

Arts, Culture, and Creators

Canada History Week, November 21 to 27

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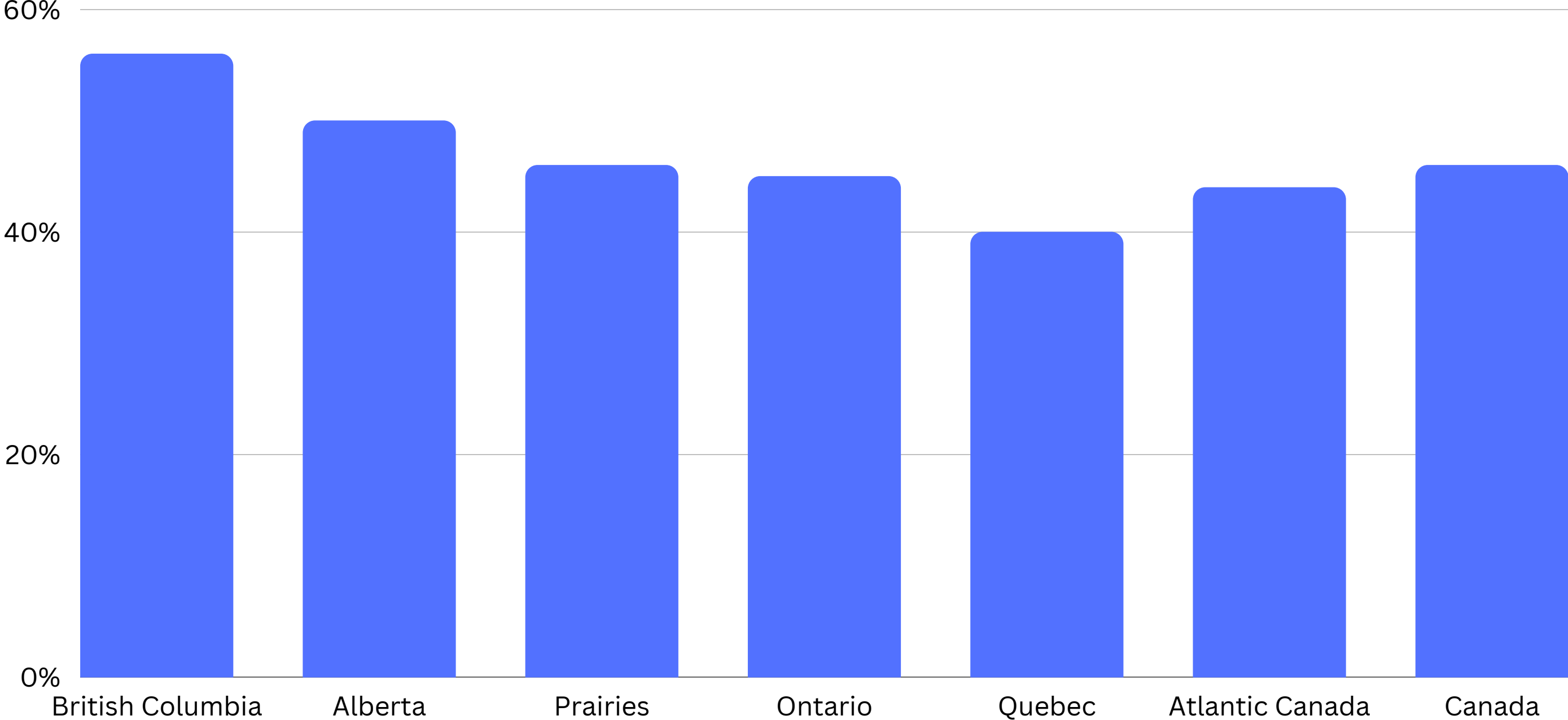
Introduction

Canada History Week 2022 takes place from **November 21 to 27**. This year's theme is Arts, Culture, and Creators. The week encourages Canadians to reflect upon and engage with Canada's past. Canada History Week is organized by the Canada History Fund.

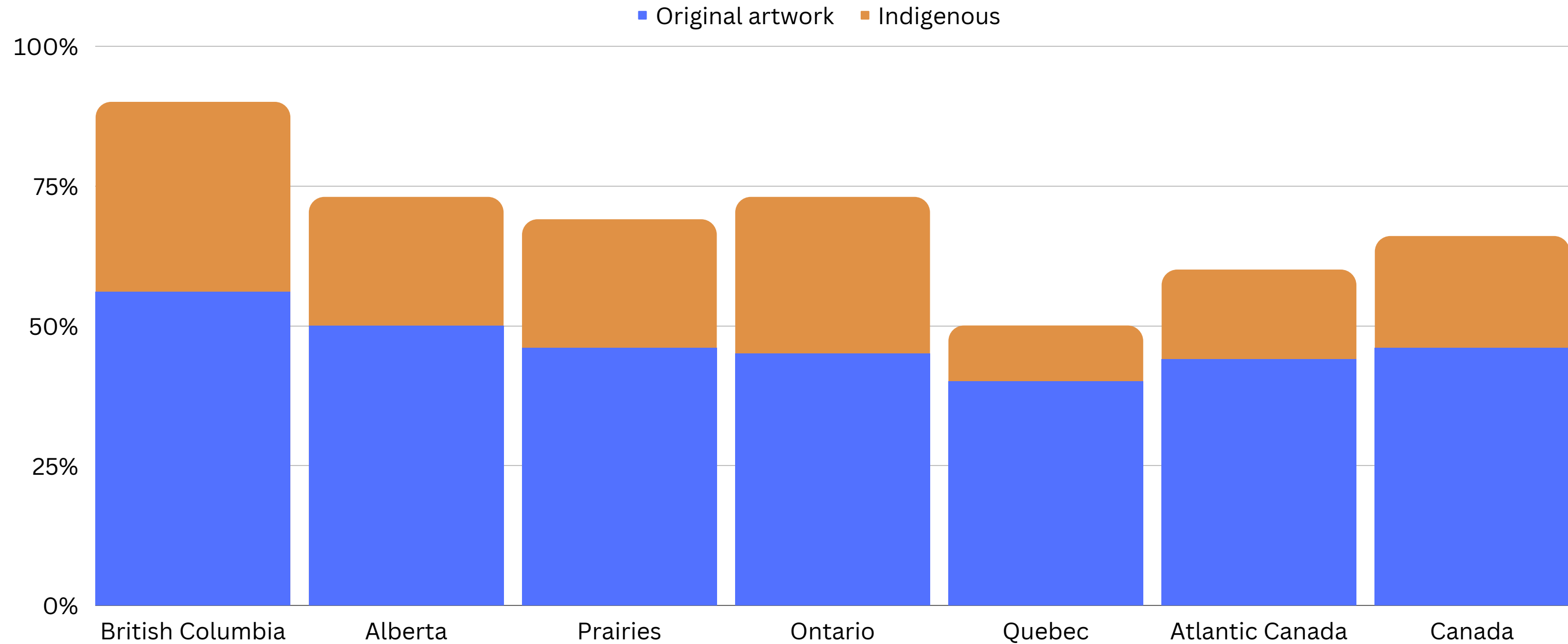
To mark this year's edition of Canada's History week, the Association for Canadian Studies commissioned the firm Leger to survey Canadians on their arts and cultural consumption habits. The survey looks specifically at Canadians preferred genre of art, music and film and the extent and the popularity of indigenous art in the country.

