

Canadians' Arts, Culture and Heritage Activities in 2010



10TH SEASON!
10^E SAISON!

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Executive Summary

Canadians' Arts, Culture and Heritage Activities in 2010, the 36th report in the *Statistical Insights on the Arts* series from Hill Strategies Research, provides insights into the number and percentage of Canadians 15 or older who, in 2010:

- Attended live performances;
- Visited art galleries and other museums;
- Visited historic sites and other heritage organizations;
- Read a newspaper, magazine or book;
- Watched movies or videos; or
- Listened to recorded music.

The report summarizes data on participation in arts, culture and heritage activities during the 12 months prior to the survey, including information about the frequency of participation. Where comparable data are available, trends in participation between 1992 and 2010 are also highlighted. The data are drawn from Statistics Canada's General Social Surveys of 1992, 1998, 2005 and 2010, in-depth telephone surveys of Canadians 15 years of age or older.¹

Canadians' participation in arts, culture and heritage activities reached record levels in 2010

The percentage of Canadians participating in most of the 18 activities measured in the report – including art galleries, museums, festivals, historic sites, book reading, and more – reached record levels in 2010, higher than in 1992, 1998 and 2005, when this type of survey was also conducted.

The report also shows that, for many activities, there was a substantial *recent* increase in participation (i.e., between 2005 and 2010).

This means that a broader range of Canadians participated in arts, culture and heritage activities in 2010 than in prior survey years. However, this does not necessarily mean that arts, culture and heritage organizations are achieving record attendance levels, as the survey questions regarding frequency of participation are not specific enough to calculate overall attendance. In addition, the increase in attendance may be spread over a larger number of arts, culture and heritage organizations in 2010 than in 1992.

¹ The number of respondents to the cultural questions was 9,815 in 1992, 10,749 in 1998, 9,851 in 2005 and 7,502 in 2010.

All Canadians participated in an arts, culture or heritage activity in 2010

In 2010, all Canadians 15 or older (99.7%, or 28.0 million people) participated in at least one of the 18 arts, culture or heritage activities. Because of changes in the survey wording over time, trends in overall participation rates cannot be calculated between 1992 and 2010.

Other key groupings of the participation data show that:

- 47.8% of Canadians 15 or older visited a museum in 2010.
- 72.4% attended a performing arts event or a cultural festival in 2010.
- 73.8% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks) in 2010.
- 97.5% read a newspaper, magazine or book in 2010.
- 87.2% watched a movie or a video in 2010.
- 86.7% listened to downloaded music or music on CDs in 2010.

Art galleries and other museums

Nearly one-half of Canadians 15 or older (47.8%, or 13.4 million people) visited a museum (including public art galleries) in 2010.

Just over one-third of Canadians 15 or older (35.7%, or 10.0 million people) visited a public art gallery or art museum, including attendance at special art exhibits. A slightly smaller percentage of Canadians (32.7%) visited a museum other than a public art gallery or art museum (9.2 million people).

The percentage of Canadians visiting a museum remained relatively stable between 1992 and 2005 (32.7% in 1992, 32.3% in 1998 and 35.2% in 2005), and then increased significantly to 47.8% in 2010.

Between 1992 and 2010, there was a strong and consistent increase in art gallery visits. In fact, the overall rate of gallery visits increased in every time period: 19.6% in 1992, 24.0% in 1998, 26.7% in 2005, and 35.7% in 2010.

Performing arts and cultural festivals

In 2010, 60.4% of Canadians 15 or older attended at least one theatre, popular music, or classical music performance in 2010 (16.9 million people):

- 44.3% of Canadians 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (12.4 million Canadians);
- 39.4% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (11.1 million people); and
- 12.6% attended a symphonic or classical music performance (3.5 million people).

Given changes in the questionnaire, the theatre, pop music and classical music attendance statistics in 2010 are not comparable to previous years' data.

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, nearly one-half of Canadians 15 or older (47.9%, or 13.5 million people) attended a cultural festival or other performing arts event:

- 37.2% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (10.4 million people);
- 23.0% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (6.5 million Canadians); and
- 17.6% attended another kind of cultural performance (4.9 million people).

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in the three subsequent survey years. There was very little change in the percentage of Canadians attending a cultural festival between 1998 (24.6%) and 2005 (23.7%). More recently, the percentage of Canadians attending a cultural festival increased substantially, from 23.7% in 2005 to 37.2% in 2010.

The percentage of Canadians attending a cultural or heritage performance increased from 11.8% in 1992 to 15.0% in 1998, remained stable in 2005 (15.1%), and increased substantially in 2010 (23.0%).

Unlike prior survey years, the 2005 and 2010 General Social Surveys did not contain specific questions about other performing arts disciplines, such as dance or opera. The 2010 survey also did not include any questions about participatory arts activities, such as painting, making crafts, playing music, acting, or dancing.

Heritage activities

Almost three-quarters of Canadians (73.8%) 15 years of age or older, or 20.7 million people, visited at least one of the following types of heritage venues in 2010:

- 45.7% of the population 15 or older visited an historic site (12.8 million people);
- 42.3% visited a zoo, aquarium, botanical garden, planetarium or observatory (11.9 million Canadians); and
- 57.9% visited a conservation area or nature park (16.3 million people).

Between 1992 and 2010, there was a significant increase in the percentage of Canadians visiting an historic site, from 27.1% in 1992 to 45.7% in 2010.

After decreasing slightly between 1992 and 2005, the percentage of Canadians visiting a zoo, aquarium, botanical garden, planetarium or observatory increased in 2010. The percentage of Canadians visiting these locations was 35.7% in 1992, 35.0% in 1998, 33.5% in 2005, and 42.3% in 2010.

Between 1992 and 2005, the percentage of Canadians visiting a conservation area or nature park changed very little. There was a slight increase between 1992 (46.7%) and 1998 (48.9%), followed by a slight decrease to 45.9% in 2005. In 2010, however, there was a substantial increase in visits to conservation areas or nature parks (57.9%).

Reading

Respondents were asked whether they had, as a leisure activity (not for paid work or studies), read a newspaper, a magazine or a book in the 12 months preceding the survey. A total of 97.5% read at least one newspaper, magazine or book during the year (27.4 million people):

- 86.4% of the population 15 or older read a newspaper (24.3 million people);
- 82.0% read a magazine (23.0 million Canadians); and
- 75.7% read at least one book (21.3 million Canadians).

Between 1992 and 2010, the rate of book reading increased, while magazine reading remained fairly stable and newspaper reading decreased:

- The rate of book reading remained almost exactly the same in the first three survey years, with two-thirds of the population reading at least one book in 1992, 1998 and 2005. In 2010, however, the percentage of the population reading at least one book increased to 75.7%.
- The overall rate of magazine reading was at essentially the same level in 2010 (82.0%) as in 1992 (80.8%).
- Newspaper reading decreased from 93.2% in 1992 to 88.7% in 1998, to 86.7% in 2005, and then remained stable in 2010 (86.4%).

Movies and videos

A substantial majority of Canadians (87.2%, or 24.5 million people) visited a movie theatre or watched a video in 2010:

- 67.9% of the population 15 or older went to a movie or drive-in (19.1 million people); and
- 79.1% watched a video (22.2 million Canadians).

Both movie going and video watching increased in popularity between 1992 and 2010. Movie going increased sharply from 49.2% in 1992 to 64.1% in 1998 and then decreased somewhat to 61.0% in 2005 before increasing again to 67.9% in 2010.

The overall rate of video watching increased from 71.8% in 1992 to 79.1% in 1998 and then remained relatively stable (78.6% in 2005 and 79.1% in 2010).

Music

Respondents were asked whether they had listened to downloaded music and to music on CDs (or other recorded formats) in the 12 months preceding the survey. The vast majority of Canadians (86.7%, or 24.3 million people) listened to music in at least one of these ways in 2010:

- 75.8% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (21.3 million people);
- 50.9% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (14.3 million Canadians); and
- 40.0% listened to music in both of these ways in 2010 (11.2 million people).

Between 1992 and 2010, there was a decrease in the percentage of Canadians listening to music on CDs and other formats. The overall percentage of Canadians listening to music on CDs decreased from 81.7% in 1992 to 75.8% in 2010.

The question regarding listening to downloaded music was not asked in 1992 or 1998. Between 2005 and 2010, the percentage of Canadians listening to downloaded music increased substantially, from 28.6% to 50.9%.

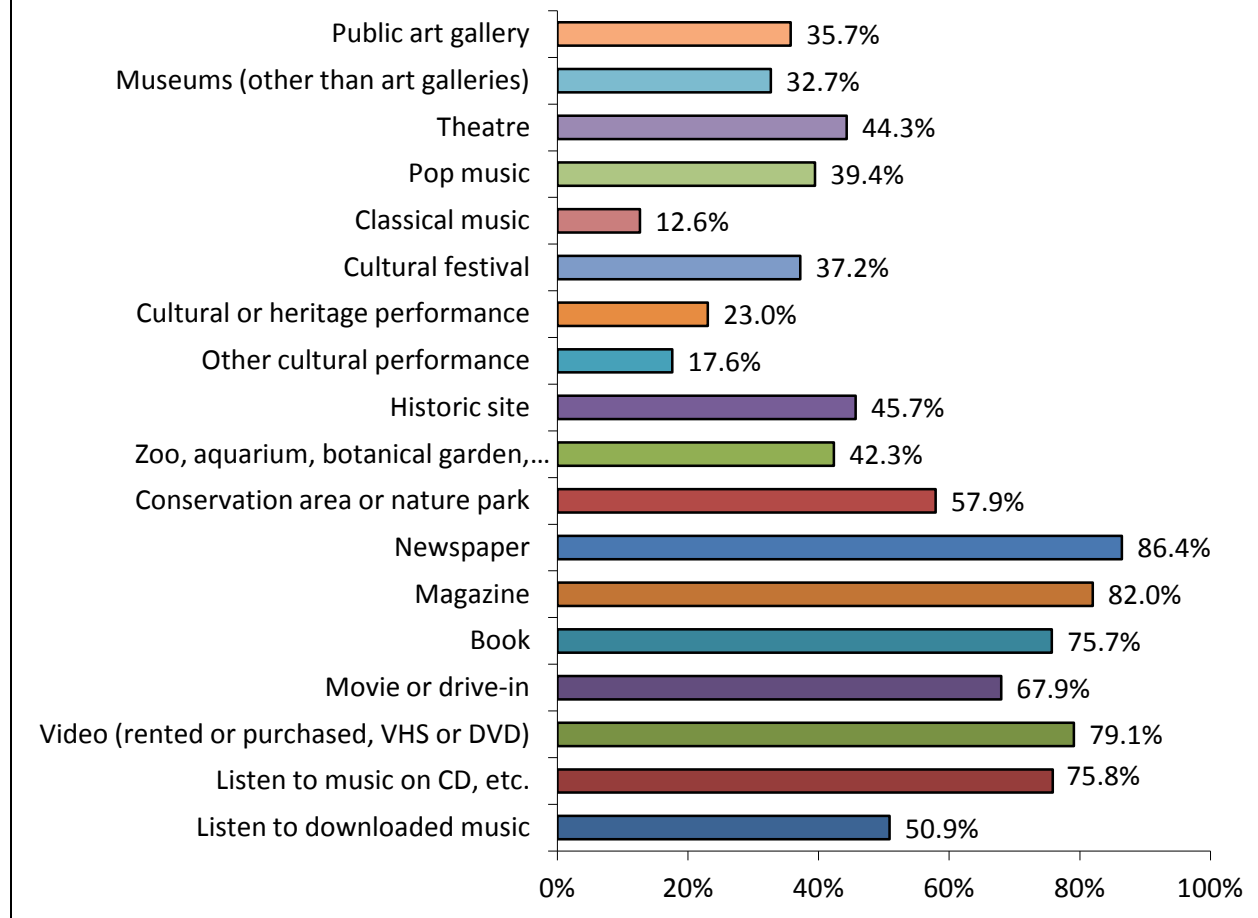
All 18 arts, culture and heritage activities

The chart on the following page provides a visual overview of the participation rates in each of the 18 arts, culture and heritage activities in 2010.

Canadians' arts, culture and heritage activities in 2010

Percentage of Canadians 15 or older participating at least once during the year.

Source: General Social Survey, 2010.



Subsequent reports in the *Statistical Insights on the Arts* series will examine provincial data and factors in arts and culture participation.

Section 1: Introduction

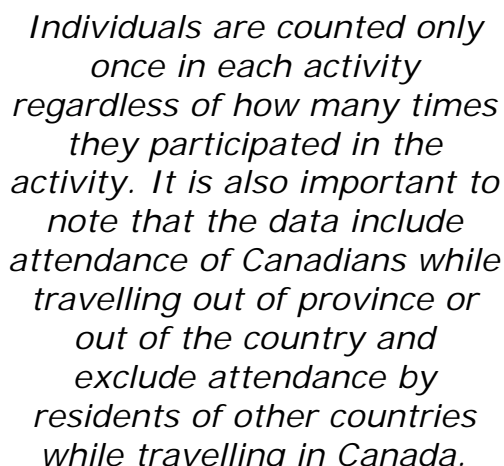
This report provides insights into the number and percentage of Canadians 15 or older who, in 2010:

- Attended live performances;
- Visited art galleries and other museums;
- Visited historic sites and other heritage organizations;
- Read a newspaper, magazine or book;
- Watched movies or videos; or
- Listened to recorded music.

The report summarizes data on participation in arts, culture and heritage activities during the 12 months prior to the survey, including information about the frequency of participation. Where comparable data are available, trends in participation between 1992 and 2010 are also highlighted. The data are drawn from Statistics Canada's General Social Surveys of 1992, 1998, 2005 and 2010, in-depth telephone surveys of Canadians 15 years of age or older.²

The 2010 General Social Survey asked Canadians about 18 different arts, culture and heritage activities:

- Visiting a **public art gallery** or art museum (including attendance at special art exhibits)
- Visiting **museums other than public art galleries** or art museums
- Attending a **theatrical performance** such as drama, musical theatre, dinner theatre, comedy
- Attending a **popular musical performance** such as pop, rock, jazz, blues, folk, country and western
- Attending a symphonic or **classical music performance**
- Attending a **cultural or artistic festival** (such as film, fringe, dance, jazz, folk, rock, buskers or comedy)



Individuals are counted only once in each activity regardless of how many times they participated in the activity. It is also important to note that the data include attendance of Canadians while travelling out of province or out of the country and exclude attendance by residents of other countries while travelling in Canada.

² The number of respondents to the cultural questions was 9,815 in 1992, 10,749 in 1998, 9,851 in 2005 and 7,502 in 2010. The analysis of the 2010 data in this report is based on the Statistics Canada General Social Survey (GSS) Time Use – Cycle 24 Public Use Microdata File, 2010. All computations, use and interpretation of these data are entirely that of Hill Strategies Research.

- Attending a performance of **cultural or heritage music, theatre or dance** (e.g. Aboriginal Peoples, Chinese, Ukrainian)
- Attending any **other kind of cultural performance**
- Visiting an **historic site**
- Visiting a **zoo, aquarium, botanical garden, planetarium or observatory**
- Visiting a **conservation area or nature park**
- Reading a **newspaper**
- Reading a **magazine**
- Reading a **book**
- Going to a **movie** or drive-in
- Watching a **video**
- Listening to **downloaded music** on a computer, MP3 player, etc.
- Listening to **music on CDs**, cassette tapes, DVD audio discs, records, etc.

The General Social Survey did not include any detailed questions regarding, for example, the types of performances attended, exhibitions visited or books read. Unlike prior survey years, the 2005 and 2010 General Social Surveys did not contain specific questions about other performing arts disciplines, such as dance or opera. The 2010 survey also did not include any questions about participatory arts activities, such as painting, making crafts, playing music, acting, or dancing.

Individuals are counted only once in each activity regardless of how many times they participated in the activity. It is also important to note that the data include attendance of Canadians while travelling out of province or out of the country and exclude attendance by residents of other countries while travelling in Canada. This would mean, for example, that the data on art gallery visitors represent the number of Canadians who visited at least one art gallery (anywhere) during the survey year, not the total visits made to Canadian art galleries.

All of the statistics in this report have been adjusted for non-response. This means that, in all four survey years, responses of “don’t know” or “not stated” are excluded from the results. The implicit assumption is that those who did not respond or who hung up before completing the survey participated in cultural and heritage activities in the same proportion as those who did respond.

All of the statistics in this report have relatively low statistical variations and therefore high statistical reliability. For example, the art gallery attendance estimate of 35.7% could vary by a maximum of 1.5 percentage points, 19 times out of 20.

Subsequent reports in the *Statistical Insights on the Arts* series will examine provincial data and factors in arts and culture participation.

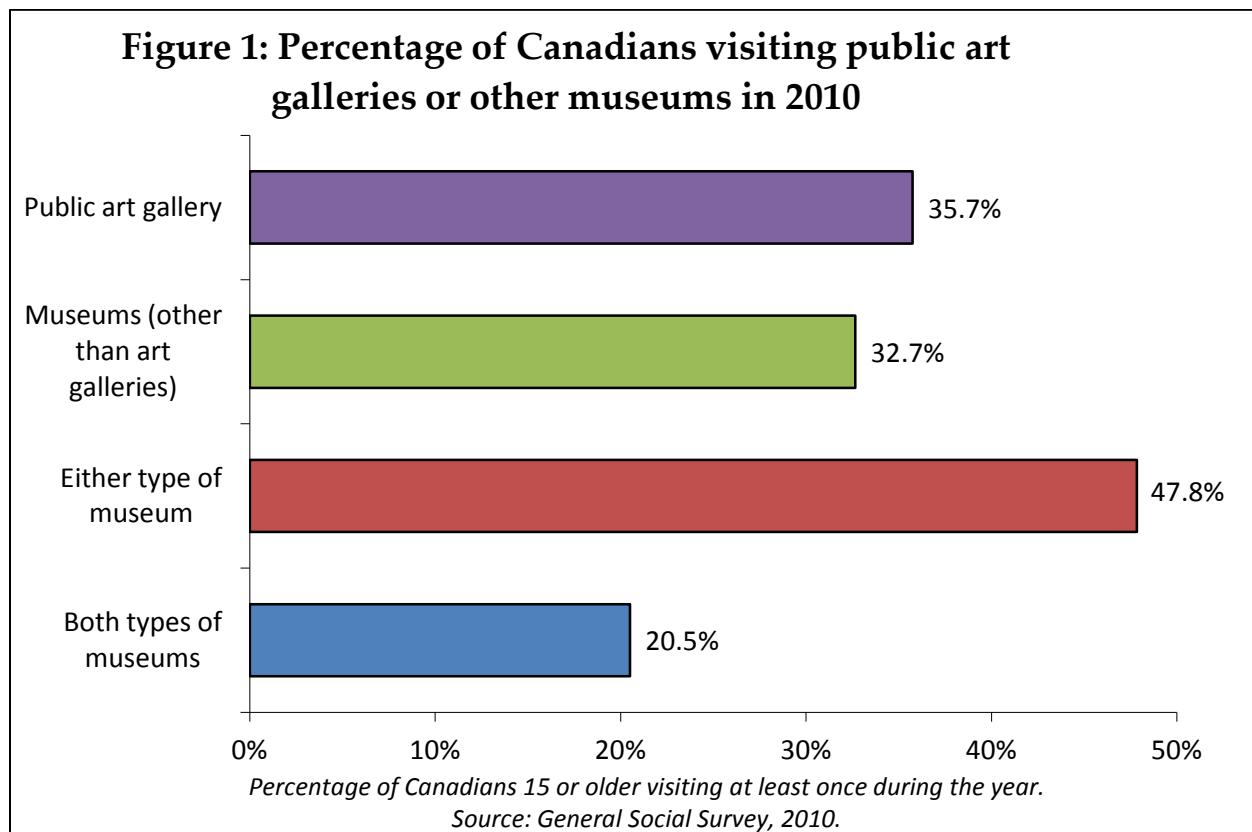
The remainder of the report is organized into sections by type of activity:

- [Art galleries and other museums](#)
- [Performing arts and cultural festivals](#)
- [Heritage activities](#)
- [Reading](#)
- [Movies and videos](#)
- [Listening to recorded music](#)
- [All 18 arts, culture and heritage activities](#)

Section 2: Art galleries and other museums

Figure 1 shows that, in 2010, 35.7% of Canadians 15 years of age or older visited a public art gallery or art museum, including attendance at special art exhibits. This represents 10.0 million Canadians visiting an art gallery during the year. A slightly smaller percentage of Canadians (32.7%) visited a museum other than a public art gallery (9.2 million people).³

Almost one-half of Canadians (47.8%), or 13.4 million people, visited either an art gallery or another type of museum in 2010, while 20.5% visited both types of museums in 2010 (5.8 million people).



