

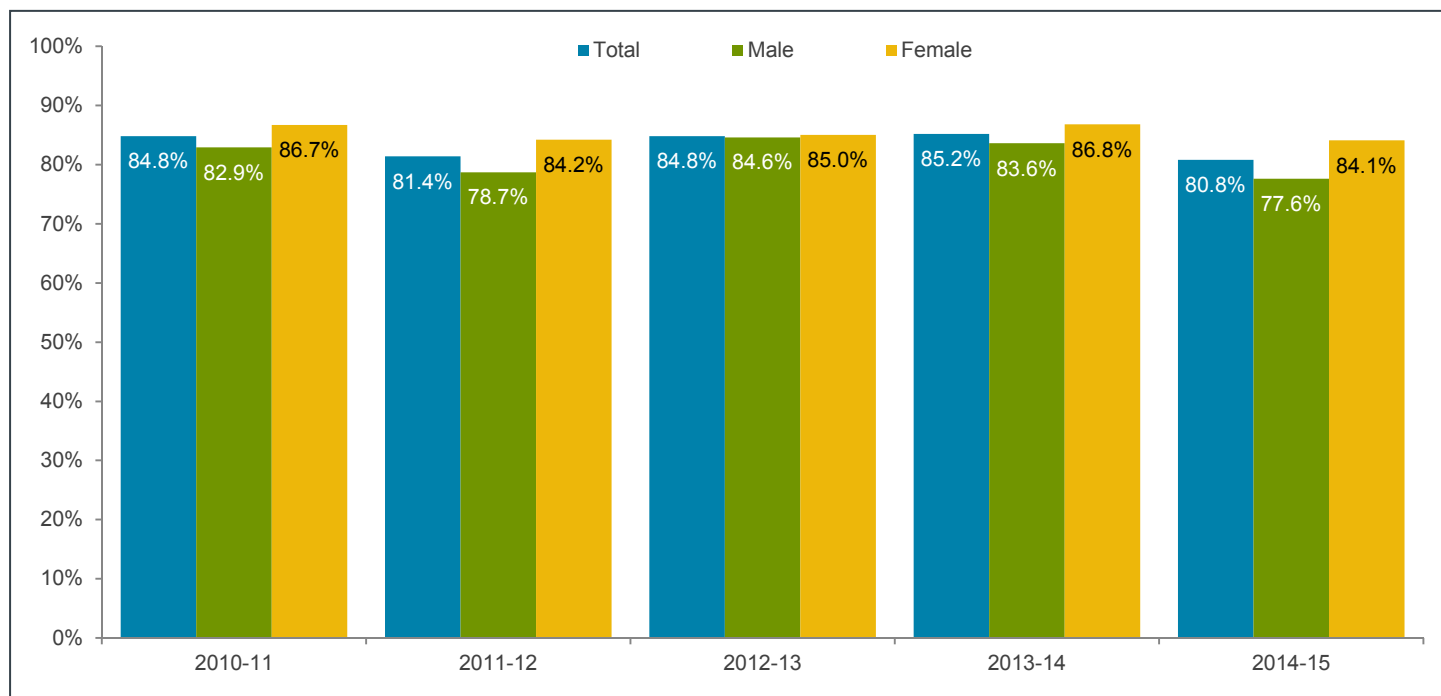
Alberta Official Statistics

Attendance in the Arts by Sex, Alberta

- Results are based on an annual survey of 1,000 adults who were asked if they had personally attended in a broad range of arts activities or events in the last year, such as live performances, festivals, arts exhibitions or galleries, school and community based arts programs and the purchasing of art products.
- Overall, 2014-2015 results showed that 80.8% of Albertans attended arts activities/events.
- The attendance among Alberta-born respondents was 83.3%, and the attendance among those born outside Alberta was 78.4%.
- Women were more likely to attend arts events and activities (84.1%) than men (77.6%).
 - ★ Both women and men who attended arts events and activities were most likely to attend live performances (64.4% - women; 56.1% - men).
- In 2014-2015, the following subgroups were more likely to have attended arts activities/events:
 - ★ Albertans with a college education (81.1%) and Albertans with a university education (87.7%).
 - ★ Albertans living in households with an annual income of \$80,000 or more (85.7%).
 - These same households were most likely to attend live performances (64.5%) or festivals (54.2%).
 - ★ Albertans aged 18 to 44 (83.5%).
 - ★ Albertans with children (83.7%).
- In 2014-2015, the following subgroups were less likely to have attended arts activities/events:
 - ★ Albertans with high school or less education (69.5%).
 - ★ Albertans living in households with an annual income of less than \$40,000 per year (73.8%).
 - ★ Albertans aged 65 and over (73.3%).

Participation in the Arts by Sex

Alberta



Source: Alberta Culture and Tourism, Survey of Albertans