

Provincial Profiles of Cultural and Heritage Activities in 2005



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PROVINCIAL PROFILES OF CULTURAL AND HERITAGE ACTIVITIES IN 2005

This report provides provincial data regarding the number and percentage of Canadians 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

The report summarizes data on provincial residents 15 years of age or older who participated in cultural and heritage activities during the 12 months prior to the survey. Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted.

The data is drawn from Statistics Canada's General Social Surveys of 1992 and 2005, in-depth telephone surveys of about 10,000 Canadians 15 years of age or older.¹

The 2005 General Social Survey asked Canadians about 18 different activities:

- Attending a **theatrical performance** such as drama, musical theatre, dinner theatre or 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**
- Attending a performance of **cultural/heritage music, theatre or dance** (e.g. Aboriginal Peoples, Chinese, Ukrainian)
- Attending any **other kind of cultural performance**
- Visiting a **museum**
- Visiting a **public art gallery** or art museum (including attendance at special art exhibits)
- 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**
- Visiting a **movie theatre** or drive-in

¹ The number of respondents to the cultural questions was 9,815 in 1992 and 9,851 in 2005.

- 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 2005 General Social Survey did not contain questions about amateur arts activities or individual participation in arts creation or performance. Nor did the 2005 General Social Survey ask detailed questions regarding, for example, the types of performances attended, exhibitions visited or books read.

A previous report in the *Statistical Insights on the Arts* series examined Canadian data on cultural and heritage activities. A subsequent report will examine factors in cultural participation.

After some methodological notes, the report is organized into sections by province:

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Methodological notes

*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 includes attendance of provincial residents while travelling out of province or out of the country and excludes attendance by residents of other countries while travelling in Canada. This would mean, for example, that the data on B.C. museum visitors represents the number of British Columbia residents who visited at least one museum (anywhere) during the survey year, **not** the total visits made to B.C. museums.*

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

Section 1: Summary of Canadian Data

This section summarizes data regarding the number and percentage of Canadians 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted. The data is drawn from Statistics Canada's General Social Surveys of 1992, 1998 and 2005, in-depth telephone surveys of about 10,000 Canadians 15 years of age or older.² The statistics presented in this section are reliable estimates from this representative sample of Canadians.

In addition to this text summary, detailed data about the cultural and heritage activities of Canadians is available in Table 1 (2005 data) and Table 2 (changes between 1992 and 2005).

Table 1 also contains estimates of the margin of error of the 2005 statistics. Comparisons with provincial data, as well as trend analysis, should take into account the margin of error of the statistics. If the difference between Canadian and provincial statistics is within the margin of error, then the statistics should be considered "similar" or "about equal". In Table 2, if the change over time in a statistic is within that statistic's margin of error (presented in Table 1), then the change over time should be considered "similar" or "about equal".

Reading, music and movies are among the most popular cultural and heritage activities

In 2005, the most popular cultural and heritage activities were:

- Reading newspapers (87% of the population 15 or older);
- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (84%);
- Watching a video (rented, purchased, VHS or DVD formats) (79%);
- Reading a magazine (78%);
- Reading a book (67%); and
- Watching a movie at a theatre or drive-in (61%).

Not surprisingly, reading activities that require less time and attention (such as newspapers) are more popular than activities requiring more time and attention (such as books). The reading of magazines falls in between the two extremes.

² The number of respondents to the cultural questions was 9,815 in 1992, 10,749 in 1998 and 9,851 in 2005.

Most activities attracted about the same percentage of Canadians in 2005 as in 1992

Most cultural and heritage activities attracted roughly the same percentage of Canadians in 2005 as in 1992. Given the population growth between 1992 and 2005, **all** cultural and heritage activities saw an increase in the absolute number of Canadians attending, visiting, reading, watching or listening.

Performing arts

Table 1 shows that, in 2005, 41% of the population 15 or older (10.76 million Canadians) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals).

Table 1 also provides a breakdown of the overall performing arts attendance rate in 2005:

- 23% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (5.89 million Canadians);
- 24% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (6.21 million Canadians); and
- 10% attended a symphonic or classical music performance (2.49 million Canadians).

Questions about other specific performing arts disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

Table 2 shows that the overall performing arts attendance rate remained stable between 1992 (42%) and 2005 (41%, a difference which is within the margin of error of the data). Theatre and popular music saw very little overall change in attendance rates between 1992 and 2005. Classical music saw a slight increase in the percentage of the population attending a performance between 1992 and 2005.

In 2005, respondents were asked three subsequent questions about performing arts attendance:

- 24% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (6.18 million Canadians);
- 15% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (3.93 million Canadians);
- 11% attended another kind of cultural performance (2.82 million Canadians);

The cultural/heritage performance attendance rate increased from 12% in 1992 to 15% in 2005. There is no comparable historical data for cultural festivals or other cultural performances.

Museums, including art galleries

Just over one-third of Canadians 15 years of age or older (35%, or 9.19 million people) visited a museum in 2005. This includes the 27% of Canadians – 7 million people – who visited an art gallery in 2005.

There was a strong increase in art gallery visitors between 1992 and 2005. The overall percentage of Canadians visiting an art gallery increased from 20% in 1992 to 27% in 2005.

There was also an increase, albeit much less pronounced, in the percentage of Canadians visiting any type of museum (from 33% in 1992 to 35% in 2005).

Heritage activities

One in three Canadians visited an historic site in 2005 (33%, or 8.71 million people), while about the same number visited a zoo, aquarium, botanical garden, planetarium or observatory (34%, 8.75 million people). Nearly one in two Canadians visited a conservation area or nature park in 2005 (46%, or 12 million people).

Between 1992 and 2005:

- There was a significant increase in the percentage of Canadians visiting an historic site;
- The percentage of Canadians visiting a zoo, aquarium, botanical garden, planetarium or observatory decreased slightly; and
- The percentage of Canadians visiting a conservation area or nature park showed no significant change.

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 87% of the population 15 or older read a newspaper (22.64 million Canadians);
- 78% read a magazine (20.41 million Canadians); and
- 67% read at least one book (17.39 million Canadians).

Between 1992 and 2005, the rate of book reading remained stable, with two-thirds of the population reading at least one book in 1992 and 2005. The magazine reading rate decreased slightly and the newspaper reading rate decreased more substantially between 1992 and 2005.

Movies and videos

Movies and videos are quite popular with Canadians. In 2005, six in 10 Canadians went to at least one movie at a theatre or drive-in (61%, or about 16 million people), while eight in 10 watched a video (79%, over 20 million people). Both activities showed increases between 1992 and 2005.

Recorded music

In 2005, 29% of Canadians listened to downloaded music (7.45 million people), compared with 84% who listened to music recorded on CDs or other formats (about 22 million people).

The rate of listening to recorded music on CDs or other formats is a very slight increase from the 1992 rate (82%). There is no historical data for listening to downloaded music.

**Table 1: Cultural and Heritage Activities
of Canadians in 2005**

Statistic	Canada		Statistical variation of percentage estimate (19 times out of 20)
	Residents 15 or older		
	% of pop- ulation	Number of people	Plus / minus (Canada)
Total population 15 or older	100%	26.10 million	
Performing arts attendance			
Performing arts	41%	10.76 million	1%
Theatre	23%	5.89 million	1%
Pop music	24%	6.21 million	1%
Classical music	10%	2.49 million	1%
Cultural festival	24%	6.18 million	1%
Cultural/heritage performance	15%	3.93 million	1%
Other cultural performance	11%	2.82 million	1%
Visitors to museums and art galleries			
Museum (all types)	35%	9.19 million	1%
Public art gallery	27%	6.98 million	1%
Heritage activities			
Historic site	33%	8.71 million	1%
Zoo, aquarium, botanical garden, planetarium or observatory	34%	8.75 million	1%
Conservation area or nature park	46%	11.98 million	1%
Reading			
Newspaper	87%	22.64 million	1%
Magazine	78%	20.41 million	1%
Book	67%	17.39 million	1%
Watching movies and videos			
Movie or drive-in theatre	61%	15.92 million	1%
Video (rented, purchased, VHS or DVD)	79%	20.51 million	1%
Listening to recorded music			
Downloaded music	29%	7.45 million	1%
Music on CD's, cassette tapes, DVD audio discs, records, etc.	84%	21.88 million	1%
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)			

Table 2: Cultural and Heritage Activities of Canadians in 1992 and 2005

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Total population 15 or older				21.29 million	26.10 million	4.80 million	23%
Number of survey respondents				9,815	9,851	36	0%
Performing arts attendance							
Performing arts	42%	41%	-1%	9.04 million	10.76 million	1.73 million	19%
Theatre	24%	23%	-2%	5.18 million	5.89 million	711,000	14%
Pop music	24%	24%	0%	5.11 million	6.21 million	1.10 million	22%
Classical music	8%	10%	1%	1.78 million	2.49 million	711,000	40%
Cultural festival	n/a	24%	n/a	n/a	6.18 million	n/a	n/a
Cultural/heritage performance	12%	15%	3%	2.51 million	3.93 million	1.42 million	57%
Other cultural performance	n/a	11%	n/a	n/a	2.82 million	n/a	n/a
Visitors to museums and art galleries							
Museum (all types)	33%	35%	2%	6.97 million	9.19 million	2.21 million	32%
Public art gallery	20%	27%	7%	4.17 million	6.98 million	2.80 million	67%
Heritage activities							
Historic site	27%	33%	6%	5.77 million	8.71 million	2.94 million	51%
Zoo, aquarium, botanical garden, planetarium or observatory	36%	34%	-2%	7.60 million	8.75 million	1.15 million	15%
Conservation area or nature park	47%	46%	-1%	9.94 million	11.98 million	2.04 million	21%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Reading							
Newspaper	93%	87%	-7%	19.85 million	22.64 million	2.78 million	14%
Magazine	81%	78%	-3%	17.19 million	20.41 million	3.22 million	19%
Book	67%	67%	0%	14.22 million	17.39 million	3.17 million	22%
Watching movies and videos							
Movie or drive-in theatre	49%	61%	12%	10.48 million	15.92 million	5.45 million	52%
Video (rented, purchased, VHS or DVD)	72%	79%	7%	15.28 million	20.51 million	5.23 million	34%
Listening to recorded music							
Downloaded music	n/a	29%	n/a	n/a	7.45 million	n/a	n/a
Music on CD's, cassette tapes, DVD audio discs, records, etc.	82%	84%	2%	17.39 million	21.88 million	4.49 million	26%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)							

Section 2: British Columbia

This section summarizes data regarding the number and percentage of British Columbians 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted. The data is drawn from Statistics Canada's General Social Surveys of 1992 and 2005, in-depth telephone surveys of almost 1,200 British Columbians 15 years of age or older.³ The statistics presented in this section are reliable estimates from this representative sample of British Columbia residents.

In addition to this text summary, detailed data about the cultural and heritage activities of British Columbians is available in Table 3 (2005 data for B.C. and Canada) and Table 4 (changes between 1992 and 2005).

Table 3 also contains estimates of the margin of error of the 2005 statistics. Comparisons with Canadian data, as well as trend analysis, should take into account the margin of error of the B.C. statistics. In Table 3, if the difference between B.C. and Canadian statistics is within the margin of error for the B.C. statistic, then the B.C. and Canadian statistics should be considered "similar" or "about equal". In Table 4, if the change over time in a B.C. statistic is within that statistic's margin of error (presented in Table 3), then the change over time should be considered "similar" or "about equal".

Reading, music and movies are among the most popular cultural and heritage activities

In 2005, the most popular cultural and heritage activities in British Columbia were:

- Reading newspapers (89% of the population 15 or older);
- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (84%);
- Reading a magazine (81%);
- Watching a video (rented, purchased, VHS or DVD formats) (79%);
- Reading a book (70%);
- Watching a movie at a theatre or drive-in (58%); and
- Visiting a conservation area or nature park (51%).

³ The number of B.C. respondents to the cultural questions was 1,152 in 1992 and 1,174 in 2005.

Along with Ontario, B.C. is the only province where a heritage activity – visiting a conservation area or nature park – attracted at least half of the population in 2005.

Not surprisingly, reading activities that require less time and attention (such as newspapers) are more popular than activities requiring more time and attention (such as books). The reading of magazines falls in between the two extremes.

Many activities attracted a smaller percentage of B.C. residents in 2005 than in 1992

Many cultural and heritage activities attracted a smaller percentage of British Columbians in 2005 than in 1992, including: overall performing arts; museums; zoos, aquariums, botanical gardens, planetariums or observatories; conservation areas or nature parks; the reading of newspapers, magazines and books; as well as listening to music on CDs or other formats.

A number of cultural and heritage activities attracted a similar percentage of British Columbians in 2005 as in 1992, including theatre attendance, pop music attendance, culturally-specific performing arts attendance, art galleries, historic sites, movies and videos.

Given the population growth between 1992 and 2005, **all** cultural and heritage activities saw an increase in the absolute number of B.C. residents attending, visiting, reading, watching or listening.

Performing arts

Table 3 shows that, in 2005, 38% of British Columbians 15 or older (1.34 million B.C. residents) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals). This is relatively similar to the Canadian rate of 41% (i.e., within the margin of error of the B.C. data).

Table 3 also provides a breakdown of the overall performing arts attendance rate in 2005:

- 21% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre or comedy (740,000 B.C. residents);
- 24% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (830,000 B.C. residents); and
- 12% attended a symphonic or classical music performance (430,000 B.C. residents).

Questions about other specific performing arts disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

All three of these rates are similar to the Canadian rates (i.e., within the margin of error of the B.C. data).

Table 4 shows that the B.C. performing arts attendance rate decreased from 44% in 1992 to 38% in 2005. However, theatre, popular music and classical music attendance rates remained relatively stable between 1992 and 2005.

In 2005, respondents were asked three subsequent questions about performing arts attendance:

- 21% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (740,000 B.C. residents);
- 16% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (580,000 B.C. residents); and
- 8% attended another kind of cultural performance (280,000 B.C. residents).

The festival and cultural/heritage performance attendance rates are similar to the Canadian rates (i.e., within the margin of error of the B.C. data). The other cultural performance attendance rate is slightly below the Canadian rate (11%).

There was no change in the cultural/heritage performance attendance rate between 1992 and 2005. There is no comparable historical data for cultural festivals or other cultural performances.

Museums, including art galleries

About four in ten British Columbians 15 years of age or older (38%, or 1.32 million people) visited a museum in 2005. This includes the 30% of B.C. residents – just over 1 million people – who visited an art gallery in 2005. The B.C. museum and art gallery attendance rates are similar to the Canadian rates (i.e., within the margin of error of the B.C. statistics).

The percentage of British Columbians visiting a museum decreased from 45% in 1992 to 38% in 2005. The percentage of B.C. residents visiting an art gallery remained relatively stable between 1992 and 2005 (i.e., within the margin of error of the B.C. statistics).

