

## 6.5 ONTARIO

Just over one in three survey respondents (36 per cent) reside in Ontario (n=2,931). Given that respondents of this province make up by far the largest concentration, it is not surprising that the profile of Ontario is largely in line with the national survey sample, as it is the primary contributor to the overall results.

### a) Demographic Snapshot

Just over one in five Ontario respondents in the survey is male (22 per cent) which is the same as the proportion of men responding to the survey nationally. The average age of respondents in Ontario is also on par with the national results at 44.7 years compared to 43 years Canada-wide.

**Table 6.3.1: Age and Gender of Respondents – National and Ontario**

	National (n=8,124)	Ontario (n=2,931)
<b>Gender</b>		
Men	21%	22%
Women	77%	77%
<b>Age</b>		
16-17 years	3%	3%
18-24 years	15%	14%
25-34 years	20%	19%
35-54 years	23%	21%
55-64 years	16%	17%
65 years or older	15%	18%
<b>Mean Age</b>	43.0	44.7

The educational profile in Ontario shows six in ten having completed a university level of education and another 17 per cent having completed college as their highest level of education. Just over one-third (36 per cent) do not have any post-secondary education.

**Table 6.3.2: Respondents' Highest Level of Education Completed – National and Ontario**

<b>Employment</b>	<b>National (n=8,124)</b>	<b>Ontario (n=2,931)</b>
Some high school	4%	4%
High school	15%	15%
College, trade/apprenticeship	20%	17%
University (Undergraduate)	32%	31%
University (Graduate)	27%	30%
Prefer not to say	2%	2%

As with the national sample, one-third of respondents in Ontario work 30 hours or more per week year round, 15 per cent are self-employed, and 13 per cent are students. Just over one in five (22 per cent) report a household income that is below \$40,000. Another 23 per cent cite incomes of \$40,000 to \$80,000, and 26 per cent said the household makes \$80,000 or more, reflecting the national distribution of income reported in the survey.

**Table 6.3.3: Employment Status and Income of Respondents – National and Ontario**

	<b>Overall (n=8,124)</b>	<b>Ontario (n=2,931)</b>
<b>Employment</b>		
Employed 30 hours or more per week year round	34%	33%
Employed less than 30 hours per week year round	8%	8%
Seasonally employed	2%	2%
Self-employed	15%	15%
Unemployed and looking for work	2%	2%
Full-time student	15%	13%
Retired	18%	21%
Other	4%	3%
Prefer not to say	2%	2%
<b>Gross Household Income for 2012</b>		
Under \$19,999	12%	9%
\$20,000 to \$39,999	15%	13%
\$40,000 to \$59,999	13%	13%
\$60,000 to \$79,999	12%	10%
\$80,000 to \$99,999	8%	9%
\$100,000 or more	14%	17%
Don't know / Prefer not to say	27%	28%

## 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.<sup>28</sup> Ontario participants in the survey reported involvement in a wide variety of dance forms. Dance forms categorized as contemporary and modern are practiced by the largest proportion of participants (33 per cent). This is followed by one in four practising ballroom and social or European traditional folk categories of dance (23 per cent). Ballet is practised by 19 per cent, and 17 per cent are involved in some form of country dance and Canadian. These proportions are reflective of the national distribution of the survey.

**Table 6.3.4: Top Dance Types in Ontario, Compared to National**

	<b>National (n=8,124)</b>	<b>Ontario (n=2,931)</b>
Contemporary and modern	34%	33%
Ballroom and social	26%	25%
European traditional and folk	21%	23%
Ballet	19%	19%
Country dance and Canadian	16%	17%

## c) Intensity of Involvement in Dance

Intensity of involvement in dance among Ontario respondents is similar to that found nationally. Four in ten survey respondents in Ontario (41 per cent) participate in four or more dance forms. They participate in dance 9.5 hours per week on average. Respondents in Ontario have been involved in dance for an average of 19.1 years, which is on par with the national average (18.8 years). Even the youngest dance participants (under 18) recorded nine years of dance history pointing to the early age at which most respondents became involved in dance.

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<sup>28</sup> 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 6.3.5: Intensity of Dance Involvement – National and Ontario**

	<b>National (n=8,124)</b>	<b>Ontario (n=2,931)</b>
Number of Dance Forms		
One	20%	21%
Two	15%	13%
Three	25%	25%
Four or more	40%	41%
Average hours danced per week	9.5	9.5
Average number of years in dance	18.8	19.1

#### **d) Type of Involvement in Dance**

In line with the national sample overall, one in four members of the Ontario sample identify themselves as dance professionals or report income from professional salaries or fees (26 per cent). Leisure dance participants who earn no income from dance make up 68 per cent of Ontario respondents. While not considered professionals, a small proportion of leisure dance participant report some money received from their involvement in dance, often from cash prizes or awards.

