

#MeetYourMuseum Fact Sheet

In this fact sheet, you will find data that focusses on the value of arts, culture, and heritage institutions to society, which can be used when engaging external stakeholders or promoting your work.

Click the links below to jump to each topic:

- [Albertans' Opinions of Arts, Culture, and Heritage](#)
- [Culture and the Economy](#)
- [Heritage Institutions and Education](#)
- [Artifacts and Exhibitions](#)
- [Arts Attendance Among Canadians](#)
- [Arts Attendance Among Albertans](#)
- [References](#)

Albertans' Opinions of Arts, Culture, and Heritage

- 93.9% of Albertans feel that historical resources in Alberta communities (including museums, archives, historic sites, and interpretive centres) are important in contributing to the overall quality of life in Alberta.¹
- 96.6% of Albertans feel that the opportunity for education and lifelong learning is an important benefit of historical resources and heritage facilities.²
 - Four in five Albertans rate it as *very important*
- 84.5% of Albertans feel arts activities are important in contributing to the overall quality of life in their community.³

Culture and the Economy

- The gross domestic product (GDP) contribution of culture (including visual and applied arts, live performance, heritage, and cultural industries) to Alberta's economy was \$5.7 billion in 2016.⁴
 - Culture contributed more to the economy than the agriculture and forestry industries, or the utilities sector.
- In 2015, the heritage sector directly employed over 36,300 people in Canada.⁵
- In 2015, the heritage sector received assistance from over 115,650 volunteers, contributing over 6.6 million hours.⁶

Heritage Institutions and Education

- In 2015, over 130,000 school groups visited heritage institutions in Canada, representing approximately 6.7 million visits by students.⁷
- In 2015, over 17,000 school groups visited Alberta heritage institutions.⁸

Artifacts and Exhibitions

- Heritage institutions in Canada house over 70 million artifacts and objects, including archeological artifacts, fine art, military objects, scientific or technical objects, etc.⁹
 - Museums are responsible for protecting over 81% of these artifacts (56.7 million), followed by historical sites at 17% (11.9 million).
- In 2015, there were over 15,000 permanent exhibitions in Canadian museums.¹⁰
 - There were 8,645 newly created exhibitions in 2015.
 - There were 3,610 circulating exhibitions in 2015, a substantial increase of 51% since 2011.
- There were more than 3,550 exhibitions hosted online by heritage institutions in Canada in 2015, a considerable increase of 62% over 2011.¹¹
- Overall, heritage institutions have converted over 16% of their physical artifacts and records into digital format. Of that, about 10% is available online to the public.¹²

Arts Attendance Among Canadians

- In 2016, 70% of Canadians 15 or older visited a heritage site:¹³
 - 39% (11.5 million people) visited a public art gallery or art museum, including attendance at special art exhibits. This represents an increase of nearly double from 20% in 1992, and an increase from 27% in 2005.
 - 35% (10.2 million people) visited a museum other than a public art gallery. This represents an increase from 21% in 2005.
 - 50% (14.7 million people) visited a historic site. This represents an increase of nearly double from 27% in 1992, and an increase from 33% in 2005.
 - 46% (13.3 million people) visited a zoo, aquarium, botanical garden, planetarium or observatory. This represents an increase from 36% in 1992 and 34% in 2005.
- In 2015, attendance at all types of heritage institutions in Canada reached a record 75.3 million physical visits (up 34% from 2011).¹⁴
 - Museums received over 31.5 million visits.
 - Historic sites received 15.4 million visits.
 - Art galleries received 14.1 million visits.
- In 2015, there were over 203 million online visits to all heritage institutions, a substantial increase of 52% from 2011 (approximately 134 million online visits).¹⁵
 - Museums received 89.5 million online visits (up 75% since 2011).
 - Archives received 44.6 million online visits.
 - Art galleries received 41.6 million online visits (up 117% since 2011).
- Approximately 5% of the Canadian population was a member of a heritage institution in 2015.¹⁶