The findings arise from a Leger survey for the ACS that was conducted between November 3 to November 5, 2022 via web panel with 1704 Canadians. No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1764 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20

Nearly one in two Canadians have original artwork in their home

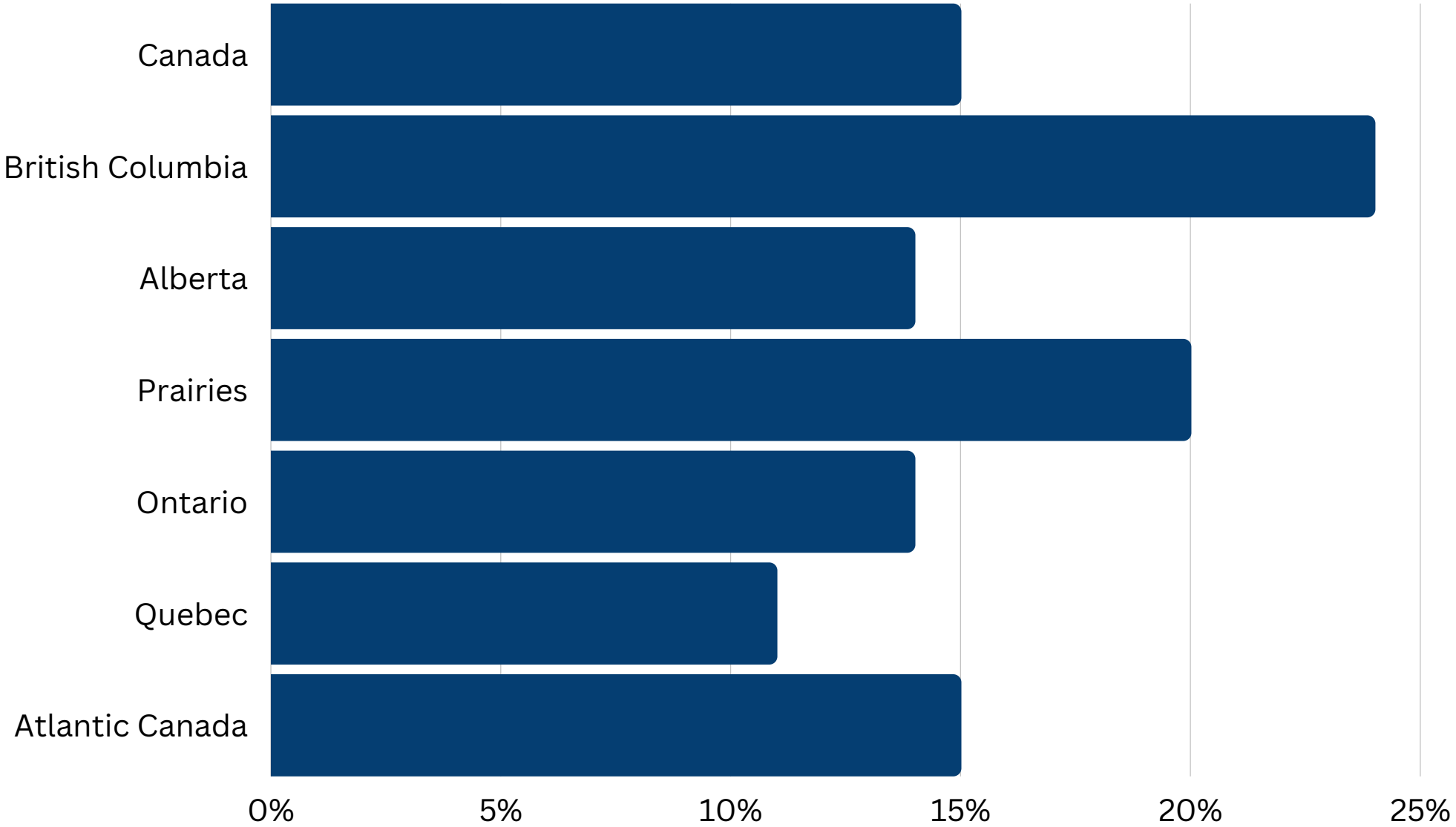


Amongst those Canadians who own an original work of art some one in five say they own Indigenous art