Heritage activities

One in three British Columbians visited an historic site in 2005 (1.15 million people), while slightly more B.C. residents visited a zoo, aquarium, botanical garden, planetarium or observatory (37%, or 1.28 million people). One in two British Columbians visited a conservation area or nature park in 2005 (51%, or 1.80 million people).

The percentage of B.C. residents visiting a conservation area or nature park is slightly higher than the Canadian rate, while the other two statistics are similar to the Canadian rates (i.e., within the margin of error of the B.C. statistics).

Table 4 shows that, between 1992 and 2005:

- there was no change in the percentage of British Columbians visiting an historic site;
- the percentage of British Columbians visiting a zoo, aquarium, botanical garden, planetarium or observatory decreased from 47% to 37%; and
- the percentage of British Columbians visiting a conservation area or nature park decreased from 61% to 51%.

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 89% of the population 15 or older read a newspaper (3.11 million B.C. residents);
- 81% read a magazine (2.84 million B.C. residents); and
- 70% read at least one book (2.45 million B.C. residents).

The magazine reading rate is slightly higher than the Canadian rate (78%), while the newspaper and book reading rates are similar to the Canadian rates.

Between 1992 and 2005, the percentage of B.C. residents reading newspapers, magazines or books decreased.

Movies and videos

Movies and videos are quite popular with British Columbians. In 2005, almost six in 10 British Columbians went to at least one movie at a theatre or drive-in (58%, or about 2 million people), while eight in 10 watched a video (79%, or 2.77 million people). The B.C. rates for both activities are similar to the Canadian rates. Both activities showed very little change between 1992 and 2005.

Recorded music

In 2005, 32% of British Columbians listened to downloaded music (1.11 million people), compared with 84% who listened to music recorded on CDs or other formats (almost 3 million people). The B.C. rates for both activities are similar to the Canadian rates. The rate of listening to recorded music on CDs or other formats is a slight decrease from the 1992 rate (88%). There is no historical data for listening to downloaded music.

**Table 3: Cultural and Heritage Activities
of British Columbians and all Canadians in 2005**

Statistic	British Columbia		Canada		Statistical variation of percentage estimate (19 times out of 20)	
	Residents 15 or older		Residents 15 or older		Plus / minus (B.C.)	Plus / minus (Canada)
	% of pop-ulation	Number of people	% of pop-ulation	Number of people		
Total population 15 or older	100%	3.51 million	100%	26.10 million		
Performing arts attendance						
Performing arts	38%	1.34 million	41%	10.76 million	4%	1%
Theatre	21%	740,000	23%	5.89 million	3%	1%
Pop music	24%	830,000	24%	6.21 million	3%	1%
Classical music	12%	430,000	10%	2.49 million	2%	1%
Cultural festival	21%	740,000	24%	6.18 million	3%	1%
Cultural/heritage performance	16%	580,000	15%	3.93 million	3%	1%
Other cultural performance	8%	280,000	11%	2.82 million	2%	1%
Visitors to museums and art galleries						
Museum (all types)	38%	1.32 million	35%	9.19 million	4%	1%
Public art gallery	30%	1.05 million	27%	6.98 million	3%	1%
Heritage activities						
Historic site	33%	1.15 million	33%	8.71 million	3%	1%
Zoo, aquarium, botanical garden, planetarium or observatory	37%	1.28 million	34%	8.75 million	4%	1%
Conservation area or nature park	51%	1.80 million	46%	11.98 million	4%	1%
Reading						
Newspaper	89%	3.11 million	87%	22.64 million	2%	1%
Magazine	81%	2.84 million	78%	20.41 million	2%	1%
Book	70%	2.45 million	67%	17.39 million	3%	1%
Watching movies and videos						
Movie or drive-in theatre	58%	2.03 million	61%	15.92 million	4%	1%
Video (rented, purchased, VHS or DVD)	79%	2.77 million	79%	20.51 million	4%	1%
Listening to recorded music						
Downloaded music	32%	1.11 million	29%	7.45 million	3%	1%
Music on CD's, cassette tapes, DVD audio discs, records, etc.	84%	2.95 million	84%	21.88 million	2%	1%

Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)

Table 4: Cultural and Heritage Activities of British Columbians in 1992 and 2005

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Total population 15 or older				2.60 million	3.51 million	910,000	35%
Number of survey respondents				1,152	1,174	22	2%
Performing arts attendance							
Performing arts	44%	38%	-6%	1.14 million	1.34 million	200,000	17%
Theatre	24%	21%	-3%	640,000	740,000	110,000	17%
Pop music	25%	24%	-2%	650,000	830,000	180,000	27%
Classical music	15%	12%	-2%	380,000	430,000	48,000	13%
Cultural festival	n/a	21%	n/a	n/a	740,000	n/a	n/a
Cultural/heritage performance	16%	16%	1%	410,000	580,000	170,000	42%
Other cultural performance	n/a	8%	n/a	n/a	280,000	n/a	n/a
Visitors to museums and art galleries							
Museum (all types)	45%	38%	-7%	1.17 million	1.32 million	150,000	13%
Public art gallery	27%	30%	2%	710,000	1.05 million	330,000	47%
Heritage activities							
Historic site	33%	33%	-1%	870,000	1.15 million	280,000	32%
Zoo, aquarium, botanical garden, planetarium or observatory	47%	37%	-11%	1.22 million	1.28 million	60,000	5%
Conservation area or nature park	61%	51%	-10%	1.59 million	1.80 million	210,000	14%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Reading							
Newspaper	95%	89%	-6%	2.47 million	3.11 million	650,000	26%
Magazine	88%	81%	-7%	2.29 million	2.84 million	550,000	24%
Book	78%	70%	-9%	2.03 million	2.45 million	420,000	21%
Watching movies and videos							
Movie or drive-in theatre	55%	58%	3%	1.42 million	2.03 million	610,000	43%
Video (rented, purchased, VHS or DVD)	76%	79%	3%	1.98 million	2.77 million	790,000	40%
Listening to recorded music							
Downloaded music	n/a	32%	n/a	n/a	1.11 million	n/a	n/a
Music on CD's, cassette tapes, DVD audio discs, records, etc.	88%	84%	-4%	2.28 million	2.95 million	670,000	29%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)							

Section 3: Alberta

This section summarizes data regarding the number and percentage of Albertans 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted. The data is drawn from Statistics Canada's General Social Surveys of 1992 and 2005, in-depth telephone surveys of about 1,000 Albertans 15 years of age or older.⁴ The statistics presented in this section are reliable estimates from this representative sample of Alberta residents.

In addition to this text summary, detailed data about the cultural and heritage activities of Albertans is available in Table 5 (2005 data for Alberta and Canada) and Table 6 (changes between 1992 and 2005).

Table 5 also contains estimates of the margin of error of the 2005 statistics. Comparisons with Canadian data, as well as trend analysis, should take into account the margin of error of the Alberta statistics. In Table 5, if the difference between Alberta and Canadian statistics is within the margin of error for the Alberta statistic, then the Alberta and Canadian statistics should be considered "similar" or "about equal". In Table 6, if the change over time in an Alberta statistic is within that statistic's margin of error (presented in Table 5), then the change over time should be considered "similar" or "about equal".

Reading, music and movies are among the most popular cultural and heritage activities

In 2005, the most popular cultural and heritage activities in Alberta were:

- Reading newspapers (85% of the population 15 or older);
- Watching a video (rented, purchased, VHS or DVD formats) (84%);
- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (83%);
- Reading a magazine (79%);
- Reading a book (68%); and
- Watching a movie at a theatre or drive-in (66%)

⁴ The number of Alberta respondents to the cultural questions was 1,084 in 1992 and 912 in 2005.

Not surprisingly, reading activities that require less time and attention (such as newspapers) are more popular than activities requiring more time and attention (such as books). The reading of magazines falls in between the two extremes.

Most activities attracted about the same percentage of Alberta residents in 2005 as in 1992

Most cultural and heritage activities attracted a similar percentage of Albertans in 2005 as in 1992. Activities that attracted a larger percentage of Albertans in 2005 than in 1992 include visits to historic sites, watching movies at a theatre, and watching videos. Cultural and heritage activities that attracted a smaller percentage of Albertans in 2005 include overall performing arts attendance, visits to conservation areas or nature parks, and newspaper reading.

Given the population growth between 1992 and 2005, **all** cultural and heritage activities saw an increase in the absolute number of Alberta residents attending, visiting, reading, watching or listening.

Performing arts

Table 5 shows that, in 2005, 38% of Albertans 15 or older (970,000 Alberta residents) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals). This is relatively similar to the Canadian rate of 41% (i.e., within the margin of error of the Alberta data).

Table 5 also provides a breakdown of the overall performing arts attendance rate in 2005:

- 21% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre or comedy (530,000 Alberta residents);
- 24% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (610,000 Alberta residents); and
- 9% attended a symphonic or classical music performance (230,000 Alberta residents).

Questions about other specific performing arts disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

All three of these rates are similar to the Canadian rates (i.e., within the margin of error of the Alberta data).

Table 6 shows that the Alberta performing arts attendance rate decreased from 44% in 1992 to 38% in 2005. However, the theatre, popular music and classical music attendance rates remained relatively stable between 1992 and 2005.

In 2005, respondents were asked three subsequent questions about performing arts attendance:

- 19% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (500,000 Alberta residents);
- 15% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (400,000 Alberta residents); and
- 8% attended another kind of cultural performance (200,000 Alberta residents).

The festival and other cultural performance attendance rates are slightly below the Canadian rates, while the cultural/heritage performance attendance rate is similar to the Canadian rate (i.e., within the margin of error of the Alberta data).

There was essentially no change in the cultural/heritage performance attendance rate between 1992 and 2005. There is no comparable historical data for cultural festivals or other cultural performances.

Museums, including art galleries

About one-third of Albertans (32%) 15 years of age or older, or 840,000 people, visited a museum in 2005. This includes the 21% of Alberta residents – 550,000 people – who visited an art gallery in 2005. The Alberta museum attendance rates is similar to the Canadian rate (i.e., within the margin of error of the Alberta statistics), while the art gallery attendance rate is lower than the Canadian rate (27%).

There was essentially no change in the museum or art gallery attendance rates between 1992 and 2005.

Heritage activities

Over one in three Albertans visited an historic site in 2005 (36%, or 920,000 people), while slightly more Alberta residents visited a zoo, aquarium, botanical garden, planetarium or observatory (42%, or 1.08 million people). A similar percentage of Albertans (44%) visited a conservation area or nature park in 2005 (1.15 million people).

The percentage of Alberta residents visiting a zoo, aquarium, botanical garden, planetarium or observatory is higher than the Canadian rate, while the other two statistics are similar to the Canadian rates (i.e., within the margin of error of the Alberta statistics).

Table 6 shows that, between 1992 and 2005:

- there was an increase in the percentage of Albertans visiting an historic site (from 30% in 1992 to 36% in 2005);
- the percentage of Albertans visiting a zoo, aquarium, botanical garden, planetarium or observatory remained relatively stable; and
- the percentage of Albertans visiting a conservation area or nature park decreased from 49% to 44%.

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 85% of the population 15 or older read a newspaper (2.20 million Alberta residents);
- 79% read a magazine (2.06 million Albertans); and
- 68% read at least one book (1.76 million Alberta residents).

All of these reading statistics are fairly similar to the Canadian rates.

Between 1992 and 2005, the percentage of Alberta residents reading a newspaper decreased, while the reading of magazines and books remained relatively stable.

Movies and videos

Movies and videos are quite popular with Albertans. In 2005, two-thirds of Albertans went to at least one movie at a theatre or drive-in (66%, or 1.72 million people), while 84% watched a video (2.17 million people). The Alberta rates for both activities are higher than the Canadian rates. Both activities showed increases in Alberta between 1992 and 2005.

Recorded music

In 2005, 28% of Albertans listened to downloaded music (720,000 people), compared with 83% who listened to music recorded on CDs or other formats (2.16 million people). The Alberta rates for both activities are similar to the Canadian rates. Between 1992 and 2005, there was no change in the rate of listening to recorded music on CDs or other formats. There is no historical data for listening to downloaded music.

**Table 5: Cultural and Heritage Activities
of Albertans and all Canadians in 2005**

Statistic	Alberta		Canada		Statistical variation of percentage estimate (19 times out of 20)	
	Residents 15 or older		Residents 15 or older		Plus / minus (AB)	Plus / minus (Canada)
	% of pop- ulation	Number of people	% of pop- ulation	Number of people		
Total population 15 or older	100%	2.59 million	100%	26.10 million		
Performing arts attendance						
Performing arts	38%	970,000	41%	10.76 million	3%	1%
Theatre	21%	530,000	23%	5.89 million	3%	1%
Pop music	24%	610,000	24%	6.21 million	3%	1%
Classical music	9%	230,000	10%	2.49 million	3%	1%
Cultural festival	19%	500,000	24%	6.18 million	3%	1%
Cultural/heritage performance	15%	400,000	15%	3.93 million	3%	1%
Other cultural performance	8%	200,000	11%	2.82 million	2%	1%
Visitors to museums and art galleries						
Museum (all types)	32%	840,000	35%	9.19 million	4%	1%
Public art gallery	21%	550,000	27%	6.98 million	3%	1%
Heritage activities						
Historic site	36%	920,000	33%	8.71 million	4%	1%
Zoo, aquarium, botanical garden, planetarium or observatory	42%	1.08 million	34%	8.75 million	4%	1%
Conservation area or nature park	44%	1.15 million	46%	11.98 million	4%	1%
Reading						
Newspaper	85%	2.20 million	87%	22.64 million	2%	1%
Magazine	79%	2.06 million	78%	20.41 million	4%	1%
Book	68%	1.76 million	67%	17.39 million	4%	1%
Watching movies and videos						
Movie or drive-in theatre	66%	1.72 million	61%	15.92 million	3%	1%
Video (rented, purchased, VHS or DVD)	84%	2.17 million	79%	20.51 million	2%	1%
Listening to recorded music						
Downloaded music	28%	720,000	29%	7.45 million	3%	1%
Music on CD's, cassette tapes, DVD audio discs, records, etc.	83%	2.16 million	84%	21.88 million	2%	1%

Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)

Table 6: Cultural and Heritage Activities of Albertans in 1992 and 2005

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Total population 15 or older				1.93 million	2.59 million	660,000	34%
Number of survey respondents				1,084	912	-172	-16%
Performing arts attendance							
Performing arts	44%	38%	-6%	840,000	970,000	130,000	15%
Theatre	23%	21%	-2%	440,000	530,000	90,000	21%
Pop music	25%	24%	-1%	480,000	610,000	130,000	27%
Classical music	11%	9%	-2%	210,000	230,000	20,000	8%
Cultural festival	n/a	19%	n/a	n/a	500,000	n/a	n/a
Cultural/heritage performance	18%	15%	-3%	350,000	400,000	50,000	14%
Other cultural performance	n/a	8%	n/a	n/a	200,000	n/a	n/a
Visitors to museums and art galleries							
Museum (all types)	35%	32%	-2%	670,000	840,000	170,000	25%
Public art gallery	18%	21%	3%	350,000	550,000	200,000	58%
Heritage activities							
Historic site	30%	36%	5%	580,000	920,000	340,000	58%
Zoo, aquarium, botanical garden, planetarium or observatory	38%	42%	4%	730,000	1.08 million	350,000	48%
Conservation area or nature park	49%	44%	-5%	960,000	1.15 million	190,000	20%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Reading							
Newspaper	95%	85%	-10%	1.83 million	2.20 million	370,000	20%
Magazine	84%	79%	-4%	1.62 million	2.06 million	440,000	27%
Book	69%	68%	-1%	1.33 million	1.76 million	430,000	33%
Watching movies and videos							
Movie or drive-in theatre	54%	66%	13%	1.04 million	1.72 million	680,000	65%
Video (rented, purchased, VHS or DVD)	78%	84%	6%	1.51 million	2.17 million	660,000	44%
Listening to recorded music							
Downloaded music	n/a	28%	n/a	n/a	720,000	n/a	n/a
Music on CD's, cassette tapes, DVD audio discs, records, etc.	82%	83%	1%	1.59 million	2.16 million	570,000	36%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)							

Section 4: Saskatchewan

This section summarizes data regarding the number and percentage of Saskatchewanians 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted. The data is drawn from Statistics Canada's General Social Surveys of 1992 and 2005, in-depth telephone surveys of over 500 Saskatchewanians 15 years of age or older.⁵ The statistics presented in this section are reliable estimates from this representative sample of Saskatchewan residents.