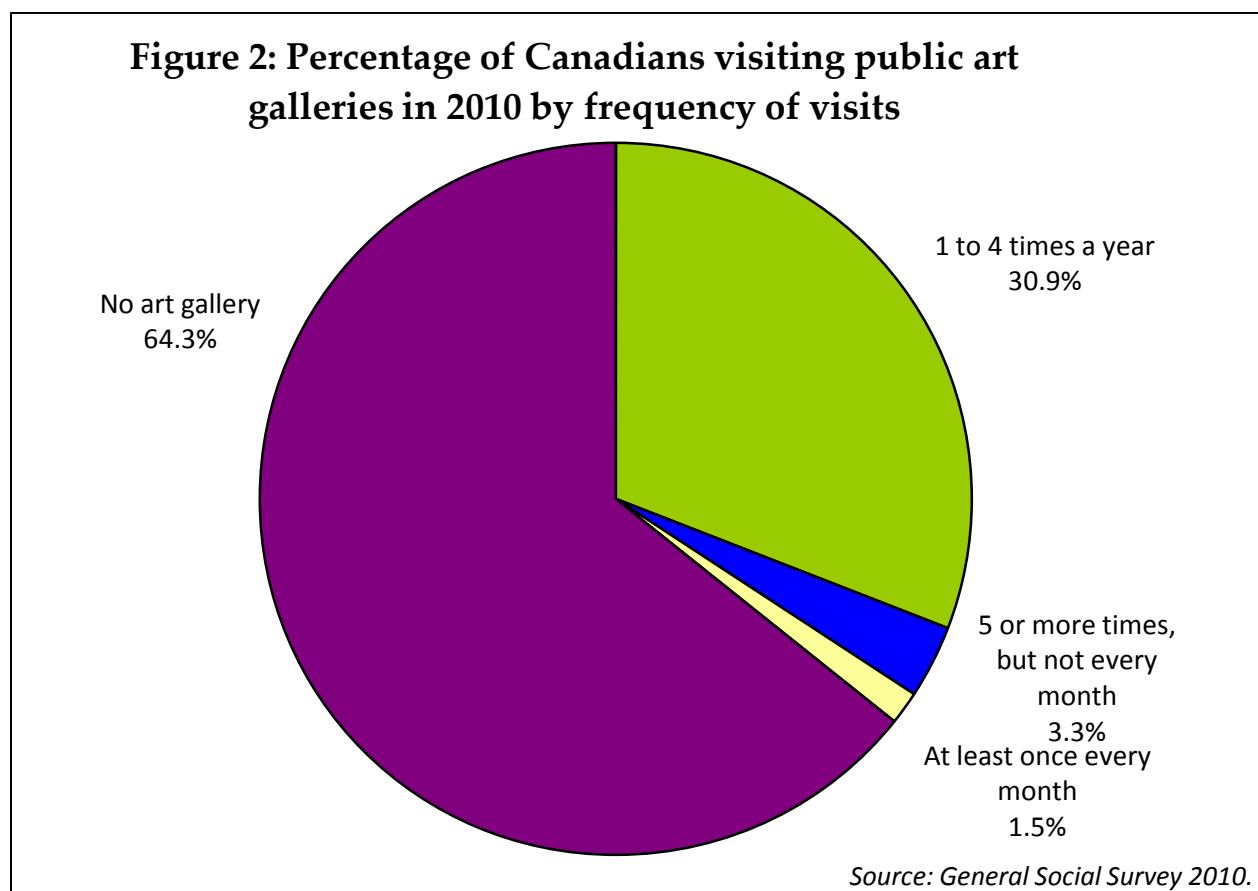
³ The questions were phrased as follows: During the past 12 months, how often did you go to a public art gallery or art museum (including attendance at special art exhibits)?; and During the past 12 months, how often did you visit museums other than public art galleries or art museums?

Frequency of art gallery and other museum visits

Respondents were asked about the frequency of their art gallery and other museum visits.

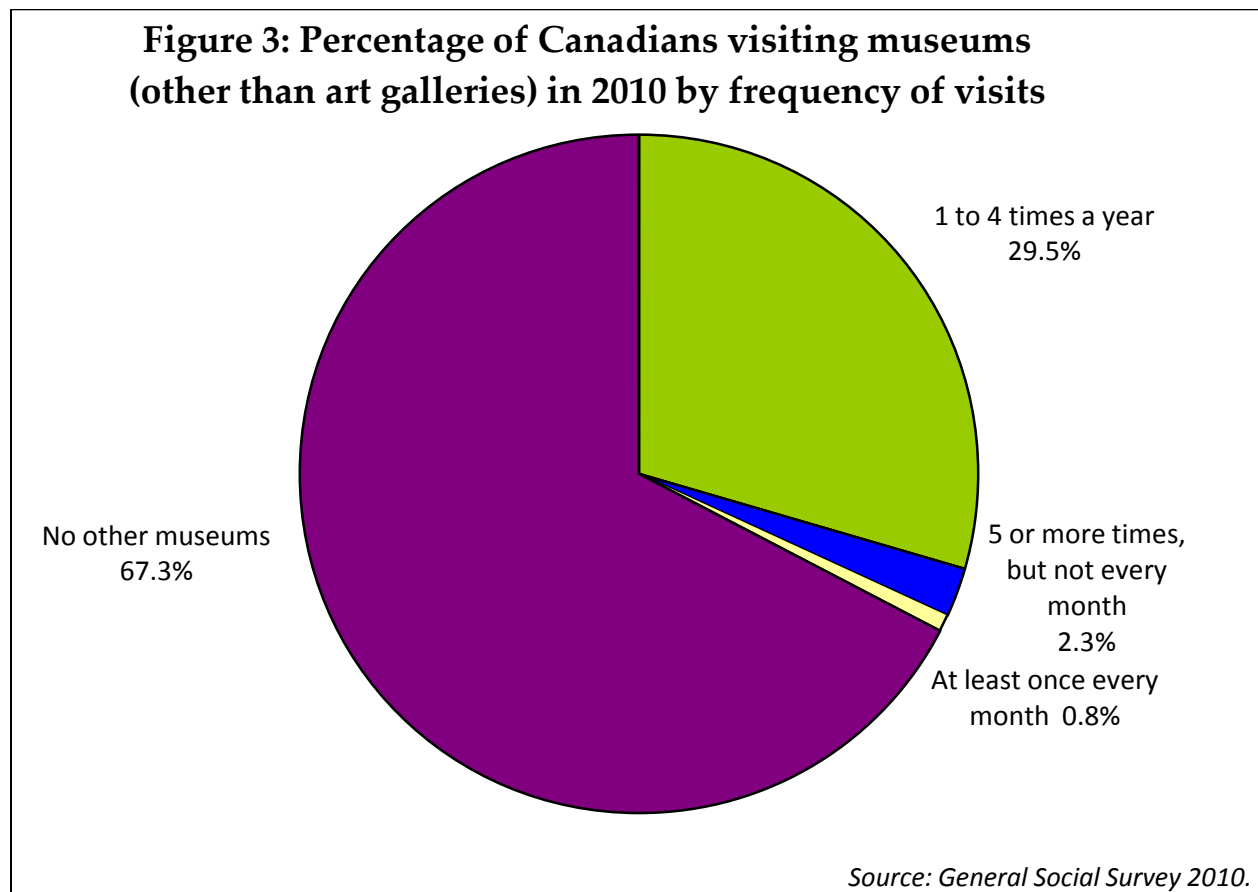
Figure 2 shows that most gallery goers visited between one and four times in 2010:

- 30.9% of the population 15 or older visited art galleries between one and four times (8.7 million people);
- Another 3.3% visited art galleries five or more times, but not every month (930,000 Canadians);
- Another 1.5% visited art galleries at least once every month (420,000 Canadians); and
- 64.3% of Canadians 15 or older did not visit an art gallery in 2010 (18.0 million people).



Regarding visits to other types of museums, Figure 3 shows that:

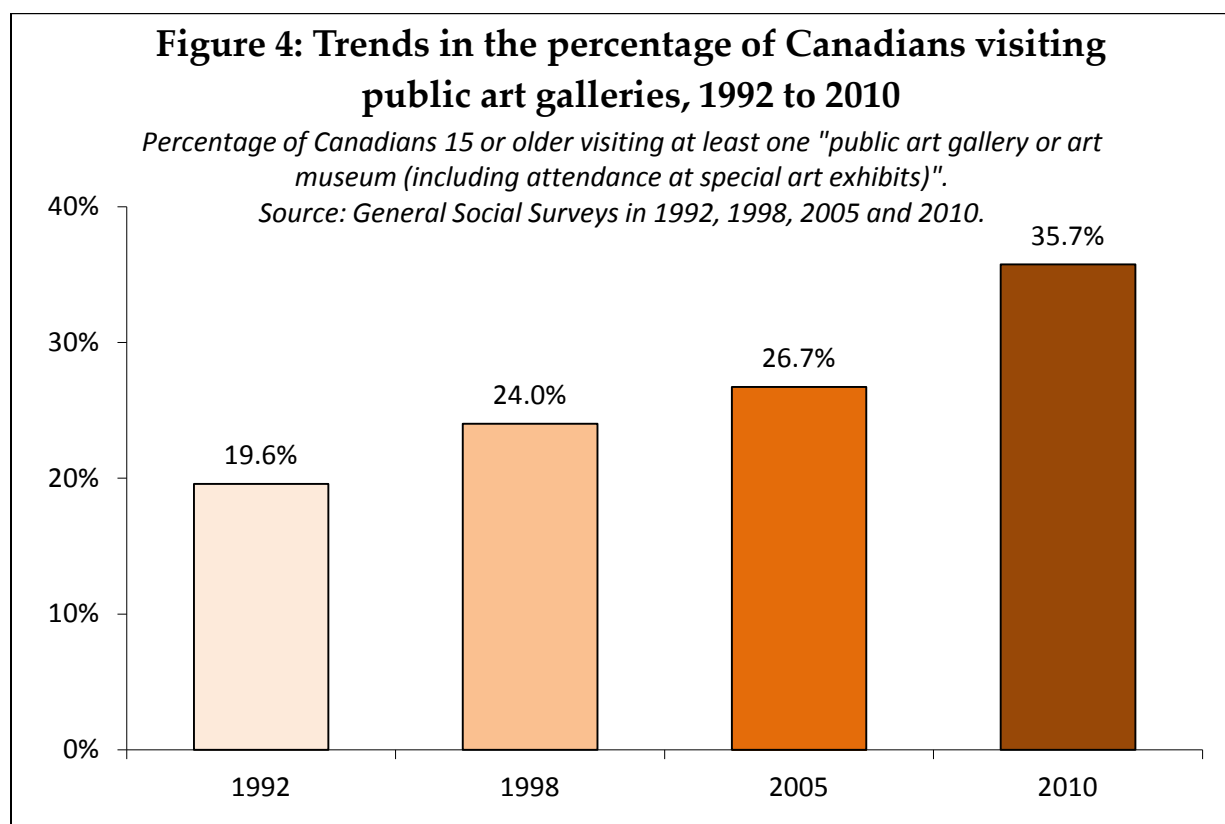
- 29.5% of the population 15 or older visited museums (other than art galleries) between one and four times in 2010 (8.3 million Canadians);
- Another 2.3% visited museums (other than art galleries) five or more times, but not every month (660,000 people);
- Another 0.8% visited museums (other than art galleries) at least once every month (220,000 Canadians); and
- 67.3% of Canadians 15 or older did not visit a museum (other than an art gallery) in 2010 (18.9 million people).



Trends in art gallery and museum visits

Between 1992 and 2010, there was a strong and consistent increase in art gallery visits. As shown in Figure 4, the overall rate of gallery visits increased in every time period: 19.6% in 1992, 24.0% in 1998, 26.7% in 2005, and 35.7% in 2010.

The number of Canadians visiting an art gallery increased from 4.2 million in 1992 to 10.0 million in 2010 (an increase of 5.9 million people).⁴ This 140% increase was much larger than the 32% growth in the population (15 or older) between 1992 and 2010.

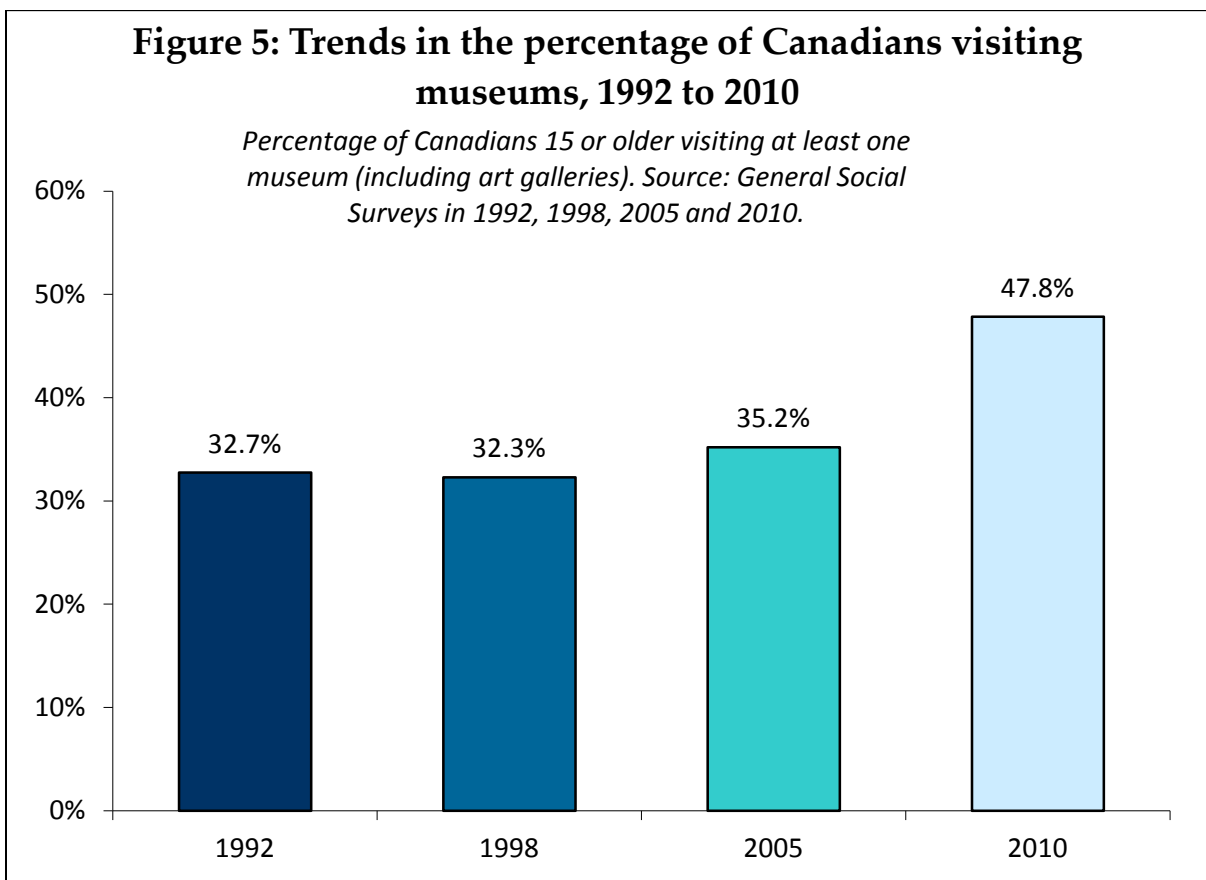


Because of changes in the questions asked in the different survey years, overall museum visits were calculated somewhat differently in 2005 and 2010 compared with 1992 and 1998. In the earlier years, an initial question ("During the past 12 months, how often did you go to a museum or an art gallery?") was followed by questions about specific types of museums or galleries. In 2005 and 2010, two separate questions were asked regarding art gallery visits and other museum visits. The calculation of overall museum visits in 2005 and 2010 is based on those people who indicated that they visited a public art gallery, another museum, or both. The change in museum attendance between 1998 and 2005 may be influenced by these wording changes.

⁴ Differences were calculated from unrounded numbers. The differences in the rounded numbers presented in this report may vary slightly.

Overall, the percentage of Canadians visiting a museum remained relatively stable between 1992 and 2005 (32.7% in 1992, 32.3% in 1998 and 35.2% in 2005), and then increased significantly to 47.8% in 2010. These changes are shown in Figure 5.

Over six million more Canadians visited a museum in 2010 (13.4 million) than in 1992 (7.0 million). This 93% increase was about three times the 32% growth in the population (15 or older) between 1992 and 2010.



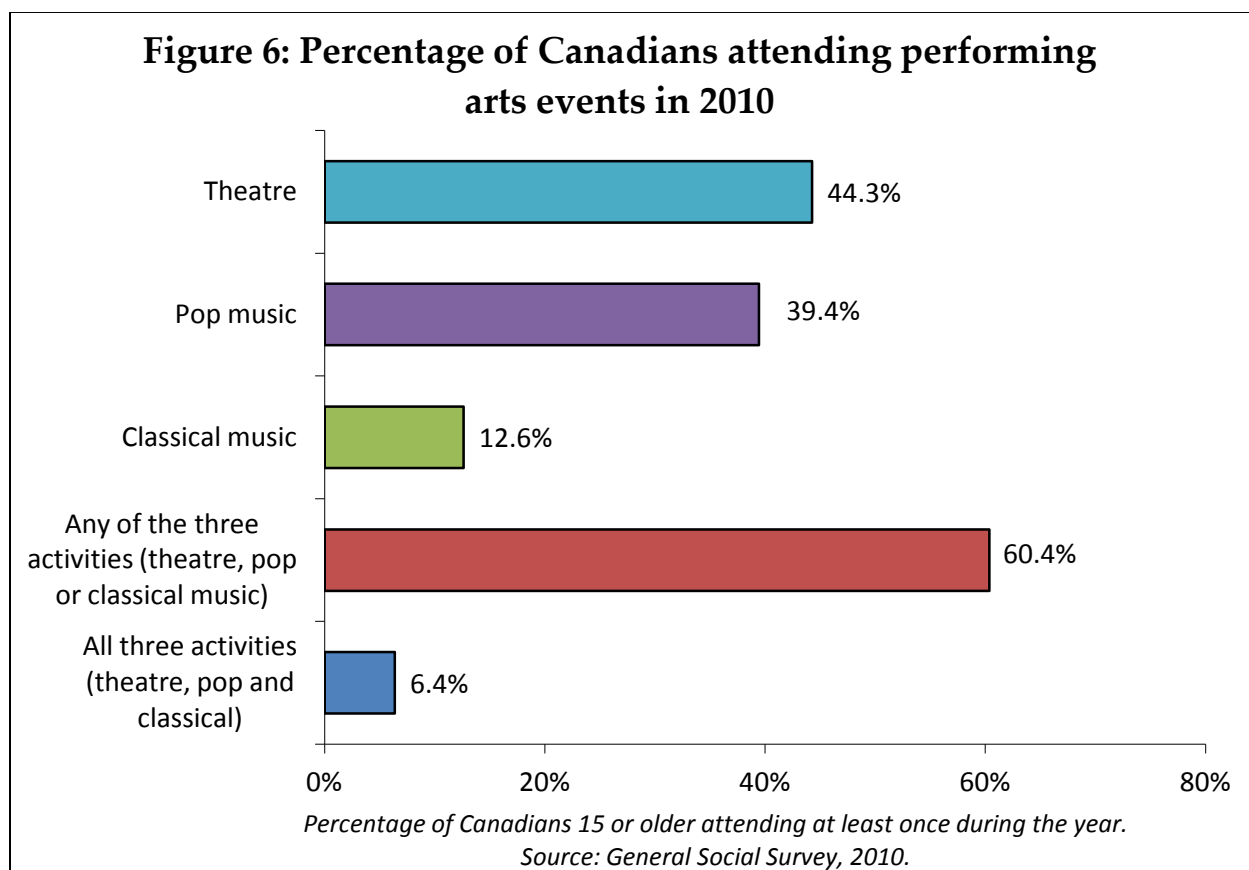
Because of the survey changes, statistics on visits to other museums (excluding art galleries) are available only in 2005 and 2010. The proportion of Canadians visiting a museum (other than a public art gallery) increased from 21.3% in 2005 to 32.7% in 2010.

