

# Provincial Profiles of Arts, Culture and Heritage Activities in 2010



**10<sup>TH</sup> SEASON!**  
**10<sup>E</sup> SAISON!**

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*Prepared by Kelly Hill*

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## **Executive Summary**

*Provincial Profiles of Arts, Culture and Heritage Activities in 2010*, the 37<sup>th</sup> report in the *Statistical Insights on the Arts* series from Hill Strategies Research, analyzes provincial data regarding the number and percentage of Canadians 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- 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. Where comparable data are available, changes 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.<sup>1</sup>

Individuals are counted only once in each activity regardless of how many times they participated in the activity.

In addition to the information found in this national summary, the full report and summaries for each province provide much greater detail about the arts, culture and heritage activities of provincial residents.<sup>2</sup>

Overall, the report finds that:

- All residents in each province participated in at least one arts, culture or heritage activity in 2010.
- In all provinces, participation in many arts, culture and heritage activities has increased over the past 18 years.

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<sup>1</sup> 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.

<sup>2</sup> The General Social Survey's target population was "all non-institutionalized persons 15 years of age or older, living in the ten provinces of Canada". As such, there are no data on the three territories.

## ***Comparisons with Canadian averages***

The report highlights significant differences in provincial participation rates compared with the Canadian averages.<sup>3</sup> The availability of arts, culture and heritage activities likely varies between the provinces and has an impact on the participation rates. However, an analysis of supply-side factors is beyond the scope of this report.

### ***British Columbia***

British Columbians are more likely than other Canadians to participate in many different arts, culture and heritage activities, including:

- Going to art galleries (40.5% of British Columbians vs. 35.7% of all Canadians);
- Attending classical music performances (16.2% of British Columbians vs. 12.6% of all Canadians);
- Attending a type of cultural performance not included in the other survey categories (21.5% of B.C. residents vs. 17.6% of all Canadians);
- Visiting historic sites (51.5% of British Columbians vs. 45.7% of all Canadians);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (47.2% of British Columbians vs. 42.3% of all Canadians);
- Visiting conservation areas or nature parks (66.9% of B.C. residents vs. 57.9% of all Canadians);
- Reading magazines (85.3% of British Columbians vs. 82.0% of all Canadians); and
- Reading books (79.1% of British Columbians vs. 75.7% of all Canadians).

The percentage of British Columbians participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***Alberta***

Albertans are more likely than other Canadians to participate in many different arts, culture and heritage activities, including:

- Going to museums other than art galleries (40.9% of Albertans vs. 32.7% of all Canadians);
- Attending theatre performances (48.3% of Albertans vs. 44.3% of all Canadians);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (50.3% of Albertans vs. 42.3% of all Canadians);
- Visiting conservation areas or nature parks (66.1% of Albertans vs. 57.9% of all Canadians);
- Reading magazines (86.5% of Albertans vs. 82.0% of all Canadians);
- Watching videos (87.1% of Albertans vs. 79.1% of all Canadians);

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<sup>3</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

- Listening to music on CDs, records, etc. (80.8% of Albertans vs. 75.8% of all Canadians); and
- Listening to downloaded music (56.2% of Albertans vs. 50.9% of all Canadians).

The percentage of Albertans participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***Saskatchewan***

Saskatchewanians are more likely than other Canadians to participate in some arts, culture and heritage activities, including:

- Going to museums (52.7% of Saskatchewanians vs. 47.8% of all Canadians);
- Attending pop music performances such as pop, rock, jazz, blues, folk, country and western (49.3% of Saskatchewanians vs. 39.4% of all Canadians); and
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (28.7% of Saskatchewanians vs. 23.0% of all Canadians).

On the other hand, Saskatchewanians are less likely than other Canadians to:

- Attend classical music performances (9.6% of Saskatchewanians vs. 12.6% of all Canadians);
- Read books (66.1% of Saskatchewanians vs. 75.7% of all Canadians); and
- Go to movies (61.5% of Saskatchewanians vs. 67.9% of all Canadians).

The percentage of Saskatchewanians participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***Manitoba***

The percentage of Manitobans participating in most of the 18 arts, culture and heritage activities is similar to the Canadian averages. There are, however, a few significant differences:

- Manitobans are more likely than other Canadians to visit zoos, aquariums, botanical gardens, planetariums or observatories (52.1% of Manitobans vs. 42.3% of all Canadians);
- Manitobans are less likely than other Canadians to visit public art galleries (26.2% of Manitobans vs. 35.7% of all Canadians);
- Manitobans are less likely than other Canadians to attend cultural festivals (28.4% of Manitobans vs. 37.2% of all Canadians); and
- Manitobans are less likely than other Canadians to read books (68.5% of Manitobans vs. 75.7% of all Canadians).

## ***Ontario***

The percentage of Ontarians participating in most of the 18 arts, culture and heritage activities is similar to the Canadian averages. There are, however, a few significant differences:

- Ontarians are more likely to go to the theatre (48.3% of Ontarians vs. 44.3% of all Canadians);
- Ontarians are more likely to visit conservation areas or nature parks (62.7% of Ontarians vs. 57.9% of all Canadians); and
- Ontarians are less likely to attend a type of cultural performance not included in the other survey categories (14.9% of Ontarians vs. 17.6% of all Canadians).

## ***Quebec***

The percentage of Quebecers participating in most of the 18 arts, culture and heritage activities is similar to the Canadian averages. However, there are some significant differences:

- Quebecers are more likely to attend a type of cultural performance not included in the other survey categories (21.7% of Quebecers vs. 17.6% of all Canadians);
- Quebecers are less likely to visit museums other than art galleries (25.9% of Quebecers vs. 32.7% of all Canadians);
- Quebecers are less likely to go to the theatre (38.3% of Quebecers vs. 44.3% of all Canadians);
- Quebecers are less likely to attend a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (16.8% of Quebecers vs. 23.0% of all Canadians);
- Quebecers are less likely to visit conservation areas or nature parks (42.3% of Quebecers vs. 57.9% of all Canadians);
- Quebecers are less likely to read magazines (78.6% of Quebecers vs. 82.0% of all Canadians); and
- Quebecers are less likely to watch videos (73.3% of Quebecers vs. 79.1% of all Canadians).

## ***New Brunswick***

New Brunswickers are less likely than other Canadians to participate in some arts, culture and heritage activities, including:

- Going to public art galleries (22.6% of New Brunswickers vs. 35.7% of all Canadians);
- Going to museums other than art galleries (22.9% of New Brunswickers vs. 32.7% of all Canadians);
- Attending theatre performances (35.9% of New Brunswickers vs. 44.3% of all Canadians);

- Attending classical music performances (7.0% of New Brunswickers vs. 12.6% of all Canadians);<sup>4</sup>
- Attending cultural festivals (29.9% of New Brunswickers vs. 32.7% of all Canadians);
- Visiting historic sites (39.1% of New Brunswickers vs. 45.7% of all Canadians);
- Reading newspapers (78.9% of New Brunswickers vs. 86.4% of all Canadians); and
- Going to movies (58.4% of New Brunswickers vs. 67.9% of all Canadians).

The percentage of New Brunswickers participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***Nova Scotia***

The percentage of Nova Scotians participating in most arts, culture and heritage activities is similar to the Canadian averages, with a few exceptions:

- Nova Scotians are more likely than other Canadians to visit historic sites (53.1% of Nova Scotians vs. 45.7% of all Canadians).
- Nova Scotians are less likely than other Canadians to visit public art galleries (27.9% of Nova Scotians vs. 35.7% of all Canadians).
- Nova Scotians are also less likely to visit zoos, aquariums, botanical gardens, planetariums or observatories (34.8% of Nova Scotians vs. 42.3% of all Canadians).

### ***Prince Edward Island***

Prince Edward Islanders are more likely than other Canadians to participate in some arts, culture and heritage activities, including:

- Attending theatre performances (54.3% of Prince Edward Islanders vs. 44.3% of all Canadians);
- Visiting historic sites (52.9% of Prince Edward Islanders vs. 45.7% of all Canadians); and
- Reading newspapers (93.0% of Prince Edward Islanders vs. 86.4% of all Canadians).

On the other hand, Prince Edward Islanders are less likely than other Canadians to:

- Go to public art galleries (26.2% of Prince Edward Islanders vs. 35.7% of all Canadians);
- Go to museums other than art galleries (20.0% of Prince Edward Islanders vs. 32.7% of all Canadians);
- Visit zoos, aquariums, botanical gardens, planetariums or observatories (26.8% of Prince Edward Islanders vs. 42.3% of all Canadians);
- Visit conservation areas or nature parks (49.1% of Prince Edward Islanders vs. 57.9% of all Canadians); and
- Watch videos (74.6% of Prince Edward Islanders vs. 79.1% of all Canadians).

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<sup>4</sup> The New Brunswick estimate has high statistical variation and should be used with caution.

The percentage of Prince Edward Islanders participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***Newfoundland and Labrador***

The percentage of Newfoundland and Labrador residents participating in most arts, culture and heritage activities is similar to the Canadian averages. Newfoundland and Labrador residents are more likely than other Canadians to visit historic sites (57.6% of Newfoundland and Labrador residents vs. 45.7% of all Canadians). On the other hand, Newfoundland and Labrador residents are less likely than other Canadians to:

- Attend theatre performances (38.3% of Newfoundland and Labrador residents vs. 44.3% of all Canadians);
- Attend classical music performances (7.7% of Newfoundland and Labrador residents vs. 12.6% of all Canadians);<sup>5</sup>
- Read newspapers (83.0% of Newfoundland and Labrador residents vs. 86.4% of all Canadians); and
- Go to movies (51.9% of Newfoundland and Labrador residents vs. 67.9% of all Canadians).

### ***Full report and provincial summaries are also available***

The preparation and distribution of this report were funded by the Department of Canadian Heritage, the Canada Council for the Arts and the Ontario Arts Council. The full report and provincial summaries are available on the Hill Strategies Research website (<http://www.hillstrategies.com>) and the websites of the funding organizations.

A previous report in the *Statistical Insights on the Arts* series provided a detailed examination of Canadians' participation in arts, culture and heritage activities in 2010. A subsequent report will examine factors in cultural participation.

### ***Methodological notes***

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

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<sup>5</sup> The Newfoundland estimate has high statistical variation and should be used with caution.

- 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)
- 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 the 1992 survey, the 2010 General Social Survey 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.

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

## Section 1: Introduction

This report analyzes provincial data regarding the number and percentage of Canadians 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

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.<sup>6</sup> The 2010 General Social Survey asked Canadians about 18 different arts, culture and heritage activities during the 12 months prior to the survey:

- 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)
- 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.

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<sup>6</sup> 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.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted. For reasons of brevity, the report focuses on 1992 and 2010 data only. Data for the interim periods (1998 and 2005) are provided in the tables at the end of each section.

### ***Methodological note***

*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 provincial residents while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in the jurisdiction in question.*

The General Social Survey did not include any detailed questions regarding, for example, the types of performances attended, exhibitions visited or books read. Unlike the 1992 survey, the 2010 General Social Survey 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.

The report highlights significant differences in provincial participation rates compared with the Canadian averages. The availability of arts, culture and heritage activities likely varies between the provinces and has an impact on the participation rates. However, an analysis of supply-side factors is beyond the scope of this report.

Unless otherwise noted, all of the statistics in this report have relatively low statistical variations and therefore high statistical reliability. For example, the Canadian art gallery attendance estimate of 35.7% could vary by a maximum of 1.5 percentage points, 19 times out of 20.<sup>7</sup>

A previous report in the *Statistical Insights on the Arts* series provided a detailed examination of Canadians' participation in arts, culture and heritage activities in 2010. A subsequent report will examine factors in cultural participation.

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<sup>7</sup> All of the statistics in this report have been adjusted for non-response. This means that, in all 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 arts, culture and heritage activities in the same proportion as those who did respond.

After a [brief summary of the Canadian-level data](#), the report is organized into sections by province, from west to east:

- [British Columbia](#)
- [Alberta](#)
- [Saskatchewan](#)
- [Manitoba](#)
- [Ontario](#)
- [Quebec](#)
- [New Brunswick](#)
- [Nova Scotia](#)
- [Prince Edward Island](#)
- [Newfoundland and Labrador](#)

The General Social Survey's target population was "all non-institutionalized persons 15 years of age or older, living in the ten provinces of Canada". As such, there are no data on the three territories.

## **Section 2: Summary of Canadian Data**

This section examines the number and percentage of Canadians 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.

More detailed data can be found in two tables at the end of this section. Table 1 provides data on Canadians' arts, culture and heritage activities in 2010. Table 2 outlines changes between 1992 and 2010 in the percentage of Canadians participating in various activities.

### ***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, changes in overall participation rates cannot be calculated between 1992 and 2010.

Other key groupings of the participation data show that, in 2010:

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

***Canadians' participation in arts, culture and heritage activities has increased over the past 18 years***

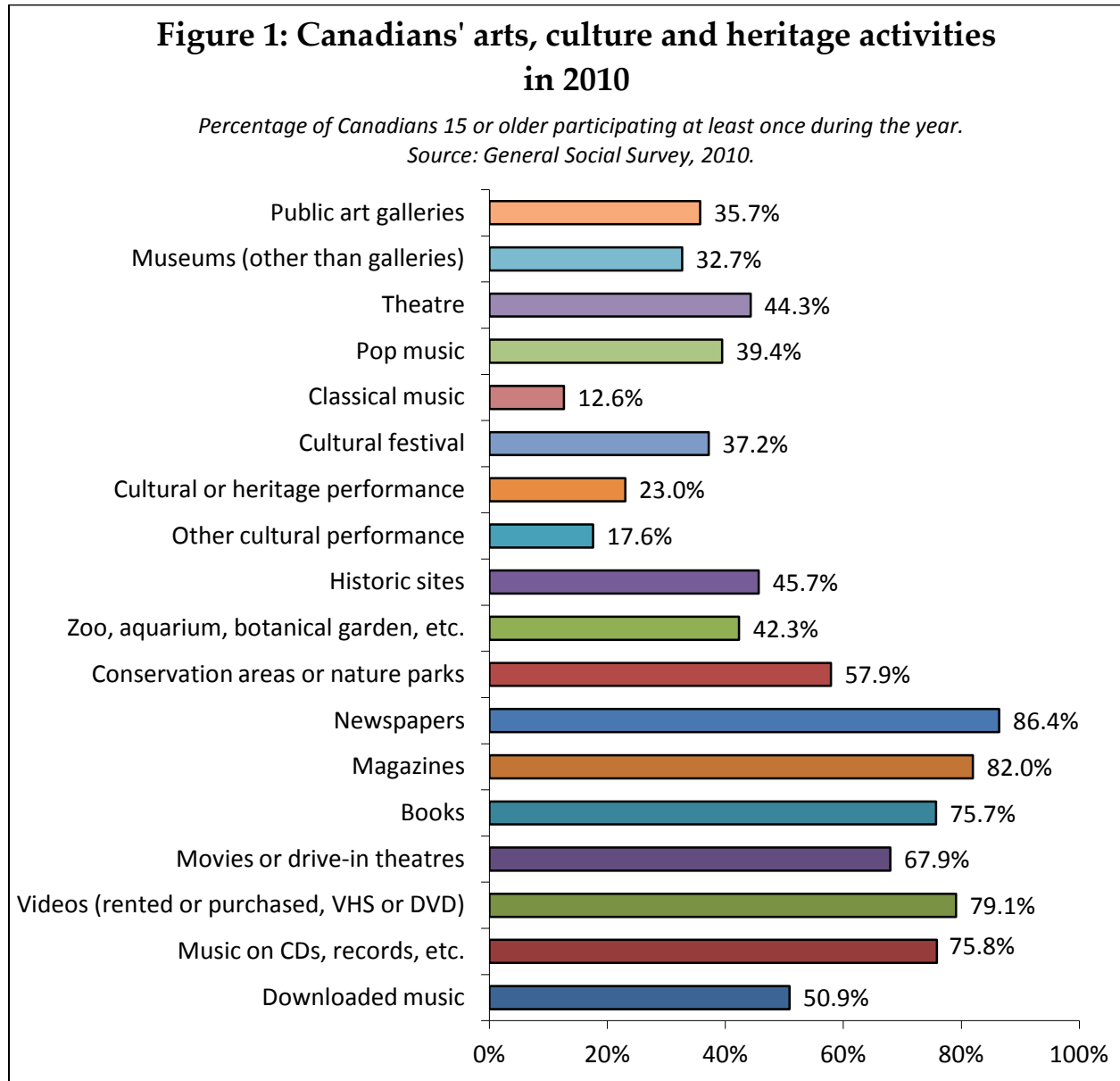
The percentage of Canadians participating in most of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 2, there was an increase in the percentage of Canadians:

- Visiting art galleries (19.6% in 1992 and 35.7% in 2010);
- Visiting museums (32.7% in 1992 and 47.8% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (11.8% in 1992 and 23.0% in 2010);
- Visiting historic sites (27.1% in 1992 and 45.7% in 2010);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (35.7% in 1992 and 42.3% in 2010);
- Visiting conservation areas or nature parks (46.7% in 1992 and 57.9% in 2010);
- Reading books (66.8% in 1992 and 75.7% in 2010);
- Going to movies (49.2% in 1992 and 67.9% in 2010); and
- Watching videos (71.8% in 1992 and 79.1% in 2010).

While a larger percentage of Canadians participated in arts, culture and heritage activities in 2010 than in 1992, these statistics do 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. 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.

### ***All 18 arts, culture and heritage activities***

Figure 1 provides a visual overview of Canadians' participation rates in each of the 18 arts, culture and heritage activities 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 increased significantly between 1992 (32.7%) and 2010 (47.8%).

Between 1992 and 2010, there was a strong increase in art gallery visits, with the rate of gallery visits increasing from 19.6% in 1992 to 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 (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).

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).

When the responses to the six performing arts and cultural festival questions are combined, 72.4% of Canadians attended a performing arts event or cultural festival in 2010 (20.3 million people).

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. There was a substantial increase in the percentage of Canadians attending a cultural festival between 1998 (24.6%) and 2010 (37.2%).

The percentage of Canadians attending a cultural or heritage performance increased from 11.8% in 1992 to 23.0% in 2010.

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

### ***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 substantial increase in the percentage of Canadians doing all three of these activities:

- Visiting an historic site (from 27.1% in 1992 to 45.7% in 2010);
- Visiting a zoo, aquarium, botanical garden, planetarium or observatory (from 35.7% in 1992 to 42.3% in 2010); and
- Visiting a conservation area or nature park (from 46.7% in 1992 to 57.9% in 2010).

### ***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 newspaper reading decreased (from 93.2% to 86.4%), while magazine reading remained fairly stable (80.8% in 1992 and 82.0% in 2010) and book reading increased (from 66.8% in 1992 to 75.7% in 2010).

## ***Movies and videos***

A substantial majority of Canadians 15 or older (87.2%, or 24.5 million people) visited a movie theatre or watched a video in 2010:

- 67.9% 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 67.9% in 2010. The overall rate of video watching increased from 71.8% in 1992 to 79.1% in 2010.

## ***Music***

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other 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); and
- 50.9% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (14.3 million Canadians).

Between 1992 and 2010, there was a decrease in the percentage of Canadians listening to music on CDs, records or other formats (from 81.7% in 1992 to 75.8% in 2010).

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

<b>Table 1: Canadians' Arts, Culture and Heritage Activities in 2010</b>		
<b>Activity</b>	<b>Percentage of population (15 or older)</b>	<b>Number of people (15 or older)</b>
<b>Total population 15 or older</b>	100.0%	28.1 million
<b>Art galleries and other museums</b>		
Public art galleries	35.7%	10.0 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>
<b>Performing arts and festivals</b>		
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>
<b>Heritage activities</b>		
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>
<b>Reading</b>		
Newspapers	86.4%	24.3 million
Magazines	82.0%	23.0 million
Books	75.7%	21.3 million
<i>Any of these three reading activities</i>	<i>97.5%</i>	<i>27.4 million</i>
<b>Watching movies and videos</b>		
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>

<b>Table 1 (continued): Canadians' Arts, Culture and Heritage Activities in 2010</b>		
<b>Activity</b>	<b>Percentage of population (15 or older)</b>	<b>Number of people (15 or older)</b>
<b>Listening to recorded music</b>		
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>
<b><i>Any of the 18 arts, culture and heritage activities</i></b>	<b><i>99.7%</i></b>	<b><i>28.0 million</i></b>
<i>All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey</i>		

<b>Table 2: Trends in Canadians' Arts, Culture and Heritage Activities between 1992 and 2010</b>					
	<b>1992</b>	<b>1998</b>	<b>2005</b>	<b>2010</b>	
Total population 15 or older	21,289,000	24,260,000	26,096,000	28,076,000	
Number of survey respondents	9,815	10,749	9,851	7,502	
<b>Activity</b>	<b>Percentage of population (15 or older)</b>				<b>Change (1992 to 2010)</b>
	<b>1992</b>	<b>1998</b>	<b>2005</b>	<b>2010</b>	
<b><i>Art galleries and other museums</i></b>					
Public art galleries	19.6%	24.0%	26.7%	35.7%	16.1%
Museums other than art galleries	Not comparable		21.3%	32.7%	Not comparable
<i>Museums (any type)</i>	32.7%	32.3%	35.2%	47.8%	15.1%
<b><i>Performing arts and festivals</i></b>					
Theatre	Not comparable			44.3%	Not comparable
Pop music				39.4%	
Classical music				12.6%	
Cultural festival	Not asked	24.6%	23.7%	37.2%	Not comparable
Cultural or heritage performance	11.8%	15.0%	15.1%	23.0%	11.2%
Other cultural performance	Not asked		10.8%	17.6%	Not comparable

**Table 2 (continued): Trends in Canadians' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b><i>Heritage activities</i></b>					
Historic sites	27.1%	35.2%	33.4%	45.7%	18.6%
Zoos, aquariums, botanical gardens, planetariums or observatories	35.7%	35.0%	33.5%	42.3%	6.6%
Conservation areas or nature parks	46.7%	48.9%	45.9%	57.9%	11.2%
<b><i>Reading</i></b>					
Newspapers	93.2%	88.7%	86.7%	86.4%	-6.8%
Magazines	80.8%	77.2%	78.2%	82.0%	1.2%
Books	66.8%	66.5%	66.6%	75.7%	8.9%
<b><i>Watching movies and videos</i></b>					
Movies or drive-in theatres	49.2%	64.1%	61.0%	67.9%	18.7%
Videos (rented or purchased, VHS or DVD)	71.8%	79.1%	78.6%	79.1%	7.3%
<b><i>Listening to recorded music</i></b>					
Music on CDs, records, etc.	81.7%	83.3%	83.9%	75.8%	-5.8%
Downloaded music	Not asked		28.6%	50.9%	Not comparable

*Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of Canadians participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.*

## **Section 3: British Columbia**

This section examines the number and percentage of British Columbians 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.<sup>8</sup> Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.<sup>9</sup>

More detailed data can be found in two tables at the end of this section. Table 3 provides data on British Columbians' arts, culture and heritage activities in 2010.<sup>10</sup> Table 4 outlines changes between 1992 and 2010 in the percentage of British Columbians participating in various activities.

### ***All British Columbians participated in an arts, culture or heritage activity in 2010***

In 2010, all British Columbians 15 or older (99.9%, or 3.8 million people) participated in at least one of the 18 arts, culture or heritage activities. Other key groupings of the participation data show that, in 2010:

- 52.6% of British Columbians 15 or older visited a museum.
- 70.9% attended a performing arts event or a cultural festival.
- 77.8% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 99.3% read a newspaper, magazine or book.
- 89.1% watched a movie or a video.
- 88.4% listened to downloaded music or music on CDs.