**Table 6.3.6: Dance Professionals and Leisure Dance Participants – National and Ontario**

<b>Status</b>	<b>National (n=8,124)</b>	<b>Ontario (n=2,931)</b>
Dance professional	27%	26%
Not professional, but receive some income from dance	6%	6%
Not professional and receive no dance income	67%	68%

Contemporary and modern and ballet categories of dance are far more frequently pursued among dance professionals in the Ontario sample, as is also the case nationally. Ballroom and social, and European traditional and folk categories of dance are the most frequently practiced by leisure dance participants. Some form of country dance and Canadian dance is also commonly practised by leisure dance participants, considerably more so than pursued by dance professionals.

**Table 6.3.7: Dance Professionals and Leisure Dance Participants in Ontario across Most Common Types of Dance**

Dance Category	Leisure Dance Participant (n=2,165)	Dance Professional (n=766)
Contemporary and modern	23%	60%
Ballroom and social	30%	10%
Ballet	15%	32%
Urban / street	18%	14%
European traditional and folk	27%	13%
Country dance and Canadian	21%	5%

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). Just over half (54 per cent) of respondents from Ontario say they perform for an audience or compete in one or more of their dance forms. As is the case nationally, they most frequently perform at festivals or special events (79 per cent) or at community events (76 per cent). Six in ten point to performing arts halls or facilities, which is marginally lower than found at the national level. Performances in schools or competitions are described by one in three survey respondents. One in four participants in Ontario performs in television recorded performances in one or more of their dance forms and another 17 per cent say that they perform in restaurants, theme parks, cruise ships or other venues.

**Table 6.3.8: Proportion who Perform/Compete and Where they Perform – National and Ontario**

	<b>National (n=8,124)</b>	<b>Ontario (n=2,931)</b>
% who perform/compete	58%	54%
Opportunities for Performing/Competing (of those who perform)		
Festivals or special events	79%	79%
Community events	71%	76%
Performances presented in performing arts hall or facility	66%	61%
Schools	36%	39%
Competitions	32%	34%
Performances recorded for television	21%	25%
Restaurants, theme parks, cruise ships, etc	17%	17%

In addition to performing (and/or competing), the majority of respondents in Ontario (79 per cent) say they are involved in dance through a group, reflecting the national average. Just under half (45 per cent) of those involved in dance participate through choreography, creating, or devising dance. Almost half (44 per cent) teach dance.

**Table 6.3.9: Non-performance Ways Respondents are Involved in Dance – National and Ontario**

	<b>National (n=8,124)</b>	<b>Ontario (n=2,931)</b>
Dance with a group	78%	79%
Choreograph, create, or devise dance	46%	45%
Teach dance	44%	44%

The table below shows the proportions of respondents from Ontario who teach, dance with a group, and choreograph, devise, or create dance across the most common dance forms. Among people participating in some form of contemporary and modern dance in Ontario, between 72 and 75 per cent are dancing with a group, and/or choreographing. There is a fairly similar pattern of intensity among those involved in a form of urban/street dance. Among those involved in dance forms within the categories of ballroom and social, European traditional and folk, and/or country dance and Canadian, high proportions (92 to 76 per cent) dance with a group, but relatively few choreograph (17 to 33 per cent). For respondents pursuing ballet, two in three dance with a group and/or choreograph. Within ballet and contemporary and modern forms of dance, as well as urban/street dance about six in ten (58 to 65 per cent) are involved in teaching. Those involved in the other categories of dance are much less likely to do so (22 to 37 per cent).

**Table 6.3.10: Non-performance Ways Respondents are Involved in Dance in Ontario Across Most Common Types of Dance**

Dance Category	Teach	Dance with a Group	Choreograph, Create, Devise
Contemporary and modern	65%	75%	72%
Ballroom and social	30%	76%	24%
Ballet	62%	66%	68%
Urban / street	58%	79%	68%
European traditional and folk	37%	87%	33%
Country dance and Canadian	22%	92%	17%

Survey respondents were asked to indicate whether they participate with a performing company, troupe or crew<sup>29</sup>, a dance school or studio, a community group, dance club or association, or some other group, in one of their dance forms. As with the national sample, the majority of respondents in Ontario participate in dance through a school or studio (69 per cent). Just over half (55 per cent) participates through a community group, dance club, or association, and one in three participate with a performing troupe, crew or company, reflecting the national average.

