0%	3.6%	25.1%	600,000	860,000	270,000	45.0%

Category	Participation rate				Estimated number			
	1992	1998	Change (in % points)	% Change	1992	1998	Change	% Change
Language								
<i>All museums</i>								
English only	35.5%	34.5%	-1.0%	-2.7%	5,100,000	5,300,000	220,000	4.3%
French only	27.7%	28.2%	0.6%	2.0%	1,400,000	1,400,000	29,100	2.1%
Other language only	24.6%	25.6%	1.0%	4.1%	240,000	280,000	41,000	17.2%
English and French equally	--	33.7%	--	--	--	320,000	--	--
English and other equally	28.9%	28.6%	-0.4%	-1.3%	150,000	430,000	280,000	183.4%
<i>Public art galleries</i>								
English only	20.5%	26.3%	5.8%	28.1%	2,900,000	4,000,000	1,100,000	37.4%
French only	18.1%	18.9%	0.8%	4.3%	920,000	960,000	40,200	4.4%
Other language only	15.8%	17.7%	1.8%	11.5%	150,000	190,000	39,200	25.5%
English and French equally	--	23.0%	--	--	--	220,000	--	--
English and other equally	--	23.9%	--	--	--	360,000	--	--

Urban / rural residents
Based on 5 provinces where residents were divided into urban and rural areas: Quebec, Ontario, Saskatchewan, Alberta and BC

<i>All museums</i>				
Rural (i.e., outside Census Metropolitan Areas)	29.2%	27.7%	-1.5%	-5.2%
Urban (i.e., in Census Metropolitan Areas)	35.3%	35.5%	0.2%	0.6%
<i>Public art galleries</i>				
Rural	15.8%	19.3%	3.6%	22.5%
Urban	22.6%	27.8%	5.2%	22.9%

With / without children at home

<i>All museums</i>								
With children at home		31.6%				3,000,000		
Without children at home		32.7%				4,800,000		
<i>Public art galleries</i>								
With children at home		21.4%				2,000,000		
Without children at home		25.7%				3,800,000		

Category	Participation rate				Estimated number			
	1992	1998	Change (in % points)	% Change	1992	1998	Change	% Change
Marital status								
<i>All museums</i>								
Single		35.9%				2,200,000		
Common-law		30.6%				610,000		
Married		32.1%				4,100,000		
Widowed, Divorced, Separated		26.9%				830,000		
<i>Public art galleries</i>								
Single		28.1%				1,800,000		
Common-law		21.9%				440,000		
Married		23.3%				3,000,000		
Widowed, Divorced, Separated		20.0%				620,000		
Performing arts attendance								
<i>All museums</i>								
Museum visitors		60.3%						
Non-visitors		26.8%						
<i>Public art galleries</i>								
Gallery visitors		64.9%						
Non-visitors		29.0%						
Cultural festival attendance								
<i>All museums</i>								
Museum visitors		40.3%						
Non-visitors		17.1%						
<i>Public art galleries</i>								
Gallery visitors		43.2%						
Non-visitors		18.7%						

Category	Participation rate				Estimated number			
	1992	1998	Change (in % points)	% Change	1992	1998	Change	% Change
Volunteerism								
<i>All museums</i>								
Museum visitors		47.3%				3,700,000		
Non-visitors		27.6%				4,500,000		
<i>Public art galleries</i>								
Gallery visitors		47.4%				2,800,000		
Non-visitors		29.7%				5,500,000		
Sports participation								
<i>All museums</i>								
Museum visitors		46.4%						
Non-visitors		32.7%						
<i>Public art galleries</i>								
Gallery visitors		47.4%						
Non-visitors		33.9%						
Other arts and leisure activities (all Canadians)								
Book reading	66.8%	66.5%	-0.3%	-0.4%	14,200,000	16,100,000	1,900,000	13.5%
Movies	49.2%	64.1%	14.9%	30.4%	10,500,000	15,600,000	5,100,000	48.5%
Videos (VCR, etc.)	71.7%	79.1%	7.4%	10.3%	15,300,000	19,200,000	3,900,000	25.7%

Museum and art gallery attendance - Detailed provincial tables, 1992 and 1998**Prepared by Hill Strategies**

Most of the estimates in these tables are rounded to 2 significant digits. Numbers made not add to totals due to rounding.

