

6.3 BRITISH COLUMBIA

Twenty-three per cent of respondents to the survey reside in B.C. (n=1,885). Relative to the national response, there was a particularly high response from people who are involved in ballroom and social categories of dance, as well as older dance participants, suggesting that communications and enthusiasm for the survey were stronger with some networks in B.C.

a) Demographic Snapshot

There is a slightly higher proportion of B.C. respondents who are men (23 per cent) compared with the proportion of men responding to the survey across the country (21 per cent). The average age of respondents in B.C. is marginally higher than the average in other provinces at 46 years compared to 43 years Canada-wide.

Table 6.2.1: Age and Gender of Respondents – National and B.C.

	National (n=8,124)	B.C. (n=1,885)
Gender		
Men	21%	23%
Women	77%	75%
Age		
16-17 years	3%	3%
18-24 years	15%	11%
25-34 years	20%	18%
35-54 years	23%	26%
55-64 years	16%	17%
65 years or older	15%	19%
Mean Age	43.0	46.3

The educational profile in B.C. is similar to that of all respondents to the survey, reflecting a highly educated respondent base.

Table 6.2.2: Respondents' Highest Level of Education Completed – National and B.C.

Employment	National (n=8,124)	B.C. (n=1,885)
Some high school	4%	4%
High school	15%	14%
College, trade/apprenticeship	20%	21%
University (Undergraduate)	32%	31%
University (Graduate)	27%	27%
Prefer not to say	2%	3%

The employment profile of respondents in B.C. is also fairly similar to the national one, with slightly more respondents who are retired (21 per cent) compared to the national average (18 per cent). The household income is slightly lower in B.C. with fewer reporting incomes over \$100,000.

Table 6.2.3: Employment Status and Income of Respondents – National and B.C.

	National (n=8,124)	B.C. (n=1,885)
Employment		
Employed 30 hours or more per week year round	34%	32%
Employed less than 30 hours per week year round	8%	10%
Seasonally employed	2%	2%
Self-employed	15%	16%
Unemployed and looking for work	2%	2%
Full-time student	15%	10%
Retired	18%	21%
Other	4%	4%
Prefer not to say	2%	2%
Gross Household Income for 2012		
Under \$19,999	12%	12%
\$20,000 to \$39,999	15%	17%
\$40,000 to \$59,999	13%	13%
\$60,000 to \$79,999	12%	13%
\$80,000 to \$99,999	8%	8%
\$100,000 or more	14%	11%
Don't know / Prefer not to say	27%	27%

b) Dance Forms

Survey respondents were asked to name up to six forms of dance they participate in, listing the most important ones first. Respondents were provided with a drop down list of 190 dance genres and also given the opportunity to type in their response, if preferred. The 190 dance forms in which respondents told us they participate were subsequently grouped with similar dance forms into 16 categories of dance for ease of discussion.²² British Columbians who participated in the survey reported involvement in a wide variety of dances, including the categories of ballroom and social (34 per cent), contemporary and modern (29 per cent), European traditional and folk (20 per cent), ballet (16 per cent), and country dance and Canadian (15 per cent). Compared with the national survey findings, the concentration of involvement in ballroom and social dance is higher in B.C.

Table 6.2.4: Top Dance Types in B.C., Compared to National

	National (n=8,124)	B.C. (n=1,885)
Contemporary and modern	34%	29%
Ballroom and social	26%	34%
European traditional and folk	21%	20%
Ballet	19%	16%
Country dance and Canadian	16%	15%

c) Intensity of Involvement in Dance

Intensity of involvement in dance among B.C. respondents in the survey is similar to that found nationally. More than four in ten respondents in B.C. (42 per cent) participate in four or more dance forms. They participate in dance 8.8 hours per week on average. Respondents in B.C. have been involved in dance an average of 19.7 years, slightly more than the national average (18.8 years), which may be due in part to an older population among respondents in B.C.

²² Categories and the list of known dance forms were developed by the study management team. Throughout the survey collection, previously unlisted dance forms were added and categorized.

Table 6.2.5: Intensity of Dance Involvement – National and B.C.

	National (n=8,124)	B.C. (n=1,885)
Number of Dance Forms		
One	20%	18%
Two	15%	15%
Three	25%	26%
Four or more	40%	42%
Average hours danced per week	9.5	8.8
Average number of years in dance	18.8	19.7

d) Type of Involvement in Dance

B.C. has a slightly smaller proportion of respondents who are dance professionals (22 per cent) compared to the nation-wide sample (27 per cent). Leisure dance participants who do not earn income from involvement in dance make up 71 per cent of B.C. respondents, compared to 67 per cent nationally.