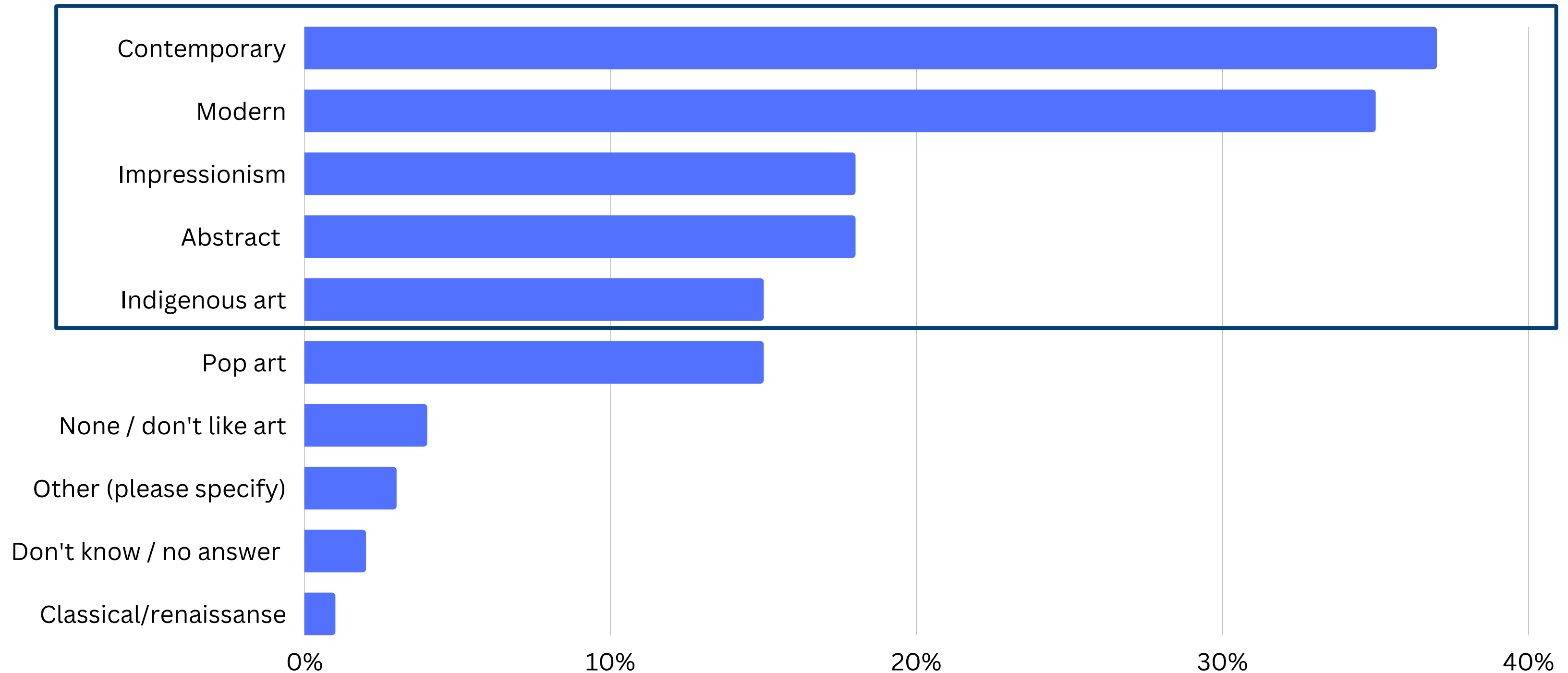


Nearly one in six Canadians say Indigenous art is their favorite genre with nearly one in four in BC that say so

	Indigenous art is my preferred genre
Canada	15%
British Columbia	24%
Alberta	14%
Prairies	20%
Ontario	14%
Quebec	11%
Atlantic Canada	15%



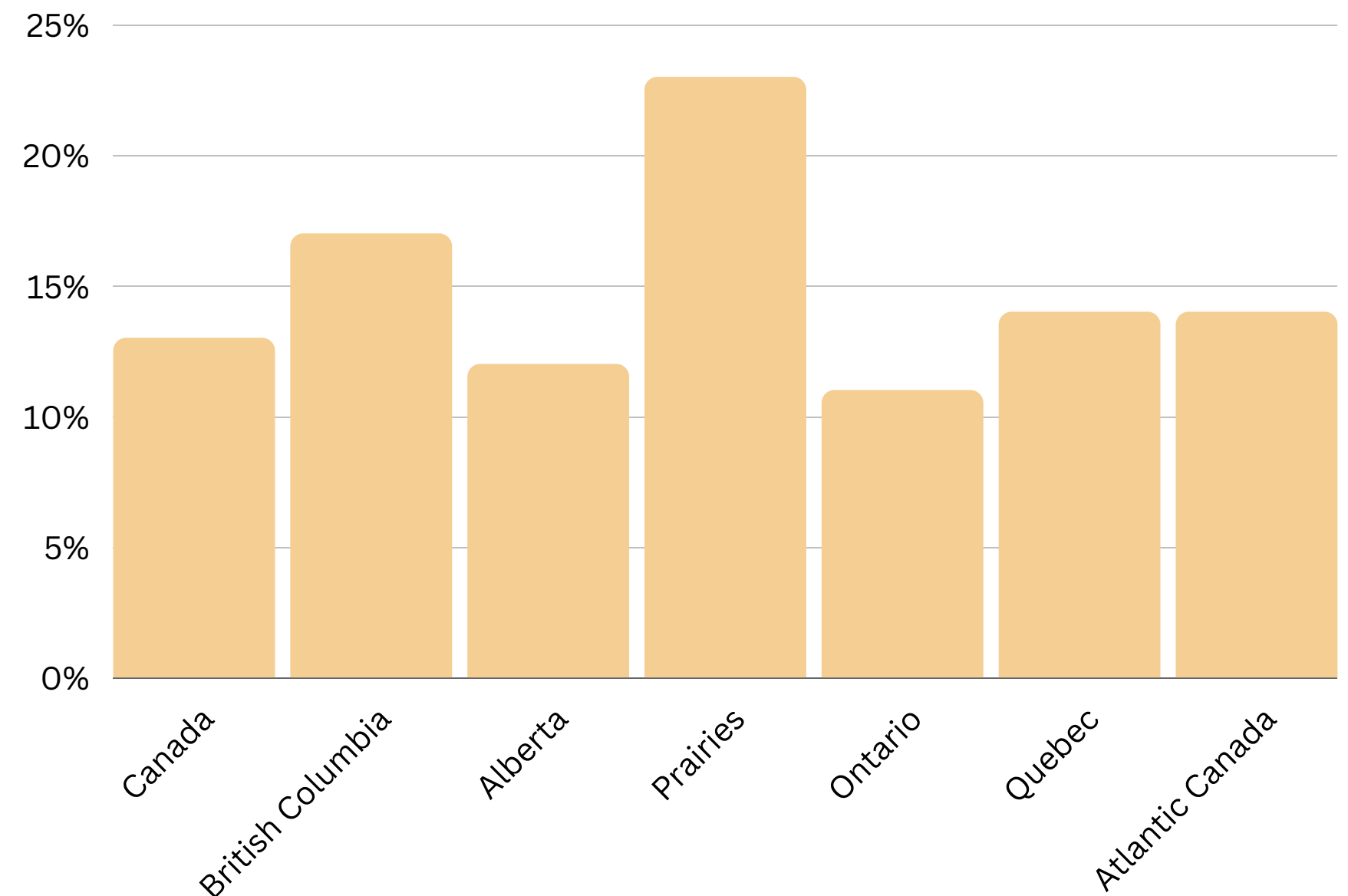
Contemporary and modern art are Canadians preferred genres of art while one in six say they prefer Indigenous art