In addition to this text summary, detailed data about the cultural and heritage activities of Saskatchewanians is available in Table 7 (2005 data for Saskatchewan and Canada) and Table 8 (changes between 1992 and 2005).

Table 7 also contains estimates of the margin of error of the 2005 statistics. Comparisons with Canadian data, as well as trends analysis, should take into account the margin of error of the Saskatchewan statistics. In Table 7, if the difference between Saskatchewan and Canadian statistics is within the margin of error for the Saskatchewan statistic, then the Saskatchewan and Canadian statistics should be considered "similar" or "about equal". In Table 8, if the change over time in a Saskatchewan statistic is within that statistic's margin of error (presented in Table 7), then the change over time should be considered "similar" or "about equal".

Reading, music and movies are among the most popular cultural and heritage activities

In 2005, the most popular cultural and heritage activities in Saskatchewan were:

- Reading newspapers (88% of the population 15 or older);
- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (80%);
- Reading a magazine (79%);
- Watching a video (rented, purchased, VHS or DVD formats) (76%);
- Reading a book (63%); and
- Watching a movie at a theatre or drive-in (55%).

⁵ The number of Saskatchewan respondents to the cultural questions was 733 in 1992 and 528 in 2005.

Not surprisingly, reading activities that require less time and attention (such as newspapers) are more popular than activities requiring more time and attention (such as books). The reading of magazines falls in between the two extremes.

Most activities attracted about the same percentage of Saskatchewanians in 2005 as in 1992

Most cultural and heritage activities attracted a similar percentage of Saskatchewanians in 2005 as in 1992. Activities that attracted a larger percentage of Saskatchewanians in 2005 than in 1992 include visits to public art galleries, visits to historic sites, watching movies at a theatre, and watching videos. Only newspaper reading attracted a smaller percentage of Saskatchewanians in 2005 than in 1992.

Given the population growth between 1992 and 2005, almost all cultural and heritage activities saw an increase in the absolute number of Saskatchewan residents attending, visiting, reading, watching or listening.

Performing arts

Table 7 shows that, in 2005, 35% of Saskatchewanians 15 or older (270,000 Saskatchewan residents) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals). This is lower than the Canadian rate of 41%.

Table 7 also provides a breakdown of the overall performing arts attendance rate in 2005:

- 17% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre or comedy (140,000 Saskatchewan residents);
- 25% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (190,000 Saskatchewan residents); and
- approximately 7% attended a symphonic or classical music performance (52,000 Saskatchewan residents). *(The estimate of symphonic or classical music attendance has a relatively high statistical variation. This estimate should be used with caution. As such, this report will not make comparisons with Canadian data nor examine trends over time using this data.)*

Questions about other specific performing arts disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

The theatre attendance rate is lower than the Canadian rate (23%), while the popular music attendance rate is similar to the Canadian rate (i.e., within the margin of error of the Saskatchewan data).

Table 8 shows that, between 1992 and 2005, the Saskatchewan performing arts attendance rate remained stable (34% in 1992 and 35% in 2005). The theatre and popular music attendance rates also remained relatively stable between 1992 and 2005.

In 2005, respondents were asked three subsequent questions about performing arts attendance:

- 18% 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 Saskatchewan residents);
- 16% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (130,000 Saskatchewan residents); and
- 8% attended another kind of cultural performance (60,000 Saskatchewan residents). *(The estimate of other cultural performance attendance has a relatively high statistical variation. This estimate should be used with caution. As such, this report will not make comparisons with Canadian data nor examine trends over time using this data.)*

The festival attendance rate is below the Canadian rate of 24%. The cultural/heritage performance attendance rate is similar to the Canadian rate (i.e., within the margin of error of the Saskatchewan data).

There was no change in the cultural/heritage performance attendance rate between 1992 and 2005. There is no comparable historical data for cultural festivals or other cultural performances.

Museums, including art galleries

Over one-third of Saskatchewanians (36%) 15 years of age or older, or 280,000 people, visited a museum in 2005. This includes the 27% of Saskatchewan residents – 210,000 people – who visited an art gallery in 2005. The Saskatchewan museum and art gallery attendance rates are similar to the Canadian rates (i.e., within the margin of error of the Saskatchewan statistics).

There was essentially no change in the museum attendance rate between 1992 and 2005, while the art gallery attendance rate increased from 19% in 1992 to 27% in 2005.

Heritage activities

Almost one in three Saskatchewanians visited an historic site in 2005 (31%, or 240,000 people), while slightly fewer Saskatchewan residents visited a zoo, aquarium, botanical garden, planetarium or observatory (25%, or 200,000 people). Forty percent of Saskatchewanians visited a conservation area or nature park in 2005 (310,000 people).

The percentage of Saskatchewan residents visiting an historic site is similar to the Canadian rate (i.e., within the margin of error of the Saskatchewan statistic). The percentages of Saskatchewan residents visiting a zoo, aquarium, botanical garden, planetarium or observatory or visiting a conservation area or nature park are lower than the Canadian rates.

Table 8 shows that, between 1992 and 2005:

- there was an increase in the percentage of Saskatchewanians visiting an historic site (from 25% in 1992 to 31% in 2005);
- the percentage of Saskatchewanians visiting a zoo, aquarium, botanical garden, planetarium or observatory remained relatively stable; and
- the percentage of Saskatchewanians visiting a conservation area or nature park remained relatively stable.

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 88% of the population 15 or older read a newspaper (690,000 Saskatchewan residents);
- 79% read a magazine (620,000 Saskatchewanians); and
- 63% read at least one book (500,000 Saskatchewan residents).

All of these reading statistics are fairly similar to the Canadian rates.

Between 1992 and 2005, the percentage of Saskatchewan residents reading a newspaper decreased, while the reading of magazines and books remained relatively stable.

Movies and videos

Movies and videos are quite popular with Saskatchewanians. In 2005, over half of Saskatchewanians went to at least one movie at a theatre or drive-in (55%, or 430,000 people), while 76% watched a video (600,000 people). The Saskatchewan rates for both activities are about equal to the Canadian rates (i.e., within the margin of error of the Saskatchewan statistic). Both activities showed increases in Saskatchewan between 1992 and 2005.

Recorded music

In 2005, 32% of Saskatchewanians listened to downloaded music (250,000 people), compared with 80% who listened to music recorded on CDs or other formats (620,000 people). The Saskatchewan rates for both activities are similar to the Canadian rates. Between 1992 and 2005, there was no change in the rate of listening to recorded music on CDs or other formats. There is no historical data for listening to downloaded music.

**Table 7: Cultural and Heritage Activities
of Saskatchewanians and all Canadians in 2005**

Statistic	Saskatchewan		Canada		Statistical variation of percentage estimate (19 times out of 20)	
	Residents 15 or older		Residents 15 or older		Plus / minus (SK)	Plus / minus (Canada)
	% of pop-ulation	Number of people	% of pop-ulation	Number of people		
Total population 15 or older	100%	780,000	100%	26.10 million		
Performing arts attendance						
Performing arts	35%	270,000	41%	10.76 million	5%	1%
Theatre	17%	140,000	23%	5.89 million	5%	1%
Pop music	25%	190,000	24%	6.21 million	5%	1%
Classical music	7% (*c)	52,000 (*c)	10%	2.49 million	3%	1%
Cultural festival	18%	140,000	24%	6.18 million	4%	1%
Cultural/heritage performance	16%	130,000	15%	3.93 million	4%	1%
Other cultural performance	8% (*c)	60,000 (*c)	11%	2.82 million	3%	1%
Visitors to museums and art galleries						
Museum (all types)	36%	280,000	35%	9.19 million	5%	1%
Public art gallery	27%	210,000	27%	6.98 million	5%	1%
Heritage activities						
Historic site	31%	240,000	33%	8.71 million	5%	1%
Zoo, aquarium, botanical garden, planetarium or observatory	25%	200,000	34%	8.75 million	5%	1%
Conservation area or nature park	40%	310,000	46%	11.98 million	5%	1%
Reading						
Newspaper	88%	690,000	87%	22.64 million	4%	1%
Magazine	79%	620,000	78%	20.41 million	5%	1%
Book	63%	500,000	67%	17.39 million	4%	1%
Watching movies and videos						
Movie or drive-in theatre	55%	430,000	61%	15.92 million	6%	1%
Video (rented, purchased, VHS or DVD)	76%	600,000	79%	20.51 million	5%	1%
Listening to recorded music						
Downloaded music	32%	250,000	29%	7.45 million	5%	1%
Music on CD's, cassette tapes, DVD audio discs, records, etc.	80%	620,000	84%	21.88 million	5%	1%

Note: *c = use with caution, estimate has relatively high variation

Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)

Table 8: Cultural and Heritage Activities of Saskatchewanians in 1992 and 2005

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Total population 15 or older				740,000	780,000	41,000	6%
Number of survey respondents				733	528	-205	-28%
Performing arts attendance							
Performing arts	34%	35%	1%	250,000	270,000	25,000	10%
Theatre	14%	17%	3%	110,000	140,000	31,000	29%
Pop music	22%	25%	3%	160,000	190,000	34,000	21%
Classical music	7% (*c)	7% (*c)	-1% (*c)	55,000 (*c)	52,000 (*c)	-3,000 (*c)	-6% (*c)
Cultural festival	n/a	18%	n/a	n/a	140,000	n/a	n/a
Cultural/heritage performance	16%	16%	1%	120,000	130,000	12,000	10%
Other cultural performance	n/a	8% (*c)	n/a	n/a	60,000 (*c)	n/a	n/a
Visitors to museums and art galleries							
Museum (all types)	39%	36%	-3%	290,000	280,000	-9,000	-3%
Public art gallery	19%	27%	8%	140,000	210,000	69,000	50%
Heritage activities							
Historic site	25%	31%	6%	180,000	240,000	58,000	32%
Zoo, aquarium, botanical garden, planetarium or observatory	25%	25%	0%	190,000	200,000	12,000	7%
Conservation area or nature park	43%	40%	-3%	320,000	310,000	-8,000	-2%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992 *c = use with caution, estimate has relatively high variation							

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Reading							
Newspaper	97%	88%	-9%	720,000	690,000	-27,000	-4%
Magazine	82%	79%	-2%	610,000	620,000	15,000	2%
Book	62%	63%	1%	460,000	500,000	36,000	8%
Watching movies and videos							
Movie or drive-in theatre	44%	55%	12%	320,000	430,000	110,000	33%
Video (rented, purchased, VHS or DVD)	66%	76%	10%	490,000	600,000	100,000	21%
Listening to recorded music							
Downloaded music	n/a	32%	n/a	n/a	250,000	n/a	n/a
Music on CD's, cassette tapes, DVD audio discs, records, etc.	78%	80%	2%	580,000	620,000	46,000	8%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992 *c = use with caution, estimate has relatively high variation							
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)							

Section 5: Manitoba

This section summarizes data regarding the number and percentage of Manitobans 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted. The data is drawn from Statistics Canada's General Social Surveys of 1992 and 2005, in-depth telephone surveys of over 500 Manitobans 15 years of age or older.⁶ The statistics presented in this section are reliable estimates from this representative sample of Manitoba residents.

In addition to this text summary, detailed data about the cultural and heritage activities of Manitobans is available in Table 9 (2005 data for Manitoba and Canada) and Table 10 (changes between 1992 and 2005).

Table 9 also contains estimates of the margin of error of the 2005 statistics. Comparisons with Canadian data, as well as trends analysis, should take into account the margin of error of the Manitoba statistics. In Table 9, if the difference between Manitoba and Canadian statistics is within the margin of error for the Manitoba statistic, then the Manitoba and Canadian statistics should be considered "similar" or "about equal". In Table 10, if the change over time in a Manitoba statistic is within that statistic's margin of error (presented in Table 9), then the change over time should be considered "similar" or "about equal".

Reading, music and movies are among the most popular cultural and heritage activities

In 2005, the most popular cultural and heritage activities in Manitoba were:

- Reading newspapers (86% of the population 15 or older);
- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (80%);
- Watching a video (rented, purchased, VHS or DVD formats) (77%);
- Reading a magazine (75%);
- Reading a book (62%); and
- Watching a movie at a theatre or drive-in (59%).

⁶ The number of Manitoba respondents to the cultural questions was 706 in 1992 and 544 in 2005.

Not surprisingly, reading activities that require less time and attention (such as newspapers) are more popular than activities requiring more time and attention (such as books). The reading of magazines falls in between the two extremes.

Most activities attracted about the same percentage of Manitobans in 2005 as in 1992

Almost all cultural and heritage activities attracted a similar percentage of Manitobans in 2005 as in 1992. Public art galleries, historic sites, movie-going and video-watching attracted a larger percentage of Manitobans in 2005 than in 1992. Only newspaper reading attracted a smaller percentage of Manitobans in 2005 than in 1992.

Given the population growth between 1992 and 2005, almost all cultural and heritage activities saw an increase in the absolute number of Manitoba residents attending, visiting, reading, watching or listening.

Performing arts

Table 9 shows that, in 2005, 38% of Manitobans 15 or older (350,000 Manitoba residents) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals). This is about equal to the Canadian rate of 41% (i.e., within the margin of error of the Manitoba data).