Table 6.2.6: Dance Professionals and Leisure Dance Participants – National and B.C.

Status	National (n=8,124)	B.C. (n=1,885)
Dance professional	27%	22%
Not professional, but receive some income from dance	6%	7%
Not professional and receive no dance income	67%	71%

As with the national sample, the categories of contemporary and modern dance and ballet are far more frequently pursued by dance professionals. Leisure dance participants are far more likely to be involved in dance forms categorized as ballroom and social dance. European traditional and folk categories of dance are also somewhat more common among leisure dance participants than they are among dance professionals.

Table 6.2.7: Dance Professionals and Leisure Dance Participants in B.C. across Most Common Types of Dance

Dance Category	Leisure Dance Participant	Dance Professional
Ballroom and social	39%	16%
Contemporary and modern	21%	59%
European traditional and folk	23%	10%
Ballet	11%	33%
Country dance and Canadian	18%	3%

Survey respondents were asked to provide details about their involvement in their top three dance forms. Each individual may therefore have provided information on how they are involved, and how they were educated in one, two or three dance forms. Survey responses are treated independently (i.e., considering up to three responses per respondent answering the survey) where results are reported by dance form. In all other instances, results are reported per respondent. Whether an individual indicated they are taking classes in one, two or three dance forms, for example, the response of “taking classes” is counted only once, unless results are described for specific dance forms.

Survey respondents were first asked to describe how they are involved in their dance form(s). Forty per cent of respondents from B.C. indicate that they perform for an audience or compete in one or more of their dance forms. They most frequently perform at festivals and special events (81 per cent, on par with the national average, 79 per cent), at community events (also 81 per cent, and much greater than the national average, 71 per cent), and at performing arts facilities (61 per cent, slightly less than the national average, 66 per cent).

Table 6.2.8: Proportion who Perform/Compete and Where they Perform – National and B.C.

	National (n=8,124)	B.C. (n=1,885)
% who perform/compete	58%	40%
Opportunities for Performing/Competing (of those who perform)		
Festivals or special events	79%	81%
Community events	71%	81%
Performances presented in performing arts hall or facility	66%	61%
Schools	36%	29%
Competitions	32%	31%
Performances recorded for television	21%	15%
Restaurants, theme parks, cruise ships, etc	17%	18%

In addition to performing and competing, more than eight in ten respondents in B.C. (83 per cent) say they dance with a group (higher than the national average of 78 per cent). Roughly four in ten choreograph, create, or devise dance (43 per cent) and the same proportion is involved in teaching dance (40 per cent).

Table 6.2.9: Non-performance Ways Respondents are Involved in Dance – National and B.C.

	National (n=8,124)	B.C. (n=1,885)
Dance with a group	78%	83%
Choreograph, create, or devise dance	46%	43%
Teach dance	44%	40%

The next table isolates B.C respondents involved in the most common dance forms, indicating for each the proportion that teach, dance with a group, and choreograph, devise, or create dance. Among people involved in contemporary and modern categories of dance in B.C., 58 per cent are involved in teaching, 76 per cent are involved in dancing with a group, and 69 per cent with choreographing. Similarly, more than half who participate in ballet in B.C. also take part in all three of these activities. Among those participating in country dance and Canadian, ballroom and social, and European traditional and folk categories of dance, involvement with a group is much more common than teaching or choreographing dance.

Table 6.2.10: Non-performance Ways Respondents are Involved in Dance in B.C. across Most Common Types of Dance

Dance Category	Teach	Dance with a Group	Choreograph, Create, Devise
Ballroom and Social	30%	79%	28%
Contemporary and Modern	58%	76%	69%
European Traditional and Folk	34%	90%	31%
Ballet	57%	72%	69%
Country dance and Canadian	27%	94%	19%

Survey respondents were asked to indicate whether they participate with a performing company, troupe or crew²³, a dance school or studio, a community group, dance club or association, or some other group, in one of their dance forms. The majority of respondents in B.C. participate in dance through a community group, dance club, or association (72 per cent). Half do so through a school or studio (52 per cent). Three in ten (29 per cent) participate with a performing troupe, crew or company. Respondents in B.C. are more likely than the national average to participate in their dance form(s) with a community group, dance club, or association.