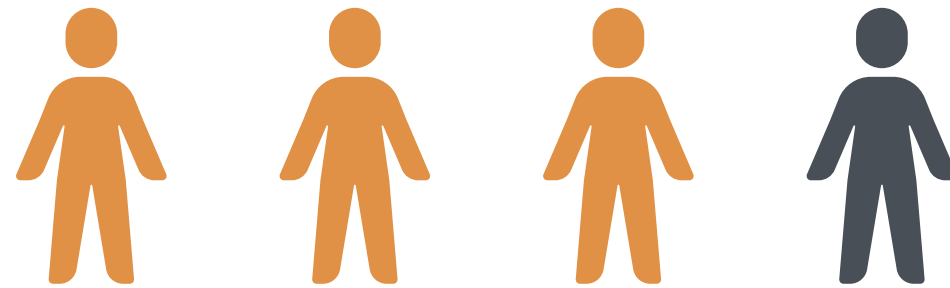
What genre(s) of visual arts do you prefer?

Nearly one in seven Canadians say that over the past year, they either attended in person or watched online performances and events created or performed by First Nations, Inuit or Métis artists

	I attended in person or watched online over the past year, performances and events created or performed by First Nations, Inuit or Métis artists
Canada	13%
British Columbia	17%
Alberta	12%
Prairies	23%
Ontario	11%
Quebec	14%
Atlantic Canada	14%

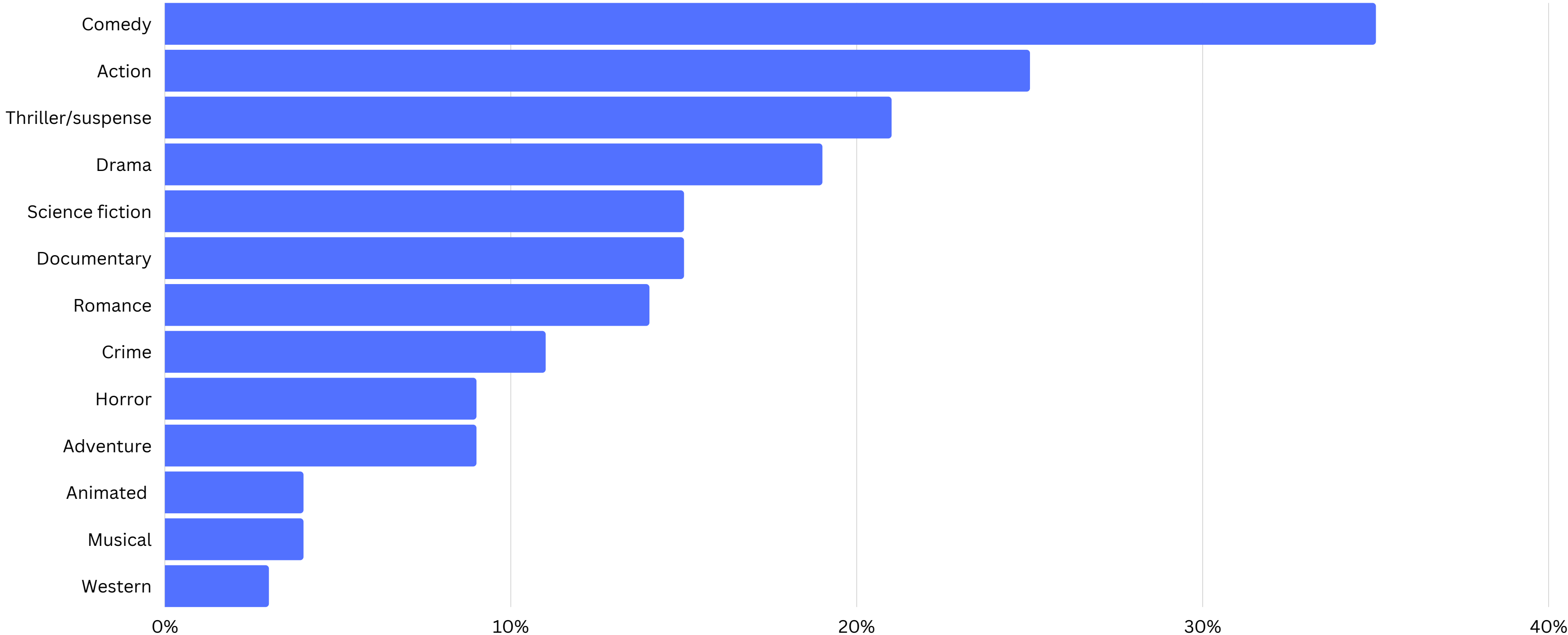


Three in four Canadians cannot name a Canadian visual artist though amongst the few able to do so it is Jean-Paul Riopelle and Emily Carr that get mentioned