Table 9 also provides a breakdown of the overall performing arts attendance rate in 2005:

- 22% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre or comedy (200,000 Manitoba residents);
- 20% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (180,000 Manitoba residents); and
- 11% attended a symphonic or classical music performance (100,000 Manitoba residents).

Questions about other specific performing arts disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

All three of these rates are similar to the Canadian rates (i.e., within the margin of error of the Manitoba data).

Table 10 shows that, between 1992 and 2005, the Manitoba performing arts attendance rate remained relatively stable (36% in 1992 and 38% in 2005). The theatre, popular music and classical music attendance rates also remained relatively stable between 1992 and 2005.

In 2005, respondents were asked three subsequent questions about performing arts attendance:

- 22% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (200,000 Manitoba residents);
- 18% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (170,000 Manitoba residents); and
- 10% attended another kind of cultural performance (90,000 Manitoba residents).

All three attendance rates are similar to the Canadian rates (i.e., within the margin of error of the Manitoba data).

There was essentially no change in the cultural/heritage performance attendance rate between 1992 and 2005. There is no comparable historical data for cultural festivals or other cultural performances.

Museums, including art galleries

One-third of Manitobans (34%) 15 years of age or older, or 310,000 people, visited a museum in 2005. This includes the 24% of Manitoba residents – 220,000 people – who visited an art gallery in 2005. The Manitoba museum and art gallery attendance rates are similar to the Canadian rates (i.e., within the margin of error of the Manitoba statistics).

There was essentially no change in the museum attendance rate between 1992 and 2005, while the art gallery attendance rate increased from 15% in 1992 to 24% in 2005.

Heritage activities

One in three Manitobans visited an historic site in 2005 (34%, or 310,000 people), while slightly more Manitoba residents visited a zoo, aquarium, botanical garden, planetarium or observatory (38%, or 360,000 people). Forty-four percent of Manitobans visited a conservation area or nature park in 2005 (410,000 people). All three of these percentages are similar to the Canadian rates (i.e., within the margin of error of the Manitoba statistics).

Table 10 shows that, between 1992 and 2005:

- there was an increase in the percentage of Manitobans visiting an historic site (from 27% in 1992 to 34% in 2005);
- the percentage of Manitobans visiting a zoo, aquarium, botanical garden, planetarium or observatory remained relatively stable; and
- the percentage of Manitobans visiting a conservation area or nature park remained stable.

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 86% of the population 15 or older read a newspaper (790,000 Manitobans);
- 75% read a magazine (690,000 Manitobans); and
- 62% read at least one book (580,000 Manitobans).

The newspaper and magazine reading statistics are fairly similar to the Canadian rates, while the book reading statistic is slightly below the Canadian rate (67%).

Between 1992 and 2005, the percentage of Manitoba residents reading a newspaper decreased, while the reading of magazines and books remained relatively stable.

Movies and videos

Movies and videos are quite popular with Manitobans. In 2005, six in ten Manitobans went to at least one movie at a theatre or drive-in (59%, or 550,000 people), while 77% watched a video (710,000 people). The Manitoba rates for both activities are about equal to the Canadian rates. Between 1992 and 2005, the rate of movie-going increased, while video-watching remained relatively stable.

Recorded music

In 2005, 27% of Manitobans listened to downloaded music (250,000 people), compared with 80% who listened to music recorded on CDs or other formats (750,000 people). The Manitoba rates for both activities are similar to the Canadian rates. Between 1992 and 2005, there was no change in the rate of listening to recorded music on CDs or other formats. There is no historical data for listening to downloaded music.

**Table 9: Cultural and Heritage Activities
of Manitobans and all Canadians in 2005**

Statistic	Manitoba		Canada		Statistical variation of percentage estimate (19 times out of 20)	
	Residents 15 or older		Residents 15 or older		Plus / minus (MB)	Plus / minus (Canada)
	% of pop- ulation	Number of people	% of pop- ulation	Number of people		
Total population 15 or older	100%	930,000	100%	26.10 million		
Performing arts attendance						
Performing arts	38%	350,000	41%	10.76 million	5%	1%
Theatre	22%	200,000	23%	5.89 million	5%	1%
Pop music	20%	180,000	24%	6.21 million	4%	1%
Classical music	11%	100,000	10%	2.49 million	3%	1%
Cultural festival	22%	200,000	24%	6.18 million	5%	1%
Cultural/heritage performance	18%	170,000	15%	3.93 million	4%	1%
Other cultural performance	10%	90,000	11%	2.82 million	3%	1%
Visitors to museums and art galleries						
Museum (all types)	34%	310,000	35%	9.19 million	5%	1%
Public art gallery	24%	220,000	27%	6.98 million	4%	1%
Heritage activities						
Historic site	34%	310,000	33%	8.71 million	5%	1%
Zoo, aquarium, botanical garden, planetarium or observatory	38%	360,000	34%	8.75 million	5%	1%
Conservation area or nature park	44%	410,000	46%	11.98 million	5%	1%
Reading						
Newspaper	86%	790,000	87%	22.64 million	3%	1%
Magazine	75%	690,000	78%	20.41 million	5%	1%
Book	62%	580,000	67%	17.39 million	4%	1%
Watching movies and videos						
Movie or drive-in theatre	59%	550,000	61%	15.92 million	6%	1%
Video (rented, purchased, VHS or DVD)	77%	710,000	79%	20.51 million	6%	1%
Listening to recorded music						
Downloaded music	27%	250,000	29%	7.45 million	5%	1%
Music on CD's, cassette tapes, DVD audio discs, records, etc.	80%	750,000	84%	21.88 million	6%	1%

Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)

Table 10: Cultural and Heritage Activities of Manitobans in 1992 and 2005

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Total population 15 or older				840,000	930,000	87,000	10%
Number of survey respondents				706	544	-162	-23%
Performing arts attendance							
Performing arts	36%	38%	1%	310,000	350,000	43,000	14%
Theatre	19%	22%	3%	160,000	200,000	47,000	30%
Pop music	22%	20%	-2%	180,000	180,000	-1,000	-1%
Classical music	11%	11%	0%	90,000	100,000	12,000	13%
Cultural festival	n/a	22%	n/a	n/a	200,000	n/a	n/a
Cultural/heritage performance	15%	18%	3%	130,000	170,000	37,000	29%
Other cultural performance	n/a	10%	n/a	n/a	90,000	n/a	n/a
Visitors to museums and art galleries							
Museum (all types)	31%	34%	3%	260,000	310,000	56,000	22%
Public art gallery	15%	24%	9%	120,000	220,000	97,000	78%
Heritage activities							
Historic site	27%	34%	6%	230,000	310,000	83,000	36%
Zoo, aquarium, botanical garden, planetarium or observatory	36%	38%	2%	310,000	360,000	50,000	16%
Conservation area or nature park	44%	44%	0%	370,000	410,000	42,000	11%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Reading							
Newspaper	93%	86%	-8%	780,000	790,000	12,000	1%
Magazine	80%	75%	-5%	670,000	690,000	22,000	3%
Book	66%	62%	-4%	560,000	580,000	22,000	4%
Watching movies and videos							
Movie or drive-in theatre	47%	59%	12%	400,000	550,000	150,000	39%
Video (rented, purchased, VHS or DVD)	72%	77%	5%	600,000	710,000	110,000	19%
Listening to recorded music							
Downloaded music	n/a	27%	n/a	n/a	250,000	n/a	n/a
Music on CD's, cassette tapes, DVD audio discs, records, etc.	80%	80%	0%	670,000	750,000	71,000	10%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)							

Section 6: Ontario

This section summarizes data regarding the number and percentage of Ontarians 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted. The data is drawn from Statistics Canada's General Social Surveys of 1992 and 2005, in-depth telephone surveys of over 2,200 Ontarians 15 years of age or older.⁷ The statistics presented in this section are reliable estimates from this representative sample of Ontario residents.

In addition to this text summary, detailed data about the cultural and heritage activities of Ontarians is available in Table 11 (2005 data for Ontario and Canada) and Table 12 (changes between 1992 and 2005).

Table 11 also contains estimates of the margin of error of the 2005 statistics. Comparisons with Canadian data, as well as trends analysis, should take into account the margin of error of the Ontario statistics. In Table 11, if the difference between Ontario and Canadian statistics is within the margin of error for the Ontario statistic, then the Ontario and Canadian statistics should be considered "similar" or "about equal". In Table 12, if the change over time in a Ontario statistic is within that statistic's margin of error (presented in Table 11), then the change over time should be considered "similar" or "about equal".

Reading, music and movies are among the most popular cultural and heritage activities

In 2005, the most popular cultural and heritage activities in Ontario were:

- Reading newspapers (88% of the population 15 or older);
- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (83%);
- Watching a video (rented, purchased, VHS or DVD formats) (80%);
- Reading a magazine (80%);
- Reading a book (69%);
- Watching a movie at a theatre or drive-in (59%); and
- Visiting a conservation area or nature park (52%).

⁷ The number of Ontario respondents to the cultural questions was 2,239 in 1992 and 2,802 in 2005.

Along with B.C., Ontario is the only province where a heritage activity – visiting a conservation area or nature park – attracted at least half of the population in 2005.

Not surprisingly, reading activities that require less time and attention (such as newspapers) are more popular than activities requiring more time and attention (such as books). The reading of magazines falls in between the two extremes.

Many activities attracted a larger percentage of Ontarians in 2005 than in 1992

Many cultural and heritage activities attracted a larger percentage of Ontarians in 2005 than in 1992, including cultural/heritage performances (such as Aboriginal dance, Chinese opera, or Ukrainian dance), museums, public art galleries, historic sites, book reading, movies and videos. Other cultural and heritage activities attracted a similar percentage of Ontarians in 2005 as in 1992. These include overall performing arts, theatre, popular music, zoos and other heritage organizations, conservation areas and nature parks, magazine reading, as well as listening to music on CDs or other pre-recorded formats. Only classical music attendance and newspaper reading attracted a smaller percentage of Ontarians in 2005 than in 1992.

Given the population growth between 1992 and 2005, almost all cultural and heritage activities saw an increase in the absolute number of Ontario residents attending, visiting, reading, watching or listening.

Performing arts

Table 11 shows that, in 2005, 43% of Ontarians 15 or older (4.31 million Ontario residents) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals). This is about equal to the Canadian rate of 41%.

Table 11 also provides a breakdown of the overall performing arts attendance rate in 2005:

- 25% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre or comedy (2.54 million Ontario residents);
- 23% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (2.36 million Ontario residents); and
- 10% attended a symphonic or classical music performance (970,000 Ontario residents).

Questions about other specific performing arts disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

All three of these rates are similar to the Canadian rates (i.e., within the margin of error of the Ontario data).

Table 12 shows that, between 1992 and 2005, the Ontario performing arts attendance rate remained stable (43% in both 1992 and 2005). The theatre and popular music attendance rates also remained stable between 1992 and 2005. However, the classical music attendance rate decreased from 13% in 1992 to 10% in 2005.

In 2005, respondents were asked three subsequent questions about performing arts attendance:

- 23% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (2.34 million Ontario residents);
- 15% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (1.57 million Ontario residents); and
- 9% attended another kind of cultural performance (920,000 Ontario residents).

The festival and cultural/heritage performance attendance rates are similar to the Canadian rates (i.e., within the margin of error of the Ontario data), while the other performance attendance rate is slightly below the Canadian rate (11%).

There was a slight increase in the cultural/heritage performance attendance rate between 1992 (13%) and 2005 (15%). There is no comparable historical data for cultural festivals or other cultural performances.

Museums, including art galleries

Over one-third of Ontarians (36%) 15 years of age or older, or 3.67 million people, visited a museum in 2005. This includes the 28% of Ontario residents – 2.81 million people – who visited an art gallery in 2005. The Ontario museum and art gallery attendance rates are similar to the Canadian rates (i.e., within the margin of error of the Ontario statistics).

Both of these activities attracted a larger percentage of the Ontario population in 2005 than in 1992, with museums increasing from 32% in 1992 to 36% in 2005 and art galleries increasing from 19% in 1992 to 28% in 2005.

Heritage activities

One in three Ontarians visited an historic site in 2005 (33%, or 3.33 million people), while about the same number of Ontario residents visited a zoo, aquarium, botanical garden, planetarium or observatory (32%, or 3.20 million people). Fifty-two percent of Ontarians visited a conservation area or nature park in 2005 (5.27 million people).

The percentage of Ontarians visiting a conservation area or nature park is higher than the Canadian rate (46%), while the two other statistics are similar to the Canadian rates (i.e., within the margin of error of the Ontario statistics).

Table 12 shows that, between 1992 and 2005:

- there was an increase in the percentage of Ontarians visiting an historic site (from 25% in 1992 to 33% in 2005);
- the percentage of Ontarians visiting a zoo, aquarium, botanical garden, planetarium or observatory remained relatively stable; and
- the percentage of Ontarians visiting a conservation area or nature park remained stable.

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 88% of the population 15 or older read a newspaper (8.88 million Ontario residents);
- 80% read a magazine (8.07 million Ontarians); and
- 69% read at least one book (6.97 million Ontario residents).

All three of these statistics are similar to the Canadian rates.

Between 1992 and 2005, the percentage of Ontario residents reading a newspaper decreased, the reading of magazines remained relatively stable, and the percentage of Ontario residents reading a book increased from 65% in 1992 to 69% in 2005.

Movies and videos

Movies and videos are quite popular with Ontarians. In 2005, six in ten Ontarians went to at least one movie at a theatre or drive-in (59%, or 6.01 million people), while 80% watched a video (8.14 million people). The Ontario rates for both activities are about equal to the Canadian rates. Between 1992 and 2005, both rates increased.

Recorded music

In 2005, 30% of Ontarians listened to downloaded music (3.04 million people), compared with 83% who listened to music recorded on CDs or other formats (8.42 million people). The Ontario rates for both activities are similar to the Canadian rates. Between 1992 and 2005, there was essentially no change in the rate of listening to recorded music on CDs or other formats. There is no historical data for listening to downloaded music.

