

A VERY CHORAL CANADA

CHORAL SINGING: PART OF OUR NATIONAL IDENTITY

3.5 MILLION CANADIANS SING IN CHOIRS

(WOULD BE THE LARGEST CITY IN CANADA, 27% LARGER THAN THE POPULATION OF TORONTO)

3 TIMES
MORE CHILDREN UNDER 18
SING IN A CHOIR THAN
PLAY HOCKEY



THERE ARE
50%
MORE ADULT CHORAL
SINGERS THAN
HOCKEY PLAYERS

About 1 in every 4 Canadian children sing in a choir (23%)

CHORAL ATTENDANCE AND EDUCATION

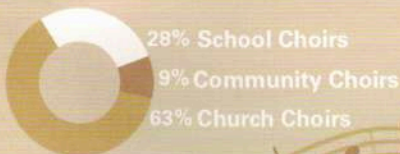
28%

OF CANADIANS
18 YEARS OR OLDER
ATTENDED A CHORAL
PERFORMANCE IN 2016
(7.8 MILLION)

CHOIRS' LARGEST REVENUE SOURCE IS TICKET SALES AND OTHER EARNED REVENUES (52% of all revenues)

RESPONDENTS WHO HAD SOME SORT OF MUSIC EDUCATION ARE **7 TIMES** MORE LIKELY TO SING IN A CHOIR AND **TWICE** AS LIKELY TO ATTEND CHORAL PERFORMANCES AS PEOPLE WHO DID NOT HAVE MUSIC EDUCATION.

CHOIRS ACROSS CANADA, FOR ALL CANADIANS



THERE ARE
28,000
CHOIRS IN CANADA

CHOIRS IN
OVER 300
COMMUNITIES

THERE ARE CHOIRS FOR ALL CANADIANS, INCLUDING ADULTS, CHILDREN, YOUTH, SENIORS AND MULTIGENERATIONAL CHOIRS

CHOIRS CREATE VIBRANT COMMUNITIES

68%

Did community outreach (Singing at hospitals, support facilities, other community events)

62%

Performed at charity concerts or singing engagements

62%

Performed at festivals, conferences, or ceremonial gatherings

61%

Had free concerts or singing engagements

34% OF COMMUNITY CHOIRS ARE COMPLETELY VOLUNTEER RUN

MUSICAL ACTIVITIES IN SCHOOL

64%

PARTICIPATED IN AT LEAST ONE OF FIVE MUSICAL ACTIVITIES DURING THEIR SCHOOL CAREERS

1/3

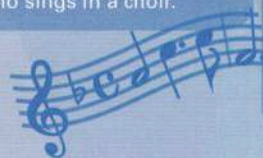
OF ALL RESPONDENTS SANG IN A CHOIR OR OTHER SINGING GROUP



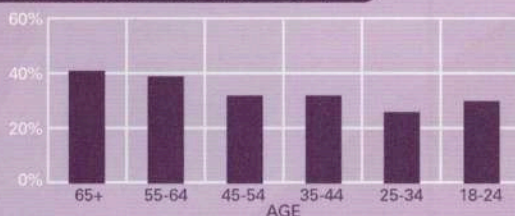
MUSIC EDUCATION: IMPORTANT FOR THE ARTS IN CANADA

Households where the respondent had some form of music education are **2.5 TIMES** more likely to have a child who sings in a choir.

Respondents who had some sort of music education are **7 TIMES** more likely to sing in a choir and **TWICE** as likely to attend choral performances as people who did not have music education.



CHORAL EDUCATION BY AGE



FINDINGS SUGGEST DECLINE IN CHORAL INTEREST OR SCHOOL OPPORTUNITIES (OR BOTH) FOR YOUNGER CANADIANS

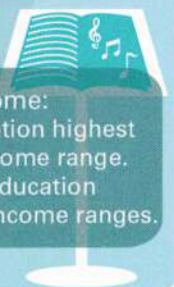
CHORAL EDUCATION BY GENDER AND INCOME

42%
OF WOMEN

24%
OF MEN

PARTICIPATED IN CHOIR WHILE IN SCHOOL

Household Income:
• Choral participation highest in the lowest income range.
• Overall music education similar among income ranges.



Infographics and census summary reports are available for download at choralcanada.org

Research conducted by Kelly Hill, Hill Strategies Research 2017.

Funded primarily by Choral Canada and Canada Council for the Arts.

- Survey of 2,000 Canadians 18 or older (2017)
- Random sample of 864 schools and 977 churches (2017)
- Survey of 861 Canadian choral organizations representing over 1500 choirs and 60,000 singers (2017)
- Hockey: Canadian Youth Sports Report, Solutions Research Group, 2014 and General Social Survey, Statistics Canada, 2010.

Survey for



Choral Canada | Canada Choral

Analysis by



Factus Stats Insights - Faits Données Idées

www.HillStrategies.com

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Conseil des arts
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