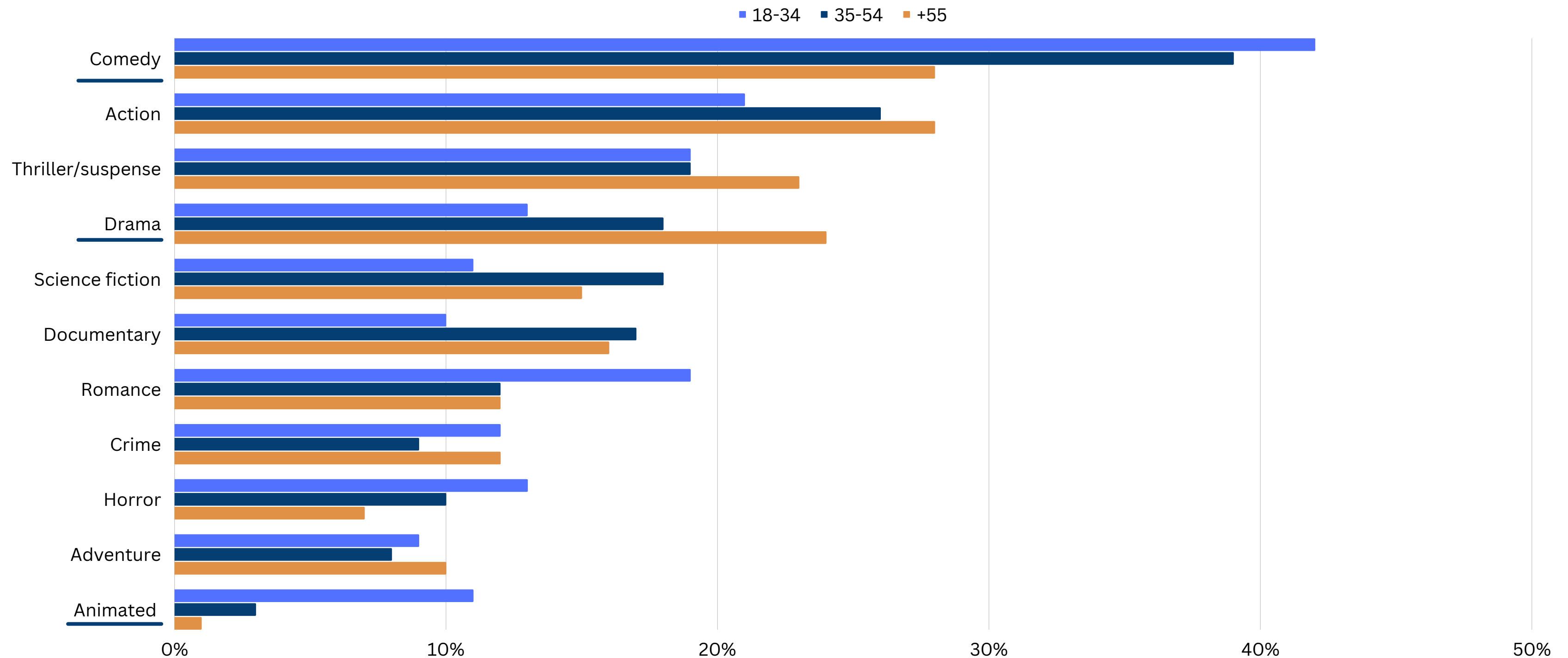
	No, I don't know any Canadian visual artist/painter	Jean-Paul Riopelle	Emily Carr	Group of Seven	Robert Bateman	Tom Thompson	Paul-Émile Borduas	Tex Lecor	Norval Morrisseau	Alfred Pellan	Jean-Paul Lemieux	Alex Colville	Maud Lewis
Do you know any Canadian visual artist/painter	77%	3%	3%	3%	2%	2%	1%	1%	1%	1%	1%	1%	1%