"--" indicates that figure is not shown due to high sampling variability

Population and respondents	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Population 15 or over	3,200,000	2,300,000	790,000	890,000	9,200,000	6,000,000	1,900,000	610,000	760,000	110,000	450,000
Survey respondents	1,542	1,196	711	790	2,402	2,054	2,054	593	699	264	498

Museum attendance rates, 1998	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Any museum	39.9%	32.6%	32.4%	28.5%	32.4%	30.0%	28.3%	23.5%	36.3%	24.7%	21.5%
Public art gallery or art museum	31.8%	24.5%	22.3%	17.9%	25.8%	20.5%	17.5%	16.5%	21.0%	13.5%	13.8%
Commercial art gallery	14.5%	6.9%	--	--	6.3%	13.8%	6.0%	--	6.6%	--	--
Science, technology or natural history museum	17.9%	13.6%	14.5%	14.4%	14.4%	11.8%	13.3%	9.8%	18.7%	--	9.2%
General, human history or community museum	13.4%	11.7%	11.7%	14.8%	9.6%	13.6%	12.6%	9.0%	16.9%	--	10.8%

In comparison:

Any performing arts event	38.9%	38.2%	26.5%	30.2%	39.6%	39.8%	26.8%	24.6%	28.8%	36.0%	24.2%
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Museum attendance rates, 1992	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Any museum	45.1%	34.7%	38.7%	30.8%	31.7%	27.7%	31.1%	23.2%	40.4%	28.6%	26.6%
Public art gallery or art museum	27.4%	17.9%	18.9%	14.8%	18.9%	19.1%	17.2%	12.6%	21.8%	18.9%	15.2%
Commercial art gallery	14.1%	7.2%	4.9%	3.9%	5.3%	12.6%	6.5%	--	8.1%	--	--
Science, technology or natural history museum	16.9%	16.8%	20.0%	14.4%	14.2%	9.1%	13.9%	9.8%	20.4%	--	10.1%
General, human history or community museum	21.0%	15.3%	16.1%	14.1%	10.0%	16.8%	15.1%	9.7%	19.8%	--	15.5%

In comparison:

Any performing arts event	44.0%	43.6%	33.7%	36.5%	43.1%	45.9%	32.6%	27.3%	38.5%	33.7%	29.6%
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Museum attendance estimates, 1998	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Any museum	1,300,000	740,000	260,000	250,000	3,000,000	1,800,000	540,000	140,000	280,000	27,000	96,000
Public art gallery or art museum	1,000,000	550,000	180,000	160,000	2,400,000	1,200,000	340,000	100,000	160,000	--	62,000
Commercial art gallery	460,000	160,000	--	--	580,000	830,000	120,000	--	50,000	--	--
Science, technology or natural history museum	570,000	310,000	110,000	130,000	1,300,000	710,000	260,000	60,000	140,000	--	41,000
General, human history or community museum	430,000	260,000	92,000	130,000	880,000	810,000	240,000	55,000	130,000	--	48,000

Museum attendance estimates, 1992	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Any museum	1,200,000	670,000	290,000	260,000	2,500,000	1,500,000	560,000	130,000	290,000	28,000	120,000
Public art gallery or art museum	710,000	350,000	140,000	120,000	1,500,000	1,000,000	310,000	72,000	150,000	18,000	67,000
Commercial art gallery	370,000	140,000	36,000	33,000	420,000	690,000	120,000	--	57,000	--	--
Science, technology or natural history museum	440,000	330,000	150,000	120,000	1,100,000	500,000	250,000	56,000	140,000	--	45,000
General, human history or community museum	550,000	300,000	120,000	120,000	790,000	920,000	270,000	55,000	140,000	--	69,000

Museum and art gallery attendance - Detailed provincial demographic tables, 1998

Prepared by Hill Strategies

Most of the estimates in these tables are rounded to 2 significant digits. Numbers made not add to totals due to rounding.