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<sup>8</sup> The number of British Columbia residents responding to the General Social Survey's cultural questions was 1,152 in 1992, 1,542 in 1998, 1,174 in 2005 and 1,097 in 2010.

<sup>9</sup> The margins of error of the 2010 B.C. data range from 1.9 to 4.3 percentage points, 19 times out of 20.

<sup>10</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

### ***British Columbians' participation in arts, culture and heritage activities has increased over the past 18 years***

The percentage of British Columbians participating in many of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 4, there was an increase in the percentage of British Columbians:

- Visiting art galleries (27.4% in 1992 and 40.5% in 2010);
- Visiting museums (45.1% in 1992 and 52.6% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (15.7% in 1992 and 27.6% in 2010);
- Visiting conservation areas or nature parks (61.2% in 1992 and 66.9% in 2010);
- Visiting historic sites (33.5% in 1992 and 51.5% in 2010);
- Going to movies (54.7% in 1992 and 69.4% in 2010); and
- Watching videos (76.3% in 1992 and 81.1% in 2010).

While a larger percentage of British Columbians participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that British Columbia-based 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. It is also important to note that the data include attendance of British Columbians while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in British Columbia.

### ***Comparisons with Canadian averages***

As shown in Table 3, British Columbians are more likely than other Canadians to participate in many different arts, culture and heritage activities, including:

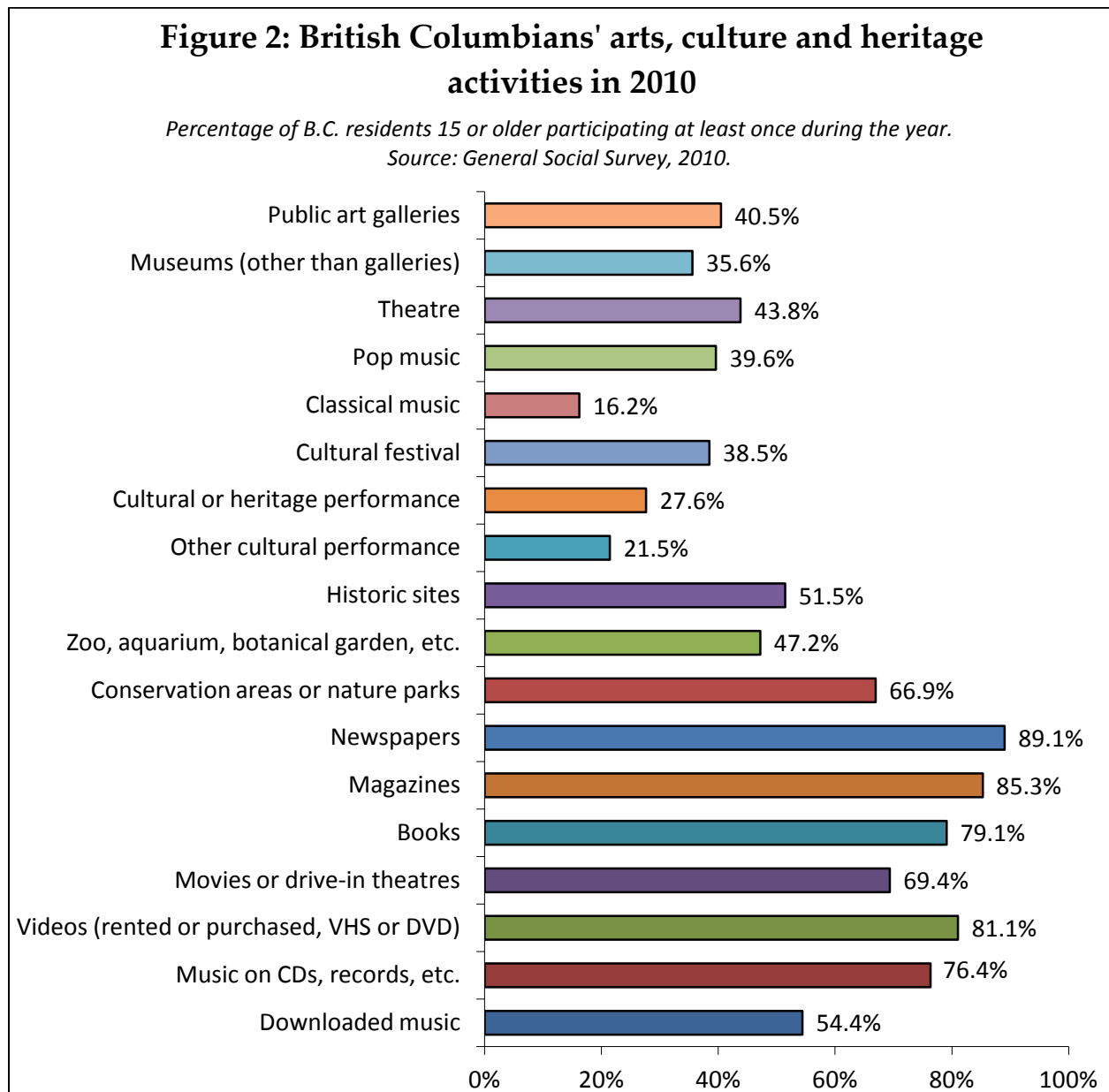
- Going to art galleries (40.5% of British Columbians vs. 35.7% of all Canadians);
- Attending classical music performances (16.2% of British Columbians vs. 12.6% of all Canadians);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (27.6% of B.C. residents vs. 23.0% of all Canadians);
- Attending a type of cultural performance not included in the other survey categories (21.5% of B.C. residents vs. 17.6% of all Canadians);
- Visiting historic sites (51.5% of British Columbians vs. 45.7% of all Canadians);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (47.2% of British Columbians vs. 42.3% of all Canadians);
- Visiting conservation areas or nature parks (66.9% of B.C. residents vs. 57.9% of all Canadians);

- Reading magazines (85.3% of British Columbians vs. 82.0% of all Canadians); and
- Reading books (79.1% of British Columbians vs. 75.7% of all Canadians).

The percentage of British Columbians participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***All 18 arts, culture and heritage activities***

Figure 2 provides a visual overview of British Columbians' participation rates in each of the 18 arts, culture and heritage activities in 2010.



### ***Art galleries and other museums***

In 2010, over one-half of British Columbians 15 or older (52.6%, or 2.0 million people) visited a museum of any kind (including public art galleries).

Four in ten British Columbians 15 or older (40.5%, or 1.6 million people) visited a public art gallery or art museum, including attendance at special art exhibits. Just over one-third of B.C. residents (35.6%) visited a museum other than a public art gallery (1.4 million people).

The percentage of British Columbians visiting a museum of any kind increased between 1992 (45.1%) and 2010 (52.6%).

Between 1992 and 2010, the percentage of provincial residents visiting a gallery increased significantly (from 27.4% in 1992 to 40.5% in 2010).

### ***Performing arts and cultural festivals***

In 2010, 59.2% of British Columbians 15 or older attended at least one theatre, popular music, or classical music performance (2.3 million people):

- 43.8% of British Columbians 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (1.7 million British Columbians);
- 39.6% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (1.5 million people); and
- 16.2% attended a symphonic or classical music performance (624,000 people).

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, one-half of British Columbians 15 or older (49.7%, or 1.9 million people) attended a cultural festival or other performing arts event:

- 38.5% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (1.5 million people);
- 27.6% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (1.1 million British Columbians); and
- 21.5% attended another kind of cultural performance (827,000 people).

When the responses to the six performing arts and cultural festival questions are combined, 70.9% of British Columbians attended a performing arts event or cultural festival in 2010 (2.7 million people).

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. The percentage of British Columbians attending a cultural festival doubled between 1998 (18.7%) and 2010 (38.5%).

The percentage of British Columbians attending a cultural or heritage performance increased from 15.7% in 1992 to 27.6% in 2010.

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

### ***Heritage activities***

About three-quarters of British Columbians 15 years of age or older (77.8%, or 3.0 million people) visited at least one of the following types of heritage venues in 2010:

- 51.5% of the population 15 or older visited an historic site (2.0 million people);
- 47.2% visited a zoo, aquarium, botanical garden, planetarium or observatory (1.8 million British Columbians); and
- 66.9% visited a conservation area or nature park (2.6 million people).

Between 1992 and 2010, there was a substantial increase in the percentage of British Columbians visiting an historic site (33.5% in 1992 and 51.5% in 2010) and visiting a conservation area or nature park (61.2% in 1992 and 66.9% in 2010). The percentage of B.C. residents visiting a zoo, aquarium, botanical garden, planetarium or observatory remained stable (47.1% in 1992 and 47.2% in 2010).

### ***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 99.3% read at least one newspaper, magazine or book during the year (3.8 million people):

- 89.1% of the population 15 or older read a newspaper (3.4 million people);
- 85.3% read a magazine (3.3 million British Columbians); and
- 79.1% read at least one book (3.0 million British Columbians).

Between 1992 and 2010, the rate of newspaper reading decreased (from 95.0% to 89.0%), as did the rate of magazine reading (from 88.0% to 85.3%). The percentage of British Columbians reading books remained fairly stable (78.2% in 1992 and 79.1% in 2010).

## ***Movies and videos***

Nine in ten British Columbians 15 or older (89.1%, or 3.4 million people) visited a movie theatre or watched a video in 2010:

- 69.4% went to a movie or drive-in (2.7 million people); and
- 81.1% watched a video (3.1 million British Columbians).

Both movie going and video watching increased in popularity between 1992 and 2010. Movie going increased sharply (from 54.7% in 1992 to 69.4% in 2010). The overall rate of video watching increased from 76.3% in 1992 to 81.1% in 2010.

## ***Music***

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other formats in the 12 months preceding the survey. The vast majority of British Columbians (88.4%, or 3.4 million people) listened to music in at least one of these ways in 2010:

- 76.4% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (2.9 million people); and
- 54.4% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (2.1 million British Columbians).

Between 1992 and 2010, there was a significant decrease in the percentage of British Columbians listening to music on CDs, records or other formats (from 87.7% in 1992 to 76.4% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of British Columbians listening to downloaded music increased substantially, from 31.6% in 2005 to 54.4% in 2010.

**Table 3: Arts, Culture and Heritage Activities of British Columbians and All Canadians in 2010**

Activity	British Columbia			Canada		Statistically significant difference (B.C. % vs. Canada %)
	Residents 15 or older			Residents 15 or older		
	% of pop-ulation	Number of people		% of pop-ulation	Number of people	
Total population 15 or older	100%	3.9 million		100%	28.1 million	
Art galleries and other museums						
Public art galleries	40.5%	1.6 million		35.7%	10.0 million	Yes
Museums other than art galleries	35.6%	1.4 million		32.7%	9.2 million	No
Museums (any type)	52.6%	2.0 million		47.8%	13.4 million	Yes
Performing arts and festivals						
Theatre	43.8%	1.7 million		44.3%	12.4 million	No
Pop music	39.6%	1.5 million		39.4%	11.1 million	No
Classical music	16.2%	624,000		12.6%	3.5 million	Yes
Any of these three performing arts activities	59.2%	2.3 million		60.4%	16.9 million	No
Cultural festival	38.5%	1.5 million		37.2%	10.4 million	No
Cultural or heritage performance	27.6%	1.1 million		23.0%	6.5 million	Yes
Other cultural performance	21.5%	827,000		17.6%	4.9 million	Yes
Any of these three activities	49.7%	1.9 million		47.9%	13.5 million	No
Any of the above six performing arts and festival activities	70.9%	2.7 million		72.4%	20.3 million	No

**Table 3 (continued): Arts, Culture and Heritage Activities of British Columbians and All Canadians in 2010**

Activity	British Columbia		Canada		Statistically significant difference (B.C. % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
<b>Heritage activities</b>					
Historic sites	51.5%	2.0 million	45.7%	12.8 million	Yes
Zoos, aquariums, botanical gardens, planetariums or observatories	47.2%	1.8 million	42.3%	11.9 million	Yes
Conservation areas or nature parks	66.9%	2.6 million	57.9%	16.3 million	Yes
<i>Any of these three heritage activities</i>	<i>77.8%</i>	<i>3.0 million</i>	<i>73.8%</i>	<i>20.7 million</i>	<i>Yes</i>
<b>Reading</b>					
Newspapers	89.1%	3.4 million	86.4%	24.3 million	No
Magazines	85.3%	3.3 million	82.0%	23.0 million	Yes
Books	79.1%	3.0 million	75.7%	21.3 million	Yes
<i>Any of these three reading activities</i>	<i>99.3%</i>	<i>3.8 million</i>	<i>97.5%</i>	<i>27.4 million</i>	<i>No</i>
<b>Watching movies and videos</b>					
Movies or drive-in theatres	69.4%	2.7 million	67.9%	19.1 million	No
Videos (rented or purchased, VHS or DVD)	81.1%	3.1 million	79.1%	22.2 million	No
<i>Either of these two activities</i>	<i>89.1%</i>	<i>3.4 million</i>	<i>87.2%</i>	<i>24.5 million</i>	<i>No</i>
<b>Listening to recorded music</b>					
Music on CDs, records, etc.	76.4%	2.9 million	75.8%	21.3 million	No
Downloaded music	54.4%	2.1 million	50.9%	14.3 million	No
<i>Either of these two activities</i>	<i>88.4%</i>	<i>3.4 million</i>	<i>86.7%</i>	<i>24.3 million</i>	<i>No</i>
<b><i>Any of the 18 arts, culture and heritage activities</i></b>	<b><i>99.9%</i></b>	<b><i>3.8 million</i></b>	<b><i>99.7%</i></b>	<b><i>28.0 million</i></b>	<b><i>No</i></b>

*All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.*

Table 4: Trends in British Columbians’ Arts, Culture and Heritage Activities between 1992 and 2010					
	1992	1998	2005	2010	
Total population 15 or older	2,596,000	3,201,000	3,511,000	3,853,000	
Number of survey respondents	1,152	1,542	1,174	1,097	
Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<i>Art galleries and other museums</i>					
Public art galleries	27.4%	31.8%	29.8%	40.5%	13.0%
Museums other than art galleries	Not comparable		22.1%	35.6%	Not comparable
<i>Museums (any type)</i>	45.1%	39.9%	37.7%	52.6%	7.5%
<i>Performing arts and festivals</i>					
Theatre	Not comparable			43.8%	Not comparable
Pop music				39.6%	
Classical music				16.2%	
Cultural festival	Not asked	18.7%	21.2%	38.5%	Not comparable
Cultural or heritage performance	15.7%	12.1%	16.4%	27.6%	12.0%
Other cultural performance	Not asked		7.9%	21.5%	Not comparable

**Table 4 (continued): Trends in British Columbians' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b><i>Heritage activities</i></b>					
Historic sites	33.5%	36.1%	32.7%	51.5%	18.0%
Zoos, aquariums, botanical gardens, planetariums or observatories	47.1%	36.0%	36.6%	47.2%	0.1%
Conservation areas or nature parks	61.2%	54.9%	51.4%	66.9%	5.7%
<b><i>Reading</i></b>					
Newspapers	95.0%	90.1%	88.7%	89.1%	-5.9%
Magazines	88.0%	76.4%	80.8%	85.3%	-2.7%
Books	78.2%	72.5%	69.7%	79.1%	0.9%
<b><i>Watching movies and videos</i></b>					
Movies or drive-in theatres	54.7%	62.1%	57.8%	69.4%	14.7%
Videos (rented or purchased, VHS or DVD)	76.3%	78.9%	78.9%	81.1%	4.8%
<b><i>Listening to recorded music</i></b>					
Music on CDs, records, etc.	87.7%	82.3%	83.9%	76.4%	-11.3%
Downloaded music	Not asked		31.6%	54.4%	Not comparable

*Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of British Columbians participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.*

## **Section 4: Alberta**

This section examines the number and percentage of Albertans 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.<sup>11</sup> Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.<sup>12</sup>

More detailed data can be found in two tables at the end of this section. Table 5 provides data on Albertans' arts, culture and heritage activities in 2010.<sup>13</sup> Table 6 outlines changes between 1992 and 2010 in the percentage of Albertans participating in various activities.

### ***All Albertans participated in an arts, culture or heritage activity in 2010***

In 2010, all Albertans 15 or older (99.8%, or 3.0 million people) participated in at least one of the 18 arts, culture or heritage activities. Other key groupings of the participation data show that, in 2010:

- 54.0% of Albertans 15 or older visited a museum.
- 76.6% attended a performing arts event or a cultural festival.
- 79.9% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 98.5% read a newspaper, magazine or book.
- 90.4% watched a movie or a video.
- 89.1% listened to downloaded music or music on CDs.

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<sup>11</sup> The number of Alberta residents responding to the General Social Survey's cultural questions was 1,084 in 1992, 1,196 in 1998, 912 in 2005 and 638 in 2010.

<sup>12</sup> The margins of error of the 2010 Alberta data range from 2.9 to 5.5 percentage points, 19 times out of 20.

<sup>13</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

### ***Albertans' participation in arts, culture and heritage activities has increased over the past 18 years***

The percentage of Albertans participating in most of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 6, there was an increase in the percentage of Albertans:

- Visiting art galleries (17.9% in 1992 and 36.8% in 2010);
- Visiting museums (34.7% in 1992 and 54.0% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (18.0% in 1992 and 25.9% in 2010);
- Visiting historic sites (30.1% in 1992 and 49.5% in 2010);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (37.9% in 1992 and 50.3% in 2010);
- Visiting conservation areas or nature parks (49.4% in 1992 and 66.1% in 2010);
- Reading books (68.7% in 1992 and 79.3% in 2010);
- Going to movies (53.8% in 1992 and 72.5% in 2010); and
- Watching videos (78.2% in 1992 and 87.1% in 2010).

While a larger percentage of Albertans participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that Alberta-based 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. It is also important to note that the data include attendance of Albertans while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in Alberta.

### ***Comparisons with Canadian averages***

As shown in Table 5, Albertans are more likely than other Canadians to participate in many different arts, culture and heritage activities, including:

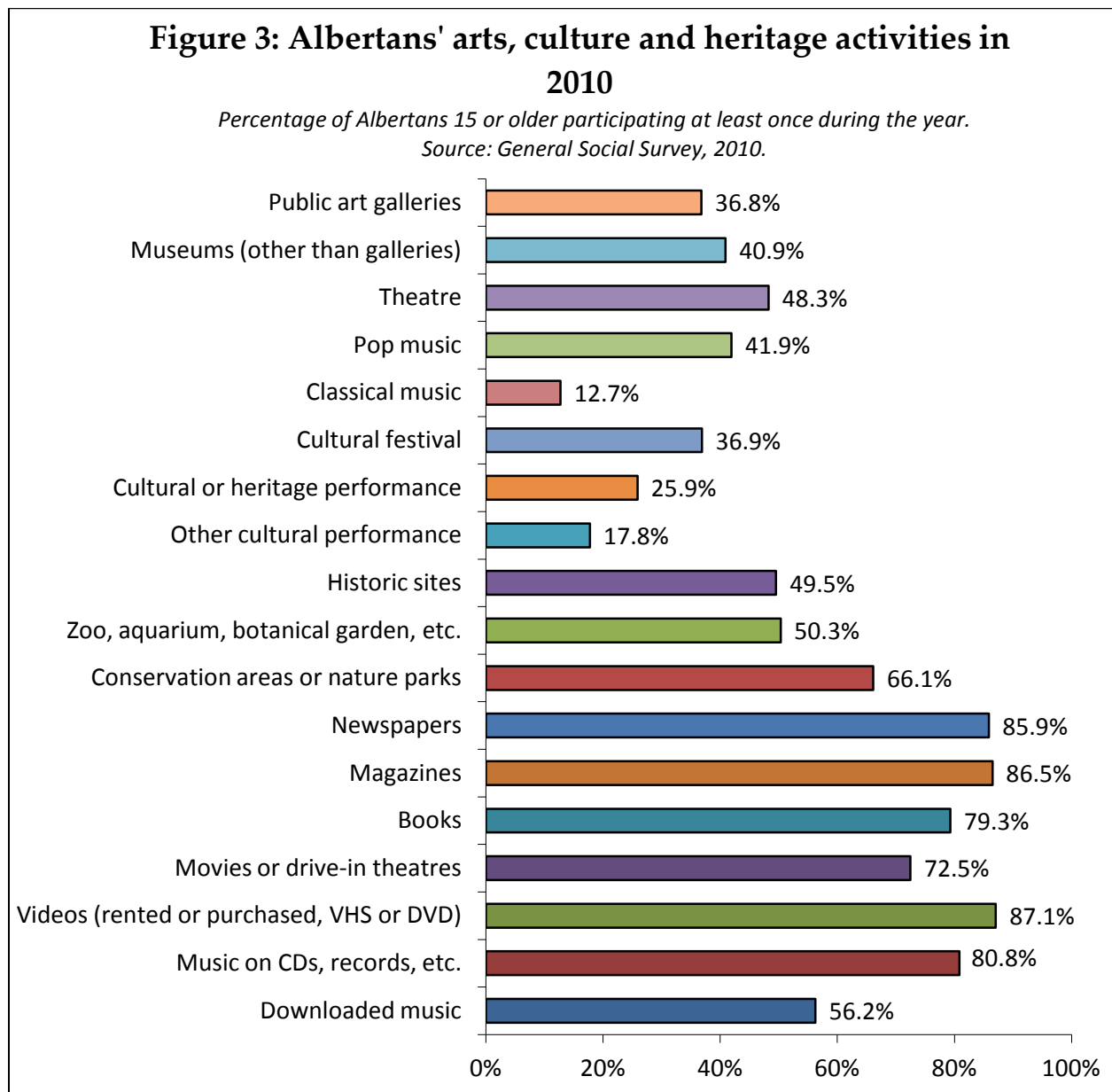
- Going to museums other than art galleries (40.9% of Albertans vs. 32.7% of all Canadians);
- Attending theatre performances (48.3% of Albertans vs. 44.3% of all Canadians);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (50.3% of Albertans vs. 42.3% of all Canadians);
- Visiting conservation areas or nature parks (66.1% of Albertans vs. 57.9% of all Canadians);
- Reading magazines (86.5% of Albertans vs. 82.0% of all Canadians);
- Watching videos (87.1% of Albertans vs. 79.1% of all Canadians);
- Listening to music on CDs, records, etc. (80.8% of Albertans vs. 75.8% of all Canadians); and

- Listening to downloaded music (56.2% of Albertans vs. 50.9% of all Canadians).

The percentage of Albertans participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***All 18 arts, culture and heritage activities***

Figure 3 provides a visual overview of Albertans' participation rates in each of the 18 arts, culture and heritage activities in 2010.



### ***Art galleries and other museums***

In 2010, over one-half of Albertans 15 or older (54.0%, or 1.6 million people) visited a museum of any kind (including public art galleries).

Just over one-third of Albertans 15 or older (36.8%, or 1.1 million people) visited a public art gallery or art museum, including attendance at special art exhibits. A somewhat higher percentage of Albertans (40.9%) visited a museum other than a public art gallery (1.2 million people).

The percentage of Albertans visiting a museum of any kind increased significantly between 1992 (34.7%) and 2010 (54.0%).

Between 1992 and 2010, the percentage of provincial residents visiting a gallery doubled (17.9% in 1992 and 36.8% in 2010).

### ***Performing arts and cultural festivals***

In 2010, 64.8% of Albertans 15 or older attended at least one theatre, popular music, or classical music performance (1.9 million people):

- 48.3% of Albertans 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (1.4 million Albertans);
- 41.9% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (1.2 million people); and
- 12.7% attended a symphonic or classical music performance (378,000 people).