Arts Attendance Among Albertans

- During the 2017 Culture Days event, over 91,500 Albertans discovered and celebrated Alberta's arts, heritage and cultural diversity.¹⁷
 - 2017 Culture Days included almost 425 events in 56 communities across the province.
- In 2017-18, 76.3% of Albertans had attended arts activities or events, such as festivals and live performances, taking an arts course, or visiting an exhibition or gallery, in the past year.¹⁸
 - 50.8% of Albertans had visited a heritage facility, museum, historic site, interpretive centre, or archive.
- In 2016, 77% of Albertans 15 years of age or older attended an arts activity, such as visiting a public art gallery or art museum; attending a live theatre, music, or cultural performance; or attending an artistic or cultural festival.¹⁹
 - When including seeing a movie at a theatre, this figure rises to 89%.
- In 2016, Alberta beat the national averages for the percentage of residents attending at least one arts event, such as visiting a public art gallery or art museum; attending a live theatre, music, or cultural performance; or attending an artistic or cultural festival.²⁰
 - 77% of Albertans (73% of Canadians) attended an arts event excluding seeing a movie at a theatre. Alberta and Saskatchewan led the provinces in this category.
 - 89% of Albertans (86% of Canadians) attended an arts event including seeing a movie at a theatre. Alberta led the provinces in this category.
 - 73% of Albertans (70% of Canadians) visited a heritage site. Alberta was second only to British Columbia in this category.
 - 52% of Albertans (48% of Canadians) visited a museum or art gallery.
- Attendance at all types of heritage institutions in Alberta reached 7.4 million physical visits in 2015.²¹
 - Museums received over 3.1 million visits.
 - Historic sites received over 725,000 visits.
 - Art galleries received over 1.6 million visits.
- Approximately 5% of the Albertan population was a member of a heritage institution in 2015 (217,415 memberships).²²

References

- ¹ Alberta Government, *Culture and Tourism: Annual Report 2017-18*. (Edmonton, Alberta, 2018). <https://open.alberta.ca/dataset/42bc31f3-a760-44e6-b01c-50f97ba83a28/resource/23d81c64-71a1-4e15-9be9-9c8ef477c636/download/culture-and-tourism-annual-report-2017-2018.pdf>.
- ² Advanis for Alberta Culture and Tourism, *Survey of Albertans*. (Alberta, March 2017). <https://open.alberta.ca/dataset/f810079f-9344-4a44-81eb-8cc5770f8914/resource/8f0990ec-9107-42b9-bdff-a0d9426b16d7/download/survey-albertans-2017.pdf>.
- ³ Alberta Government, *Culture and Tourism: Annual Report 2017-18*.
- ⁴ Alberta Government, *Culture and Tourism: Annual Report 2017-18*.
- ⁵ Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*. (Canada, 2017). <https://www.canada.ca/en/canadian-heritage/corporate/publications/general-publications/about-survey-heritage-institutions/2017-report.html>.
- ⁶ Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.
- ⁷ Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.
- ⁸ Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.
- ⁹ Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.
- ¹⁰ Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.
- ¹¹ Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.
- ¹² Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.
- ¹³ Kelly Hill, "Canadians' Arts, Culture, and Heritage Participation in 2016," Arts Research Information, Hill Strategies Research Inc., November 14, 2018, <http://hillstrategies.com/resource/canadians-arts-culture-and-heritage-participation-in-2016/>.
- ¹⁴ Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.
- ¹⁵ Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.
- ¹⁶ Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.
- ¹⁷ Alberta Government, *Culture and Tourism: Annual Report 2017-18*.
- ¹⁸ Alberta Government, *Culture and Tourism: Annual Report 2017-18*.
- ¹⁹ Kelly Hill, "Arts, Culture, and Heritage Participation in Canada's Provinces and Largest Census Metropolitan Areas in 2016," Arts Research Information, Hill Strategies Research Inc., March 20, 2019, <http://hillstrategies.com/resource/cultural-participation-provinces-cmas-2016/>.
- ²⁰ Hill, "Arts, Culture, and Heritage Participation in Canada's Provinces and Largest Census Metropolitan Areas in 2016."
- ²¹ Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.
- ²² Government of Canada, *Government of Canada Survey of Heritage Institutions: 2017*.