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Museum attendance rates by sex	BC	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Male	37.3%	31.5%	34.1%	26.6%	32.4%	29.1%	29.5%	24.9%	38.1%	--	22.5%
Female	42.5%	33.8%	30.8%	30.4%	32.3%	30.8%	27.1%	22.2%	34.7%	--	20.6%

Museum attendance estimates by sex	BC	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Male	590,000	360,000	130,000	120,000	1,500,000	860,000	280,000	75,000	140,000	--	50,000
Female	690,000	380,000	120,000	140,000	1,500,000	940,000	270,000	69,000	135,164	--	46,000

Museum attendance rates by income	BC	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Less than \$20,000	31.7%	--	--	--	23.1%	18.0%	18.1%	--	--	--	--
\$20,000 to \$40,000	31.8%	32.2%	35.3%	27.8%	27.5%	26.7%	25.1%	--	--	--	--
\$40,000 to \$60,000	41.0%	30.0%	36.0%	29.6%	34.6%	32.8%	33.9%	--	--	--	--
\$60,000 to \$80,000	52.0%	32.3%	--	29.8%	36.8%	35.8%	39.5%	--	--	--	--
\$80,000 and over	56.5%	49.6%	47.9%	43.7%	45.3%	52.8%	46.2%	--	--	--	--

Museum attendance estimates by income	BC	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Less than \$20,000	150,000	--	--	--	220,000	200,000	72,000	--	--	--	--
\$20,000 to \$40,000	260,000	160,000	67,000	66,000	540,000	450,000	160,000	--	--	--	--
\$40,000 to \$60,000	370,000	180,000	87,000	76,000	780,000	520,000	170,000	--	--	--	--
\$60,000 to \$80,000	240,000	130,000	--	--	560,000	270,000	84,000	--	--	--	--
\$80,000 and over	300,000	280,000	71,000	56,000	1,100,000	450,000	87,000	--	--	--	--

Museum attendance rates by education	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Less than high school	27.8%	24.9%	19.0%	18.3%	19.5%	14.5%	16.8%	--	--	--	--
High school	35.1%	30.1%	28.8%	--	19.4%	23.3%	18.5%	--	--	--	--
Some post-secondary	40.8%	29.3%	41.4%	28.2%	37.5%	37.5%	38.0%	--	--	--	--
Diploma	41.8%	31.9%	34.9%	34.3%	32.2%	32.8%	29.7%	--	--	--	--
Bachelors +	59.1%	51.8%	59.4%	48.2%	52.4%	52.3%	50.4%	--	--	--	--

Museum attendance estimates by education	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Less than high school	270,000	190,000	60,000	64,000	560,000	290,000	96,000	--	--	--	--
High school	180,000	120,000	--	--	250,000	200,000	62,000	--	--	--	--
Some post-secondary	320,000	96,000	--	--	540,000	370,000	110,000	--	--	--	--
Diploma	200,000	140,000	--	48,000	590,000	380,000	130,000	--	--	--	--
Bachelors +	280,000	190,000	58,000	67,000	910,000	530,000	140,000	--	--	--	--

Museum attendance rates by age	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
15 to 29	41.7%	38.8%	32.7%	31.0%	34.5%	28.7%	30.8%	--	--	--	--
30 to 44	41.7%	29.4%	37.4%	29.9%	33.2%	33.8%	31.7%	--	--	--	--
45 to 59	42.1%	31.7%	38.8%	27.0%	35.0%	33.5%	28.3%	--	--	--	--
60 and over	32.3%	29.1%	--	24.8%	24.4%	21.0%	19.3%	--	--	--	--

Museum attendance estimates by age	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
15 to 29	340,000	250,000	70,000	74,000	810,000	420,000	160,000	--	--	--	--
30 to 44	420,000	220,000	86,000	81,000	980,000	640,000	190,000	--	--	--	--
45 to 59	310,000	150,000	64,000	52,000	720,000	490,000	130,000	--	--	--	--
60 and over	210,000	110,000	--	47,000	450,000	250,000	75,000	--	--	--	--