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, nearly one-half of Albertans 15 or older (46.7%, or 1.4 million people) attended a cultural festival or other performing arts event:

- 36.9% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (1.1 million people);
- 25.9% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (769,000 Albertans); and
- 17.8% attended another kind of cultural performance (528,000 people).

When the responses to the six performing arts and cultural festival questions are combined, 76.6% of Albertans attended a performing arts event or cultural festival in 2010 (2.3 million people).

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. There was an increase in the percentage of Albertans attending a cultural festival between 1998 (23.2%) and 2010 (36.9%).

The percentage of Albertans attending a cultural or heritage performance increased from 18.0% in 1992 to 25.9% in 2010.

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

### ***Heritage activities***

Eight in ten Albertans 15 years of age or older (79.9%, or 2.4 million people) visited at least one of the following types of heritage venues in 2010:

- 49.5% of the population 15 or older visited an historic site (1.5 million people);
- 50.3% visited a zoo, aquarium, botanical garden, planetarium or observatory (1.5 million Albertans); and
- 66.1% visited a conservation area or nature park (2.0 million people).

Between 1992 and 2010, there was a significant increase in the percentage of Albertans doing all three of these activities:

- Visiting an historic site (from 30.1% in 1992 to 49.5% in 2010);
- Visiting a zoo, aquarium, botanical garden, planetarium or observatory (from 37.9% in 1992 to 50.3% in 2010); and
- Visiting a conservation area or nature park (from 49.4% in 1992 to 66.1% in 2010).

### ***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 98.5% read at least one newspaper, magazine or book during the year (2.9 million people):

- 85.9% of the population 15 or older read a newspaper (2.6 million people);
- 86.5% read a magazine (2.6 million Albertans); and
- 79.3% read at least one book (2.4 million Albertans).

Between 1992 and 2010, the rate of newspaper reading decreased (from 94.7% to 85.9%), while magazine reading increased slightly (from 83.7% in 1992 to 86.5% in 2010). The percentage of Albertans reading books increased substantially (from 68.7% in 1992 to 79.3% in 2010).

## ***Movies and videos***

Nine in ten Albertans 15 or older (90.4%, or 2.7 million people) visited a movie theatre or watched a video in 2010:

- 72.5% went to a movie or drive-in (2.2 million people); and
- 87.1% watched a video (2.6 million Albertans).

Both movie going and video watching increased in popularity between 1992 and 2010. Movie going increased sharply (from 53.8% in 1992 to 72.5% in 2010). The overall rate of video watching increased from 78.2% in 1992 to 87.1% in 2010.

## ***Music***

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other formats in the 12 months preceding the survey. The vast majority of Albertans (89.1%, or 2.6 million people) listened to music in at least one of these ways in 2010:

- 80.8% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (2.4 million people); and
- 56.2% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (1.7 million Albertans).

Between 1992 and 2010, there was very little change in the percentage of Albertans listening to music on CDs, records or other formats (82.0% in 1992 and 80.8% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of Albertans listening to downloaded music doubled, from 27.6% in 2005 to 56.2% in 2010.

**Table 5: Arts, Culture and Heritage Activities of Albertans and All Canadians in 2010**

Activity	Alberta			Canada		Statistically significant difference (Alberta % vs. Canada %)
	Residents 15 or older			Residents 15 or older		
	% of pop-ulation	Number of people		% of pop-ulation	Number of people	
Total population 15 or older	100%	3.0 million		100%	28.1 million	
Art galleries and other museums						
Public art galleries	36.8%	1.1 million		35.7%	10.0 million	No
Museums other than art galleries	40.9%	1.2 million		32.7%	9.2 million	Yes
Museums (any type)	54.0%	1.6 million		47.8%	13.4 million	Yes
Performing arts and festivals						
Theatre	48.3%	1.4 million		44.3%	12.4 million	Yes
Pop music	41.9%	1.2 million		39.4%	11.1 million	No
Classical music	12.7%	378,000		12.6%	3.5 million	No
Any of these three performing arts activities	64.8%	1.9 million		60.4%	16.9 million	Yes
Cultural festival	36.9%	1.1 million		37.2%	10.4 million	No
Cultural or heritage performance	25.9%	769,000		23.0%	6.5 million	No
Other cultural performance	17.8%	528,000		17.6%	4.9 million	No
Any of these three activities	46.7%	1.4 million		47.9%	13.5 million	No
Any of the above six performing arts and festival activities	76.6%	2.3 million		72.4%	20.3 million	No

**Table 5 (continued): Arts, Culture and Heritage Activities of Albertans and All Canadians in 2010**

Activity	Alberta		Canada		Statistically significant difference (Alberta % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
Heritage activities					
Historic sites	49.5%	1.5 million	45.7%	12.8 million	No
Zoos, aquariums, botanical gardens, planetariums or observatories	50.3%	1.5 million	42.3%	11.9 million	Yes
Conservation areas or nature parks	66.1%	2.0 million	57.9%	16.3 million	Yes
Any of these three heritage activities	79.9%	2.4 million	73.8%	20.7 million	Yes
Reading					
Newspapers	85.9%	2.6 million	86.4%	24.3 million	No
Magazines	86.5%	2.6 million	82.0%	23.0 million	Yes
Books	79.3%	2.4 million	75.7%	21.3 million	No
Any of these three reading activities	98.5%	2.9 million	97.5%	27.4 million	No
Watching movies and videos					
Movies or drive-in theatres	72.5%	2.2 million	67.9%	19.1 million	No
Videos (rented or purchased, VHS or DVD)	87.1%	2.6 million	79.1%	22.2 million	Yes
Either of these two activities	90.4%	2.7 million	87.2%	24.5 million	No
Listening to recorded music					
Music on CDs, records, etc.	80.8%	2.4 million	75.8%	21.3 million	Yes
Downloaded music	56.2%	1.7 million	50.9%	14.3 million	Yes
Either of these two activities	89.1%	2.6 million	86.7%	24.3 million	No
Any of the 18 arts, culture and heritage activities	99.8%	3.0 million	99.7%	28.0 million	No

*All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.*

<b>Table 6: Trends in Albertans' Arts, Culture and Heritage Activities between 1992 and 2010</b>					
	<b>1992</b>	<b>1998</b>	<b>2005</b>	<b>2010</b>	
Total population 15 or older	1,935,000	2,261,000	2,592,000	2,972,000	
Number of survey respondents	1,084	1,196	912	638	
<b>Activity</b>	<b>Percentage of population (15 or older)</b>				<b>Change (1992 to 2010)</b>
	<b>1992</b>	<b>1998</b>	<b>2005</b>	<b>2010</b>	
<b><i>Art galleries and other museums</i></b>					
Public art galleries	17.9%	24.5%	21.1%	36.8%	18.9%
Museums other than art galleries	Not comparable		22.1%	40.9%	Not comparable
<i>Museums (any type)</i>	34.7%	32.6%	32.4%	54.0%	19.3%
<b><i>Performing arts and festivals</i></b>					
Theatre	Not comparable			48.3%	Not comparable
Pop music				41.9%	
Classical music				12.7%	
Cultural festival	Not asked	23.2%	19.1%	36.9%	Not comparable
Cultural or heritage performance	18.0%	16.7%	15.3%	25.9%	7.9%
Other cultural performance	Not asked		7.5%	17.8%	Not comparable

**Table 6 (continued): Trends in Albertans' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b><i>Heritage activities</i></b>					
Historic sites	30.1%	36.4%	35.5%	49.5%	19.5%
Zoos, aquariums, botanical gardens, planetariums or observatories	37.9%	41.9%	41.8%	50.3%	12.5%
Conservation areas or nature parks	49.4%	52.1%	44.4%	66.1%	16.7%
<b><i>Reading</i></b>					
Newspapers	94.7%	90.5%	84.9%	85.9%	-8.9%
Magazines	83.7%	80.6%	79.3%	86.5%	2.8%
Books	68.7%	66.5%	68.1%	79.3%	10.6%
<b><i>Watching movies and videos</i></b>					
Movies or drive-in theatres	53.8%	66.7%	66.3%	72.5%	18.7%
Videos (rented or purchased, VHS or DVD)	78.2%	84.8%	83.9%	87.1%	8.8%
<b><i>Listening to recorded music</i></b>					
Music on CDs, records, etc.	82.0%	84.0%	83.4%	80.8%	-1.2%
Downloaded music	Not asked		27.6%	56.2%	Not comparable

*Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of Albertans participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.*

## **Section 5: Saskatchewan**

This section examines the number and percentage of Saskatchewanians 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.<sup>14</sup> Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.<sup>15</sup>

More detailed data can be found in two tables at the end of this section. Table 7 provides data on Saskatchewanians' arts, culture and heritage activities in 2010.<sup>16</sup> Table 8 outlines changes between 1992 and 2010 in the percentage of Saskatchewanians participating in various activities.

### ***All Saskatchewanians participated in an arts, culture or heritage activity in 2010***

In 2010, all Saskatchewanians 15 or older (99.8%, or 832,000 people) participated in at least one of the 18 arts, culture or heritage activities. Other key groupings of the participation data show that, in 2010:

- 52.7% of Saskatchewanians 15 or older visited a museum.
- 77.1% attended a performing arts event or a cultural festival.
- 70.6% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 96.9% read a newspaper, magazine or book.
- 86.2% watched a movie or a video.
- 83.8% listened to downloaded music or music on CDs.

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<sup>14</sup> The number of Saskatchewan residents responding to the General Social Survey's cultural questions was 733 in 1992, 711 in 1998, 528 in 2005 and 514 in 2010.

<sup>15</sup> The margins of error of the 2010 Saskatchewan data range from 2.9 to 5.4 percentage points, 19 times out of 20.

<sup>16</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

### ***Saskatchewanians' participation in arts, culture and heritage activities has increased over the past 18 years***

The percentage of Saskatchewanians participating in most of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 8, there was an increase in the percentage of Saskatchewanians:

- Visiting art galleries (18.9% in 1992 and 37.6% in 2010);
- Visiting museums (38.7% in 1992 and 52.7% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (15.8% in 1992 and 28.7% in 2010);
- Visiting historic sites (24.9% in 1992 and 43.7% in 2010);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (25.2% in 1992 and 38.3% in 2010);
- Visiting conservation areas or nature parks (43.0% in 1992 and 55.9% in 2010);
- Reading books (62.1% in 1992 and 66.1% in 2010);
- Going to movies (43.7% in 1992 and 61.5% in 2010); and
- Watching videos (66.3% in 1992 and 80.5% in 2010).

While a larger percentage of Saskatchewanians participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that Saskatchewan-based 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. It is also important to note that the data include attendance of Saskatchewanians while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in Saskatchewan.

### ***Comparisons with Canadian averages***

As shown in Table 7, Saskatchewanians are more likely than other Canadians to participate in some arts, culture and heritage activities, including:

- Going to museums (52.7% of Saskatchewanians vs. 47.8% of all Canadians);
- Attending pop music performances such as pop, rock, jazz, blues, folk, country and western (49.3% of Saskatchewanians vs. 39.4% of all Canadians); and
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (28.7% of Saskatchewanians vs. 23.0% of all Canadians).

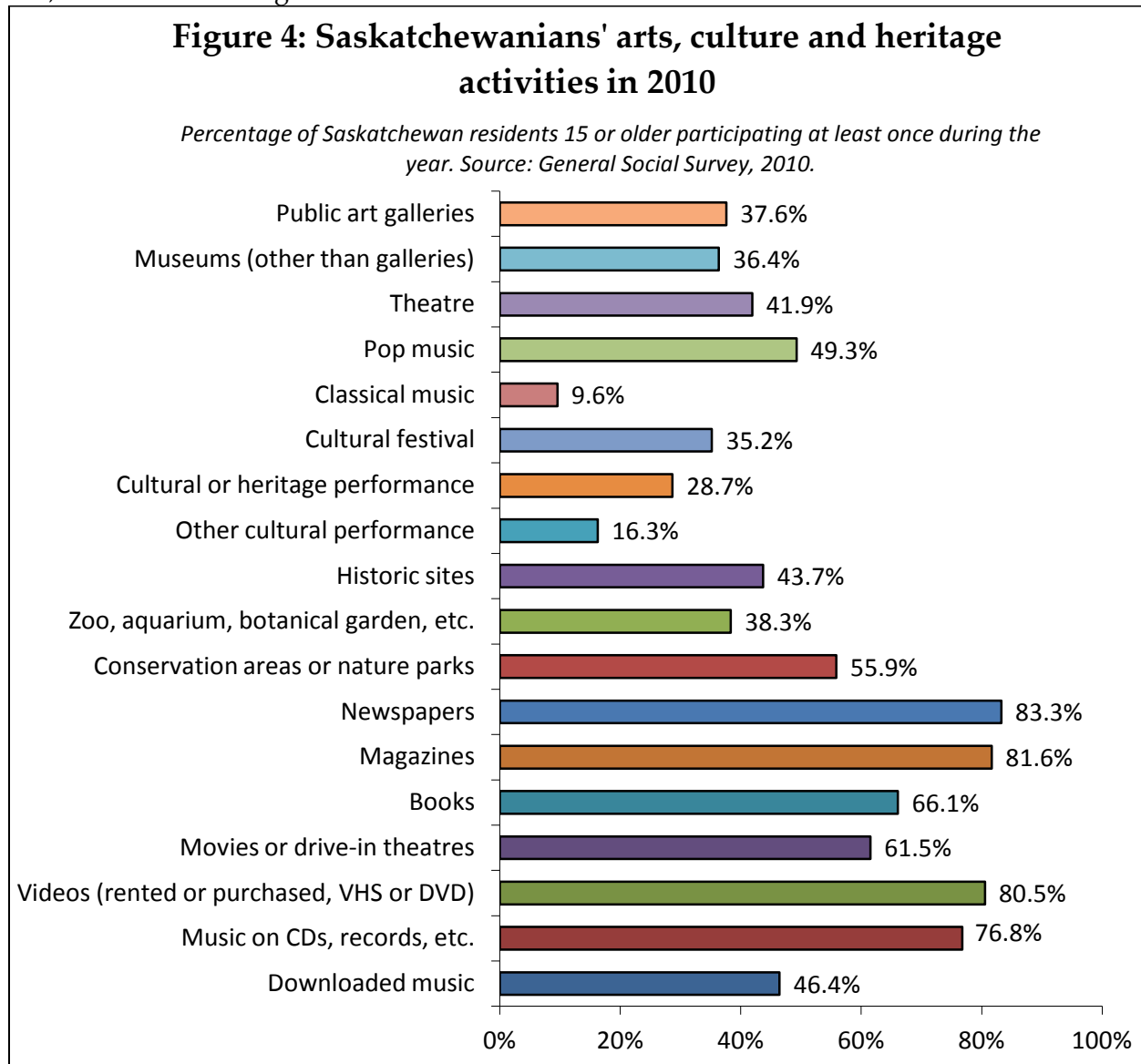
On the other hand, Saskatchewanians are less likely than other Canadians to:

- Attend classical music performances (9.6% of Saskatchewanians vs. 12.6% of all Canadians);
- Read books (66.1% of Saskatchewanians vs. 75.7% of all Canadians); and
- Go to movies (61.5% of Saskatchewanians vs. 67.9% of all Canadians).

The percentage of Saskatchewanians participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***All 18 arts, culture and heritage activities***

Figure 4 provides a visual overview of Saskatchewanians' participation rates in each of the 18 arts, culture and heritage activities in 2010.



### ***Art galleries and other museums***

In 2010, over one-half of Saskatchewanians 15 or older (52.7%, or 439,000 people) visited a museum of any kind (including public art galleries).

Just over one-third of Saskatchewanians 15 or older (37.6%, or 313,000 people) visited a public art gallery or art museum, including attendance at special art exhibits. A similar percentage (36.4%) visited a museum other than a public art gallery (303,000 people).

The percentage of Saskatchewanians visiting a museum of any kind increased significantly between 1992 (38.7%) and 2010 (52.7%).

Between 1992 and 2010, the percentage of provincial residents visiting a gallery doubled (18.9% in 1992 and 37.6% in 2010).

### ***Performing arts and cultural festivals***

In 2010, 67.0% of Saskatchewanians 15 or older attended at least one theatre, popular music, or classical music performance (558,000 people):

- 41.9% of Saskatchewanians 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (349,000 Saskatchewanians);
- 49.3% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (410,000 people); and
- 9.6% attended a symphonic or classical music performance (80,000 people).

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, one-half of Saskatchewanians 15 or older (50.4%, or 420,000 people) attended a cultural festival or other performing arts event:

- 35.2% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (293,000 people);
- 28.7% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (239,000 Saskatchewanians); and
- 16.3% attended another kind of cultural performance (135,000 people).

When the responses to the six performing arts and cultural festival questions are combined, 77.1% of Saskatchewanians attended a performing arts event or cultural festival in 2010 (642,000 people).

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. There was a substantial increase in the

percentage of Saskatchewanians attending a cultural festival between 1998 (19.2%) and 2010 (35.2%).

The percentage of Saskatchewanians attending a cultural or heritage performance increased from 15.8% in 1992 to 28.7% in 2010.

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

### ***Heritage activities***

Seven in ten Saskatchewanians 15 years of age or older (70.6%, or 588,000 people) visited at least one of the following types of heritage venues in 2010:

- 43.7% of the population 15 or older visited an historic site (364,000 people);
- 38.3% visited a zoo, aquarium, botanical garden, planetarium or observatory (319,000 Saskatchewanians); and
- 55.9% visited a conservation area or nature park (465,000 people).

Between 1992 and 2010, there was a significant increase in the percentage of Saskatchewanians doing all three of these activities:

- Visiting an historic site (from 24.9% in 1992 to 43.7% in 2010);
- Visiting a zoo, aquarium, botanical garden, planetarium or observatory (from 25.2% in 1992 to 38.3% in 2010); and
- Visiting a conservation area or nature park (from 43.0% in 1992 to 55.9% in 2010).

### ***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 96.9% read at least one newspaper, magazine or book during the year (807,000 people):

- 83.3% of the population 15 or older read a newspaper (694,000 people);
- 81.6% read a magazine (680,000 Saskatchewanians); and
- 66.1% read at least one book (551,000 Saskatchewanians).

Between 1992 and 2010, the rate of newspaper reading decreased substantially (from 96.7% to 83.3%), while magazine reading remained stable (81.7% in 1992 and 81.6% in 2010). The percentage of Saskatchewanians reading books increased from 62.1% in 1992 to 66.1% in 2010).

## ***Movies and videos***

A large majority of Saskatchewanians 15 or older (86.2%, or 718,000 people) visited a movie theatre or watched a video in 2010:

- 61.5% went to a movie or drive-in (512,000 people); and
- 80.5% watched a video (671,000 Saskatchewanians).

Both movie going and video watching increased in popularity between 1992 and 2010. Movie going increased sharply (from 43.7% in 1992 to 61.5% in 2010). The overall rate of video watching increased from 66.3% in 1992 to 80.5% in 2010.

## ***Music***

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other formats in the 12 months preceding the survey. A large majority of Saskatchewanians (83.8%, or 698,000 people) listened to music in at least one of these ways in 2010:

- 76.8% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (640,000 people); and
- 46.4% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (387,000 Saskatchewanians).

Between 1992 and 2010, there was almost no change in the percentage of Saskatchewanians listening to music on CDs, records or other formats (78.0% in 1992 and 76.8% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of Saskatchewanians listening to downloaded music increased substantially, from 31.7% in 2005 to 46.4% in 2010.

**Table 7: Arts, Culture and Heritage Activities of Saskatchewanians and All Canadians in 2010**

Activity	Saskatchewan			Canada		Statistically significant difference (Sask. % vs. Canada %)
	Residents 15 or older			Residents 15 or older		
	% of pop-ulation	Number of people		% of pop-ulation	Number of people	
Total population 15 or older	100%	833,000		100%	28.1 million	
Art galleries and other museums						
Public art galleries	37.6%	313,000		35.7%	10.0 million	No
Museums other than art galleries	36.4%	303,000		32.7%	9.2 million	No
Museums (any type)	52.7%	439,000		47.8%	13.4 million	Yes
Performing arts and festivals						
Theatre	41.9%	349,000		44.3%	12.4 million	No
Pop music	49.3%	410,000		39.4%	11.1 million	Yes
Classical music	9.6%	80,000		12.6%	3.5 million	Yes
Any of these three performing arts activities	67.0%	558,000		60.4%	16.9 million	Yes
Cultural festival	35.2%	293,000		37.2%	10.4 million	No
Cultural or heritage performance	28.7%	239,000		23.0%	6.5 million	Yes
Other cultural performance	16.3%	135,000		17.6%	4.9 million	No
Any of these three activities	50.4%	420,000		47.9%	13.5 million	No
Any of the above six performing arts and festival activities	77.1%	642,000		72.4%	20.3 million	No

**Table 7 (continued): Arts, Culture and Heritage Activities of Saskatchewanians and All Canadians in 2010**

Activity	Saskatchewan		Canada		Statistically significant difference (Sask. % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
<b>Heritage activities</b>					
Historic sites	43.7%	364,000	45.7%	12.8 million	No
Zoos, aquariums, botanical gardens, planetariums or observatories	38.3%	319,000	42.3%	11.9 million	No
Conservation areas or nature parks	55.9%	465,000	57.9%	16.3 million	No
<i>Any of these three heritage activities</i>	<i>70.6%</i>	<i>588,000</i>	<i>73.8%</i>	<i>20.7 million</i>	<i>No</i>
<b>Reading</b>					
Newspapers	83.3%	694,000	86.4%	24.3 million	No
Magazines	81.6%	680,000	82.0%	23.0 million	No
Books	66.1%	551,000	75.7%	21.3 million	Yes
<i>Any of these three reading activities</i>	<i>96.9%</i>	<i>807,000</i>	<i>97.5%</i>	<i>27.4 million</i>	<i>No</i>
<b>Watching movies and videos</b>					
Movies or drive-in theatres	61.5%	512,000	67.9%	19.1 million	Yes
Videos (rented or purchased, VHS or DVD)	80.5%	671,000	79.1%	22.2 million	No
<i>Either of these two activities</i>	<i>86.2%</i>	<i>718,000</i>	<i>87.2%</i>	<i>24.5 million</i>	<i>No</i>
<b>Listening to recorded music</b>					
Music on CDs, records, etc.	76.8%	640,000	75.8%	21.3 million	No
Downloaded music	46.4%	387,000	50.9%	14.3 million	No
<i>Either of these two activities</i>	<i>83.8%</i>	<i>698,000</i>	<i>86.7%</i>	<i>24.3 million</i>	<i>No</i>
<b><i>Any of the 18 arts, culture and heritage activities</i></b>	<b><i>99.8%</i></b>	<b><i>832,000</i></b>	<b><i>99.7%</i></b>	<b><i>28.0 million</i></b>	<b><i>No</i></b>

*All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.*

**Table 8: Trends in Saskatchewanians' Arts, Culture and Heritage Activities  
between 1992 and 2010**

	1992	1998	2005	2010	
Total population 15 or older	741,000	787,000	782,000	833,000	
Number of survey respondents	733	711	528	514	
Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<i>Art galleries and other museums</i>					
Public art galleries	18.9%	22.3%	26.8%	37.6%	18.7%
Museums other than art galleries	Not comparable		21.2%	36.4%	Not comparable
<i>Museums (any type)</i>	38.7%	32.4%	35.6%	52.7%	14.0%
<i>Performing arts and festivals</i>					
Theatre	Not comparable			41.9%	Not comparable
Pop music				49.3%	
Classical music				9.6%	
Cultural festival	Not asked	19.2%	18.1%	35.2%	Not comparable
Cultural or heritage performance	15.8%	13.2%	16.5%	28.7%	12.9%
Other cultural performance	Not asked		7.6%	16.3%	Not comparable

**Table 8 (continued): Trends in Saskatchewanians' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b><i>Heritage activities</i></b>					
Historic sites	24.9%	30.0%	31.0%	43.7%	18.8%
Zoos, aquariums, botanical gardens, planetariums or observatories	25.2%	23.7%	25.5%	38.3%	13.1%
Conservation areas or nature parks	43.0%	46.5%	39.7%	55.9%	12.9%
<b><i>Reading</i></b>					
Newspapers	96.7%	88.4%	88.2%	83.3%	-13.4%
Magazines	81.7%	79.4%	79.3%	81.6%	0.0%
Books	62.1%	62.7%	63.5%	66.1%	4.0%
<b><i>Watching movies and videos</i></b>					
Movies or drive-in theatres	43.7%	56.2%	55.3%	61.5%	17.8%
Videos (rented or purchased, VHS or DVD)	66.3%	78.2%	76.2%	80.5%	14.2%
<b><i>Listening to recorded music</i></b>					
Music on CDs, records, etc.	78.0%	78.1%	79.8%	76.8%	-1.2%
Downloaded music	Not asked		31.7%	46.4%	Not comparable

*Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of Saskatchewanians participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.*

## **Section 6: Manitoba**

This section examines the number and percentage of Manitobans 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.<sup>17</sup> Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.<sup>18</sup>

More detailed data can be found in two tables at the end of this section. Table 9 provides data on Manitobans' arts, culture and heritage activities in 2010.<sup>19</sup> Table 10 outlines changes between 1992 and 2010 in the percentage of Manitobans participating in various activities.