Section 3: Performing arts and cultural festivals

Figure 6 shows that, in 2010:

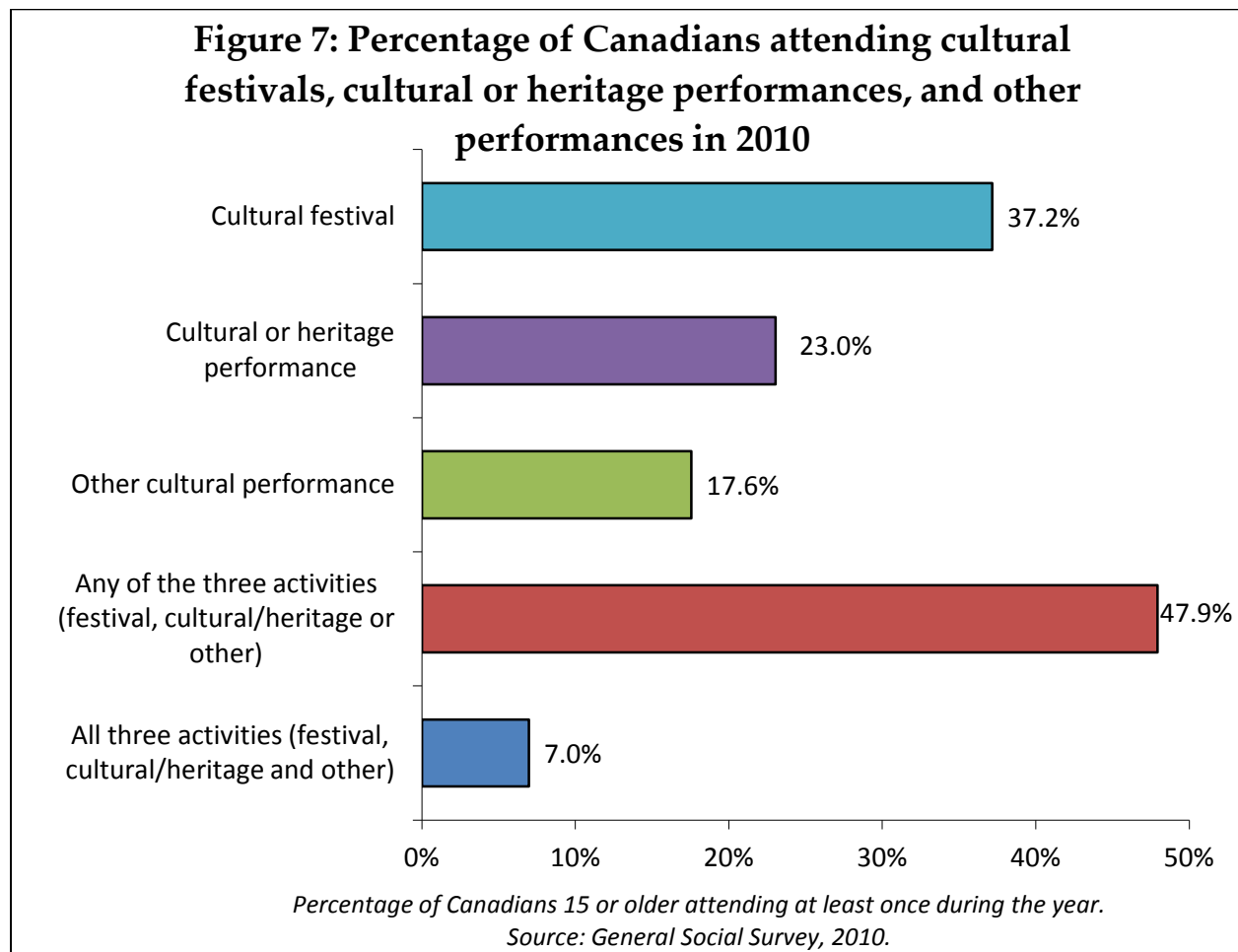
- 44.3% of Canadians 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (12.4 million Canadians);
- 39.4% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (11.1 million people); and
- 12.6% attended a symphonic or classical music performance (3.5 million people).

Overall, 60.4% of Canadians 15 or older attended at least one of these types of performances in 2010 (16.9 million people), while 6.4% attended all three (1.8 million people).



Respondents were asked three subsequent questions about attendance at cultural festivals and other performing arts events.⁵ As shown in Figure 7:

- 37.2% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (10.4 million people);
- 23.0% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (6.5 million Canadians);
- 17.6% attended another kind of cultural performance (4.9 million people);
- A total of 47.9% did at least one of these activities (13.5 million Canadians); and
- 7.0% did all three of these activities in 2010 (2.0 million people).



⁵ These three questions were phrased as follows: During the past 12 months, how often did you go to a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy)?; During the past 12 months, how often did you go to a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian)?; and During the past 12 months, how often did you attend any other kind or type of cultural performance?

Frequency of performing arts and festival attendance

Respondents were asked how often they attended the various types of performances in 2010. Regarding theatrical performances (such as drama, music theatre, dinner theatre and comedy), Figure 8 shows that:

- 35.0% of the population 15 or older attended theatre performances between one and four times a year (9.8 million Canadians);
- Another 6.0% attended theatre performances five or more times, but not every month (1.7 million people);
- Another 3.3% attended theatre performances at least once every month (920,000 Canadians); and
- 55.7% of Canadians 15 or older did not attend a theatre performance in 2010 (15.6 million people).

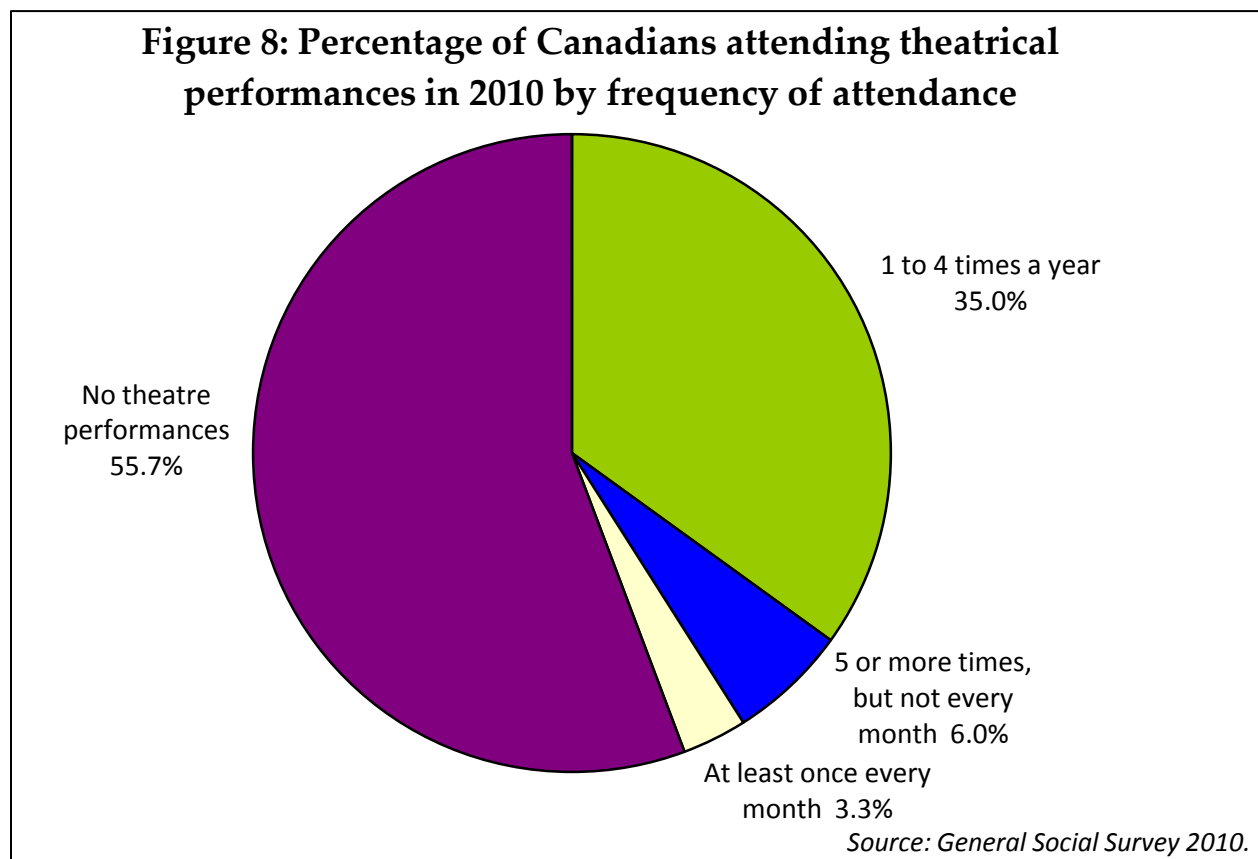
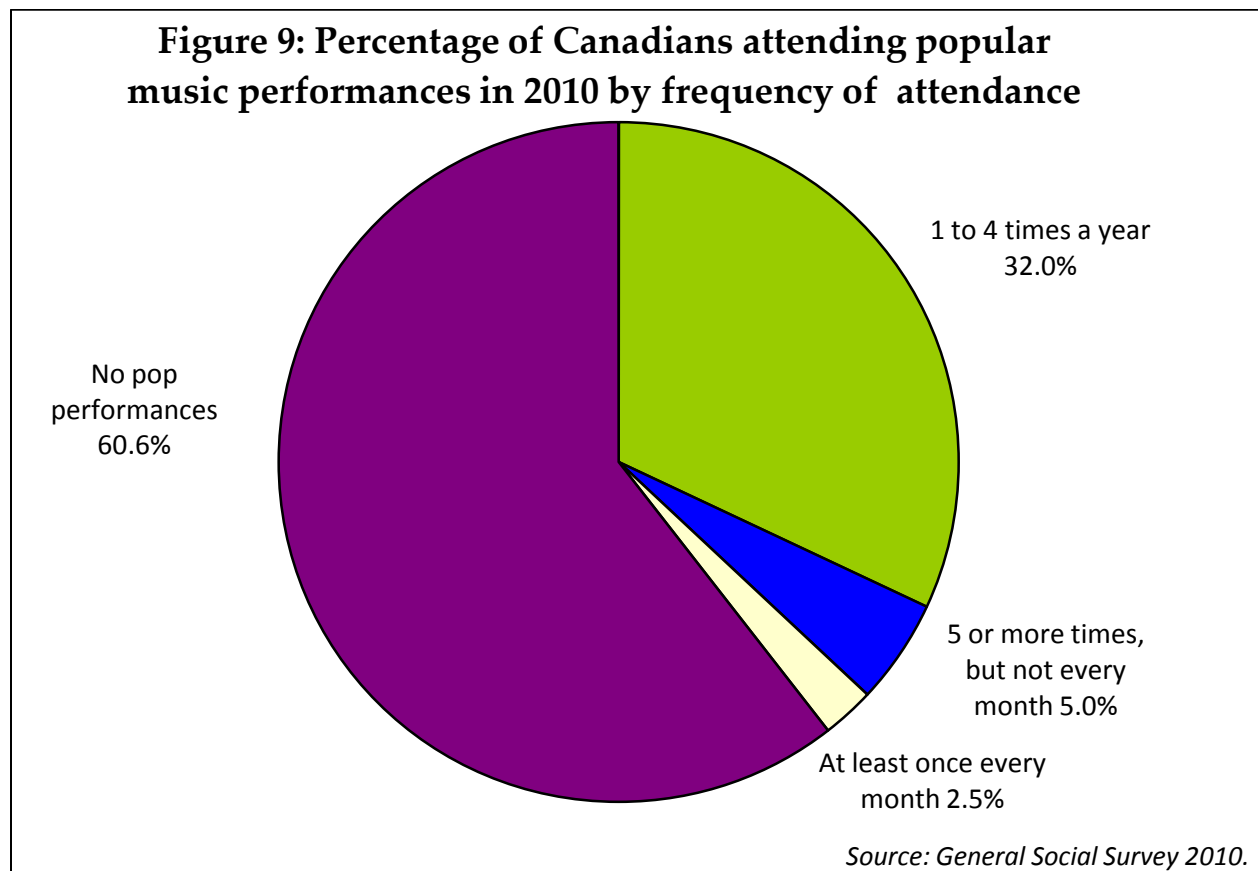


Figure 9 shows the frequency of attendance at popular music performances (such as pop, rock, jazz, blues, folk, country and western):

- 32.0% of the population 15 or older attended pop concerts between one and four times a year (9.0 million Canadians);
- 5.0% attended pop concerts five or more times, but not every month (1.4 million people).
- Another 2.5% attended pop concerts at least once every month (700,000 Canadians); and
- 60.6% of Canadians 15 or older did not attend a pop concert in 2010 (17.0 million people).



Regarding symphonic or classical music performances, Figure 10 shows that:

- 10.6% of the population 15 or older attended classical music performances between one and four times a year (3.0 million Canadians);
- Another 1.4% attended classical performances five or more times, but not every month (400,000 people);
- Another 0.6% attended classical performances at least once every month (180,000 Canadians); and
- 87.4% of Canadians 15 or older did not attend a classical music performance in 2010 (24.5 million people).

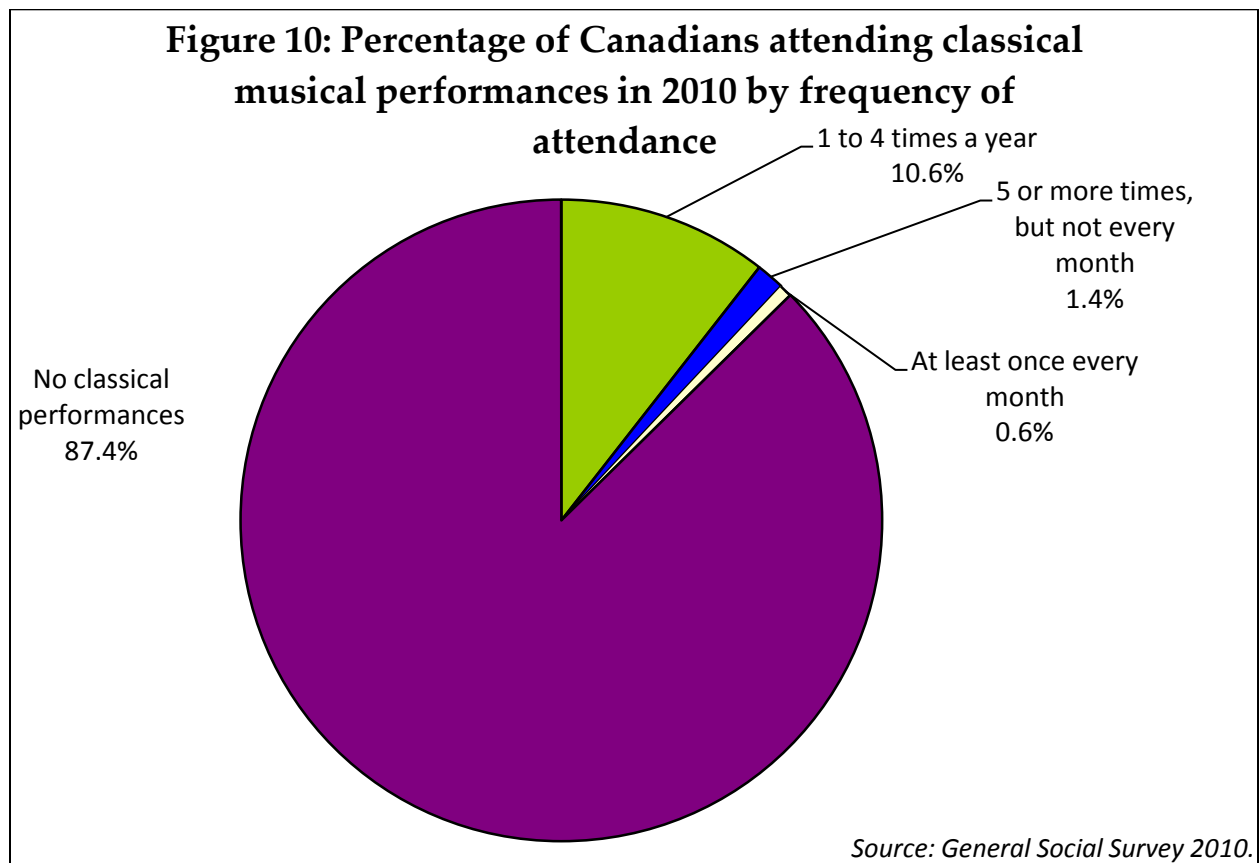
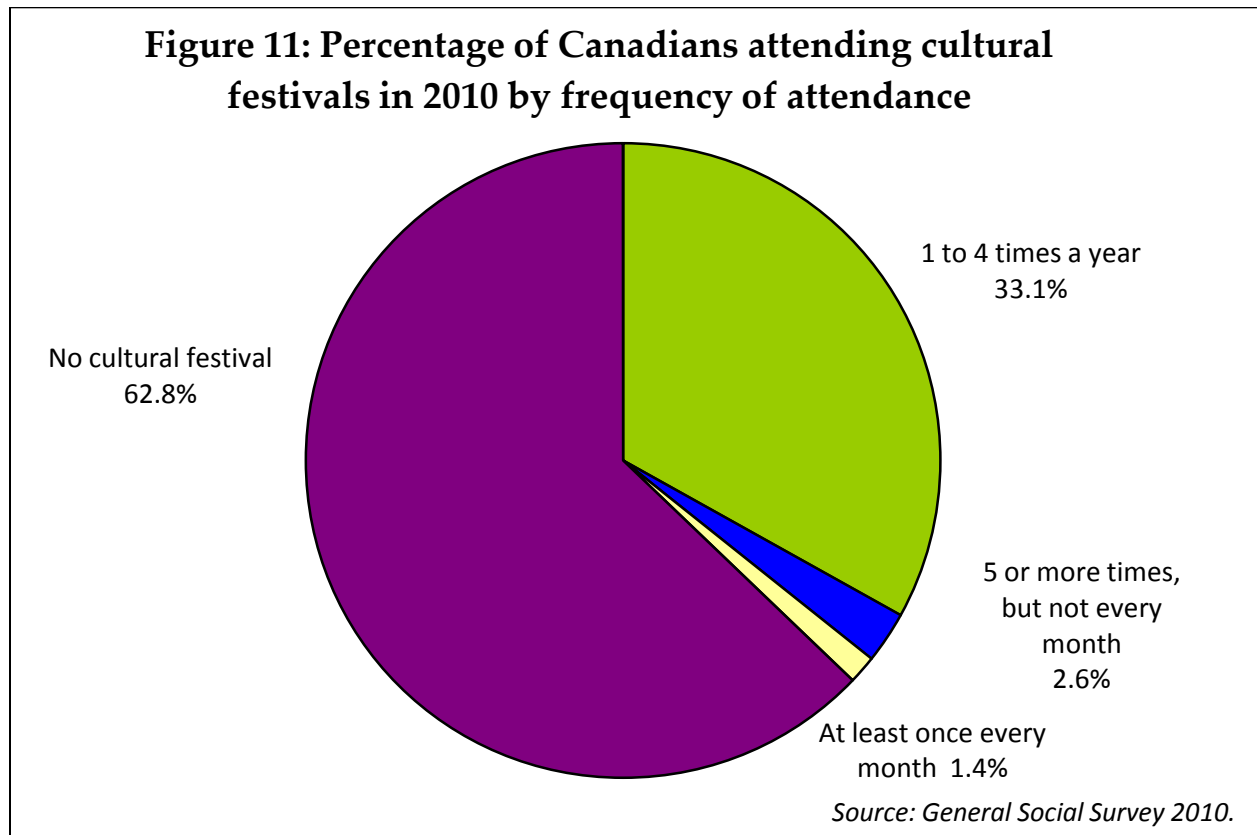


Figure 11 shows the frequency of attendance at cultural festivals (such as film, fringe, dance, jazz, folk, rock, buskers or comedy):

- 33.1% of the population 15 or older attended cultural festivals between one and four times a year (9.3 million Canadians); and
- Another 2.6% attended cultural festivals five or more times, but not every month (740,000 Canadians);
- Another 1.4% attended cultural festivals at least once every month (410,000 people); and
- 62.8% of Canadians 15 or older did not attend a cultural festival in 2010 (17.6 million people).