Museum attendance rates with/without children at home	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
With children at home	40.7%	31.8%	36.2%	26.2%	30.5%	29.9%	28.6%	20.3%	41.0%	--	22.7%
Without children at home	39.5%	33.2%	30.0%	29.9%	33.6%	30.0%	28.0%	26.0%	33.6%	24.9%	20.6%

Museum attendance estimates with/without children at home	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
With children at home	470,000	290,000	110,000	87,000	1,100,000	710,000	220,000	53,000	110,000	--	44,000
Without children at home	810,000	450,000	140,000	170,000	1,900,000	1,100,000	320,000	52,000	52,000	--	52,000

Museum attendance rates by marital status	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Single	40.1%	36.9%	34.2%	32.4%	38.4%	31.3%	32.5%	--	--	--	--
Common-law	40.2%	--	--	--	31.2%	30.3%	26.5%	--	--	--	--
Married	40.8%	32.8%	32.2%	27.8%	30.8%	30.9%	28.3%	--	--	--	--
Widowed, Divorced, Separated	36.2%	27.2%	--	--	27.1%	23.5%	21.0%	--	--	--	--

Museum attendance estimates by marital status	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Single	340,000	220,000	65,000	76,000	910,000	490,000	150,000	--	--	--	--
Common-law	--	--	--	--	160,000	280,000	--	--	--	--	--
Married	710,000	410,000	150,000	130,000	1,600,000	840,000	300,000	--	--	--	--
Widowed, Divorced, Separated	150,000	--	32,000	32,000	320,000	180,000	55,000	--	--	--	--

Museum attendance rates by urban/rural residence	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Rural (i.e., outside Census Metropolitan Areas)	38.1%	29.8%	27.3%	not asked	25.3%	23.4%	not asked	not asked	not asked	not asked	not asked
Urban (i.e., in Census Metropolitan Areas)	41.3%	34.2%	39.1%	not asked	35.3%	33.3%	not asked	not asked	not asked	not asked	not asked

Museum attendance estimates by urban/rural residence	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Rural	510,000	240,000	120,000	not asked	670,000	470,000	not asked	not asked	not asked	not asked	not asked
Urban	770,000	500,000	130,000	not asked	2,300,000	1,300,000	not asked	not asked	not asked	not asked	not asked

Performing arts attendance rates	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Museum visitors	59.1%	55.2%	46.9%	52.9%	64.1%	63.0%	51.3%	54.4%	49.5%	--	49.7%
Non-visitors	25.5%	29.9%	16.7%	21.2%	28.0%	30.0%	17.3%	15.5%	17.1%	--	17.3%

Cultural festival attendance rates	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland
Museum visitors	31.0%	36.1%	38.9%	39.7%	36.3%	52.6%	46.7%	46.4%	52.9%	--	32.2%
Non-visitors	10.6%	16.9%	9.8%	12.0%	14.5%	25.7%	15.5%	13.1%	20.6%	--	11.6%

Volunteer rates	BC	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfound- land
Museum visitors	50.7%	51.6%	56.6%	57.2%	44.8%	41.8%	56.5%	52.6%	56.5%	67.6%	59.1%
Non-visitors	32.7%	29.4%	36.3%	33.9%	24.6%	25.4%	32.1%	30.2%	33.2%	30.1%	33.6%

Volunteer estimates	BC	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfound- land
Museum visitors	650,000	380,000	140,000	150,000	1,300,000	750,000	310,000	76,000	160,000	18,000	57,000
Non-visitors	630,000	450,000	190,000	220,000	1,500,000	1,100,000	440,000	140,000	160,000	24,000	120,000

Sports participation rates	BC	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	Atlantic	New Brunswick	Nova Scotia	Prince Edward Island	Newfound- land
Museum visitors	46.1%	50.0%	44.5%	46.3%	44.6%	49.5%	42.9%	50.6%	41.3%	--	35.6%
Non-visitors	34.8%	35.1%	33.1%	27.0%	31.1%	36.0%	26.9%	28.1%	28.6%	--	24.9%