### ***All Manitobans participated in an arts, culture or heritage activity in 2010***

In 2010, all Manitobans 15 or older (99.6%, or 981,000 people) participated in at least one of the 18 arts, culture or heritage activities. Other key groupings of the participation data show that, in 2010:

- 39.6% of Manitobans 15 or older visited a museum.
- 68.9% attended a performing arts event or a cultural festival.
- 75.0% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 96.8% read a newspaper, magazine or book.
- 87.7% watched a movie or a video.
- 84.2% listened to downloaded music or music on CDs.

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<sup>17</sup> The number of Manitoba residents responding to the General Social Survey's cultural questions was 706 in 1992 , 790 in 1998, 544 in 2005 and 443 in 2010.

<sup>18</sup> The margins of error of the 2010 Manitoba data range from 2.6 to 5.5 percentage points, 19 times out of 20.

<sup>19</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

### ***Manitobans' participation in arts, culture and heritage activities has increased over the past 18 years***

The percentage of Manitobans participating in most of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 10, there was an increase in the percentage of Manitobans:

- Visiting art galleries (14.8% in 1992 and 26.2% in 2010);
- Visiting museums (30.8% in 1992 and 39.6% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (15.3% in 1992 and 25.8% in 2010);
- Visiting historic sites (27.4% in 1992 and 43.4% in 2010);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (36.5% in 1992 and 52.1% in 2010);
- Visiting conservation areas or nature parks (43.5% in 1992 and 56.8% in 2010);
- Going to movies (47.2% in 1992 and 65.2% in 2010); and
- Watching videos (71.7% in 1992 and 78.4% in 2010).

While a larger percentage of Manitobans participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that Manitoba-based 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. It is also important to note that the data include attendance of Manitobans while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in Manitoba.

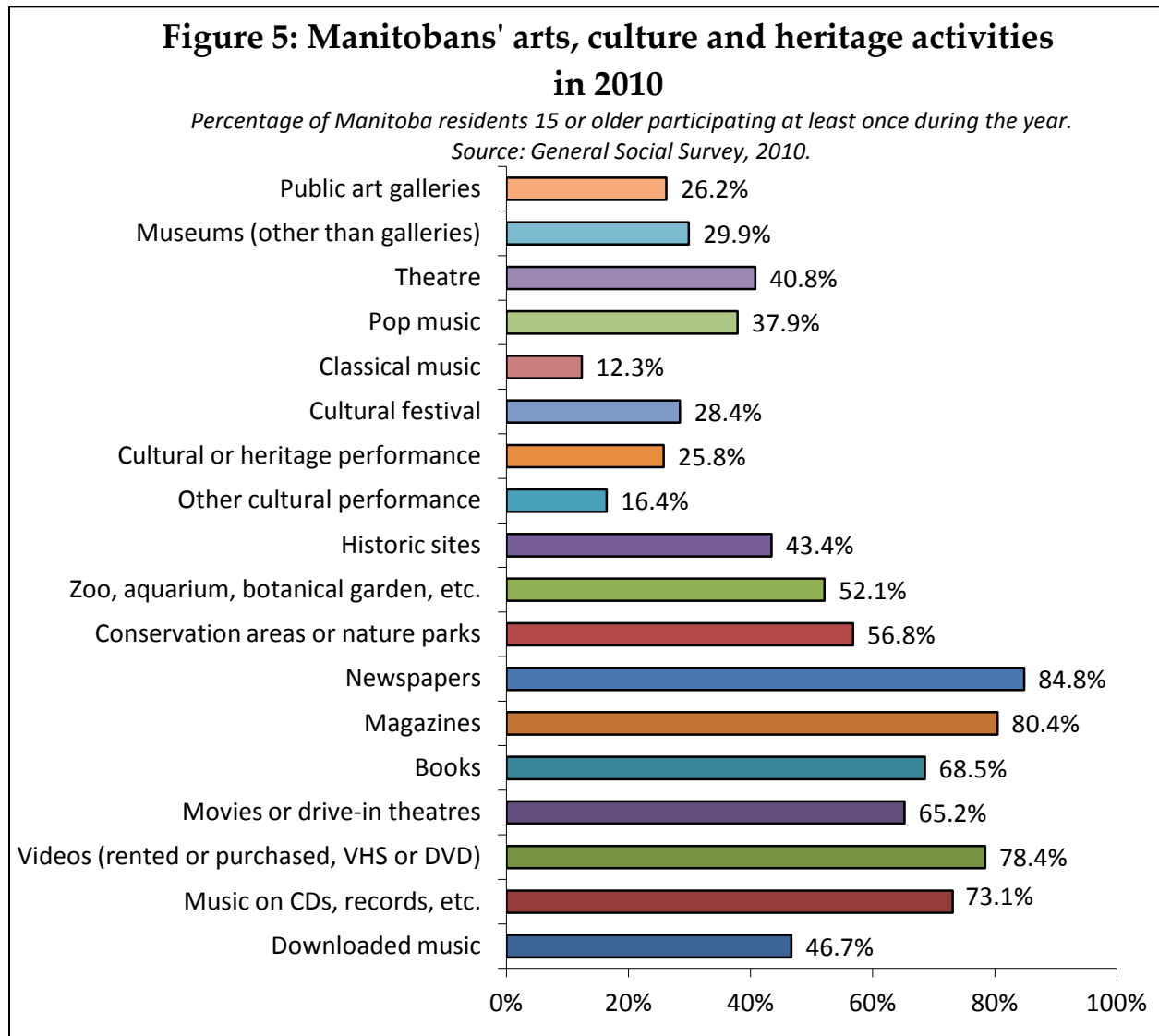
### ***Comparisons with Canadian averages***

As shown in Table 9, the percentage of Manitobans participating in most of the 18 arts, culture and heritage activities is similar to the Canadian averages. There are, however, a few significant differences:

- Manitobans are more likely than other Canadians to visit zoos, aquariums, botanical gardens, planetariums or observatories (52.1% of Manitobans vs. 42.3% of all Canadians);
- Manitobans are less likely than other Canadians to visit public art galleries (26.2% of Manitobans vs. 35.7% of all Canadians);
- Manitobans are less likely than other Canadians to attend cultural festivals (28.4% of Manitobans vs. 37.2% of all Canadians); and
- Manitobans are less likely than other Canadians to read books (68.5% of Manitobans vs. 75.7% of all Canadians).

### ***All 18 arts, culture and heritage activities***

Figure 5 provides a visual overview of Manitobans' participation rates in each of the 18 arts, culture and heritage activities in 2010.



### ***Art galleries and other museums***

In 2010, four in ten Manitobans 15 or older (39.6%, or 390,000 people) visited a museum of any kind (including public art galleries).

Just over one-quarter of Manitobans 15 or older (26.2%, or 258,000 people) visited a public art gallery or art museum, including attendance at special art exhibits. A slightly higher percentage (29.9%) visited a museum other than a public art gallery (294,000 people).

The percentage of Manitobans visiting a museum of any kind increased between 1992 (30.8%) and 2010 (39.6%).

Between 1992 and 2010, the percentage of provincial residents visiting a gallery increased from 14.8% in 1992 to 26.2% in 2010.

### ***Performing arts and cultural festivals***

In 2010, 56.8% of Manitobans 15 or older attended at least one theatre, popular music, or classical music performance (560,000 people):

- 40.8% of Manitobans 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (401,000 Manitobans);
- 37.9% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (373,000 people); and
- 12.3% attended a symphonic or classical music performance (121,000 people).

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, four in ten Manitobans 15 or older (41.0%, or 404,000 people) attended a cultural festival or other performing arts event:

- 28.4% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (280,000 people);
- 25.8% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (254,000 Manitobans); and
- 16.4% attended another kind of cultural performance (161,000 people).

When the responses to the six performing arts and cultural festival questions are combined, 68.9% of Manitobans attended a performing arts event or cultural festival in 2010 (678,000 people).

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. There was a substantial increase in the percentage of Manitobans attending a cultural festival between 1998 (19.9%) and 2010 (28.4%).

The percentage of Manitobans attending a cultural or heritage performance increased from 15.3% in 1992 to 25.8% in 2010.

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

### ***Heritage activities***

Three-quarters of Manitobans 15 years of age or older (75.0%, or 738,000 people) visited at least one of the following types of heritage venues in 2010:

- 43.4% of the population 15 or older visited an historic site (428,000 people);
- 52.1% visited a zoo, aquarium, botanical garden, planetarium or observatory (513,000 Manitobans); and
- 56.8% visited a conservation area or nature park (559,000 people).

Between 1992 and 2010, there was a significant increase in the percentage of Manitobans doing all three of these activities:

- Visiting an historic site (from 27.4% in 1992 to 43.4% in 2010);
- Visiting a zoo, aquarium, botanical garden, planetarium or observatory (from 36.5% in 1992 to 52.1% in 2010); and
- Visiting a conservation area or nature park (from 43.5% in 1992 to 56.8% in 2010).

### ***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 96.8% read at least one newspaper, magazine or book during the year (953,000 people):

- 84.8% of the population 15 or older read a newspaper (835,000 people);
- 80.4% read a magazine (792,000 Manitobans); and
- 68.5% read at least one book (675,000 Manitobans).

Between 1992 and 2010, the rate of newspaper reading decreased substantially (from 93.2% to 84.8%), while magazine reading remained stable (80.1% in 1992 and 80.4% in 2010). The percentage of Manitobans reading books increased very slightly (from 66.3% in 1992 to 68.5% in 2010).

## ***Movies and videos***

A large majority of Manitobans 15 or older (87.7%, or 864,000 people) visited a movie theatre or watched a video in 2010:

- 65.2% went to a movie or drive-in (642,000 people); and
- 78.4% watched a video (772,000 Manitobans).

Both movie going and video watching increased in popularity between 1992 and 2010. Movie going increased sharply (from 47.2% in 1992 to 65.2% in 2010). The overall rate of video watching increased from 71.7% in 1992 to 78.4% in 2010.

## ***Music***

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other formats in the 12 months preceding the survey. A large majority of Manitobans (84.2%, or 830,000 people) listened to music in at least one of these ways in 2010:

- 73.1% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (720,000 people); and
- 46.7% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (460,000 Manitobans).

Between 1992 and 2010, there was a decrease in the percentage of Manitobans listening to music on CDs, records or other formats (from 80.4% in 1992 to 73.1% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of Manitobans listening to downloaded music increased substantially, from 26.5% in 2005 to 46.7% in 2010.

**Table 9: Arts, Culture and Heritage Activities of Manitobans and All Canadians in 2010**

Activity	Manitoba		Canada		Statistically significant difference (Manitoba % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
Total population 15 or older	100%	985,000	100%	28.1 million	
Art galleries and other museums					
Public art galleries	26.2%	258,000	35.7%	10.0 million	Yes
Museums other than art galleries	29.9%	294,000	32.7%	9.2 million	No
Museums (any type)	39.6%	390,000	47.8%	13.4 million	Yes
Performing arts and festivals					
Theatre	40.8%	401,000	44.3%	12.4 million	No
Pop music	37.9%	373,000	39.4%	11.1 million	No
Classical music	12.3%	121,000	12.6%	3.5 million	No
Any of these three performing arts activities	56.8%	560,000	60.4%	16.9 million	No
Cultural festival	28.4%	280,000	37.2%	10.4 million	Yes
Cultural or heritage performance	25.8%	254,000	23.0%	6.5 million	No
Other cultural performance	16.4%	161,000	17.6%	4.9 million	No
Any of these three activities	41.0%	404,000	47.9%	13.5 million	Yes
Any of the above six performing arts and festival activities	68.9%	678,000	72.4%	20.3 million	Yes

**Table 9 (continued): Arts, Culture and Heritage Activities of Manitobans and All Canadians in 2010**

Activity	Manitoba		Canada		Statistically significant difference (Manitoba % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
Heritage activities					
Historic sites	43.4%	428,000	45.7%	12.8 million	No
Zoos, aquariums, botanical gardens, planetariums or observatories	52.1%	513,000	42.3%	11.9 million	Yes
Conservation areas or nature parks	56.8%	559,000	57.9%	16.3 million	No
Any of these three heritage activities	75.0%	738,000	73.8%	20.7 million	No
Reading					
Newspapers	84.8%	835,000	86.4%	24.3 million	No
Magazines	80.4%	792,000	82.0%	23.0 million	No
Books	68.5%	675,000	75.7%	21.3 million	Yes
Any of these three reading activities	96.8%	953,000	97.5%	27.4 million	No
Watching movies and videos					
Movies or drive-in theatres	65.2%	642,000	67.9%	19.1 million	No
Videos (rented or purchased, VHS or DVD)	78.4%	772,000	79.1%	22.2 million	No
Either of these two activities	87.7%	864,000	87.2%	24.5 million	No
Listening to recorded music					
Music on CDs, records, etc.	73.1%	720,000	75.8%	21.3 million	No
Downloaded music	46.7%	460,000	50.9%	14.3 million	No
Either of these two activities	84.2%	830,000	86.7%	24.3 million	No
Any of the 18 arts, culture and heritage activities	99.6%	981,000	99.7%	28.0 million	No

*All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.*

**Table 10: Trends in Manitobans' Arts, Culture and Heritage Activities  
between 1992 and 2010**

	1992	1998	2005	2010	
Total population 15 or older	840,000	893,000	927,000	985,000	
Number of survey respondents	706	790	544	443	
Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<i>Art galleries and other museums</i>					
Public art galleries	14.8%	17.9%	23.8%	26.2%	11.4%
Museums other than art galleries	Not comparable		21.4%	29.9%	Not comparable
<i>Museums (any type)</i>	30.8%	28.5%	33.9%	39.6%	8.8%
<i>Performing arts and festivals</i>					
Theatre	Not comparable			40.8%	Not comparable
Pop music				37.9%	
Classical music				12.3%	
Cultural festival	Not asked	19.9%	21.7%	28.4%	Not comparable
Cultural or heritage performance	15.3%	20.6%	17.8%	25.8%	10.5%
Other cultural performance	Not asked		9.7%	16.4%	Not comparable

**Table 10 (continued): Trends in Manitobans' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b><i>Heritage activities</i></b>					
Historic sites	27.4%	33.2%	33.9%	43.4%	16.0%
Zoos, aquariums, botanical gardens, planetariums or observatories	36.5%	42.2%	38.5%	52.1%	15.6%
Conservation areas or nature parks	43.5%	47.2%	43.9%	56.8%	13.2%
<b><i>Reading</i></b>					
Newspapers	93.2%	87.4%	85.7%	84.8%	-8.5%
Magazines	80.1%	70.3%	75.0%	80.4%	0.3%
Books	66.3%	65.1%	62.4%	68.5%	2.3%
<b><i>Watching movies and videos</i></b>					
Movies or drive-in theatres	47.2%	58.7%	59.3%	65.2%	18.0%
Videos (rented or purchased, VHS or DVD)	71.7%	80.3%	77.0%	78.4%	6.7%
<b><i>Listening to recorded music</i></b>					
Music on CDs, records, etc.	80.4%	81.9%	80.4%	73.1%	-7.3%
Downloaded music	Not asked		26.5%	46.7%	Not comparable

*Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of Manitobans participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.*

## **Section 7: Ontario**

This section examines the number and percentage of Ontarians 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.<sup>20</sup> Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.<sup>21</sup>

More detailed data can be found in two tables at the end of this section. Table 11 provides data on Ontarians' arts, culture and heritage activities in 2010.<sup>22</sup> Table 12 outlines changes between 1992 and 2010 in the percentage of Ontarians participating in various activities.

### ***All Ontarians participated in an arts, culture or heritage activity in 2010***

In 2010, all Ontarians 15 or older (99.7%, or 10.9 million people) participated in at least one of the 18 arts, culture or heritage activities. Other key groupings of the participation data show that, in 2010:

- 48.3% of Ontarians 15 or older visited a museum.
- 73.1% attended a performing arts event or a cultural festival.
- 76.1% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 97.6% read a newspaper, magazine or book.
- 87.6% watched a movie or a video.
- 85.6% listened to downloaded music or music on CDs.

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<sup>20</sup> The number of Ontario residents responding to the General Social Survey's cultural questions was 2,239 in 1992, 2,402 in 1998, 2,802 in 2005 and 2,153 in 2010.

<sup>21</sup> The margins of error of the 2010 Ontario data range from 1.4 to 2.9 percentage points, 19 times out of 20.

<sup>22</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

### ***Ontarians' participation in arts, culture and heritage activities has increased over the past 18 years***

The percentage of Ontarians participating in most of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 12, there was an increase in the percentage of Ontarians:

- Visiting art galleries (18.9% in 1992 and 35.8% in 2010);
- Visiting museums (31.7% in 1992 and 48.3% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (13.0% in 1992 and 23.8% in 2010);
- Visiting historic sites (24.7% in 1992 and 44.0% in 2010);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (32.8% in 1992 and 40.6% in 2010);
- Reading books (64.8% in 1992 and 75.7% in 2010); and
- Going to movies (52.0% in 1992 and 67.9% in 2010).

While a larger percentage of Ontarians participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that Ontario-based 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. It is also important to note that the data include attendance of Ontarians while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in Ontario.

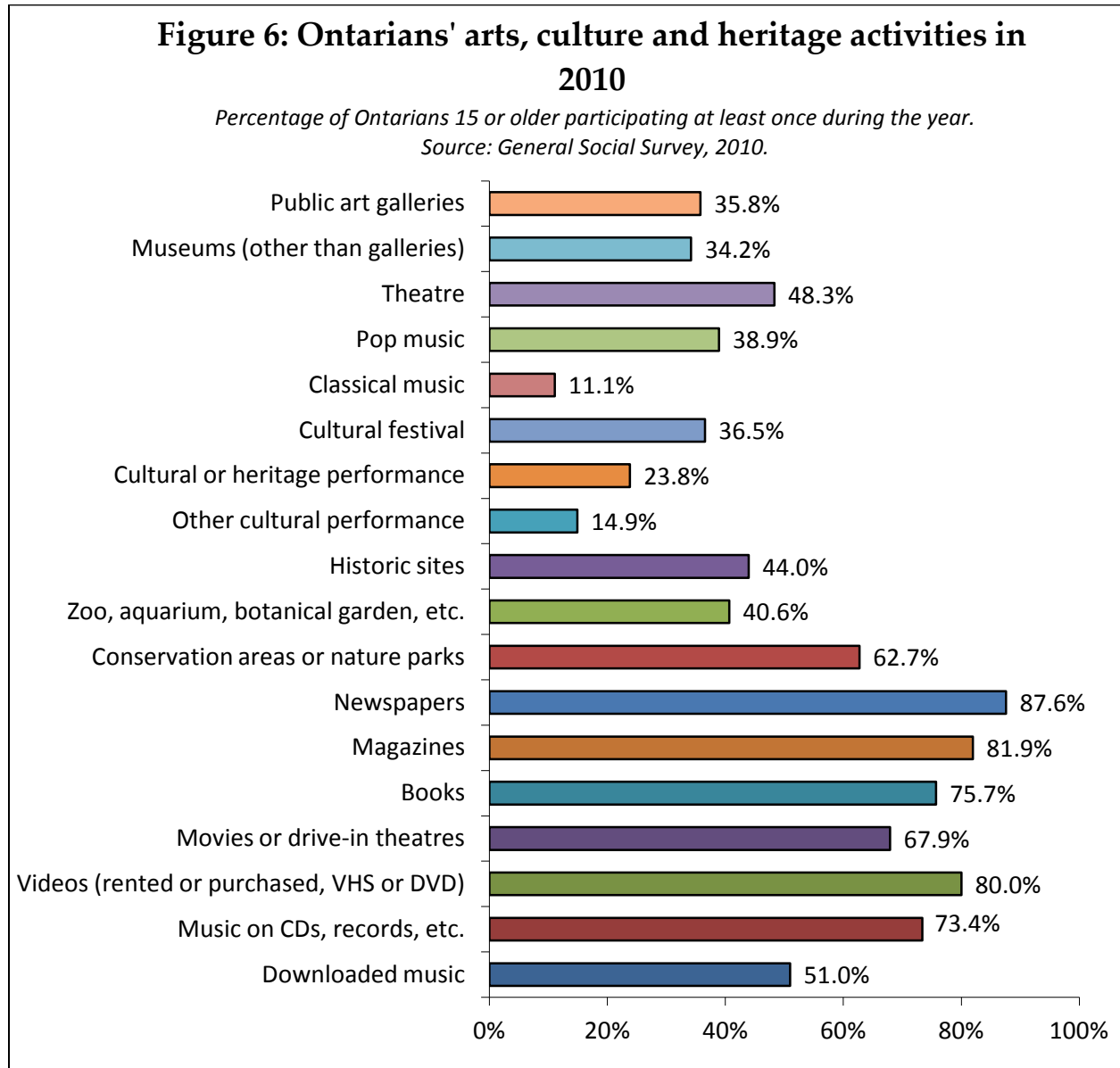
### ***Comparisons with Canadian averages***

As shown in Table 11, the percentage of Ontarians participating in most of the 18 arts, culture and heritage activities is similar to the Canadian averages. There are, however, a few significant differences:

- Ontarians are more likely to go to the theatre (48.3% of Ontarians vs. 44.3% of all Canadians);
- Ontarians are more likely to visit conservation areas or nature parks (62.7% of Ontarians vs. 57.9% of all Canadians); and
- Ontarians are less likely to attend a type of cultural performance not included in the other survey categories (14.9% of Ontarians vs. 17.6% of all Canadians).

### ***All 18 arts, culture and heritage activities***

Figure 6 provides a visual overview of Ontarians' participation rates in each of the 18 arts, culture and heritage activities in 2010.



### ***Art galleries and other museums***

In 2010, nearly one-half of Ontarians 15 or older (48.3%, or 5.3 million people) visited a museum of any kind (including public art galleries).

Just over one-third of Ontarians 15 or older (35.8%, or 3.9 million people) visited a public art gallery or art museum, including attendance at special art exhibits. A similar percentage of Ontarians (34.2%) visited a museum other than a public art gallery (3.7 million people).

The percentage of Ontarians visiting a museum of any kind increased significantly between 1992 (31.7%) and 2010 (48.3%).