Regarding performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian), Figure 12 shows that:

- 20.4% of the population 15 or older attended cultural or heritage performances between one and four times a year (5.7 million Canadians); and
- Another 1.5% attended cultural or heritage performances five or more times, but not every month (410,000 people);
- Another 1.1% attended cultural or heritage performances at least once every month (320,000 Canadians); and
- 77.0% of Canadians 15 or older did not attend a cultural or heritage performance in 2010 (21.6 million people).

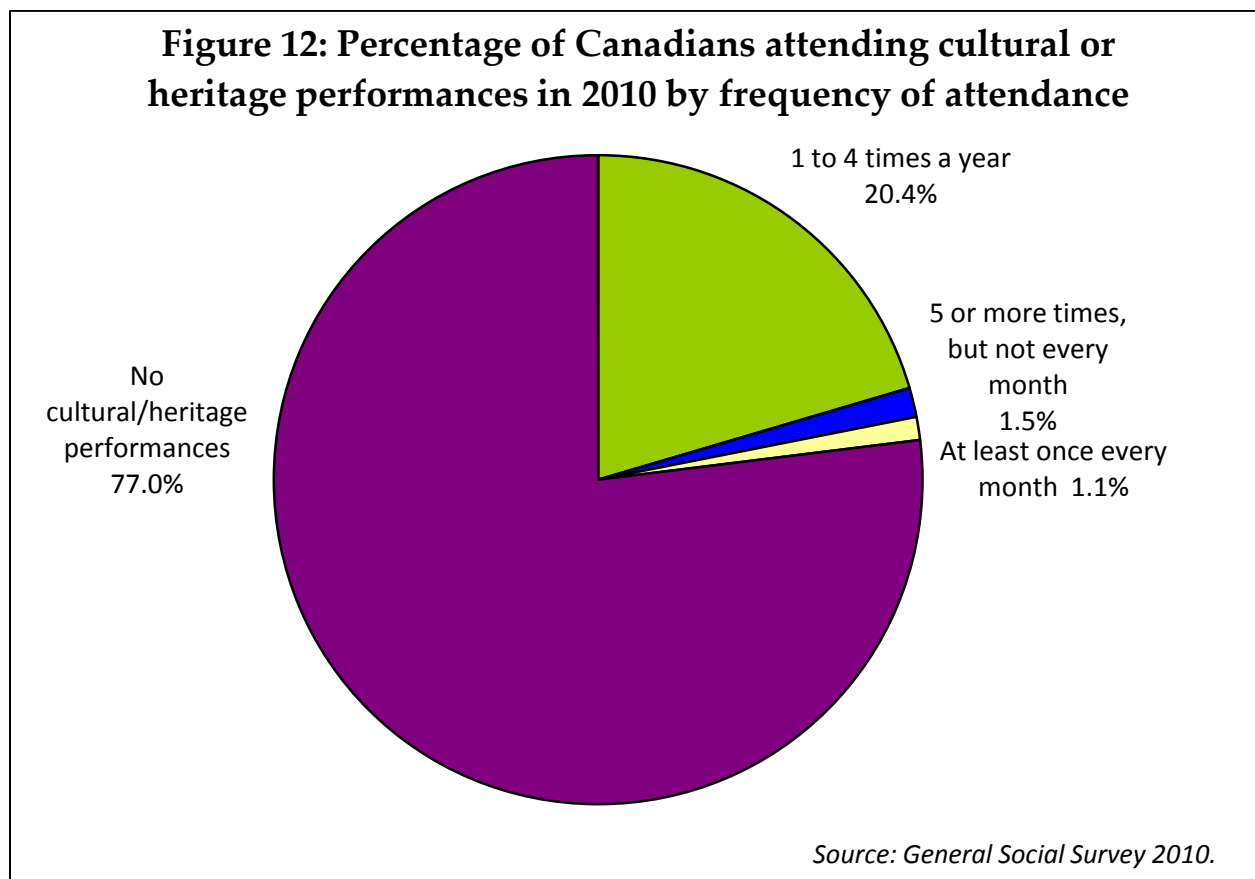
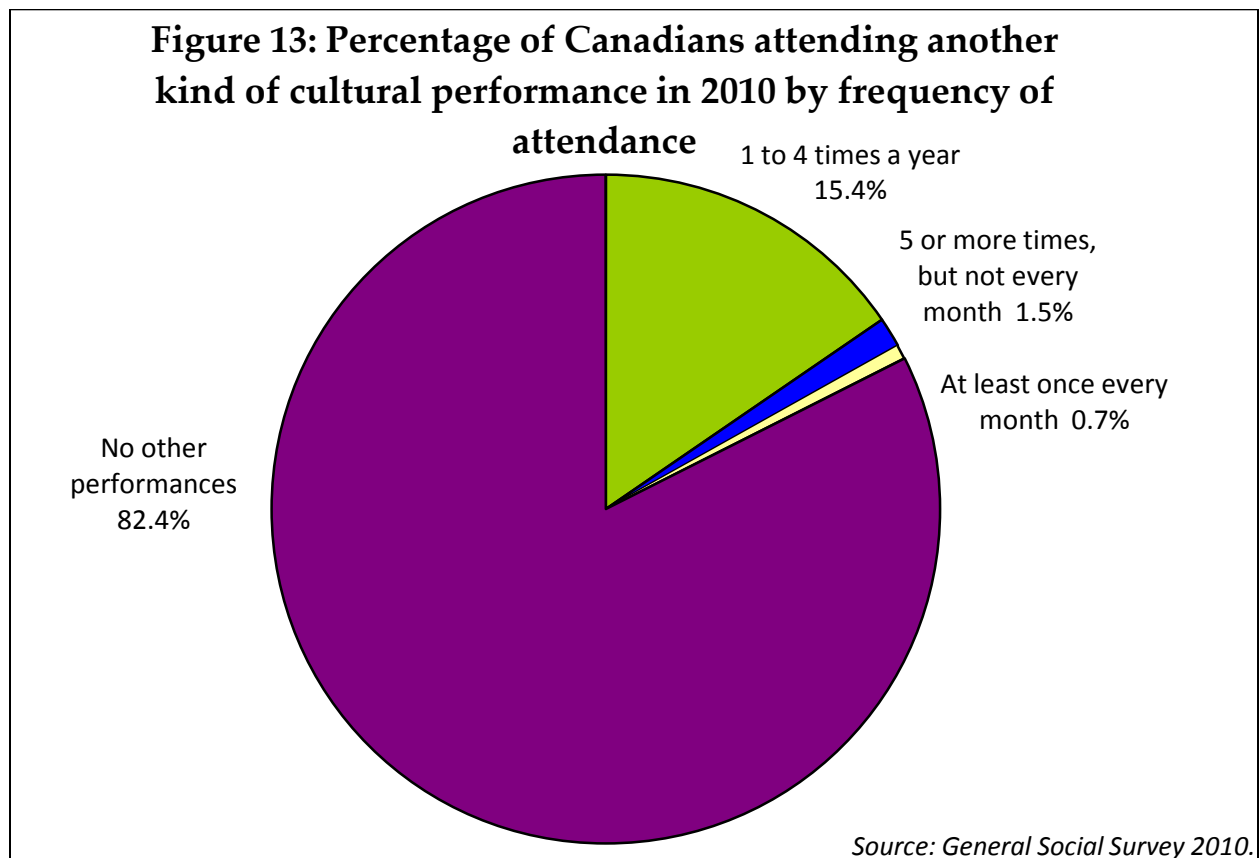


Figure 13 shows the frequency of attendance at other kinds of cultural performances:

- 15.4% of the population 15 or older attended other kinds of cultural performances between one and four times a year (4.3 million people); and
- Another 1.5% attended other kinds of cultural performances five or more times, but not every month (410,000 Canadians).
- Another 0.7% attended other kinds of cultural performances at least once every month (190,000 Canadians); and
- 82.4% of Canadians 15 or older did not attend another kind of cultural performance in 2010 (23.1 million people).



Trends in performing arts and festival attendance

There were some important changes to three performing arts questions in the 2010 General Social Survey that limits the comparability of the new data to previous years' data:

- In 2005 and prior years, three performing arts questions were asked following a general yes-or-no question about attendance at “a concert or performance by professional artists of music, dance, theatre, or opera, excluding cultural festivals”. Those respondents who answered “yes” to this question were asked detailed questions about their theatre, pop music, and classical music attendance.
- In 2010, the introductory question was dropped, but the theatre, pop music, and classical music questions remained the same.⁶

With the loss of the introductory question about attendance at a performance by “professional artists”, respondents may have included attendance at amateur performances in their estimates of the number of times they attended theatre, pop music, and classical music performances in 2010. In addition, cultural festivals were specifically excluded in 2005 and prior years, but not in 2010. Given these questionnaire changes, the responses in 2010 regarding theatre, pop music and classical music attendance are not comparable to previous years' data.⁷

Unlike prior survey years, the 2005 and 2010 General Social Surveys did not contain specific questions about other performing arts disciplines, such as dance or opera.

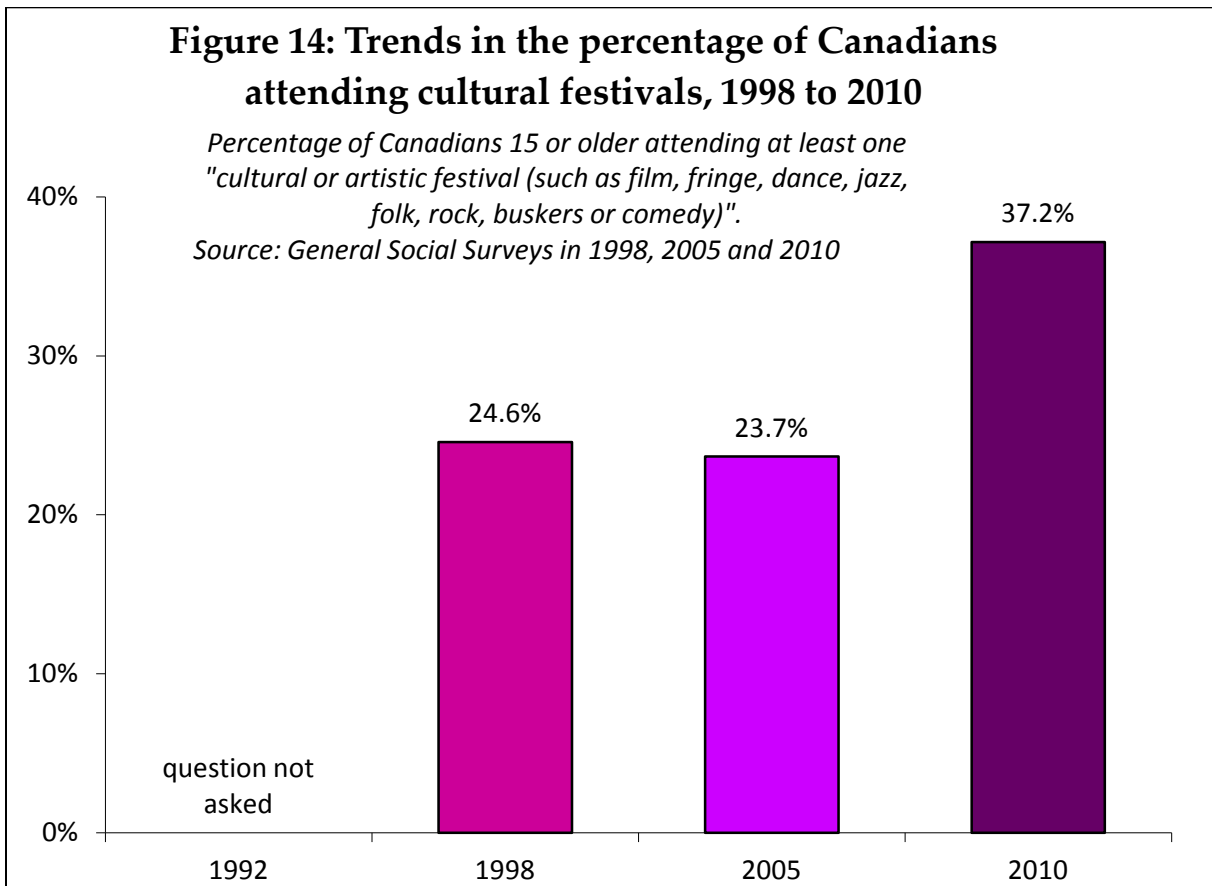
⁶ These three questions were: During the past 12 months, how often did you attend a theatrical performance such as a drama, musical theatre, dinner theatre, comedy?; During the past 12 months, how often did you attend a popular musical performance such as pop, rock, jazz, blues, folk, country and western?; and During the past 12 months, how often did you attend a symphonic or classical music performance?

⁷ All three of these performing arts questions saw an increase between 2005 and 2010 that may have been affected by the changes in the survey questions. All of the cultural questions were affected by one other, more minor change in the survey in 2010: two separate questions for each activity were consolidated into one. In 2005, respondents were asked a yes-or-no question about their attendance at the activity during the past 12 months. If they responded “yes”, then they were asked “how often” they attended or participated during the 12-month period. In 2010, respondents were asked one question: “During the past 12 months, how often did you”

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in the three subsequent survey years.

As shown in Figure 14, there was very little change in the percentage of Canadians attending a cultural festival between 1998 (24.6%) and 2005 (23.7%). More recently, the percentage of Canadians attending a cultural festival increased substantially, from 23.7% in 2005 to 37.2% in 2010.

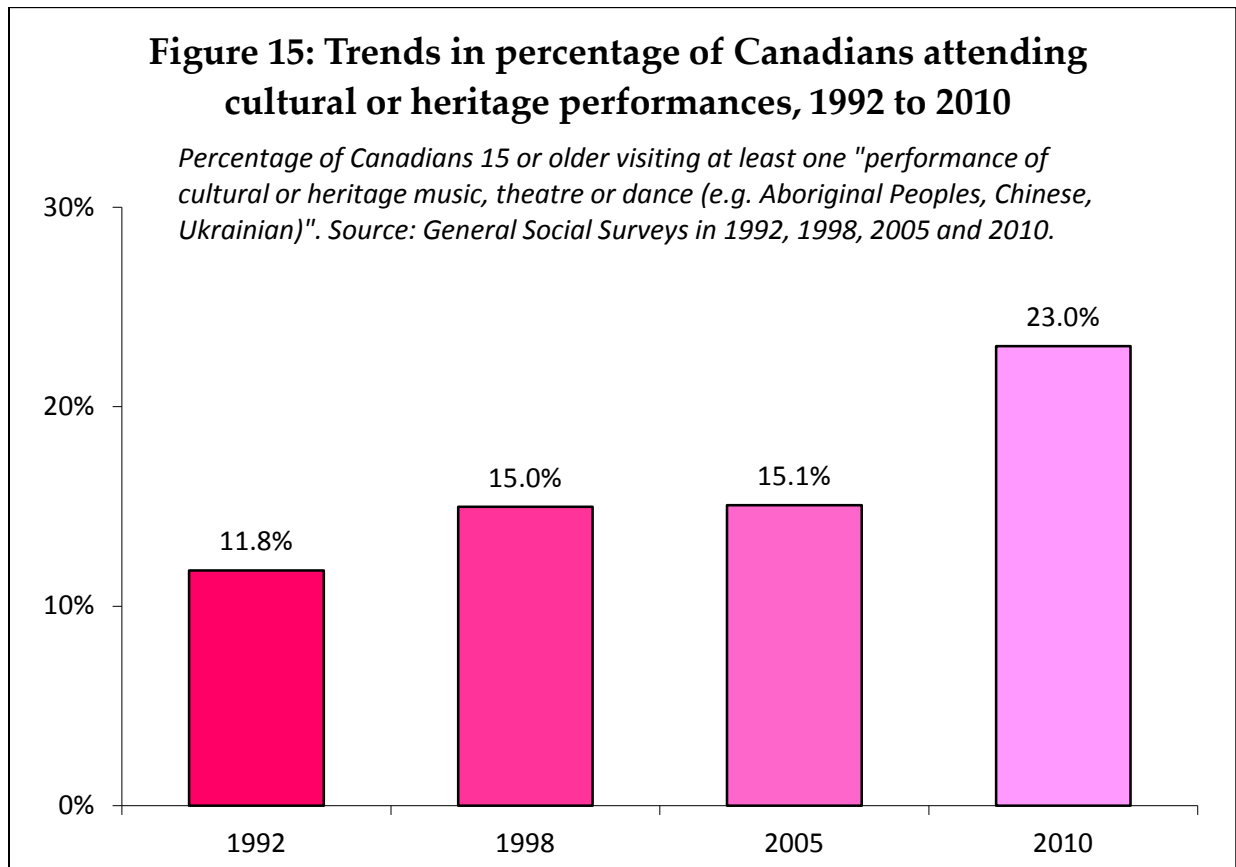
Between 1998 and 2010, the number of Canadians attending a cultural festival increased by 75%, from 6.0 million in 1998 to 10.4 million in 2010.



The cultural or heritage performance question was phrased somewhat differently in 1992 than in 1998, 2005 and 2010. The 1992 question asked about attendance at “ethnic and heritage dance/music”, while the 1998, 2005 and 2010 questions asked about attendance at “cultural or heritage music, theatre or dance”. The specific mention of theatre may have led to more positive responses in 1998, 2005 and 2010. Because of the more inclusive wording of the 1998, 2005 and 2010 questions, it is difficult to assess how much of the increase between 1992 and 1998 is due to the wording change, rather than a true increase in cultural or heritage performance attendance.

Figure 15 shows that the percentage of Canadians attending a cultural or heritage performance increased from 11.8% in 1992 to 15.0% in 1998, remained stable in 2005 (15.1%), and increased substantially in 2010 (23.0%).

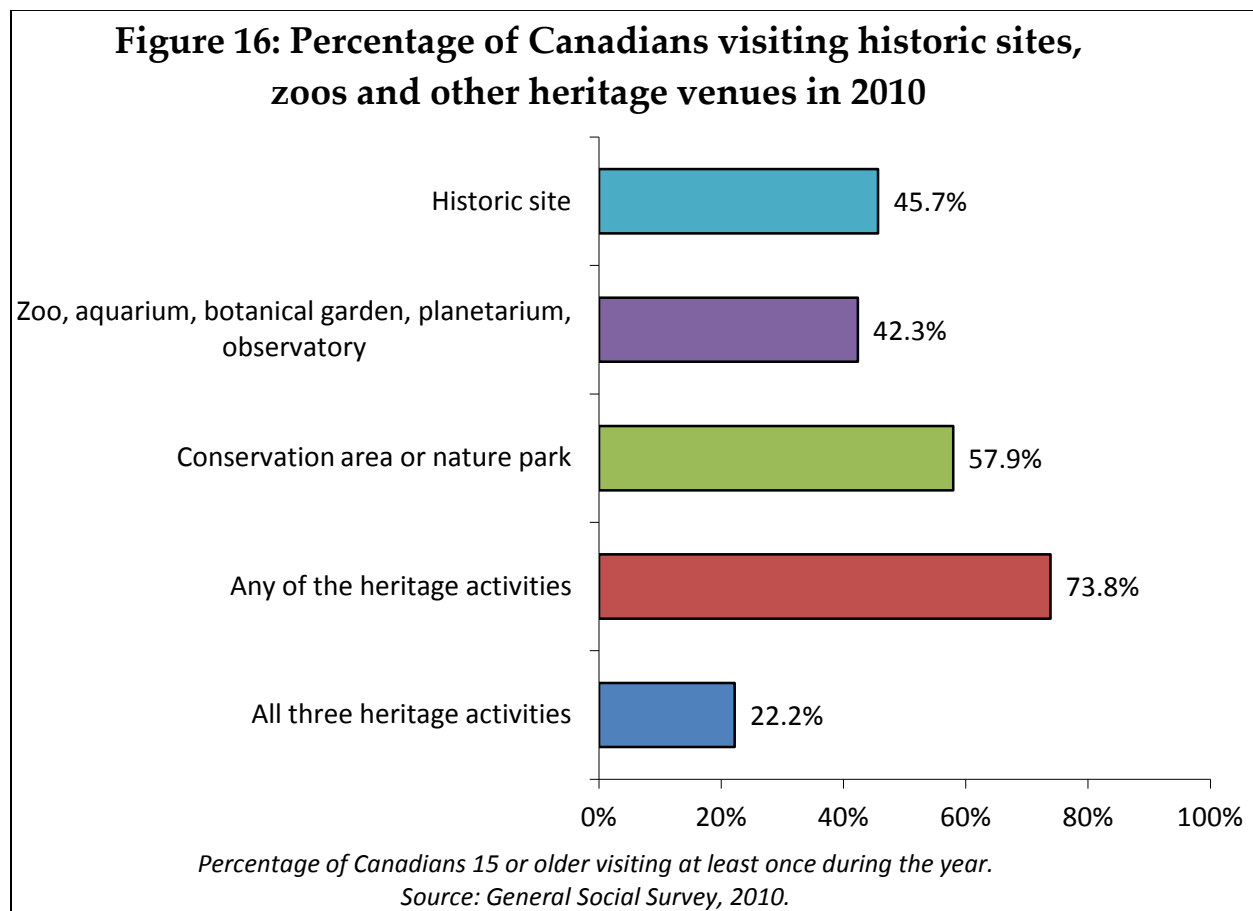
The number of Canadians attending a cultural or heritage performance increased from 2.5 million in 1992 to 6.5 million in 2010, a 158% increase. This increase was much larger than the 32% growth in the population (15 or older) between 1992 and 2010.