Comedy and action are Canadians preferred genres of movie



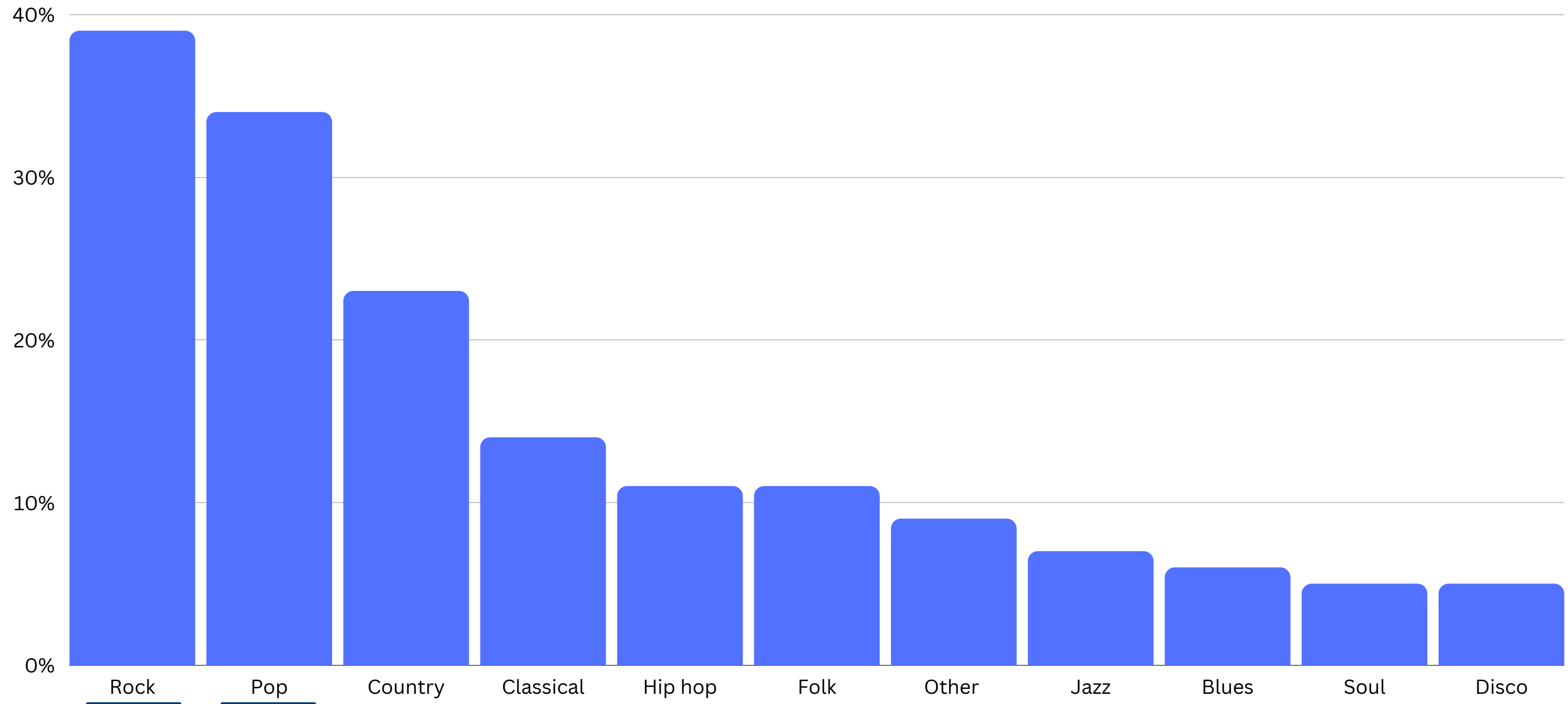
What genre(s) of movies do you prefer?

Biggest differences across the age spectrum in movie genre preferences are in Comedy, Drama and Animated movies.



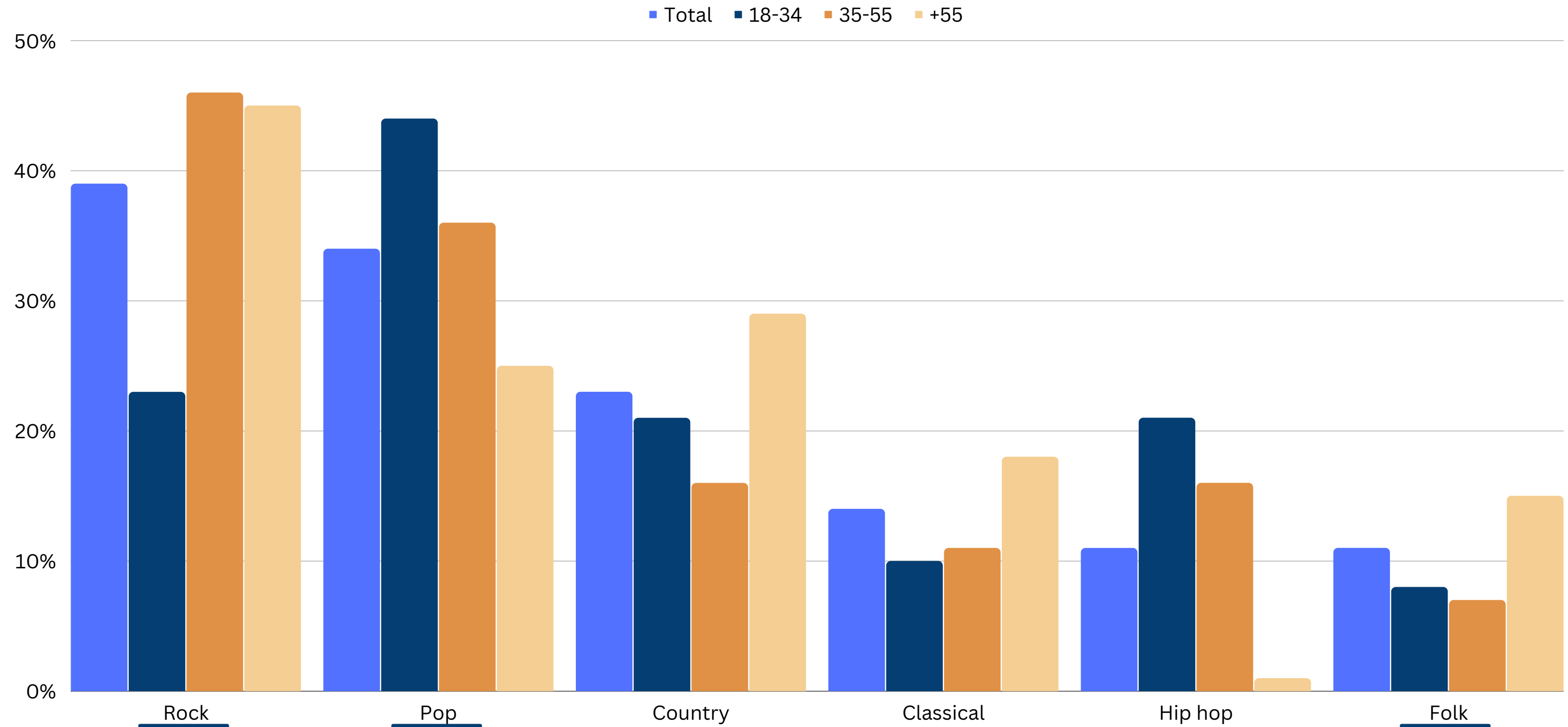
What genre(s) of movies do you prefer?

