

## 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



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

THERE ARE

# 50%

MORE ADULT CHORAL  
SINGERS THAN  
HOCKEY PLAYERS

# A VERY CHORAL CANADA

## 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



28% School Choirs

9% Community Choirs

63% Church Choirs



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

Sources: Survey of 2,000 Canadians 18 or older; Random sample of churches and schools; Survey of 861 Canadian choral organizations (all in 2017).  
Hockey: Canadian Youth Sports Report, Solutions Research Group, 2014 and General Social Survey, Statistics Canada, 2010.