**Table 11: Cultural and Heritage Activities
of Ontarians and all Canadians in 2005**

Statistic	Ontario		Canada		Statistical variation of percentage estimate (19 times out of 20)	
	Residents 15 or older		Residents 15 or older		Plus / minus (ON)	Plus / minus (Canada)
	% of pop- ulation	Number of people	% of pop- ulation	Number of people		
Total population 15 or older	100%	10.13 million	100%	26.10 million		
Performing arts attendance						
Performing arts	43%	4.31 million	41%	10.76 million	2%	1%
Theatre	25%	2.54 million	23%	5.89 million	2%	1%
Pop music	23%	2.36 million	24%	6.21 million	2%	1%
Classical music	10%	970,000	10%	2.49 million	1%	1%
Cultural festival	23%	2.34 million	24%	6.18 million	2%	1%
Cultural/heritage performance	15%	1.57 million	15%	3.93 million	1%	1%
Other cultural performance	9%	920,000	11%	2.82 million	1%	1%
Visitors to museums and art galleries						
Museum (all types)	36%	3.67 million	35%	9.19 million	2%	1%
Public art gallery	28%	2.81 million	27%	6.98 million	2%	1%
Heritage activities						
Historic site	33%	3.33 million	33%	8.71 million	2%	1%
Zoo, aquarium, botanical garden, planetarium or observatory	32%	3.20 million	34%	8.75 million	2%	1%
Conservation area or nature park	52%	5.27 million	46%	11.98 million	2%	1%
Reading						
Newspaper	88%	8.88 million	87%	22.64 million	1%	1%
Magazine	80%	8.07 million	78%	20.41 million	2%	1%
Book	69%	6.97 million	67%	17.39 million	2%	1%
Watching movies and videos						
Movie or drive-in theatre	59%	6.01 million	61%	15.92 million	3%	1%
Video (rented, purchased, VHS or DVD)	80%	8.14 million	79%	20.51 million	1%	1%
Listening to recorded music						
Downloaded music	30%	3.04 million	29%	7.45 million	2%	1%
Music on CD's, cassette tapes, DVD audio discs, records, etc.	83%	8.42 million	84%	21.88 million	1%	1%
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)						

Table 12: Cultural and Heritage Activities of Ontarians in 1992 and 2005

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Total population 15 or older				7.91 million	10.13 million	2.22 million	28%
Number of survey respondents				2,239	2,802	563	25%
Performing arts attendance							
Performing arts	43%	43%	-1%	3.41 million	4.31 million	900,000	26%
Theatre	25%	25%	0%	1.96 million	2.54 million	580,000	29%
Pop music	23%	23%	0%	1.82 million	2.36 million	550,000	30%
Classical music	13%	10%	-4%	1.07 million	970,000	-100,000	-9%
Cultural festival	n/a	23%	n/a	n/a	2.34 million	n/a	n/a
Cultural/heritage performance	13%	15%	2%	1.03 million	1.57 million	540,000	53%
Other cultural performance	n/a	9%	n/a	n/a	920,000	n/a	n/a
Visitors to museums and art galleries							
Museum (all types)	32%	36%	5%	2.51 million	3.67 million	1.16 million	46%
Public art gallery	19%	28%	9%	1.49 million	2.81 million	1.31 million	88%
Heritage activities							
Historic site	25%	33%	8%	1.95 million	3.33 million	1.38 million	71%
Zoo, aquarium, botanical garden, planetarium or observatory	33%	32%	-1%	2.60 million	3.20 million	600,000	23%
Conservation area or nature park	52%	52%	0%	4.15 million	5.27 million	1.12 million	27%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Reading							
Newspaper	93%	88%	-5%	7.33 million	8.88 million	1.55 million	21%
Magazine	82%	80%	-2%	6.48 million	8.07 million	1.60 million	25%
Book	65%	69%	4%	5.13 million	6.97 million	1.84 million	36%
Watching movies and videos							
Movie or drive-in theatre	52%	59%	7%	4.11 million	6.01 million	1.90 million	46%
Video (rented, purchased, VHS or DVD)	75%	80%	6%	5.92 million	8.14 million	2.22 million	38%
Listening to recorded music							
Downloaded music	n/a	30%	n/a	n/a	3.04 million	n/a	n/a
Music on CD's, cassette tapes, DVD audio discs, records, etc.	82%	83%	1%	6.49 million	8.42 million	1.93 million	30%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)							

Section 7: Quebec

This section summarizes data regarding the number and percentage of Quebecers 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted. The data is drawn from Statistics Canada's General Social Surveys of 1992 and 2005, in-depth telephone surveys of about 1,900 Quebecers 15 years of age or older.⁸ The statistics presented in this section are reliable estimates from this representative sample of Quebec residents.

In addition to this text summary, detailed data about the cultural and heritage activities of Quebecers is available in Table 13 (2005 data for Quebec and Canada) and Table 14 (changes between 1992 and 2005).

Table 13 also contains estimates of the margin of error of the 2005 statistics. Comparisons with Canadian data, as well as trends analysis, should take into account the margin of error of the Quebec statistics. In Table 13, if the difference between Quebec and Canadian statistics is within the margin of error for the Quebec statistic, then the Quebec and Canadian statistics should be considered "similar" or "about equal". In Table 14, if the change over time in a Quebec statistic is within that statistic's margin of error (presented in Table 13), then the change over time should be considered "similar" or "about equal".

Music, reading and movies are among the most popular cultural and heritage activities

In 2005, the most popular cultural and heritage activities in Quebec were:

- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (87% of the population 15 or older);
- Reading newspapers (85%);
- Reading a magazine (75%);
- Watching a video (rented, purchased, VHS or DVD formats) (74%);
- Watching a movie at a theatre or drive-in (66%); and
- Reading a book (63%).

⁸ The number of Quebec respondents to the cultural questions was 1,912 in 1992 and 1,922 in 2005.

Movie-going is particularly popular in Quebec. In fact, Quebec is the only province where more people go to movies than read books. In addition, Quebec is the only province where movie-going is within 10 percentage points of video-watching.

Not surprisingly, reading activities that require less time and attention (such as newspapers) are more popular than activities requiring more time and attention (such as books). The reading of magazines falls in between the two extremes.

Many activities attracted a larger percentage of Quebecers in 2005 than in 1992

Many cultural and heritage activities attracted a larger percentage of Quebecers in 2005 than in 1992, including cultural/heritage performances (such as Aboriginal dance, Chinese opera, or Ukrainian dance), museums, public art galleries, historic sites, conservation areas or nature parks, movies, videos and music on CDs or other pre-recorded formats. Other cultural and heritage activities attracted a similar percentage of Quebecers in 2005 as in 1992. These include overall performing arts, popular music performances, magazine reading and book reading. The cultural and heritage activities that attracted a smaller percentage of Quebecers in 2005 than in 1992 are theatre, classical music, zoos and other heritage organizations, and newspaper reading.

Given the population growth between 1992 and 2005, almost all cultural and heritage activities saw an increase in the absolute number of Quebec residents attending, visiting, reading, watching or listening.

Performing arts

Table 13 shows that, in 2005, 46% of Quebecers 15 or older (2.87 million Quebec residents) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals). This is higher than the Canadian rate of 41%.

Table 13 also provides a breakdown of the overall performing arts attendance rate in 2005:

- 22% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre or comedy (1.39 million Quebec residents);
- 26% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (1.63 million Quebec residents); and
- 10% attended a symphonic or classical music performance (600,000 Quebec residents).

Questions about other specific performing arts disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

All three of these rates are similar to the Canadian rates (i.e., within the margin of error of the Quebec data).

Table 14 shows that, between 1992 and 2005, the Quebec performing arts attendance rate remained stable (46% in both 1992 and 2005). The popular music attendance rate also remained

relatively stable. However, the theatre attendance rate decreased from 29% in 1992 to 22% in 2005, while the classical music attendance rate decreased from 14% in 1992 to 10% in 2005.

In 2005, respondents were asked three subsequent questions about performing arts attendance:

- 30% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (1.86 million Quebec residents);
- 13% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (840,000 Quebec residents); and
- 18% attended another kind of cultural performance (1.11 million Quebec residents).

The festival and other performance attendance rates are much higher than the Canadian rates, while the cultural/heritage performance attendance rate is similar to the Canadian rate (i.e., within the margin of error of the Quebec data).

There was a substantial increase in the cultural/heritage performance attendance rate between 1992 (5%) and 2005 (13%). There is no comparable historical data for cultural festivals or other cultural performances.

Museums, including art galleries

One-third of Quebeckers (34%) 15 years of age or older, or 2.14 million people, visited a museum in 2005. This includes the 28% of Quebec residents – 1.76 million people – who visited an art gallery in 2005. The Quebec museum and art gallery attendance rates are similar to the Canadian rates (i.e., within the margin of error of the Quebec statistics).

Both of these activities attracted a larger percentage of the Quebec population in 2005 than in 1992, with museums increasing from 28% in 1992 to 34% in 2005 and art galleries increasing from 19% in 1992 to 28% in 2005.

Heritage activities

One in three Quebeckers visited an historic site in 2005 (32%, or 1.99 million people), while about the same number of Quebec residents visited a zoo, aquarium, botanical garden, planetarium or observatory (34%, or 2.13 million people). Thirty-five percent of Quebeckers visited a conservation area or nature park in 2005 (2.15 million people).

The historic site and zoo, aquarium (etc.) statistics are similar to the Canadian rates (i.e., within the margin of error of the Quebec statistics), while the percentage of Quebeckers visiting a conservation area or nature park is lower than the Canadian rate (46%).

Table 14 shows that, between 1992 and 2005:

- there was an increase in the percentage of Quebecers visiting an historic site (from 25% in 1992 to 32% in 2005);
- the percentage of Quebecers visiting a zoo, aquarium, botanical garden, planetarium or observatory decreased from 38% in 1992 to 34% in 2005; and
- the percentage of Quebecers visiting a conservation area or nature park increased from 30% in 1992 to 35% in 2005.

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 85% of the population 15 or older read a newspaper (5.27 million Quebec residents);
- 75% read a magazine (4.68 million Quebecers); and
- 63% read at least one book (3.91 million Quebec residents).

The newspaper and magazine reading rates are similar to the Canadian rates, while the book reading rate is slightly lower than the Canadian rate (67%).

Between 1992 and 2005, the percentage of Quebec residents reading a newspaper decreased, while the magazine and book reading rates remained relatively stable.

Movies and videos

Movies and videos are very popular with Quebecers. In 2005, two-thirds of Quebecers went to at least one movie at a theatre or drive-in (66%, or 4.10 million people), while 74% watched a video (4.63 million people). The movie-going rate in Quebec is higher than the Canadian rate, while the video-watching rate is lower than the Canadian rate. Between 1992 and 2005, both rates increased substantially.

Recorded music

In 2005, 25% of Quebecers listened to downloaded music (1.56 million people), compared with 87% who listened to music recorded on CDs or other formats (5.40 million people). A lower percentage of Quebecers than other Canadians listened to downloaded music, while a higher percentage of Quebecers than other Canadians listened to music recorded on CDs or other formats. Between 1992 and 2005, there was an increase in the percentage of Quebecers listening to recorded music on CDs or other formats. There is no historical data for listening to downloaded music.

**Table 13: Cultural and Heritage Activities
of Quebecers and all Canadians in 2005**

Statistic	Quebec		Canada		Statistical variation of percentage estimate (19 times out of 20)	
	Residents 15 or older		Residents 15 or older		Plus / minus (QC)	Plus / minus (Canada)
	% of pop- ulation	Number of people	% of pop- ulation	Number of people		
Total population 15 or older	100%	6.22 million	100%	26.10 million		
Performing arts attendance						
Performing arts	46%	2.87 million	41%	10.76 million	2%	1%
Theatre	22%	1.39 million	23%	5.89 million	3%	1%
Pop music	26%	1.63 million	24%	6.21 million	2%	1%
Classical music	10%	600,000	10%	2.49 million	2%	1%
Cultural festival	30%	1.86 million	24%	6.18 million	3%	1%
Cultural/heritage performance	13%	840,000	15%	3.93 million	2%	1%
Other cultural performance	18%	1.11 million	11%	2.82 million	2%	1%
Visitors to museums and art galleries						
Museum (all types)	34%	2.14 million	35%	9.19 million	3%	1%
Public art gallery	28%	1.76 million	27%	6.98 million	2%	1%
Heritage activities						
Historic site	32%	1.99 million	33%	8.71 million	3%	1%
Zoo, aquarium, botanical garden, planetarium or observatory	34%	2.13 million	34%	8.75 million	3%	1%
Conservation area or nature park	35%	2.15 million	46%	11.98 million	3%	1%
Reading						
Newspaper	85%	5.27 million	87%	22.64 million	2%	1%
Magazine	75%	4.68 million	78%	20.41 million	3%	1%
Book	63%	3.91 million	67%	17.39 million	2%	1%
Watching movies and videos						
Movie or drive-in theatre	66%	4.10 million	61%	15.92 million	2%	1%
Video (rented, purchased, VHS or DVD)	74%	4.63 million	79%	20.51 million	3%	1%
Listening to recorded music						
Downloaded music	25%	1.56 million	29%	7.45 million	2%	1%
Music on CD's, cassette tapes, DVD audio discs, records, etc.	87%	5.40 million	84%	21.88 million	2%	1%
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)						

Table 14: Cultural and Heritage Activities of Quebeckers in 1992 and 2005

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Total population 15 or older				5.45 million	6.22 million	770,000	14%
Number of survey respondents				1,912	1,922	10	1%
Performing arts attendance							
Performing arts	46%	46%	0%	2.50 million	2.87 million	370,000	15%
Theatre	29%	22%	-7%	1.61 million	1.39 million	-220,000	-14%
Pop music	26%	26%	0%	1.42 million	1.63 million	210,000	15%
Classical music	14%	10%	-4%	750,000	600,000	-150,000	-20%
Cultural festival	n/a	30%	n/a	n/a	1.86 million	n/a	n/a
Cultural/heritage performance	5%	13%	8%	290,000	840,000	550,000	190%
Other cultural performance	n/a	18%	n/a	n/a	1.11 million	n/a	n/a
Visitors to museums and art galleries							
Museum (all types)	28%	34%	7%	1.51 million	2.14 million	640,000	42%
Public art gallery	19%	28%	9%	1.04 million	1.76 million	720,000	69%
Heritage activities							
Historic site	25%	32%	7%	1.34 million	1.99 million	650,000	49%
Zoo, aquarium, botanical garden, planetarium or observatory	38%	34%	-4%	2.09 million	2.13 million	40,000	2%
Conservation area or nature park	30%	35%	4%	1.64 million	2.15 million	510,000	31%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Reading							
Newspaper	92%	85%	-8%	5.03 million	5.27 million	240,000	5%
Magazine	75%	75%	0%	4.07 million	4.68 million	610,000	15%
Book	65%	63%	-2%	3.53 million	3.91 million	380,000	11%
Watching movies and videos							
Movie or drive-in theatre	44%	66%	22%	2.41 million	4.10 million	1.69 million	70%
Video (rented, purchased, VHS or DVD)	63%	74%	12%	3.41 million	4.63 million	1.22 million	36%
Listening to recorded music							
Downloaded music	n/a	25%	n/a	n/a	1.56 million	n/a	n/a
Music on CD's, cassette tapes, DVD audio discs, records, etc.	78%	87%	9%	4.25 million	5.40 million	1.15 million	27%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992							
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)							

Section 8: New Brunswick

This section summarizes data regarding the number and percentage of New Brunswickers 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted. The data is drawn from Statistics Canada's General Social Surveys of 1992 and 2005, in-depth telephone surveys of about 550 New Brunswickers 15 years of age or older.⁹ The statistics presented in this section are reliable estimates from this representative sample of New Brunswick residents.