Section 4: Heritage activities

The survey asked respondents whether they visited three different types of heritage-related facilities during the past 12 months. Figure 16 shows that:

- 45.7% of the population 15 or older visited an historic site (12.8 million people);
- 42.3% visited a zoo, aquarium, botanical garden, planetarium or observatory (11.9 million Canadians);
- 57.9% visited a conservation area or nature park (16.3 million people);
- Almost three-quarters of Canadians (73.8%) 15 years of age or older, or 20.7 million people, visited at least one of these three types of heritage sites in 2010; and
- 22.2% did all three of these activities in 2010 (6.2 million people).⁸



⁸ The questions were phrased as follows: During the past 12 months, how often did you go to an historic site?; During the past 12 months, how often did you go to a zoo, aquarium, botanical garden, planetarium or observatory?; and During the past 12 months, how often did you go to a conservation area or nature park?

Frequency of heritage activities

Respondents were asked about the frequency of their heritage activities. Regarding historic sites, Figure 17 shows that:

- 37.3% of the population 15 or older visited historic sites between one and four times in 2010 (10.5 million people);
- 5.4% visited historic sites five or more times, but not every month (1.5 million Canadians);
- Another 2.9% visited historic sites at least once every month (820,000 Canadians); and
- 54.3% of Canadians 15 or older did not visit an historic site in 2010 (15.3 million people).

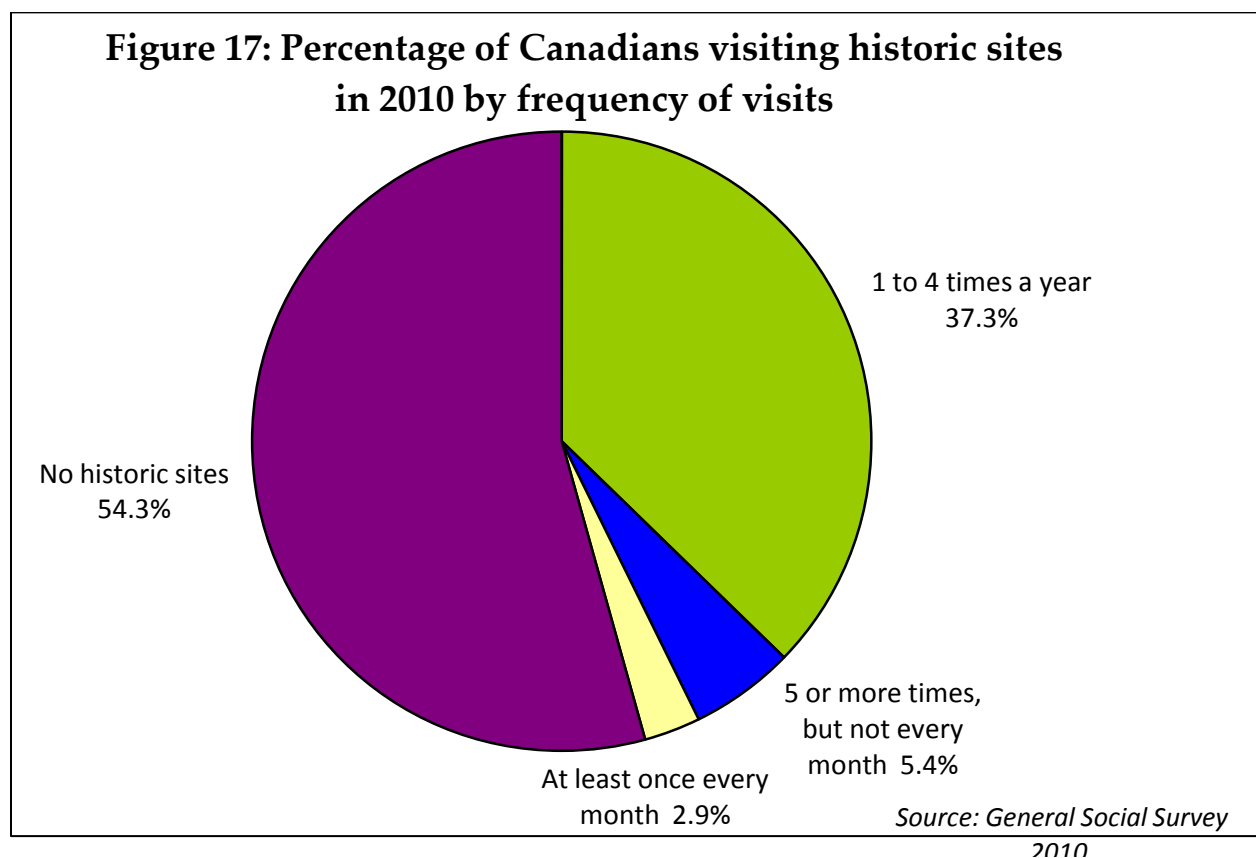
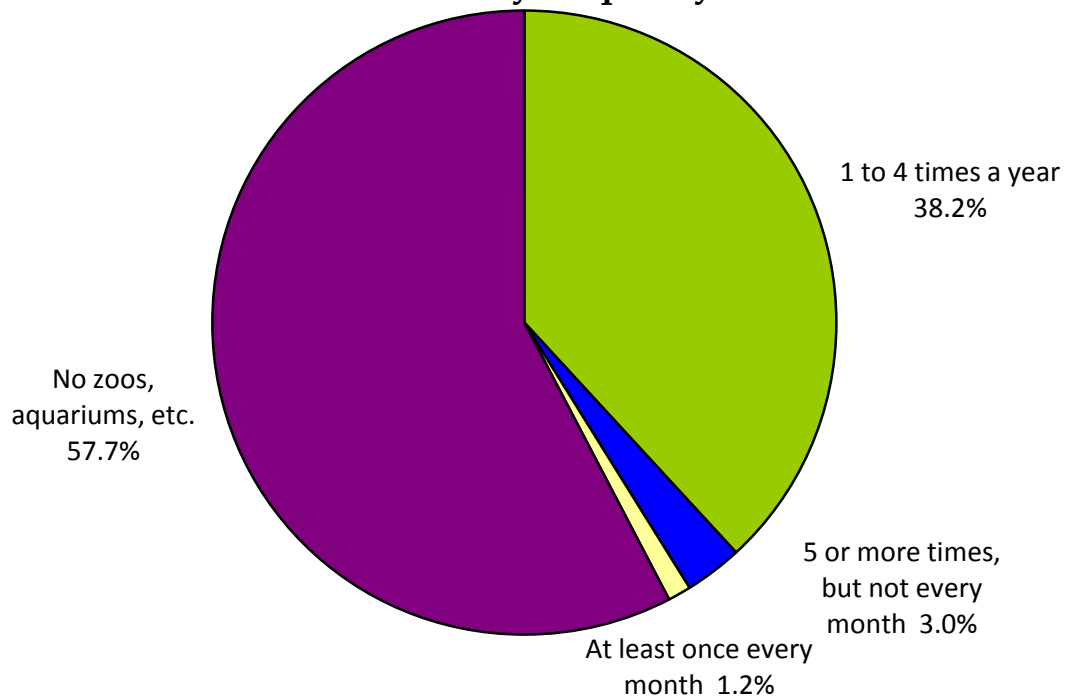


Figure 18 shows the frequency of visits to zoos, aquariums, botanical gardens, planetariums and observatories:

- 38.2% of the population 15 or older visited these organizations between one and four times in 2010 (10.7 million people);
- Another 3.0% visited these organizations five or more times, but not every month (840,000 Canadians);
- Another 1.2% visited these organizations at least once every month (330,000 Canadians); and
- 57.7% of Canadians 15 or older did not visit a zoo, aquarium, botanical garden, planetarium or observatory in 2010 (16.2 million people).

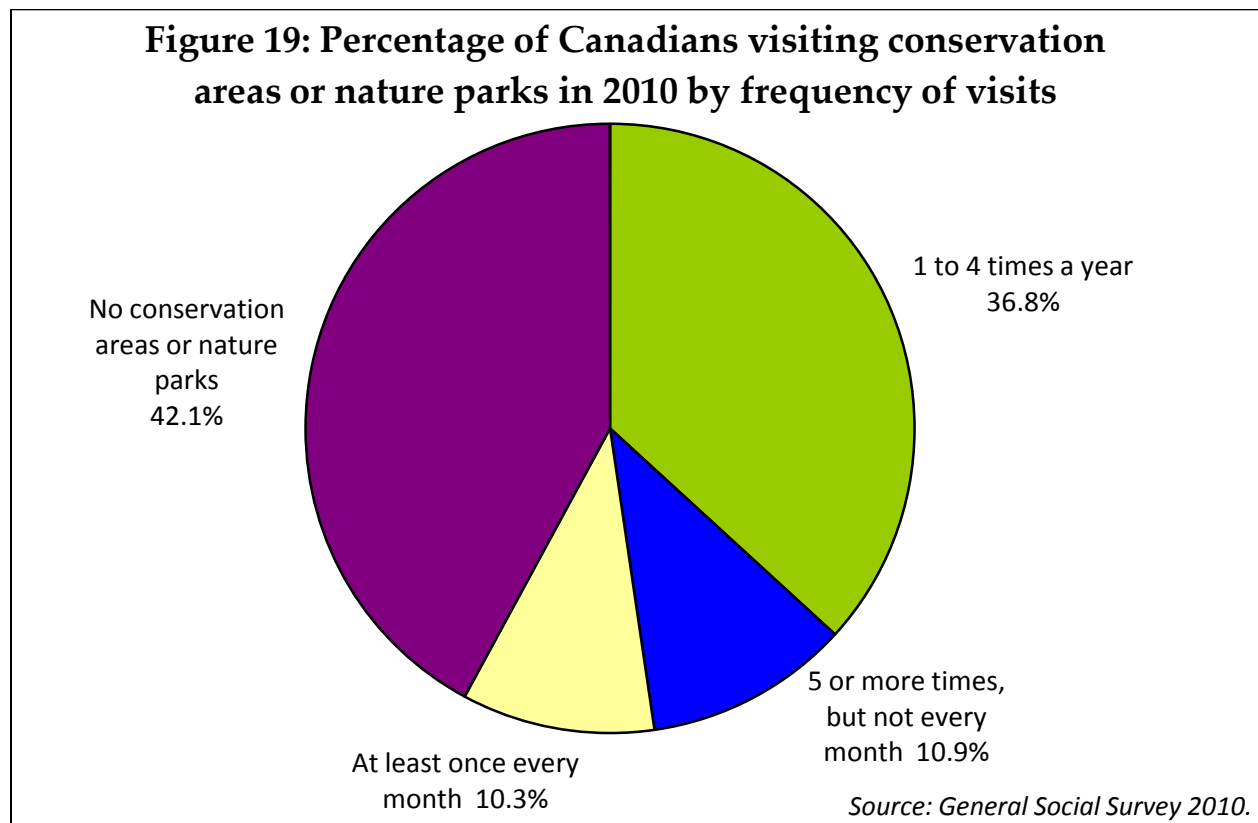
Figure 18: Percentage of Canadians visiting zoos, aquariums, botanical gardens, planetariums or observatories in 2010 by frequency of visits



Source: General Social Survey 2010.

Regarding conservation areas and nature parks, Figure 19 shows that:

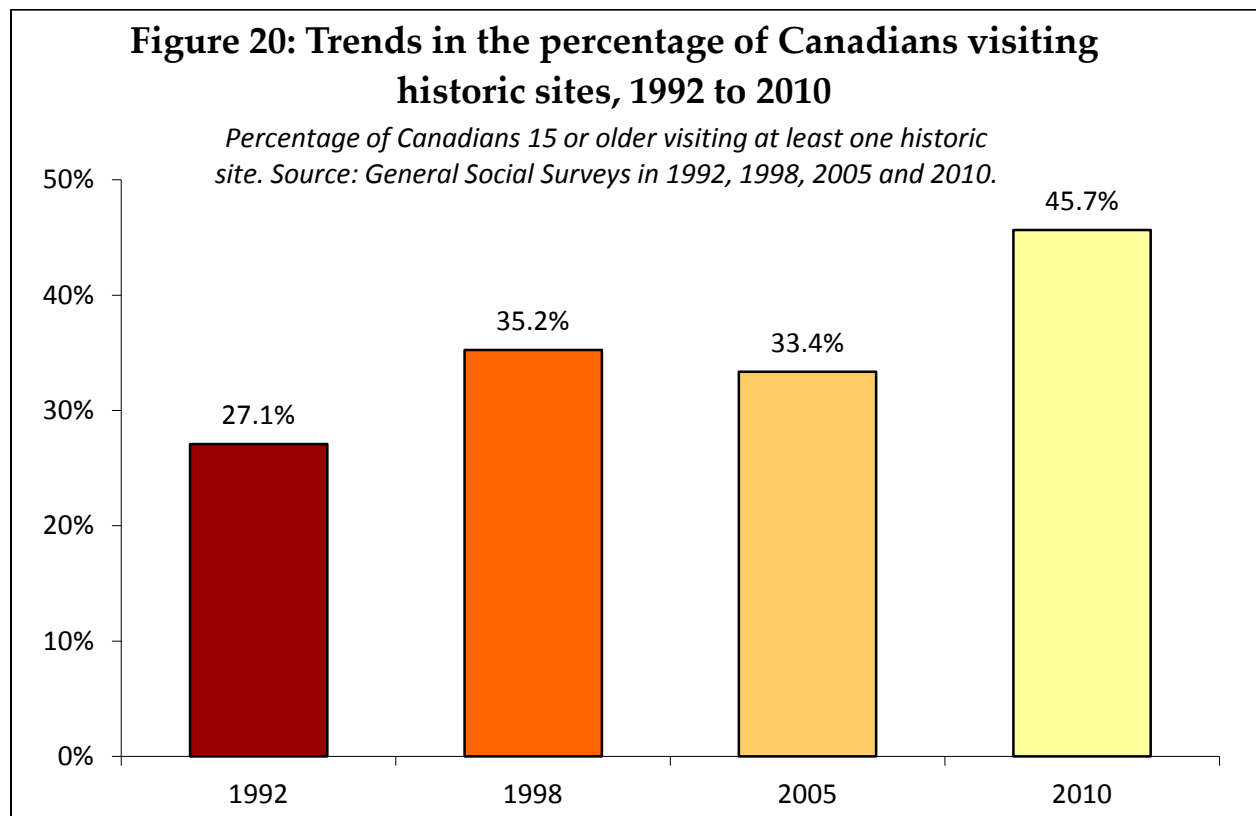
- 36.8% of the population 15 or older visited conservation areas or nature parks between one and four times in 2010 (10.3 million people);
- Another 10.9% visited conservation areas or nature parks five or more times, but not every month (3.0 million Canadians);
- Another 10.3% visited conservation areas or nature parks at least once every month (2.9 million people); and
- 42.1% of Canadians 15 or older did not visit a conservation area or nature park in 2010 (11.8 million people).



Trends in heritage activities

As shown in Figure 20, there was a significant increase in the percentage of Canadians visiting an historic site, from 27.1% in 1992 to 45.7% in 2010.

The number of Canadians visiting an historic site increased from 5.8 million in 1992 to 12.8 million in 2010, an increase of 7.0 million people between 1992 and 2010 (or 122%). This increase was almost four times the 32% growth in the population (15 or older) between 1992 and 2010.



After decreasing slightly between 1992 and 2005, the percentage of Canadians visiting a zoo, aquarium, botanical garden, planetarium or observatory increased in 2010. Figure 21 shows that the percentage of Canadians visiting these locations was 35.7% in 1992, 35.0% in 1998, 33.5% in 2005, and 42.3% in 2010.

Between 1992 and 2010, the number of Canadians visiting a zoo, aquarium, botanical garden, planetarium or observatory increased from 7.6 million in 1992 to 11.9 million in 2010, an increase of 4.3 million people between 1992 and 2010. This 56.3% increase was nearly double the 32% growth in the population (15 or older) during this timeframe.

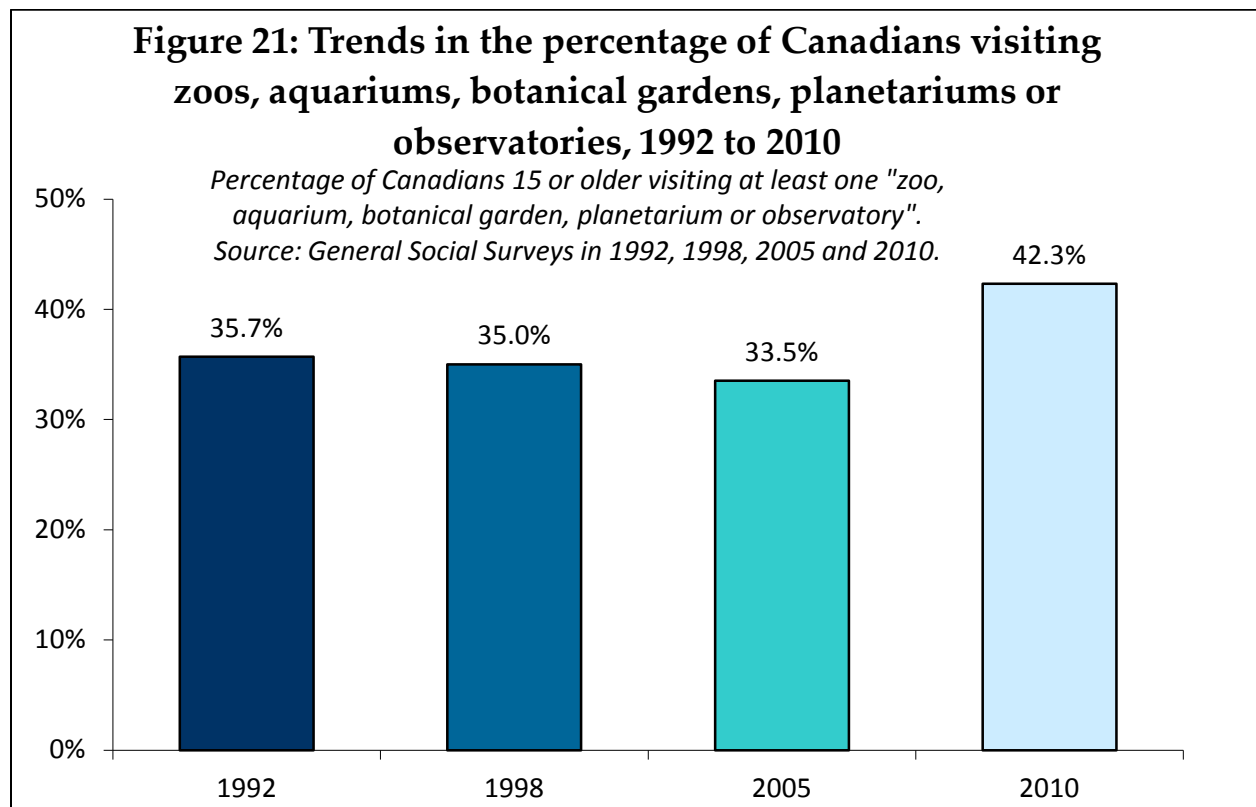
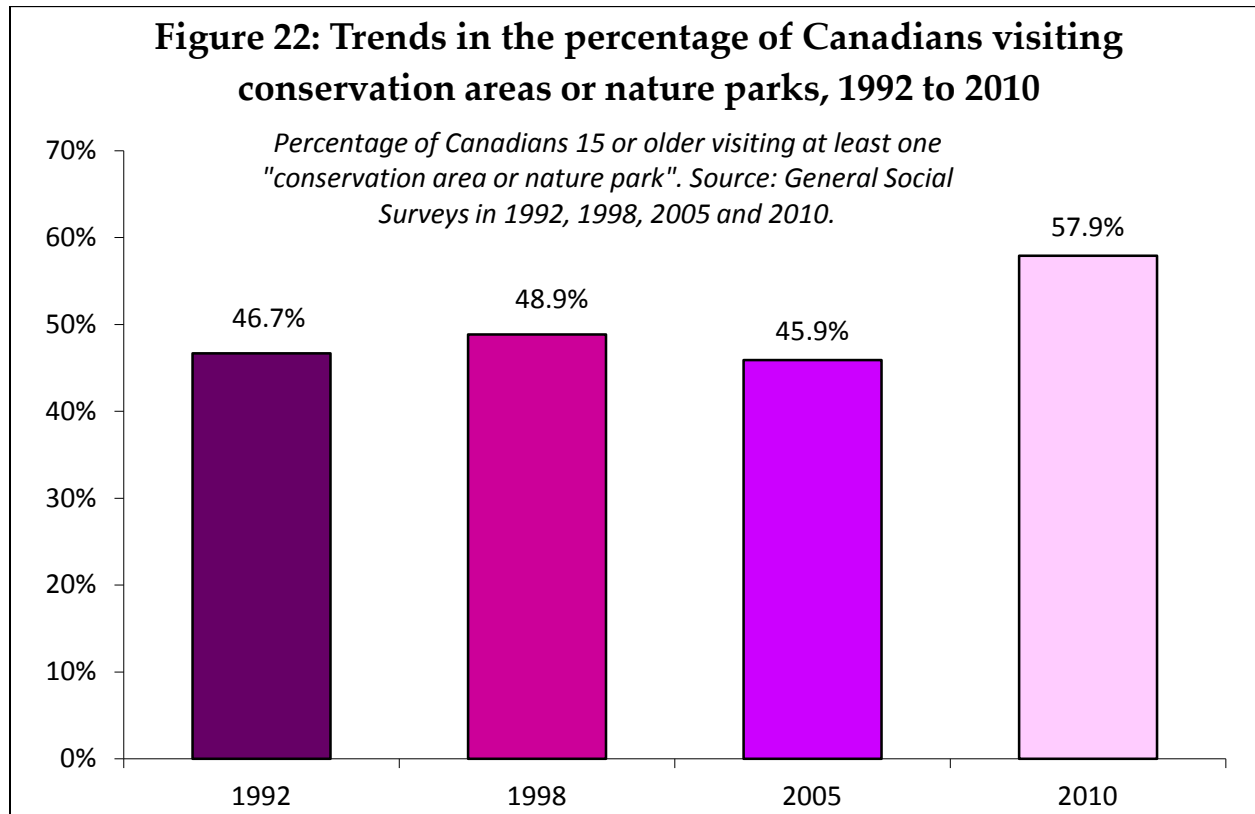