Canadians preferred genres of music are rock and pop



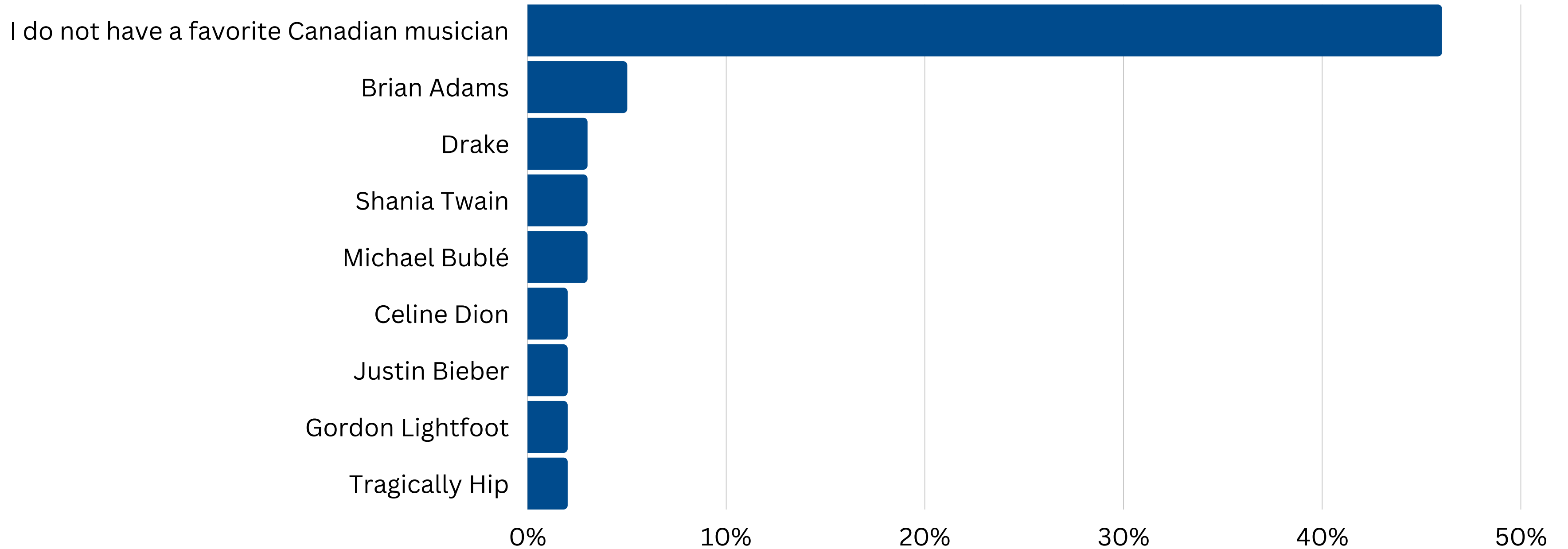
What genre(s) of music do you prefer?

Generational gap in musical preferences reflected in preferences over rock, pop, hip hop and folk



What genre(s) of music do you prefer?

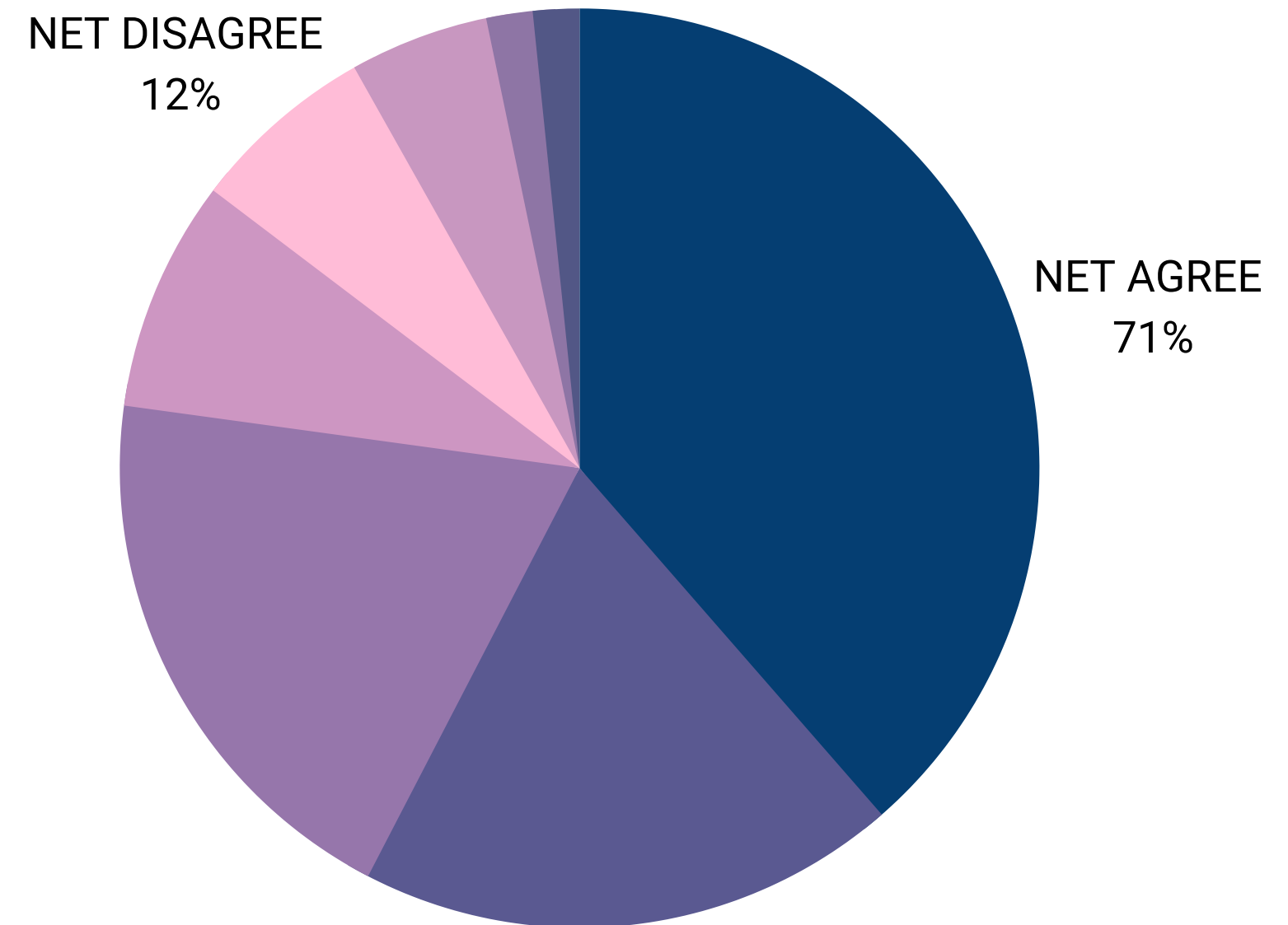
While most Canadians do not have a favorite musician and no one artist stands out, Brian Adams gets most mentions