In addition to this text summary, detailed data about the cultural and heritage activities of New Brunswickers is available in Table 15 (2005 data for New Brunswick and Canada) and Table 16 (changes between 1992 and 2005).

Table 15 also contains estimates of the margin of error of the 2005 statistics. Comparisons with Canadian data, as well as trends analysis, should take into account the margin of error of the New Brunswick statistics. In Table 15, if the difference between New Brunswick and Canadian statistics is within the margin of error for the New Brunswick statistic, then the New Brunswick and Canadian statistics should be considered "similar" or "about equal". In Table 16, if the change over time in a New Brunswick statistic is within that statistic's margin of error (presented in Table 15), then the change over time should be considered "similar" or "about equal".

Reading, music and movies are among the most popular cultural and heritage activities

In 2005, the most popular cultural and heritage activities in New Brunswick were:

- Reading newspapers (89% of the population 15 or older);
- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (82%);
- Watching a video (rented, purchased, VHS or DVD formats) (77%);
- Reading a magazine (76%);
- Reading a book (60%); and
- Watching a movie at a theatre or drive-in (55%).

⁹ The number of New Brunswick respondents to the cultural questions was 544 in 1992 and 569 in 2005.

Not surprisingly, reading activities that require less time and attention (such as newspapers) are more popular than activities requiring more time and attention (such as books). The reading of magazines falls in between the two extremes.

Most activities attracted about the same percentage of New Brunswickers in 2005 as in 1992

Most cultural and heritage activities attracted a similar percentage of New Brunswickers in 2005 as in 1992. Activities that attracted a larger percentage of New Brunswickers in 2005 than in 1992 include popular music attendance, cultural/heritage performance attendance (such as Aboriginal dance, Chinese opera, or Ukrainian dance), visits to public art galleries, and watching movies at a theatre. No cultural and heritage activities attracted a significantly smaller percentage of New Brunswickers in 2005 than in 1992.

Given the population growth between 1992 and 2005, **all** cultural and heritage activities saw an increase in the absolute number of New Brunswick residents attending, visiting, reading, watching or listening.

Performing arts

Table 15 shows that, in 2005, 32% of New Brunswickers 15 or older (200,000 New Brunswick residents) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals). This is lower than the Canadian rate of 41%.

Table 15 also provides a breakdown of the overall performing arts attendance rate in 2005:

- 15% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre or comedy (96,000 New Brunswick residents);
- 22% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (140,000 New Brunswick residents); and
- approximately 6% attended a symphonic or classical music performance (35,000 New Brunswick residents). *(The estimate of symphonic or classical music attendance has a relatively high statistical variation. This estimate should be used with caution. As such, this report will not make comparisons with Canadian data nor examine trends over time using this data.)*

Questions about other specific performing arts disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

The theatre attendance rate is lower than the Canadian rate (23%), while the popular music attendance rate is similar to the Canadian rate (i.e., within the margin of error of the New Brunswick data).

Table 16 shows that, between 1992 and 2005, the New Brunswick performing arts attendance rate remained relatively stable (i.e., within the margin of error of the 2005 data). The theatre attendance rate remained relatively stable between 1992 and 2005, while the popular music attendance rate increased from 16% in 1992 to 22% in 2005.

In 2005, respondents were asked three subsequent questions about performing arts attendance:

- 17% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (110,000 New Brunswick residents);
- 14% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (84,000 New Brunswick residents); and
- 7% attended another kind of cultural performance (41,000 New Brunswick residents).

The festival and other cultural performance attendance rates are below the Canadian rates (24% and 11%, respectively). The cultural/heritage performance attendance rate is similar to the Canadian rate (i.e., within the margin of error of the New Brunswick data).

The cultural/heritage performance attendance rate increased from 9% in 1992 to 14% in 2005. There is no comparable historical data for cultural festivals or other cultural performances.

Museums, including art galleries

One-quarter of New Brunswickers (25%) 15 years of age or older, or 160,000 people, visited a museum in 2005. This includes the 17% of New Brunswick residents – 110,000 people – who visited an art gallery in 2005. The New Brunswick museum and art gallery attendance rates are both below the Canadian rates (35% and 27%, respectively).

There was essentially no change in the museum attendance rate between 1992 and 2005, while the art gallery attendance rate increased from 13% in 1992 to 17% in 2005.

Heritage activities

One in three New Brunswickers visited an historic site in 2005 (32%, or 200,000 people), while slightly fewer New Brunswick residents visited a zoo, aquarium, botanical garden, planetarium or observatory (28%, or 170,000 people). Forty-six percent of New Brunswickers visited a conservation area or nature park in 2005 (280,000 people).

The percentages of New Brunswick residents visiting an historic site, conservation area or nature park are similar to the Canadian rates (i.e., within the margin of error of the New Brunswick statistics). The percentage of New Brunswick residents visiting a zoo, aquarium, botanical garden, planetarium or observatory is lower than the Canadian rate (34%).

Table 16 shows that, between 1992 and 2005, all three of these rates remained relatively stable (i.e., within the margin of error of the 2005 statistics).

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 89% of the population 15 or older read a newspaper (550,000 New Brunswick residents);
- 76% read a magazine (470,000 New Brunswickers); and
- 60% read at least one book (370,000 New Brunswick residents).

The newspaper and magazine reading rates are similar to the Canadian rates (i.e., within the margin of error of the New Brunswick statistics), while the percentage of New Brunswick residents reading a book is lower than the Canadian rate (67%).

Between 1992 and 2005, all three reading statistics remained relatively stable (i.e., within the margin of error of the 2005 statistics).

Movies and videos

In 2005, over half of New Brunswickers went to at least one movie at a theatre or drive-in (55%, or 340,000 people), while 77% watched a video (470,000 people). The New Brunswick movie-going rate is slightly below the Canadian rate (61%), while the video-watching rate is about equal to the Canadian rate. Between 1992 and 2005, the movie-going rate increased, while the video-watching rate remained relatively stable.

Recorded music

In 2005, 25% of New Brunswickers listened to downloaded music (160,000 people), compared with 82% who listened to music recorded on CDs or other formats (510,000 people). The New Brunswick rates for both activities are similar to the Canadian rates. Between 1992 and 2005, there was no change in the rate of listening to recorded music on CDs or other formats. There is no historical data for listening to downloaded music.

**Table 15: Cultural and Heritage Activities
of New Brunswickers and all Canadians in 2005**

Statistic	New Brunswick		Canada		Statistical variation of percentage estimate (19 times out of 20)	
	Residents 15 or older		Residents 15 or older		Plus / minus (NB)	Plus / minus (Canada)
	% of pop-ulation	Number of people	% of pop-ulation	Number of people		
Total population 15 or older	100%	620,000	100%	26.10 million		
Performing arts attendance						
Performing arts	32%	200,000	41%	10.76 million	5%	1%
Theatre	15%	96,000	23%	5.89 million	4%	1%
Pop music	22%	140,000	24%	6.21 million	4%	1%
Classical music	6% (*c)	35,000 (*c)	10%	2.49 million	2%	1%
Cultural festival	17%	110,000	24%	6.18 million	4%	1%
Cultural/heritage performance	14%	84,000	15%	3.93 million	3%	1%
Other cultural performance	7%	41,000	11%	2.82 million	3%	1%
Visitors to museums and art galleries						
Museum (all types)	25%	160,000	35%	9.19 million	4%	1%
Public art gallery	17%	110,000	27%	6.98 million	4%	1%
Heritage activities						
Historic site	32%	200,000	33%	8.71 million	5%	1%
Zoo, aquarium, botanical garden, planetarium or observatory	28%	170,000	34%	8.75 million	5%	1%
Conservation area or nature park	46%	280,000	46%	11.98 million	5%	1%
Reading						
Newspaper	89%	550,000	87%	22.64 million	2%	1%
Magazine	76%	470,000	78%	20.41 million	5%	1%
Book	60%	370,000	67%	17.39 million	4%	1%
Watching movies and videos						
Movie or drive-in theatre	55%	340,000	61%	15.92 million	5%	1%
Video (rented, purchased, VHS or DVD)	77%	470,000	79%	20.51 million	5%	1%
Listening to recorded music						
Downloaded music	25%	160,000	29%	7.45 million	4%	1%
Music on CD's, cassette tapes, DVD audio discs, records, etc.	82%	510,000	84%	21.88 million	3%	1%

Note: *c = use with caution, estimate has relatively high variation

Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)

Table 16: Cultural and Heritage Activities of New Brunswickers in 1992 and 2005

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Total population 15 or older				570,000	620,000	49,000	9%
Number of survey respondents				544	569	25	5%
Performing arts attendance							
Performing arts	27%	32%	4%	160,000	200,000	40,000	26%
Theatre	11%	15%	4%	63,000	96,000	33,000	53%
Pop music	16%	22%	6%	93,000	140,000	42,000	45%
Classical music	5% (*c)	6% (*c)	1% (*c)	28,000 (*c)	35,000 (*c)	7,000 (*c)	27% (*c)
Cultural festival	n/a	17%	n/a	n/a	110,000	n/a	n/a
Cultural/heritage performance	9%	14%	4%	53,000	84,000	31,000	58%
Other cultural performance	n/a	7%	n/a	n/a	41,000	n/a	n/a
Visitors to museums and art galleries							
Museum (all types)	23%	25%	2%	130,000	160,000	24,000	18%
Public art gallery	13%	17%	5%	72,000	110,000	35,000	49%
Heritage activities							
Historic site	32%	32%	1%	180,000	200,000	19,000	11%
Zoo, aquarium, botanical garden, planetarium or observatory	29%	28%	-1%	170,000	170,000	7,000	4%
Conservation area or nature park	43%	46%	3%	250,000	280,000	38,000	15%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992 *c = use with caution, estimate has relatively high variation							

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Reading							
Newspaper	90%	89%	-2%	510,000	550,000	33,000	6%
Magazine	80%	76%	-4%	450,000	470,000	16,000	3%
Book	61%	60%	-1%	350,000	370,000	26,000	7%
Watching movies and videos							
Movie or drive-in theatre	39%	55%	16%	220,000	340,000	120,000	54%
Video (rented, purchased, VHS or DVD)	72%	77%	4%	410,000	470,000	63,000	15%
Listening to recorded music							
Downloaded music	n/a	25%	n/a	n/a	160,000	n/a	n/a
Music on CD's, cassette tapes, DVD audio discs, records, etc.	82%	82%	0%	470,000	510,000	39,000	8%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992 *c = use with caution, estimate has relatively high variation							
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)							

Section 9: Nova Scotia

This section summarizes data regarding the number and percentage of Nova Scotians 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted. The data is drawn from Statistics Canada's General Social Surveys of 1992 and 2005, in-depth telephone surveys of about 550 Nova Scotians 15 years of age or older.¹⁰ The statistics presented in this section are reliable estimates from this representative sample of Nova Scotia residents.

In addition to this text summary, detailed data about the cultural and heritage activities of Nova Scotians is available in Table 17 (2005 data for Nova Scotia and Canada) and Table 18 (changes between 1992 and 2005).

Table 17 also contains estimates of the margin of error of the 2005 statistics. Comparisons with Canadian data, as well as trends analysis, should take into account the margin of error of the Nova Scotia statistics. In Table 17, if the difference between Nova Scotia and Canadian statistics is within the margin of error for the Nova Scotia statistic, then the Nova Scotia and Canadian statistics should be considered "similar" or "about equal". In Table 18, if the change over time in a Nova Scotia statistic is within that statistic's margin of error (presented in Table 17), then the change over time should be considered "similar" or "about equal".

Reading, music and movies are among the most popular cultural and heritage activities

In 2005, the most popular cultural and heritage activities in Nova Scotia were:

- Reading newspapers (88% of the population 15 or older);
- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (82%);
- Watching a video (rented, purchased, VHS or DVD formats) (78%);
- Reading a magazine (78%);
- Reading a book (65%); and
- Watching a movie at a theatre or drive-in (59%).

¹⁰ The number of Nova Scotia respondents to the cultural questions was 644 in 1992 and 544 in 2005.

Not surprisingly, reading activities that require less time and attention (such as newspapers) are more popular than activities requiring more time and attention (such as books). The reading of magazines falls in between the two extremes.

Most activities attracted about the same percentage of Nova Scotians in 2005 as in 1992

Most cultural and heritage activities attracted a similar percentage of Nova Scotians in 2005 as in 1992. The only activity that attracted a larger percentage of Nova Scotians in 2005 than in 1992 was watching movies at a theatre or drive-in. Some cultural and heritage activities attracted a smaller percentage of Nova Scotians in 2005 than in 1992, including popular music attendance, visits to conservation areas or nature parks, newspaper reading, magazine reading and listening to music on CDs or other formats.

Given the population growth between 1992 and 2005, almost all cultural and heritage activities saw an increase in the absolute number of Nova Scotia residents attending, visiting, reading, watching or listening.

Performing arts

Table 17 shows that, in 2005, 37% of Nova Scotians 15 or older (280,000 Nova Scotia residents) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals). This is about equal to the Canadian rate.

Table 17 also provides a breakdown of the overall performing arts attendance rate in 2005:

- 20% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre or comedy (160,000 Nova Scotia residents);
- 21% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (160,000 Nova Scotia residents); and
- approximately 6% attended a symphonic or classical music performance (49,000 Nova Scotia residents). *(The estimate of symphonic or classical music attendance has a relatively high statistical variation. This estimate should be used with caution. As such, this report will not make comparisons with Canadian data nor examine trends over time using this data.)*

Questions about other specific performing arts disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

The theatre and popular music attendance rates are similar to the Canadian rates (i.e., within the margin of error of the Nova Scotia data).

Table 18 shows that, between 1992 and 2005, the Nova Scotia performing arts attendance rate remained relatively stable. The theatre attendance rate also remained stable, while the popular music attendance rate decreased from 26% in 1992 to 21% in 2005.

In 2005, respondents were asked three subsequent questions about performing arts attendance:

- 27% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (210,000 Nova Scotia residents);
- 13% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (100,000 Nova Scotia residents); and
- 11% attended another kind of cultural performance (83,000 Nova Scotia residents).

All three of these rates are similar to the Canadian rates (i.e., within the margin of error of the Nova Scotia data).

The cultural/heritage performance attendance rate remained relatively stable between 1992 and 2005. There is no comparable historical data for cultural festivals or other cultural performances.

Museums, including art galleries

Four in ten Nova Scotians (39%) 15 years of age or older, or 300,000 people, visited a museum in 2005. This includes the 23% of Nova Scotia residents – 180,000 people – who visited an art gallery in 2005. The Nova Scotia museum and art gallery attendance rates are both similar to the Canadian rates (i.e., within the margin of error of the Nova Scotia data). There was essentially no change in either the museum or art gallery attendance rates between 1992 and 2005.