Figure 22 shows that, between 1992 and 2005, the percentage of Canadians visiting a conservation area or nature park changed very little. There was a slight increase between 1992 (46.7%) and 1998 (48.9%), followed by a slight decrease to 45.9% in 2005. In 2010, however, there was a substantial increase in visits to conservation areas or nature parks (57.9%).

The number of Canadians visiting a conservation area or nature park increased from 9.9 million in 1992 to 16.3 million in 2010, an increase of 6.3 million people between 1992 and 2010 (or 63.6%).⁹ This was double the 32% growth in the population (15 or older) between 1992 and 2010.



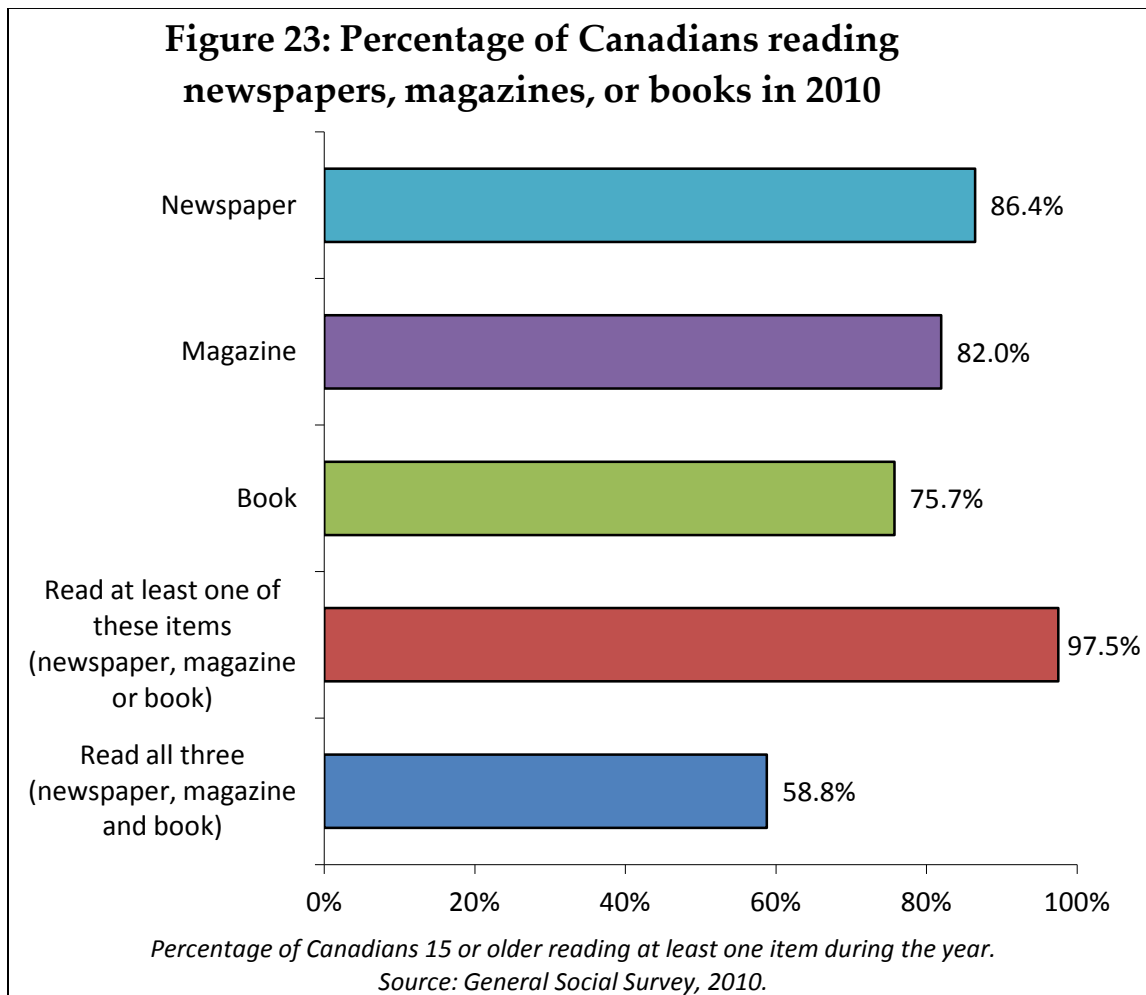
⁹ Differences are calculated from unrounded numbers. The differences in the rounded numbers presented in this report may vary slightly.

Section 5: Reading

Respondents were asked whether they had, as a leisure activity (not for paid work or studies), read a newspaper, a magazine or a book in the 12 months preceding the survey.¹⁰

Figure 23 shows that:

- 86.4% of the population 15 or older read a newspaper (24.3 million people);
- 82.0% read a magazine (23.0 million Canadians);
- 75.7% read at least one book (21.3 million Canadians);
- A total of 97.5% read at least one of these items (27.4 million people); and
- 58.8% read a newspaper, a magazine **and** a book in 2010 (16.5 million people).



¹⁰ The questions were phrased as follows: During the past 12 months, as a leisure activity (not for paid work or studies) how often did you read a newspaper?; During the past 12 months, as a leisure activity (not for paid work or studies) how often did you read a magazine?; and During the past 12 months, as a leisure activity (not for paid work or studies) how many books did you read on average? As can be seen in these questions, no mention was made of the format of the reading activity, whether online reading, e-reading or physical newspapers, magazines and books.

Reading frequency

Respondents were asked about the frequency of their reading activities.

Regarding newspapers:

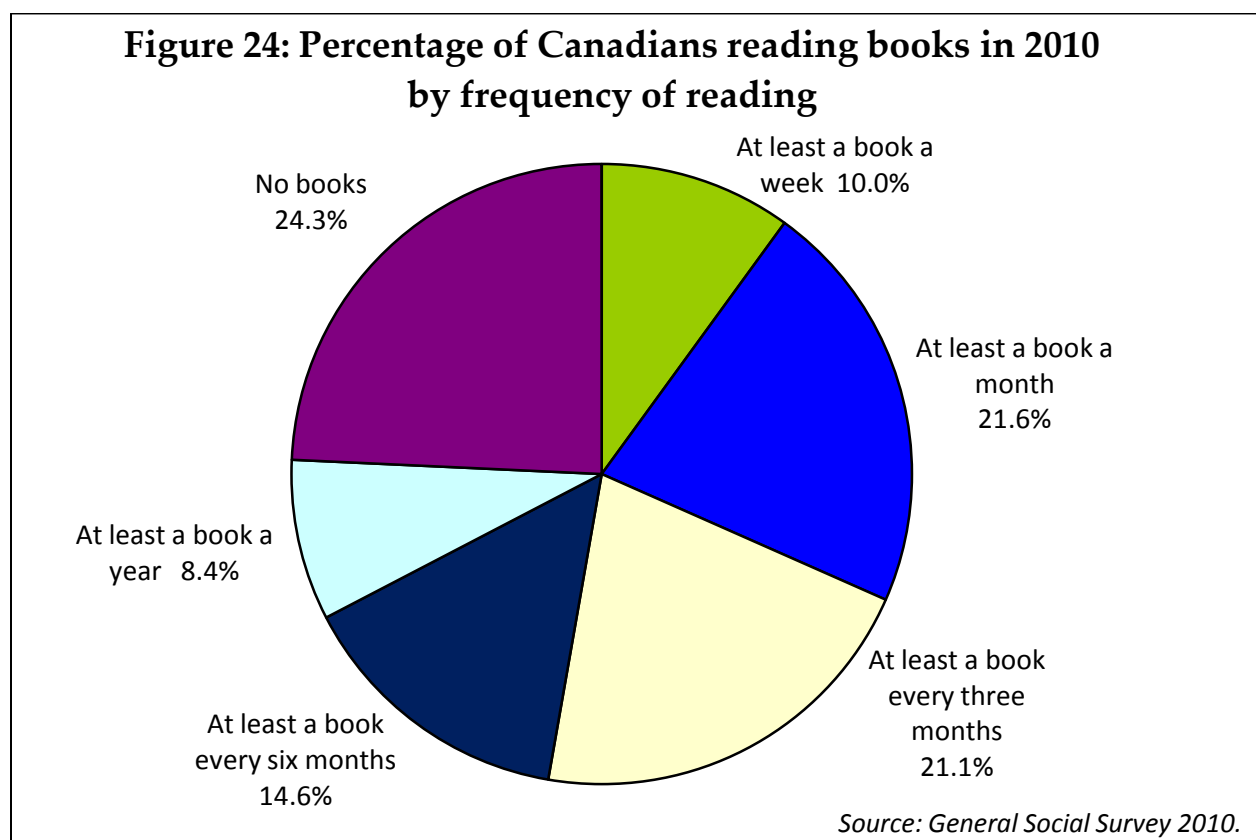
- 37.1% of the population 15 or older read a newspaper on a daily basis (10.4 million Canadians);
- Another 35.2% read a newspaper at least once a week (9.9 million people);
- Another 8.0% read a newspaper at least once a month (2.2 million Canadians);
- Another 6.1% read a newspaper less than once a month (1.7 million people); and
- 13.6% of the population 15 or older did not read a newspaper in 2010 (3.8 million Canadians).

Regarding magazines:

- 41.5% of the population 15 or older read a magazine at least once a week (11.6 million people);
- Another 27.1% read a magazine at least once a month (7.6 million Canadians);
- Another 6.1% read a magazine five or more times during the year, but not every month (1.7 million people);
- Another 7.2% read a magazine one to four times during the year (2.0 million Canadians); and
- 18.0% of the population 15 or older did not read a magazine in 2010 (5.1 million people).

Regarding books, Figure 24 shows that:

- 10.0% of the population 15 or older read at least one book each week (i.e., 2.8 million Canadians read at least 52 books during the year);
- Another 21.6% read at least one book each month (i.e., 6.1 million people read at least 12 books during the year);
- Another 21.1% read at least one book every three months (i.e., 5.9 million Canadians read at least 4 books during the year);
- Another 14.6% read at least one book every six months (i.e., 4.1 million people read at least 2 books during the year);
- Another 8.4% read at least one book during the year (2.4 million Canadians); and
- 24.3% of the population 15 or older did not read a book in 2010 (6.8 million people).



Trends in reading

Between 1992 and 2010, the rate of newspaper reading decreased, while magazine reading remained fairly stable and book reading increased.

Figure 25 shows that the overall rate of newspaper reading decreased from 93.2% in 1992 to 88.7% in 1998, to 86.7% in 2005, and then remained stable in 2010 (86.4%).

Despite the lower rate of newspaper reading in 2010, the actual number of newspaper readers increased from 19.9 million in 1992 to 24.3 million in 2010. This is an overall increase of 4.4 million newspaper readers between 1992 and 2010 (or 22.2%) – compared with 32% growth in the population (15 or older) during the same period.

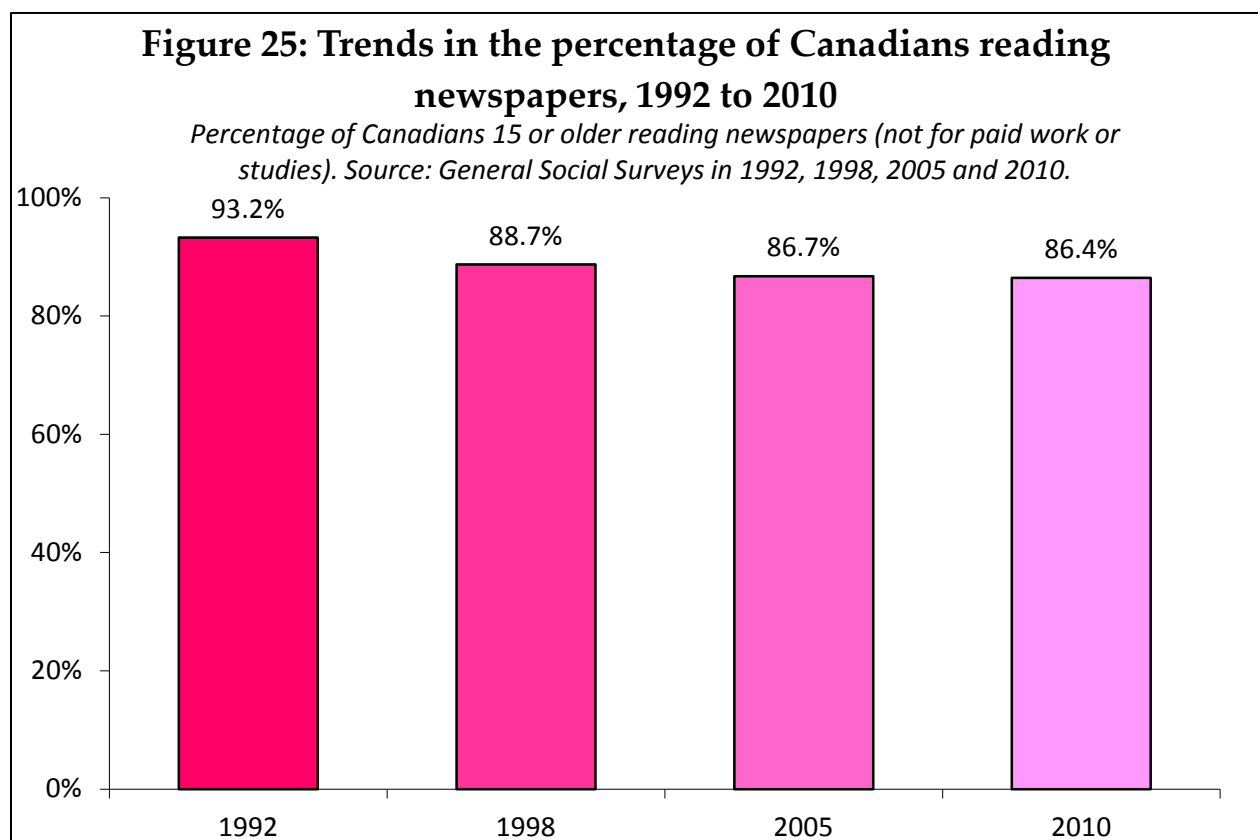
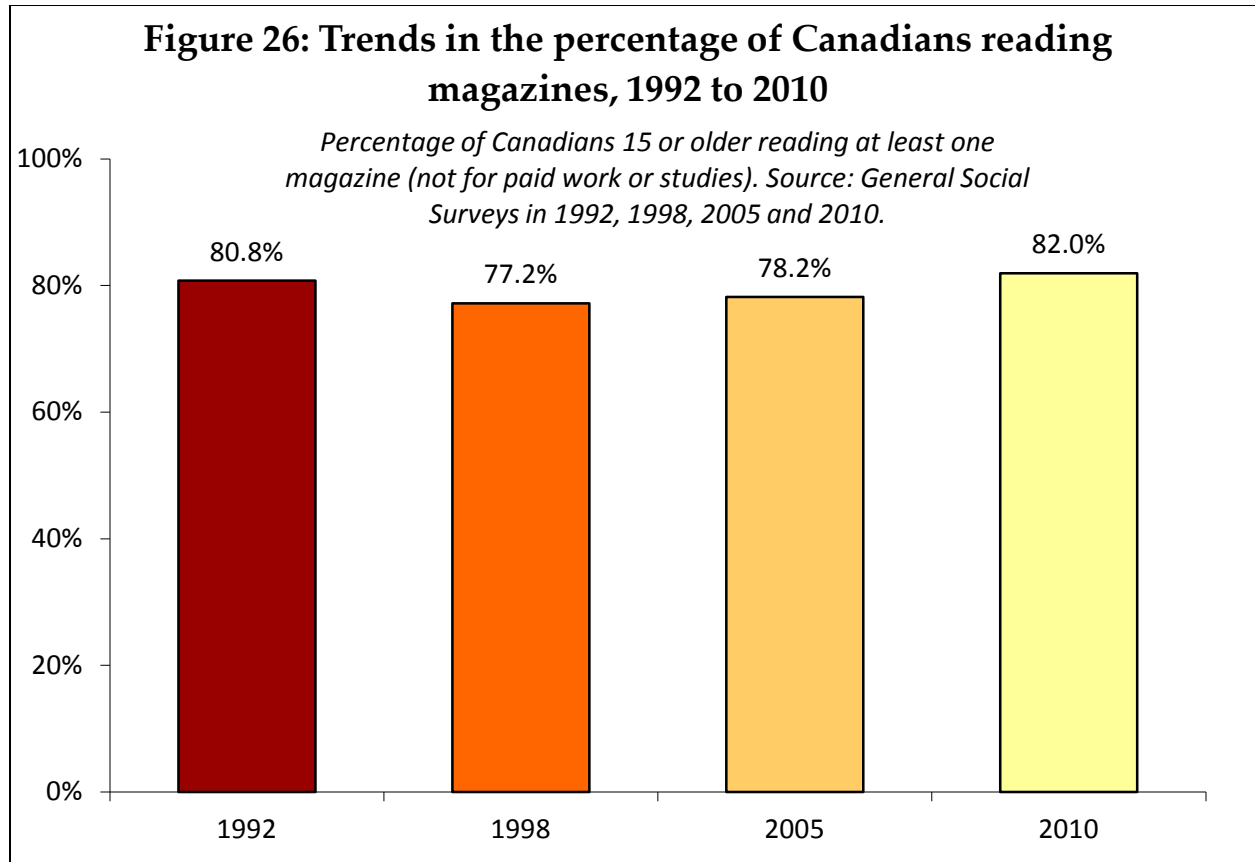