Between 1992 and 2010, there was a strong increase in art gallery visits, with the rate of gallery visits increasing from 18.9% in 1992 to 35.8% in 2010.

### ***Performing arts and cultural festivals***

In 2010, 61.4% of Ontarians 15 or older attended at least one theatre, popular music, or classical music performance (6.7 million people):

- 48.3% of Ontarians 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (5.3 million Ontarians);
- 38.9% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (4.2 million people); and
- 11.1% attended a symphonic or classical music performance (1.2 million people).

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, nearly one-half of Ontarians 15 or older (47.1%, or 5.1 million people) attended a cultural festival or other performing arts event:

- 36.5% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (4.0 million people);
- 23.8% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (2.6 million Ontarians); and
- 14.9% attended another kind of cultural performance (1.6 million people).

When the responses to the six performing arts and cultural festival questions are combined, 73.1% of Ontarians attended a performing arts event or cultural festival in 2010 (8.0 million people).

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. There was a substantial increase in the percentage of Ontarians attending a cultural festival between 1998 (21.6%) and 2010 (36.5%).

The percentage of Ontarians attending a cultural or heritage performance increased from 13.0% in 1992 to 23.8% in 2010.

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

### ***Heritage activities***

About three-quarters of Ontarians 15 years of age or older (76.1%, or 8.3 million people) visited at least one of the following types of heritage venues in 2010:

- 44.0% of the population 15 or older visited an historic site (4.8 million people);
- 40.6% visited a zoo, aquarium, botanical garden, planetarium or observatory (4.4 million Ontarians); and
- 62.7% visited a conservation area or nature park (6.8 million people).

Between 1992 and 2010, there was a substantial increase in the percentage of Ontarians doing all three of these activities:

- Visiting an historic site (from 24.7% in 1992 to 44.0% in 2010);
- Visiting a zoo, aquarium, botanical garden, planetarium or observatory (from 32.8% in 1992 to 40.6% in 2010); and
- Visiting a conservation area or nature park (from 52.4% in 1992 to 62.7% in 2010).

### ***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 97.6% read at least one newspaper, magazine or book during the year (10.6 million people):

- 87.6% of the population 15 or older read a newspaper (9.5 million people);
- 81.9% read a magazine (8.9 million Ontarians); and
- 75.7% read at least one book (8.2 million Ontarians).

Between 1992 and 2010, the rate of newspaper reading decreased (from 92.6% to 87.6%), while magazine reading remained stable (81.9% in both survey years) and book reading increased (from 64.8% in 1992 to 75.7% in 2010).

## ***Movies and videos***

A substantial majority of Ontarians 15 or older (87.6%, or 9.5 million people) visited a movie theatre or watched a video in 2010:

- 67.9% went to a movie or drive-in (7.4 million people); and
- 80.0% watched a video (8.7 million Ontarians).

Both movie going and video watching increased in popularity between 1992 and 2010. Movie going increased sharply from 52.0% in 1992 to 67.9% in 2010. The overall rate of video watching increased from 74.8% in 1992 to 80.0% in 2010.

## ***Music***

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other formats in the 12 months preceding the survey. The vast majority of Ontarians (85.6%, or 9.3 million people) listened to music in at least one of these ways in 2010:

- 73.4% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (8.0 million people); and
- 51.0% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (5.6 million Ontarians).

Between 1992 and 2010, there was a decrease in the percentage of Ontarians listening to music on CDs, records or other formats (from 82.0% in 1992 to 73.4% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of Ontarians listening to downloaded music increased substantially, from 30.0% in 2005 to 51.0% in 2010.

**Table 11: Arts, Culture and Heritage Activities of Ontarians and All Canadians in 2010**

Activity	Ontario		Canada		Statistically significant difference (Ontario % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
Total population 15 or older	100%	10.9 million	100%	28.1 million	
Art galleries and other museums					
Public art galleries	35.8%	3.9 million	35.7%	10.0 million	No
Museums other than art galleries	34.2%	3.7 million	32.7%	9.2 million	No
Museums (any type)	48.3%	5.3 million	47.8%	13.4 million	No
Performing arts and festivals					
Theatre	48.3%	5.3 million	44.3%	12.4 million	Yes
Pop music	38.9%	4.2 million	39.4%	11.1 million	No
Classical music	11.1%	1.2 million	12.6%	3.5 million	No
Any of these three performing arts activities	61.4%	6.7 million	60.4%	16.9 million	No
Cultural festival	36.5%	4.0 million	37.2%	10.4 million	No
Cultural or heritage performance	23.8%	2.6 million	23.0%	6.5 million	No
Other cultural performance	14.9%	1.6 million	17.6%	4.9 million	Yes
Any of these three activities	47.1%	5.1 million	47.9%	13.5 million	No
Any of the above six performing arts and festival activities	73.1%	8.0 million	72.4%	20.3 million	No

**Table 11 (continued): Arts, Culture and Heritage Activities of Ontarians and All Canadians in 2010**

Activity	Ontario		Canada		Statistically significant difference (Ontario % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
Heritage activities					
Historic sites	44.0%	4.8 million	45.7%	12.8 million	No
Zoos, aquariums, botanical gardens, planetariums or observatories	40.6%	4.4 million	42.3%	11.9 million	No
Conservation areas or nature parks	62.7%	6.8 million	57.9%	16.3 million	Yes
Any of these three heritage activities	76.1%	8.3 million	73.8%	20.7 million	No
Reading					
Newspapers	87.6%	9.5 million	86.4%	24.3 million	No
Magazines	81.9%	8.9 million	82.0%	23.0 million	No
Books	75.7%	8.2 million	75.7%	21.3 million	No
Any of these three reading activities	97.6%	10.6 million	97.5%	27.4 million	No
Watching movies and videos					
Movies or drive-in theatres	67.9%	7.4 million	67.9%	19.1 million	No
Videos (rented or purchased, VHS or DVD)	80.0%	8.7 million	79.1%	22.2 million	No
Either of these two activities	87.6%	9.5 million	87.2%	24.5 million	No
Listening to recorded music					
Music on CDs, records, etc.	73.4%	8.0 million	75.8%	21.3 million	No
Downloaded music	51.0%	5.6 million	50.9%	14.3 million	No
Either of these two activities	85.6%	9.3 million	86.7%	24.3 million	No
Any of the 18 arts, culture and heritage activities	99.7%	10.9 million	99.7%	28.0 million	No

*All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.*

**Table 12: Trends in Ontarians' Arts, Culture and Heritage Activities between 1992 and 2010**

	1992	1998	2005	2010	
Total population 15 or older	7,910,000	9,184,000	10,128,000	10,890,000	
Number of survey respondents	2,239	2,402	2,802	2,153	
Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<i>Art galleries and other museums</i>					
Public art galleries	18.9%	25.8%	27.7%	35.8%	16.9%
Museums other than art galleries	Not comparable		22.3%	34.2%	Not comparable
<i>Museums (any type)</i>	31.7%	32.4%	36.3%	48.3%	16.6%
<i>Performing arts and festivals</i>					
Theatre	Not comparable			48.3%	Not comparable
Pop music				38.9%	
Classical music				11.1%	
Cultural festival	Not asked	21.6%	23.1%	36.5%	Not comparable
Cultural or heritage performance	13.0%	16.0%	15.5%	23.8%	10.8%
Other cultural performance	Not asked		9.1%	14.9%	Not comparable

**Table 12 (continued): Trends in Ontarians' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b><i>Heritage activities</i></b>					
Historic sites	24.7%	35.2%	32.9%	44.0%	19.3%
Zoos, aquariums, botanical gardens, planetariums or observatories	32.8%	34.5%	31.6%	40.6%	7.8%
Conservation areas or nature parks	52.4%	55.5%	52.0%	62.7%	10.3%
<b><i>Reading</i></b>					
Newspapers	92.6%	89.8%	87.6%	87.6%	-5.1%
Magazines	81.9%	77.9%	79.7%	81.9%	0.1%
Books	64.8%	68.2%	68.8%	75.7%	10.9%
<b><i>Watching movies and videos</i></b>					
Movies or drive-in theatres	52.0%	67.2%	59.4%	67.9%	15.9%
Videos (rented or purchased, VHS or DVD)	74.8%	82.2%	80.4%	80.0%	5.2%
<b><i>Listening to recorded music</i></b>					
Music on CDs, records, etc.	82.0%	83.8%	83.1%	73.4%	-8.6%
Downloaded music	Not asked		30.0%	51.0%	Not comparable

*Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of Ontarians participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.*

## **Section 8: Quebec**

This section examines the number and percentage of Quebecers 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.<sup>23</sup> Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.<sup>24</sup>

More detailed data can be found in two tables at the end of this section. Table 13 provides data on Quebecers' arts, culture and heritage activities in 2010.<sup>25</sup> Table 14 outlines changes between 1992 and 2010 in the percentage of Quebecers participating in various activities.

### ***All Quebecers participated in an arts, culture or heritage activity in 2010***

In 2010, all Quebecers 15 or older (99.8%, or 6.6 million people) participated in at least one of the 18 arts, culture or heritage activities. Other key groupings of the participation data show that, in 2010:

- 44.5% of Quebecers 15 or older visited a museum.
- 72.5% attended a performing arts event or a cultural festival.
- 66.0% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 96.1% read a newspaper, magazine or book.
- 85.0% watched a movie or a video.
- 87.8% listened to downloaded music or music on CDs.

### ***Quebecers' participation in arts, culture and heritage activities has increased over the past 18 years***

The percentage of Quebecers participating in most of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 14, there was an increase in the percentage of Quebecers:

- Visiting art galleries (19.1% in 1992 and 36.4% in 2010);

<sup>23</sup> The number of Quebec residents responding to the General Social Survey's cultural questions was 1,912 in 1992, 2,054 in 1998, 1,922 in 2005 and 1,097 in 2010.

<sup>24</sup> The margins of error of the 2010 Quebec data range from 1.7 to 3.7 percentage points, 19 times out of 20.

<sup>25</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

- Visiting museums (27.7% in 1992 and 44.5% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (5.3% in 1992 and 16.8% in 2010);
- Visiting historic sites (24.5% in 1992 and 42.8% in 2010);
- Visiting conservation areas or nature parks (30.1% in 1992 and 42.3% in 2010);
- Reading books (64.7% in 1992 and 75.0% in 2010);
- Going to movies (44.3% in 1992 and 68.3% in 2010); and
- Watching videos (62.6% in 1992 and 73.3% in 2010).

While a larger percentage of Quebecers participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that Quebec-based 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. It is also important to note that the data include attendance of Quebecers while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in Quebec.<sup>26</sup>

### ***Comparisons with Canadian averages***

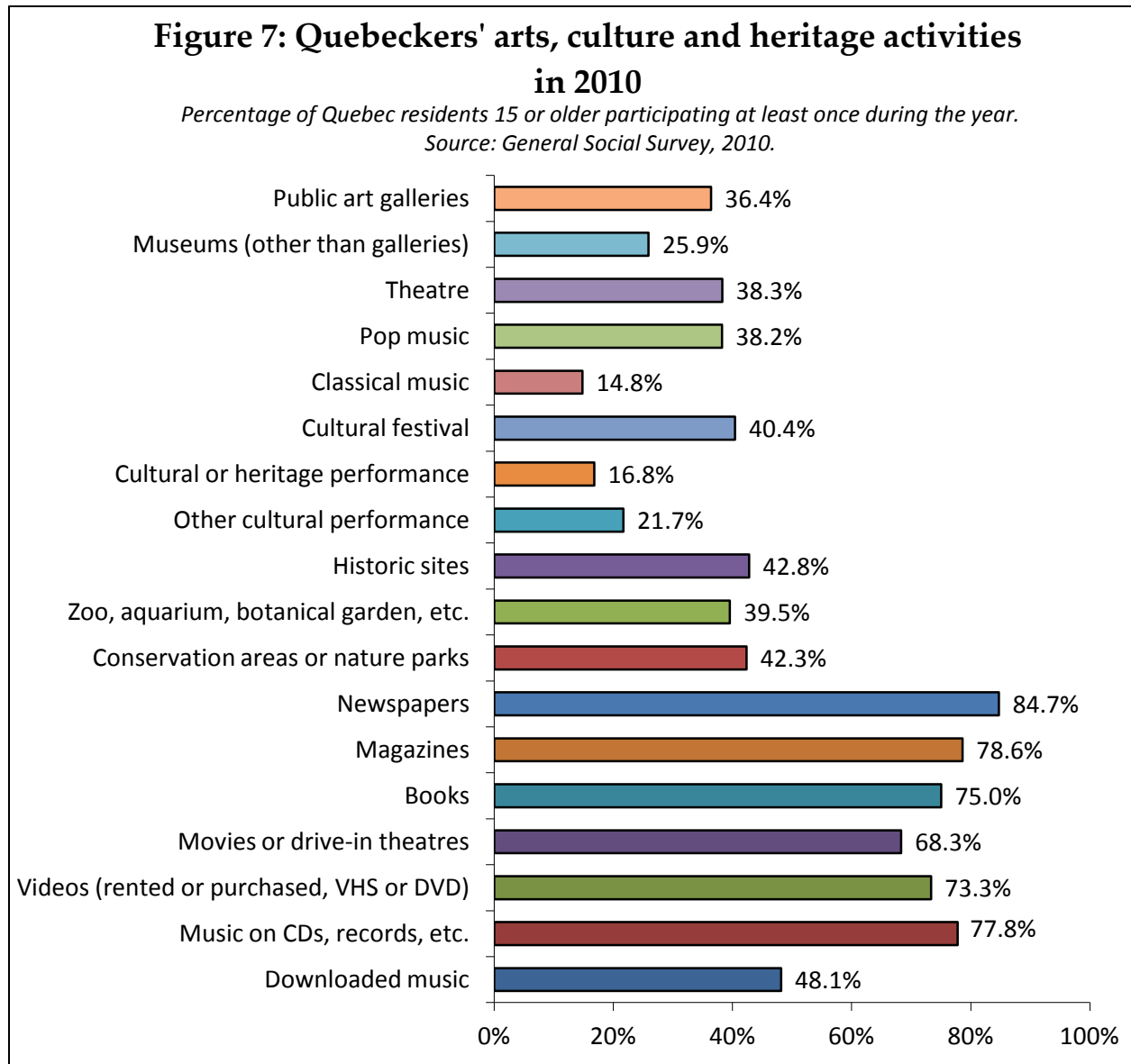
As shown in Table 13, the percentage of Quebecers participating in most of the 18 arts, culture and heritage activities is similar to the Canadian averages. However, there are some significant differences:

- Quebecers are more likely to attend a type of cultural performance not included in the other survey categories (21.7% of Quebecers vs. 17.6% of all Canadians);
- Quebecers are less likely to visit museums other than art galleries (25.9% of Quebecers vs. 32.7% of all Canadians);
- Quebecers are less likely to go to the theatre (38.3% of Quebecers vs. 44.3% of all Canadians);
- Quebecers are less likely to attend a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (16.8% of Quebecers vs. 23.0% of all Canadians);
- Quebecers are less likely to visit conservation areas or nature parks (42.3% of Quebecers vs. 57.9% of all Canadians);
- Quebecers are less likely to read magazines (78.6% of Quebecers vs. 82.0% of all Canadians); and
- Quebecers are less likely to watch videos (73.3% of Quebecers vs. 79.1% of all Canadians).

<sup>26</sup> A recent report from the Quebec cultural observatory indicated that total attendance at Quebec performing arts venues was 7 million in 2010. While this figure is not equivalent to the participation numbers in this report, it is interesting to note that the Quebec observatory's estimate is 46% higher than this report's estimate of the number of Quebec performing arts and festival goers in 2010 (4.8 million). Fortier, Claude (2011). *La fréquentation des arts de la scène en 2010*, Optique culture, no 8, Québec, Institut de la statistique du Québec, Observatoire de la culture et des communications du Québec, septembre, 20 p. <http://www.stat.gouv.qc.ca/observatoire>.

### ***All 18 arts, culture and heritage activities***

Figure 7 provides a visual overview of Quebecers' participation rates in each of the 18 arts, culture and heritage activities in 2010.



### ***Art galleries and other museums***

In 2010, nearly one-half of Quebecers 15 or older (44.5%, or 2.9 million people) visited a museum of any kind (including public art galleries).

Just over one-third of Quebecers 15 or older (36.4%, or 2.4 million people) visited a public art gallery or art museum, including attendance at special art exhibits. One-quarter of Quebecers (25.9%) visited a museum other than a public art gallery (1.7 million people).

The percentage of Quebecers visiting a museum of any kind increased significantly between 1992 (27.7%) and 2010 (44.5%).

Between 1992 and 2010, there was a strong increase in art gallery visits, with the rate of gallery visits increasing from 19.1% in 1992 to 36.4% in 2010.

### ***Performing arts and cultural festivals***

In 2010, 58.8% of Quebecers 15 or older attended at least one theatre, popular music, or classical music performance (3.9 million people):

- 38.3% of Quebecers 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (2.5 million Quebecers);
- 38.2% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (2.5 million people); and
- 14.8% attended a symphonic or classical music performance (972,000 people).

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, about one-half of Quebecers 15 or older (51.7%, or 3.4 million people) attended a cultural festival or other performing arts event:

- 40.4% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (2.7 million people);
- 16.8% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (1.1 million Quebecers); and
- 21.7% attended another kind of cultural performance (1.4 million people).

When the responses to the six performing arts and cultural festival questions are combined, 72.5% of Quebecers attended a performing arts event or cultural festival in 2010 (4.8 million people).

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. There was an increase in the percentage of Quebecers attending a cultural festival between 1998 (33.8%) and 2010 (40.4%).

The percentage of Quebecers attending a cultural or heritage performance increased from 5.3% in 1992 to 16.8% in 2010.

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

### ***Heritage activities***

Two-thirds of Quebecers 15 years of age or older (66.0%, or 4.3 million people) visited at least one of the following types of heritage venues in 2010:

- 42.8% of the population 15 or older visited an historic site (2.8 million people);
- 39.5% visited a zoo, aquarium, botanical garden, planetarium or observatory (2.6 million Quebecers); and
- 42.3% visited a conservation area or nature park (2.8 million people).

Between 1992 and 2010, there was a substantial increase in the percentage of Quebecers visiting an historic site (24.5% in 1992 and 42.8% in 2010) and visiting a conservation area or nature park (30.1% in 1992 and 42.3% in 2010). The percentage of Quebec residents visiting a zoo, aquarium, botanical garden, planetarium or observatory remained fairly stable (38.3% in 1992 and 39.5% in 2010).

### ***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 96.1% read at least one newspaper, magazine or book during the year (6.3 million people):

- 84.7% of the population 15 or older read a newspaper (5.6 million people);
- 78.6% read a magazine (5.2 million Quebecers); and
- 75.0% read at least one book (4.9 million Quebecers).

Between 1992 and 2010, the rate of newspaper reading decreased (from 92.3% to 84.7%), while magazine reading increased slightly (from 74.7% to 78.6%). The percentage of Quebecers reading books increased from 64.7% in 1992 to 75.0% in 2010.

## ***Movies and videos***

A substantial majority of Quebecers 15 or older (85.0%, or 5.6 million people) visited a movie theatre or watched a video in 2010:

- 68.3% went to a movie or drive-in (4.5 million people); and
- 73.3% watched a video (4.8 million Quebecers).

Both movie going and video watching increased in popularity between 1992 and 2010. Movie going increased from 44.3% in 1992 to 68.3% in 2010, while the rate of video watching increased from 62.6% in 1992 to 73.3% in 2010.

## ***Music***

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other formats in the 12 months preceding the survey. The vast majority of Quebecers (87.8%, or 5.8 million people) listened to music in at least one of these ways in 2010:

- 77.8% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (5.1 million people); and
- 48.1% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (3.2 million Quebecers).

Between 1992 and 2010, there was no change in the percentage of Quebecers listening to music on CDs, records or other formats (78.0% in 1992 and 77.8% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of Quebecers listening to downloaded music increased substantially, from 25.1% in 2005 to 48.1% in 2010.

**Table 13: Arts, Culture and Heritage Activities of Quebecers and All Canadians in 2010**

Activity	Quebec		Canada		Statistically significant difference (Quebec % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
Total population 15 or older	100%	6.6 million	100%	28.1 million	
Art galleries and other museums					
Public art galleries	36.4%	2.4 million	35.7%	10.0 million	No
Museums other than art galleries	25.9%	1.7 million	32.7%	9.2 million	Yes
Museums (any type)	44.5%	2.9 million	47.8%	13.4 million	No
Performing arts and festivals					
Theatre	38.3%	2.5 million	44.3%	12.4 million	Yes
Pop music	38.2%	2.5 million	39.4%	11.1 million	No
Classical music	14.8%	972,000	12.6%	3.5 million	No
Any of these three performing arts activities	58.8%	3.9 million	60.4%	16.9 million	No
Cultural festival	40.4%	2.7 million	37.2%	10.4 million	No
Cultural or heritage performance	16.8%	1.1 million	23.0%	6.5 million	Yes
Other cultural performance	21.7%	1.4 million	17.6%	4.9 million	Yes
Any of these three activities	51.7%	3.4 million	47.9%	13.5 million	No
Any of the above six performing arts and festival activities	72.5%	4.8 million	72.4%	20.3 million	No

**Table 13 (continued): Arts, Culture and Heritage Activities of Quebecers and All Canadians in 2010**

Activity	Quebec		Canada		Statistically significant difference (Quebec % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
Heritage activities					
Historic sites	42.8%	2.8 million	45.7%	12.8 million	No
Zoos, aquariums, botanical gardens, planetariums or observatories	39.5%	2.6 million	42.3%	11.9 million	No
Conservation areas or nature parks	42.3%	2.8 million	57.9%	16.3 million	Yes
Any of these three heritage activities	66.0%	4.3 million	73.8%	20.7 million	Yes
Reading					
Newspapers	84.7%	5.6 million	86.4%	24.3 million	No
Magazines	78.6%	5.2 million	82.0%	23.0 million	Yes
Books	75.0%	4.9 million	75.7%	21.3 million	No
Any of these three reading activities	96.1%	6.3 million	97.5%	27.4 million	No
Watching movies and videos					
Movies or drive-in theatres	68.3%	4.5 million	67.9%	19.1 million	No
Videos (rented or purchased, VHS or DVD)	73.3%	4.8 million	79.1%	22.2 million	Yes
Either of these two activities	85.0%	5.6 million	87.2%	24.5 million	No
Listening to recorded music					
Music on CDs, records, etc.	77.8%	5.1 million	75.8%	21.3 million	No
Downloaded music	48.1%	3.2 million	50.9%	14.3 million	No
Either of these two activities	87.8%	5.8 million	86.7%	24.3 million	No
Any of the 18 arts, culture and heritage activities	99.8%	6.6 million	99.7%	28.0 million	No

*All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.*

**Table 14: Trends in Quebecers' Arts, Culture and Heritage Activities  
between 1992 and 2010**

	1992	1998	2005	2010	
Total population 15 or older	5,450,000	6,006,000	6,224,000	6,565,000	
Number of survey respondents	1,912	2,054	1,922	1,097	
Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b>Art galleries and other museums</b>					
Public art galleries	19.1%	20.5%	28.2%	36.4%	17.3%
Museums other than art galleries	Not comparable		18.3%	25.9%	Not comparable
<i>Museums (any type)</i>	27.7%	30.0%	34.5%	44.5%	16.8%
<b>Performing arts and festivals</b>					
Theatre	Not comparable			38.3%	Not comparable
Pop music				38.2%	
Classical music				14.8%	
Cultural festival	Not asked	33.8%	29.9%	40.4%	Not comparable
Cultural or heritage performance	5.3%	14.1%	13.5%	16.8%	11.5%
Other cultural performance	Not asked		17.8%	21.7%	Not comparable

**Table 14 (continued): Trends in Quebecers' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b><i>Heritage activities</i></b>					
Historic sites	24.5%	32.3%	31.9%	42.8%	18.2%
Zoos, aquariums, botanical gardens, planetariums or observatories	38.3%	35.5%	34.2%	39.5%	1.3%
Conservation areas or nature parks	30.1%	35.0%	34.5%	42.3%	12.2%
<b><i>Reading</i></b>					
Newspapers	92.3%	85.9%	84.7%	84.7%	-7.6%
Magazines	74.7%	75.9%	75.2%	78.6%	3.9%
Books	64.7%	62.3%	62.8%	75.0%	10.3%
<b><i>Watching movies and videos</i></b>					
Movies or drive-in theatres	44.3%	64.3%	65.9%	68.3%	24.1%
Videos (rented or purchased, VHS or DVD)	62.6%	72.5%	74.3%	73.3%	10.8%
<b><i>Listening to recorded music</i></b>					
Music on CDs, records, etc.	78.0%	84.2%	86.8%	77.8%	-0.2%
Downloaded music	Not asked		25.1%	48.1%	Not comparable

*Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of Quebecers participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.*

## **Section 9: New Brunswick**

This section examines the number and percentage of New Brunswickers 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.<sup>27</sup> Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.<sup>28</sup>

More detailed data can be found in two tables at the end of this section. Table 15 provides data on New Brunswickers' arts, culture and heritage activities in 2010.<sup>29</sup> Table 16 outlines changes between 1992 and 2010 in the percentage of New Brunswickers participating in various activities.