²³ Crew is a term used for a group of street dance or hip hop dancers who usually compete ('battle') and perform together.

Table 6.2.11: How Respondents Participate – National and B.C.

	National (n=8,124)	B.C. (n=1,885)
Community group, dance club or association	65%	72%
Dance school or studio	57%	52%
Performing company, troupe or crew	33%	29%

The next table isolates segments of the B.C. sample involved in the most common dance categories, showing for each one the proportions that perform with companies, with dance schools, and/or with community groups. Among people in B.C. involved in contemporary and modern forms of dance and ballet categories of dance, participating with a school or studio is quite common and around half of respondents in these forms are involved with a performing company, troupe, or crew. B.C. leisure dance participants in country dance and Canadian, ballroom and social, and European traditional and folk categories of dance are more likely to participate through a community group, dance club, or association; in fact, nearly all country dance and Canadian leisure dance participants in B.C. are involved through a community group or club.

Table 6.2.12: How Respondents in B.C. Participate Across Most Common Types of Dance

Dance Category	With a performing company, troupe, or crew	With a dance school or studio	With a community group, dance club or association
Contemporary and modern	51%	78%	47%
Ballroom and social	14%	48%	87%
European traditional and folk	28%	38%	84%
Ballet	51%	91%	34%
Country dance and Canadian	6%	17%	96%

Three in ten B.C. respondents in the survey (29 per cent) receive money for their participation in one or more of their dance forms, which is roughly on par with the national average (33 per cent). The majority of these respondents receive professional fees or salaries (67 per cent), or occasional honoraria or fees (62 per cent). Some also receive grants (20 per cent) and cash prizes or awards (16 per cent).

Table 6.2.13: Proportion who Receive Money from Dance and Type of Income – National and B.C.

	National (n=8,124)	B.C. (n=1,885)
% receive money for dance	33%	29%
Type of income		
Professional fees or salaries	67%	67%
Occasional honoraria or fees	60%	62%
Grants to individuals	21%	20%
Cash prizes and awards	16%	16%
Average amount (Leisure dance participants only)	\$730	\$634

e) Background and Reasons for Dance

Two-thirds of respondents in B.C. (66 per cent) have learned one or more of their forms of dance through a recreational or community dance group/club, which is higher than the national proportion (58 per cent). Other common methods of learning among respondents in B.C. are with a dance school, studio, or academy (55 per cent; less than the national average), through one-on-one instruction (30 per cent); through self-teaching (30 per cent); and through post-secondary education (20 per cent). Fewer respondents in B.C. have learned through a dance school or studio compared to respondents nationally (55 per cent).

Table 6.2.14: Methods of Learning Dance – National and B.C.

	National (n=8,124)	B.C. (n=1,885)
Dance school, studio, or academy	60%	55%
Recreational or community dance group or dance club	58%	66%
Self-taught	30%	30%
One-on-one instruction	28%	30%
Post-secondary college or university	23%	20%
Elementary and/or secondary school curriculum	11%	10%
Digital, Online, Print sources	9%	10%
Workshops, festivals	3%	3%

People dance for many reasons, often in combination. Survey respondents were asked to identify the main reasons (up to five) that they are involved in dance. The top reasons respondents in B.C.

say they participate in dance are for enjoyment (89 per cent), exercise or fitness (74 per cent), and social connection (68 per cent). B.C. dance participants are more likely to cite social connection as a reason for their participation in dance, compared to the national average (61 per cent), understandable given the larger than average proportion in B.C. who participate with community groups and in social dance forms. Dance professionals in B.C. are more likely to say they are involved in dance for artistic expression and employment, whereas leisure dance participants are more likely to say enjoyment, exercise, and social connection are their top reasons.

Table 6.2.15: Top Five Reasons for Dance Involvement – National and B.C.

	National (n=8,124)	B.C. (n=1,885)
Enjoyment	88%	89%
Exercise or fitness	74%	74%
Social connection	61%	68%
Artistic expression	52%	50%
Community building/engagement	27%	33%

Respondents in B.C. are similar to the national average in their attendance of live dance performances. In an average year, B.C. respondents say they attend 7.3 live dance performances, which is on par with the 7.2 performances reported nationally.