Who is your favorite Canadian musician?

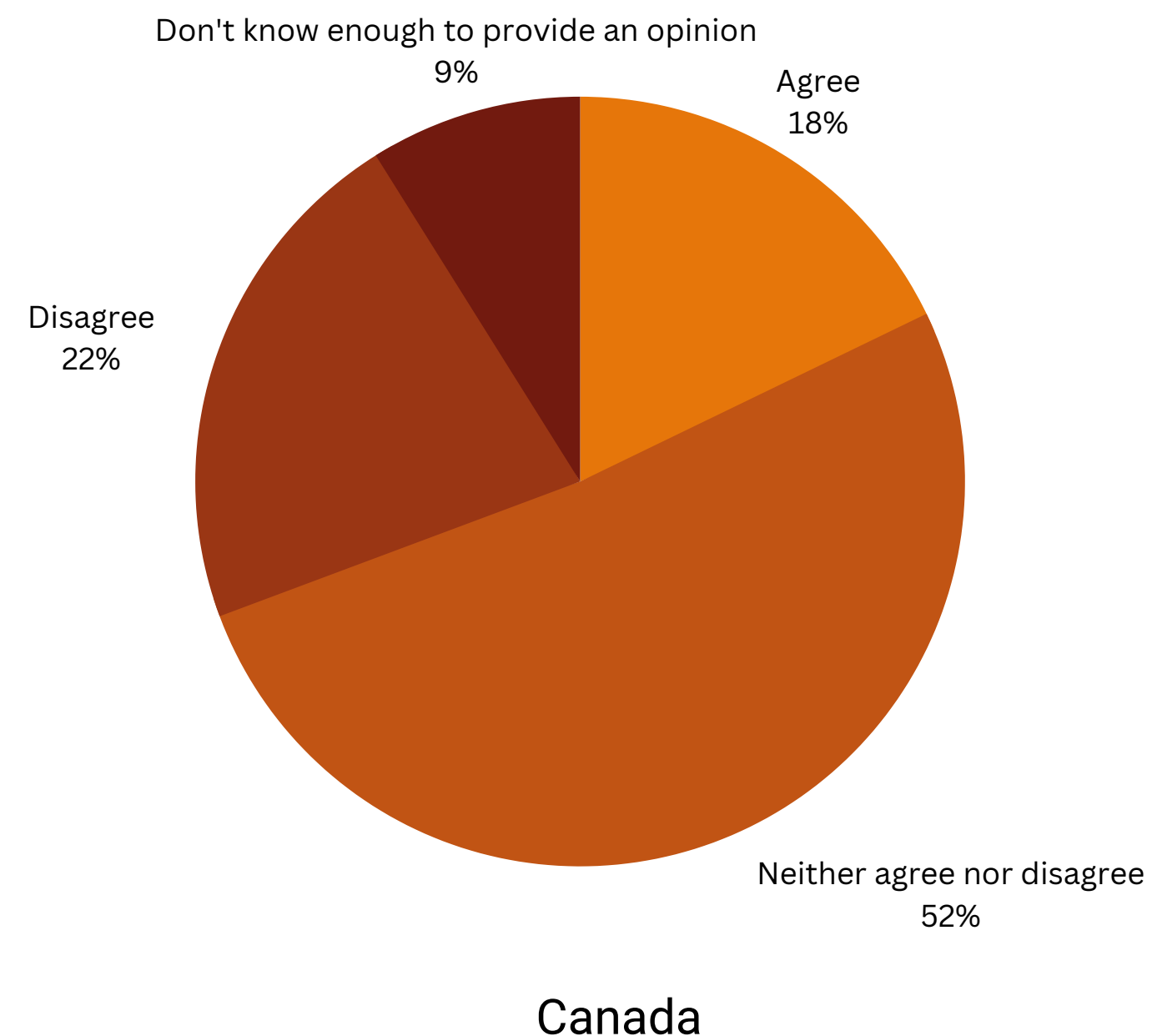
Majority of Canadians say they don't pay a lot of attention to whether an artist is Canadian when listening to music

When I am listening to music, I do not pay a lot of attention to whether the artist is Canadian or not. - Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?	
NET AGREE	71%
Strongly agree	35%
Somewhat agree	36%
Neither agree nor disagree	15%
NET DISAGREE	12%
Somewhat disagree	9%
Strongly disagree	3%
Don't know enough to provide an opinion	3%



Most Canadians do not believe that there is only one Canadian culture

There is only one Canadian culture -	Agree	Neither agree nor disagree	Disagree	Don't know enough to provide an opinion	Total
Canada	18%	52%	22%	9%	100%
British Columbia	16%	22%	59%	3%	100%
Alberta	23%	21%	48%	8%	100%
Prairies	15%	18%	61%	5%	100%
Ontario	18%	23%	46%	12%	100%
Quebec	17%	20%	54%	9%	100%
Atlantic Canada	15%	22%	55%	9%	100%



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