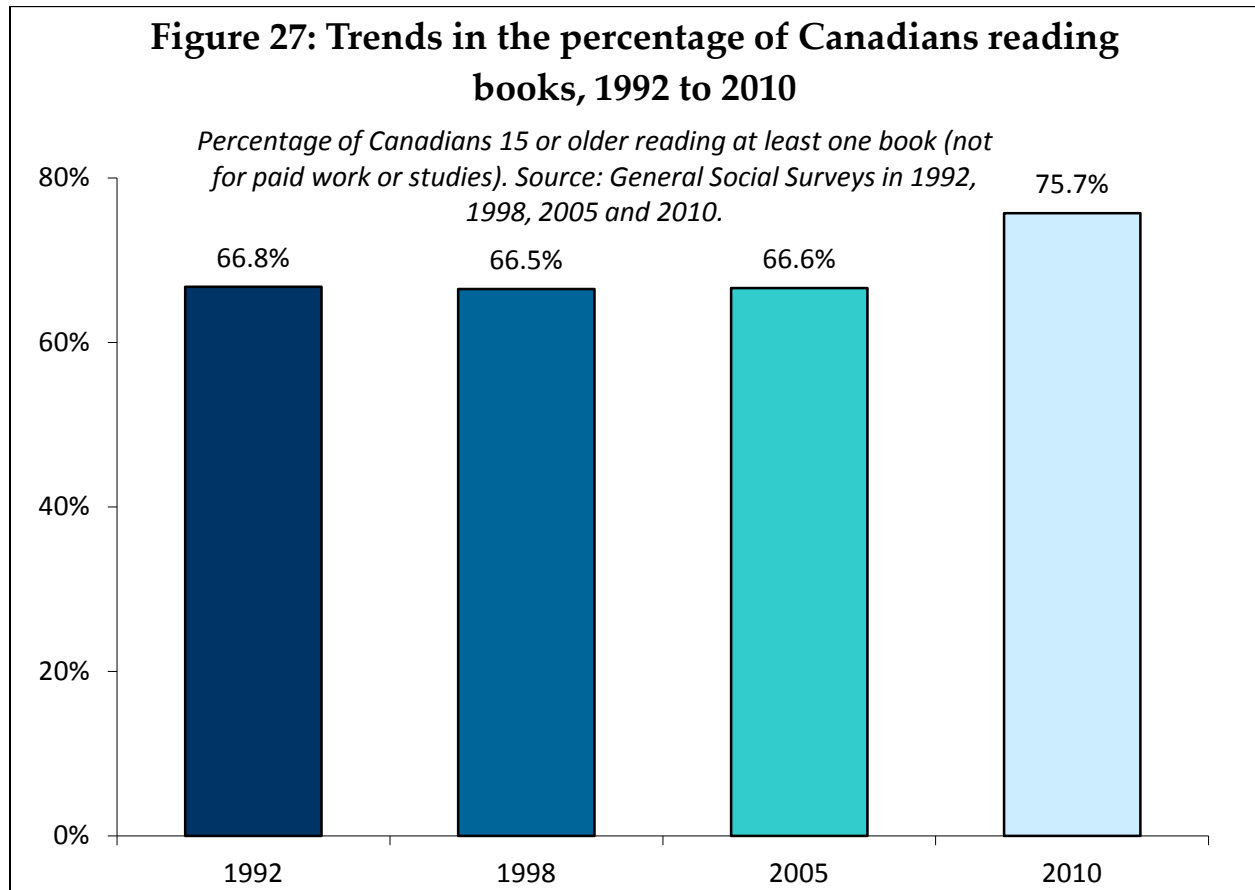
Figure 26 shows that the overall rate of magazine reading decreased slightly between 1992 and 1998 but rebounded to essentially the same level in 2010 (82.0%) as in 1992 (80.8%).

The number of magazine readers increased from 17.2 million in 1992 to 23.0 million in 2010. This increase of 5.8 million magazine readers represents a 33.8% increase, which is slightly higher than the 32% growth in the population (15 or older) during this timeframe.



As shown in Figure 27, the overall rate of book reading remained almost exactly the same in the first three survey years, with two-thirds of the population reading at least one book in 1992, 1998 and 2005. In 2010, however, the percentage of the population reading at least one book increased to 75.7%.

The number of book readers increased from 14.2 million in 1992 to 21.3 million in 2010, an increase of 7.0 million readers.¹¹ This 49.5% increase in book readers is much higher than the growth in the population (15 or older) between 1992 and 2010 (32%).

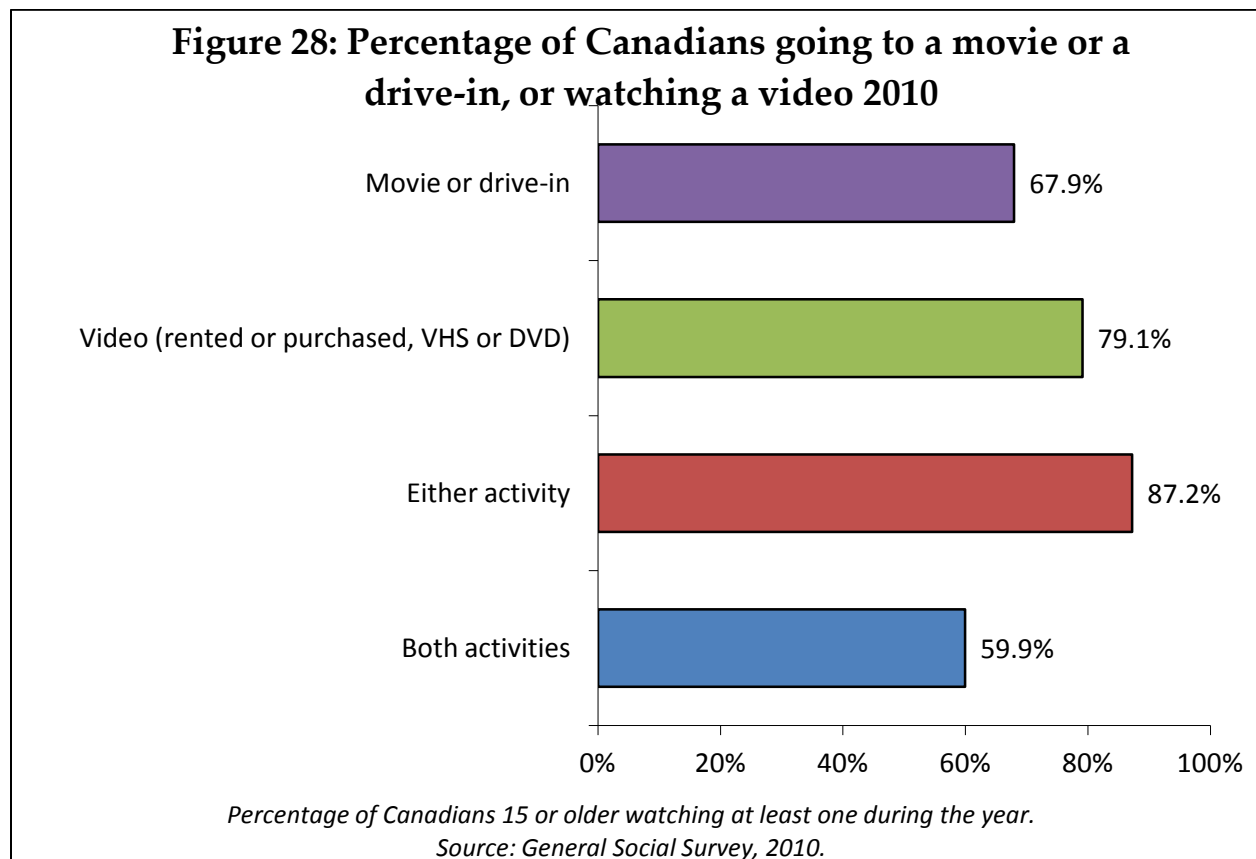


¹¹ Differences are calculated from unrounded numbers. The differences in the rounded numbers presented in this report may vary slightly.

Section 6: Movies and videos

In 2010, a large majority of Canadians (87.2% of those 15 or older, about 24.5 million people) visited a movie theatre or watched a video (“rented or purchased, VHS or DVD format”).¹² Figure 28 shows that:

- 67.9% of the population 15 or older went to a movie or drive-in (19.1 million people);
- 79.1% watched a video (22.2 million Canadians);
- 87.2% did at least one of these activities (24.5 million people); and
- 59.9% did both of these film and video activities in 2010 (16.8 million people).



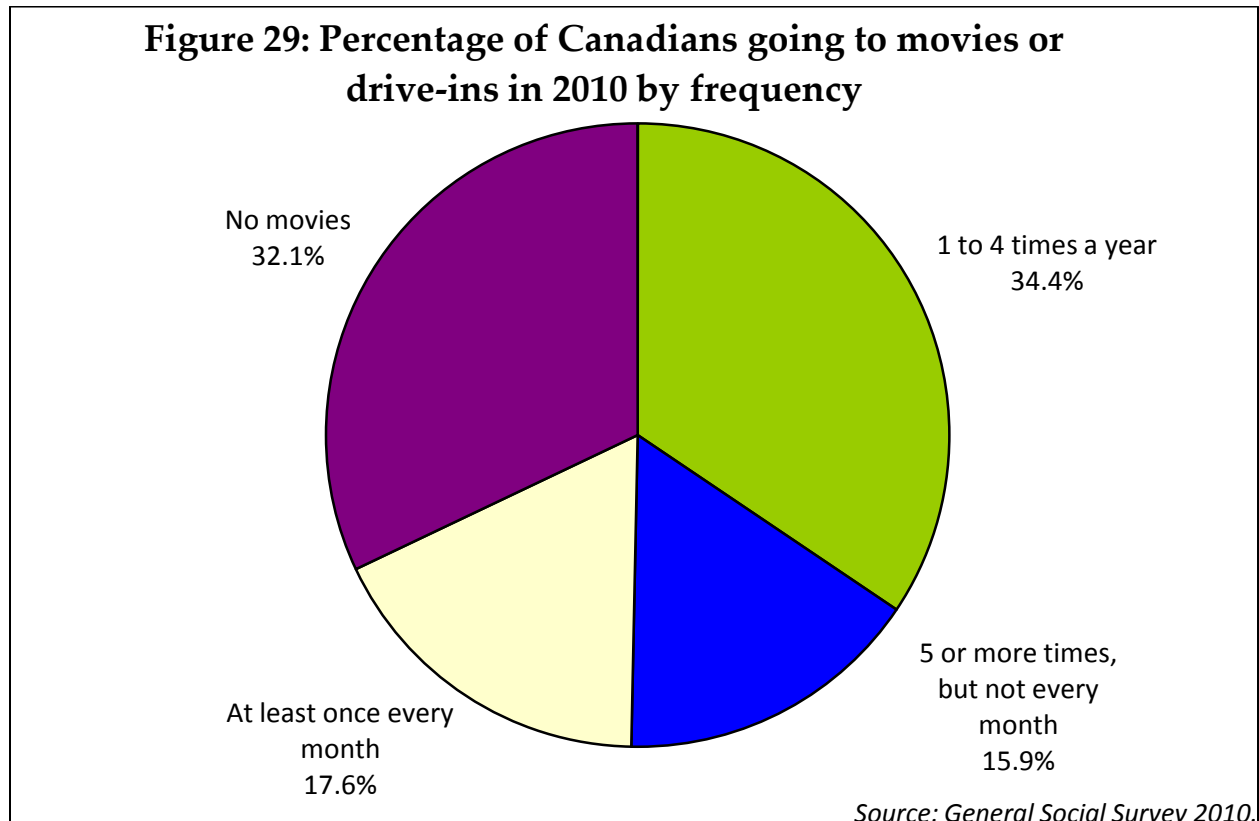
¹² The questions were phrased as follows: During the past 12 months, how often did you go to a movie or drive-in?; and During the past 12 months how often did you watch a video, rented or purchased, VHS or DVD? The video question did not define “a video”, other than stating “rented or purchased, VHS or DVD”. While videos are fairly ubiquitous on the internet, the phrasing of the question – and its inclusion in a section with movies – seems to imply longer videos, such as movies or documentaries. Videos on demand, whether via the internet, cable TV or satellite TV, are not specifically addressed by the question. The survey did not ask about respondents’ TV viewing in the past year.

Frequency of movie going and video watching

Respondents were asked about the frequency of their movie going and video watching.

Regarding movie going, Figure 29 shows that:

- 34.4% of the population 15 or older went to a movie or a drive-in between one and four times in 2010 (9.7 million Canadians);
- Another 15.9% went to a movie five or more times, but not every month (4.5 million people);
- Another 17.6% went to a movie at least once every month (4.9 million people); and
- 32.1% of the population 15 or older did not go to a movie or a drive-in in 2010 (9.0 million Canadians).



Regarding the frequency of video watching:

- 27.3% of the population 15 or older watched a video at least once a week (7.7 million people);
- Another 28.3% watched a video at least once a month (7.9 million people);
- Another 12.5% watched a video five or more times during the year (3.5 million Canadians);
- Another 11.1% watched a video one to four times during the year (3.1 million Canadians); and
- 20.9% of the population 15 or older did not watch a video in 2010 (5.9 million people).

Trends in movie going and video watching

Both movie going and video watching increased in popularity between 1992 and 2010. Figure 30 shows that the overall rate of movie going increased sharply from 49.2% in 1992 to 64.1% in 1998 and then decreased somewhat to 61.0% in 2005 before increasing again to 67.9% in 2010.

The number of movie-goers increased significantly between 1992 and 2010, from 10.5 million in 1992 to 19.1 million in 2010. This increase of 8.6 million people (or 82.1%) was much higher than the 32% growth in the population (15 or older) between 1992 and 2010.

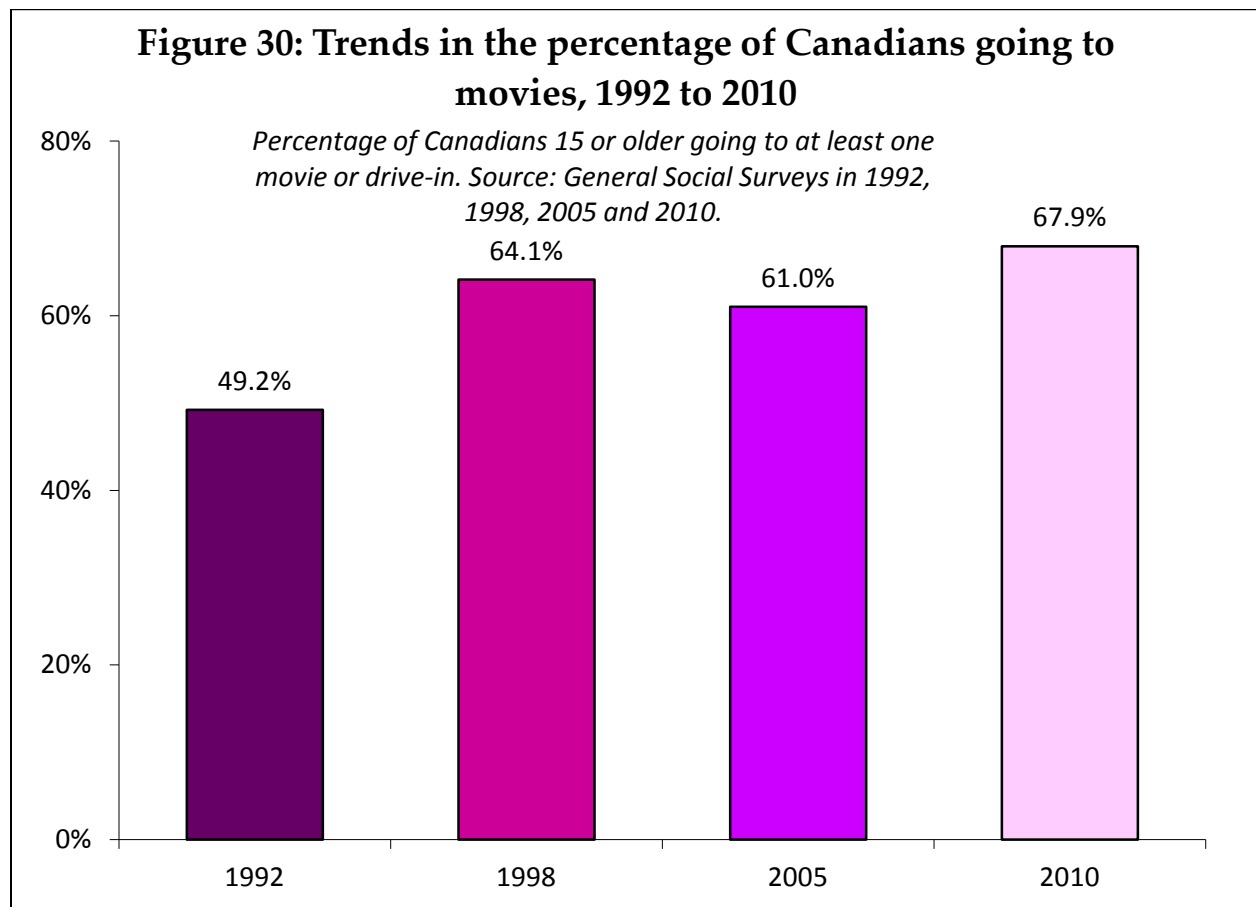
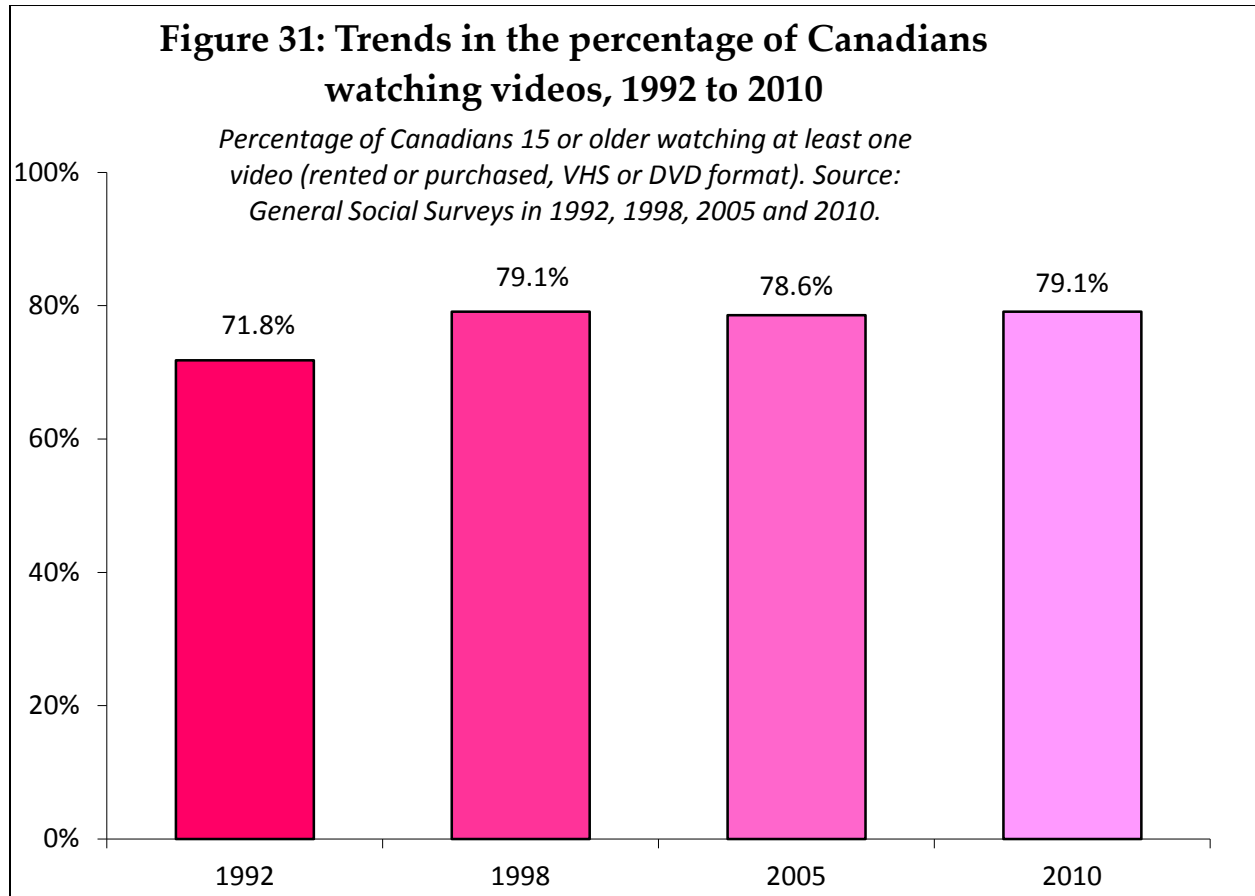


Figure 31 shows that the overall rate of video watching increased from 71.8% in 1992 to 79.1% in 1998 and then remained relatively stable (78.6% in 2005 and 79.1% in 2010).