In an open ended question, survey respondents were invited to describe “why dance is important to you, or how dance has made a difference in your life?”. Many survey respondents, leisure dance participants and dance professionals alike, said that dance provides them with the benefit of deeper social connections. Respondents say dance stimulates their mental and physical well-being and is a great source of joy, stress relief, and exercise. Many say that dance is a way to express themselves constructively and creatively. Many also feel that participating in dance has taught them life skills like discipline, cooperation, openness, drive, and perseverance.

“Dance is one of the best ways I know to release held up tension in the body as well as emotional baggage I do not need. It is a wonderful way to connect with others, and connect to my inner child and a playful way of being. It is a really fun way to stay fit. I always feel my mood is uplifted after having danced. “

–29 year old female leisure dance participant (ecstatic, contact improvisation, zumba)

“Dance has enabled me to maintain a high level of fitness and flexibility. It has given me a connection to my inner emotions that has helped me in many difficult personal situations. I now volunteer as a Dance Teacher at a Seniors' Activity Centre and I realize how much benefit these students are deriving from dance.”

–63 year old female leisure dance participant (tango, ballroom, contemporary)

f) Dance Professionals

As already described, 22 per cent of the sample described themselves as dance professionals or reported dance income in the form of professional fees or salaries. Dance professionals in the survey provided information about their income and hours of dance, as well as some background on their years of earning dance income and amount of formal dance training.

Dance professionals in the survey are involved in dance forms cutting across all categories of dance. The most popular forms of dance represented include contemporary and modern (59 per cent) and ballet (33 per cent), followed by interdisciplinary and circus (19 per cent), and health, wellness and sport (14 per cent). These are pursued at a rate that is more than double the figure for leisure dance participants. Dance professionals pursue ballroom and social, country dance and Canadian, European folk and period forms of dance at a much lower rate than found among leisure dance participants.

Among dance professionals in B.C., 80 per cent of those in the survey say that they have received dance training in a dance school or program prior to earning income. The average number of years of training is 9.3 years. Six in ten (59 per cent) say that they have received individualized training as an apprentice or with a mentor, elder or guru, reporting an average of 5.5 years of training. Since receiving that training the average number of years of earning dance income is 12.0 years.

Table 6.2.16: History of Dance Training and Income among Dance Professionals – National and B.C.

	National (n=2,197)	B.C. (n=415)
Percentage receiving dance training prior to earning dance income	79%	80%
Average number of years of training through dance school/program	9.5	9.3
Percentage receiving individualized training (e.g., apprenticeship, with mentor, elder, guru) prior to earning dance income	53%	59%
Average number of years of individualized training	5.7	5.5
Average number of years earning income from dance	11.7	12.0

Almost half of dance professionals responding from B.C. describe their primary role as teachers (46 per cent). Three in ten (31 per cent) are primarily dancers and 15 per cent are primarily choreographers.

Table 6.2.17: Primary Roles among Dance Professionals – National and B.C.

	National (n=2,197)	B.C. (n=415)
Teacher	47%	46%
Dancer	32%	31%
Choreographer	16%	15%

The average income earned among B.C. dance professionals in the survey is \$11,640 for their primary dance role, with another \$6,327 earned in other dance-related activities. Non-dance income is \$14,797.

Table 6.2.18: Average Income for Dance Professionals – National and B.C.

	National (n=2,197)	B.C. (n=415)
Average income in primary dance role	\$11,207	\$11,640
Average income in other dance activities	\$6,254	\$6,327
Average income in non-dance activities	\$15,695	\$14,797

B.C. dance professionals in the survey report an average of 12.8 paid hours per week of activity in their primary dance role, and 20 hours of combined paid and unpaid time. The number of unpaid hours spent in the primary dance role is higher in B.C. than found across the country on average. In other dance activity this is 7.8 paid hours (14.4 combined with unpaid). Hours in non-dance activity is 21.2.

Table 6.2.19: Average Hours among Dance Professionals – National and B.C.

	National (n=2,197)		B.C. (n=415)	
	Paid	Paid and Unpaid Hours Combined	Paid	Paid and Unpaid Hours Combined
Average hours per week in primary dance role	11.4	15.5	12.8	20
Average hours per week in other dance activities	8.0	11.8	7.8	14.4
Average hours per week in non-dance activities	21.2	21.2 ²⁴	21.2	21.2
Total hours per week	40.6	48.5	41.8	55.6
Percentage spent in dance	48%	56%	49%	62%

²⁴ Respondents were not asked about unpaid time in their non-dance employment activities.