**Table 6.3.11: How Respondents Participate – National and Ontario**

	National (n=8,124)	Ontario (n=2,931)
Community group, dance club or association	65%	69%
Dance school or studio	57%	55%
Performing company, troupe or crew	33%	30%

The next table shows the proportions of Ontario respondents that participate with performing companies, dance schools, and community groups across the most commonly pursued styles of dance. Participation with a dance school or studio is quite common for those pursuing ballet and contemporary and modern categories of dance, and to a lesser degree, ballroom and social forms of dance. Performing company, troupe, or crew is also found among half of those involved in contemporary and modern forms. The urban/ street category of dance is often pursued in a troupe or crew, but equally likely to be in a dance school or community group/association. Dance forms classified as European traditional and folk, as well as country dance and Canadian are considerably more likely to be pursued in a community group, dance club, or association than in a dance school or in a company or crew. Some form of ballroom and social dance are also often pursued in the community, although (as already cited) many also dance with a school or studio.

<sup>29</sup> Crew is a term used for a group of street dance or hip hop dancers who usually compete ('battle') and perform together.

**Table 6.3.12: How Respondents in Ontario 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	50%	77%	49%
Ballroom and social	17%	60%	81%
Ballet	39%	90%	40%
Urban / street	51%	51%	60%
European traditional and folk	21%	21%	82%
Country dance and Canadian	10%	17%	92%

Reflecting the national average, one in three Ontario respondents in the survey (32 per cent) receive money for their participation in one or more forms of dance, as found nationally. The majority of these people also receive occasional honoraria or fees (70 per cent) and many receive professional fees or salaries (56 per cent) for participation in their dance form(s). A much smaller proportion receive grants (18 per cent) and cash prizes or awards (18 per cent). Fees and honoraria are particularly prevalent in Ontario relative to the national occurrence in the sample. The average amount received by leisure dance participants in Ontario (\$796 last year) is on par with the national average received (\$730).

**Table 6.3.13: Proportion who Receive Money from Dance and Type of Income – National and Ontario**

	National (n=8,124)	Ontario (n=2,931)
% receive money for dance	33%	32%
Type of income		
Professional fees or salaries	67%	70%
Occasional honoraria or fees	60%	56%
Grants to individuals	21%	18%
Cash prizes and awards	16%	18%
Average amount (Leisure dance participants only)	\$730	\$796

## e) Background and Reasons for Dance

Six in ten respondents in Ontario have learned a form of dance through recreational or community dance groups/clubs (60 per cent). About the same proportion have learned one or more of their dance forms through a dance school or studio (58 per cent) as is the case nation-wide. Other common



methods of learning among respondents in Ontario are through self-teaching (30 per cent), one-on-one instruction (27 per cent), and post-secondary education (21 per cent).

**Table 6.3.14: Methods of Learning Dance – National and Ontario**

	<b>National (n=8,124)</b>	<b>Ontario (n=2,931)</b>
Dance school, studio, or academy	60%	58%
Recreational or community dance group or dance club	58%	60%
Self-taught	30%	30%
One-on-one instruction	28%	27%
Post-secondary college or university	23%	21%
Elementary and/or secondary school curriculum	11%	13%

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 Ontario say they participate in dance are enjoyment (89 per cent), exercise or fitness (75 per cent), and social connection (62 per cent), reflecting the national results. Artistic expression was also cited by half of respondents (49 per cent) as a key reason for their involvement.

**Table 6.3.15: Top Four Reasons for Involvement in Dance – National and Ontario**

	<b>National (n=8,124)</b>	<b>Ontario (n=2,931)</b>
Enjoyment	88%	89%
Exercise or fitness	74%	75%
Social connection	61%	62%
Artistic expression	52%	49%

Respondents in Ontario are similar to the national average in their attendance of live dance performances. In an average year, Ontario respondents say they attend 7.1 live dance performances, compared to 7.2 performances for respondents 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 my way of self expression. I do it all the time. On the trains, buses, bus stop, when no one is watching, for an audience, I’m always dancing! It’s my passion...I use it to channel my emotions and just to bring joy to those around me. I wish I could dance more here in Canada.”*  
–27 year old female dance professional (dancehall, Afro-Caribbean, contemporary)

*“Dance has given me a second family, an indescribable support system, and an outlet for my negative emotions.”*  
–18 year old female leisure dance participant (Irish step)

## f) Dance Professionals

As previously described, 26 per cent of the sample described themselves as dance professionals or reported dance income in the form of professional fees or salaries. This definition is used to identify “dance professionals”<sup>30</sup> throughout the report. 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 the amount of formal dance training.