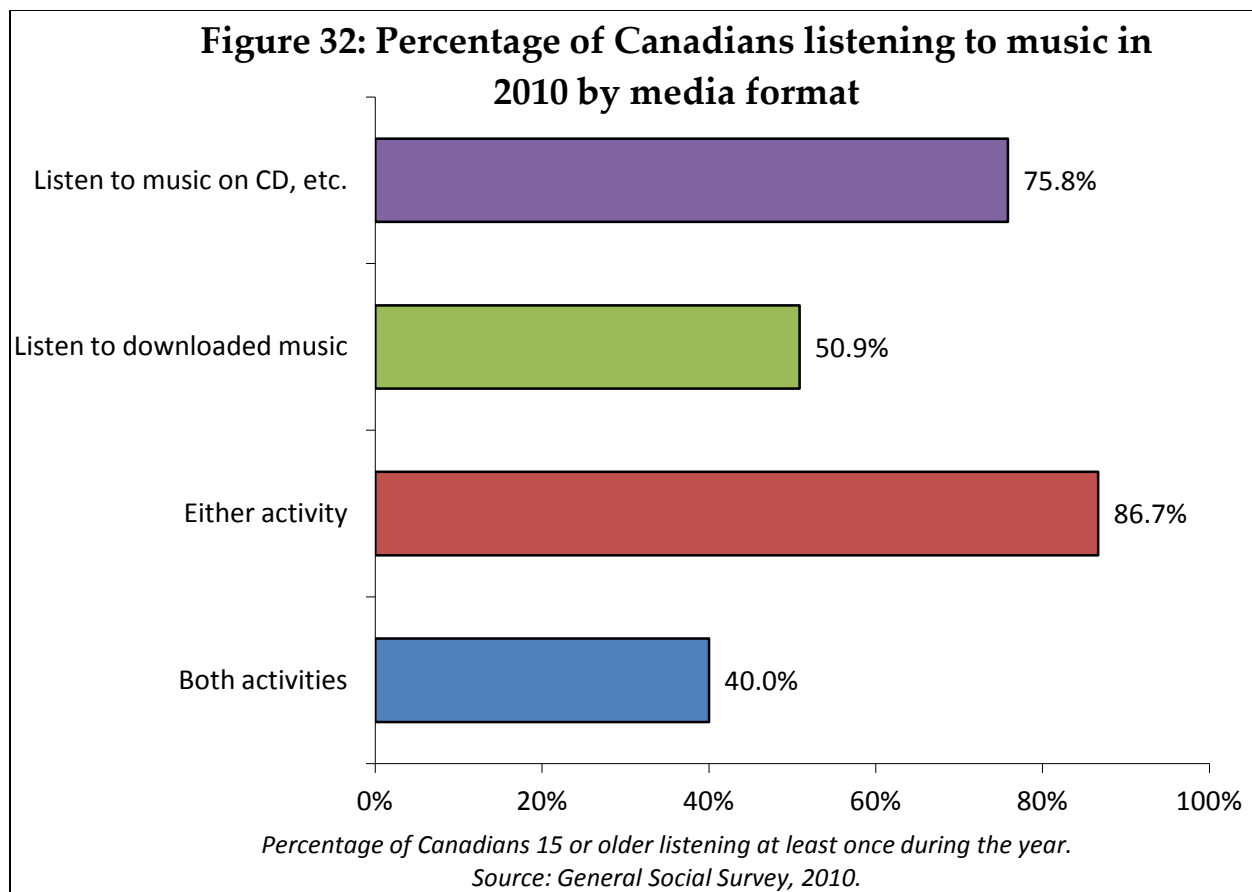
The number of Canadians watching a video increased from 15.3 million in 1992 to 22.2 million in 2010, an increase of 6.9 million people. This 45.3% increase is much higher than the growth in the population during the same timeframe (32%).



Section 7: Listening to recorded music

Respondents were asked whether they had listened to downloaded music or to music on CDs (or other recorded formats) in the 12 months preceding the survey.¹³ As shown in Figure 32:

- 75.8% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (21.3 million people);
- 50.9% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (14.3 million Canadians);
- The vast majority of Canadians (86.7%, or 24.3 million people) listened to music in at least one of these ways in 2010; and
- 40.0% listened to music in both of these ways in 2010 (11.2 million people).



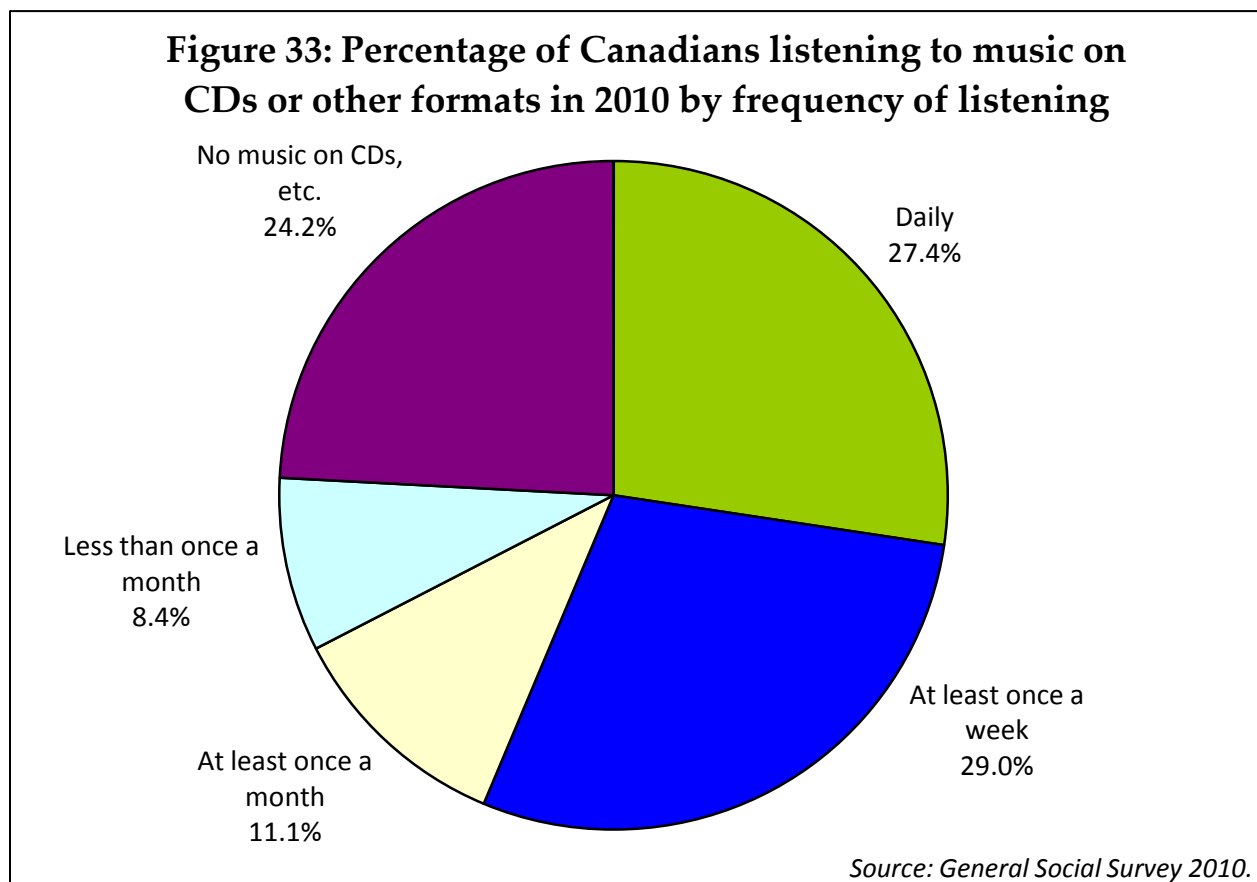
¹³ The questions were phrased as follows: During the past 12 months, how often did you listen to music on CDs, cassette tapes, DVD audio discs, records, etc.?; and During the past 12 months how often did you listen to downloaded music on your computer, MP3 player, etc.? The survey did not ask about respondents' radio listening during the past year.

Frequency of listening to recorded music

Respondents were asked how often they listened to recorded music.

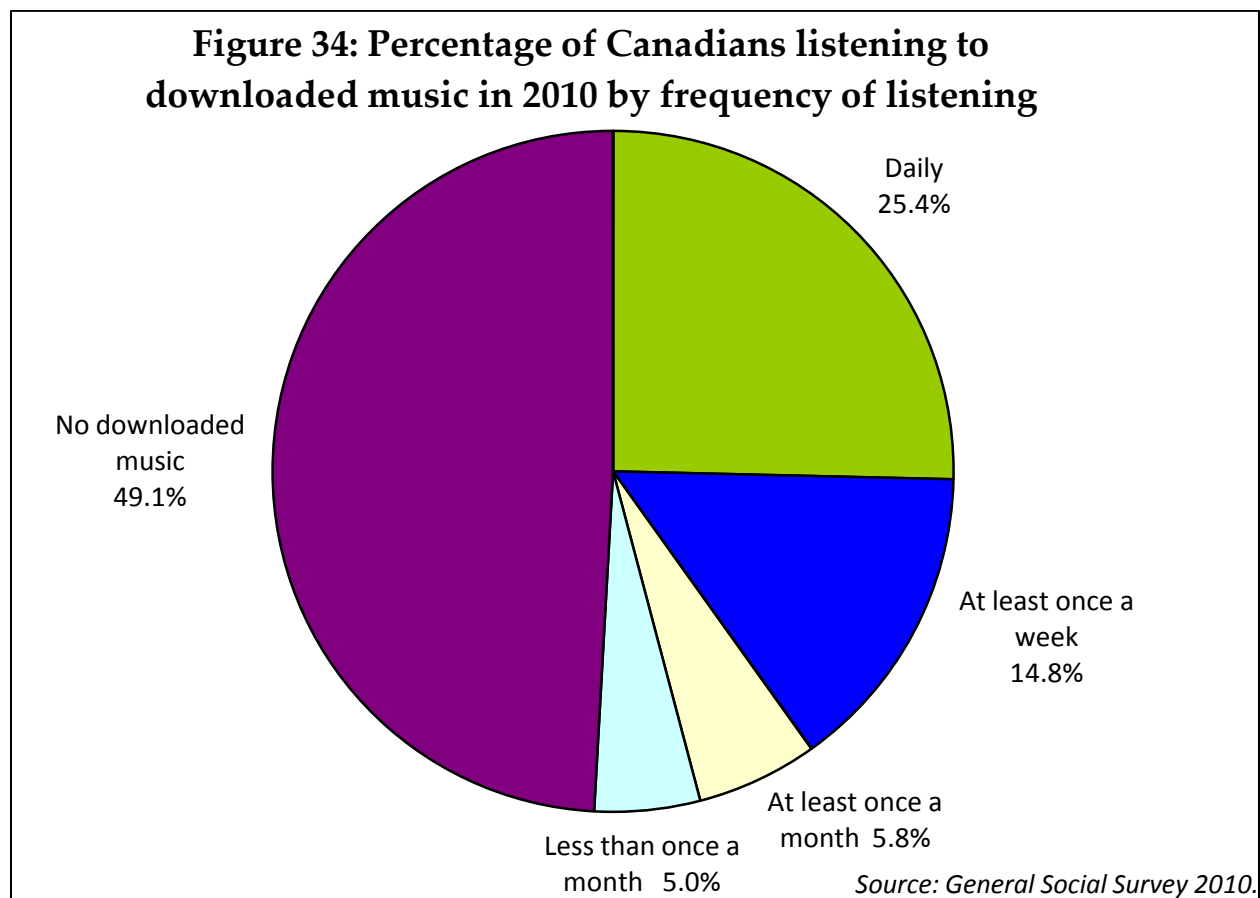
Regarding music on CDs and other formats, Figure 33 shows that:

- 27.4% of the population 15 or older listened to music on CDs daily in 2010 (7.7 million people);
- Another 29.0% listened to music on CDs at least once a week (8.1 million Canadians);
- Another 11.1% listened to music on CDs at least once a month (3.1 million people);
- Another 8.4% listened to music on CDs less than once a month, but at least once during the year (2.4 million Canadians); and
- 24.2% of the population 15 or older did not listen to music on CDs or similar formats in 2010 (6.8 million people).



Regarding downloaded music on a computer, MP3 player or other device, Figure 34 shows that:

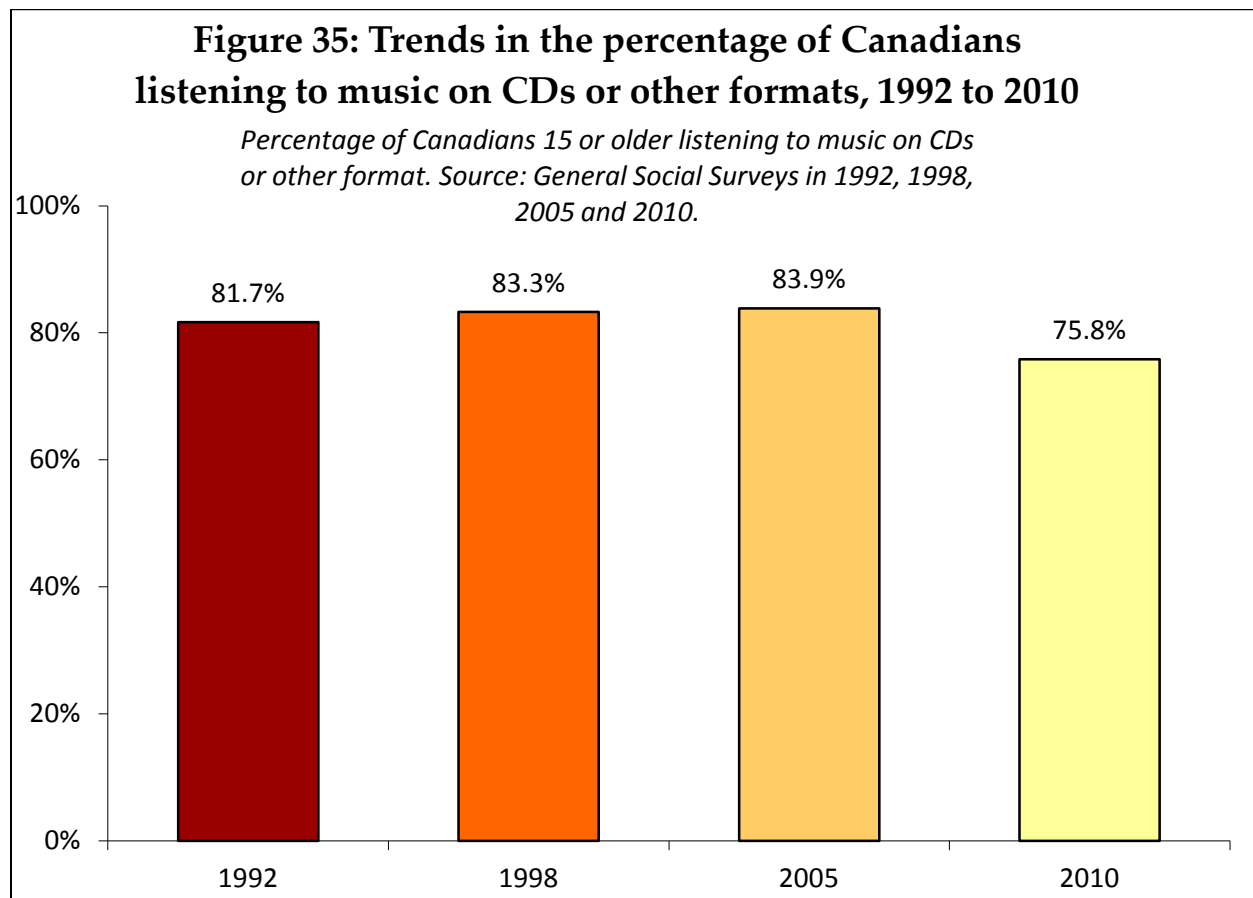
- 25.4% of the population 15 or older listened to downloaded music on a daily basis in 2010 (7.1 million Canadians);
- Another 14.8% listened to downloaded music at least once a week (4.1 million Canadians);
- Another 5.8% listened to downloaded music at least once a month (1.6 million people);
- Another 5.0% listened to downloaded music less than once a month, but at least once during the year (1.4 million people); and
- 49.1% of the population 15 or older did not listen to downloaded music in 2010 (13.8 million people).



Trends in music listening

Between 1992 and 2010, there was a decrease in the percentage of Canadians listening to music on CDs and other formats. Figure 35 shows that the overall percentage of Canadians listening to music on CDs decreased from 81.7% in 1992 to 75.8% in 2010.

The number of Canadians listening to music on CDs increased from 17.4 million in 1992 to 21.2 million in 2010. This increase of 3.9 million listeners represents a 25.8% increase between 1992 and 2010 (compared to the 32% growth in the overall population 15 or older during this period).



The question regarding listening to downloaded music was not asked in 1992 or 1998. Between 2005 and 2010, the percentage of Canadians listening to downloaded music increased substantially, from 28.6% to 50.9%.

The number of Canadians 15 or older listening to downloaded music nearly doubled between 2005 (7.5 million) and 2010 (14.3 million).

Section 8: All 18 arts, culture and heritage activities

This brief section summarizes key information regarding Canadians' participation in the 18 arts, culture and heritage activities asked in the 2010 General Social Survey.

Table 1 provides the participation rates and the number of Canadians 15 and older who participated in the 18 activities in 2010, as well as some key groupings of the participation data:

- 47.8% of Canadians 15 or older visited a museum in 2010.
- 72.4% attended a performing arts event or a cultural festival in 2010.
- 73.8% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks) in 2010.
- 97.5% read a newspaper, magazine or book in 2010.
- 87.2% watched a movie or a video in 2010.
- 86.7% listened to downloaded music or music on CDs in 2010.
- 99.7% of Canadians participated in at least one of the 18 activities in 2010.

Table 1: Canadians' Arts, Culture and Heritage Activities in 2010		
Activity	Percentage of population (15 or older)	Number of people (15 or older)
Art galleries and other museums		
Public art galleries	35.7%	10 million
Museums other than art galleries	32.7%	9.2 million
<i>Museums (any type)</i>	<i>47.8%</i>	<i>13.4 million</i>
Performing arts and festivals		
Theatre	44.3%	12.4 million
Pop music	39.4%	11.1 million
Classical music	12.6%	3.5 million
<i>Any of these three performing arts activities</i>	<i>60.4%</i>	<i>16.9 million</i>
Cultural festival	37.2%	10.4 million
Cultural or heritage performance	23.0%	6.5 million
Other cultural performance	17.6%	4.9 million
<i>Any of these three activities</i>	<i>47.9%</i>	<i>13.5 million</i>
<i>Any of the above six performing arts and festival activities</i>	<i>72.4%</i>	<i>20.3 million</i>

Table 1 (continued): Canadians' Arts, Culture and Heritage Activities in 2010		
Activity	Percentage of population (15 or older)	Number of people (15 or older)
Heritage activities		
Historic sites	45.7%	12.8 million
Zoos, aquariums, botanical gardens, planetariums or observatories	42.3%	11.9 million
Conservation areas or nature parks	57.9%	16.3 million
<i>Any of these three heritage activities</i>	<i>73.8%</i>	<i>20.7 million</i>
Reading		
Newspapers	86.4%	24.3 million
Magazines	82.0%	23 million
Books	75.7%	21.3 million
<i>Any of these three reading activities</i>	<i>97.5%</i>	<i>27.4 million</i>
Watching movies and videos		
Movies or drive-in theatres	67.9%	19.1 million
Videos (rented or purchased, VHS or DVD)	79.1%	22.2 million
<i>Either of these two activities</i>	<i>87.2%</i>	<i>24.5 million</i>
Listening to recorded music		
Music on CDs, records, etc.	75.8%	21.3 million
Downloaded music	50.9%	14.3 million
<i>Either of these two activities</i>	<i>86.7%</i>	<i>24.3 million</i>
<i>Any of the 18 arts, culture and heritage activities</i>	<i>99.7%</i>	<i>28.0 million</i>
<i>All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey</i>		

Figure 36 provides a visual overview of the participation rates in each of the 18 arts, culture and heritage activities in 2010.