### ***All New Brunswickers participated in an arts, culture or heritage activity in 2010***

In 2010, all New Brunswickers 15 or older (99.7%, or 634,000 people) participated in at least one of the 18 arts, culture or heritage activities. Other key groupings of the participation data show that, in 2010:

- 32.9% of New Brunswickers 15 or older visited a museum.
- 60.5% attended a performing arts event or a cultural festival.
- 68.6% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 96.0% read a newspaper, magazine or book.
- 83.3% watched a movie or a video.
- 87.1% listened to downloaded music or music on CDs.

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<sup>27</sup> The number of New Brunswick residents responding to the General Social Survey's cultural questions was 544 in 1992, 593 in 1998, 569 in 2005 and 379 in 2010.

<sup>28</sup> The margins of error of the 2010 New Brunswick data range from 3.2 to 6.5 percentage points, 19 times out of 20.

<sup>29</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

### ***New Brunswickers' participation in arts, culture and heritage activities has increased over the past 18 years***

The percentage of New Brunswickers participating in most of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 16, there was an increase in the percentage of New Brunswickers:

- Visiting art galleries (12.6% in 1992 and 22.6% in 2010);
- Visiting museums (23.2% in 1992 and 32.9% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (9.4% in 1992 and 19.7% in 2010);
- Visiting historic sites (31.8% in 1992 and 39.1% in 2010);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (29.1% in 1992 and 39.2% in 2010);
- Visiting conservation areas or nature parks (43.4% in 1992 and 54.4% in 2010);
- Reading books (61.1% in 1992 and 75.0% in 2010); and
- Going to movies (38.6% in 1992 and 58.4% in 2010).

While a larger percentage of New Brunswickers participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that New Brunswick-based 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. It is also important to note that the data include attendance of New Brunswickers while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in New Brunswick.

### ***Comparisons with Canadian averages***

As shown in Table 15, New Brunswickers are less likely than other Canadians to participate in some arts, culture and heritage activities, including:

- Going to public art galleries (22.6% of New Brunswickers vs. 35.7% of all Canadians);
- Going to museums other than art galleries (22.9% of New Brunswickers vs. 32.7% of all Canadians);
- Attending theatre performances (35.9% of New Brunswickers vs. 44.3% of all Canadians);
- Attending classical music performances (7.0% of New Brunswickers vs. 12.6% of all Canadians);<sup>30</sup>
- Attending cultural festivals (29.9% of New Brunswickers vs. 32.7% of all Canadians);
- Visiting historic sites (39.1% of New Brunswickers vs. 45.7% of all Canadians);

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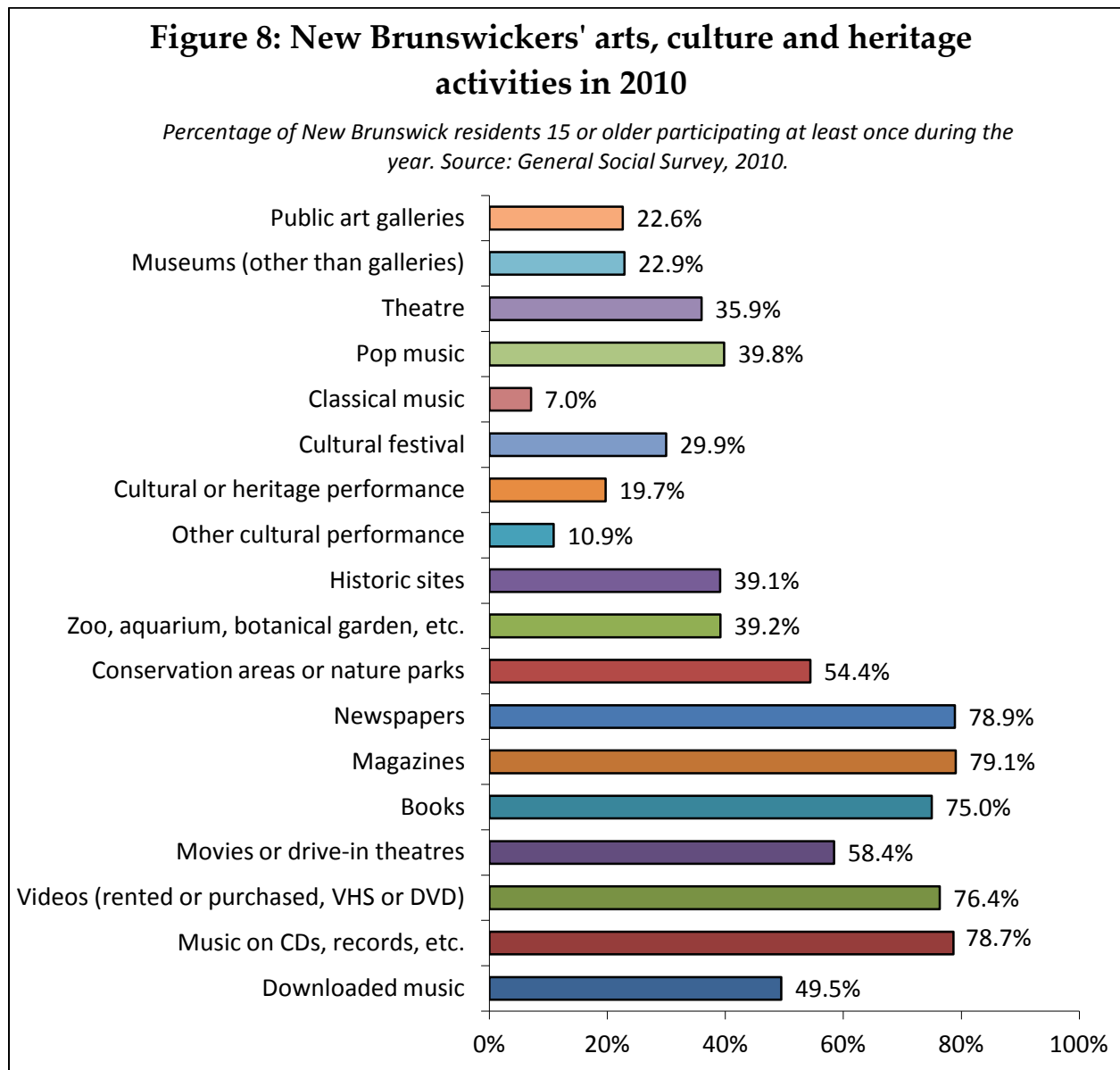
<sup>30</sup> The New Brunswick estimate has high statistical variation and should be used with caution.

- Reading newspapers (78.9% of New Brunswickers vs. 86.4% of all Canadians); and
- Going to movies (58.4% of New Brunswickers vs. 67.9% of all Canadians).

The percentage of New Brunswickers participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***All 18 arts, culture and heritage activities***

Figure 8 provides a visual overview of New Brunswickers' participation rates in each of the 18 arts, culture and heritage activities in 2010.



### ***Art galleries and other museums***

In 2010, about one-third of New Brunswickers 15 or older (32.9%, or 209,000 people) visited a museum of any kind (including public art galleries).

Almost one-quarter of New Brunswickers 15 or older (22.6%, or 144,000 people) visited a public art gallery or art museum, including attendance at special art exhibits. The same percentage (22.9%) visited a museum other than a public art gallery (145,000 people).

The percentage of New Brunswickers visiting a museum of any kind increased significantly between 1992 (23.2%) and 2010 (32.9%).

Between 1992 and 2010, the percentage of provincial residents visiting a gallery increased substantially (12.6% in 1992 and 22.6% in 2010).

### ***Performing arts and cultural festivals***

In 2010, 52.4% of New Brunswickers 15 or older attended at least one theatre, popular music, or classical music performance (333,000 people):

- 35.9% of New Brunswickers 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (228,000 New Brunswickers);
- 39.8% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (253,000 people); and
- 7.0% attended a symphonic or classical music performance (45,000 people).<sup>31</sup>

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, four in ten New Brunswickers 15 or older (39.6%, or 252,000 people) attended a cultural festival or other performing arts event:

- 29.9% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (190,000 people);
- 19.7% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (125,000 New Brunswickers); and
- 10.9% attended another kind of cultural performance (69,000 people).<sup>32</sup>

When the responses to the six performing arts and cultural festival questions are combined, 60.5% of New Brunswickers attended a performing arts event or cultural festival in 2010 (384,000 people).

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<sup>31</sup> This estimate has high statistical variation and should be used with caution.

<sup>32</sup> This estimate has high statistical variation and should be used with caution.

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. There was an increase in the percentage of New Brunswickers attending a cultural festival between 1998 (21.1%) and 2010 (29.9%).

The percentage of New Brunswickers attending a cultural or heritage performance increased from 9.4% in 1992 to 19.7% in 2010.

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

### ***Heritage activities***

About two-thirds of New Brunswickers 15 years of age or older (68.6%, or 436,000 people) visited at least one of the following types of heritage venues in 2010:

- 39.1% of the population 15 or older visited an historic site (249,000 people);
- 39.2% visited a zoo, aquarium, botanical garden, planetarium or observatory (249,000 New Brunswickers); and
- 54.4% visited a conservation area or nature park (346,000 people).

Between 1992 and 2010, there was a significant increase in the percentage of New Brunswickers doing all three of these activities:

- Visiting an historic site (from 31.8% in 1992 to 39.1% in 2010);
- Visiting a zoo, aquarium, botanical garden, planetarium or observatory (from 29.1% in 1992 to 39.2% in 2010); and
- Visiting a conservation area or nature park (from 43.4% in 1992 to 54.4% in 2010).

### ***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 96.0% read at least one newspaper, magazine or book during the year (610,000 people):

- 78.9% of the population 15 or older read a newspaper (501,000 people);
- 79.1% read a magazine (503,000 New Brunswickers); and
- 75.0% read at least one book (477,000 New Brunswickers).

Between 1992 and 2010, the rate of newspaper reading decreased substantially (from 90.3% to 78.9%), while magazine reading remained stable (79.6% in 1992 and 79.1% in 2010). The percentage of New Brunswickers reading books increased from 61.1% in 1992 to 75.0% in 2010).

## ***Movies and videos***

A large majority of New Brunswickers 15 or older (83.3%, or 530,000 people) visited a movie theatre or watched a video in 2010:

- 58.4% went to a movie or drive-in (371,000 people); and
- 76.4% watched a video (485,000 New Brunswickers).

Both movie going and video watching increased in popularity between 1992 and 2010. Movie going increased sharply (from 38.6% in 1992 to 58.4% in 2010), while the rate of video watching increased slightly (from 72.1% in 1992 to 76.4% in 2010).

## ***Music***

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other formats in the 12 months preceding the survey. A large majority of New Brunswickers (87.1%, or 554,000 people) listened to music in at least one of these ways in 2010:

- 78.7% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (500,000 people); and
- 49.5% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (315,000 New Brunswickers).

Between 1992 and 2010, there was a slight decrease in the percentage of New Brunswickers listening to music on CDs, records or other formats (82.2% in 1992 and 78.7% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of New Brunswickers listening to downloaded music nearly doubled, from 25.4% in 2005 to 49.5% in 2010.

**Table 15: Arts, Culture and Heritage Activities of New Brunswickers and All Canadians in 2010**

Activity	New Brunswick		Canada		Statistically significant difference (N.B. % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
Total population 15 or older	100%	636,000	100%	28.1 million	
Art galleries and other museums					
Public art galleries	22.6%	144,000	35.7%	10.0 million	Yes
Museums other than art galleries	22.9%	145,000	32.7%	9.2 million	Yes
Museums (any type)	32.9%	209,000	47.8%	13.4 million	Yes
Performing arts and festivals					
Theatre	35.9%	228,000	44.3%	12.4 million	Yes
Pop music	39.8%	253,000	39.4%	11.1 million	No
Classical music	7.0% *	45,000 *	12.6%	3.5 million	Yes
Any of these three performing arts activities	52.4%	333,000	60.4%	16.9 million	Yes
Cultural festival	29.9%	190,000	37.2%	10.4 million	Yes
Cultural or heritage performance	19.7%	125,000	23.0%	6.5 million	No
Other cultural performance	10.9% *	69,000 *	17.6%	4.9 million	Yes
Any of these three activities	39.6%	252,000	47.9%	13.5 million	Yes
Any of the above six performing arts and festival activities	60.5%	384,000	72.4%	20.3 million	Yes
* indicates that the estimate has high statistical variation and should be used with caution.					

**Table 15 (continued): Arts, Culture and Heritage Activities of New Brunswickers and All Canadians in 2010**

Activity	New Brunswick		Canada		Statistically significant difference (N.B. % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
<b>Heritage activities</b>					
Historic sites	39.1%	249,000	45.7%	12.8 million	Yes
Zoos, aquariums, botanical gardens, planetariums or observatories	39.2%	249,000	42.3%	11.9 million	No
Conservation areas or nature parks	54.4%	346,000	57.9%	16.3 million	No
<i>Any of these three heritage activities</i>	<i>68.6%</i>	<i>436,000</i>	<i>73.8%</i>	<i>20.7 million</i>	<i>Yes</i>
<b>Reading</b>					
Newspapers	78.9%	501,000	86.4%	24.3 million	Yes
Magazines	79.1%	503,000	82.0%	23.0 million	No
Books	75.0%	477,000	75.7%	21.3 million	No
<i>Any of these three reading activities</i>	<i>96.0%</i>	<i>610,000</i>	<i>97.5%</i>	<i>27.4 million</i>	<i>No</i>
<b>Watching movies and videos</b>					
Movies or drive-in theatres	58.4%	371,000	67.9%	19.1 million	Yes
Videos (rented or purchased, VHS or DVD)	76.4%	485,000	79.1%	22.2 million	No
<i>Either of these two activities</i>	<i>83.3%</i>	<i>530,000</i>	<i>87.2%</i>	<i>24.5 million</i>	<i>No</i>
<b>Listening to recorded music</b>					
Music on CDs, records, etc.	78.7%	500,000	75.8%	21.3 million	No
Downloaded music	49.5%	315,000	50.9%	14.3 million	No
<i>Either of these two activities</i>	<i>87.1%</i>	<i>554,000</i>	<i>86.7%</i>	<i>24.3 million</i>	<i>No</i>
<b><i>Any of the 18 arts, culture and heritage activities</i></b>	<b><i>99.7%</i></b>	<b><i>634,000</i></b>	<b><i>99.7%</i></b>	<b><i>28.0 million</i></b>	<b><i>No</i></b>

*All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.*

**Table 16: Trends in New Brunswickers' Arts, Culture and Heritage Activities between 1992 and 2010**

	1992	1998	2005	2010	
Total population 15 or older	568,000	613,000	618,000	636,000	
Number of survey respondents	544	593	569	379	
Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b>Art galleries and other museums</b>					
Public art galleries	12.6%	16.5%	17.3%	22.6%	10.0%
Museums other than art galleries	Not comparable		16.9%	22.9%	Not comparable
<i>Museums (any type)</i>	23.2%	23.5%	25.2%	32.9%	9.7%
<b>Performing arts and festivals</b>					
Theatre	Not comparable			35.9%	Not comparable
Pop music				39.8%	
Classical music				7.0% *	
Cultural festival	Not asked	21.1%	17.4%	29.9%	Not comparable
Cultural or heritage performance	9.4%	13.5%	13.6%	19.7%	10.3%
Other cultural performance	Not asked		6.7% *	10.9% *	Not comparable
<i>* indicates that the estimate has high statistical variation and should be used with caution.</i>					

**Table 16 (continued): Trends in New Brunswickers' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b><i>Heritage activities</i></b>					
Historic sites	31.8%	38.0%	32.4%	39.1%	7.3%
Zoos, aquariums, botanical gardens, planetariums or observatories	29.1%	26.6%	27.9%	39.2%	10.0%
Conservation areas or nature parks	43.4%	52.7%	46.1%	54.4%	11.0%
<b><i>Reading</i></b>					
Newspapers	90.3%	87.8%	88.5%	78.9%	-11.4%
Magazines	79.6%	74.8%	75.7%	79.1%	-0.5%
Books	61.1%	62.1%	60.4%	75.0%	13.8%
<b><i>Watching movies and videos</i></b>					
Movies or drive-in theatres	38.6%	53.9%	54.7%	58.4%	19.9%
Videos (rented or purchased, VHS or DVD)	72.1%	80.4%	76.5%	76.4%	4.3%
<b><i>Listening to recorded music</i></b>					
Music on CDs, records, etc.	82.2%	83.2%	81.9%	78.7%	-3.5%
Downloaded music	Not asked		25.4%	49.5%	Not comparable

*Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of New Brunswickers participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.*

## **Section 10: Nova Scotia**

This section examines the number and percentage of Nova Scotians 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.<sup>33</sup> Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.<sup>34</sup>

More detailed data can be found in two tables at the end of this section. Table 17 provides data on Nova Scotians' arts, culture and heritage activities in 2010.<sup>35</sup> Table 18 outlines changes between 1992 and 2010 in the percentage of Nova Scotians participating in various activities.

### ***All Nova Scotians participated in an arts, culture or heritage activity in 2010***

In 2010, all Nova Scotians 15 or older (791,000 people) participated in at least one of the 18 arts, culture or heritage activities. Other key groupings of the participation data show that, in 2010:

- 44.8% of Nova Scotians 15 or older visited a museum.
- 67.6% attended a performing arts event or a cultural festival.
- 72.9% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 98.0% read a newspaper, magazine or book.
- 87.3% watched a movie or a video.
- 84.3% listened to downloaded music or music on CDs.

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<sup>33</sup> The number of Nova Scotia residents responding to the General Social Survey's cultural questions was 644 in 1992, 699 in 1998, 544 in 2005 and 486 in 2010.

<sup>34</sup> The margins of error of the 2010 Nova Scotia data range from 3.0 to 5.6 percentage points, 19 times out of 20.

<sup>35</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

### ***Nova Scotians' participation in arts, culture and heritage activities has increased over the past 18 years***

The percentage of Nova Scotians participating in most of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 18, there was an increase in the percentage of Nova Scotians:

- Visiting art galleries (21.8% in 1992 and 27.9% in 2010);
- Visiting museums (40.4% in 1992 and 44.8% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (11.9% in 1992 and 23.4% in 2010);
- Visiting historic sites (36.9% in 1992 and 53.1% in 2010);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (27.2% in 1992 and 34.8% in 2010);
- Reading books (67.9% in 1992 and 73.1% in 2010); and
- Going to movies (47.1% in 1992 and 67.8% in 2010).

While a larger percentage of Nova Scotians participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that Nova Scotia-based 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. It is also important to note that the data include attendance of Nova Scotians while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in Nova Scotia.

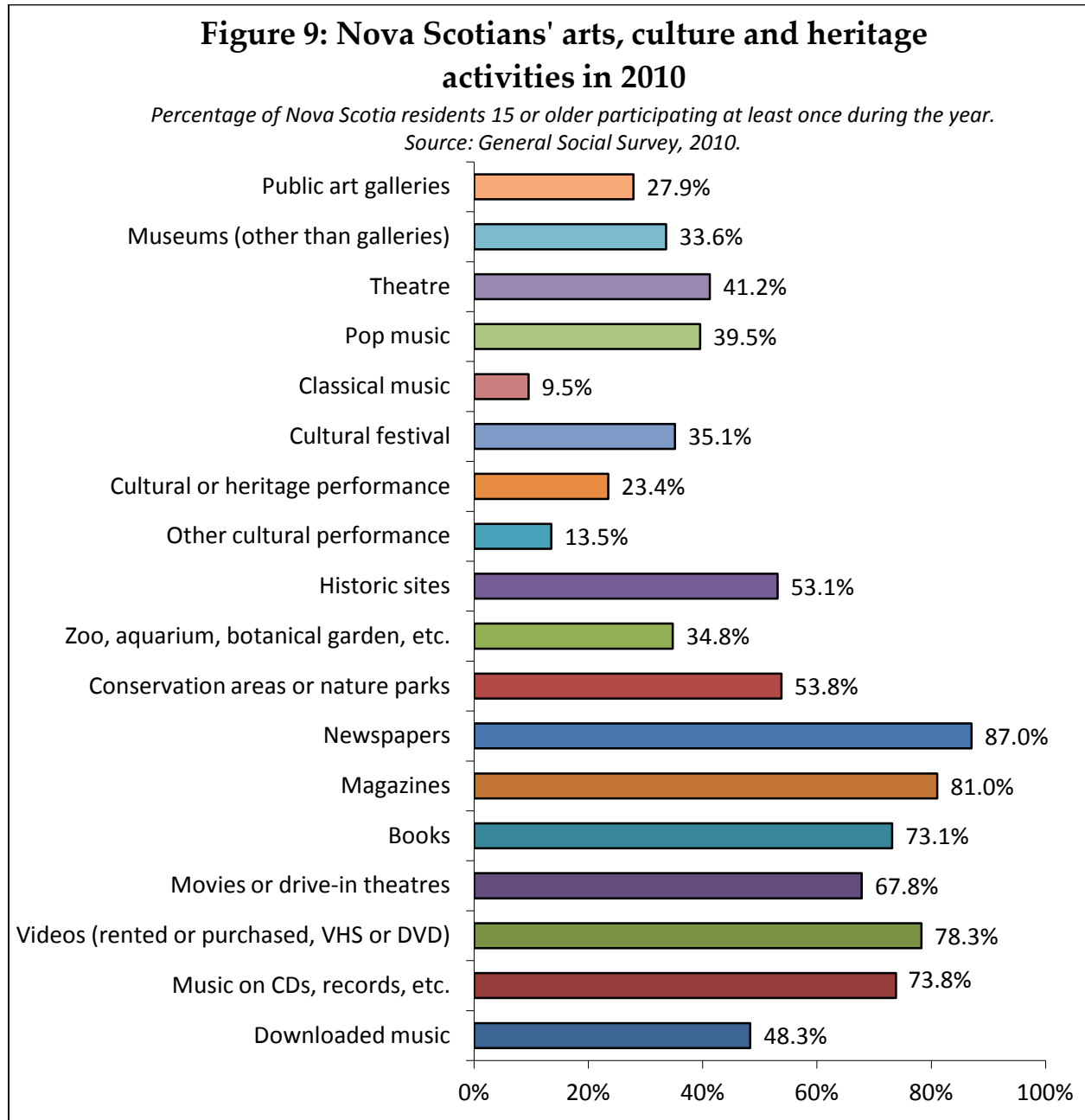
### ***Comparisons with Canadian averages***

As shown in Table 17, the percentage of Nova Scotians participating in most arts, culture and heritage activities is similar to the Canadian averages, with a few exceptions:

- Nova Scotians are more likely than other Canadians to visit historic sites (53.1% of Nova Scotians vs. 45.7% of all Canadians).
- Nova Scotians are less likely than other Canadians to visit public art galleries (27.9% of Nova Scotians vs. 35.7% of all Canadians).
- Nova Scotians are also less likely to visit zoos, aquariums, botanical gardens, planetariums or observatories (34.8% of Nova Scotians vs. 42.3% of all Canadians).