Dance professionals in the survey are involved in dance forms cutting across all categories of dance. The most popular styles of dance represented include contemporary and modern (60 per cent) and ballet (32 per cent), followed by interdisciplinary and circus (16 per cent), health and wellness (15 per cent) and urban/street (14 per cent). These are pursued at a rate that is more than double the average 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 Ontario, 82 per cent of those in the survey say that they have received training through a dance school or program prior to earning income. The average number of years of training is 10.3 years. Since receiving that training the average number of years of earning dance income is 11.1 years, reflecting the national picture overall. Individual training through an apprenticeship or with a mentor, elder or guru prior to earning dance income is reported by just over half of dance professionals in the Ontario sample (52 per cent), which reflects the national average. The average number of years of individual training is 6.1, which is also similar, if marginally longer than the national average.

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<sup>30</sup> It should be noted that this is not the definition of professional artists used by the Canada Council for the Arts or Ontario Arts Council in funding/policy decisions.

**Table 6.3.16: History of Dance Training and Income among Dance Professionals – National and Ontario**

	<b>National (n=2,197)</b>	<b>Ontario (n=428)</b>
Percentage receiving dance training through school/program prior to earning dance income	79%	82%
Average number of years of training in a school program	9.5	10.3
Percentage receiving individualized training(e.g., apprenticeship, with mentor, elder, guru) prior to earning dance income	53%	52%
Average number of years of individual training	5.7	6.1
Average years of earning dance income	11.7	11.1

In order to report average income and hours of work in dance and non-dance activities, dance professionals were first asked to indicate their primary role in dance, defined as the role they most identify with, rather than the role they have pursued for the longest, or most intensively. Just under half of dance professionals responding from Ontario describe their primary role as a teacher (47 per cent). One in three is primarily a dancer (32 per cent) and one in six (14 per cent) a choreographer.

**Table 6.3.17: Primary Roles among Dance Professionals – National and Ontario**

	<b>National (n=2,197)</b>	<b>Ontario (n=428)</b>
Teacher	47%	47%
Dancer	32%	32%
Choreographer	16%	14%

The average income earned among dance professionals responding from Ontario is \$11,955 for their primary dance role, with another \$6,549 earned in other dance-related activities. Income from the primary role varies considerably, however, based on the role. Those primarily involved as dancers report only about \$6,400 of income on average, whereas this is roughly \$11,200 among choreographers and \$15,100 among teachers. This pattern is reflected in the national results. Non-dance income is \$15,771, which is on par with the overall income found nationally.

**Table 6.3.18: Average Income for Dance Professionals – National and Ontario**

	<b>National (n=2,197)</b>	<b>Ontario (n=428)</b>
Average income in primary dance role	\$11,207	\$11,955
Average income in other dance activities	\$6,254	\$6,549
Average income in non-dance activities	\$15,695	\$15,771

In terms of hours spent, Ontario dance professionals in the survey report an average of 11.0 paid hours per week spent in their primary dance role. This rises to 17.9 when combined with unpaid hours. The number of unpaid hours spent in the primary dance role is slightly higher in Ontario than the national survey average. In other dance activity this is 8.6 paid hours (14.6 combined with unpaid). Average hours in non-dance activity is 21.3, representing 40 per cent of all hours spent each week.

**Table 6.3.19: Average Hours among Dance Professionals – National and Ontario**

	<b>National (n=2,197)</b>		<b>Ontario (n=428)</b>	
	<b>Paid</b>	<b>Paid and Unpaid Hours Combined</b>	<b>Paid</b>	<b>Paid and Unpaid Hours Combined</b>
Average hours per week in primary dance role	11.4	15.5	11.0	17.9
Average hours per week in other dance activities	8.0	11.8	8.6	14.6
Average hours per week in non-dance activities	21.2	21.2 <sup>31</sup>	21.3	21.3
Total hours per week	40.6	48.5	40.9	53.8
Percentage spent in dance	48%	56%	48%	60%

<sup>31</sup> Unpaid hours not asked for employment outside of dance.