Heritage activities

About four in ten Nova Scotians visited an historic site in 2005 (42%, or 330,000 people), while fewer Nova Scotia residents visited a zoo, aquarium, botanical garden, planetarium or observatory (28%, or 220,000 people). Forty-eight percent of Nova Scotians visited a conservation area or nature park in 2005 (370,000 people).

The percentage of Nova Scotia residents visiting an historic site is higher than the Canadian rate (33%). The percentage of Nova Scotians visiting a zoo, aquarium, botanical garden, planetarium or observatory is lower than the Canadian rate (34%). The attendance rate at conservation areas or nature parks is similar to the Canadian rate (i.e., within the margin of error of the Nova Scotia data).

Table 18 shows that, between 1992 and 2005, the historic site and zoo, aquarium (etc.) attendance rates remained relatively stable (i.e., within the margin of error of the 2005 statistics), while the percentage of Nova Scotians visiting a conservation area or nature park decreased from 55% in 1992 to 48% in 2005.

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 88% of the population 15 or older read a newspaper (680,000 Nova Scotia residents);
- 78% read a magazine (600,000 Nova Scotians); and
- 65% read at least one book (510,000 Nova Scotia residents).

All three of these statistics are similar to the Canadian rates (i.e., within the margin of error of the Nova Scotia statistics).

Between 1992 and 2005, the newspaper and magazine reading rates decreased, while the book reading rate remained relatively stable (i.e., within the margin of error of the 2005 statistic).

Movies and videos

Movies and videos are quite popular with Nova Scotians. In 2005, about six in ten Nova Scotians went to at least one movie at a theatre or drive-in (59%, or 460,000 people), while 78% watched a video (600,000 people). Both Nova Scotia rates are about equal to the Canadian rates. Between 1992 and 2005, the movie-going rate increased, while the video-watching rate remained relatively stable.

Recorded music

In 2005, 30% of Nova Scotians listened to downloaded music (230,000 people), compared with 82% who listened to music recorded on CDs or other formats (640,000 people). The Nova Scotia rates for both activities are similar to the Canadian rates. Between 1992 and 2005, there was a slight decrease in the rate of listening to recorded music on CDs or other formats. There is no historical data for listening to downloaded music.

**Table 17: Cultural and Heritage Activities
of Nova Scotians and all Canadians in 2005**

Statistic	Nova Scotia		Canada		Statistical variation of percentage estimate (19 times out of 20)	
	Residents 15 or older		Residents 15 or older		Plus / minus (NS)	Plus / minus (Canada)
	% of pop- ulation	Number of people	% of pop- ulation	Number of people		
Total population 15 or older	100%	770,000	100%	26.10 million		
Performing arts attendance						
Performing arts	37%	280,000	41%	10.76 million	5%	1%
Theatre	20%	160,000	23%	5.89 million	4%	1%
Pop music	21%	160,000	24%	6.21 million	4%	1%
Classical music	6% (*c)	49,000 (*c)	10%	2.49 million	3%	1%
Cultural festival	27%	210,000	24%	6.18 million	4%	1%
Cultural/heritage performance	13%	100,000	15%	3.93 million	3%	1%
Other cultural performance	11%	83,000	11%	2.82 million	3%	1%
Visitors to museums and art galleries						
Museum (all types)	39%	300,000	35%	9.19 million	5%	1%
Public art gallery	23%	180,000	27%	6.98 million	4%	1%
Heritage activities						
Historic site	42%	330,000	33%	8.71 million	5%	1%
Zoo, aquarium, botanical garden, planetarium or observatory	28%	220,000	34%	8.75 million	5%	1%
Conservation area or nature park	48%	370,000	46%	11.98 million	5%	1%
Reading						
Newspaper	88%	680,000	87%	22.64 million	3%	1%
Magazine	78%	600,000	78%	20.41 million	5%	1%
Book	65%	510,000	67%	17.39 million	4%	1%
Watching movies and videos						
Movie or drive-in theatre	59%	460,000	61%	15.92 million	6%	1%
Video (rented, purchased, VHS or DVD)	78%	600,000	79%	20.51 million	5%	1%
Listening to recorded music						
Downloaded music	30%	230,000	29%	7.45 million	5%	1%
Music on CD's, cassette tapes, DVD audio discs, records, etc.	82%	640,000	84%	21.88 million	3%	1%
Note: *c = use with caution, estimate has relatively high variation <i>Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)</i>						

Table 18: Cultural and Heritage Activities of Nova Scotians in 1992 and 2005

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Total population 15 or older				710,000	770,000	63,000	9%
Number of survey respondents				644	544	-100	-16%
Performing arts attendance							
Performing arts	38%	37%	-2%	270,000	280,000	11,000	4%
Theatre	20%	20%	1%	140,000	160,000	18,000	13%
Pop music	26%	21%	-5%	190,000	160,000	-22,000	-12%
Classical music	5% (*c)	6% (*c)	1% (*c)	39,000 (*c)	49,000 (*c)	10,000 (*c)	27% (*c)
Cultural festival	n/a	27%	n/a	n/a	210,000	n/a	n/a
Cultural/heritage performance	12%	13%	2%	85,000	100,000	19,000	23%
Other cultural performance	n/a	11%	n/a	n/a	83,000	n/a	n/a
Visitors to museums and art galleries							
Museum (all types)	40%	39%	-1%	290,000	300,000	14,000	5%
Public art gallery	22%	23%	1%	150,000	180,000	21,000	13%
Heritage activities							
Historic site	37%	42%	5%	260,000	330,000	64,000	24%
Zoo, aquarium, botanical garden, planetarium or observatory	27%	28%	1%	190,000	220,000	24,000	13%
Conservation area or nature park	55%	48%	-7%	390,000	370,000	-19,000	-5%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992 *c = use with caution, estimate has relatively high variation							

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Reading							
Newspaper	96%	88%	-8%	680,000	680,000	-2,000	0%
Magazine	83%	78%	-6%	590,000	600,000	7,000	1%
Book	68%	65%	-3%	480,000	510,000	23,000	5%
Watching movies and videos							
Movie or drive-in theatre	47%	59%	12%	330,000	460,000	120,000	36%
Video (rented, purchased, VHS or DVD)	77%	78%	1%	540,000	600,000	57,000	10%
Listening to recorded music							
Downloaded music	n/a	30%	n/a	n/a	230,000	n/a	n/a
Music on CD's, cassette tapes, DVD audio discs, records, etc.	86%	82%	-4%	610,000	640,000	25,000	4%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992 *c = use with caution, estimate has relatively high variation							
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)							

Section 10: Prince Edward Island

This section summarizes data regarding the number and percentage of Prince Edward Islanders 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted. The data is drawn from Statistics Canada's General Social Surveys of 1992 and 2005, in-depth telephone surveys of about 290 Prince Edward Islanders 15 years of age or older.¹¹ The statistics presented in this section are reliable estimates from this representative sample of Prince Edward Island residents.

In addition to this text summary, detailed data about the cultural and heritage activities of Prince Edward Islanders is available in Table 19 (2005 data for Prince Edward Island and Canada) and Table 20 (changes between 1992 and 2005).

Table 19 also contains estimates of the margin of error of the 2005 statistics. Comparisons with Canadian data, as well as trends analysis, should take into account the margin of error of the Prince Edward Island statistics. In Table 19, if the difference between Prince Edward Island and Canadian statistics is within the margin of error for the Prince Edward Island statistic, then the Prince Edward Island and Canadian statistics should be considered "similar" or "about equal". In Table 20, if the change over time in a Prince Edward Island statistic is within that statistic's margin of error (presented in Table 19), then the change over time should be considered "similar" or "about equal".

Reading, music and movies are among the most popular cultural and heritage activities

In 2005, the most popular cultural and heritage activities in Prince Edward Island were:

- Reading newspapers (92% of the population 15 or older);
- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (80%);
- Reading a magazine (77%);
- Watching a video (rented, purchased, VHS or DVD formats) (74%);
- Reading a book (69%); and
- Watching a movie at a theatre or drive-in (61%).

¹¹ The number of PEI respondents to the cultural questions was 261 in 1992 and 290 in 2005.

Not surprisingly, reading activities that require less time and attention (such as newspapers) are more popular than activities requiring more time and attention (such as books). The reading of magazines falls in between the two extremes.

Most activities attracted about the same percentage of PEI residents in 2005 as in 1992

Most cultural and heritage activities attracted a similar percentage of Prince Edward Islanders in 2005 as in 1992. The only activity that attracted a larger percentage of Prince Edward Islanders in 2005 than in 1992 was watching movies at a theatre or drive-in. The two cultural and heritage activities that attracted a smaller percentage of PEI residents in 2005 than in 1992 are visits to conservation areas or nature parks and newspaper reading.

Given the population growth between 1992 and 2005, almost all cultural and heritage activities saw an increase in the absolute number of PEI residents attending, visiting, reading, watching or listening.

Performing arts

Table 19 shows that, in 2005, 36% of Prince Edward Islanders 15 or older (40,000 Prince Edward Island residents) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals). This is about equal to the Canadian rate (i.e., within the margin of error of the Prince Edward Island data).

Table 19 also provides a breakdown of the overall performing arts attendance rate in 2005:

- 22% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre or comedy (25,000 Prince Edward Island residents);
- 22% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (25,000 Prince Edward Island residents); and
- the percentage of PEI residents attending a symphonic or classical music performance is not reliable.

Questions about other specific performing arts disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

The theatre and popular music attendance rates are about equal to the Canadian rates (i.e., within the margin of error of the Prince Edward Island data).

Table 20 shows that, between 1992 and 2005, the Prince Edward Island performing arts attendance rate remained relatively stable (i.e., within the margin of error of the 2005 data). The theatre and popular music attendance rates also remained relatively stable between 1992 and 2005.

In 2005, respondents were asked three subsequent questions about performing arts attendance:

- 19% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (22,000 Prince Edward Island residents);
- 13% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (15,000 Prince Edward Island residents). *(The estimate of cultural/heritage performance attendance has a relatively high statistical variation. This estimate should be used with caution. As such, this report will not make comparisons with Canadian data nor examine trends over time using this data.)*
- 10% attended another kind of cultural performance (12,000 Prince Edward Island residents). *(The estimate of other performance attendance has a relatively high statistical variation. This estimate should be used with caution. As such, this report will not make comparisons with Canadian data nor examine trends over time using this data.)*

The cultural festival attendance rate is similar to the Canadian rate (i.e., within the margin of error of the Prince Edward Island data). There is no historical data for attendance at cultural festivals.

Museums, including art galleries

One-third of Prince Edward Islanders (34%) 15 years of age or older, or 38,000 people, visited a museum in 2005. This includes the 21% of PEI residents – 24,000 people – who visited an art gallery in 2005. The Prince Edward Island museum and art gallery attendance rates are both about equal to the Canadian rates (i.e., within the margin of error of the Prince Edward Island data).

There was essentially no change in either the museum or art gallery attendance rates between 1992 and 2005.

Heritage activities

Almost four in ten Prince Edward Islanders visited an historic site in 2005 (37%, or 41,000 people), while fewer Prince Edward Island residents visited a zoo, aquarium, botanical garden, planetarium or observatory (16%, or 18,000 people). *(The estimate of visits to a zoo, aquarium, etc. has a relatively high statistical variation. This estimate should be used with caution. As such, this report will not make comparisons with Canadian data nor examine trends over time using this data.)* Forty-five percent of Prince Edward Islanders visited a conservation area or nature park in 2005 (50,000 people).

The percentage of Prince Edward Island residents visiting an historic site, conservation area or nature park are similar to the Canadian rates (i.e., within the margin of error of the Prince Edward Island statistics).

Table 20 shows that, between 1992 and 2005, the percentage of Prince Edward Island residents visiting an historic site remained relatively stable (i.e., within the margin of error of the 2005 statistics), while the percentage of the population visiting a conservation area or nature park decreased from 55% to 45%.

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 92% of the population 15 or older read a newspaper (100,000 Prince Edward Island residents);
- 77% read a magazine (86,000 Prince Edward Islanders); and
- 69% read at least one book (77,000 Prince Edward Island residents).

All three of these statistics are similar to the Canadian rates (i.e., within the margin of error of the Prince Edward Island statistics).

Table 20 shows that, between 1992 and 2005, newspaper reading attracted a slightly smaller percentage of PEI residents, while the magazine and book reading rates remained relatively stable (i.e., within the margin of error of the 2005 statistics).

Movies and videos

Movies and videos are quite popular with Prince Edward Islanders. In 2005, about six in ten Prince Edward Islanders went to at least one movie at a theatre or drive-in (61%, or 68,000 people), while 74% watched a video (83,000 people). Both figures are relatively similar to the Canadian rates (i.e., within the margin of error of the Prince Edward Island statistics). Between 1992 and 2005, the movie-going rate increased, while the video-watching rate remained relatively stable.

Recorded music

In 2005, 25% of Prince Edward Islanders listened to downloaded music (28,000 people), compared with 80% who listened to music recorded on CDs or other formats (89,000 people). The Prince Edward Island rates for both activities are similar to the Canadian rates. Between 1992 and 2005, the rate of listening to recorded music on CDs or other formats remained relatively stable. There is no historical data for listening to downloaded music.