### ***All 18 arts, culture and heritage activities***

Figure 9 provides a visual overview of Nova Scotians' participation rates in each of the 18 arts, culture and heritage activities in 2010.



### ***Art galleries and other museums***

In 2010, almost one-half of Nova Scotians 15 or older (44.8%, or 354,000 people) visited a museum of any kind (including public art galleries).

Just over one-quarter of Nova Scotians 15 or older (27.9%, or 221,000 people) visited a public art gallery or art museum, including attendance at special art exhibits. One-third of Nova Scotians (33.6%) visited a museum other than a public art gallery (266,000 people).

The percentage of Nova Scotians visiting a museum of any kind increased slightly between 1992 (40.4%) and 2010 (44.8%).

The percentage of provincial residents visiting a gallery increased from 21.8% in 1992 to 27.9% in 2010.

### ***Performing arts and cultural festivals***

In 2010, 56.0% of Nova Scotians 15 or older attended at least one theatre, popular music, or classical music performance (443,000 people):

- 41.2% of Nova Scotians 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (326,000 Nova Scotians);
- 39.5% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (313,000 people); and
- 9.5% attended a symphonic or classical music performance (75,000 people).

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, 42.8% of Nova Scotians 15 or older (338,000 people) attended a cultural festival or other performing arts event:

- 35.1% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (278,000 people);
- 23.4% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (185,000 Nova Scotians); and
- 13.5% attended another kind of cultural performance (107,000 people).

When the responses to the six performing arts and cultural festival questions are combined, 67.6% of Nova Scotians attended a performing arts event or cultural festival in 2010 (535,000 people).

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. There was a slight increase in the

percentage of Nova Scotians attending a cultural festival between 1998 (32.3%) and 2010 (35.1%).

The percentage of Nova Scotians attending a cultural or heritage performance increased from 11.9% in 1992 to 23.4% in 2010.

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

### ***Heritage activities***

Almost three-quarters of Nova Scotians 15 years of age or older (72.9%, or 577,000 people) visited at least one of the following types of heritage venues in 2010:

- 53.1% of the population 15 or older visited an historic site (420,000 people);
- 34.8% visited a zoo, aquarium, botanical garden, planetarium or observatory (275,000 Nova Scotians); and
- 53.8% visited a conservation area or nature park (425,000 people).

Between 1992 and 2010, there was a significant increase in the percentage of Nova Scotians visiting an historic site (from 36.9% to 53.1%) and visiting a zoo, aquarium, botanical garden, planetarium or observatory (from 27.2% to 34.8%). The percentage of Nova Scotians visiting a conservation area or nature park remained fairly stable (55.1% in 1992 and 53.8% in 2010).

### ***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 98.0% read at least one newspaper, magazine or book during the year (775,000 people):

- 87.0% of the population 15 or older read a newspaper (689,000 people);
- 81.0% read a magazine (641,000 Nova Scotians); and
- 73.1% read at least one book (579,000 Nova Scotians).

Between 1992 and 2010, the rate of newspaper reading decreased substantially (from 95.6% to 87.0%), while magazine reading decreased slightly (83.4% in 1992 and 81.0% in 2010). The percentage of Nova Scotians reading books increased from 67.9% in 1992 to 73.1% in 2010.

## ***Movies and videos***

A large majority of Nova Scotians 15 or older (87.3%, or 691,000 people) visited a movie theatre or watched a video in 2010:

- 67.8% went to a movie or drive-in (536,000 people); and
- 78.3% watched a video (619,000 Nova Scotians).

Between 1992 and 2010, the popularity of movie going increased sharply among Nova Scotians (from 47.1% in 1992 to 67.8% in 2010). The overall rate of video watching remained fairly stable (76.5% in 1992 and 78.3% in 2010).

## ***Music***

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other formats in the 12 months preceding the survey. A large majority of Nova Scotians (84.3%, or 667,000 people) listened to music in at least one of these ways in 2010:

- 73.8% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (584,000 people); and
- 48.3% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (382,000 Nova Scotians).

Between 1992 and 2010, there was a significant decrease in the percentage of Nova Scotians listening to music on CDs, records or other formats (85.8% in 1992 and 73.8% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of Nova Scotians listening to downloaded music increased substantially, from 29.7% in 2005 to 48.3% in 2010.

**Table 17: Arts, Culture and Heritage Activities of Nova Scotians and All Canadians in 2010**

Activity	Nova Scotia		Canada		Statistically significant difference (N.S. % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
Total population 15 or older	100%	791,000	100%	28.1 million	
Art galleries and other museums					
Public art galleries	27.9%	221,000	35.7%	10.0 million	Yes
Museums other than art galleries	33.6%	266,000	32.7%	9.2 million	No
Museums (any type)	44.8%	354,000	47.8%	13.4 million	No
Performing arts and festivals					
Theatre	41.2%	326,000	44.3%	12.4 million	No
Pop music	39.5%	313,000	39.4%	11.1 million	No
Classical music	9.5%	75,000	12.6%	3.5 million	No
Any of these three performing arts activities	56.0%	443,000	60.4%	16.9 million	No
Cultural festival	35.1%	278,000	37.2%	10.4 million	No
Cultural or heritage performance	23.4%	185,000	23.0%	6.5 million	No
Other cultural performance	13.5%	107,000	17.6%	4.9 million	Yes
Any of these three activities	42.8%	338,000	47.9%	13.5 million	Yes
Any of the above six performing arts and festival activities	67.6%	535,000	72.4%	20.3 million	No

**Table 17 (continued): Arts, Culture and Heritage Activities of Nova Scotians and All Canadians in 2010**

Activity	Nova Scotia		Canada		Statistically significant difference (Sask. % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
<b>Heritage activities</b>					
Historic sites	53.1%	420,000	45.7%	12.8 million	Yes
Zoos, aquariums, botanical gardens, planetariums or observatories	34.8%	275,000	42.3%	11.9 million	Yes
Conservation areas or nature parks	53.8%	425,000	57.9%	16.3 million	No
<i>Any of these three heritage activities</i>	<i>72.9%</i>	<i>577,000</i>	<i>73.8%</i>	<i>20.7 million</i>	<i>No</i>
<b>Reading</b>					
Newspapers	87.0%	689,000	86.4%	24.3 million	No
Magazines	81.0%	641,000	82.0%	23.0 million	No
Books	73.1%	579,000	75.7%	21.3 million	No
<i>Any of these three reading activities</i>	<i>98.0%</i>	<i>775,000</i>	<i>97.5%</i>	<i>27.4 million</i>	<i>No</i>
<b>Watching movies and videos</b>					
Movies or drive-in theatres	67.8%	536,000	67.9%	19.1 million	No
Videos (rented or purchased, VHS or DVD)	78.3%	619,000	79.1%	22.2 million	No
<i>Either of these two activities</i>	<i>87.3%</i>	<i>691,000</i>	<i>87.2%</i>	<i>24.5 million</i>	<i>No</i>
<b>Listening to recorded music</b>					
Music on CDs, records, etc.	73.8%	584,000	75.8%	21.3 million	No
Downloaded music	48.3%	382,000	50.9%	14.3 million	No
<i>Either of these two activities</i>	<i>84.3%</i>	<i>667,000</i>	<i>86.7%</i>	<i>24.3 million</i>	<i>No</i>
<b><i>Any of the 18 arts, culture and heritage activities</i></b>	<b><i>100.0%</i></b>	<b><i>791,000</i></b>	<b><i>99.7%</i></b>	<b><i>28.0 million</i></b>	<b><i>No</i></b>
All statistics analyzed by Hill Strategies Research based on Statistics Canada’s 2010 General Social Survey.					

**Table 18: Trends in Nova Scotians' Arts, Culture and Heritage Activities  
between 1992 and 2010**

	1992	1998	2005	2010	
Total population 15 or older	711,000	761,000	773,000	791,000	
Number of survey respondents	644	699	544	486	
Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
Art galleries and other museums					
Public art galleries	21.8%	21.0%	22.7%	27.9%	6.1%
Museums other than art galleries	Not comparable		30.8%	33.6%	Not comparable
Museums (any type)	40.4%	36.3%	38.9%	44.8%	4.4%
Performing arts and festivals					
Theatre	Not comparable			41.2%	Not comparable
Pop music				39.5%	
Classical music				9.5%	
Cultural festival	Not asked	32.3%	27.5%	35.1%	Not comparable
Cultural or heritage performance	11.9%	14.1%	13.5%	23.4%	11.5%
Other cultural performance	Not asked		10.8%	13.5%	Not comparable

**Table 18 (continued): Trends in Nova Scotians' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b><i>Heritage activities</i></b>					
Historic sites	36.9%	50.2%	42.1%	53.1%	16.2%
Zoos, aquariums, botanical gardens, planetariums or observatories	27.2%	32.8%	28.2%	34.8%	7.6%
Conservation areas or nature parks	55.1%	51.6%	48.2%	53.8%	-1.4%
<b><i>Reading</i></b>					
Newspapers	95.6%	89.5%	87.6%	87.0%	-8.6%
Magazines	83.4%	81.8%	77.6%	81.0%	-2.4%
Books	67.9%	67.0%	65.4%	73.1%	5.2%
<b><i>Watching movies and videos</i></b>					
Movies or drive-in theatres	47.1%	62.6%	58.9%	67.8%	20.7%
Videos (rented or purchased, VHS or DVD)	76.5%	78.3%	77.7%	78.3%	1.7%
<b><i>Listening to recorded music</i></b>					
Music on CDs, records, etc.	85.8%	79.8%	82.2%	73.8%	-12.0%
Downloaded music	Not asked		29.7%	48.3%	Not comparable
<i>Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of Nova Scotians participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.</i>					

## **Section 11: Prince Edward Island**

This section examines the number and percentage of Prince Edward Islanders 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.<sup>36</sup> Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.<sup>37</sup>

More detailed data can be found in two tables at the end of this section. Table 19 provides data on Prince Edward Islanders' arts, culture and heritage activities in 2010.<sup>38</sup> Table 20 outlines changes between 1992 and 2010 in the percentage of Islanders participating in various activities.

### ***All Prince Edward Islanders participated in an arts, culture or heritage activity in 2010***

In 2010, all Prince Edward Islanders 15 or older (99.6%, or 117,000 people) participated in at least one of the 18 arts, culture or heritage activities. Other key groupings of the participation data show that, in 2010:

- 34.8% of Prince Edward Islanders 15 or older visited a museum.
- 74.6% attended a performing arts event or a cultural festival.
- 65.4% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 99.1% read a newspaper, magazine or book.
- 82.8% watched a movie or a video.
- 83.8% listened to downloaded music or music on CDs.

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<sup>36</sup> The number of PEI residents responding to the General Social Survey's cultural questions was 261 in 1992, 264 in 1998, 290 in 2005 and 242 in 2010.

<sup>37</sup> The margins of error of the 2010 P.E.I. data range from 4.0 to 7.1 percentage points, 19 times out of 20.

<sup>38</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

### ***Prince Edward Islanders' participation in arts, culture and heritage activities has increased over the past 18 years***

The percentage of Prince Edward Islanders participating in most of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 20, there was an increase in the percentage of Prince Edward Islanders:

- Visiting art galleries (18.9% in 1992 and 26.2% in 2010);
- Visiting museums (28.6% in 1992 and 34.8% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (10.7% in 1992 and 26.5% in 2010);
- Visiting historic sites (30.8% in 1992 and 52.9% in 2010);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (16.6% in 1992 and 26.8% in 2010);
- Reading books (64.2% in 1992 and 75.0% in 2010); and
- Going to movies (49.0% in 1992 and 67.0% in 2010).

While a larger percentage of Prince Edward Islanders participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that Prince Edward Island-based 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. It is also important to note that the data include attendance of Prince Edward Islanders while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in Prince Edward Island.

### ***Comparisons with Canadian averages***

As shown in Table 19, Prince Edward Islanders are more likely than other Canadians to participate in some arts, culture and heritage activities, including:

- Attending theatre performances (54.3% of Prince Edward Islanders vs. 44.3% of all Canadians);
- Visiting historic sites (52.9% of Prince Edward Islanders vs. 45.7% of all Canadians); and
- Reading newspapers (93.0% of Prince Edward Islanders vs. 86.4% of all Canadians).

On the other hand, Prince Edward Islanders are less likely than other Canadians to:

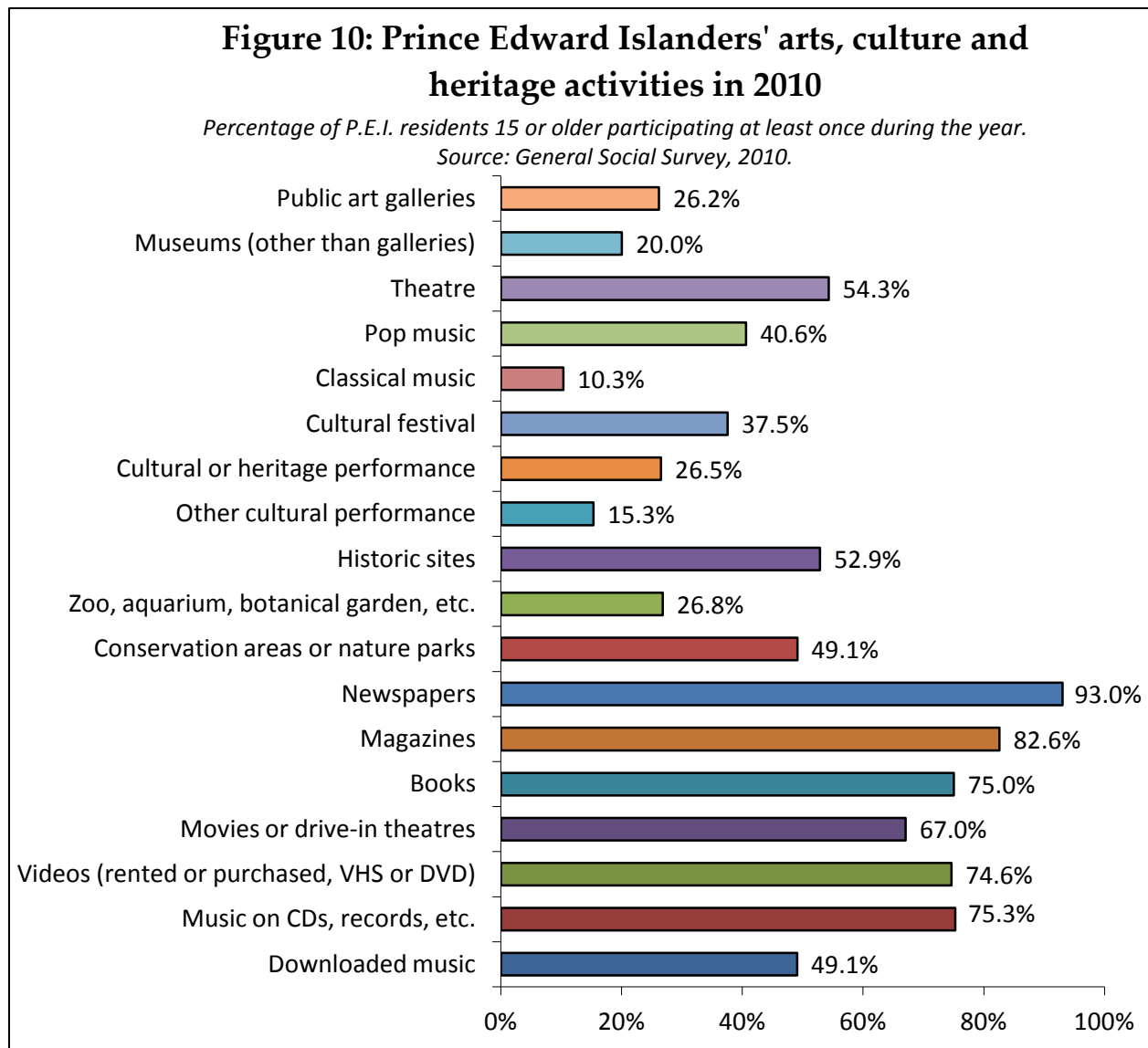
- Go to public art galleries (26.2% of Prince Edward Islanders vs. 35.7% of all Canadians);
- Go to museums other than art galleries (20.0% of Prince Edward Islanders vs. 32.7% of all Canadians);

- Visit zoos, aquariums, botanical gardens, planetariums or observatories (26.8% of Prince Edward Islanders vs. 42.3% of all Canadians);
- Visit conservation areas or nature parks (49.1% of Prince Edward Islanders vs. 57.9% of all Canadians); and
- Watch videos (74.6% of Prince Edward Islanders vs. 79.1% of all Canadians).

The percentage of Prince Edward Islanders participating in the other arts, culture and heritage activities is similar to the Canadian averages.

### ***All 18 arts, culture and heritage activities***

Figure 10 provides a visual overview of Prince Edward Islanders' participation rates in each of the 18 arts, culture and heritage activities in 2010.



### ***Art galleries and other museums***

In 2010, about one-third of Prince Edward Islanders 15 or older (34.8%, or 41,000 people) visited a museum of any kind (including public art galleries).

One-quarter of Prince Edward Island residents 15 or older (26.2%, or 31,000 people) visited a public art gallery or art museum, including attendance at special art exhibits. One-fifth of Prince Edward Islanders (20.0%) visited a museum other than a public art gallery (24,000 people).

The percentage of Prince Edward Islanders visiting a museum of any kind increased between 1992 (28.6%) and 2010 (34.8%).

Between 1992 and 2010, the percentage of provincial residents visiting a gallery increased from 18.9% to 26.2%.

### ***Performing arts and cultural festivals***

In 2010, 64.9% of Prince Edward Islanders 15 or older attended at least one theatre, popular music, or classical music performance (76,000 people):

- 54.3% of Prince Edward Islanders 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (64,000 Prince Edward Islanders);
- 40.6% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (48,000 people); and
- 10.3% attended a symphonic or classical music performance (12,000 people).<sup>39</sup>

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, almost one-half of Prince Edward Islanders 15 or older (46.9%, or 55,000 people) attended a cultural festival or other performing arts event:

- 37.5% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (44,000 people);
- 26.5% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (31,000 Prince Edward Islanders); and
- 15.3% attended another kind of cultural performance (18,000 people).<sup>40</sup>

When the responses to the six performing arts and cultural festival questions are combined, 74.6% of Prince Edward Islanders attended a performing arts event or cultural festival in 2010 (88,000 people).

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<sup>39</sup> This estimate has high statistical variation and should be used with caution.

<sup>40</sup> This estimate has high statistical variation and should be used with caution.

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. There was a substantial increase in the percentage of Prince Edward Islanders attending a cultural festival between 1998 (20.0%) and 2010 (37.5%).

The percentage of Prince Edward Islanders attending a cultural or heritage performance increased from 10.7% in 1992 to 26.5% in 2010.

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

### ***Heritage activities***

Two-thirds of Prince Edward Islanders 15 years of age or older (65.4%, or 77,000 people) visited at least one of the following types of heritage venues in 2010:

- 52.9% of the population 15 or older visited an historic site (62,000 people);
- 26.8% visited a zoo, aquarium, botanical garden, planetarium or observatory (32,000 Prince Edward Islanders); and
- 49.1% visited a conservation area or nature park (58,000 people).

Between 1992 and 2010, there was a significant increase in the percentage of Prince Edward Islanders visiting an historic site (from 30.8% to 52.9%) and visiting a zoo, aquarium, botanical garden, planetarium or observatory (from 16.6% to 26.8%). There was a decrease in the percentage of Islanders visiting a conservation area or nature park (from 55.5% in 1992 to 49.1% in 2010).

### ***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 99.1% read at least one newspaper, magazine or book during the year (117,000 people):

- 93.0% of the population 15 or older read a newspaper (110,000 people);
- 82.6% read a magazine (97,000 Prince Edward Islanders); and
- 75.0% read at least one book (88,000 Prince Edward Islanders).

Between 1992 and 2010, the rate of newspaper reading decreased from 97.9% to 93.0%, and magazine reading also decreased (from 85.6% to 82.6%). The percentage of Prince Edward Islanders reading books increased from 64.2% in 1992 to 75.0% in 2010.

## ***Movies and videos***

A large majority of Prince Edward Islanders 15 or older (82.8%, or 98,000 people) visited a movie theatre or watched a video in 2010:

- 67.0% went to a movie or drive-in (79,000 people); and
- 74.6% watched a video (88,000 Prince Edward Islanders).

Between 1992 and 2010, movie going increased sharply (from 49.0% to 67.0%). The overall rate of video watching remained stable (74.9% in 1992 and 74.6% in 2010).

## ***Music***

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other formats in the 12 months preceding the survey. A large majority of Prince Edward Islanders (83.8%, or 99,000 people) listened to music in at least one of these ways in 2010:

- 75.3% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (89,000 people); and
- 49.1% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (58,000 Prince Edward Islanders).

Between 1992 and 2010, there was a decrease in the percentage of Prince Edward Islanders listening to music on CDs, records or other formats (81.2% in 1992 and 75.3% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of Prince Edward Islanders listening to downloaded music increased substantially, from 24.9% in 2005 to 49.1% in 2010.

**Table 19: Arts, Culture and Heritage Activities of Prince Edward Islanders and All Canadians in 2010**

Activity	Prince Edward Island		Canada		Statistically significant difference (PEI % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
Total population 15 or older	100%	118,000	100%	28.1 million	
Art galleries and other museums					
Public art galleries	26.2%	31,000	35.7%	10.0 million	Yes
Museums other than art galleries	20.0%	24,000	32.7%	9.2 million	Yes
Museums (any type)	34.8%	41,000	47.8%	13.4 million	Yes
Performing arts and festivals					
Theatre	54.3%	64,000	44.3%	12.4 million	Yes
Pop music	40.6%	48,000	39.4%	11.1 million	No
Classical music	10.3% *	12,000 *	12.6%	3.5 million	No
Any of these three performing arts activities	64.9%	76,000	60.4%	16.9 million	No
Cultural festival	37.5%	44,000	37.2%	10.4 million	No
Cultural or heritage performance	26.5%	31,000	23.0%	6.5 million	No
Other cultural performance	15.3% *	18,000 *	17.6%	4.9 million	No
Any of these three activities	46.9%	55,000	47.9%	13.5 million	No
Any of the above six performing arts and festival activities	74.6%	88,000	72.4%	20.3 million	No
* indicates that the estimate has high statistical variation and should be used with caution.					