**Table 19: Cultural and Heritage Activities
of Prince Edward Islanders and all Canadians in 2005**

Statistic	Prince Edward Island		Canada		Statistical variation of percentage estimate (19 times out of 20)	
	Residents 15 or older		Residents 15 or older		Plus / minus (PEI)	Plus / minus (Canada)
	% of pop-ulation	Number of people	% of pop-ulation	Number of people		
Total population 15 or older	100%	110,000	100%	26.10 million		
Performing arts attendance						
Performing arts	36%	40,000	41%	10.76 million	8%	1%
Theatre	22%	25,000	23%	5.89 million	7%	1%
Pop music	22%	25,000	24%	6.21 million	7%	1%
Classical music	n/r	n/r	10%	2.49 million	n/r	1%
Cultural festival	19%	22,000	24%	6.18 million	6%	1%
Cultural/heritage performance	13% (*c)	15,000 (*c)	15%	3.93 million	5%	1%
Other cultural performance	10% (*c)	12,000 (*c)	11%	2.82 million	5%	1%
Visitors to museums and art galleries						
Museum (all types)	34%	38,000	35%	9.19 million	8%	1%
Public art gallery	21%	24,000	27%	6.98 million	7%	1%
Heritage activities						
Historic site	37%	41,000	33%	8.71 million	8%	1%
Zoo, aquarium, botanical garden, planetarium or observatory	16% (*c)	18,000 (*c)	34%	8.75 million	6%	1%
Conservation area or nature park	45%	50,000	46%	11.98 million	7%	1%
Reading						
Newspaper	92%	100,000	87%	22.64 million	5%	1%
Magazine	77%	86,000	78%	20.41 million	8%	1%
Book	69%	77,000	67%	17.39 million	7%	1%
Watching movies and videos						
Movie or drive-in theatre	61%	68,000	61%	15.92 million	6%	1%
Video (rented, purchased, VHS or DVD)	74%	83,000	79%	20.51 million	8%	1%
Listening to recorded music						
Downloaded music	25%	28,000	29%	7.45 million	7%	1%
Music on CD's, cassette tapes, DVD audio discs, records, etc.	80%	89,000	84%	21.88 million	8%	1%

Note: *c = use with caution, estimate has relatively high variation n/r = not statistically reliable
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)

Table 20: Cultural and Heritage Activities of Prince Edward Islanders in 1992 and 2005

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Total population 15 or older				98,000	110,000	14,000	14%
Number of survey respondents				261	290	29	11%
Performing arts attendance							
Performing arts	34%	36%	3%	33,000	41,000	8,000	23%
Theatre	17%	22%	5%	17,000	25,000	8,000	49%
Pop music	22%	22%	0%	21,000	25,000	4,000	17%
Classical music	n/r	n/r	n/r	n/r	n/r	n/r	n/r
Cultural festival	n/a	19%	n/a	n/a	22,000	n/a	n/a
Cultural/heritage performance	11% (*c)	13% (*c)	3% (*c)	10,000 (*c)	15,000 (*c)	4,000 (*c)	42% (*c)
Other cultural performance	n/a	10% (*c)	n/a	n/a	12,000 (*c)	n/a	n/a
Visitors to museums and art galleries							
Museum (all types)	29%	34%	5%	28,000	38,000	10,000	35%
Public art gallery	19%	21%	2%	18,000	24,000	5,000	28%
Heritage activities							
Historic site	31%	37%	6%	30,000	41,000	11,000	37%
Zoo, aquarium, botanical garden, planetarium or observatory	17% (*c)	16% (*c)	-1% (*c)	16,000 (*c)	18,000 (*c)	2,000 (*c)	9% (*c)
Conservation area or nature park	55%	45%	-10%	54,000	50,000	-4,000	-7%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992 *c = use with caution, estimate has relatively high variation n/r = not statistically reliable							

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Reading							
Newspaper	98%	92%	-6%	96,000	100,000	7,000	8%
Magazine	86%	77%	-8%	84,000	86,000	3,000	3%
Book	64%	69%	5%	63,000	77,000	14,000	23%
Watching movies and videos							
Movie or drive-in theatre	49%	61%	12%	48,000	68,000	20,000	42%
Video (rented, purchased, VHS or DVD)	75%	74%	-1%	73,000	83,000	10,000	13%
Listening to recorded music							
Downloaded music	n/a	25%	n/a	n/a	28,000	n/a	n/a
Music on CD's, cassette tapes, DVD audio discs, records, etc.	81%	80%	-2%	80,000	89,000	10,000	12%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992 *c = use with caution, estimate has relatively high variation n/r = not statistically reliable							
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)							

Section 11: Newfoundland and Labrador

This section summarizes data regarding the number and percentage of Newfoundland and Labrador residents 15 or older who, in 2005:

- attended live performances;
- visited art galleries and other museums;
- visited historic sites and other heritage organizations;
- read a newspaper, magazine or book;
- watched movies or videos; or
- listened to recorded music.

Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted. The data is drawn from Statistics Canada's General Social Surveys of 1992 and 2005, in-depth telephone surveys of about 550 Newfoundland and Labrador residents 15 years of age or older.¹² The statistics presented in this section are reliable estimates from this representative sample of Newfoundland and Labrador residents.

In addition to this text summary, detailed data about the cultural and heritage activities of Newfoundland and Labrador residents is available in Table 21 (2005 data for Newfoundland and Labrador and Canada) and Table 22 (changes between 1992 and 2005).

Table 21 also contains estimates of the margin of error of the 2005 statistics. Comparisons with Canadian data, as well as trends analysis, should take into account the margin of error of the Newfoundland and Labrador statistics. In Table 21, if the difference between Newfoundland and Labrador and Canadian statistics is within the margin of error for the Newfoundland and Labrador statistic, then the Newfoundland and Labrador and Canadian statistics should be considered "similar" or "about equal". In Table 22, if the change over time in a Newfoundland and Labrador statistic is within that statistic's margin of error (presented in Table 21), then the change over time should be considered "similar" or "about equal".

Music, reading and movies are among the most popular cultural and heritage activities

In 2005, the most popular cultural and heritage activities in Newfoundland and Labrador were:

- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (84% of the population 15 or older);
- Reading newspapers (84%);
- Watching a video (rented, purchased, VHS or DVD formats) (77%);
- Reading a magazine (70%);
- Reading a book (62%); and
- Watching a movie at a theatre or drive-in (50%).

¹² The number of Newfoundland and Labrador respondents to the cultural questions was 540 in 1992 and 566 in 2005.

Not surprisingly, reading activities that require less time and attention (such as newspapers) are more popular than activities requiring more time and attention (such as books). The reading of magazines falls in between the two extremes.

Most activities attracted about the same percentage of Newfoundland and Labrador residents in 2005 as in 1992

Most cultural and heritage activities attracted a similar percentage of Newfoundland and Labrador residents in 2005 as in 1992. The two activities that attracted a larger percentage of Newfoundland and Labrador residents in 2005 than in 1992 were visits to historic sites and watching movies at a theatre or drive-in. Some cultural and heritage activities attracted a smaller percentage of Newfoundland and Labrador residents in 2005 than in 1992, including popular music attendance, visits to conservation areas or nature parks, newspaper reading and magazine reading.

Performing arts

Table 21 shows that, in 2005, 30% of Newfoundland and Labrador residents 15 or older (130,000 people) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals). This is lower than the Canadian rate of 41%.

Table 21 also provides a breakdown of the overall performing arts attendance rate in 2005:

- 16% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre or comedy (68,000 Newfoundland and Labrador residents);
- 17% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (74,000 Newfoundland and Labrador residents); and
- approximately 5% attended a symphonic or classical music performance (20,000 Newfoundland and Labrador residents). *(The estimate of symphonic or classical music attendance has a relatively high statistical variation. This estimate should be used with caution. As such, this report will not make comparisons with Canadian data nor examine trends over time using this data.)*

Questions about other specific performing arts disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

Both the theatre and popular music attendance rates are below the Canadian rates (23% and 24%, respectively).

Table 22 shows that, between 1992 and 2005, the Newfoundland and Labrador performing arts attendance rate remained relatively stable. The theatre attendance rate also remained relatively stable, while the popular music attendance rate decreased from 22% in 1992 to 17% in 2005.

In 2005, respondents were asked three subsequent questions about performing arts attendance:

- 15% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (64,000 Newfoundland and Labrador residents);
- 13% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (56,000 Newfoundland and Labrador residents); and
- approximately 7% attended another kind of cultural performance (31,000 Newfoundland and Labrador residents). *(The estimate of other performance attendance has a relatively high statistical variation. This estimate should be used with caution. As such, this report will not make comparisons with Canadian data nor examine trends over time using this data.)*

The festival attendance rate is lower than the Canadian rate (24%), while the cultural/heritage performance attendance rate is similar to the Canadian rate (i.e., within the margin of error of the Newfoundland and Labrador data).

The cultural/heritage performance attendance rate remained relatively stable between 1992 and 2005. There is no comparable historical data for cultural festivals or other cultural performances.

Museums, including art galleries

About three in ten Newfoundland and Labrador residents (28%) 15 years of age or older, or 120,000 people, visited a museum in 2005. This includes the 19% of Newfoundland and Labrador residents – 82,000 people – who visited an art gallery in 2005. The Newfoundland and Labrador museum and art gallery attendance rates are both lower than the Canadian rates (35% and 27%, respectively).

There was no significant change in either the museum or art gallery attendance rates between 1992 and 2005.

Heritage activities

Over four in ten Newfoundland and Labrador residents visited an historic site in 2005 (44%, or 190,000 people), while less than half as many Newfoundland and Labrador residents visited a zoo, aquarium, botanical garden, planetarium or observatory (20%, or 88,000 people). Thirty-nine percent of Newfoundland and Labrador residents visited a conservation area or nature park in 2005 (170,000 people).

The percentage of Newfoundland and Labrador residents visiting an historic site is higher than the Canadian rate (33%), while the percentage visiting a zoo, aquarium, botanical garden, planetarium or observatory is lower than the Canadian rate (34%). The attendance rate at conservation areas or nature parks is also lower than the Canadian rate (46%).

Table 22 shows that, between 1992 and 2005, the percentage of Newfoundland and Labrador residents visiting an historic site increased from 31% to 44%. The zoo, aquarium, etc. attendance rate remained relatively stable (i.e., within the margin of error of the 2005 statistic), while the percentage of Newfoundland and Labrador residents visiting a conservation area or nature park decreased from 52% in 1992 to 39% in 2005.

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 84% of the population 15 or older read a newspaper (360,000 Newfoundland and Labrador residents);
- 70% read a magazine (300,000 Newfoundland and Labrador residents); and
- 62% read at least one book (270,000 Newfoundland and Labrador residents).

The newspaper reading rate is similar to the Canadian rate (i.e., within the margin of error of the Newfoundland and Labrador statistic), while the magazine and book reading rates are below the Canadian rates (78% and 67%, respectively).

Between 1992 and 2005, the newspaper and magazine reading rates decreased, while the book reading rate remained relatively stable (i.e., within the margin of error of the 2005 statistic).

Movies and videos

In 2005, one half of Newfoundland and Labrador residents went to at least one movie at a theatre or drive-in (50%, or 210,000 people), while 77% watched a video (330,000 people). The movie-going rate is below the Canadian rate (61%), while the video-watching rate is about equal to the Canadian rate. Between 1992 and 2005, the movie-going rate increased, while the video-watching rate remained relatively stable.

Recorded music

In 2005, 26% of Newfoundland and Labrador residents listened to downloaded music (110,000 people), compared with 84% who listened to music recorded on CDs or other formats (360,000 people). The Newfoundland and Labrador rates for both activities are similar to the Canadian rates. Between 1992 and 2005, there was essentially no change in the rate of listening to recorded music on CDs or other formats. There is no historical data for listening to downloaded music.

**Table 21: Cultural and Heritage Activities
of Newfoundland and Labrador residents and all Canadians in 2005**

Statistic	Newfoundland and Labrador		Canada		Statistical variation of percentage estimate (19 times out of 20)	
	Residents 15 or older		Residents 15 or older		Plus / minus (NL)	Plus / minus (Canada)
	% of pop-ulation	Number of people	% of pop-ulation	Number of people		
Total population 15 or older	100%	430,000	100%	26.10 million		
Performing arts attendance						
Performing arts	30%	130,000	41%	10.76 million	4%	1%
Theatre	16%	68,000	23%	5.89 million	4%	1%
Pop music	17%	74,000	24%	6.21 million	4%	1%
Classical music	5% (*c)	20,000 (*c)	10%	2.49 million	2%	1%
Cultural festival	15%	64,000	24%	6.18 million	4%	1%
Cultural/heritage performance	13%	56,000	15%	3.93 million	3%	1%
Other cultural performance	7% (*c)	31,000 (*c)	11%	2.82 million	3%	1%
Visitors to museums and art galleries						
Museum (all types)	28%	120,000	35%	9.19 million	4%	1%
Public art gallery	19%	82,000	27%	6.98 million	4%	1%
Heritage activities						
Historic site	44%	190,000	33%	8.71 million	5%	1%
Zoo, aquarium, botanical garden, planetarium or observatory	20%	88,000	34%	8.75 million	4%	1%
Conservation area or nature park	39%	170,000	46%	11.98 million	5%	1%
Reading						
Newspaper	84%	360,000	87%	22.64 million	3%	1%
Magazine	70%	300,000	78%	20.41 million	4%	1%
Book	62%	270,000	67%	17.39 million	4%	1%
Watching movies and videos						
Movie or drive-in theatre	50%	210,000	61%	15.92 million	5%	1%
Video (rented, purchased, VHS or DVD)	77%	330,000	79%	20.51 million	5%	1%
Listening to recorded music						
Downloaded music	26%	110,000	29%	7.45 million	4%	1%
Music on CD's, cassette tapes, DVD audio discs, records, etc.	84%	360,000	84%	21.88 million	3%	1%

Note: *c = use with caution, estimate has relatively high variation

Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)

Table 22: Cultural and Heritage Activities of Newfoundland and Labrador residents in 1992 and 2005

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Total population 15 or older				440,000	430,000	-11,000	-3%
Number of survey respondents				540	566	26	5%
Performing arts attendance							
Performing arts	30%	30%	1%	130,000	130,000	0	0%
Theatre	12%	16%	4%	51,000	68,000	17,000	33%
Pop music	22%	17%	-4%	96,000	74,000	-22,000	-23%
Classical music	3% (*c)	5% (*c)	1% (*c)	15,000 (*c)	20,000 (*c)	5,000 (*c)	34% (*c)
Cultural festival	n/a	15%	n/a	n/a	64,000	n/a	n/a
Cultural/heritage performance	11%	13%	2%	50,000	56,000	5,000	11%
Other cultural performance	n/a	7% (*c)	n/a	n/a	31,000 (*c)	n/a	n/a
Visitors to museums and art galleries							
Museum (all types)	27%	28%	1%	120,000	120,000	1,000	1%
Public art gallery	15%	19%	4%	67,000	82,000	15,000	22%
Heritage activities							
Historic site	31%	44%	13%	140,000	190,000	51,000	37%
Zoo, aquarium, botanical garden, planetarium or observatory	21%	20%	-1%	93,000	88,000	-5,000	-6%
Conservation area or nature park	52%	39%	-13%	230,000	170,000	-61,000	-26%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992 *c = use with caution, estimate has relatively high variation							

Statistic	Percentage of population (15 or older)			Number of people (15 or older)			
	1992	2005	Change (in percentage points)	1992	2005	Change in number of people	Percentage change in number
Reading							
Newspaper	92%	84%	-8%	410,000	360,000	-46,000	-11%
Magazine	76%	70%	-6%	340,000	300,000	-35,000	-10%
Book	66%	62%	-4%	290,000	270,000	-25,000	-9%
Watching movies and videos							
Movie or drive-in theatre	39%	50%	11%	170,000	210,000	44,000	26%
Video (rented, purchased, VHS or DVD)	78%	77%	-1%	340,000	330,000	-15,000	-4%
Listening to recorded music							
Downloaded music	n/a	26%	n/a	n/a	110,000	n/a	n/a
Music on CD's, cassette tapes, DVD audio discs, records, etc.	86%	84%	-2%	380,000	360,000	-18,000	-5%
Notes: All changes are calculated from unrounded figures. Changes calculated from the rounded numbers in this table may vary slightly. n/a = question not asked in 1992 *c = use with caution, estimate has relatively high variation							
Survey data analyzed by Hill Strategies Research based on Statistics Canada's General Social Survey (2005)							