**Table 19 (continued): Arts, Culture and Heritage Activities of Prince Edward Islanders and All Canadians in 2010**

Activity	Prince Edward Island		Canada		Statistically significant difference (PEI % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
<b>Heritage activities</b>					
Historic sites	52.9%	62,000	45.7%	12.8 million	Yes
Zoos, aquariums, botanical gardens, planetariums or observatories	26.8%	32,000	42.3%	11.9 million	Yes
Conservation areas or nature parks	49.1%	58,000	57.9%	16.3 million	Yes
<i>Any of these three heritage activities</i>	<i>65.4%</i>	<i>77,000</i>	<i>73.8%</i>	<i>20.7 million</i>	<i>Yes</i>
<b>Reading</b>					
Newspapers	93.0%	110,000	86.4%	24.3 million	Yes
Magazines	82.6%	97,000	82.0%	23.0 million	No
Books	75.0%	88,000	75.7%	21.3 million	No
<i>Any of these three reading activities</i>	<i>99.1%</i>	<i>117,000</i>	<i>97.5%</i>	<i>27.4 million</i>	<i>No</i>
<b>Watching movies and videos</b>					
Movies or drive-in theatres	67.0%	79,000	67.9%	19.1 million	No
Videos (rented or purchased, VHS or DVD)	74.6%	88,000	79.1%	22.2 million	Yes
<i>Either of these two activities</i>	<i>82.8%</i>	<i>98,000</i>	<i>87.2%</i>	<i>24.5 million</i>	<i>Yes</i>
<b>Listening to recorded music</b>					
Music on CDs, records, etc.	75.3%	89,000	75.8%	21.3 million	No
Downloaded music	49.1%	58,000	50.9%	14.3 million	No
<i>Either of these two activities</i>	<i>83.8%</i>	<i>99,000</i>	<i>86.7%</i>	<i>24.3 million</i>	<i>No</i>
<b><i>Any of the 18 arts, culture and heritage activities</i></b>	<b><i>99.6%</i></b>	<b><i>117,000</i></b>	<b><i>99.7%</i></b>	<b><i>28.0 million</i></b>	<b><i>No</i></b>
All statistics analyzed by Hill Strategies Research based on Statistics Canada’s 2010 General Social Survey.					

**Table 20: Trends in Prince Edward Islanders' Arts, Culture and Heritage Activities between 1992 and 2010**

	1992	1998	2005	2010	
Total population 15 or older	98,000	107,000	112,000	118,000	
Number of survey respondents	261	264	290	242	
Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b>Art galleries and other museums</b>					
Public art galleries	18.9%	13.5%	21.1%	26.2%	7.3%
Museums other than art galleries	Not comparable		20.1%	20.0%	Not comparable
<i>Museums (any type)</i>	28.6%	24.7%	33.7%	34.8%	6.2%
<b>Performing arts and festivals</b>					
Theatre	Not comparable			54.3%	Not comparable
Pop music				40.6%	
Classical music				10.3% *	
Cultural festival	Not asked	20.0%	19.4%	37.5%	Not comparable
Cultural or heritage performance	10.7%	13.6%	13.3%	26.5%	15.8%
Other cultural performance	Not asked		10.3% *	15.3% *	Not comparable
<i>* indicates that the estimate has high statistical variation and should be used with caution.</i>					

**Table 20 (continued): Trends in Prince Edward Islanders' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b><i>Heritage activities</i></b>					
Historic sites	30.8%	36.2%	36.8%	52.9%	22.1%
Zoos, aquariums, botanical gardens, planetariums or observatories	16.6%	14.8%	15.9%	26.8%	10.1%
Conservation areas or nature parks	55.5%	49.0%	45.0%	49.1%	-6.4%
<b><i>Reading</i></b>					
Newspapers	97.9%	91.9%	92.4%	93.0%	-4.9%
Magazines	85.6%	77.3%	77.3%	82.6%	-3.0%
Books	64.2%	65.0%	69.0%	75.0%	10.8%
<b><i>Watching movies and videos</i></b>					
Movies or drive-in theatres	49.0%	59.1%	60.8%	67.0%	18.0%
Videos (rented or purchased, VHS or DVD)	74.9%	75.9%	74.1%	74.6%	-0.2%
<b><i>Listening to recorded music</i></b>					
Music on CDs, records, etc.	81.2%	77.4%	79.7%	75.3%	-5.9%
Downloaded music	Not asked		24.9%	49.1%	Not comparable
<i>Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of Islanders participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.</i>					

## **Section 12: Newfoundland and Labrador**

This section examines the number and percentage of Newfoundland and Labrador residents 15 or older who, in 2010:

- Visited art galleries or other museums;
- Attended live performances;
- Visited historic sites and other heritage organizations;
- Read newspapers, magazines or books;
- Watched movies or videos; or
- Listened to recorded music.

Where comparable data are available, changes in participation between 1992 and 2010 are also highlighted.<sup>41</sup> Unless otherwise noted, all of the statistics in this section have relatively low statistical variations and therefore high statistical reliability.<sup>42</sup>

More detailed data can be found in two tables at the end of this section. Table 21 provides data on Newfoundland and Labrador residents' arts, culture and heritage activities in 2010.<sup>43</sup> Table 22 outlines changes between 1992 and 2010 in the percentage of Newfoundland and Labrador residents participating in various activities.

### ***All Newfoundland and Labrador residents participated in an arts, culture or heritage activity in 2010***

In 2010, all Newfoundland and Labrador residents 15 or older (99.1%, or 429,000 people) participated in at least one of the 18 arts, culture or heritage activities. Other key groupings of the participation data show that, in 2010:

- 44.9% of Newfoundland and Labrador residents 15 or older visited a museum.
- 60.2% attended a performing arts event or a cultural festival.
- 73.8% visited a heritage venue (including historic sites, zoos, aquariums, botanical gardens, planetariums, observatories, conservation areas and nature parks).
- 96.7% read a newspaper, magazine or book.
- 81.3% watched a movie or a video.
- 82.7% listened to downloaded music or music on CDs.

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<sup>41</sup> The number of Newfoundland and Labrador residents responding to the General Social Survey's cultural questions was 540 in 1992, 498 in 1998, 566 in 2005 and 453 in 2010.

<sup>42</sup> The margins of error of the 2010 Newfoundland and Labrador data range from 2.7 to 5.8 percentage points, 19 times out of 20.

<sup>43</sup> T-tests were conducted in order to examine statistically significant differences between provincial and national rates.

### ***Newfoundland and Labrador residents' participation in arts, culture and heritage activities has increased over the past 18 years***

The percentage of Newfoundland and Labrador residents participating in most of the 18 activities measured in the report increased between 1992 and 2010. For example, as shown in Table 22, there was an increase in the percentage of Newfoundland and Labrador residents:

- Visiting art galleries (15.2% in 1992 and 30.5% in 2010);
- Visiting museums (26.6% in 1992 and 44.9% in 2010);
- Attending performances of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (11.4% in 1992 and 25.3% in 2010);
- Visiting historic sites (31.5% in 1992 and 57.6% in 2010);
- Visiting zoos, aquariums, botanical gardens, planetariums or observatories (21.1% in 1992 and 37.7% in 2010);
- Visiting conservation areas or nature parks (52.3% in 1992 and 59.4% in 2010);
- Reading magazines (76.4% in 1992 and 82.6% in 2010);
- Reading books (66.3% in 1992 and 73.8% in 2010); and
- Going to movies (38.6% in 1992 and 51.9% in 2010).

While a larger percentage of Newfoundland and Labrador residents participated in these arts, culture and heritage activities in 2010 than in 1992, these statistics do not necessarily mean that Newfoundland and Labrador-based 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. It is also important to note that the data include attendance of Newfoundland and Labrador residents while travelling out of province or out of the country and exclude attendance by residents of other provinces while travelling in Newfoundland and Labrador.

### ***Comparisons with Canadian averages***

As shown in Table 21, the percentage of Newfoundland and Labrador residents participating in most arts, culture and heritage activities is similar to the Canadian averages. Newfoundland and Labrador residents are more likely than other Canadians to visit historic sites (57.6% of Newfoundland and Labrador residents vs. 45.7% of all Canadians). On the other hand, Newfoundland and Labrador residents are less likely than other Canadians to:

- Attend theatre performances (38.3% of Newfoundland and Labrador residents vs. 44.3% of all Canadians);
- Attend classical music performances (7.7% of Newfoundland and Labrador residents vs. 12.6% of all Canadians);<sup>44</sup>

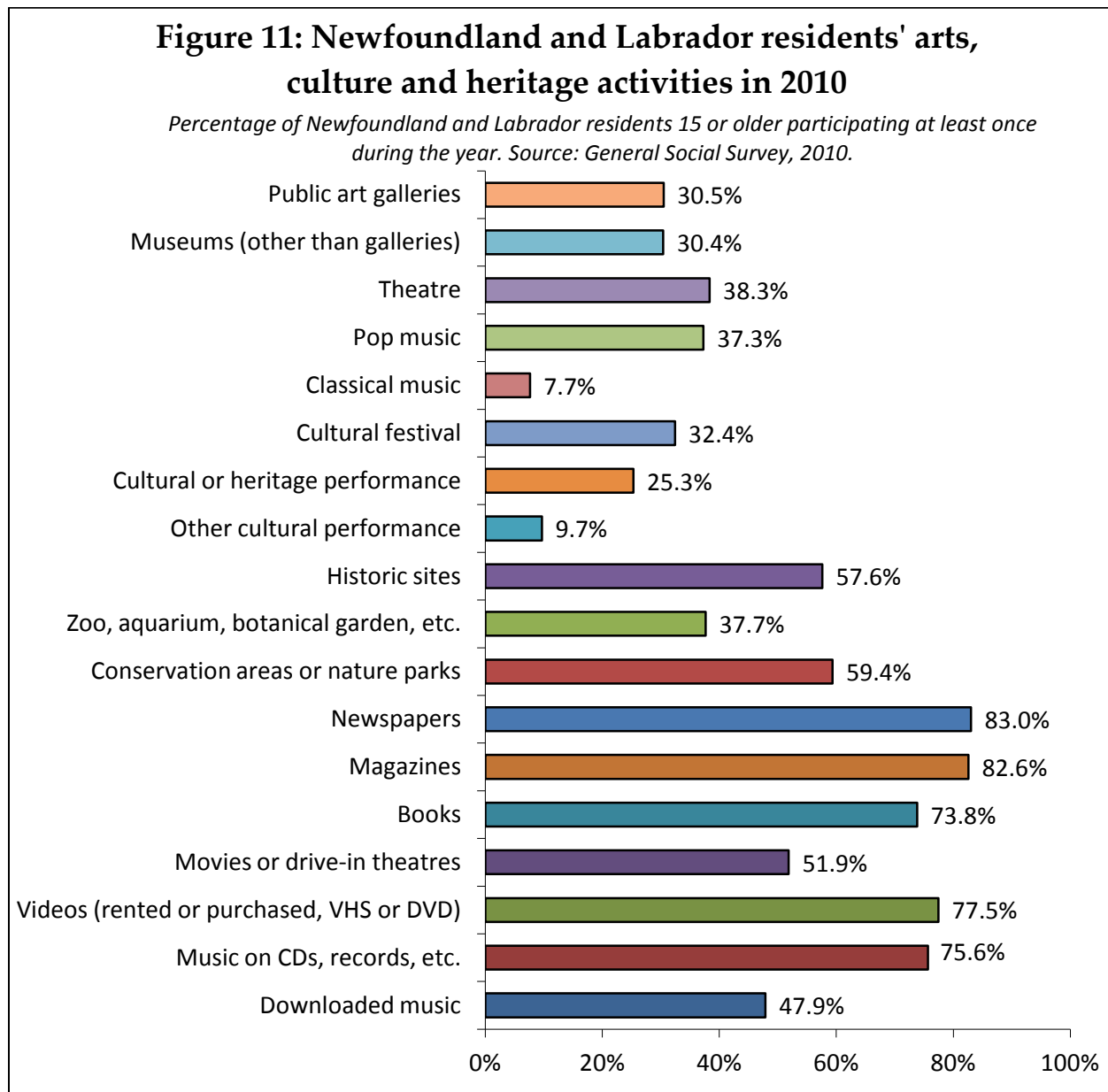
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<sup>44</sup> The Newfoundland estimate has high statistical variation and should be used with caution.

- Read newspapers (83.0% of Newfoundland and Labrador residents vs. 86.4% of all Canadians); and
- Go to movies (51.9% of Newfoundland and Labrador residents vs. 67.9% of all Canadians).

### ***All 18 arts, culture and heritage activities***

Figure 11 provides a visual overview of Newfoundland and Labrador residents' participation rates in each of the 18 arts, culture and heritage activities in 2010.



### ***Art galleries and other museums***

In 2010, almost one-half of Newfoundland and Labrador residents 15 or older (44.9%, or 194,000 people) visited a museum of any kind (including public art galleries).

Almost one-third of Newfoundland and Labrador residents 15 or older (30.5%, or 132,000 people) visited a public art gallery or art museum, including attendance at special art exhibits. The same percentage (30.4%) visited a museum other than a public art gallery (132,000 people).

The percentage of Newfoundland and Labrador residents visiting a museum of any kind increased significantly between 1992 (26.6%) and 2010 (44.9%).

Between 1992 and 2010, the percentage of provincial residents visiting a gallery doubled (15.2% in 1992 and 30.5% in 2010).

### ***Performing arts and cultural festivals***

In 2010, 52.6% of Newfoundland and Labrador residents 15 or older attended at least one theatre, popular music, or classical music performance (228,000 people):

- 38.3% of Newfoundland and Labrador residents 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (166,000 Newfoundland and Labrador residents);
- 37.3% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (161,000 people); and
- 7.7% attended a symphonic or classical music performance (33,000 people).<sup>45</sup>

Respondents were asked three subsequent questions about attendance at cultural festivals or other performing arts events. In 2010, 38.2% of Newfoundland and Labrador residents 15 or older (165,000 people) attended a cultural festival or other performing arts event:

- 32.4% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (140,000 people);
- 25.3% attended a performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (109,000 Newfoundland and Labrador residents); and
- 9.7% attended another kind of cultural performance (42,000 people).<sup>46</sup>

When the responses to the six performing arts and cultural festival questions are combined, 60.2% of Newfoundland and Labrador residents attended a performing arts event or cultural festival in 2010 (261,000 people).

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<sup>45</sup> This estimate has high statistical variation and should be used with caution.

<sup>46</sup> This estimate has high statistical variation and should be used with caution.

The 1992 General Social Survey did not include a question regarding attendance at cultural festivals, but this question was asked in a 1998 survey. There was a substantial increase in the percentage of Newfoundland and Labrador residents attending a cultural festival between 1998 (15.9%) and 2010 (32.4%).

The percentage of Newfoundland and Labrador residents attending a cultural or heritage performance increased from 11.4% in 1992 to 25.3% in 2010.

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

### ***Heritage activities***

About three-quarters of Newfoundland and Labrador residents 15 years of age or older (73.8%, or 320,000 people) visited at least one of the following types of heritage venues in 2010:

- 57.6% of the population 15 or older visited an historic site (249,000 people);
- 37.7% visited a zoo, aquarium, botanical garden, planetarium or observatory (163,000 Newfoundland and Labrador residents); and
- 59.4% visited a conservation area or nature park (257,000 people).

Between 1992 and 2010, there was a substantial increase in the percentage of Newfoundland and Labrador residents doing all three of these activities:

- Visiting an historic site (from 31.5% in 1992 to 57.6% in 2010);
- Visiting a zoo, aquarium, botanical garden, planetarium or observatory (from 21.1% in 1992 to 37.7% in 2010); and
- Visiting a conservation area or nature park (from 52.3% in 1992 to 59.4% in 2010).

### ***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 96.7% read at least one newspaper, magazine or book during the year (419,000 people):

- 83.0% of the population 15 or older read a newspaper (359,000 people);
- 82.6% read a magazine (358,000 Newfoundland and Labrador residents); and
- 73.8% read at least one book (320,000 Newfoundland and Labrador residents).

Between 1992 and 2010, the rate of newspaper reading decreased substantially (from 92.4% to 83.0%). In contrast, magazine reading increased (from 76.4% in 1992 to 82.6% in 2010). The

percentage of Newfoundland and Labrador residents reading books also increased (from 66.3% in 1992 to 73.8% in 2010).

### ***Movies and videos***

A large majority of Newfoundland and Labrador residents 15 or older (81.3%, or 352,000 people) visited a movie theatre or watched a video in 2010:

- 51.9% went to a movie or drive-in (224,000 people); and
- 77.5% watched a video (335,000 Newfoundland and Labrador residents).

Between 1992 and 2010, movie going increased sharply among Newfoundland and Labrador residents (from 38.6% in 1992 to 51.9% in 2010). The overall rate of video watching remained stable (77.9% in 1992 and 77.5% in 2010).

### ***Music***

Respondents were asked whether they had listened to downloaded music and to music on CDs, records or other formats in the 12 months preceding the survey. A large majority of Newfoundland and Labrador residents (82.7%, or 358,000 people) listened to music in at least one of these ways in 2010:

- 75.6% listened to “music on CDs, cassette tapes, DVD audio discs, records, etc.” (327,000 people); and
- 47.9% of the population 15 or older listened to “downloaded music on [a] computer, MP3 player, etc.” (207,000 Newfoundland and Labrador residents).

Between 1992 and 2010, there was a significant decrease in the percentage of Newfoundland and Labrador residents listening to music on CDs, records or other formats (85.9% in 1992 and 75.6% in 2010).

The question regarding listening to downloaded music was not asked in 1992 or 1998. More recently, the percentage of Newfoundland and Labrador residents listening to downloaded music increased substantially, from 26.4% in 2005 to 47.9% in 2010.

**Table 21: Arts, Culture and Heritage Activities of Newfoundland and Labrador Residents and All Canadians in 2010**

Activity	Newfoundland and Labrador			Canada		Statistically significant difference (NL % vs. Canada %)
	Residents 15 or older			Residents 15 or older		
	% of pop-ulation	Number of people		% of pop-ulation	Number of people	
Total population 15 or older	100%	433,000		100%	28.1 million	
Art galleries and other museums						
Public art galleries	30.5%	132,000		35.7%	10.0 million	No
Museums other than art galleries	30.4%	132,000		32.7%	9.2 million	No
Museums (any type)	44.9%	194,000		47.8%	13.4 million	No
Performing arts and festivals						
Theatre	38.3%	166,000		44.3%	12.4 million	Yes
Pop music	37.3%	161,000		39.4%	11.1 million	No
Classical music	7.7% *	33,000 *		12.6%	3.5 million	Yes
Any of these three performing arts activities	52.6%	228,000		60.4%	16.9 million	Yes
Cultural festival	32.4%	140,000		37.2%	10.4 million	No
Cultural or heritage performance	25.3%	109,000		23.0%	6.5 million	No
Other cultural performance	9.7% *	42,000 *		17.6%	4.9 million	Yes
Any of these three activities	38.2%	165,000		47.9%	13.5 million	Yes
Any of the above six performing arts and festival activities	60.2%	261,000		72.4%	20.3 million	Yes
* indicates that the estimate has high statistical variation and should be used with caution.						

**Table 21 (continued): Arts, Culture and Heritage Activities of Newfoundland and Labrador Residents and All Canadians in 2010**

Activity	Newfoundland and Labrador		Canada		Statistically significant difference (NL % vs. Canada %)
	Residents 15 or older		Residents 15 or older		
	% of pop-ulation	Number of people	% of pop-ulation	Number of people	
<b>Heritage activities</b>					
Historic sites	57.6%	249,000	45.7%	12.8 million	Yes
Zoos, aquariums, botanical gardens, planetariums or observatories	37.7%	163,000	42.3%	11.9 million	No
Conservation areas or nature parks	59.4%	257,000	57.9%	16.3 million	No
<i>Any of these three heritage activities</i>	<i>73.8%</i>	<i>320,000</i>	<i>73.8%</i>	<i>20.7 million</i>	<i>No</i>
<b>Reading</b>					
Newspapers	83.0%	359,000	86.4%	24.3 million	Yes
Magazines	82.6%	358,000	82.0%	23.0 million	No
Books	73.8%	320,000	75.7%	21.3 million	No
<i>Any of these three reading activities</i>	<i>96.7%</i>	<i>419,000</i>	<i>97.5%</i>	<i>27.4 million</i>	<i>No</i>
<b>Watching movies and videos</b>					
Movies or drive-in theatres	51.9%	224,000	67.9%	19.1 million	Yes
Videos (rented or purchased, VHS or DVD)	77.5%	335,000	79.1%	22.2 million	No
<i>Either of these two activities</i>	<i>81.3%</i>	<i>352,000</i>	<i>87.2%</i>	<i>24.5 million</i>	<i>Yes</i>
<b>Listening to recorded music</b>					
Music on CDs, records, etc.	75.6%	327,000	75.8%	21.3 million	No
Downloaded music	47.9%	207,000	50.9%	14.3 million	No
<i>Either of these two activities</i>	<i>82.7%</i>	<i>358,000</i>	<i>86.7%</i>	<i>24.3 million</i>	<i>Yes</i>
<b><i>Any of the 18 arts, culture and heritage activities</i></b>	<b><i>99.1%</i></b>	<b><i>429,000</i></b>	<b><i>99.7%</i></b>	<b><i>28.0 million</i></b>	<b><i>No</i></b>

*All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.*

**Table 22: Trends in Newfoundland and Labrador Residents' Arts, Culture and Heritage Activities between 1992 and 2010**

	1992	1998	2005	2010	
Total population 15 or older	441,000	447,000	430,000	433,000	
Number of survey respondents	540	498	566	453	
Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b>Art galleries and other museums</b>					
Public art galleries	15.2%	13.8%	19.1%	30.5%	15.2%
Museums other than art galleries	Not comparable		16.8%	30.4%	Not comparable
<i>Museums (any type)</i>	26.6%	21.5%	27.6%	44.9%	18.3%
<b>Performing arts and festivals</b>					
Theatre	Not comparable			38.3%	Not comparable
Pop music				37.3%	
Classical music				7.7% *	
Cultural festival	Not asked	15.9%	15.0%	32.4%	Not comparable
Cultural or heritage performance	11.4%	14.2%	13.0%	25.3%	13.9%
Other cultural performance	Not asked		7.2% *	9.7% *	Not comparable
* indicates that the estimate has high statistical variation and should be used with caution.					

**Table 22 (continued): Trends in Newfoundland and Labrador Residents' Arts, Culture and Heritage Activities between 1992 and 2010**

Activity	Percentage of population (15 or older)				
	1992	1998	2005	2010	Change (1992 to 2010)
<b><i>Heritage activities</i></b>					
Historic sites	31.5%	46.0%	44.2%	57.6%	26.2%
Zoos, aquariums, botanical gardens, planetariums or observatories	21.1%	23.4%	20.4%	37.7%	16.6%
Conservation areas or nature parks	52.3%	45.8%	39.5%	59.4%	7.1%
<b><i>Reading</i></b>					
Newspapers	92.4%	89.4%	84.0%	83.0%	-9.3%
Magazines	76.4%	74.2%	70.4%	82.6%	6.2%
Books	66.3%	66.2%	62.2%	73.8%	7.6%
<b><i>Watching movies and videos</i></b>					
Movies or drive-in theatres	38.6%	46.8%	50.0%	51.9%	13.2%
Videos (rented or purchased, VHS or DVD)	77.9%	81.4%	76.5%	77.5%	-0.5%
<b><i>Listening to recorded music</i></b>					
Music on CDs, records, etc.	85.9%	83.8%	84.1%	75.6%	-10.2%
Downloaded music	Not asked		26.4%	47.9%	Not comparable

*Notes: 1) All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. 2) For changes in the number of Newfoundland and Labrador residents participating in certain activities, the participation rate in each year can be multiplied by the corresponding population figure. 3) All statistics analyzed by Hill Strategies Research based on Statistics Canada's 1992, 1998, 2005 and 2010 General Social Surveys.*